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THE AMERICAN FLORIST

America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

Vol. LVII. **CHICAGO AND NEW YORK, JULY 16, 1921.** **No. 1728**

THE AMERICAN FLORIST

ESTABLISHED 1885

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS—THOMAS ROLAND, Nahant, Mass., President; ADOLPHUS GUDE, Washington, D. C., Vice-President; JOHN YOUNG, 41-43 West 18th St., New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer.

The thirty-seventh annual convention will be held at Washington, D. C., August 16-18, 1921.

Fifth National Flower Show.

The Fifth National Flower Show will be held at Cleveland, O., March 25 to April 1, 1922.

FLORISTS' TELEGRAPH DELIVERY ASSOCIATION.

Next annual meeting at Toronto, Ont., October 11-13, 1921. OFFICERS: PHILIP BREITMEYER, Detroit, Mich., President; H. G. DILLEMUTH, Toronto, Ont., Vice-President; ALBERT POCHELON, Detroit, Mich., Secretary; WM. L. ROCK, Kansas City, Mo., Treasurer.

AMERICAN ASSOCIATION OF PARK SUPERINTENDENTS.

Next annual meeting will be held at Detroit Mich., August 23-25, 1921. OFFICERS: HENRY W. BUSCH, Detroit, Mich., President; J. V. BUROEVIN, New York, Vice-President; EMMETT P. GRIFFIN, East St. Louis, Ill., Secretary-Treasurer.

ASSOCIATION OF AMERICAN CEMETERY SUPERINTENDENTS.

Next annual meeting at Detroit, Mich., September 13-15, 1921. OFFICERS: F. H. RUTHERFORD, Hamilton, Ont., President; W. B. JONES, 2800 Brighton Road, N. S., Pittsburgh, Pa., Secretary-Treasurer

AMERICAN DAHLIA SOCIETY.

Next annual meeting and exhibition, at Hotel Pennsylvania, New York, September 27-30, 1921: OFFICERS: RICHARD VINCENT, JR., White Marsh, Md., President; E. C. VICK 205 Elwood Ave., Newark, N. J., Secretary.

AMERICAN GLADIOLUS SOCIETY.

Next annual meeting and exhibition, St. Thomas, Ont., August 24-25, 1921. OFFICERS, H. E. MEADER, Dover, N. H., President; A. C. BEAL, Ithaca, N. Y., Secretary.

Texas State Florists' Association.

Annual Convention, San Antonio, July 12-14.

An Attractive Programme.

The seventh annual meeting of the Texas State Florists' Association is in progress at the Anthony Hotel, San Antonio, as we go to press, continuing three days—July 12-14, with an excellent programme.

Vice-President Suchy, of the convention city will call the meeting to order at the opening session Tuesday morning and H. O. Hannah of Sherman, for the state organization, and J. A. Peterson of Cincinnati, O., for other states, will respond to the welcoming address by Mayor O. B. Black.

President Otto Lang, of Dallas, will follow with his annual address and the remainder of the session will be taken up with reports of committees, appointments, announcements of programme features, closing with a paper by Mrs. Simeon Shaw, of Canyon, on "An International Holiday."

In the evening, there will be held the reception to the president, and a get-together meeting in convention hall.

The second day will be devoted to a number of interesting addresses and discussions which will undoubtedly prove both entertaining and profitable to all present. At the morning session, which will convene at 9:30 o'clock, J. W. Furrow, Guthrie, Okla., will be the first speaker, his topic being "My Experience with a Fungus Disease Affecting Carnations," followed by T. J. Noll, of Kansas City, Mo., who will analyze "The Outlook for the Florist Business for Next Season." This will be followed by a round table discussion of "A Better Understanding in Pricing Flowers for F. T. D. Orders." "Shall We Make November 11 a Flower Day?" will be the subject of an address by James W. Begbie, Shreveport, La., and a discussion of "Profitable Flowers for Summer" will conclude the morning programme.

At 2 p. m., W. H. Englehart, Memphis, Tenn., will tell of the "Progress of the Florist Business East of the Mississippi;" the other speakers for this session will include R. C. Kerr, Houston, Tex., who will speak on "Salesmanship in the Flower Shop;" J. F. Ammann, Edwardsville, Ill. on "How the Flower Growers' Association Will Help the Florists of the South;" "Every Texas Florist a Member of the Society of American Florists," by W. J. Baker, Fort Worth, and "Parks and Landscape," by Hon. Ray Lambert, commissioner of parks, San Antonio.

At 4 p. m., the members will be taken for a tallyho trip through the city, visiting the Alamo, Old Missions, Horn Palace Inn and Hot Wells. At the last named place a watermelon feast will be served.

For the morning of the last day, the programme features are: "Future of the Florist Business in Texas," by V. J. Davis, Fort Worth; "What Oklahoma Can Do to Help Supply the Texas Florists," by A. F. Koehle, Mangum, Okla.; "How a Woman Can Successfully Conduct a Flower Store," by Miss Martha C. Wood, Hillsboro; and a round table discussion, led by Mrs. E. C. Weissinger, Beaumont, on "Is Doubling Prices for Christmas, Easter and Mothers' Day Practical for the Florist Trade?"

The final business session will open at 2 p. m., at which officers for the ensuing year will be elected, and at 4 p. m., the delegates will be taken for an automobile ride through Breckenridge park and the zoo. A Mexican dinner will be served in the Mexican village at which a 40-piece band of Mexican boys, with Mexican entertainers, all dressed in native costumes, will furnish the music.

That there will be quite an extensive representation of trade exhibitors is indicated from the fact that there have been many early applications for space, including Lord & Burnham Co., New York and Chicago; Ove Gnatt Co., La Porte, Ind.; Pittsburg Clay Products Co., Pittsburg, Kan.; McCallum Company, Pittsburgh, Pa.; H. Bayersdorfer & Co., Philadelphia, Pa.; J. W. Davis Company, Terre Haute,

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Ind.; Poehlmann Bros. Co., Chicago; Pinehurst Floral Co., Pleasant Hill, Mo.; A. L. Randall Co., Chicago; American Greenhouse Manufacturing Co., Chicago; Burlington Willow Ware Shops, Burlington, Ia.; Athens Pottery Company, Fort Worth, Tex.; Pittsburgh Cut Flower Co., Pittsburgh, Pa. J. A. Peterson & Sons, Cincinnati, O., and others.

The officers of the Texas State Florists' Association are: Otto Lang, Dallas, president; F. C. Suchy, San Antonio, vice-president; Louis J. Tackett, Fort Worth, secretary-treasurer; R. F. Williams, Dallas, educational director. The board of directors includes V. J. Davis, Fort Worth; Chas. Alff, Sr., Austin; Miss Martha C. Wood, Hillsboro; Wise Adkisson, Greenville; E. W. Judge, Tyler, and R. C. Kerr, Houston.

President Lang's Address.

It has been a pleasure to serve the association and therefore I wish to express my appreciation for the honor bestowed upon me at the Fort Worth convention, where you made me your president. Before you get through or leave here I hope you will be able to say "He has done his duty." It has been a pleasure, rather than a duty, to serve the trade. The San Antonio florists have done their work well and thoroughly, the evidence is here to show.

In company with Mr. Davis and Mr. Tackett I visited San Antonio last fall and found that they were on the job and arranging everything to make this the largest convention to date. I believe you will agree with me, that our exhibitors have increased by many and have enlarged their spaces. I hope that we are educating the people to use more flowers as the orders here increased wonderfully the last year. I hope the supply men have received their share and further that the Texas State Florists' Association is getting on a higher and better plane than has been the case in former years. In making this statement it is not with any personal feelings toward anyone, but as a general reminder that the man or woman who handles his business in a fair and legitimate way succeeds where the unfair should find other vocations rather than the florist business.

In years gone by I was told that it did not pay to sell cut flowers to Texas points, that florists did not pay their bills, refused c.o.d. shipments and the business was unprofitable. The last few years we find increased demand for flowers, new houses seeking the orders and with better feeling. I hope that the exhibitors will get the lion's share of the orders for the coming year, and trust that the buyers get better goods at lower prices, so it will be an incentive for both buyer and seller to be at wherever the next convention will be held. There has been some changes in the florists' method of doing business. Where a few years ago flowers were shipped into Texas, they are now shipped out of the state. For instance, the gladiolus, the first outdoor stock this year, came from Houston territory, then later from Dallas and then Oklahoma. Roses and carnations are grown in larger quantities and better grades; and chrysanthemums will be raised in large quantities and not so many bought in California, where the express is our greatest drawback and eats up all the profits. Asters have been produced by us with good results and should be grown by anyone who has water, as they only require a little shade and some water. By late sowing of the seed we will have asters until October when the chrysanthenums start in.

We note with pleasure and which is a sure sign of progress that several new greenhouses are being built in San Antonio, in Fort Worth, in Dallas and other cities. New firms have started in business, new members enrolled in our association and although a hard year has just passed it cannot so be said of the florists in general. Right here I want to remind all that we have a medium that has been a wonderful help to the trade, to all the florists who buy stock or have some to sell. I refer to the Southern Florist, which has also made a change, and we have now at its head Aaron Smith as editor and secretary-treasurer. It is my desire that before we retire and before we leave San Antonio that we add quite a few members to all these new associations, the Florists'

Otto Lang, Dallas, Tex.
President Texas State Florists' Ass n

Telegraph Delivery Association, the Society of American Florists and our Texas association. Nothing has done us as much good and brought us more orders than our national publicity and F. T. D., and through our annual meetings we can renew our acquaintance, exchange our views, and bring back to life some one who has lost heart or was on the wrong road.

With this I bid you a prosperous 1921-1922 and may we all meet at next year's meeting place with added faces and factors and more and larger displays.

Notes.

J. A. Peterson, of Cincinnati, O., was unable to attend, but his son, Clarence Peterson, represented him at the convention. Mr. Peterson presented his father's address on "Cyclamen Culture," illustrated with stereopticon slides which he had taken with him, including besides those relating to cyclamens, colored views of begonias, and pictures of former presidents of the Society of American Florists.

J. F. Ammann, Edwardsville, Ill., of the Society of American Florists' publicity committee, scheduled to be present, was unable to attend the meeting on account of his prolonged absence on the Pacific coast.

Cyclamen Culture.

Paper by J. A. Peterson, Cincinnati, O. Presented at the Annual Meeting of the Texas State Florists' Association, San Antonio, July 12-14, 1921.

The cyclamen of today, owing to very careful selection of the very finest plants and flowers for seed, has become one of the most popular flowering plants for late fall and the Christmas holidays. The flowering period commences in November, and with proper care will continue until March.

First, it is of the utmost importance to secure fresh seed from the finest flowers. There is today a varied assortment of colors, and they are all indispensable; some want salmon, others want pink, red, white, etc.; but it is the great variety the public likes, not one color, or the other.

Second, to have fine specimens for the holidays, seed should be sown in the month of August (of the year previous). Sow in shallow bxes, placing the seed about one-half inch apart each way; use a very light soil consisting of one-half part leaf mould, one-quarter light sandy loam and one-quarter sharp sand. Cover the seed only so that it does not appear on the surface; press gently, water so that the soil is well soaked. Do not allow cyclamen seed to get dry, or you will have failure. Place the seed boxes in a moderately warm house, about 65 degrees Fahrenheit, until the seedlings have come up, which will take from six to eight weeks. Keep dark and well shaded for above period. When the young seedlings are well up they should be given more light, close to the glass, or upon a shelf where they may remain until they have about three leaves, taking care all the time not to allow the young plants to become too dry; a temperature of 55 degrees will now be sufficient. About the latter part of December, or first of January, the young plants should be transplanted into 2-inch pots, using a very light compost; they may also be transplanted into flats, and plant about two inches apart, but we prefer using the 2-inch pots, as they do not suffer by the roots being disturbed again. At this period keep night temperature about 55 degrees grow young Cyclamen cool, as there is no advantage in having them make rapid growth at this time; a short sturdy plant is much better, they will not suffer so much when warm weather commences, and they will grow more natural. About March the young plants should again be repotted into 3-inch pots, this time using a little stronger soil, and adding some very old, dry manure. Give each plant plenty of room, or all they require; long drawn up leaves will not make satisfactory plants.

About May 15 re-pot into 4-inch pots where they shuld remain till August, when they should receive their final potting, according to size. For the final potting we use three parts sandy loam, three parts leaf mould, two parts old well-rotted manure, and two parts coarse sand.

During the summer montbs cyclamen require as cool a house as possible, with all the side ventilators as well as top ventilators open day and night. A slight shade is also required to keep the foliage from burning. At all times see that the plants are not crowded, allow each plant all the room they want; if standing too close together they will become long and lanky.

Cyclamen are also subject to insect pests; see that all moths and butterflies are destroyed by catching and killing same. They are also subject to

PROMINENT IN TEXAS STATE FLORISTS' ASSOCIATION MEETING, SAN ANTONIO, JULY 12-14.

From Left to Right: Past President H. O. Hannah, Sherman; J. F. Ammann, Edwardsville, Ill.; Past President W. J. Baker, Ft. Worth; Secretary-Treasurer L. J. Tackett, Ft. Worth; Past President R. C. Kerr, Houston.

mite, thrip and red spider; to destroy these pests we use Hammond's Thrip Juice No. 2, according to instructions found on can or container. Continue the use of thrip juice until about October; after that we prefer to spray with nicotine once a week until November 1, or until the flowers begin to appear; after that, spraying with insecticides should be discontinued, as it will discolor the flowers and foliage. Continue spraying with clear water at least twice every day, weather permitting. For best results keep night temperature at 50 to 55 degrees; do not try to grow warmer.

Watering—It is at all times necessary to use great care in watering cyclamen plants; only water when moderately dry; be liberal with water, yet use moderately, as once over-watered there is not much hope for the plants.

Feeding—When the plants are full of roots, and they are strong and sturdy a feeding once a week with liquid fertilizer is a great benefit; we prefer using fresh cow, or horse droppings; it should however be used with great care.

For the first and second potting the young corms should be covered to the top of same, but not any deeper; for the final potting see that a small portion of the corm is left above the soil; if potted too deep they are liable to rot. Always use clean pots with plenty of drainage, and pot moderately firm.

The cyclamen is of easy culture, but it has its whims; use good judgment.

Herewith is a reproduction of a photograph taken December, 1919, of a house of cyclamen grown for seed.

DENVER, COLO.—Chas. Benson is adding several houses to his establishment.

ROWLANDVILLE, PA.—W. and H. Evans suffered a severe loss to their greenhouse and a field of 40,000 carnation plants, which were damaged recently by hail.

THE S. A. F.

The Washington Convention.

The secretary sent out the following message to all members:

The annual convention of the Society of American Florists to be held in Washington, D. C., August 16-18 next, is expected to be the largest in the history of the society in point of attendance. The city of Washington is a favorable one for conventons of trade organizations and is well able to care for crowds of visitors, to all of whom the attractions of the city appeal. On two other occasions our convention has been held here, and the delightful hospitalty extended by our brethren in the trade on those occasions remains a most pleasant memory. At the forthcoming convention we are assured of even greater hospitality, and numbers of our members are looking forward to the convention dates with feelings of pleasure.

We hope to have you with us at Washington, and believe that it will be to your interests, both business and personal, to arrange to be present. It is good for every man in the trade to get away from his ordinary surroundings once in a while, and he feels the better for the change. Besides, at the convention there will be staged a great exhibition of practically everything used by florists, in all branches of their trade, and including the latest improvements in greenhouse construction and requisites, and the newest ideas in florists' supplies of all kinds. Last, but not least, will be the opportunity to meet with brethren in the trade from every part of this country and Canada, exchange ideas and note experiences. We are a happy lot of mortals at these conventions, and get much pleasure out of the friendships made.

You need not come alone—bring your wife, and other members of your family if you have any. The Ladies' Society of American Florists and the local committee of ladies will take care of your folks while you are in attendance at the sessions of the convention; and both you and they will enjoy the entertainment functions, always a feature of these gatherings.

Railroad Rates.

The railroads are making us concessions in travel rates this year. Five of the larger passenger associations have offered us a rate of one fare and one-half for the round trip, and if you should not happen to be in any of the territory they cover, you can buy a ticket to the nearest boundary and from thence book at the reduced rate.

The following are territories to which the reduced rate applies:

Trunk Line: New York state (east of and including Buffalo, Niagara Falls, Suspension Bridge and Salamanca), New Jersey, Pennsylvania (east of and including Erie, Oil City and Pittsburgh); Delaware, Maryland, District of Columbia, Virginia and West Virginia (east of and including Wheeling, Parkersburg, Kenova, Orange and Norfolk).

Central: From territory west of Buffalo, Niagara Falls, Salamanca, Pittsburgh, Wheeling, Parkersburg and Kenova to and including Chicago and St. Louis, and north of the Ohio River, including Cincinnati, Louisville and Cairo.

Southwestern: From territory southwest of St. Louis, including Texas, Arkansas, Oklahoma, Missouri (south of Missouri River) and Louisiana (west of Mississippi River).

Western: From territory west of Chicago, Peoria and St. Louis and east of the states of Washington, Oregon and Nevada.

Southeastern: From territory south of Ohio and Potomac, and east of Mississippi River.

The New England and Transcontinental Pacific Coast Passenger Asso-

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ciations do not come into the arrangement. Visitors from New England will journey to the point nearest to them in territory mentioned and take reduced fare tickets from that point.

Pacific Coast: Visitors from San Francisco, Los Angeles, San Diego, Oakland, California, via direct routes and from Portland, Ore., Seattle and Tacoma, Wash., Vancouver and Victoria, B. C., via direct routes can take advantage of summer excursion rates, equivalent to one and one-third fares to Chicago, St. Louis, Memphis and New Orleans, added to the fares from those gateways by eastern connections at the one and one-half fare rate. The tickets to the gateways mentioned are good for three months from date of sale, but not later than October 31, and stop-over privileges are allowed upon them. The through rate from San Francisco, Los Angeles, San Diego and Oakland, Cal., and Portland, Ore., Seattle and Tacoma, Wash., Vancouver and Victoria, B. C., is $162.30 for the round trip. Proportionate fares will be authorized from other points.

Every visitor must, to get the advantage of the reduced rate make application, sufficiently ahead of starting time, to the secretary of the society, 43 West 18th street, New York, for a "Certificate of Identification." This certificate must be presented at the ticket office when purchasing tickets. Visitors outside of the territorial zones wishing to get the reduced rate from points inside the zones must also present certificates, so practically everyone journeying to the convention should be provided. Only one certificate is necessary for a family, made out in the name of the member of the society.

When purchasing tickets ascertain from the ticket agent whether the road you will use is within one of the passenger associations. If it is not, find out whether there is an association road you can use, and if there is not, buy a ticket to the nearest boundary road, then purchase your convention ticket from that point.

Dates of Sale and Return Limits.

Trunk Line: Sale August 12-18. Final return limit August 24.

Central: Sale August 12-18. Final return limit August 24.

Southwestern: Sale August 12-18, with final return limit of August 24 from Missouri and Kansas. Sale August 11-17 with final return limit of August 25 from remainder of association's territory. The following southwestern lines are not party to the reduced fare arrangement: A. & L. M. Ry.; Ft. Smith & Western Ry.; St. L., El Reno & Western Ry.; Jonesboro, Lake City & Eastern Ry.; K. O. & G. Ry.; M. D. & G. Ry.; M. R. & B. T. Ry.

Western: Sale August 12-18, with final return limit of August 24 from Illinois, Iowa, Kansas, Minnesota, Missouri, Nebraska, northern Michigan, North Dakota, South Dakota and Wisconsin. Sale, August 11-17, with final return limit of August 21 from Colorado, Idaho, Montana, New Mexico, Utah and Wyoming.

Southeastern: Sale August 14-16. Final return limit August 21.

Get your certificate from the secretary of the Society of American Florists as early as possible.

The returning time limit expires at midnight of date named.

As soon as possible after arrival in Washington, get your ticket validated by the proper ticket agent for your return journey, bearing in mind that return must be commenced on the date for which ticket is validated.

If you think you will attend the convention, make application for a certificate at once.

Washington Hotel Rates.

Hotel	Per Day Single room	Per Day Single room and bath	Per Day Double room	Per Day Double room and bath
Raleigh	$3.00-$4.00	$4.00-$7.00	$4-$6	$5-$10
Powhatan	2.50- 3.00	4.00- 7.00		
National	2.00- 2.50	3.50- 4.00	3- 4	5- 6
New Ebbitt	2.50	3.50- 4.00	2	3
Franklin	2.50- 3.00	3.00- 4.00	4	5- 7
Cont'nt'l	2.00- 3.00	3.50- 4.00	3- 4	5- 6
Metroplt'n	2.00- 2.50	3.00- 3.50		
Har'ngt'n	3.00	3.50- 4.50		
St. James	1.00- 2.50	2.50- 4.00		
Willard	3.00 up	5.00 up	5 up	7 up
Wardman		4.00		7
Cario	2.00- 2.50	2.50 up	3- 4	4- 5
Shoreham		3.50- 5.00		5- 7
Washn'ton		4.00- 6.00		7- 8
Arlington		4.00		6
N. Wn'stn	2.00- 3.00	2.50- 4.00	2.50-4	

The Wardman Park Hotel, Connecticut avenue and Woodley road, can accommodate about 100 automobiles, the transient rate for storage of which is $1.50 per day.

Membership Dues.

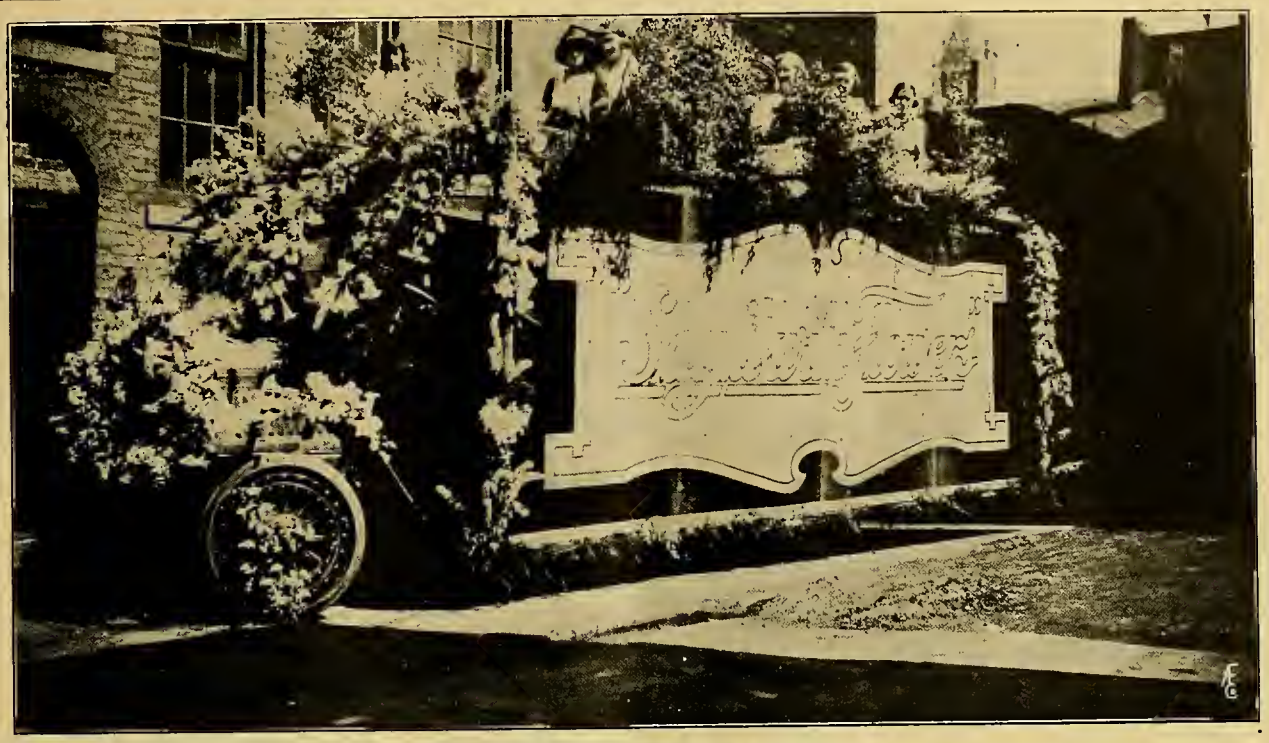
If you have not paid your dues for 1921, you are urged to do so at once. Membership cards are mailed to all members in good standing, which means all who have paid their dues. These cards are also necessary for presentation at the entrance to the Trade Exhibition and Convention hall in Washington. Many members, perhaps, intend to pay their dues at the convention, but they can save the secretary a lot of work at a time when the details of the convention and trade exhibition are very pressing, if they will make remittance now, to say nothing of bettering the secretary's financial report, which, of course, must be prepared in advance of the convention, and membership cards are thus obtained without delay.

List of Exhibitors.

M. Adler, New York.
Amer. Greenhouse Mfg. Co., Chicago.
H. Bayersdorfer & Co., Philadelphia.
Baum's Flowers, Inc., Knoxville.
Botanical Nursery Co., Lapeer, Mich.
Bur. Willow Ware, Burlington, Ia.
Chicago Printed String Co., Chicago.
John Lewis Childs, Flowerfield, N. Y.
Cohen & Hiller, New York.
Robert Craig Co., Norwood, Pa.
A. T. De La Mare Co., New York.
Henry A. Dreer, Inc., Philadelphia.
Duro Paper Products Co., Chicago.
John A. Evans Co., Richmond, Ind.
Ever Ready Flower Pot Cover Co., The Excello Mfg. Co., Cleveland, O. Buffalo, N. Y.
Henry I. Faust, Merion, Pa.
C. S. Ford Co., Philadelphia, Pa.
Fruitland Nurseries, Augusta, Ga.
The Garland Co., Cleveland, O.
Carl Hagenburger, W. Mentor, O.
B. Hammond Tracy, Wenham, Mass.
Hammond's Paint W., Beacon, N. Y.
S. Hanfling Co., New York.
George B. Hart, Rochester, N. Y.
Joseph Heacock Co., Wyncote, Pa.
Henshaw Floral Co., New York.
Hitchings & Co., Elizabeth, N. J.
Horticulture Pub. Co., Boston, Mass.
Roman J. Irwin, New York.
Jackson & Perkins, Newark, N. Y.
Wm. F. Kasting Co., Buffalo, N. Y.
Kervan & Co., New York.
M. H. Levine Co., New York.
C. U. Liggit, Philadelphia, Pa.
Lima Sheet Metal Prod. Co., Lima, O.
Lion & Co., New York.
Lord & Burnham Co., Irvington, N.Y.
The McCallum Co., Pittsburgh, Pa.
Macaw Bros., Norwood, Del. Co., Pa.
W. A. Manda, South Orange, N. J
H. F. Michell Co., Philadelphia, Pa.
National Bulb Farms, Inc., Benton Harbor, Mich.
Nebel Mfg. Co., Cleveland, O.
J. G. Neidinger Co., Philadelphia.
Orchard Paper Co., St. Louis, Mo.
The Ove Gnatt Co., La Porte, Ind.
The Paranoid Co., Cleveland, O.
S. S. Pennock Co., Philadelphia, Pa.
A. N. Pierson, Inc., Cromwell, Conn.
F. R. Pierson, Tarrytown, N. Y.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Poultry Feed Co., Chicago.
Prowl Fern Co., Millington, Mass.
Quality Brands Co., Cleveland, O.
Quincy Art Wil. Ware, Quincy, Ill.
Raedlein Basket Co., Chicago.
A. L. Randall Co., Chicago.
M. Rice & Co., Philadelphia, Pa.
Julius Roehrs Co., Rutherford, N. J.
S. H. Russin, New York.
Schloss Bros., Ribbons, New York.
A. Schultheis, College Point, N. Y.
Sam Seligman, New York.
The Skinner Irrigation Co., Troy, O.
L. C. Stroh & Sons, Batavia, N. Y.
Taiyo Trading Co., New York.
Vaughan's Seed Store, Chicago.
Wertheimer Bros., New York.
The George Wittbold Co., Chicago.
W. M. Woodruff & Son, Lowgap, N.C.
Zane Pottery Co., Zanesville, O.

This list is being added to weekly, and by the opening date of the convention it is expected that every foot of available space in the exhibition will be taken up.

CYCLAMEN IN 8-INCH POTS AT J. A. PETERSON & SONS', CINCINNATI, O.



MILWAUKEE, WIS. DIAMOND JUBILEE PARADE, JUNE 18, 1921.
Float by Milwaukee Florists' Advertising Association.

Billboards.

Have you a location for a "Say it with Flowers" bill-board? They are supplied at $50 each and prove to be very effective. Display one and it will benefit you and also the industry to which you belong. The publicity committee has a number on hand ready for shipment and are anxious to get them into use. Just write the secretary abut them.

Fifth National Flower Show.

Growers of flowers and plants are urged to do what they can toward assisting the national flower show committee to make the Fifth National Flower Show the biggest exposition of floricultural products ever staged in this country.

The preliminary schedule of premiums covering flowering and foliage plants embraces a number of classes for which stock could be grown, involving little extra attention than one would ordinarily give to subjects in which a more than ordinary interest is taken. Items such as six hydrangeas, three marguerites, 24 primulas, six pots of hyacinths, six calla plants, 12 pots of narcissi or tulips, specimen fern, specimen palm, specimen dracæna, six climbing roses, specimen rambler roses, and many similar items are within the possibilities of hundreds of members of the society. Even if an exhibit should not take a prize, there would be the pleasure and satisfaction of having helped in making up the big show. The cut flower schedule will provide like opportunities for assistance. It is a national, not a local show, and a good territorial representation will go a long way toward boosting the florist industry.

Never before were such prize offers made as some scheduled for this show. The grand capital prize of $5,000 is, perhaps, the most important. This calls for "The best development of a garden covering 1,000 square feet," a garden in which there is no limit to the artistic ability of an exhibitor, either as to planting, arrangement, or the use of accessories. Already three entries are promised in this class. Another class calls for "A display of rose plants arranged as a garden covering 500 square feet. The sum of $2,250 is the premium apportionment to this class. Still another class calls for "A display of bulbs, etc., arranged as a bulb garden covering 500 square feet appropriate accessories permitted," and $800 is offered in this class.

The classes mentioned will all be filled, but there will be urgent need of small exhibits, hence this appeal to our members to do what they can to swell the aggregation of exhibits. Copies of the plant schedule may be obtained upon application to the secretary. The cut flower schedule will be published a little later on. Get a copy of the former at once, and see what you can do in the way of assistance.

The National Publicity Campaign.

The following subscriptions to the campaign are in addition to those already announced for the year:

Steinbrenner & King Co., Cleve., O.	$10.00
A. E. Fancher, Binghamton, N. Y.	10.00
F. Wm. Heckenkamp, Jr., Quincy, Ill.	20.00
H. W. Allersma, Grand Rapids, Mich.	5.00
R. E. Hannaford, Portsmouth, N. H.	2.00
Gove The Florists, Burlington, Vt.	10.00
Cunningham Flower Shop, Amarillo, Tex.	5.00
Chas. Schwake & Co., New York	25.00
Koenig Floral Co., St. Louis, Mo.	25.00
Wm. L. Rock Flower Co., Kansas City, Mo.	200.00
Allied Fl. Assn. of Ill., Chicago	900.00
Charles Swanson, Chicago	25.00
J. B. Goetz Sons, Saginaw, Mich.	10.00
Walter Armacost & Co., Sawtelle, Cal.	50.00
Gustav A. Pohl, Milwaukee, Wis.	5.00
Charles Ederer, Omaha, Neb.	5.00
The Saltford Flower Shop, Poughkeepsie, N. Y.	50.00
Max H. Rothke, Philadelphia, Pa.	5.00
Byron Bailey, Kent, O.	10.00
	$ 1,372.00
Previously reported	25,498.60
	$26,870.60
St. Louis Fl. Pub., St. Louis, Mo.	887.08
Total	$27,757.68

The contribution of the Allied Florists' Trade Association of Chicago is additional to several other nice contributions from this association, the result of the apportionment to the national campaign of 25 per cent of their entire collections for publicty, in accordance with their plan of organization. The contribution of the St. Louis florists is sent in under the same plan, and is a further payment. Other cities are contributing along the same lines. In making this latter contribution Secretary Beneke remarks that St. Louis is now forming an allied florists' trade association, which means that in all probability the St. Louis contributions will grow larger in the coming year.

The secretary is most anxious to present at the forthcoming convention in Washington, D. C., a good report on the progress of the campaign, therefore all who have not yet sent in checks to cover their pledges are urged to do so without delay. It may again be mentioned that just as soon as the publicity committee find the fund sufficient to enable them to resume advertising in the national magazines, they will place the contracts which they have had under consideration. It is hard to get matter into magazines such as the committee desire to use at the times they have determined upon if the contracts are not placed well in advance, hence their anxiety that all pledges be met now.

The Trade Exhibiton.

The secretary is preparing to take up quarters in Washngton during the usual period prior to the convention, and all exhibitors requiring information as to details concerning their space locations will be able to secure the same direct from him by addressing him at those quarters, the location of which will be announced a little later.

The Cleveland National Flower Show.

Floor plans covering the trade section at the National Flower Show, Cleveland, March 25 to April 1, 1922,

are now being mailed. Prospective exhibtors requirng further information can have the same on application to the secretary.

Department of Plant Registration.

Public notice is hereby given that The Tong & Weeks Floral Co., Ashtabula, O., submit for registration the new plants mentioned below:

Geranium Herbert Tong—A seedling of Barney. Color, red, shade lighter than the parent, but habit and characteristics similar. A free bloomer, flowers semi-double and of large size.

Geranium Red Barney—A seedling of Barney. Color, bright red, habit, dwarf and branching. Very free bloomer, flowers semi-double, and of large size. The color is a shade darker than that of Ricard. The foliage and habit are very similar to those of the Pink Barney, or, as it is now known, Madame Barney.

Geranium Mothers' Day—A seedling of Lawrence. Color, light shade of pink shading to almost white. It has the characteristics of the parent, excepting that it is a stronger grower. Very free bloomer, and extra early. Flowers are semi-double and extra large. A particularly good variety for Mothers' Day trade.

Any person objecting to these registrations, or to the use of the proposed names, is requested to communicate with the secretary at once. Failing to receive objections to the registrations, the same will be made three weeks from this date.

Completed Registration.

Public notice is hereby given that as no objection has been filed against the registrations of Geranium Mrs. Hattie A. Doll and Mrs. Henry J. Doll, by Henry J. Doll, Wanskuk Greenhouses, Providence, R. I., and Geranium E. H. Kunze, by E. H. Kunze, Newton, Kans., the same becomes complete:

JOHN YOUNG, Sec'y.

HOUSTON, TEX.—The Houston Hortcultural Society, at a recent meeting, elected the following officers to serve for one year: Robt. C. Kerr, president; John Bell, vice-president, and Clarence L. Brock, secretary-treasurer. It was decided to suspend further sessions until October.

San Francisco.

SUMMER DULLNESS NOTED.

The early part of last week found a brisk demand for stock but toward the latter end business was quite light. It is expected that it will remain so for a short while at least. There has been a gradual shortening in the rose supply and from this time forward it is not expected that there will be much of a surplus after the morning sales. There are still too many small roses on the market and fancy stock is rapidly getting scarce. Ulrich Brunner where well done is probably the best rose on the market. All this is being grown outdoors in the vicinity of Colma where it thrives exceptionally well. Cecil Brunner is showing the effect of the hot weather and is very light in color. Great quantities of gladioli are arriving and it would be somewhat difficult to imagine a finer lot of stock. Some of it is being grown locally and much of it is coming from Santa Cruez. Mrs. Frank Pendleton is the best commercial variety. Many other kinds are also obtainable in varying degrees of quality. The unusually warm weather is having a bad effect on many varieties. Dahlias are having a hard time of it these days also, and unless the stock offered is out of the ordinary it is somewhat difficult to move it. Pompons, when available, are very popular and are disposed of without any effort. Sweet peas have been holding up well, especially white, pink and lavender. The red and salmon shades have been poor as they do not stand the hot sun. Sweet peas are also showing the effect of the long season and it is not expected that much first class stock will be available after this date. After being in heavy oversupply for the past 10 days carnations are again shortening up. Good flowers are none too plentiful and much of the stock have the edges burned. There is practically no laddie at this writing. Orchids are quite scarce and high in price. Gardenias, too, are in short supply. Prices remain at $2 a flower. Now that the June wedding season is over lily of the valley is not so plentiful as heretofore. There is a steady demand for all stock that comes in at $8 per 100. The usual summer deluge of outdoor stock is at hand with prices very low. Flowering eucalyptus is also on the short side. Wholesalers say the out-of-town demand for gladioli is very good and steady shipments are being made every day. Ferns, asparagus and green goods continue plentiful. In the plant line nephrolepsis seems to be the only item that finds a market these summer days.

NOTES.

F. C. Burns, secretary of the Dahlia Society of California, reports a larger entry list for the September dahlia show than ever before in the history of the society. The trial grounds at the University of California are now the source of great interest to all dahlia enthusiasts, as the newest and best in the dahlia family are coming into bloom and showing possibilities. The seedlings from the Bessie Boston Dahlia Farm, San Mateo, are showing up exceptionally well.

Joseph B. Lynch, superintendent of buildings and grounds, at the University of Nevada, called on his old friends among the trade this week. He says J. Michon, who is in charge of the greenhouses, bought a fine lot of seedling carnations from which great results are expected. A fine vase of these new carnations was exhibited at the store of Pelicano, Rossi & Co. lately and attracted much favorable comment.

Haywood & Peterson, Burlingame, are working hard to get their houses in shape for the coming season. Their rose houses are making a fine growth and give every promise of large crops. The houses of foliage plants reflect much credit to their growers, as it would be difficult to find finer or healthier stock.

Angelo J. Rossi, came down from Skaggs Springs, where he is spending his vacation to act as grand marshal of the Fourth of July parade. He returned to the springs the same day.

Alfred Serveau, manager of the Emile Serveau store, on Fillmore street, has left for Sacramento, where he will spend his vacation. B. Bordeman will be in charge during his absence.

B. M. Joseph and family have returned to this city after a month's vacation in Canada and the northwest.

W. B. Aldrich of M. Rice & Co., Phila-

FIELD OF VAUGHAN'S SELECTED BERMUDA LILIES.

delphia, Pa., left for Los Angeles after a successful visit to this city.

A. Baldocchi, of Podesta & Baldocchi, is away in the mountains on an extended rest. JAMES T. LYNCH.

Pittsburgh.

GLADIOLI AND LILIES STANDING UP WELL.

The same old story, just one hot day after another, with the thermometer registering between 90 and 95 degrees, that has nearly paralyzed what little business there was. The least said about stock the better, as gladioli and lilies are the only items that are able to stand the heat. It is with difficulty that rose orders can be filled, as the most of them arrive in an open condition and are not fit to send out. Carnations are in the same class, most of the arrivals are soft and sleepy. Delphiniums are holding up well and meet with a good demand. Other outdoor stock includes sweet peas, coreoposis, gaillardia, baby breath, corn flowers, straw flowers and scabosia, which sells slowly. Southern plumosa has been in over supply and is hard to move. Reports from most of the aster growers are to the effect that there will only be about half a crop, due to the long dry, hot spell.

RETAIL FLORISTS' ASSOCIATION.

The Retail Florists' Association held its regular monthly meeting July 7 at the Hotel Chatam. Mr. Wessenauer, the new president, was in the chair and in spite of the warm weather, a fair sized crowd was in attendance. Wm. H. Robertson, editor-manager of The Sewickley Herald, was the speaker of the evening. His subject was "The Democracy of Flowers," and he gave a very interesting and instructive talk. He was followed by Mr. Clark of The Pittsburgh Cut Flwer Co., who stated that we had the greatest business in the world; that we were with the public from the cradle to the grave. At the birth, christening, commencement, wedding and the grave, with all the birthdays in between, if we could not get business out of some of these occasions there was something the matter.

NOTES.

The Retail Florists' Association and Florists' and Gardeners' Club have combined to hold a joint picnic Thursday, July 21, at Bradford woods. A large attendance is expected, as a movement is on foot to have the wholesale and retail stores close at noon on that day.

Albert Briggs of the North side, hurt his foot some time ago, and the doctors could give him no relief, so he made two trips to Bone Setter Reese at Youngstown, O., and reports that he is alright once more.

Daddy McCallum of the McCallum Co., is spending his vacation at Atlantic City, N. J.

Visitor: John Schneidmiller, of the John Keil Co., East Liverpool, O.

E. C. T.

Oklahoma State Florists' Association.

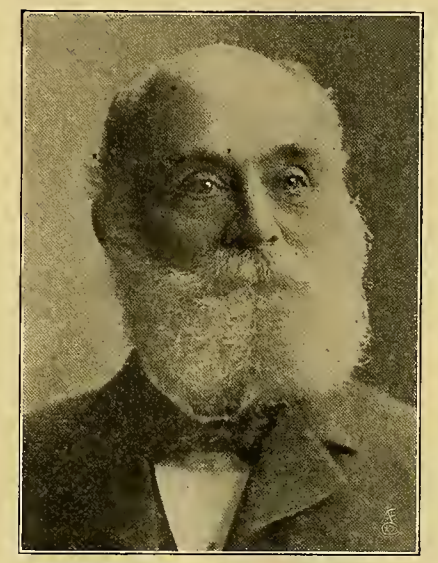
OKLAHOMA CITY MEETING, JULY 7-8.

The third annual convention of the Oklahoma State Florists' Association was held at the Lee Huckins hotel, Oklahoma City, July 7-8. In the absence of President A. S. Gray at the opening session on Thursday morning, Geo. Preston, of El Reno, presided. A large representation of the trade was present.

The association was heartily welcomed to the city by Mayor Walton, Robt. Bemb, of Muskogee, and J. Boston, of Tulsa, responding with excellent talks. Mr. Preston, who acted as chairman, spoke in appreciation of the effective work being accomplished by the Florists' Telegraph Delivery Association. Geo. Stiles, of the convention city, then suggested that a telegram be sent President Gray, with the best wishes of the organization, and its regret at his inability to attend.

At the afternoon session President Gray was in attendance, his arrival being unexpected. In a paper read by H. O. Hannah, of Sherman, Tex., he compared the state association to a race that had been started and was not to be headed off. He spoke of brotherly love among the trade, and cautioned the florists not to misrepresent their products. The majority of the members present were in favor of featuring the old fashioned flowers during the summer months. Tulsa was chosen as the next convention city.

A very interesting base ball game was played on Friday morning between Furrow & Co. of Guthrie, and an all state florists' team, the former being easy winners by the score of 24 to 5.



The Late William Winterson.

The following officers were elected for the coming year: A. S. Gray, Chickasha, president; J. Boston, Tulsa, vice-president, and Lon Foster, Oklahoma City, secretary-treasurer. Geo. Stiles, Oklahoma City, for one year, and Robt. Bemb, for two years, were elected to serve on the executive committee.

THE VISITORS.

Edw. Ahles, La Porte, Ind.
C. G. Anderson, Terre Haute, Ind.
Frank Bieber, Enid.
G. H. Bollenbach, Kingfisher.
G. M. Carson, Blackwell.
Clyde Curlee, Oklahoma City.
R. Flint, Arkansas City, Ark.
Dave Geddes, St. Louis, Mo.
E. R. Griggs, Sapulpa.
H. O. Hannah, Sherman, Texas.
A. A. Hart, Blackwell
F. R. Johnson, Pittsburg, Kans.
A. F. Koehle, Mangum.
J. B. Kershaw, Marlow.
Maurice Levine, New York.
F. R. McClenahan, Oklahoma City.
A. C. Marshall, Okmulgee.
Harry P. Miller, Bartlesville.
James Morton, Chicago.
Chas. P. Mueller, Wichita, Kans.
Robert Newcomb, Burlington, Ia.
W. E. Pitt, Ada.
Geo. Preston, El Reno.
Cliff Pruner, Chicago.
Walter L. Puffer, Chicago.
J. Ray, Oklahoma City.
Otto Rice, Sapulpa.
J. E. Standenbauer, Chicago.
G. Tobleman, Norman.
Wm. Weaver, McAllister.

THE LADIES.

Miss Leah Bea Vert, Durant.
Mrs. Joe Dews, Chickasha.
Mrs. B. A. Nelson, Sulpher.
Mrs. Otto Rice, Sapulpa.
Mrs. G. Tobleman, Norman.

PAUL RICHMOND.

Denver, Colo.

TRADE FAIRLY ACTIVE.

Business in this city and vicinity has been good compared with other lines. During June, due to the heavy floods in the southern part of the state, the railroads were tied up for 10 days, and consequently the market was flooded with all kinds of stock, as there was no shipping demand. There is little stock of good quality arriving at the present time because of the excessive heat, and many of the growers are replanting. Carnations stood up well until about 10 days ago, when they began to reduce in size. Their quality is much better, however, than eastern stock. Outdoor sweet peas are arriving in fairly good condition. Gladioli, of good quality, sell well. Some fine Shasta daisies are seen in the stores. Plants, especially cyclamens, are in excellent condition.

FLORISTS' CLUB OUTING.

Members of the Florists' Club motored down to Colorado Springs, where they were royally entertained by the Florists' and Gardeners' Club of that city, July 2. Lunchen was served at the Alamo inn, after which a game of ball was played in Monument park. Hidden inn was then visited in the Garden of the Gods, and a cafeteria lunch at sundown, followed with dancing brought to a close a very enjoyable day. Many of the visitors remained until Sunday and Monday to enjoy the many delightful drives around the city.

NOTES.

A large number of florists heard J. Fred Ammann, Edwardsville, Ill., and Hilmer V. Swenson, Chicago, express their views on co-operative advertising on June 22. It is expected their visit will help materially in strengthening the organization already formed here for publicity purposes. Much of the increased trade enjoyed this summer is thought to be due to an advertising campaign carried on recently.

Henry Weiland is shipping some fine Shasta daisies to this market.

The Elitch Gardens Co. is erecting a carnation house, 42x150 feet.

The carnation greenhouses of the Mauff Floral Co. are being rebuilt.

Chas. Benson is adding several houses to his establishment.

E. P. Neiman, of the Park Floral Co., recently returned from a fishing trip in the mountains.

N.

The Late William Winterson.

William Winterson died at his home at 422 South Hamlin avenue, Chicago, July 11, from an attack of heart disease. He was 88 years of age and was born in Devizes, England. He has been a resident of Chicago for 50 years and was known to many members of the trade, who met him at the E. F. Winterson Co.'s store, where he spent considerable time with his son, the well-known wholesaler. He was able to be around up to several weeks ago, when he was forced to take to his bed. One of his pet hobbies was to listen to the late Dr. Gunsaulas' lectures or read his writings, for he was a great believer in his teachings. He was the father of Mrs. Ellen Peck, Mrs. Mary Clark, Edgar F., and Lewis H. Winterson, Mrs. Laura Freeman, Mrs. Jane Coyne, and the late William, John and Thomas Winterson, and Mrs. Anna Marshall. The funeral services were held at the home of his son Edgar, 422 South Hamlin avenue, July 13, at 2 p. m., Reverend Frederick Shelly officiating, with interment at Forest Home cemetery. The funeral was largely attended and the floral offerings were many and beautiful, with an exceptionally large number from the trade.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.50 a year; Canada $2.50; Europe and Countries in Postal Union, $3.00.

When sending us change of address, always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

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CHICAGO WHITE gladioli are flowering in the open ground at Chicago.

GREAT drought prevails in England and Paris has the warmest weather known in 42 years.

THE hot weather is hard on everybody, but especially so on the men in the greenhouses.

FAILURES during the first five months of 1921 are three times greater than during the same period in 1920.

THE S. S. Aquitania and other transatlantic liners now regularly carry gardeners or florists as part of the crew.

Personal.

President Mrs. George Asmus, of the Ladies' Society of American Florists, and family are summering at Muskegon, Mich.

American Rose Society.

VAN FLEET ROSE.

At the meeting of the executive committee of the American Rose Society held in Washington, D. C., June 1, it was decided that the Van Fleet Rose—W. C. 124, which is to be called Mary Wallace, should be the first to be disseminated under the co-operative agreement between the United States Department of Agriculture and the American Rose Society and co-operating nurserymen. At that time it was believed to be feasible to supply bud wood from the mother plants this summer to the various nurserymen. When this plan was announced, however, it was brought to the attention of the society that this scheme might work hardships upon nurserymen who lived at a great distance from Washington; therefore, after consultation with the directors and with the Department of Agriculture it was decided that this plan would be abandoned and that no nurseryman would receive propagating material before next year, the exact time to be announced later.

This notice is therefore sent out to inform all nurserymen who are interested, of the change of plan, and the notice forwarded to the members that no application would be considered after July 1, is void and the secretary is still open to receive applications. Due notice of the date which application must be filed will be sent out to the trade papers and all nurserymen who have signified their interest, when further details are completed.

JOHN C. WISTER, Sec'y.

S. A. F. Membership Drive.

OH YOU VACATION TIME.

Yes, it has a tendency to make us all lazy. Well, how did they bite last week? We mean the big fellows, the live wires, those that make the best kind of Society of American Florists' members.

There are lots to get out. Remember, if we reach our goal and double the membership, there will still be over 8,000 suckers on the outside. Lots of them would come in, though, if we can only reach them and when they do get into this grand old society they will be just as happy and jolly and good as we are and will wonder how they ever could have stayed out so long. Some will even begin to kick because we did not ask them to join sooner, but one visit to a convention will cause them to forget all their past troubles.

Keep pegging away.

JOS. H. HILL,
A. L. MILLER,
J. F. AMMANN,
S. S. PENNOCK,
PAUL R. KLINGSPORN,
Membership Committee.

Knoble's Cost Systems.

The address on "Cost Systems for the Average Grower," delivered by Herman P. Knoble at Columbus, O., June 21, is of inestimable value to every grower of pot plants. The proof of the pudding is in the eating and Mr. Knoble proved by practical illustration that his figures were absolutely correct. His intensive culture and repeated turning over of bench space will be a revelation to many growers, who could not give the actual square feet of bench space in any of their houses without measuring. In his calculations there is no counting the chickens before they are hatched, all misses are accounted for and the fact that empty benches cost as much to run as when filled will be a surprise to many. Every paragraph of his paper is filled with interesting and valuable information, that will be most useful to all who study and apply it.

The address in full will be found in THE AMERICAN FLORIST of June 25, page 1082.

Hail at Allegany, N. Y.

This city was visited by a severe hail storm and cloudburst July 7. The storm lasted for nearly an hour and a great number of lights in the greenhouses of Elmer Rawlings were broken in. The damage, however, was not as large as expected. The houses will be repaired at once. Two greenhouses of King construction, 25x200 feet, were not far enough along to be injured. Geraniums, which are a specialty, together with a considerable list of other plants grown by Mr. Rawlings, were not damaged by the storm and are in excellent condition. He is adding another 80 horse power boiler, a large brick smokestack having been completed last fall.

Coal.

The outstanding feature of the annual shortage of coal during the winter months is the neglect of the public to make effective use of the restricted transportation facilities of the country during the spring and summer season when there is a surplus of cars. Growers are urged to order their next winter's supply at the present time, and by keeping a continual supply moving to the market, prices will be kept down and the danger of a coal shortage emergency averted.

Another Scotch Canard.

Two ancient coins were found clasped in the hand of a skeleton unearthed during excavations in London. It is thought to be the remains of the first Scotsman to visit the metropolis. —The Passing Show, London.

[Sam Murray, the well known florist of Kansas City, Mo., says he doesn't believe it and Sam, being a native born American, can speak without prejudice in such matters.—Ed.]

Window Glass.

Representatives of the National Association of Window Glass Manufacturers announce that the 69 hand-blown plants of the country would start operations in September, and by November should be operating 50 per cent capacity. Owing to the large surplus stocks, and the light demand, factories have been idle since January.

Club Meetings Next Week

[Secretaries of clubs and societies are requested to send notice of change in date, time and place of meeting.]

Boston, Mass., July 19, 8 p. m.—Gardeners' and Florists' Club of Boston at Horticultural hall. Wm. N. Craig, secretary, Faulkner farm, Brookline, Mass.

Grand Rapids, Mich., July 18, 8 p. m.—Grand Rapids Florists' and Gardeners' Club at office of members. Edw. Freyling, secretary, 1057 Wealthy avenue, Grand Rapids.

Lancaster, Pa., July 21, 7:30 p. m.—Lancaster County Florists' Association at Chamber of Commerce. Albert M. Herr, secretary, Lancaster.

Orange, N. J., July 18, 8 p. m.—New Jersey Floricultural Society at J. O. W. A. M. hall. Geo. W. Strange, secretary, Orange.

Portland, Ore., July 18, 8 p. m.—Oregon Floral Society at Masonic temple. F. A. Van Kirk, secretary, 64 E. 50th street, Portland.

Toronto, Ont., July 19, 8 p. m.—Toronto Retail Florists' Club at St. George's hall, Elm street. Alex. Simpson, secretary, 87 Grosvenor, Toronto.

Coming Events.

July 19, Madison, Wis.—Annual meeting of the Wisconsin State Florists' Association. H. J. Seel, secretary, 462 Milwaukee street, Milwaukee, Wis., secretary.

August 15, Washington, D. C.—Annual convention of the Ladies' Society of American Florists. Mrs. Albert M. Herr, Lancaster, Pa., secretary.

August 24-25, St. Thomas, Ont.—Annual meeting and exhibition of the American Gladiolus Society. A. C. Beal, Ithaca, N. Y., secretary.

August 23-25, Detroit, Mich.—Annual convention of the American Association of Park Superintendents. Emmett P. Griffin, E. St. Louis, Ill., secretary-treasurer.

September 13-15, Detroit, Mich.—Association of American Cemetery Superintendents. W. B. Jones, 2800 Brighton road, N. S., Pittsburgh, Pa., secretary-treasurer.

September 22-25, Boston, Mass.—Annual exhibition of the Massachusetts Horticultural Society. Wm. P. Rich, Horticultural hall, Boston, Mass., secretary.

September 27-30, New York.—Annual meeting and exhibition of the American Dahlia Society at Hotel Pennsylvania. E. C. Vick, 205 Elwood avenue, Newark, N. J., secretary.

October 11-13, Toronto, Ont.—Annual meeting of the Florists' Telegraph Delivery Association. Albert Pochelon, Detroit, Mich., secretary.

October 20-23, Los Angeles, Calif.—Annual convention and exhibition of the California Association of Nurserymen. Henry W. Kruckeberg, Los Angeles, Calif., secretary-treasurer.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, $1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order For Plant Advs., See Ready Reference Section

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted — Grower roses, chrysanthemums, carnations and pot plants; middle age; single. Address

Key 570, care American Florist.

Situation Wanted—By refined young woman with five years' experience in retail florists business; bouquets and designing; capable of handling most refined trade. Best references as to capabilities and personality. Prefer modern store. Address

Key 568, care American Florist.

Help Wanted — Florist for city greenhouse. Apply to **Superintendent of park, City Hall, Topeka, Kan.**

Help Wanted—Experienced saleslady for retail store in Chicago. Permanent position at a good salary. Address,

Key 567, Care American Florist.

For Sale—Flower store; established 25 years; to be sold because of illness. Call **G. Carajanes, 2594 Eighth Avenue,** New York.

For Sale—The best greenhouse proposition in the northwest; must sell at once; greenhouse 24x60 feet; established trade; no greenhouse within 100 miles. Write for particulars to

A. E. Webster, Bemidji, Minn.

For Sale—Well established market garden and floral business. 29 hot beds, well, windmill and tank, 11-room house, also barn; four city lots. A snap at $3,600; $1,500 cash. Address

JOHN C. KRUEGER
Medford, Box 72, Wis.

HELP WANTED

Expert rose grower able to take complete charge of good sized place.
Key 372, care American Florist

Help Wanted

SALESLADY and DESIGNER
Apply
MANGEL, Florist
17 East Monroe Street, CHICAGO

Grower Wanted!

Chance of a life-time for expert rose grower to get in on a big proposition. Don't miss this opportunity—investigate.

Key 571, care American Florist.

Wanted to Lease

One, two or three greenhouses, on Long Island, within ten miles of New York city, for reliable party. Address

Key 569, care American Florist.

For Sale

Established store in the Chicago loop. Don't answer unless you have $10,000 spot cash.

Key 373, care American Florist.

For Sale

GOOD SECOND-HAND PIPE

All sizes, for water and steam purposes. Also pipe for culverts, grape arbors, fence and corner posts. Cheaper than wood and lasts longer. Send us your inquiries and let us quote our prices.

MAX ZEIGLER & BROS., Muncie, Ind.

FOR SALE

Two greenhouses, 22x60 each, one house 24x16 and one 18x24, full of plants, complete; 9-room modern residence and garage; 2½ acres land, all improved; best of soil, in town of 3,000, four miles to city market of 18,000, and can sell all can raise; reason for selling, have other business; will sell for $5,000; we did $27,000 during May; everything in working order.

L. R. ORDWAY,
11 Elm St., Canisteo, N. Y.

For Sale

First-class flower store on north side. Chicago's big hospital trade. Long lease and low rent. $4,000 cash required.

FLORIST
2110 North Halsted Street, CHICAGO

NOTICE
—OF—
STOCKHOLDERS MEETING

CHICAGO, July 16, 1921.

Stockholders of the American Florist Company:

You are hereby notified that the annual meeting of the stockholders of the American Florist Company will be held in the Willard Hotel, Washington, D.C., Wednesday, August 17, 1921, at 3 o'clock p. m., for the purpose of electing directors and officers for the ensuing term and for the transaction of such other business as may come before the meeting.

J. C. VAUGHAN, Pres.
M. BARKER, Sec'y.

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $4.50; per 1000, $6.50. Samples on request. Electro of leaf, postpaid, $3.00. Cash with order.

American Florist Co.
440 S. Dearborn Street
CHICAGO

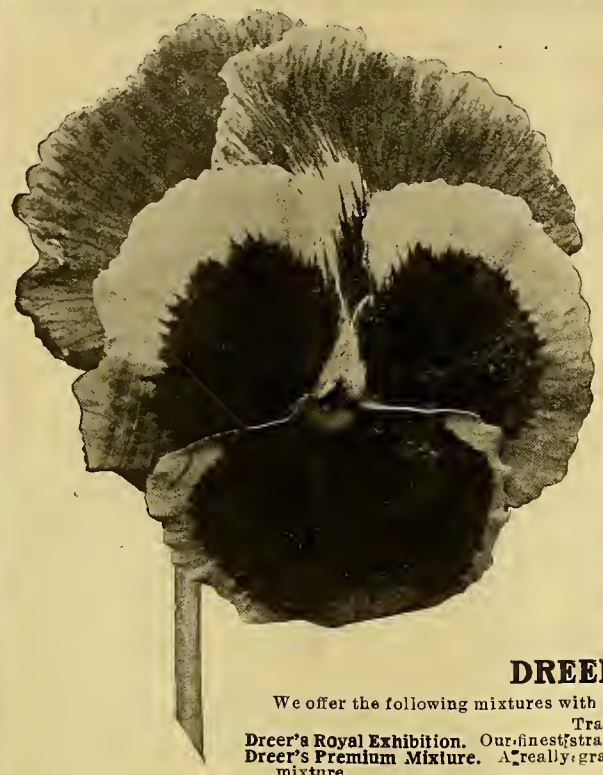
HOME - GROWN STOCK

Greatly Increased Demand

If you have any to offer, or are likely to have anysoon,

advertise in these columns now.

AMERICAN FLORIST CO.
440 So. Dearborn Street, ... CHICAGO



Dreer's Reliable Florists' Flower Seeds

We call special attention of Florists to the following Select Strains of Seasonable Flower Seeds:

CINERARIA DREER'S PRIZE

We have an extra fine strain of these flowers of largest size, in a well balanced range of colors.
Dreer's Prize Dwarf, of dwarf, compact habit.
Dreer's Prize Tall, of taller growth than the above.
$1.00 per trade packet of about 1000 seeds.

Dreer's Superb Giant Cyclamen

The seed which we offer this season is American grown, produced by a grower who has made a special study of Cyclamen and who has worked up a strain better than anything procurable in Europe. We offer the following colors:

	Per 100 seeds	1000 seeds
Pure White	$1.50	$12.00
White with Carmine Eye	1.50	12.00
Blood Red or Christmas Cheer	1.50	12.00
Rich Rose with Deeper Eye	1.50	12.00
Daybreak. Soft shell pink, with deep rose eye	1.50	12.00
Simon (Wonder of Wandsbek). Brilliant salmon, extra fine	1 50	12.00
Choicest Mixed, all colors	1.25	10 00

DREER'S PERFECT PANSIES

We offer the following mixtures with the full assurance that nothing better can be had at the prices quoted:

	Trade Pkt.	Oz.
Dreer's Royal Exhibition. Our finest strain	$0.50	$8.00
Dreer's Premium Mixture. A really grand mixture	.50	4.00
Masterpiece. A wonderful range of rich colors	$0.50	$5.00
Giant Trimardeau. Good colors	.40	5.00

For Complete List of Seasonable Flower Seeds, including Snapdragons, Asparagus, Double Daisy, Forget-me-not, Primroses, Forcing Sweet Peas, Hardy Perennials, Etc., See Our Special Mid-Summer Catalogue. Copies Free on request.

HENRY A. DREER, 714-716 Chestnut St., Philadelphia, Pa.

Mention the American Florist when writing

Montgomery's Priscilla

That's the name of the new pink rose! The name will be Priscilla probably after the public has had it a while, but we have had to add the prefix to cover the rules of nomenclature.

In order to get someone who knows more about roses than we do to give an unbiased, honest opinion on the merits of this rose, we have placed 12 plants of it with each of the following growers:

E. G. Hill Co., Richmond, Ind.
Dailledouze Bros., Brooklyn, N. Y.
Albert F. Amling Co., Maywood, Ill.
Duckham-Pierson Co., Madison, N. J.
Rowayton Greenhouses, Rowayton, Conn.
Miller Floral Co., Farmington, Utah
Wellworth Farm Greenhouses, Downers Grove, Ill.
Poehlmann Bros. Co., Morton Grove, Ill.
A. S. Burns, Jr., Spring Valley, N. Y.
Robt. Simpson, Clifton, N. J.
Chas. H. Totty Co., Madison, N. J.
Noe-Ruzicka Co., Madison, N. J.
Wm. H. Elliott Co., Madbury, N. H.
Anthony Ruzicka, Madison, N. J.
W. J. Pilcher, Kirkwood, Mo.
Jos. Heacock Co., Roelofs, Pa.
Ferrari Bros., San Francisco, Calif.
Peirce Bros., Waltham, Mass.
Wendland & Keimel Co., Elmhurst, Ill.
Joy Floral Co., Nashville, Tenn.
Roberts Rose Co., Denver, Colo.
Geo. C. Weiland, Evanston, Ill.
Lakeview Rose Gardens, Jamestown, N. Y.
Exeter Rose Conservatories, Exeter, N. H.
Bassett & Washburn, Hinsdale, Ill.
H. O. May, Summit, N. J.
Budlong Rose Co., Auburn, R. I.
F. R. Pierson, Tarrytown, N. Y.
L. B. Coddington, Murray Hill, N. J.
Jos. H. Hill Co., Richmond, Ind.
Stephen Mortensen, Southampton, Pa.
Briar Cliff Gardens, Scarborough, N. Y.
John H. Dunlop & Son, Richmond Hill, Ont., Can.
J. J. Fallon Co., Lynchburg, Va.
Gullett & Sons, Lincoln, Ill.
Rolf Zetlitz Co., Lima, O.
Van Aken Bros. & Sons, Coldwater, Mich.
Doemling-Schimmel Co., Mt. Clemens, Mich.

Ask them about it, if you will, at any time. They have our permission to tell the truth. We are going to let this rose sell itself! We shall be simply order takers.

A. N. PIERSON, Inc., Cromwell, Conn.

Mention the American Florist when writing

Boston, Mass.

TRADE AT A STANDSTILL.

Business this week has been at a standstill with the worst glut that the trade has experienced for two or three years. Stock is very poor in quality and almost without value. There is not much of a variety coming in, no peas, very few gladioli and a few asters comprise the assortment, outside of pinks, carnations and roses, and they are valueless after the first few hundred are sold. It is safe to say that 60 to 70 percent of stock coming to market is sold on the street or thrown in the rubbish barrels. All had expected that business would drop off during early July, but the most pessimistic did not anticipate such a bad slump. There is not much chance for improvement until all carnations are thrown out.

NOTES.

James Carr and Dominic Prevert of the Dolansky McDonald Co., are spending two weeks at Nantasket beach.

The prizes for the sweet pea show will be mailed to interested parties by M. Rich, Horticultural hall, Boston, Mass.

The Rosary Flower Shop is now locaated at their new store, Boylston street, near Fairfield street.

The Florists' Association will hold an outing at Paragon park, Nantasket beach, July 12.

Thos. McConnor of the Boston Rose Co., has gone to Nantucket island for a month. E. F. S.

FRENCH PAPER WHITE NARCISSUS

Prices Ready

Early Shipments Afloat

May we quote you these and other French and Dutch Bulbs?

We Believe French Crop a Short One.

VAUGHAN'S SEED STORE

CHICAGO NEW YORK

The Best Summer Roses For Shipping

Our Roses Have a National Reputation for Quality

You always get fresh flowers and a more even run of stock.

CURRENT PRICE LIST

Subject to Market Changes

RUSSELL

	Per 100
Fancy Long	$16.00
Medium	8.00 to 12.00
Short	4.00 to 6.00

COLUMBIA

Fancy Long	$16.00
Medium	8.00 to 12.00
Short	4.00 to 6.00

PREMIER

Fancy Long	$16.00
Medium	8.00 to 12.00
Short	4.00 to 6.00

HOOSIER BEAUTY Per 100

Long	$12.00
Medium	6.00 to 8.00
Short	3.00 to 4.00

OPHELIA

Long	$10.00
Medium	6.00 to 8.00
Short	3.00 to 4.00

SUNBURST

Long	$12.00
Medium	8.00 to 10.00
Short	3.00 to 6.00

WHITE KILLARNEY

Long	$ 8.00 to $10.00
Medium	6.00
Short	3.00 to 4.00

ASSORTED ROSES

SPECIAL OFFERING

Good fresh Roses, our selection, in lots of 200 or more, as follows:

	Per 100
Good medium lengths	$6.00
Good short lengths	4.00
Good, very short lengths	2.60
New Fancy Ferns, per 1,000	$2.50
Adiantum, per 100	1.50 to 2.00
Sprengeri, per 100	3.00
Galax, green, per 1,000	2.00
Galax, bronze, per 1,000	2.00
Asparagus Sprays, per bunch	35 to .40

Of miscellaneous flowers now coming into market, we will procure for our customers the best at lowest market prices. A trial order solicited.

In buying direct of the grower you are assured of fresh stock at all times, and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONES:
CENTRAL 1457
Greenhouses: Hinsdale, Ill., and Gregg Station, Ill.
NOTICE:—We close at 5 o'clock week days.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.
Closed all day Sundays

Chicago.

ASTERS ARE ARRIVING.

Asters have made their appearance in good sized quantities the past week and while the early cuts were none too good the shipments now contain better flowers. Carnations are practically done and while a few are seen here and there they are only fit for funeral work. Gladioli are more plentiful but are cleaning up nicely every day at good prices, owing to the scarcity of other suitable stock. Roses are in good supply in all the varieties grown for this market but are showing the effects of the exceedingly hot weather, consequently the dealers are finding it a difficult task to fill all their shipping orders. A few American Beauty roses are seen. Lilies are obtainable in fair sized quantities. Golden Glow chrysanthemums made their appearance at one of the stores this week. Lily of the valley and orchids are included in the offerings. Larkspur, daisies, gypsophilas, cornflowers, feverfew, gaillardia, candytuft, pond lilies and a large supply of other indoor and outdoor stock is included in the shipments. Business has been exceptionally quiet with the sales showing a falling off for last month over June of 1920. The chief topic of conversation in the market is the Society of American Florists' convention at Washington, D. C., next month, and it appears at present as if there will be a large delegation from this city again this year.

NOTES.

A. E. Marine and R. L. Anderson are opening a new retail store at 1125 Granville avenue under the name of the Granville Flower Shop. Mr. Marine was formerly in business here and his many friends are pleased to hear that he is back in the trade.

Frand Oechslin is driving a new Packard sedan.

Our Weekly Buyers' Guide Helps You Select Stock

By mail or wire and insures your getting exactly what you want.

You are entitled to this service, whether you are one of our regular customers or not. Let us send it to you regularly. Some day it will make you a customer of Chicago's first wholesale florists. Drop us a line.

KENNICOTT BROS. CO.
174 N. Wabash Ave., Chicago

PETER REINBERG

Wholesale Florist

30 East Randolph St., Long Distance Phones Central 601 and 2846 **CHICAGO**

LARGE SUPPLY OF ROSES

Russell, Columbia, Premier, Sunburst, Ophelia, Etc.

Buy Direct From the Grower — CURRENT PRICE LIST — Subject to change without notice

		Per 100
MRS. CHAS. RUSSELL		
Specials		$20.00
Select	$15.00 to	18.00
Medium	10.00 to	12.00
Short	5.00 to	8.00
COLUMBIA		
Specials		$ 20.00
Select	$15.00 to	18.00
Medium	10.00 to	12.00
Short	5.00 to	8.00
PREMIER		
Specials		$ 20.00
Select	$15.00 to	18.00
Medium	10.00 to	12.00
Short	5.00 to	8.00
SUNBURST, OPHELIA		Per 100
Specials		$15.00
Select		12.00
Medium	$ 8.00 to	10.00
Short	4.00 to	6.00

			Per 100
Killarney / **White Killarney**	Specials..		$15.00
	Select....		12.00
	Medium..	8.00 to	10.00
	Short....	4.00 to	6.00
ROSES. OUR SELECTION			$5.00
CARNATIONS			
Good and Fancy		$ 3.00 to	$ 4.00
Adiantum			2.00
Asparagus, per bunch		50c to 75c	
Ferns, per 1,000		$4.00	
Galax, bronze and green; 1,000		2.00	
Leucothoe Sprays			1.00

EXTRA SPECIAL STOCK BILLED ACCORDINGLY

Summer Flowers

Complete line including Asters and Gladioli. Everything in Greens.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

Henry M. Hirsch, 833 East Forty-sixth street, mailed the following card this month: July is the month of the glorious Fourth. In the past given vent to with skyrocket showers. But in this modern day, the sane and safe way, you'll agree, is to "Say it With Flowers."

The Chicago Flower Growers' Association is having a good call for regale lilies (L. Myriophyllum), which are bringing high prices. Fritz Kramer, one of the oldest employes of this house, celebrated his silver wedding anniversary last Thursday, June 7.

Mangel & Co.'s summer window is very refreshing and is attracting much favorable attention. Mrs. Krueger, who has charge of the office at this establishment, will spend her vacation with relatives at Flint, Mich.

Arthur Schmidt, with the Fifth Avenue Floral Co., Columbus, O., is visiting friends here this week. He was at one time employed at the A. F. Amling Co's. greenhouses at Maywood.

C. B. LeMer has returned from a pleasant vacation at Sister Lakes, Mich. He did something while he was away. What was it?

August Barnett, of Erne & Co., is enjoying a two weeks' vacation. George Kerbs is helping out at the store during his absence.

A. L. Vaughan made a trip to Michigan this week to look over the aster crops that A. L. Vaughan & Co. handle each year.

Miss Charlotte Paradise, of A. L. Vaughan & Co., will spend her vacation at Elkhart Lake, Wis., leaving July 16.

J. D. Polites of the Atlas Floral Co. is expected home in a few days from a northern Wisconsin fishing trip.

W. J. Smyth had several of his large show windows broken during the heavy windstorm last week.

HIGH GRADE CUT FLOWERS

Premier, Russell, Columbia, Ophelia and Sunburst Roses,

WIETOR BROS.

30 East Randolph Street, L. D. Phone: Randolph 2081 **CHICAGO**

Jim Pontrich, of Simon Pontrich, Louisville, Ky., and wife are the guests of Jim Nielsen and wife at the Strand hotel. Mr. Pontrich is opening a new retail store at 28th street and Greenwood, and left an order here for a complete set of store fixtures and supplies. The two Jims are having a grand old time.

C. O. Koeppen, of the George Wienhoeher force, will leave in a few days for Excelsior Springs, Mo., where he will spend his vacation. His former home was at Columbus, Mo., where he was in the retail business for himself.

Gust. Alles with Wietor Bros., will leave July 18 to enjoy a two weeks' vacation. He has not made up his mind just where to go, but is thinking of visiting the famous Door county cherry orchards.

Henry Kruchten is back on the job at the John Kruchten Co.'s store after giving his father a lift at the greenhouses for a couple of weeks. Frank Hagen leaves July 18 to enjoy a two weeks' vacation.

At the Peter Reinberg store roses are arriving in good supply and are moving well at good prices, considering the general market conditions.

Bassett & Washburn are cutting a good supply of Mrs. Chas. Russell roses, which clean up nicely alongside of all the other varieties.

The E. C. Amling Co.'s colored water lilies continue to attract much attention in the windows of the leading retail stores.

Rose growers report that the weather is affecting the young plants in the benches. Some of the plants had to be replaced.

The Alpha Floral Co.'s store was robbed one day last week, when the thieves secured about $40 in loose change.

The J. A. Budlong Co. is handling a good supply of gladioli in addition to a complete line of all other seasonable stock.

H. B. Kennicott has samples of his Florida grown calla and freesia bulbs on exhibition at Kennicott Bros. Co.'s store.

The Weiland-Risch Co., is offering Golden Glow chrysanthemums from its greenhouse at Evanston.

Theo. Radkiewicz is the latest addition to the force in Poehlmann Bros. Co.'s supply department.

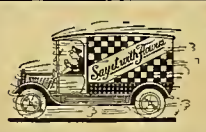
The Joseph Foerster Co. is moving a good supply of choice gladioli, which are in strong demand.

George Manos, the Union Depot florist, is back from a business trip to Washington, D. C.

Mrs. Mike Poletsos is back from a visit with relatives at Janesville, Wis.

Guy French, of the American Bulb Co., is away on a southern trip.

Mrs. William Wolf is visiting friends at Muskegon, Mich.



Drive Your Slogan Home

THE NEW WRAPPING PAPER

Made especially for Florists

WATERMARKED

"Say it with Flowers"

Carries your dynamic slogan right into the homes of your trade

and

adds just the proper touch to your service

Orchard Paper Company
758 Spruce Street
SAINT LOUIS

Sphagnum Moss

(Burlap Bales)

Select quality, large size bale	$1.50
5 bale lots or more, at	1.40
10 bale lots or more, at	1.30

Florists' Foil-PREMIUM BRAND

(5-in., 6-in. or 7-in. wide.)

10 lbs. and over, at	$0.16
50 lbs. and over, at	.15
100 lbs. and over, at	.14

Complete list of many other items free.

One Floral Art Album given free with any order of $25.00 or more.

Geo. H. Angermueller Co.

Wholesale Florists **1324 Pine Street, ST. LOUIS, MO.**

Meyer's Silkaline, or Smilax Threads

Be sure the name Meyer is on the end of each spool, as we find there are a lot of fake brands being put on the market to imitate our green florists' thread. Weigh up our threads and then weigh up the other parties' that you are buying from, and you will notice that our threads run full two ounces of thread to the spool.

Heavy Supply of Gladioli

Choice stock in practically all the varieties grown for this market. Can supply you with what you need in this line.

Asters, Lilies, Roses, Beauties, Larkspur, Daisies, Feverfew, Gypsophila, Cornflowers, Candytuft, Gaillardia, Etc. Complete Line of Greens.

A. L. VAUGHAN & Co.
NOT INC.
PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave. Chicago

PAUL R. KLINGSPORN, Manager.

The Chicago Flower Growers Association
WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue L. D. Phone, Central 282 CHICAGO

Get Your Gladioli Here!

Large supply of all the leading commercial varieties. Complete line of all other stock.

Mention the American Florist when writing

Poehlmann Bros. Co. is cutting a splendid supply of asters which, with the daily shipments of gladioli make the assortment of stock more complete than ever at this house.

Zech & Mann are handling a good supply of gladioli in addition to their regular line of stock.

Ed. Martin, of Kennicott Bros. Co., leaves July 18 to enjoy a two weeks' vacation.

GOLDEN YELLOW SWEET PEAS

McCLENAHAN'S YELLOW FLOWER DYE

Will quickly dye white or light colored Sweet Peas to golden yellow, burnt orange, etc. May also be used successfully on **Roses, Carnations, Gladioli, Larkspur, Shasta Daisies,** and most any other white or pink flower. Used for the past two years with perfect success by both retailer and buying public. Send for sufficient to make one quart. **Price, $1.00, prepaid.**

McCLENAHAN GREENHOUSES, 40th and Phillips Sts., Oklahoma City, Okla.

Mention the American Florist when writing

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.

CHICAGO

Long Distance Phones Central 3283 Central 3284

Our Offerings Include:

LILIES

Absolutely the finest supply of Cut Lilies in this market.

ROSES

COLUMBIA

RUSSELL

White Killarney

Butterfly

Crusader Sunburst

Killarney Brilliant

Ward Ophelia

Premier

MISCELLANEOUS

Valley Cattleyas

Asters

Calendulas Cornflowers

Gladioli

GREENS

Plumosus Sprengeri

Bronze and Green Galax

Ferns

Adiantum Smilax

Mexican Ivy

Boxwood

George Asmus presided at a meeting of representatives of the trade, at the Hotel Randolph July 7, to hasten preparations for the plant and floral displays at the Pageant of Progress July 30 to August 14. The hot weather, it was thought, would materially affect the prospects for a cut flower display, but it was believed arrangements could be made for good exhibits of telegraph delivery facilities, plants and supplies, and committees were instructed accordingly. It was reported that the outlook is for a large attendance of the trade.

Curtis Kindler of the Raedlein Basket Co. is expected home next week from a business trip to Germany. He has sent over so many shipments of baskets from abroad that his firm has had to secure additional warehouse space.

The Ancient Order of Garden Rakes held a special meeting July 12. The subject of discussion was how to apply liquids in hot weather.

Joseph Pfeffer, bookkeeper for Weil-and-Risch Co., is spending his vacation at Bristol, Wis.

Vaughan's Seed Store reports its early shipments of French bulbs afloat.

Visitors: Jas. Hembreicker, of Hembreicker & Cole, Springfield; Fred. "Red" C. Weber, St. Louis Mo.; Julius Dillhoff, representing Wertheimer Bros., New York; — Dernburg, with Grimm & Gorly, St. Louis, Mo.

Albany, N. Y.

FLORISTS' CLUB MEETING.

Twenty-five members of the Florists' Club braved the discomforts of a sultry night to attend the July meeting at the establishment of Frederick Goldring, a former president, located at Font grove, about nine miles southwest of the city. The short business session was held out-of-doors in the rapidly growing dusk, so that at the close of the session the secretary was barely able to read his notes and to count the dues paid by the members. William J. McGinn, the secretary-treasurer, reported on the camp leased by the club for the season at Kinderhook lake. Secretary McGinn said the owner had leased the place to the florists for $125 for the season, a figure at least $50 less than he was offered a week later by seekers from other places who had selected the lake as a place for a summer's outing. The secretary urged the members to take advantage of the opportunity to visit the camp on Saturday afternoons and Sundays through the season. The house is equipped with four bedrooms, bed and table linen, dishes and furniture. Arrangements have been made to furnish breakfast at 50 cents a plate, and other meals at 75 cents each. The report brought forth considerable discussion. A motion was presented and voted unanimously that the club as a body should pay a visit to the camp on Saturday afternoon, July 16, for the purpose of becoming acquainted with the advantages offered. Access to the place may be had over the Albany Southern railway, an electric road, or by the Boston & Albany railroad to Niverville. From the latter place the camp is about five minutes' walk from the station.

The invitation of W. H. Van Hoesen to hold the August meeting at his place at Round lake, about 33 miles north of this city, was accepted. Mr. Van Hoesen suggested Saturday, August 20, as the date, but the members believed that it might interfere with the plans of some who expect to attend the Society of American Florists' convention at Washington, D. C., and for other reasons. The secretary was, therefore, instructed to write Mr. Van Hoesen in the matter of the selection of another date. One of the plans for the meeting at Round lake is a flower show to be held in the auditorium. The display will be made up of seasonable flowers and plants. This lake is a summer resort where many families from Troy, Schenectady and this city have cottages. It is expected that the display will be an excellent form of advertising for the florists in the three cities. William Newport, chairman of the flower show committe, urged the members to bring with them for the Round Lake exhibit as good a display as possible.

The subject of holding a public flower show in the fall was broached by William C. Gloeckner. It was suggested that such an exhibition might be held in the State Education building during the week of the "Say It with Flowers" campaign. President Samuel Hanson named William C. Gloeckner, Howard Menand, and William Newport a committee to look into the subject and to report at the next meeting as to the advisability of holding such an exhibition. Discussion about a clambake, held usually the third week in August, was taken up but definite arrangements were left over to the next meeting.

After adjournment the members were entertained with refreshments on the lawn by the host and hostess. The time was spent most pleasantly under spreading elms, white oaks and birches which adorned the grounds near the house. R. B.

Los Angeles, Calif.

Tony Tassano of this city and Burbank, lost his daughter, aged five years and nine months in an auto accident July 3. Mrs. Tassano, who was driving, was also seriously hurt, but their son, who was also in the machine, escaped injury.

Tom Wright is building several additional new houses at Moneta, largely to take care of the new fern, Adiantum Wrighti, of which he will have a large stock this fall.

The American Florists' Exchange has been a financial success from the start, and every week sees most growers and buyers there.

WHY STOP BUSINESS

In Summer and Let Your Trade Go Elsewhere?

We can furnish you with good Summer Roses and other Seasonable Stock with which you can retain your trade. **KEEP YOUR BUSINESS GOING**—it is easier to keep a business going steadily than it is to build it up again in the fall.

Russell, Columbia, Premier, Milady, Hearst, Ophelia, Sunburst, Butterfly, Double White Killarney, Crusader.

Now that Sweet Peas are about done for the season use **Nesbit Roses** they more than serve their purpose. If you are in want of a good White Rose for summer use our Double White Killarney the only good white rose obtainable in this market.

GLADIOLI White, Yellow, Light Pink, Deep Pink, Red **A1 Quality**

Exceptionally good for so late in the season.

Carnations, Valley, Larkspur, Daisies, Gypsophila, Gladioli, Lilies, Delphiniums and all other seasonable Cut Flowers. Ferns, Adiantum, Mexican Ivy, Plumosus, Sprengeri.

If you want good stock and good treatment, buy of

Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Wholesale Cut Flowers and Greens

Quality Speaks Louder Than Prices.

184-186 North Wabash Ave., Corner Lake St., **CHICAGO**

Roses, Valley and Carnations Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can reply upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

St. Louis, Mo.

HEAT AFFECTS STOCK.

The weather experienced the past few days has been unusually hot and this has affected outdoor crops very noticeably, bringing them on with a rush. Tradesmen report that it is very difficult to keep stock in a good condition for any length of time. Generally speaking, there is a great absence of stock of all kinds from the market. Florists are complaining that they have many orders that will, of necessity, have to go unfilled. Roses of good quality are scarce and there is a big demand for them. Blooms of an inferior grade are plentiful and may be had for little more than nothing. There are very few if any white roses on the market this week. Mrs. Chas. Russell, Premier, Columbia, Milady, Butterfly, Ward, Ophelia and Killarneys are the leading varieties and some of these are hard to get. Carnations of good quality are scarce and the demand for them is moderately brisk. Only colored varieties are in demand. A few second rate snapdragons are seen this week and the demand for them is fair. They are offered in shades of white, pink and yellow. A very limited quantity of larkspurs and delphiniums are finding their way into the market and they sell fairly well. They are offered in shades of white, pink and blue, some being of good quality. Lilies are very scarce and there is an excellent demand for them. Pot plants are only offered in limited numbers and do not keep well. Lily of the valley is only sold by a few and is in great demand for bridal and corsage bouquets. The stock is not first class and there is trouble in keeping it. Cornflowers and stocks are entirely gone and daisies are not offered any longer. A limited quantity of begonia plants are seen in a few windows and they sell well. Cadytuft and statice are to be had in small lots. Bedding plants such as geraniums, ageratums, coleus, alyssum, vincas, etc., are being sold by a few florists for little better than nothing.

Tonner

CUT FLOWERS
Supplies
30 E. Randolph St.
Telephone Central 6284
Chicago

The E. F. Winterson Co.
Long Distance Telephone, Central 6004
166 N. Wabash Avenue, Chicago, Ill.

ERNE & COMPANY
—WHOLESALE FLORISTS—
30 E. Randolph Street L. D. Phone, Randolph 6578. CHICAGO, ILL.

The Ove Gnatt Co., Inc.
Preservers of Natural Foliages LA PORTE, IND.
Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties.

A limited number of pot plants of hardy chrysanthemums are displayed in a few windows and they sell very reasonably, but they are in poor demand. Cypripediums are scarce and move slowly. Many florists are displaying some fine specimen plants of Nehrling's fancy leafed caladiums and they sell well. Novelties such as pandanus, dracaenas, crotons, cibotium and other ferns and aspedistras, have come into their own, due to the flower shortage, and they are selling well. Some excellent gladioli are coming onto the market but in such large quantities that there is a great surplus. Second grade stock is going at a loss. Greens, asparagus and plumosa ferns are plentiful and sell well. Some very good smilax is arriving from the south and finds a ready market. Ferns are down as to price but good in quality. They are selling at $2.50 per 100. There is great difficulty in keeping them.

NOTES.

Grimm & Gorly have an unusually attractive window this week. It is a miniature water scene in which the chief object is an old mill having two water streams eventually flowing into little basins of water. Gold fish are used. These objects used in a clever combination with caladiums, dracaenas, etc., make a beautiful picture.

The Bourdet Floral Co. is making a specialty of pot plants and is erecting two large greenhouses, which will be used for growing them.

Large rose shipments are being made daily to this market by W. J. Pilcher, Kirkwood.

The St. Louis Wholesale Floral Co. is doing good business in roses and gladioli.

A record number of weddings were handled by Mullanphy, Florists, Inc.

The Windler Wholesale Floral Co. reports a good business in roses.

Some excellent foliage plants are offered this week by F. H. Weber.

Large quantities of southern smilax are being sold by H. G. Berning.

Fred C. Weber is displaying some fine Boston ferns this week.

Geo. Walbart is handling some excellent ornamental grasses.

An excellent trade is being enjoyed by W. A. Rowe, Kirkwood.

C. A. Kuehn's books show many good orders.

Visitors: Miss Helen Jones, Shreveport, La.; Glen Turner, Moberly, Mo.; Wm. Bone, Chicago.

R. D. M.

Milwaukee, Wis.

GOOD STOCK IN DEMAND.

While business has assumed its regular summer volume, still there is enough doing to use all the good stock that comes in and some of inferior quality. The exceptionally hot and dry weather thus far, has ruined many of the earlier outdoor cut flowers, and those under glass are nothing to brag about. The daily receipts of roses is not large, neither are the flowers. Carnations are fast nearing their end; some Easter and Rubrum lilies, daisies, gaillardias, snapdragons and other garden flowers, sell fairly well. There is considerable danger of shortage in the near future, especially should an unexpected demand occur.

NOTES.

A party of the younger craft left on the Chicago Electric July 10, for Racine, where they were entertained by Racine and Kenosha florists. Albert Neare and Harold Baumgarten had charge of the arrangements.

Many of the local florists are planning the trip to the summer meeting of the Wisconsin State Florists' Association, to be held at Madison, July 19. Everyone interested should attend, for the more the merrier.

Some of the carnation growers complain, saying that the stock in the field is making very slow progress.

The heavy thunder shower on July 7 was a blessing after the prolonged dry spell.

June was the hottest and driest month in 50 years. E. O.

Columbus, O.

STOCK MOVES SLOWLY.

Business during the first week in July was a little quiet, but not more so than is usual for this time of the year. July and August are as a rule the dull months and this year is no exception. Funeral work has been fairly brisk and this is helping out to a certain extent. The party season is over but there are a few large weddings scheduled for July. Roses, gladioli and Easter lilies are now the leaders in the local market. The former are generally of good quality and sell fairly well at previous levels. Sunburst, Ward, Mrs. Chas. Russell and Columbia are the usual varieties. Carnations are just about over for the season. Easter lilies, of the cold storage varieties, are also arriving. Gladioli are quoted at $2 to $3 per dozen. Rubrum lilies are plentiful and they sell briskly. There is a good supply of garden flowers. Plants are not very active at present as the season is about over.

FLOWER GROWERS' AND DEALERS' MEETING.

At the regular meeting of the Flower Growers' and Dealers' Association, held at the Elk's club, July 5, a large number was present. The principal topic of discussion was educational publicity. T. T. Franklenberg, a well known advertising man of this city, spoke at length, telling the members of the best methods of publicity. It has

Dyed Green Sheet Moss
Fancy and Dagger Fern
Telegraphic Orders Promptly Filled.
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Artificial Flowers for Summer Sales.

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(Not Incorporated)

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E. C. AMLING CO.

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CUT FLOWER HOUSE

IN CHICAGO

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L. D. Phones CENTRAL 1977 and 1978

Wire Hanging Baskets

The well made kind. Painted, bound with galvanized wire 6 at dozen rate. 50 at hundred rate.

10 inch.....$2.25 per doz.; $16.00 per 100
12-inch..... 2.50 per doz.; 20.00 per 100
14-inch.....$3.25 per doz.; $25.00 per 100
16-inch..... 4.25 per doz.; 35.00 per 100

GREEN SHEET MOSS Long Green Sheets for Hanging Baskets Per bag....$2.00 10 bags...$17.50

Michigan Cut Flower Exchange, 1452 Randolph St. DETROIT, MICH.

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CHICAGO, - - ILLINOIS

Write for Catalog and Prices.

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 679 154 N. WABASH AVE. CHICAGO ILLINOIS

been decided to start a widespread advertising campaign and at the next meeting appropriations for the campaign will be made, which will be waged through the local newspapers. It is hoped to educate the public on the uses to which flowers and plants can be placed.

NOTES.

The Fairview Floral Co., of which H. S. Rudolph is manager, located on the Henderson pike, is doing very well. The concern has made a contract with T. J. Ludwig, the florist at 82 North High street, by which he takes all of the product of the green house. There is a plentiful supply of seasonable flowers produced by this concern.

The Wilson Seed Co. recently moved into its new and larger store room at 23 East Town street. The room has been fitted up in modern style, giving additional space for all departments.

Henry A. Wilson, head of the Wilson Seed Co., who has been seriously ill with stomach trouble, is now recovering nicely and he will be able to take up his duties soon. J. W. L.

Wholesale Flower Markets

Chicago

CURRENT PRICE LIST

	Dozen	
Roses, Beauty	$ 3.00 to	$ 6.00
	Per 100	
" Mrs. Chas. Russell	4.00 to	35.00
" Butterfly	4.00 to	30.00
" Columbia	4.00 to	30.00
" Dunlop	4.00 to	30.00
" Premier	4.00 to	30.00
" Hoosier Beauty	4.00 to	30.00
" Killarney Brilliant	4.00 to	30.00
" White Killarney	4.00 to	30.00
" Mrs. Geo. Shawyer	4.00 to	30.00
" Milady	4.00 to	30.00
" Mrs. Aaron Ward	4.00 to	20.00
" Sunburst	4.00 to	20.00
" Ophelia	4.00 to	20.00
" Dble. W. Killarney	4.00 to	20.00
" Cecile Brunner		4.00
" Our Selection		5.00
Calendulas	2.00 to	4.00
Daisies	2.00 to	3.00
Sweet Peas	.75 to	1.50
Cattleyas, per doz.		24.00
Gladioli	6.00 to	15.00
Valley		8.00
Carnations	2.00 to	4.00
Asters	4.00 to	8.00
Lilies, per 100	15.00 to	20.00
Adiantum	1.50 to	2.00
Ferns .....per 1,000		3.00
Galax .....per 1,000		2.00
Leucothoe		1.00
Sprengeri, Plumosus Sprays	35c to 50c per bunch	
Mexican Ivy		1.00
Boxwood, 35c per lb., case		9.00
Huckleberry		7.50

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing

THE CHRYSANTHEMUM MANUAL

By Elmer D. Smith

FOURTH EDITION

Price 60 Cents. Cash with Order

American Florist Co.

440 S. Dearborn St., Chicago

A. L. Randall Co.,

Wabash Ave., and Lake St. CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

George Reinberg

WHOLESALE FLORISTS

Extra fancy Ophelia, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Ave. CHICAGO

The principal items during the summer are

GLADIOLUS

—AND—

ASTERS

Easter Lilies

Of them we have an ample supply.

We make a specialty of having good flowers all through the summer, and if there is anything you need in the line of Cut Flowers, you are absolutely safe in depending ON US to supply you.

Your Orders Will Always Have Our Immediate Careful Attention.

The Leo Niessen Co.

1201 Race Street

PHILADELPHIA, - PA.

Branches: Baltimore, Washington.

Mention the American Florist when writing

EDWARD REID

CHOICE ROSES, All Grades.

CARNATIONS, EASTER LILIES and All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Philadelphia.

INTENSE HEAT AFFECTS TRADE.

The extreme and continued heat of the past week has been hard on business, flowers, and people who have to work with and amongst them, particularly the growers, who have found their houses veritable bake ovens. Many of the plants were burned or rather their foliage and petals so singed that they were unfit for sale. Premier roses appeared to fare the worst in this respect, some growers, as the flowers were so badly affected, running the plants dry, and giving them a rest preparatory to cutting back. Pilgrim, Maryland, Double White Killarney, Mrs. Chas. Russell and Columbia stand up well and are the mainstay of the market. Specials in any of the varieties are hard to get, the difference in quality from two weeks ago being very marked. The call for Easter lilies at this time has been anticipated by a number of growers, and while they find a good market, yet there is an over-production that causes a shading of prices here and there, which takes the edge off profits that were counted when the bulbs were put in. Gladioli, particularly the best forcing varieties, are, when well grown, in good demand at top prices. Even at this early period, however, there is considerable junk that will scarcely return express charges. Asters are gaining but still lack the vigor that a soaking rain would give them. Those who can irrigate are particularly fortunate at this time. Some growers are still sending in carnations in the hope of getting something more out of the beds before they throw the old plants out. The flowers are very poor, the majority not worth the bunching. Feverfew, larkspur, candytuft and gypsophila are all, when in good shape, in demand.

Wholesale Flower Markets

BOSTON, JULY 13.	Per 100
Roses, American Beauty	4.00@ 50.00
" Russell	3.00@ 12.00
" Dunlop	3.00@ 12.00
" Pilgrim	3.00@ 12.00
" Crusader	4.00@ 16.00
" White Killarney	4.00@ 12.00
" Ward	3.00@ 12.00
" Maryland	2.00@ 6.00
" Hoosier Beauty	3.00@ 12.00
" Columbia	3.00@ 12.00
" Hadley	4.00@ 16.00
" Ophelia	3.00@ 12.00
" Premier	3.00@ 12.00
Adiantum	1.50@ 3.00
Asparagus bchs., per bch.	.50@ 1.00
Asparagus Strings, doz.	12.00
B. Buttons	1.00@ 2.00
Carnations	2.00@ 3.00
Carnation, Laddie	4.00@ 6.00
Cattleyas, per doz.	12.00@ 18.00
Delphinium	1.50@ 2.00
Lily of the Valley	10.00
Longiflorum Lilies	25.00@ 30.00
Smilax, per doz.	6.00
Sweet Peas	2.00@ 3.00
Gladioli	1.00@ 2.00
Swansonia, per bch.	.50@ .75
Sweet Sultan	4.00
Gypsophila, bch.	.50@ .75
Bouvardia, bch.	1.50@ 2.00
Corpeopsis	1.00@ 2.00

BUFFALO, JULY 13.	Per 100
Roses, American Beauty—	
" Special	30.00@ 40.00
" Fancy	25.00@ 40.00
" Extra	15.00@ 20.00
" 1st	3.00@ 10.00
" 2nd	3.00@ 10.00
" White Killarney	3.00@ 10.00
" Dbl. Wht. Killarney	3.00@ 10.00
" Richmond	3.00@ 10.00
" Maryland	3.00@ 10.00
" Sunburst	3.00@ 10.00
" Columbia	3.00@ 20.00
" Ophelia	5.00@ 15.00
" Russell	6.00@ 15.00
" Premier	5.00@ 20.00
" Cecile Brunner	2.00@ 3.00
Calendulas	2.00@ 3.00
Calla Lilies	8.00@ 20.00
Carnations	1.00@ 2.00
Easter Lilies	12.00@ 20.00
Mignonette	2.00@ 3.00
Rubrum Lilies	6.00@ 8.00
Snapdragons	2.00@ 4.00
Sweet Peas	.40@ 1.00
Gladioli	4.00@ 6.00

HOW GROWERS CAN HELP.

A dealer, in speaking of this city's reputation as a center for quality stock, stated that the growers could do much to hold up, sustain and even raise the standard still higher by intensive methods of culture, so that all their stock shall grade up to the quality mark, for which there is always a good demand. He also emphasized the necessity for more careful cutting and packing. When flowers are bunched there should be the greatest care that only perfect full length buds and sprays are allowed to go in. There should be frequent and careful inspecton of the bunching, as employes will get careless and when such short weight bunches (for that is what they are), reach a destination 100 miles or more away, it reflects on the reputation of the market we are trying so hard to build up. Many growers raise very good stock but fall down in their marketing, by striving to work in imperfect or short stemmed buds and other flowers, in the hope that the 20 good flowers will pull the other imperfect ones through. If they were dealing directly with a customer they would see to it that every bunch was O. K., but in sending up to the market, where there is only a general reputation to be kept up, they hope to pull through on the quality flowers of their neighbors.

Write For Our

Price List

On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Berger Bros.

The Choice of the Market in

EASTER LILIES,

ROSES and All Popular Flowers.

Exceptional Service.

1609 Sansom St., PHILADELPHIA, PA.

CINCINNATI, JULY 13.	Per 100
Roses, Premier	4.00@ 15.00
" Russell	4.00@ 15.00
" Columbia	4.00@ 15.00
" Butterfly	4.00@ 15.00
" White Killarney	4.00@ 15.00
" Pink Killarney	4.00@ 15.00
" Sunburst	4.00@ 15.00
" Mrs. Aaron Ward	4.00@ 15.00
" Ophelia	4.00@ 15.00
" Baby Doll	3.00@ 4.00
Carnations	2.00@ 4.00
Carnation Laddie	6.00@ 8.00
Easter Lilies	15.00@ 20.00
Ferns, per 1,000	4.00
Forget-Me-Sot, bunch	.25
Galax, per 1,000	1.50
Plumosus (south) per bch.	.25
Smilax, per string	.15@ .25
Snapdragons	6.00@ 8.00
Gladioli	10.00@ 12.50
Cornflowers	3.50
Pond Lilies	4.00
Gaillardias	1.00@ 1.50
Valley	8.00
Rubrum	8.00@ 15.00
Shasta Daisies	1.00
Gladioli	3.00@ 10.00

BETTER GLADIOLI.

One of the members of a commission house that handles gladioli in quantity said that so many growers of this flower stood in their own light in their continuous growing of poor varieties. The Primulinus and other small flowered, irregularly shaped spikes, are not adapted for the general cut flower market, and soon become junk, not bringing enough to pay the freight. What is wanted are such varieties as Giant White, Loveliness, Niagara, Schwaben, America, Mrs. Frances King, Mrs. Frank Pendleton, Hereda and others of this type that have distinct colors, large flowers, borne on spikes that carry a number of flowers open at one time. The stock may cost a little more at first but the bulbs increase rapidly and with only choice varieties the grower is sure of a cleanup at the best market returns.

THE BASEBALL GAME.

The first of this season's series of the Niessen-Pennock baseball games was played on Thursday last at the Belmont plateau in Fairmount park. Like all real baseball it was full of surprises, the game seeming all to be going the Pennock way until the eighth

HOLTON & HUNKEL CO.
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MILWAUKEE, - WIS.

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THE HOUSE OF MERIT
Staple Baskets and Seasonable Novelties in Quantity
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GUST. RUSCH & CO.
WHOLESALE FLORISTS
Jobbers in Florists' Supplies
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444-446 Milwaukee Street
MILWAUKEE, WIS.

inning, when with the score 10 to 1, the Race street boys woke up and ran up eight runs before the side was retired. The ninth inning made no change, so the score stood Pennock 10, and Niessen 9. A return game will be played in the near future.

NOTES.

The florist industry is growing so fast and has assumed such great proportions that specialists are developing in all the various branches. One of the most important, from a grower's standpoint, is the plant jobber or dealer in florist's stock for growing on, a man who keeps his hand on the pulse of production with an accurate knowledge of the volume of the various products, and who has built up a clientele that depend on him for their supply. C. U. Liggit, who started as a plant broker in this city some five years ago, has developed a steadily growing business, his practical methods and untiring industry have earned him the confidence of the trade. Each season sees additions to his sales and office force, the latest and most important addition being Louis J. Reuter, who will represent Mr. Liggit in the New England states. Mr. Liggit reports a strong demand for all classes of seasonable florist's stock, of which a number of items are very scarce.

In the recent hailstorm, W. and H. F. Evans, of Rowlandville, had quite a severe loss. First, there were 100 boxes of glass, which Mr. Evans says it will take to repair the houses. More serious than this, however, is that 40,000 carnation plants in the field were very badly stripped by the hail, many losing all their side branches. If the season is favorable there is still time for a second growth, but at that they are under a great handicap.

The Robert Craig Co. is planning a wonderful exhibit for the trade exhibition of the Society of American Florists at Washington, D. C. A number of their specimens in dracaenas, ferns, crotons and Areca palms are exceptionally fine.

Choice Mrs. Chas. Russell roses, gladioli, Easter lilies and asters are features of the Leo. Niessen Co. at this time. Business keeps up very well for the season.

Easter lilies in quantity are a feature of the Berger Bros. stock. The quality is fine and will be a leader with them the entire summer.

K.

Wholesale Flower Markets

PITTSBURGH, JULY 13.		Per 100
Roses, Beauty, spl., per doz.		6.00
" " fcy., per doz.		5.00
" " ex., per doz.		4.00
" " No. 1, per doz.		1.50
" Killarney	6.00@	15.00
" Maryland	6.00@	15.00
" Sunburst	6.00@	15.00
" Mrs. Aaron Ward	6.00@	15.00
" Russell	6.00@	20.00
" Columbia	6.00@	20.00
" Ophelia	6.00@	15.00
" Hilda	6:00@	15.00
" Premier	6.00@	2000
" Madam Butterfly	6.00@	15.00
Carnations	2.00@	3.00
" Laddie		10.00
Cattleyas	1.50@	6.00
Easter Lilies		20.00
Ferns, per 1,000		3.00
Galax, per 1,000		2.00
Plumosus, per bunch		.50
Sprengeri, per bunch		.60
Sweet Peas	1.00@	1.50
Smilax, per doz. strings		3.00
Valley	6.00@	8.00
Snapdragons, per doz.	.75@	2.00
Delphinium	6.00	
Cornflowers		2.00
Coreopsis		2.00
Gaillardia		3.00
Gladioli	6.00@	12.00

PHILADELPHIA, JULY 13.		Per 100
Roses, Beauty, special	30.00@	50.00
" " fancy	10.00@	20.00
" Mrs. Chas. Russell	5.00@	25.00
" Killarney	2.00@	6.00
" Hadley	10.00@	30.00
" Sunburst	4.00@	10.00
" Wards	3.00@	6.00
" Ophelia	2.00@	10.00
" Columbia	3.00@	20.00
" Premier	6.00@	15.00
Adiantum	1.50@	2.00
Asparagus, bunches		.50
Asparagus, strings	.75@	1.00
Calendulas	1.50@	3.00
Carnations	2.00@	6.00
Cattleyas	1.00@	1.50
Easter Lilies	15.00@	20.00
Lily of the Valley	6.00@	8.00
Smilax		.35
Snapdragons, per doz.	.75@	1.50
Sweet Peas	.25@	1.50
Larkspur, per doz.	1.00@	150
Gladioli	6.00@	10.00

THE McCALLUM CO.
Manufacturers—Importers
FLORISTS' SUPPLIES
Headquarters: PITTSBURGH, PA.
Mention the American Florist when writing

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.
Mention the American Florist when writing

ST. LOUIS, JULY 13.		Per 100
Roses, Premier	3.00@	10.00
" White Killarney	3.00@	8.00
" Columbia	3.00@	8.00
" Ophelia	2.00@	5.00
" Killarney	2.00@	4.00
" Russell	3.00@	12.50
" Ward	2.00@	4.00
" Sunburst	4.00@	10.00
Calendulas	1.00@	2.00
Carnations, Laddies		4.00
Carnations, fancy	1.00@	2.00
Ferns, per 1,000		3.00
Valley		6.00
Smilax, per string		.20
Leucothoe		2.00
Galax, green, per 1,000		1.75
" bronze, per 1,000.		1.75
Callas		12.50
Snapdragons, per doz.	1.00@	2.00
Lilies	12.50@	15.00
Gladioli	2.00@	8.00
Larkspur	.50@	1.00
Delphinium	.50@	1.00
Phlox	.50@	.85

MILWAUKEE, JULY 13.		Per 100
Roses, Kill'n'y, W. Kill'n'y	4.00@	12.00
" Premier	6.00@	20.00
" Ophelia	4.00@	15.00
" Columbia	6.00@	20.00
" Ward	4.00@	12.00
" Hoosier Beauty	4.00@	15.00
Carnations	1.50@	3.00
Fancy Ferns, per 1,000		3.00
Asparagus, per bunch	.50@	.75
Snapdragons	3.00@	4.00
Gladioli, per dozen	1.00@	1.50
Gaillardia	.50@	1.00
Orchids, per doz.	24.00@	30.00
Lilies, per doz.	2.00@	2.50
Rubrums	8.00@	10.00

New York.

SUMMER DULLNESS CONTINUES.

Regardless of the verbal fireworks that have been shot off, the ink spilled and the tribute levied to support propaganda, business, if such it can be called, is about the same as it has been in many preceding July's. When there are conditions and events that turn the minds of the people toward flowers, they will buy them; but when the larger part of the flower buying population is either permanently absent or making excursions to mountains and beaches for the week-ends, flowers are little thought of, except for the painfully necessary funeral work. There has been a considerable number of steamer orders this summer, but so there were before the world war cut off this travel. The greatest good that the various horticultural associations can do at the present time is to enlist all the outside help possible, and make a united stand against oppressive quarantines and tariffs. Relating to the actual conditions of the past week in this city, they have probably been duplicated in many other centers. The weather has been fearfully hot and oppressive and the transaction of absolutely necessary business has been difficult and burdensome. This should give what the detectives call "a fresh clue" to the condition of the florist business. Heavy shipments of stock, particularly noteworthy in roses and gladioli, have been arriving. There is always some buying, but at something near the buyers' own prices, and frequently they are not particular about taking anything. Roses, as might be expected, are generally in poor condition, but they are useful enough for funeral work. The heavy rain of two weeks ago revived the failing outdoor flowers and there are plenty of them and being cheap they sell about as well as roses and orchids.

July 11.—Market conditions are at an exceptionally low ebb. The hot weather continues to bring in a great amount of poor stock, but it is doubtful if good stock would fare any better, as excepting for funeral work, no interest is being taken in flowers by the public.

TEASELS.

Mow many of our florists ever saw teasels growing? In "First Impressions of England and Its People," published over 60 years ago, Hugh Miller wrote: "I marked, in passing on to Leeds, a new feature in the husbandry of the district—whole fields of teasels, in flower at the time, waving gaily in the breeze. They indicated that I was approaching the great center of the cloth trade in England. The larger heads of this plant, bristling over with their numerous minute hooks, are employed as a kind of brush or comb for raising the nap of the finer broadcloths; and it seems a curious enough circumstance that, in this mechanical age, no effort of the mechanician has yet enabled him to supersede or even to rival this delicate machine of nature's making." In Bailey's Cyclopedia, 1902, he says: "These scales give the head its value for the teasing or raising the nap on woolen cloth, for which no machinery is efficient." It would be interesting to learn if the mechanicians have yet caught up with the teasels.

NOTES.

H. G. Perry, partner and son-in-law of Charles A. Dards, recently crossed the Atlantic and visited Paris and England. We have received a postal card from him saying that he had a "splendid trip over." The card was mailed at Ramsgate, England, and bore a picture of the Ramsgate lifeboat all ready for service. A tall lighthouse was also in view. In fact, anybody that has heard of Ramsgate is certain to associate its name with the sea. In his humorous poem, "The Yarn of the Nancy Bell," W. S. Gilbert wrote:

"'Twas on the shores that 'round our coast
From Deal to Ramsgate span,
That I found alone, on a piece of stone,
An elderly naval man."

Alexander C. Scommondan, who has a fine retail store at 485-487 Eighth avenue, near the new post office, arranged a large number of attractive floral pieces in honor of Postmaster Edward N. Morgan, who recently resumed office. He had been postmaster for a number of years previous to the Wilson regime.

A large stock of imported porcelain novelties for retail florists was recently put on sale at Geo. A. Polykranas' 18th street store. Some of them are very unique. It is worth while to state that on the hottest days the 18th street market is always cool, which greatly adds to its popularity.

C. Madsen, Woodbridge, N. J., sails on July 15 for a visit to his old house in Denmark. His partner, K. Christensen, who has also been visiting among the sturdy and honest Danes, will sail for home on the same date.

Walter Singleman, for a number of years with J. J. Coan, has bought Mrs. Martin's retail store at 284 Graham avenue, Brooklyn. He is a clever young man and is bound to succeed.

Edward McCarthy, head of the retail firm of James Weir, Inc., Brooklyn, is summering with his family among the lakes and woods of Maine.

Thomas Jackson, superintendent of the Cut Flower Exchange, is on a vacation and the veteran, L. A. Hauser, is officiating in his place.

Robert A. Hale, manager for T. F. Galvin, Inc., handed us a fine cigar a few mornings ago. The reason—a little girl, born July 3.

Miss Lilian Cooper, bookkeeper for J. K. Allen, is spending a two weeks' vacation with the family of her uncle, in Toronto, Ont.

Miss Mabel Conkling, bookkeeper for H. E. Froment, is spending her vacation at Monticello, Sullivan County, N. Y.

William Bogart, of P. L. Bogart's Bros., is on the job again after a serious operation for appendicitis.

A. F. F.

Providence, R. I.

In spite of the heat the sale of cut flowers is very good for this time of the year. Gladioli are arriving in quantity, with a fair demand. Pink beauty being the favorite. The heat has played havoc with sweet peas and carnations, and good flowers of either kind are impossible to obtain.

MacNair, Florist, has an unusual window display comprising a large six-foot cement tank with a background and edge of green moss. A fountain in the center of the tank throws water on a large vase of gladioli and long stemmed roses. Baby ducks disport themselves in the water. This large and excellent display is undoubtedly the largest ever attempted on such a scale. It is estimated that an average of 8,000 people view the window every day.

H. A. T.

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For prompt and satisfactory results ship to
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WHOLESALE FLORISTS
112 West 28th Street, NEW YORK
All Seasonable Flowers.

SPRINGFIELD, ILL.—A. C. Brown is said to have made a 30 per cent compromise with his creditors.

SOUTH BEND, IND.—The St. Joseph County Horticultural Society will hold a show in the Chamber of Commerce building in September. Henry H. Swaim, secretary of the Indiana Horticultural Society; Prof. B. W. Scheib, of Notre Dame university; T. H. Jackson and Mrs. Jerome Webster have been chosen as members of the committee to prepare the prize list.

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Roses, Beauty	$6.00 @	$50.00
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" Pilgrim	.50 @	8.00
" Hadley	1.00 @	8.00
" Dunlop	.50 @	8.00
" Dbl. Wht. Killarney	.50 @	6.00
" White Killarney	.50 @	5.00
" Aaron Ward	1.00 @	6.00
" Ophelia	.50 @	5.00
" Premier	1.00 @	6.00
" Scott Key	10.00 @	60.00
" Sunburst	.50 @	6.00
Adiantum Croweanum and Hybrid	.75 @	1.00
Asp. Plumosus, per bunch	.25 @	1.00
Carnations	.50 @	1.00
Bouvardia	1.00 @	2.00
Cattleyas	26.00 @	75.00
Lilies, white	4.00 @	6.00
Lily of the Valley	4.00 @	8.00
Smilax, doz. strings	1.00 @	2.00
Daisies, yellow	.50 @	1.00
Larkspurs, per dozen	.75 @	1.00
Gladiolus, per doz	.25 @	.75
Sweet Peas	.50 @	1.00

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Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
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July 20
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Roma, Fabre Line (Marseilles).

July 21
Amsteldyk, Holland-America Line (Rotterdam-Amsterdam).
Saxonia, Cunard-Anchor Line (London).
Giuseppe Verdi, Transatlantica Italiana (Naples-Genoa).

July 22
FROM MONTREAL, Vennonia, Cunard-Anchor Line (London).
FROM PHILADELPHIA, Carisholm, Swedish-American Line (Stockholm).

July 23
Westerdyk, Holland-America Line (Rotterdam).
Rochambeau, French Line (Havre).
Celtic, I. M. M. Lines (Liverpool).
Mesaba, I. M. M. Lines (London).
Finland, I. M. M. Lines (Antwerp).
American, United American Line (Hamburg).
Ponce, Porto Rico Line (San Juan).
Drottningholm, Swedish-American Line (Gothenburg).
La Bourdonnais, French Line (Havre).
Princess Matoika, United States Mail Line (Bremen-Danzig).
FROM PHILADELPHIA, Gorredyk, Holland-America Line (Rotterdam).
FROM PHILADELPHIA, Osawatomie, I. M. M. Lines (Hamburg).
FROM BALTIMORE, Auburn, I. M. M. Lines (Hamburg).
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Boston, Mass.—Houghton Gorney Fl. Shop.
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Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
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Chicago—Central Floral Co., 132 N. State St.
Chicago—Congress Flower Shop.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Schiller, The Florist, W. Madison.
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Chicago—Mangel, 17 E. Monroe St.
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Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
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Detroit, Mich.—John Breitmeyer's Sons.
El Paso, Tex.—Potter Floral Co.
Grand Rapids, Mich.—Henry Smith.
Hartford, Conn.—Welch's Flower Shop.
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—Apollo Flower Shop, The.
Kansas City, Mo.—A. Newell.
Kaneas City, Mo.—Wm. L. Rock Flower Co.
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Newark, N. J.—Phillips Bros.
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New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
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New York—A. T. Bunyard, Madison Ave.
New York—Broadway Florist.
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Paterson, N. J.—Edward Sceery.
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Philadelphia, Pa.—J. J. Harbermenl's Sons.
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Pittsburgh, Pa.—Mrs. E. A. Williams.
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Salt Lake City, Utah—Evans Floral Co.
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Seattle, Wash.—Hollywood Gardens.
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St. Louis, Mo.—F. H. Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heinl & Sons.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackstone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Wichita, Kan.—W. H. Culp & Co.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

BUNYARD, NEW YORK, 413 Madison Ave.

Bellevue Avenue, NEWPORT, R.
Summer Season.

Hession

Madison Ave. and 76 St.
NEW YORK

Quality Flowers

BEST IN THE MARKET
AT REASONABLE PRICES

Plant Specialists Phones: Rhinelander 107—420—775

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

BRANCHES: RITZ-CARLTON and VANDERBILT HOTELS

KOTTMILLER

426 Madison Ave., NEW YORK

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Chicago

Congress Flower Shop

CONGRESS HOTEL
520 South Michigan Ave.

Mention the American Florist when writing

New York

Malandre Brothers

2077 Broadway, near 72nd St.
'Phone, Columbus 6883

The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

New York Telephone Audubon 6618 Established 1906

Olympia Florist

(PETER LAMBOS & CO.)
3799 Broadway, S. W. Cor. 158th St.
FRESH CUT FLOWERS DAILY.
Orders from Other Cities filled with promptness

Mention the American Florist when writing

New York's Favorite Flower Shop

G. E. M. Stumpp

Fifth Avenue at 58th Street
Member F. T. D. Ass'n.

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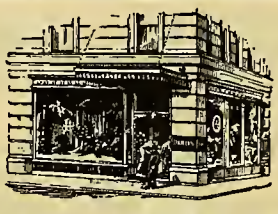

DARDS

341 Madison Ave.
Opp. Hotel Biltmore
New York

The Leading Florist for nearly Half a Century

Mention the American Florist when writing

MEMPHIS, TENN.

Memphis Floral Company

MAIN AND UNION
WIRE US

Pittsburgh, Pa.

A. W. Smith Co.

KEENAN BLDG.
Largest Floral Establishment in America
Established 1874 Incorporated 1909

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Albany, N. Y.

Danker

FLORIST

The Best Service

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Oklahoma City

OKLAHOMA

FURROW & CO.

205 W. Main St.

Members of Florists' Telegraph Delivery.

WICHITA, Kansas Shipments for Kansas and Oklahoma.

W. H. CULP & COMPANY

Quality Flowers
Personal Service

Members F. T. D.

Mention the American Florist when writing

Kansas City, Mo.

Samuel Murray

1017 Grand Avenue
Member Florists' Telegraph Delivery

Mention the American Florist when writing

Randolph & McClements

Floral Experts

5936 Penn Ave., Pittsburgh, Pa.

Mention the American Florist when writing

El Paso, Texas

Potter Floral Co.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

J. W. RODGERS

Elks' Building
4 South Jefferson Street Dayton, O.

Telegraph orders for Dayton will receive our immediate and careful attention.

Mention the American Florist when writing

Kansas City, Mo.

W. J. Barnes

FLORIST, K.C.MO.

Kansas and Western Missouri.
Up-to-date Service.
F. T. D. Est. 1890

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

DETROIT'S
Leading Florists
JOHN BREITMEYER'S SONS
1314 Broadway
PHILIP BREITMEYER, - President

Mention the American Florist when writing

Boston, Mass.

"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.
124 TREMONT STREET

Mention the American Florist when writing

Worcester, Mass.
Randall's Flower Shop
Members of Florists' Telegraph Delivery

Mention the American Florist when writing

Orders in or around **Washington, D.C.**
Geo. C. Shaffer
FLORIST
900 Fourteenth Street

Mention the American Florist when writing

Brooklyn, N. Y.
JAMES WEIR, Inc.
FLORIST
324 Fulton St., cor. Pierrepont
Telegraph orders receive our usual good care and prompt attention. Phones 270-271 Main.

Mention the American Florist when writing

Michigan Orders will be carefully cared for by
HENRY SMITH
Wholesale and Retail Florists of Grand Rapids.

Mention the American Florist when writing

Mention the American Florist when writing

Send Telegraph, Telephone or Mail Orders for florist's service in this vicinity to
The Dominion Floral Co.
484 St. Catherines St., West,
Montreal, Que., Canada
Every order receives prompt and careful attention.

Mention the American Florist when writing

Washington, D. C.
BLACKISTONE, Inc.
14th and H Streets, N. W.
Exceptional Service

Mention the American Florist when writing

Telephones:
Lenox 2352
Lenox 7019
1062 Madison Ave.,
Near 80th St.
NEW YORK
Orders from other cities promptly filled.

Mention the American Florist when writing

Toronto, Can.
Canada's Best Known and Most Reliable Florist
Only the Best **Dunlop's**
8 and 10 West Adelaide Street
We deliver anywhere in Canada and guarantee safe arrival.

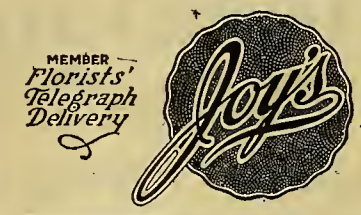
Mention the American Florist when writing

San Francisco
Podesta & Baldocchi
224-226 Grant Avenue
Mail or telegraphic orders promptly and most carefully executed.
Members of Florists' Telegraph Delivery

Mention the American Florist when writing

La Crosse, Wis.
Send your orders for flowers for delivery in this city and vicinity to
John A. Salzer Seed Co.
Quality and Service Assured

Nashville, Chattanooga and Atlanta — THREE STORES



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New York

44 Carmine Street
Phone 1274 Spring
Out of Town and Steamer Orders Promptly Filled

Mention the American Florist when writing

Cincinnati, O.
HARDESTY & CO.
150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

Mention the American Florist when writing

New York's
SHOP OF QUALITY
Irene Hayes, Inc.
F. T. D.
799 Park Avenue
Telephone Rhinelander 3087

Mention the American Florist when writing

CINCINNATI
HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO.
Good Stock and Good Service.

Mention the American Florist when writing

New York
A. ECKRICH
(Successor to Charles E. Grunewald)
FLORIST
924 Madison Ave., bet. 73rd & 74th Sts.
Phone: 9864 Rhinelander. Orders from Other Cities Promptly Filled

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Hartford, Conn.
WELCH'S Flower Shop
Also Store at New Britain, Conn.
Established 1885.
Members of Florists' Telegraph Delivery.

Colorado Springs, Col
Wholesale and Retail
Pikes Peak Floral Co.
Orders Carefully Executed
Members of Florists' Telegraph Delivery.

Cincinnati.
JULIUS BAER
—FLOWERS—
Mail and Telegraph orders carefully filled.
138-140 Fourth St., East

Denver, Colo.
The Park Floral Co.
B. E. GILLIS, President.
E. P. NEIMAN, Secretary.

Galesburg, Ill. and Central Ill.
Pillsbury's Flwoer Stores
Your orders will receive careful attention.
Members of Florists' Telegraph Delivery.

Kansas City, Mo.
A. Newell
FLORIST
Established over 30 years
Southwest corner of 11th and McGee Sts.

WASHINGTON D. C.
Gudes'
Members of Florists' Telegraph Delivery.

LOUISVILLE, KY.
AUGUST R. BAUMER
MASONIC TEMPLE
Member of Florists' Telegraph Delivery.

CHICAGO OPPOSITE FIELD'S — DETROIT
Central Floral Co.
132 N. State, CHICAGO
1331 Broadway, DETROIT
Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

ROANOKE, VA.
FALLON, Florist.
Mention the American Florist when writing

Seattle-Rosaia Bros.
Finest floral studio in Northwest.
Member F.T.D.

EDWARD SCEERY
Passaic, N. J. F. T. D. Paterson, N. J.

Washington, D. C.
GEO. H. COOKE
FLORIST
Connecticut Avenue and L Street
Mention the American Florist when writing

FOR WISCONSIN DELIVERY
—OF—
"Home Grown Flowers"
Get in touch with
MATTHEWSON'S, SHEBOYGAN, WISCONSIN.
Member of Florists' Telegraph Delivery.

NEWARK, N. J.
Philips Bros.
938 BROAD STREET
Members of Florists' Telegraph Delivery.

LOUISVILLE, KY.
THE F. WALKER CO.
310-312 West Chestnut Street
CITY'S LARGEST FLOWER STORE.

CHARLES L. SCHMIDT
23 No. Second St., Harrisburg, Pa.
Night and day service in all Central Pennsylvania.

LEWIS HENDERSON, Florist
1519 Farnam St., Omaha, Neb.
Member of Florists' Telegraph Delivery.

IN THE HEART OF **Newark, N. J.**
The Rosery Floral Co.
167 Market St., at Broad St.
EVERYTHING IN FLOWERS
Prompt Deliveries to any town or city within 150 miles of Newark.
Telephone Market 494
Mention the American Florist when writing

Brooklyn, N. Y.
HUGO H. JAHN
—FLORIST—
710 Nostrand Ave., cor. Prospect Place
Phone: 1952 Lafayette.
Flowers Delivered Anywhere. Personal Attention.
Mention the American Florist when writing

"WE NEVER SLEEP"
IDLEWILD GREENHOUSES **Memphis, Tenn.**
89 South Main St.
"Up-to-the-Minute" Service and Execution.
Every Flower in Season

New York. Telephone Lenox 3822
HENRY HART, Inc.
FLORIST
1000 Madison Avenue
In the Heart of most exclusive residential section.

Philadelphia, Pa.
Chas. H. Grakelow
Broad St., at Cumberland
Members of Florists' Telegraph Delivery.

The Seed Trade

American Seed Trade Association.

L. L. Olds, Madison, Wis., President; Alex. Forbes, Newark, N. J., First Vice-President; Louis B. Reuter, New Orleans, La., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, 73 Tremont Street, Boston, Mass., Counsel.

The fortieth annual meeting will be held June, 1922.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass, Counsel.

The next annual meeting will be held June, 1922.

DUTCH BULB prices in Holland are easier.

AURORA, ILL.—A. J. Erlenborn is a grandpa.

THE Polish government says American beans are unhealthy. Why?

BOSTON, MASS.—Curtis Nye Smith is in Washington, D. C., this week on tariff matters.

CORN acreage and condition in Illinois 95 per cent; Iowa, 100 per cent; oats, good.

OLIVER H. DREW, formerly of Hibernia, N. Y., now located at Los Angeles, Calif., has gone to the mountains for the summer.

VISITED CHICAGO: Arthur B. Clark, of the Everett B. Clark Seed Co., Milford, Conn.; W. R. Hastings, of the H. G. Hastings Co., Atlanta, Ga.

CABLE advices this week indicate that the latest vote of growers' was almost unanimous for maintaining the prices of French bulbs as already fixed.

ONION SETS in the Chicago district are badly in need of rain. The thrips have attacked them so severely as to shorten the crops one bushel per pound of seed.

DR. FRANKLIN, of the L. D. Waller Seed Co., Guadalupe, Calif., and Mrs. Franklin are receiving congratulations on the recent arrival of a baby daughter.

IDAHO'S annual seed show for 1921 will be held at Idaho Falls in January, 1922, according to a recent announcement made by B. F. Sheehan, state seed commissioner.

CLIPPER CLEANERS have their merits fully explained in the new 36-page catalogue of A. T. Ferrel & Co., Saginaw, Mich., with cover in colors and many informing illustrations.

DUTCH growers report June 24 that tulips which are now being lifted are of better quality than was expected early in the season. Narcissi and hyacinths have not yet been lifted.

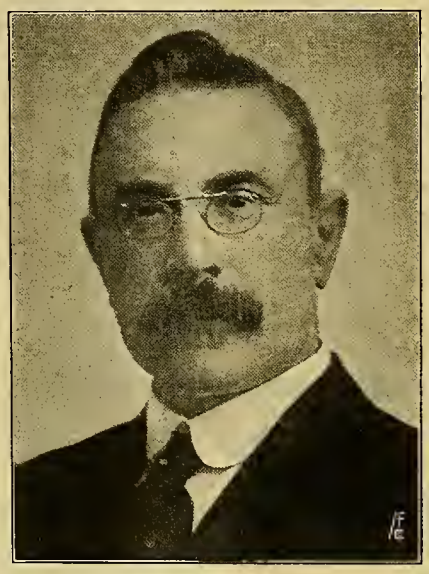
CALIFORNIA growers say everything appears to be in a hurry to "seed up" this year. In a month from now there will not be much more to see, unless the plants make a second growth.

EIS VAN DUYN, the Holland speculator, who exploited surplus Dutch bulbs so extensively in New York last fall, is reported to have failed, leaving the various Dutch growers without a cent for their bulbs.

COLUMBIA, MO.—Mrs. Bertha Denham, of the Mangelsdorf Seed Co., Atchison, Kans., and Fred Ricketts, of the Springfield Seed Co., Springfield, Mo., are taking instruction in seed testing at the government seed testing laboratory here.

L. W. WHEELER, of the Pieters-Wheeler Seed Co., Gilroy, Calif., reports a temperature of 112 degrees at Sacramento, July 7. Heavy wind in the Sacramento valley blew down many pieces of onion. All crops have been injured by heat, especially radish and sweet peas.

ALBERT C. WILSON, chief seed analyst of Illinois, reports that 9,100 samples of seed have been analyzed at the state laboratory during the season just closed. Of this number 960 samples were fund to be unsalable for seeding purposes. Some of the seed represented by these samples was recleaned and made salable under the law. The percentage of unsalable seed was one and one-half per cent less than a year ago.



J. M. Bridgeford.
Managing Director of Watkins & Simpson, London, Eng. Now Visiting the Trade of the United States and Canada.

French Bulb Crop and Prices.

Reliable advices from government officials in southern France predict 1921 bulb crop less than 25 per cent of 1920. Prices continue firm. Narcissus Paper White Grandiflora, 13 ctm., 1250 bulbs to the full sized case, will sell all expense paid to New York and based on present duty at two or three dollars per thousand above 1920 advance prices. The larger size, 14 ctm., will sell at $3 to $4 above 1920 values for early and regular delivery; whether later shipments may be supplied at lower prices cannot be predicted; under grade stock and "short" cases will as usual, be obtainable cheaper.

Indiana Seed Law.

Representatives of seed companies of Indiana and adjoining states attended a conference called at Lafayette, July 12 by Director G. I. Christie of the agricultural experiment station at Purdue university to discuss the features of the new pure seed law, enacted by the last legislature. State Chemist E. G. Proulx, who has been named state seed commissioner, presented the programme for enforcement of the law and asked the seedsmen for suggestions or changes they thought necessary and for their co-operation in executing its provisions.

Under the law, all seed sold in Indiana must bear a tag showing the name of the dealer, kind and variety of seed, minimum per cent of purity and germination, date of germination test, and where it was grown. On the opposite side of the tag, if noxious weeds are present, they must be specified as to the number in each pound of seed purchased. The noxious weeds thus listed are buckhorn, bracted plantain, Canadian thistle, chicory, common plantain, corn cockle, curled dock, horse nettle, mustard, oxeye daisy, prickly lettuce, quack grass, red sorrel, white top, wild carrot, wild garlic or onion and trefoil.

The law is designed to aid Indiana farmers in securing high class farm seeds. State Chemist E. G. Proulx cited the purchase of a large quantity of barley from the northwest a few years ago which resulted in the introduction of several new weeds which the farmers are now fighting to eradicate. A pure seed law would have prevented this, he said.

The seedsmen made suggestions as to the provisions of the law and offered the heartiest co-operation in doing their share in executing it. All seeds on the market will be expected to bear tags after January 1, 1922.

T. R. JOHNSTON, Editor, Purdue U.

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Beet, Carrot, Lettuce, Onion, Radish.
Correspondence Solicited.

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Braslan Seed Growers Company, Inc.
Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY AND MIXED SWEET PEAS.
SAN JOSE, CALIFORNIA

Garden Seed Beans

Growing Lima and pole varieties is my specialty.

My growing contract offer for fall delivery will be mailed upon request.

Henry Berrien Fish
Carpinteria, Calif.

Tariffs Old and New.

The following are the duties proposed by the Fordney tariff bill, H. R. 7456, under the omnibus clause, paragraph 762.

Table A gives the items with old and new specific duties.

Table B gives the new 20 per cent ad valorem items, with the old specific duties.

Table A specific duties, per pound:

	New	Old
Anise	$0.02	$0.02
Beans (bushel)	.75	.25
Beet	.04	.03
Beet, Mangel Wurzel	.04	Free
Beet, sugar	.01	Free
Cabbage	.12	.06
Canary	.01	.00½
Caraway	.01	.01
Carrot	.04	.03
Cauliflower	.25	Free
Celery	.02	Free
Coriander	.00½	Free
Corn (per 56 pound bushel)	.15	Free
Fennel	.01	Free
Flower Seeds	.04	Free
Garlic Bulbs	.02	.01
Kale	.06	.06
Kohl Rabi	.08	.06
Mustard	.01	Free
Onion	.20	.05
Parsley	.02	.03
Parsnip	.04	.03
Peas (old 60 pounds)	.00¾	.10
Pepper	.15	.10
Poppy (per 100 pounds)	.32	.32
Radish	.04	.03
Rutabaga	.04	.03
Spinach	.01	.01
Sunflower	.02	Free
Turnip	.04	.03

Table B, 20 per cent ad valorem, with former specific duties, per pound:

	Old
Artichoke	$0.05
Asparagus	.05
Balm	.05
Basil	.05
Borage	.05
Broccoli	.05
Brussels sprouts	.05
Chervil	.05
Chicory	.05
Chives	.05
Collards	.05
Corn Salad	.03
Cress	.05
Cucumber	.05
Dandelion	.05
Dill	.05
Egg Plant	.10
Endive	.05
Horehound	Free
Hyssop	.05
Lavender	.05
Leek	.05
Lettuce	.05
Marjoram	.05
Melon, musk	.05
Melon, water	.05
Mushroom spawn	.01
Okra	.05
Pumpkin	.05
Rape	Free
Rhubarb	.05
Roquette	.05
Rosemary	.05
Rue	.05
Saffron	.05
Sage	.05
Salsify	.05
Savory	.05
Sorrel	.05
Squash	.05
Thyme	.05
Tobacco	.05
Tomato	.05
Wormwood	.05

JEROME B. RICE SEED CO.

WHOLESALE SEED GROWERS

America's Largest Producers of Seed Peas

Also a Complete Line of

VEGETABLE SEEDS

Growing Stations Throughout America. Office: Cambridge, New York

Mention the American Florist when writing

KELWAY'S

Pedigree Strains of

Florists' Flower Seeds

Write for prices to

KELWAY & SON

Wholesale Seed Growers,
LANGPORT, ENGLAND.

300 Medals for Flowers, etc.
Hundreds of First-Class Certificates.

Mention the American Florist when writing

Lily of the Valley Pips

EXTRA FINE STRAIN EXHIBITION
Size GERMAN "LUBECK" PIPS
Just Arrived.

Price in cases, 1000, 500 or 250 each, on application.

J. M. THORBURN & CO.
53 Barclay St., NEW YORK CITY

Mention the American Florist when writing

I. N. Simon & Son

Garden Seeds

438 MARKET STREET
Philadelphia - - Pa.

Mention the American Florist when writing

TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

Mention the American Florist when writing

Western Seed & Irrigation Co.

WHOLESALE SEED GROWERS

SPECIALTIES:
Cucumber, Muskmelon and Watermelon, Pumpkin, Summer and Winter Squash, Sweet, Flint and Dent Seed Corn.

Write for Special Contract and Spot Prices.

Office and Warehouse, FREMONT, NEB. Growing Station, ROCKY FORD, COLO.

Mention the American Florist when writing

L. D. Waller Seed Co.

GROWERS OF CHOICE
Sweet Pea, Nasturtium and Flower Seeds

GUADALUPE, CALIFORNIA

Mention the American Florist when writing

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.

Branches: Wisconsin, Colorado, Montana, Idaho, Washington. Milford, Conn

Mention the American Florist when writing

LAWN SEED MIXTURES

FIELD SEEDS

Atlantic Grass Seed Co.

WHOLESALE
46 W. Broadway, NEW YORK CITY

Mention the American Florist when writing

Yokohama Nursery Co.

LTD.
Woolworth Building
NEW YORK CITY

Importers

Japanese Bulbs, Plants and Seeds

Mention the American Florist when writing

Waldo Rohnert

GILROY, CAL.
WHOLESALE SEED GROWER

Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish.

Correspondence Solicited.

Mention the American Florist when writing

THE C. HERBERT COY SEED CO.
VALLEY, Douglas County, NEB.
Contract Growers of
HIGH GRADE SEEDS
Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.
Mention the American Florist when writing

GET QUOTATIONS FROM
LANDRETH
Seeds Which Succeed
Bloomsdale Farm BRISTOL, PA.
Mention the American Florist when writing

Dutch Seed Trade.

Consul General George E. Anderson reports from Rotterdam under date of June 10 that the export seed trade of the Netherlands seems to be in a very unsatisfactory state. The acreage under cultivation in seed production this year is far smaller than that of a year ago as a result of the great slump in prices in 1920. This slump was due mostly to the inability of Germany and Austria to buy their usual supplies. As a result of the falling off in demand last year, considerable stocks were accumulated.

The export of seeds to all countries so far this year has amounted to only 50 per cent of the shipments in the same period of 1920. On the other hand, the exports of the principal seeds to the United States has increased materially. The export of caraway seed fell from a value of over 500 gilders (1 gilder is 42 cents at normal exchange) in the first five months of 1920 to half that value in the same months of the current year, while exports to the United States increased from a value of $24,570 to a value of $47,363. Exportation of other seeds to the United States has increased proportionately. There have been increased exports of grass seed, of which the United States received a large share, and of linseed. There was a large increase in shipments of sugar-beet seed, nearly all of which went to the United States. Most of the garden seeds exported showed material decreases.

Tariff Notes.

Democratic members of the ways and means committee in minority report, denounce the tariff bill as a "conspiracy to benefit a few favorites at the expense of all humanity." The report declares the tariff was not an issue in the last campaign and that this is not the time to write a tariff law. They assert that the problems which "confront our people, cripple our industry, stifle our commerce, and perplex an amiable administration, have nothing to do with the tariff."

Th new tariff revision bill provides a general average of the tariff duties of 56 per cent, or about 10 per cent below the average of the Payne-Aldrich Act. The present tariff general average is about 40 per cent. In the Dingley act, which brought trouble to the republican party, the general average was about 44 per cent.

Prediction is made that the tariff bill will be largely re-written in the senate.

MICHELL'S FLOWER SEEDS
PANSY SEED

MICHELL'S GIANT EXHIBITION, MIXED. A Giant Strain, which for size of bloom, heavy texture and varied colors and shades cannot be surpassed. Half trade pkt., 30c; 50c per trade pkt.; ⅛ oz., $1.25; $2.00 per ¼ oz.; oz., $7.00; $26.00 per ¼ lb.

GIANT TRIMARDEAU, MIXED. Large flowering and choice colors. Tr. pkt., 30c; $2.25 per oz.; ¼ lb., $8.00.

FINEST ENGLISH MIXED. Large flowering. Tr. pkt., 25c; $1.50 per oz.; ¼ lb., $5.00.

Also **GIANT PRIZE** and **REGULAR SORTS** in separate colors.

DAISY, DOUBLE ENGLISH

		Tr. pkt.	Oz.
Monstrosa Pink	¼ oz., $1.50	$0.50	....
Monstrosa White	¼ oz., 1.50	.50	....
Monstrosa Mixed	¼ oz., 1.25	.50	....
Longfellow, Pink		.40	$2.50
Snowball, White		.40	2.50
Mixed		.30	1.50

MYOSOTIS

Alpestris Victoria	.25	1.50
Eliza Fanrobert	.25	1.00

CYCLAMEN SEED

Michell's Giant Show	100 seeds	1000 seeds
Bright Red	$2.00	$15.00
Dark Blood Red	2.00	15.00
Glory of Wandsbek, salmon red	2.25	17.50
Perle of Zehlendorf, salmon pink	2.25	17.50
Pure White	2.00	15.00
Rose of Marienthal, bright pink	2.00	15.00
White with Carmine Eye	2.00	15.00
Mixed Colors	1.50	12.50

Also all other **Seasonable Seeds, Bulbs and Supplies.**
Send for our **New Wholesale Price List** if you did not receive a copy.
MICHELL'S SEED HOUSE, 518-516 Market Street, **Philadelphia, Pa.**
Mention the American Florist when writing

Hogewoning & Sons, Inc.
Wholesale Bulb Growers and Importers
299 Broadway, - New York
Mention the American Florist when writing

Richard Diener Company, Inc.
Originators and Growers of the Largest and Finest
Gladiolus and Petunias
Catalog on Request
Kentfield, Marin Co., Calif.
Mention the American Florist when writing

ROUTZAHN SEED CO.
Arroyo Grande, Calif.
Sweet Pea and Nasturtium Specialists.
Wholesale Growers of full list of
FLOWER and GARDEN SEEDS
Mention the American Florist when writing

Before Placing Orders for
SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write
JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

McHutchison
& CO. OFFERS
Immediate Shipment
VALLEY PIPS, Dutch or German type, in case lots of 2500 pips.
LILIUM MAGNIFICUM, 9-11, from N. Y.
KENTIA, Belmoreana and Forsteriana, bushel lots.
BAMBOO CANES, natural and dyed green, all sizes, bale lots only.
RAFFIA, natural and colored, 25 lbs. up.
FREESIA PURITY, all sizes.
FERNS IN FLATS, July-August shipment.
FALL SHIPMENT.
DUTCH BULBS, MANETTI STOCKS, CHINESE SACRED LILIES, VALLEY PIPS, JAP. LILY BULBS, DRACAENA CANES, FRENCH BULBS, CALLA BULBS, BEGONIAS and GLOXINIAS, Etc.
Write for prices, stating your requirements
McHUTCHISON & CO.,
95 Chambers St., NEW YORK
Mention the American Florist when writing

EDGAR F. HURFF
SWEDESBORO, N. J.
Grower of High-Grade Seed.
TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.
CORRESPONDENCE SOLICITED
Mention the American Florist when writing

VAUGHAN'S CYCLAMEN

Prices on Cyclamen seeds are net—no discount.

The seed is saved only from perfect plants. Shape and size of flowers, foliage and stems and general habit are points on which our seed plants are selected. There is no better Cyclamen seed in the market.

GIANT ENGLISH GROWN

Prices (except where noted)—100 seeds, **$1.40**; 1000 seeds, **$12.00** net.

Mrs. Duckston. Bright salmon, frilled petals, 100 seeds, **$1.80**; 1000 seeds, **$16.00.**

Pink Pearl. Lovely pale salmon pink. 100 seeds, **$1.80**; 1000 seeds, **$16.00.**

Cherry Ripe. Nearly scarlet. 100 seeds, **$1.80**; 1000 seeds, **$16.00.**

Saint George. Foliage is beautifully margined with bright silver, not unlike the Begonia Rex, and the flowers are a rich salmon color. 100 seeds, **$1.60**; 1000 seeds, **$14.00.**

Crimson Saint George. Foliage is beautifully margined and ornamented with bright silver. Flower vivid crimson, produced in abundance well above the foliage. 100 seeds, **$1.80**; 1000 seeds, **$16.00.**

Mrs. L. M. Graves. The flowers are freely produced and are carried well above the foliage. The color is an intense and brilliant salmon scarlet. A healthy vigorous grower and comes true from seed. 100 seeds, **$1.80**; 1000 seeds, **$16.00.**

Brilliant Giganteum. Very robust grower. Fiery crimson flowers. 100 seeds, **$1.60**; 1000 seeds, **$14.00.**

Queen Mary. Salmon with claret base.

Rosy Morn. Delicate rose color. Claret base.

Grandiflorum Album. The largest giant white.

Excelsior. White with red base. Extra large flowers.

Duke of Fife. Dark rose.

Princess of Wales. Deep pink.

Princess May. Pale pink.

Salmon King—100 seeds, **$1.60**; 1000 seeds, **$14.00.**

English Varieties, Mixed—From separate sorts.

	100 Seeds	1000 Seeds
Fairy Queen. Large frilled white with crimson eye	$2.00	$18.00
Giant Salmon. Semi-double salmon. Very large and free-flowering	2.00	18.00
Giant Rose. Bright rosy pink with red eye. Very free-flowering, one of the best pinks	2.00	18.00
Rosea Superba. Deep shell pink	1.65	14.00
Glory of Wandsbek. Salmon	1.65	14.00

	100 Seeds	1000 Seeds
Wine Red. Very large and fine **Christmas Cheer.** Blood-red **Magnifica.** Dark rose pink **Daybreak.** Delicate pink **Pure White.** Very large **White with Pink Eye.** Very large and fine. **Victoria.** White tipped with pink, fringed edge **Lavender.** Dark and light shades, very beautiful	$1.50	$12.00

VAUGHAN'S PANSIES

VAUGHAN'S INTERNATIONAL PANSIES

Vaughan's International Pansy Mixture was first offered by us in 1889. We import from all the best European sources. Each year has added to the quality of its flowers and variety of the colors. We buy every year novelties of known merit to improve the mixture; it is always complete, always the latest and always the best mixture. We add to all Pansy Mixtures which we now buy more than 50 per cent of the choicest named kinds obtainable, each in correct proportion. This is one of the **Specialties** that has established the reputation of Vaughan's Flower Seeds, and one which we maintain most carefully. Trade pkt., **50c**; ⅛ oz., **$1.50**; ½ oz., **$5.00**; oz., **$10.00.**

Chicago Parks Bedding Mixture

This is a mixture made by ourselves from 20 different and distinct varieties of this type. While the flowers of this strain do not grow as large as those of the Giant Pansies, they excel them by a much greater number of flowers to a plant. Trade pkt., **25c**; ¼ oz., **60c**; oz., **$1.80.**

Vaughan's P. P. (Popular Price) Mixture of Pansies

This mixture like all "Vaughan" mixtures, is made up by ourselves from separate colors and strains of the Giant and Chicago Parks Bedding types, and will furnish a large variety of colors with a good proportion of giant flowers. Trade pkt., **25c**; ⅛ oz., **50c.**; oz., **$3.00.**

Vaughan's Giant Pansy Mixture

Embraces, besides all the separate shades and colors, five special strains not listed elsewhere, and which can only be had in this and our International Mixture. This mixture includes the richest reds, coppers and bronzes, together with the most delicate rose and pink shadings, all the distinct colors of Trimardeau and the splendid Cassier strain. Trade pkt., **50c**; ⅛ oz., **75c**; oz., **$5.00**; ¼ lb., **$18.00.**

Vaughan's Cut Flower Mixture

This mixture is put up by ourselves and contains mostly light colored sorts. We have sold this mixture for several seasons to some of our Chicago cut flower growers, who have realized big returns from the sale of flowers. Pansies are as easily grown as violets, require less care and bring better results. Trade pkt., **25c**; ⅛ oz., **60c**; oz., **$4.00.**

New Early-Flowering Giant Pansies

The new strain produces its giant flowers about four weeks earlier than other known types. In March, when the old type pansies hardly show any buds the plants of the new strain bore from 3 to 5 of their giant flowers.

Early-Flowering Giant White, with eye, Yellow, with eye, Light Blue, Dark Blue, Jupiter Purple, Mars, Cornflower Blue, North Pole Pure White, Wodan Black, and Mixed (eight colors). Trade pkt., (500 seeds) **25c**; ⅛ oz., **50c**; oz. **$3.00.**

Write for List of Named Sorts With Prices.

IF YOU DID NOT GET OUR MIDSUMMER LIST, ASK FOR A COPY.

CHICAGO **VAUGHAN'S SEED STORE,** **NEW YORK**

Daffodil Disease.

The well known daffodil disease, basal rot or eel worm, which has long defied scientists and caused the abandonment of hundreds of acres, is at last yielding to a parboiling treatment, according to reports from Holland. Huge cauldrons with automatic heat regulators are used and the temperature and time of submersion vary according to the size of the bulb.

While the process is still in the experimental stage, some growers treated quantities of bulbs before shipping last season and big lots of planting stock were given the same treatment. Undoubtedly the disease is mainly responsible for the prevailing high prices of daffodil bulbs.

W. J. G.

Dutch and French Bulbs

C. J. Speelman & Sons, Sassenheim, Holland | Lagarde & Speelman, Ollioules, Var. France

NEW YORK OFFICE

470 GREENWICH ST.

Pacific Coast Representative, Mr. W. B. Clarke, Box 543, San Jose, Calif.

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Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.

Mention the American Florist when writing

JAMES VICK'S SONS

Growers of

Flower and Vegetable Seeds

Get the benefit of our 72 years' experience
All Seasonable Varieties.
Our stocks are very complete.

ROCHESTER, N. Y. The Flower City

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DUTCH BULBS

Standard Bulb Company
BENTON HARBOR, MICH.
Ask prices.

An experience of half a century in producing high grade

GARDEN SEEDS

at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.

S. D. WOODRUFF & SONS
Orange, Conn., and New York City.

GEORGE R. PEDRICK & SON

PEDRICKTOWN, N. J.

Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.
Correspondence Solicited.

WHOLESALE SEED GROWERS

Mention the American Florist when writing

—THE—

J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA
ROCKY FORD, COLORADO

Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.

SEEDS

Flower, Vegetable and Farm
Send your inquiries to
The W. W. BARNARD CO.
231-235 W. Madison St., Chicago

CALIFORNIA FREESIAS NOW READY

PURITY 1000

3/8—1/2	$ 7.50
1/2—5/8	12.50
5/8—3/4	18.00

FISCHERII

Improved Purity. Best of the White Freesias.

Per 100	$ 6.00
Per 1000	50.00

NEW NAMED COLORED

General Pershing

Extra robust grower, 3 feet in height, with 4 to 5 long side laterals, large open flowers of lavender pink, yellow lip and somewhat of a bronze cast.

Per 100, $ 3.50
Per 1000, 30.00

VIOLA

Like a large wood violet, the lower petals of a deeper violet blue, a beautiful distinct and valuable hybrid.

Per 100, $ 3.50
Per 1000, 30.00

Now is the Time to Order SPHAGNUM MOSS.

CHICAGO VAUGHAN'S SEED STORE NEW YORK

Mention the American Florist when writing

DE GRAAFF BROS., Ltd.

(Inc. with S. A. Van Konynenburg & Co.)

NOORDWYK, HOLLAND

Tulips, Daffodils, Iris, Crocus, Etc.

Mention the American Florist when writing

VALLEY PIPS

Bruns' Celebrated Chicago Market Brand		Florists' Money Maker Brand	
$35.00 per 1000	$10.00 per 250	$30.00 per 1000	$8 00 per 250
20.00 per 100	5.00 per 100	16.00 per 250	4.00 per 100

I carry over 2,500,000 of the Finest Valley Pips in storage, and facilities enable me to make shipments the same day or not later than the day following receipt of order.

If it's Valley, I can supply it. Tell me what you want.

H. N. BRUNS, 3032-42 W. Madison St., Chicago, Ill.

Mention the American Florist when writing

BURPEE'S NEW SWEET PEA

MRS. KERR

THE BEST EARLY FLOWERING SALMON

A Spray of Mrs. Kerr, Reproduced From a Fordhook Photograph

MRS. KERR created a sensation when exhibited at The Great International Flower Shows in New York, March 1920, and again in March 1921. This magnificent novelty has been hailed by experts as being the greatest advance in this type, its introduction being eagerly awaited by Sweet Pea growers.

MRS. KERR has all the desirable qualities which go to make up a perfect flower. In addition to its unique and dainty color the plant is of most vigorous habit and extremely floriferous. The flowers of immense size and exquisite shape are a most pleasing shade of rich salmon overlaid or suffused with orange. Under glass the color is intensified and indescribably beautiful; in artificial light it is simply magnificent. The great flowers are of substantial texture, thus adding to their unusual lasting qualities after being cut.

MRS. KERR produces flowers which are bold in the extreme; the standard is broad, deep and charmingly waved; the wings are well placed as are also the three or, more often, four flowers on their long, stiff stems.

It is impossible to fully describe the great beauty of this lovely flower, which we feel convinced will become one of the most popular of the Early-Flowering type. All Florists must have it to be "up-to-date." Awarded Certificate of Merit at the International Flower Show, New York, March 1920. Oz. **$10.00**; ¼ lb. **$37.50**, postpaid.

W. Atlee Burpee Co.

Seed Growers

PHILADELPHIA

The Nursery Trade

American Association of Nurserymen.

M. R. Cashman, Owatonna, Minn., President; Paul C. Lindley, Pomona, N. C., Vice-President; John Watson 400 Nassau Street, Princeton, N. J., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

The forty-seventh annual convention will be held at Detroit, Mich., June, 1922.

EDWARD J. MOON, Philadelphia, Pa., will return soon from Europe, sailing from Germany July 12.

HELIOPSIS GRATISSIMA is a good dry weather perennial, good foliage and an abundance of fine flowers.

NORMAN, OKLA.—The University of Oklahoma recently established a nursery here, to propagate trees for use on the college campus.

LOLITA ARMOUR is the name of the new Bagatelle gold medal rose of Howard & Smith, Los Angeles, Calif., mentioned in our issue of July 9, page 1182.

OKLAHOMA CITY, OKLA.—Plans are being formulated to establish a nursery in the autumn, to be operated by boy scouts, consisting of two acres near Lincoln park. Shade trees for civic organizations and private citizens will be the specialty.

Morris Bros. Acquire Rose Business.

Albert and Theodore Morris, sons of O. W. Morris of Morris & Snow, have bought out the Western Rose Co., of Alhambra, near Los Angeles. The propagating houses and all growing stock will be taken over August 1, and the rose plants that will be ready for lifting and sale this fall are retained by the sellers. Full possession will be given the Morris brothers, January 1. Although the price has not been made public, it is said on good authority, to be around $20,000. Albert Morris retains the superintendency of the Morris & Snow nursery department, but the company has no interest in the new deal. O. W. Morris has gone, and Miss Morris and Theodore are starting this week on a motor trip through the northern part of the state and over the Oregon line. The other two Morris girls, May and Myrtle, are married. May to Max Esler, and Myrtle to Clarence Hansen.

Idaho's Commercial Apple Orchards.

The commercial apple orchards of Idaho are concentrated in the Boise-Payette valley and Twin Falls county in the south, and in Nez Perce, Kootenai and Latch counties in the north, according to the state crop reporting service. In point of acreage Payette county leads, with Twin Falls, Ada, Kootenai, Canyon, Nez Perce, Gem and Adams following in the order named. About 50 per cent of the acreage is of the Jonathan variety, 25 per cent Rome, and 25 all other varieties.

In normal season, these counties ship 3,500 to 4,200 cars of apples. The largest crop in the history of the state was raised in 1919 when the agricultural or total crop amounted to 4,000,000 bushels, valued at $7,200,000. The car lot movement that year was approximately 4,200 cars. The June estimate of the present season's commercial crop is 751,000 barrels or possibly 3,000 cars.

Rochester, N. Y.

VACATION EXODUS CURTAILS TRADE.

Weddings and commencements are over and trade is quiet because of the exodus of city people to the lakes, country and seashore. There has been an abundance of all flowers up to July 1. The carnations arriving are undersized due to the heat, and roses also are showing the effects of the warm weather. Pink and crimson ramblers used extensively during the latter part of June are now finished. All sorts of garden flowers, such as gaillardias, coreopsis, larkspurs, Shasta daisies, scabiosus, gypsophilas, cornflowers and calendulas are in good demand. Outdoor sweet peas of excellent quality are also arriving.

NOTES.

Salter Bros. are featuring the old mill stream in their window this week, which is made realistic with a pond and aquatic plants, surrounded with mossy banks.

A motor trip through the New England states is being made by James J. Bates, Oakfield. He is also spending some time on the coast of Maine.

A unique window display is seen at the Geo. T. Boucher establishment, consisting of a pool and flowing fountain surrounded by small trees.

Miss Thurston, of the Rochester Floral Co. is pursuing a summer course at Cornell university, Ithaca.

A charming rock pond, with bridges, swans, etc., makes up a pretty window at Colatos Bros. store.

J. B. Keller & Sons have been very busy with large weddings and funerals of prominent people.

Visitors: Mrs. Robt. Paige, Winter Haven, Fla.; Chas. Felton, Buffalo.

E. C. Armbrust and family are visiting at Keuka Lake, N. Y.

Geo. Havill recently returned from a trip to Buffalo.

Miss H. O'Hara is vacationing at Charlotte, N. Y.

Fred Kennedy is spending his vacation in Canada. CHESTER.

Cincinnati, O.

HOTTEST JULY SINCE 1847.

Conditions are now on a downward trend. The weather is extremely hot, in fact, hotter than it has been since 1847, according to the weather records. Roses are now extinct until the new stock arrives, but gladioli are swiftly filling in their place. The best varieties of this stock are America, Frances King, Pendleton and Swaban; they are bringing, according to quality, from $4 to $10 per 100 and moving well. Lilies, both Rubrum and Harrisii, are coming in goodly numbers and moving well because of the unusual amount of funeral work. Zinnias of the large types, are rapidly becoming a favorite flower with the trade here, and as it is still early for asters, they sell well. Miscellaneous seasonable stock, including gaillardia, scabiosa, buddleia, delphinium and carnation, move fairly. New southern foliage made its appearance here in the course of the week and went well because of the July weddings.

NOTES.

E. G. Gillett is obtaining some exceptional pond lilies from Chas. Pommert, Amelia, the acquatic flowers being one of Mr. Pommert's specialties.

H. W. Sheppard has been very busy with funeral and wedding orders, and also reports telegraph business as good.

Some fancy gladioli of the Swaban variety from Geo. Klotter, Price Hill, are being received by L. H. Kyrk.

The Cincinnati Cut Flower Exchange reports a record week in the sale of cycas leaves and general supplies.

Fred Gear has a very attractive window and also a cool one, representing a pond in the woods.

Delphiniums of excellent quality are being received by C. E. Critchell.

G. K.

HILL'S EVERGREENS

Best for over half a century. Firs, Spruce, Pines, Junipers, Arbor Vitaes, Yews, in small and large sizes. Send for price list.

The D. Hill Nursery Co., Inc.

Evergreen specialists—
Largest Growers in America.

Box 404, - - DUNDEE, ILLINOIS

STAR BRAND ROSES

"American Pillar" and nearly every other good hardy climber.

Send for our list.

The CONARD & JONES CO. WEST GROVE PENNA.

Robert Pyle, Pres. Ant. Wintzer, Vice-Pres.

The Barclay Nursery

Importers and Growers of
Seeds, Bulbs, Plants, Trees, Vines, Shrubs and All Hardy Perennials.
All Kinds of Decorative Plants.
Our Specially—Everblooming Hardy Roses, Boxwood and Rhododendrons.

60 Barclay St., 14 West Broadway and 62 Vesey St., New York

Telephone: Cortlandt 1518

Plant Propagation, Greenhouse and Nursery Practice.

By M. G. Kains.

342 pages, illustrated. Price, $2.25.

American Florist Co.

440 S. Dearborn St., CHICAGO

HARDY FERNS

Florists' customers often ask for ferns and native plants that can be planted outdoors and will survive the winter, or for evergreen ferns. We have them—any kind. Write for prices. If there is any perennial plant, shrub or tree that grows that you wish to procure for your customer, write us.

Botanical Nursery Co.

WILD FLOWERS

1103 Court St., LAPEER, MICH.

2-Year Old IBOLIUM PRIVET

IBOLIUM PRIVET

THE NEW HARDY HEDGE

BOX-BARBERRY

Now Well Known.

Quantity Trade Prices for Fall, 1921.

INTRODUCERS

THE ELM CITY NURSERY COMPANY

Woodmont Nurseries, Inc.

NEW HAVEN, CONN.

New Colored
FREESIAS

The only Colored Freesias that have made good when grown in quantity. Price now reduced low enough to make them a profitable bulb for everyone to grow.

Gen. Pershing (Frey)

Extra robust grower, 3 ft. in height, with 4 to 5 long side laterals; large open flowers of lavender pink, yellow lip and somewhat of a bronze cast. The cut flowers have created quite a sensation on the Chicago Market for several seasons and command the highest market prices.

Viola (Frey)

Like a large wood violet, the lower petals of a deeper violet blue, a beautiful, distinct and valuable hybrid. The growth is about 30 in. in height, with 4 to 5 long side laterals, long enough for any floral work. Sold at good prices on the Chicago Market for several seasons.

PRICES—$ 3.50 per 100
30.00 per 1000

Dealers' inquiries solicited

ALOIS FREY, Originator
Route A, Box 75
San Fernando, Calif.

Elmer D. Smith & Co.
ADRIAN, MICH.

Chrysanthemum Specialists

Catalogue Free.

Mention the American Florist when writing

CARNATIONS
F. Dorner & Sons Co.
Lafayette, Ind.

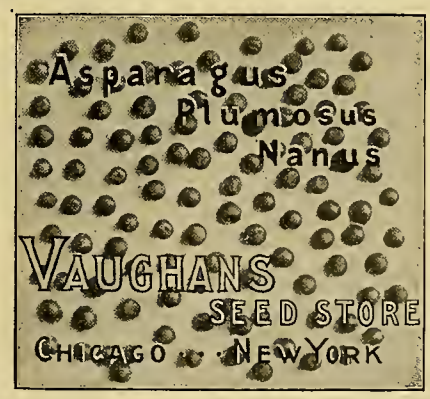
REX BEGONIAS
3-inch, $2.00 per dozen.

GERANIUMS (Our Specialty)
Nutt, Buchner, Ricard, Poitevine, Viaud
Good short jointed plants from 2-inch pots, at $3.50 per 100; $35.00 per 1000.
We ship safe anywhere

Elmer Rawlings, Wholesale Grower, ALLEGANY, N. Y.

PLANTS

Now Ready
SEEDLINGS
$10.00 per 1000
5000 lots at
$8.00.. per 1000
1000
2¼ inch..$40.00
2½ inch.. 55.00
F. O. B.
WESTERN SPRINGS, ILLINOIS



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Greenhouse Grown
1000 seeds, $3.50
5000 seeds at
$3.25....per 1000
10,000 seeds
for..... $27.50
F. O. B.
CHICAGO

Multiflora Japonica Rose Seedlings
Best American Rose Stock for Budding and Grafting.
New England grown, well rooted.

No. 1. 4-6 mm.....$15.00 per 1000
No. 2. 2-4 mm..... 10.00 per 1000
Ready for delivery after November 1st.

C. R. BURR & COMPANY, - Manchester, Conn.

Market Gardeners

Vegetable Growers' Association of America.

Louis F. Miller, Toledo,O., President; H. A. Dooley, Cleveland, O., Vice-President; S. W. Severance, Louisville, Ky., Secretary; H. J. Cheney, Grand Rapids, Mich., Treasurer. The next annual meeting will be held at Albany, N. Y., November 1-5, 1921.

MICHIGAN cherries in 16-quart crates increased 25 cents, the closing price on July 2 being $3 to $3.25.

OHIO cabbage moved slowly during the week ending July 2, slumping $1 to $1.50 per 100-pound crate in eastern markets.

WATERMELONS had first place in the volume of movement of fruits and vegetables for the week ending July 2, 4,887 cars being shipped. Values declined at all market centers, amounting in some cases to $150 to $250 per car.

TOMATO shipments were much lighter during the week ending July 2, 537 cars being shipped compared with 898 the previous week. A reduction of 15 to 50 cents per four-basket carrier was observed in consuming markets, closing prices being 75 cents to $1.25.

GEORGIA peaches declined 25 to 50 cents per six-basket carrier in several eastern markets, due to heavier shipments, the closing price being $2.50 to $3 on July 2. Elbertas were quoted at $1.50 to $1.65 at Texas shipping points. There were 2,180 cars moved during the week.

NEW potatoes increased 25 cents to $1.25 per barrel in eastern markets during the week ending July 2, but a falling off of about 75 cents per 100 pounds was noted on southwestern Bliss Triumphs in western centers, the closing price being $3. A total of 3,135 cars were rolled.

Farmers in the United States.

The Department of Commerce through the bureau of the census, announces subject to correction the following preliminary figures from the 1920 census of agriculture for the United States, with comparative figures for 1910:

The total number of farmers in 1920 was 5,448,366, an increase of 86,864 over 1910. There were 4,917,305 native white farmers in 1920 and 5,440.619 in 1910, a gain of 3.1 per cent; while the number of foreign-born white farmers decreased 13.2 per cent for the same period. Colored farmers numbered 950,007 in 1920, a gain of 29,124 in the 10-year period. California showed the greatest number of Japanese farmers in 1920 with a total of 5,152 and Washington second with 699. There were also 466 Chinese farmers in California at the time of the last census.

There were 910,608,420 acres operated by white farmers in 1920, an increase of 78,442,400 compared with 1910, the average farm containing 165.6 acres. Foreign born white farmers cultivated 111,176,522 acres, while the acreage decrease for colored farmers amounted to 1,564,180. The total acreage cultivated in the country amounted to 955,676,545 in 1920, an increase of 8.7 per cent, with an average of 148.2 acres to the farm.

Toledo, O.

BUSINESS SURPRISINGLY GOOD.

Figures compiled by leading florists show that June fell off somewhat over last year due to the lesser number of weddings. July, however, has started off with a rush and the demand for flowers, mostly for funerals, was surprisingly active during the past week. July 4 was an exceedingly busy day in various flower shops, but most of these closed at noon. So far, this month looks as though it might overcome the June deficit. These so-called dull months would not be half so quiet and unprofitable were the trade to keep its wares and the service they can render in the public eye by judicious advertising. This has been demonstrated by progressive flower shops everywhere. This is a good time, for instance, to tell a few more people about the telegraph service. There is no limit to the business that can be worked up this way and these orders have a knack of coming in when local business is slow. This service is still in its infancy and is susceptible to great development. The extremely hot and dry weather of the past week has cut down somewhat the supply of outdoor flowers but they are still plentiful enough for all calls. Shasta daisies are more limited in supply.

NOTES.

Max Zaller has purchased from his uncle, Max Spanner, the Spanner Flower Shop, located in the Ohio building, and will take possession August 1. Mr. Zaller has had fine experience retailing flowers under the direction of his uncle, who is one of this city's most respected florists. He told the writer that he will make extensive improvements soon, making his shop one of the most attractive in the city. Mr. Spanner has been wanting to retire for some time and will take an extensive rest before planning anything further.

Frank Schramm, manager of Schramm Bros., is one of the greatest believers in system in the trade here. Besides having his office organized along strctly modern lines, he has installed a personal efficiency system in his desk which he says, enables him to do his work promptly and quickly. He will leave on Wednesday for a fishing trip in northern Michigan, driving up in his new sedan.

H. W. Metz, who has had over 30 years' experience in the trade, is now connected with the Feniger Flower Shop on Adams street. Mr. Metz came here from Detroit, Mich., where he was engaged in business and should prove a valuable addition to Feniger's force. He is no relation to Earl Metz of Metz & Bateman, florists of this city.

At the meeting of the growers held at Schramm Bros. one of the most interesting features discussed was the subject of co-operative advertising on the plan of Milwaukee, Wis., Chicago, and other cities. Most of those present expressed in favor of this idea and it looks now that we are finally to have some real community publicity.

This city will soon have a new and progressive flower shop located in the best residence district on Delaware avenue. It will be known as the Avery Flower Shop. Mr. Avery is a son-in-law of John Barrow, one of our oldest florists, who conducts a prosperous greenhouse on Detroit avenue.

A. C. K.

Robert Craig Co.
HIGH CLASS PALMS
and Novelties in Decorative Plants
NORWOOD, Delaware County, PA.

CYCLAMEN
We must have room and offer for one week,
2,500 2¼-in. Cyclamen, at $10.00 per 100: $90.00 per 1000
3,000 3-in. Cyclamen, at $20 and $25 per 100.
1,000 4-in. Cyclamen, at $40.00 per 100.
Ask for our prices of Easter Greeting Pelargoniums and Ferns
GEO. A. KUHL, Wholesale Grower PEKIN, ILL.

Alonzo J. Bryan
WHOLESALE FLORIST
Abundance of Stock
Always on hand. Correspondence solicited.
WASHINGTON, - NEW JERSEY

CHAS. H. TOTTY
MADISON, NEW JERSEY
WHOLESALE FLORIST
Chrysanthemum Novelties My Specialty.

Seasonable Stock
READY NOW
French Hydrangeas, 2¼-in. pots, Mme. Chautard and Mme. Hamar.....$6.50 per 100; $60.00 per 1000
Primula Chinensis, 2¼-in., large flowered English strain. .....$ 5.00 per 100
Begonias, 2¼-in., Metallica..... 6.00 per 100
Sandersonii..... 6.00 per 100
Coralina Lucerne..... 12.00 per 100
Genista Racemosa, 2½-in., pinched and bushy..... 6.00 per 100
Primula Obconica, large flowering, separate colors.....$5.00 per 100; $45.00 per 1000
The Storrs & Harrison Co., Pain esville, Ohio

Ready Reference Section

15 CENTS, NET, PER LINE

ASPARAGUS.

Asparagus plumosus and Sprengeri seedlings, $1.25 per 100; $12.00 per 1,000: 2¼-in. pots, $6.00 per 100; $50.00 per 1,000; 3-in. pots, $10.00 per 100.
ROMAN J. IRWIN,
43 West 18th St. New York.

ASPLENIUM.

Asplenium Nidus Avis (Bird's Nest Fern). Good strong healthy stock, 3-in. pots at 35c each. Packing material charged for at cost. WM. K. HARRIS, 55th and Springfield Ave., W. Philadelphia, Pa.

ASTERS.

Asters, Vick's Royal and Vick's Branching, separate colors, strong plants, ready for the field, $6.00 per 1,000. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

Asters Queen of the Market. Nice stocky plants, separate colors, $10.00 per 1,000. WALLACE FLORAL CO., 5744 Kercheval Ave., Chicago.

BEGONIAS.

BEGONIAS—2¼-IN. POTS READY NOW.

	100	1,000
Melior	$40.00	.....
Cincinnati	40.00	.....
Lorraine	27.50	$260.00
Chatelaine	7.00	65.00
M. A. Patten	8.00	75.00
Pride of Newcastle	12.00	110.00
Rex Begonias	16.00	150.00

New Begonia BETTY FAIR, semi-double, dwarf, deep cerise. Fine for bedding and pot plants. Rooted cuttings, $15.00 per 100.
ROMAN J. IRWIN
43 W. 18th St. New York.

Begonia Chatelaine, 3-in., $6.00 per 100 We need room. KROWKA BROS., 5442 N. Western Ave., Chicago.

CARNATIONS.

FIELD-GROWN CARNATION PLANTS
Large Bushy Stock

	100	1000
White Enchantress	$9.00	$80.00
Pink Enchantress	9.00	80.00

WEITOR BROS.
30 East Randolph St., Chicago

Carnations. Write for price list of latest varieties. F. Dorner & Sons Co., Lafayette, Ind.

CELERY PLANTS.

Celery Plants. Easy Branching. Now grown exclusively by 90 per cent of Kalamazoo growers in place of Golden Self-Blanching. Strong plants ready for the field, $3.00 per 1,000. Cash.
Brill Celery Gardens. Kalamazoo, Mich.

CHRYSANTHEMUMS.

POMPONS AND MENZA MUMS.
600 Early Yellow Pompons.
500 Late Bronz Pompons
200 Small White Pompons.
100 Late White Pompons.
200 Late Yellow Pompons.
200 Semi-Double Pink Pompons.
200 White Doty.
100 Pink Doty.
200 White Menzas.
200 Golden Menzas.
200 Bronze Menzas.
Fine 2¼-in. at $ 3.00 per 100.
Fine 2¼-in. at 25.00 per 1000.
Cash with order.
JOSEPH BANCROFT & SON.
Cedar Falls, Ia.

Chrysanthemum novelties for 1921. Preliminary list free. Elmer D. Smith & Co., Adrian, Mich.

CLEVELAND CHERRIES.

Cherries. Orange Queen and Cleveland, 2¼-in., frame grown, vigorous plants, $7.00 per 100, $65.00 per 1,000. Paper pots, securely sleated. Cash with order. PETER PEARSON, 5732 Gunnison St., Chicago, Ill.

CYCLAMEN.

CYCLAMEN—Grown by specialists from a selected strain. Dark Xmas Red, Bright Red, Rose with Dark Eye, Rose Marienthal (Pink), American Beauty, White with Carmine Eye, Pure White, Salmon (Glory of Wandsbek).

	100	1,000
2¼-inch pots	$12.00	$100.00
2½-inch pots	15.00	
3 -inch pots	18.00	
3 -inch selected	25.00	
3½-inch pots	35.00	
4 -inch pots	40.00 and $50.00	

Add 5% for packing. If Salmon alone is ordered add 10 per cent to above prices.
ROMAN J. IRWIN
43 West 18th St. New York

Cyclamen seed now ready. We offer our own carefully selected strain of cyclamen seed, originally selected from the very best growers of the United States and Europe, and with fifty years' experience, and more than ten years of careful selection of only the very best plants for seed, we feel that no better strain can be had anywhere, at any price.
Price list of seed, also cultural directions for growing cyclamen plants, on application.
J. A. PETERSON & SONS
Westwood, Cincinnati, O.

CYCLAMEN
From German seed, 3-in., ready for 4-in., $20.00 per 100; $180.00 per 1,000. Assorted colors except white. In paper pots. Cash with order.
PETER PEARSON
5736 Gunnison St. Chicago

Cyclamen, Vaughan's. Giant English grown. For varieties and prices, see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Cyclamen for one week only. 2¼-in., $10.00 per 100; $90.00 per 1,000. 3-in., $20.00 and $25.00; 4-in., $40.00 per 100. Geo. A. Kuhl, Pekin, Ill.

CYCLAMEN.

Cyclamen. Fine, strong, cool grown plants. 3-in., $18.00 per 100; $170.00 per 1,000. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Cyclamen, best strain, assorted colors, 2½-in., ready for 4-in., $11.00 per 100. Cash. Brill Celery Gardens, Kalamazoo, Mich.

Cyclamen, 2½-in., good assortment, leading varieties, $12.00 per 100. MATTHEWSON'S, Sheboygan, Wis.

FERNS.

FERNS—Strong 2¼-in., $6.50 per 100; $55.00 per 1,000. Boston, Roosevelt, Teddy, Jr., Verona, Whitmani, New Macawii, $10.00 per 100, $95.00 per 1,000. Larger sizes, ask for prices.
Table fern seedlings, $3.00 per flat, 5 flats at $2.75 per flat. 10 flats, $2.50 per flat. Best varieties. Pteris Wimsettii, Wilsonii, Cyrtomium, (Holly) Aspidium, Albo Lineata, etc.
ROMAN J. IRWIN
43 West 18th St. New York

BOSTON FERNS
Good, Strong, Bushy Stock

5-inch	$ .50 each
6-inch	.90 each
7-inch	1.25 each
10-inch	2.50 each

DAVIS FLORAL CO.
Davenport Iowa

Boston Ferns. Bench grown, strong healthy plants with dark color, ready for 5-in., $35.00 per 100. KROWKA BROS., 4938 N. Western Ave., Chicago.

Table ferns, standard varieties, 2¼-in., $5.00 per 100.
HENRY SMITH, Grand Rapids, Mich.

Hardy Ferns, Ill. descriptive list mailed. L. MOSBAEK, Ferndale, Askov, Minn.

FREESIAS.

California Freesias. For varieties and prices see display advertisement elsewhere in this issue. Purity ½ to ⅝ inch, per 1,000, $12.60. Vaughan's Seed Store, Chicago and New York.

GERANIUMS.

Geraniums. 4-inch Nutt and Ricard. Nutt, $15.00 per 100; Ricard, $16.00 per 100. Especially fine stock in bud or bloom. WALLACE FLORAL CO., 5744 Kercheval Ave., Chicago.

Geraniums, Nutt Buchner, Ricard, Poitevine and Viaud. Good short jointed plants. 2-in., $3.50 per 100; $35 per 1,000. Elmer Rawlings, Allegany, N. Y.

Geraniums, rooted cuttings only, send for prices. ALBERT M. HERR, R. F. D. 8, Lancaster, Pa.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

HARDWOOD ASHES.

Fertilize with hardwood ashes. They give strength to the stem and color to the flower. Delivered to you for $30 per ton. Terms: Your check upon arrival. GEORGE STEVENS, 364 Mark St., Peterborough, Ontario, Canada.

HYDRANGEAS.

FRENCH HYDRANGEAS—2¼-inch	Pots. 100
Avalanche, white	$ 8.00
Bouquet Rose	8.00
Baby Bimbinetti, rose	8.00
E. G. Hill, pink	10.00
General de Vibraye, rose	8.00
Tillie Mouillere, crimson rose	8.00
Otaksa	8.00
Mme. E. Mouillere, best white	8.00
Mme. Hamar, flesh	10.00
Mousseline, rose	8.00
Radiant, carmine	8.00
Souv. de. Chautard, rose	8.00
Trophee, reddest red	15.00

Larger sizes, ask for prices.

A fine lot of pot-grown above kinds to grow on for next year. Ask for full list.

ROMAN J. IRWIN
43 West 18th St. New York

IVIES.

Hardy English Ivy. Exceptionally good stock. 2-in., $2.75 per 100, $25.00 per 1,000; 3-in., $3.75 per 100, $35.00 per 1,000. R. Vincent, Jr., & Sons Co., White Marsh, Md.

LILY OF THE VALLEY.

Lily of the Valley. New stock ready from cold storage. Bruns' Celebrated Market Brand and Florists' Money Maker Brand. For prices see display advertisement elsewhere in this issue. H. N. Bruns, 3032-42 W. Madison St., Chicago.

Lily of the Valley. London Market Strain. From ice storage. Case of 500 pips, $18.00; case of 1,000 pips, $35.00. Vaughan's Seed Store, Chicago and New York.

Lily of the Valley pips. Extra fine strain exhibitive size, German "Tubeck pips." Write for prices. J. M. THORBURN & CO., 53 Barclay St., New York.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

POINSETTIAS.

Poinsettias, 2¼-inch, $11.00 per 100; $95.00 per 1,000.

California, also oak leaf type, 2¼-in. pots, $15.00 per 100; $135.00 per 1,000.

ROMAN J. IRWIN
43 West 18th Street New York

PRIMULAS.

PRIMULA OBCONICA GIGANTEA, 2¼-in., grown from best Ronsdorfer strain, $7.00 per 100; $60.00 per 1,000. Following Colors—red, rose, apple blossom, lavender, salmon, white, oculata and compacta. Primula Chinensis, Malacoides and Townsendii, 2¼-in., same price.

New Primula Malacoides Conspicua. Large flowering, clear rose with large yellow center, 2-in. pots, $8.00 per 100.

ROMAN J. IRWIN
43 West 18th Street New York

Primula Obconica Giganteum. Our own strain and our reputation for this strain warrants us in saying that it is the best obtainable. The stock is in fine shape, ready to go out now; out of 2¼-in., at $7.00 per 100. THE PARK FLORAL CO., 1643 Broadway, Denver, Colo.

Primula Obconica Gigantea, Kermesina and Rosea, plenty of red, fine, strong, transplanted plants as good as 2¼-in., $4.00 per 100, postpaid. Cash. Immediate delivery. Brill Celery Gardens Kalamazoo, Mich.

PRIMULAS.

Primula obconica, 2¼-in., good, strong plants at $5.00 per 100; $55.00 per 1,000; 4-in. at 25c; 5-in. at 50c; 6-in. at 75c; Malacoides, 2½-in., $5.00 per 100. HENRY SMITH, Grand Rapids, Mich.

ROSES.

INCREASE YOUR PROFITS!
Order Bench Rose Plants Now!
Big Demand!
Fine Stock!

	100	1000
Russell Bench Plants	$16.00	$150.00
Milady Bench Plants	15.00	140.00
Killarney Bench Plants	12.00	115.00
Ophelia Bench Plants	12.00	115.00
Sunburst Bench Plants	12.00	115.00
American Beauty	20.00	190.00

M. C. GUNTERBERG
Wholesale Florist
8 East Randolph St. Chicago, Ill.

Home Grown Stock

Greatly Increased Demand

Because of the Federal embargo against the importation of most kinds of Garden Plants, Roots and Bulbs, home grown stock is now in greatly increased demand.

If you have any to offer or are likely to have it soon, advertise in these columns now.

SUNBURST BENCH ROSE PLANTS
Ready for shipment July 15
$10.00 per 100
No order for less than 100 accepted

BASSETT & WASHBURN
Wholesale Florists
178 North Wabash Ave., Chicago
L. D. 'Phone Central 1457

FRANK W. DUNLOP
The 1920 Wonder!
Own-root stock ready for immediate delivery.
$35.00 per 100; $300.00 per 1,000.
CHARLES H. TOTTY CO.
Madison, N. J.

Multiflora Japonica Rose Seedlings. Best American Rose stock for budding and grafting. 4-6 mm., $15.00 per 1,000; 2-4 mm., $10.00 per 1,000. C. R. Burr & Co., Manchester, Conn.

Roses—Own Root. Ophelia, 3-in., $12.50 Per 1,000, $3.50; 5,000 lots at $3.25; 10,000 Dunlop, 3-in., $25.00 per 100. This is all good stock and ready to go out now. THE PARK FLORAL CO., 1643 Broadway, Denver, Colo.

SALVIAS.

Salvias. Zurich and Bonfire, $15.00 per 100. WALLACE FLORAL CO., 5744 Kercheval Ave., Chicago.

SEEDS.

Asparagus plumosus seed of new crop. Greenhouse grown. True flat sprayed type. Per 1,000, $3.50; 5,000 lots at $3.25; 10,000 for $28.50; 25,000 at special price.

VAUGHAN'S SEED STORE, CHICAGO and 41-43 Barclay St., N. Y. City.

Seed. Cyclamen. Best English and German strain, separate colors. Salmon-Wandsbek and Salmon King. $15.00 per 1,000. All other colors, $12.00 per 1,000. S. S. SKIDELSKY & CO., 50 Park Place, New York

Seeds, Flower in all seasonable varieties. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co., 516-518 Market St., Philadelphia, Pa.

Seeds. Pedigree and selected stocks of rutabaga, turnip, cabbage, Savoy cabbage, beet and mangel; flower seeds. Write for special prices. Kelway & Sons, Langport, Eng.

Seeds, sweet peas, Spencer's grandiflora, etc. Asters and flower seeds in general. Tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

ATTENTION, FLORISTS.

Cactuses. Cactus seeds and Resurrection plants are big sellers. Big profits. We give where they grow and can furnish you best plants. Low wholesale rates to dealers for stamp. CANUTILLO CUNO CO., Box 74, Canutillo, Tex.

Seeds. Dreer's reliable flower. Cineraria, cyclamen and pansy. For varieties and prices see display advertisement elsewhere in this issue. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Seeds. The largest French cultures of Primulas. Ask for prices 1921 crop. Malacoides, $22.69 per lb. JH. PAQUET, bd., Magnan, Nice (France).

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seed. Cyclamen. For varieties and prices see advertisement on front cover page of this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

Seeds. Specialties: Pepper, eggplants, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers. Pedricktown, N. J.

Seeds. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seed growers for the trade. Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Peas, beans, corn and vegetable of all kinds in quantity and highest quality. Jerome B. Rice Seed Co., Cambridge, N. Y.

Seeds. Specialties: Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

SEEDS.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seed. Lawn mixtures and field, wholesale. Write for prices. Atlantic Grass Seed Co., 46 W. Broadway, New York.

Seed. Flower and Garden seeds. Sweet pea and nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seeds. Choice sweet peas, nasturtium and flower. L. D. Waller Seed Co., Guadalupe, Calif.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Seed. For the wholesale trade only. Braslan Seed Growers' Co., San Jose, Calif.

Garden Seeds. All varieties. I. N. Simon & Son, 438 Market Street, Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

SPHAGNUM MOSS.

Best sphagnum moss at lowest prices. JOHN L. SHERK, Warrens, Wis.

SWEET PEAS.

Yellow Sweet Peas. These can be obtained by using McClenahan Yellow Flower dye. See display advertisement elsewhere in this issue. McClenahan Greenhouses, 40th and Philips street, Oklahoma City, Okla.

MISCELLANEOUS.

Seed packets for 1921. All packet sizes and larger bags up to two pounds or more, also catalogues, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Hanging baskets, plain wire, 10-in., $1.75; 12-in., $2.25; 14-in., $3.00; 16-in., $4.50. Michigan Cut Flower Exchange, 264-66 Randolph St., Detroit, Mich.

Cane stakes, green and natural. For sizes and prices, see advertisement on front cover page of this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Concrete bench legs, 16-in. high. Shipment made from our Joliet plant at Joliet, Ill. Write for particulars and prices. DAVIS-JOLIET CO., Davenport, Iowa.

Concrete bench legs, 16-in. high. Shipment made from our Joliet plant at Joliet, Ill. Write for particulars and prices. DAVIS-JOLIET CO., Davenport, Iowa.

Gold letters of best quality. Prices greatly reduced. Write today for samples and prices. J. Lichtenberger, 1560 Avenue A. New York.

Thomson's celebrated manure. Sold by all dealers or from sole makers. Wm. Thomson & Sons, Ltd., Clovenfords, Scotland.

MISCELLANEOUS.

Meyers' Green Florists' Thread is the best for all florists' purposes. Write for prices. John C. Meyer, Florist Thread Works, Lowell, Mass.

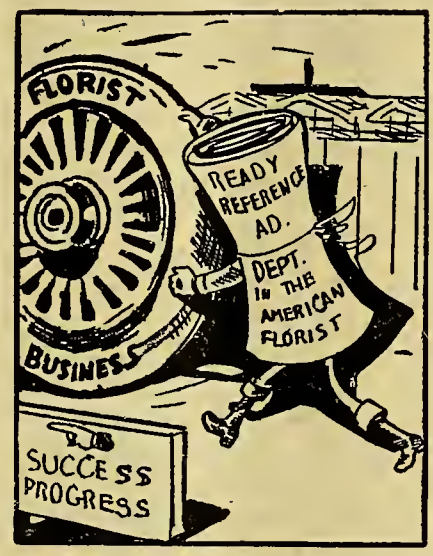
Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, O.

1,000 letterheads and 1,000 envelopes, $8.50. Good stock. Cash please. Gorham Printery, Inc., 542 S. Dearborn St., Chicago.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.



It Puts Its Shoulder to the Wheel

Baskets of every description. Write for catalogue. Raedlein Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless Glazing Points, 1,000, 90c postpaid. Henry A. Dreer, 713 Chestnut St., Philadelphia, Pa.

Florist specialties and supplies of every description. Sam Seligman, 116 W. 28th St., New York.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $2.60; 50,000, $11.00. W. J. Cowee, Berlin, N. Y.

MISCELLANEOUS

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia, Pa.

CARNATION STAPLES.

Carnation staples, 35c per 1,000; 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c. 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

FERTILIZERS.

Sheep manure cheap. Great fertilizer; right time now. Used properly, success certain. Will instruct. ILLINOIS FERTILIZER CO., 123 So. Ridgewood Ave., Oak Park, Ill.

Magic fertilizers for the florist. Write for prices. Chicago Feed and Fertilizer Co., 809 Exchange Ave., U. S. Yards, Chicago.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Wizard Brand Manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

FLORISTS' SUPPLIES.

Florists' supplies; baskets, chiffons and novelties. Write or wire your orders. Will ship same day order is received. Pittsburgh Cut Flower Co., Pittsburgh, Pa.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Everything in florists' supplies and staples. The McCallum Co., 137 Seventh St., Pittsburgh, Pa.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouse glass, paint and putty. Hooker's Dolesco brand. Big stock, priced right, good brands. H. M. Hooker Paint & Glass Co., 651-659 W. Washington Blvd., Chicago.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouses, superior in construction, durable and inexpensive. Write for estimates. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Greenhouse glass, paints and putty. It will pay you to get our estimates. The Dwelle-Kaiser Co., 261 Elm St., Buffalo, N. Y.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

WIZARD BRAND

TRADE MARK

PULVERIZED SHEEP - PULVERIZED CATTLE
SHREDDED CATTLE

MANURE

Highly Concentrated
Convenient Dependable

Direct heat dried and sterilized bone dry —no weeds. The ideal manure for bench soil, potting soil or field dressing—for every crop under glass or out of doors.

Insist on WIZARD BRAND through your supply house or write us direct.

The Pulverized Manure Co., 32 Union Stock Yards, **Chicago**

INSECTICIDES.

Aphine, $1 per qt.; $2.50 per gal. Fungine, $1 per qt.; $3.50 per gal. Vermine, $1 per qt.; $3 per gal. Aphine Manufacturing Co., Madison, N. J.

LABELS.

LABELS, for nurserymen and florists. Benjamin Chase Co., Derry Village, N. H.

POTS AND PANS.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

Pots. Florists'. Prices low and quality guaranteed. The Progressive Clay Co., 9th Floor, Marbridge Bldg., New York.

Florists' red pots, all sizes, moss aztec ware, fern pans, vases, etc. The Zane Pottery Co., South Zanesville O.

Florists' red pots. Write us for prices before buying. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

WHOLESALE CUT FLOWERS.

Allen, J. K., New York.
Amling Co., E. C., Chicago.
Angermueller Co., Geo. H., St. Louis, Mo.
Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.
Berning, H. G., St. Louis, Mo.
Brenner, Edward, New York.
Budlong Co., J. A., Chicago.
Charles, Harry, New York.
Chicago Flower Growers' Ass'n., Chicago.
Coan, J. J., Inc., New York.
Doyle & Booth, New York.
Erne & Company, Chicago.
Foerster Co., Joseph, Chicago.
Ford, M. C., New York.
Ford, William P., New York.
Froment, H. E., New York.
Goldstein, I., New York.
Hart, Geo. B., Rochester, N. Y.
Hentz & Nash, Inc., New York.
Holton & Hunkel Co., Milwaukee, Wis.
Kasting Co., W. F., Buffalo, N. Y.
Kennicott Bros., Chicago.
Kervan Co., The, New York.
Kessler, Wm. A., New York.
Krutchen, John, Chicago.
Kuhl, George A., Pekin, Ill.
Mackie, William, New York.
McCallum Co., Pittsburgh, Pa.
Meconi, Paul, New York.
Millang, Joseph A., New York.
Neidinger Co., Jos. G., Philadelphia, Pa.
N. Y. Cut Flower Exchange, New York.
Niessen Co., The Leo, Philadelphia, Pa.
Pierson, A. N., Inc., Cromwell, Conn.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.

DREER'S "RIVERTON SPECIAL" PLANT TUBS

No.	Diam.	Ea.	Doz.	100	No.	Diam.	Ea.	Doz.	100
10	20 in.	$4.95	$54.45	$412.50	50	12 in.	$1.45	$16.50	$126 50
20	18 in.	3.65	39.60	322.30	60	10 in.	1.00	10.90	85 25
30	16 in.	2.60	28.60	220.00	70	8 in.	.85	8.80	67 10
40	14 in.	2.10	23.65	187.00					

The Riverton Tub is sold exclusively by us, and is the best ever introduced.

The neatest, lightest and cheapest. Painted green and bound with electric welded hoops. The four largest sizes are equipped with drop handles.

Henry A. Dreer, Seeds, Plants, Bulbs and Supplies, **714-716 Chestnut St., Philadelphia, Pa.**

THOMSON'S
CELEBRATED
MANURES

PERFECT PLANT FOODS
UNRIVALLED FOR
ALL GARDEN CROPS.
SOLD BY ALL SEEDSMEN
OR FROM SOLE MAKERS.
WM THOMSON & SONS LD.
CLOVENFORDS, SCOTLAND

Sheep Manure Cheap

Great fertilizer. Right time now. Used properly, success certain. Will instruct.

ILLINOIS FERTILIZER CO.
123 So. Ridgeland Ave., Oak Park, Ill.

WHOLESALE CUT FLOWERS.

Poehlmann Bros. Co., Chicago.
Pollworth Co., C., Milwaukee, Wis.
Pyfer & Co., A. T., Chicago.
Randall Co., A. L., Chicago.
Reid, Edward, Philadelphia, Pa.
Reinberg, George, Chicago.
Reinberg, Peter, Chicago.
Rice Bros., Minneapolis, Minn.
Rusch & Co., Gust, Milwaukee, Wis.
Siebrecht, Geo. C., New York.
Tonner, O. A. & L. A., Chicago.
Totty Co., Chas. H. Madison, N. J.
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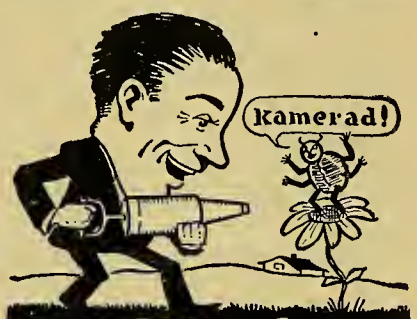

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THE AMERICAN FLORIST

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS—THOMAS ROLAND, Nahant, Mass., President; ADOLPHUS GUDE, Washington, D. C., Vice-President; JOHN YOUNG, 41-43 West 18th St., New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer.

The thirty-seventh annual convention will be held at Washington, D. C., August 16-18, 1921.

Fifth National Flower Show.

The Fifth National Flower Show will be held at Cleveland, O., March 25 to April 1, 1922.

FLORISTS' TELEGRAPH DELIVERY ASSOCIATION.

Next annual meeting at Toronto, Ont., October 11-13, 1921. OFFICERS: PHILIP BREITMEYER, Detroit, Mich., President; H. G. DILLEMUTH, Toronto, Ont., Vice-President; ALBERT POCHELON, Detroit, Mich., Secretary; WM. L. ROCK, Kansas City, Mo., Treasurer.

AMERICAN ASSOCIATION OF PARK SUPERINTENDENTS.

Next annual meeting will be held at Detroit Mich., August 23-25, 1921. OFFICERS: HENRY W. BUSCH, Detroit, Mich., President; J. V. BURGEVIN, New York, Vice-President; EMMETT P. GRIFFIN, East St. Louis, Ill., Secretary-Treasurer.

ASSOCIATION OF AMERICAN CEMETERY SUPERINTENDENTS.

Next annual meeting at Detroit, Mich., September 13-15, 1921. OFFICERS: F. H. RUTHERFORD, Hamilton, Ont., President; W. B. JONES, 2800 Brighton Road, N. S., Pittsburgh, Pa., Secretary-Treasurer

AMERICAN DAHLIA SOCIETY.

Next annual meeting and exhibition, at Hotel Pennsylvania, New York, September 27-30, 1921: OFFICERS: RICHARD VINCENT, JR., White Marsh, Md., President; E. C. VICK 205 Elwood Ave., Newark, N. J., Secretary.

AMERICAN GLADIOLUS SOCIETY.

Next annual meeting and exhibition, St. Thomas, Ont., August 24-25, 1921. OFFICERS, H. E. MEADER, Dover, N. H., President; A. C. BEAL, Ithaca, N. Y., Secretary

SUGGESTIONS FOR PLANT GROWERS.

Hydrangeas.

The young stock that was propagated this spring can be grown either for Easter blooming with a single stem or for summer blooming with three or four heads. The plants should be now potted in 4-inch pots and plunged in a frame, where they will receive attention. They should have a good rich soil and a strong, sturdy growth encouraged. For those that are to be bloomed early, as soon as the pot becomes full of roots a little liquid manure will help the formation of a good strong bud. Those that are wanted for summer blooming, the tip can be rubbed out and branches will form. Leave the plants outside until the first light frost, which will harden off the wood, and they can then be stored in a cool house or pit, where they will not freeze. Those wanted for Easter will have to be placed in heat by the first of the year.

Begonias of Lorraine Type.

The early rooted plants of Begonia Gloire de Lorraine and its many fine varieties will now need shifting into 3½-inch pots, and should be given a little stronger soil than the young stock was potted in, but the manure used should be well rotted, and, where obtainable, a generous addition of leafmold. As the plants grow, space them out so that they will not become drawn and so that there is a good circulation of air around each plant. They will need a little shade on the glass for a few weeks yet, but it should not be too heavy. As the nights become cool it is well to close the frames down if they are outside, or if in the greenhouse close the ventilators, leaving a small crack of air on, or the house will sweat, which is not at all beneficial to begonias, as it is very apt to cause spots on the leaf. If this occurs remove the leaf at once. Care should be taken in the watering not to wet the foliage any more than possible. The later rooted stock will not need potting up until later, but all the growth possible should be obtained by giving them the best of attention. If the grower has not stock enough on hand, now is the time to purchase before the plants are shifted into large pots, when the price will be higher and the transportation charges increased.

Asparagus Baskets.

There is always a good call for hanging baskets of Asparagus Sprengeri and there is nothing more decorative in a store or greenhouse than these beautiful baskets when well put up and when they are growing nicely. The young 3-inch stock will make nice basket work. The wire basket frame should be of good size, eight inches in diameter at least. Line the outside with green sheet moss, which maks a much better appearance than sphagnum, and then fill with good rich soil and plant the young plants in this. The basket, after planting, should be placed in a warm moist house to encourage rapid growth; a house with a temperature such as palms are grown in is about syringed, and as soon as the long fronds have made a good growth they can be removed to lighter and cooler quarters.

Sweet Scented Geraniums.

The grower who has a stock of rose or other sweet-scented geraniums can turn them to good account by planting them in a bench in the greenhouse and can obtain some fine sprays for winter cutting. The green is very much appreciated by the best trade and there is always a demand in the stores catering to that class for more of this than can be obtained. The sprays are cut 12 to 14 inches long and are used in the boxes of cut flowers. There is also a demand for the leaves, to be placed in the finger-bowls at luncheons. It is easily grown in a cool house and very rapidly makes long sprays fit to cut. The plants can be set about eight inches apart, which

will give them plenty of room, provided the sprays are cut as soon as they are long enough for use.

Genistas.

The genistas should be potted by September 1 in the pots in which they are to bloom, and a few days before potting should be trimmed into shape. It is a good plan with all soft wooded plants when growing rapidly not to cut at the top the same time the roots are disturbed, so it is better to do the pinching back before the shifting is done, and then not again until the plants are beginning to grow in the new soil, plainly showing that root action has again taken place after being disturbed. The plants that are being grown in prescribed shapes should be kept tied to the form, and as soon as established in the new soil pinched back. They will stand considerable hard cutting back for some time yet, for the blooming shoots do not set until well into the winter. Keep the plants in as cool quarters as possible until the first of the year, when if a few plants are wanted early they can be brought into warmer locations, but these plants are cool-growing subjects and do not like any great amount of heat.

Pyrethrums.

An early summer flower that is very showy and beautiful, ranging in color from white to the deepest scarlet, with all the intermediate shades, is the Pyrethrum roseum, and it is being much more grown every year for cut-flower purposes. The best flowers are to be obtained by buying named varieties, but good selected seed will give fair satisfaction and many handsome flowers. The greatest trouble in growing these plants in the north is the danger of winter killing and crown rot during extremely wet spells in hot weather. Seed sown during July and August and wintered in houses or cold frames will produce plants that will flower next summer. Obtain the best seed possible and sow in flats and as soon as large enough, pot in 2½-inch pots. These can be grown on in a frame until cold weather comes on, when they can be securely covered or carried into a cool house and wintered under a bench, started in March and planted out as soon as secure from frost, and will flower in June and July.

OKLAHOMA CITY, OKLA.—The Stiles Floral Co. was incorporated July 6, with a capital of $250,000. Geo. L. Stiles, M. W. Stiles and C. W. Stiles are the incorporators.

DUBUQUE, IA.—A. L. Glaser Sons' have turned over their property to a new corporation known as the Windsor Floral Co., subject to mortgage held by the Federal Bank & Trust Co.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Next Week in the Flower Shop.

This is the season for flies, and everything should be done, first to keep them out with a proper screening of all apertures, and a continual swatting of those that manage to crawl through. Flies play hob with a clean show window and all other glass surfaces and spoil a good hour's work in a very little while. An ornamental screen door is a summer requisite for every shop, the rear entrance and all windows should also be protected in like manner, a little trouble and expense at first but an investment that pays big dividends.

Keep the flower jars sweet and clean, the soft growth of many of the outside flower stems fouls the water overnight and sometimes before and should be looked after carefully. Asters set up a fermentation almost immediately which causes a sloughing of the foliage and stems and a foul odor that is very objectionable. This can be prevented by a few drops of formaldehyde in each jar, which effectually checks all fermentation. While it is not advisable, yet the same water can be used for several days and the stems remain sweet and clean. It is a simple remedy obtainable at any drugstore, 25 to 50 cents worth lasting a long time.

WAYSIDE WEEDS OR FLOWERS.

Every week or so take a short run out in the country where along the wayside and in the woods one can soon collect an assortment of beautiful wild flowers and grasses that, when attractively displayed will receive attention and be found salable as well. A window full of these rustic beauties with their common names will make a very pleasing display.

There is a great deal of thought and expense given by some florists to a permanent summer window, and while these are as a rule effective in a decorative sense, they do not pull or bring customers into the store or suggest seasonable summer flowers as suitable for this or that occasion. You will see no such permanent window trimming in other lines, clothiers, haberdashers, furriers, gift shops, etc., are at all times featuring what they have to sell and by efficient and novel displays doing their best to make the most of the summer trade. Their stock is for the most part not perishable, but at the same time many quite attractive windows may be arranged by the florist with comparatively small stocks of perishable material, but planned to feature the summer business. It is the suggestion that so frequently makes the sale—the birthday idea, the basket filled with cheer for the sick room, the little cradle for the visit of the stork, cut flower boxes tied up and labeled for various seashore, lake or mountain resorts, all suggest possible uses for flowers at this time, some of which are almost certain to fall on fertile ground.

Always look forward to at least a fair business at this period of the year. A few dull days will at times come together but so also will a few good ones. "It never rains but it pours" is an old maxim and it is much better to play for this situation than the other. One means method in bringing about desired conditions and opportunity, while the other makes no provision for and fails to see or grasp the possible trade.

POWER OF SUGGESTION.

At this time when so much of the business has to do with flowers for funerals it is well to make the most of and swell the totals as the railroads say to "all the traffic will bear." Wreaths and some other designs, but particularly wreaths can, with the assistance of easels or upright stands and bases, be made to appear almost twice the size with the addition of a comparative few flowers. The wreath on a stand with a well filled base will stand out much more conspicuously in a collection of other pieces than the plain form, and frequently this has only to be pointed out to the purchaser to have 20 per cent added to the bill. There are many oher little touches or suggestions that a salesman should always have in mind and ready for the free buyer, and which are generally appreciated by the majority of customers.

Vacations are in a sense rewards for services well rendered, an appreciation of the interest taken in the business throughout the year, overtime work and loyalty to the firm. These are looked forward to by every one with pleasure and expectation of a good time, and every employer will do well in making these occasions as pleasant as possible.

Preparations for the coming season should go forward, the money earned and the days saved in the busy weeks to come, turns the losses of idle periods into profits when these hours are made the most of in creative work. Not only is there great gain but the detail of the various designs is so much better carried out than in the busy overtime rush hours of the holiday season.

How is the "Every Member Get a Member" campaign of that grand old organization, the Society of American Florists, coming on in your neighborhood? If you are not a member you owe it to yourself to join at once and interest a neighbor to come in with you. Arrange your affairs for attendance at the convention at Washington and a week of sightseeing. You could not invest this comparatively small amount to better advantage.

AT THE TEXAS STATE FLORISTS' ASSOCIATION CONVENTION, SAN ANTONIO, JULY 12-14.
The Attractive Programme and President Lang's Address will be Found in Our Issue of July 16. The Next Convention will be at Dallas in 1922. Officers Elected: V. J. Davis, Forth Worth, President; Henry Greve, Dallas, Vice-President; L. J. Tackett, Forth Worth, Secretary-Treasurer; Thos. Wolfe, Waco, Paul Carrol, Houston, E. A. Bebh, Wichita Falls, Directors.

Chicago Pageant of Progress.

BY MAYOR THOMPSON.

Three months ago there was no Pageant of Progress exposition. It was nameless and unknown. Today the far-flung circulation of newspapers, magazines and business periodicals has heralded the advent of this exposition all over the United States. Indeed, the interest in the Pageant of Progress exposition is not limited to the confines of our republic. It is the topic of conversation in foreign places as well. It is important, then, that since we, as citizens of Chicago, are most interested in the exposition, we should ourselves be thoroughly alive to the greatness of the project we have undertaken. There is no better way of conceiving the possibilities of the pageant than to cite quickly some of the following figures and facts:

The Pageant of Progress exposition will be held on the $5,000,000 Municipal pier, which extends 3,000 feet into the lake. It is the largest exposition building in the world, and its two great exposition halls are 2,340 feet long. It is surrounded on three sides by water and is swept by cool breezes. There will be over three and one-half miles of exhibits and more than 25 shows. The exhibits are divided into sections, representing distinct groups of allied industries—furs, automobiles, clothing, packing, machinery, books, advertising, printing, lithography, paper products, dairy products, building materials, light, heat and power, transportation by rail, water and air, and many others. There will be great naval maneuvers, pageantry, street parades, races between some of the fastest motor boats in the world, and many athletic sports.

We are justified in believing that during the exposition, from July 30 to August 14, Chicago will be host to a million people. The significance of the exposition, however, goes beyond the import of a house-warming of a 16-day period combining business and pleasure. The Pageant of Progress exposition was inaugurated for a distinct purpose, the stimulation and encouragement of trade and industry suffering from the great reaction which inevitably follows such a great action as the world war. Chicago has taken the initiative in quickening industrial and mercantile activity. A further purpose of the Pageant of Progress exposition is to give America a world's market place for all American products. Chicago, as the leading central market of America by virtue of its geographical location, lends itself readily as a central market place for the manifold products of the nation. Through the co-operation largely of the leading manufacturers and merchants of the great American midwest, this aim and ambition has been accomplished. When the pageant is thrown open to the public, it will represent every phase of American industrial and commercial activity.

The Pageant of Progress exposition will be particularly impressive because the arrangement of exhibits in each section is under the direction of prominent educationalists. There will be a special display of the development of education in the United States. The exhibit of food products offers great promise of assistance in reducing the high cost of living by special exhibits calculated for this purpose. As part of the paper products exhibit, a small paper mill will manufacture writing paper, envelopes and paper boxes. There will also be exhibited specimens and processes of printing, lithographing and poster advertising. Among other interesting exhibits will be those devoted to furniture, footwear, chemistry, dairy products, light, heat and power, musical instruments, office appliances and public safety. The wonderful health and sanitation exhibition, under the direction of Dr. John Dill Robertson, will be the greatest display ever made on sanitation. Another feature will be a baby show, which will determine the best babies of the five states of Illinois, Indiana, Iowa, Michigan and Wisconsin. Other notable exhibits will be those of the United States public health service and the department of public health of the State of Illinois, while the United States exhibit of public safety will be of special interest to manufacturers and business men.

GENISTA RACEMOSA. BUSH FORM.

CONCERTS BY WIRELESS.

Wireless concerts will be a feature of the electrical exhibit. The music will be played at Pittsburgh, Pa., nightly and received at the end of the Pier and relayed in such fashion that the concert can be heard at 200 places at one time. Interesting and amusing features will be produced by electrically operated animals, ranging from dragons to an electrical Fido. The educational features, however, will not be neglected. A complete presentation will be made of every known electrical device. Some of the fastest motor boats in the world will compete in the aquatic sports. Among the trophies to be awarded is the $2,000 Sinclair cup. Chicago will be represented by "Miss Chicago," recently launched and built for the Pageant of Progress contests by a syndicate composed of Chicago business men. The entries will number at least 30 and the events will be in charge of Commodore Sheldon Clark of the Chicago Yacht Club.

The Automotive section will include every type of automobile, motor boat, aeroplane and hydroplane, together with the special exhibits showing the development of the automotive industry. This show will be the largest gathering of automotive products ever seen under one roof. The importance of America's clothing industry will be manifested in attractive fashion, where the progress of dress from the earliest times will be successively depicted. There will be daily demonstrations of advanced types of aeroplanes and hydroplanes, and many interesting races will take place. One of the unique features will be a contest between carrier pigeons, motorcycles, automobiles and aeroplanes.

Another outstanding feature of the exposition, for the musically inclined, will be community singing. Ten thousand singers have enrolled to sing in the largeest chorus ever heard in the United States. Arrangements for varied musical programmes have been completed by Milton G. Severinghaus, chairman of the Pageant of Progress musical committee. During the exposition, Chicago will be the rendezvous of the Lake States fleet. There will be men-of-war, submarine chasers, and other naval craft, which will combine in naval maneuvers daily to exhibit America's marine craftsmanship. Thousands of sailors from the Great Lakes training station will participate in these events. Special demonstrations will be given of life-saving apparatus and methods.

It is gratifying to know that the Pageant of Progress exposition is the result of the activity of the Chicago Boosters' publicity club. In 1920 this club was formed with a special mission of making known the greatness of our city to its own inhabitants and to the world at large. The Chicago Boosters' publicity club has been fortunate enough to demonstrate its efficiency in the short space of one year, and to prove the soundness of the vision of the business men who founded it. In its work, it has educated with monthly lessons the 400,000 children of Chicago's public schools to the opportunities that await them in the city of our birth and education. Through its monthly publication, Greater Chicago, boosting information concerning Chicago has been furnished to the leading business men and to the leading organizations and associations throughout the world. The information booth in the city hall and County building, built by the Boosters' Publicity Club, has fulfilled a long-felt want, and thousands of inquiries are handled daily. Great painted bulletin boards flank our railroads at advantageous points, calling attention to Chicago's supremacy in many industrial lines and its unparalleled advantages as the world's greatest summer resort.

Here, then, we have a great movement, soundly founded along well-recognized business lines, and with a vision so broad as to offer ample scope for our united civic activity for years to come. I have a further vision of accomplishment which serves as an inspiration for our greater effort. I can foresee during the next few years the completion of the great Lakes-to-the-Gulf waterways. Products from every country of the world will pass down our waterfront to take advantage of the additional 100 miles of docking facilities and the shelter of our great harbor. The Pageant of Progress exposition at that time will be far greater than this initial event. It will be held in huge permanent buildings, each devoted to special industrial, educational and commercial achievement.

In the middle of these buildings there may be a highway constructed, perhaps known as the Avenue of All Nations. These permanent structures will represent the best architectural development of the country. In these buildings the consuls of these countries will have their offices and the exhibits of their respective nations. Is this not a vision of sufficent allurement both from an idealistic and a business man's point of view to compel your heartiest co-operation with the Pageant of Progress exposition?

Wisconsin State Florists.

There was a good attendance at the mid-summer meeting of the Wisconsin State Florists' Association at Madison, July 19, there being about 90 at the banquet. The principal subjects discussed were the failure of trade advertisers to fill orders or return money and florists' telegraph delivery problems, the aim in the latter being to prevent the acceptance of holiday orders for less than $3.00 each. All were urged to join the Society of American Florists and attend the Washington convention next month. The next meeting will be held at Milwaukee the first Thursday in November with a flower show.

The members of the local trade were, as usual, generous to a fault in their entertainment of the visitors.

LAKE GENEVA, WIS.—The Lake Geneva Garden Club will hold its midsummer show at Horticultural hall, July 29, Wm. McKinnon as secretary.

San Francisco.

SUPPLY OF STOCK CURTAILED.

The weather stepped in during the early part of the week and put a sudden stop to the great oversupply of stock which has been on this market for some weeks past. The warm spell which continued practically all week shortened up the rose supply to such an extent that prices have taken a big advance. Good roses of all varieties are now bringing $3 per bunch, whereas a week ago growers were lucky to get $1. This applies to Mrs. Chas. Russell, Columbia, Premier, Hadley and Prima Donna. Ophelia stood the weather better than other varieties and did not share the rise in price as there is still a good supply of fancy stock to be had. There is still plenty of poor flowers and not much is being realized for the stock. Ulrich Brunner from Colma still continues as the best long stemmed rose on the market. It held up under the heat in admirable fashion. Cecile Brunner is very much off color. Carnations are plainly showing the effects of the heat and most of the cut is of poor quality. It is a hard matter to move this stock at any price. All red varieties and the entire Enchantress family suffered in common. Sweet peas were practically put out of the market. Most growers report their crop practically destroyed with the exception of a few isolated plantings which escaped the sun's rays. The stock now being handled is very poor, being short stemmed and the flowers scorched. It had the effect of bringing the first asters of the season into the market. The flowers are small but as they are a novelty now they are quickly disposed of. All this stock is coming from the Chinese growers along the peninsula. The gladioli from the district around Colma show little ill effects from the heat and are the best stock being received here. However, as the cut has practically doubled in quantity, prices have taken a drop. From $6 to $7 per 100 is now being paid for fancy stock with inferior grades going much lower. Some splendid stock of Mrs. Pendleton is being offered. There are plenty of dahlias to be had but hardly any demand. Pompons are to be had only in small lots as yet but are in strong demand as they keep well and are indispensable for basket work. Lilium auratum made its appearance during the week also and sells out quickly. As yet the stems are a little short but the flowers are all that could be wished for. Giganteum is still plentiful and remains steady at $4 per dozen. Snapdragon is plentiful and cheap. Gardenias are in limited supply and stock cleans up well. Buddleias continue in ample supply and find a ready place in decorative work. There is only a small cut of lily of the valley arriving but it is enough for present requirements. There is a decided scarcity of cattleyas and other orchids and the florists are hard put at times to secure stock. Larkspur is occupying a prominent place in all the stores. The most pleasing flower on the market is the Hunneniania. It is being more largely handled this summer than ever before. It is quite popular as a corsage flower and is always in strong demand for baskets. There is a bounteous supply of all outdoor stock. Asparagus is not so plentiful as formerly and is in strong demand. There is very little movement in plants at the present time.

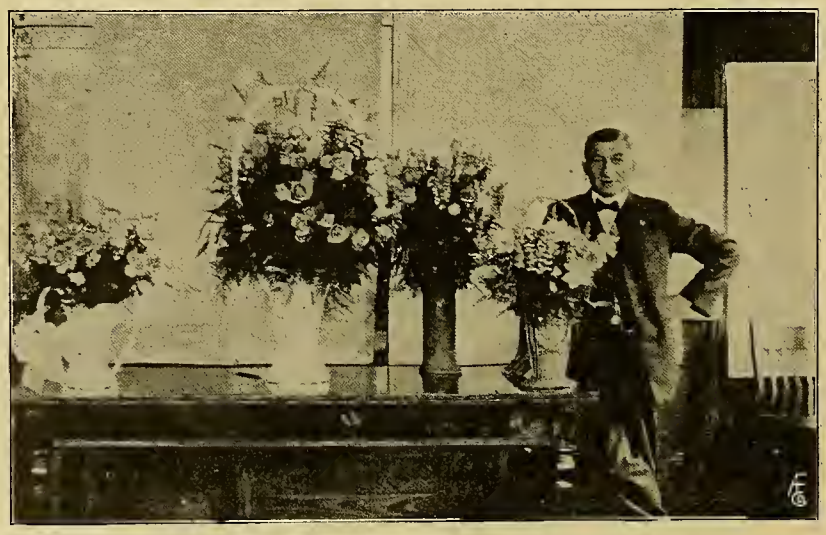
RETAIL FLORISTS' ASSOCIATION.

The Retail Florists' Association held its monthly meeting July 6. Owing to the absence of President Albert O. Stein, who is away on a vacation, the chair was occupied by R. Vincent Matraia. The flower show committee reported that the floor plan of the auditorium was being prepared by the MacRorie-McLaren Co., and would be available shortly. Many applications for space have already been received from intending exhibitors. Mr. Matraia, who is also chairman of the Co-operative Wholesale Market, advised that plans were progressing favorably and he expected to be able to announce the opening date in a short time. A meeting of all stockholders will be held during the coming week to arrange final details. A communication from John McLaren, superintendent of Golden Gate park, was read endorsing the flower show and pledging his support to its success. The meeting adjourned until the next regular session.

NOTES.

The vicinity of Colma, which has long been noted as a violet growing section, has, during the past two years, come to the front as the center of gladioli culture. The sandy soil and the favorable climatic conditions have proven admirable to the growth of this flower, and the best stock being received here is all grown in that locality. It has only been during the past few years that gladioli culture has been taken up seriously as a cut flower for this market.

Manager Holmes of the E. W. McLellan greenhouses, Burlingame, says the past week was a trying one on rose



R. D. HAENTZE, FLORIST MAYOR OF FOND DU LAC, WIS.

stock. The unusually hot weather had a very bad effect on nearly all varieties. He is of the opinion that from this time on good roses will be none too plentiful and that present prices will prevail for some time to come. All the houses planted to young stock look well here and are making a satisfactory growth.

The dahlia fields of the Bessie Boston Dahlia farm at San Mateo, are attracting devotees of this flower from all sections of the state. A wonderful collection is being grown here, together with many hybrids of Mrs. Lynberry's own raising. This establishment is located on the state highway and is easily accessible to all interested in this flower.

One of the largest growers of chrysanthemums expects to begin cutting Golden Glow in about two weeks. The plants show no ill effects of the hot wave as they are all protected by high cheese cloth frames. The plants are making a strong, clean growth and the buds are beginning to swell on many early varieties.

Frank D. Pelicano of Pelicano, Rossi & Co., who is a noted grower of fancy dahlias, is also a producer of high-grade gladioli. He has made large plantings this year at his nursery on Guttenberg street and is cutting some of the best flowers on the market. All the leading commercial varieties are grown here.

The Art Floral Co. has received a large shipment of its new floral album of designs from the east, and these are being distributed among its agents throughout the state. This is one of the most complete books of its kind published in this country and one of the most expensive as well.

Richard McWhirter, proprietor of the Star Dahlia Gardens on Sloat boulevard, is sending in a fine lot of the leading gladioli this season. He has several fine new dahlias which he will exhibit at the dahlia show of the California Dahlia Society in September.

The first flower show of the season will be the dahlia display of the Alameda County Horticultural Society at the Hotel Oakland, September 4-6. All the prominent growers from this city and the peninsula will be represented by large exhibits.

John Avansino of Avansino Bros. is out of town on his annual vacation.

Chas. W. Brown of Brown & Kennedy and J. Kilroy of the Castro Flower Shop are also away for rests at the summer resorts.

The California State Floral Society held its regular monthly meeting on July 8. There was a large attendance and a fine display of seasonable flowers was made, principally gladioli, dahlias and perennials.

The flower store of William Reese at 1316 Ellis street was badly damaged by fire last week. As soon as the necessary repairs are completed he will reopen a much improved store.

B. M. Joseph says trade at his Grant avenue store is keeping up well this summer. He made a fine window display for this city's diamond jubilee celebration.

David Arata, Colma, is a grower who has rapidly forged to the front as a producer of fancy gladioli. His soil is splendidly adapted to growing this bulb.

At the Eric James greenhouses, Elmhurst, cyclamens and begonias are being specialized in for the holiday trade. JAMES T. LYNCH.

ST. JOSEPH, MO.—Frank X. Stuppy visited one of the Kansas oil pools this week to witness the "shooting" of a well in which he and Mrs. Stuppy are interested.

OHIO DISTRICT NATIONAL FLOWER GROWERS' ASSOCIATION.
Some of the Prominent Workers.

Milwaukee, Wis.

Business continued quiet all last week and perhaps it was a blessing, for the variety of stock obtainable is very limited indeed. Gladioli and roses are the leading items, and a few outdoor garden flowers are received daily, which are soon disposed of.

NOTES.

It was indeed a pleasure to see the large turn-out July 14, at Hugo Locker & Sons parklike place in Wauwatosa, where the regular monthly meeting of the Florists' Club was held. The weather was ideal, and the hospitality of the Lockers par excellence. While only routine business was transacted, the talk of the summer meeting of the Wisconsin State Florists' Association at Madison, July 19, formed the main topic.

Chester Bell, of the Holton & Hunkel Co., is vacationing this week. Herm Hunkel, who was confined at his home with illness since July 5, was again able to attend to his numerous duties on July 15.

The C. C. Pollworth Co., while completely sold out on young chrysanthemum plants, still has a considerable surplus of fine young cyclamen plants to offer.

Harold Baumgarten left July 17 on a two weeks' auto trip through the northern part of the state.

Fox's, Inc., were busy with orders for two large funerals July 16.

Gust. Rusch is spending his annual vacation at Cedar lake. E. O.

Rochester, N. Y.

Business is dull this week, and the condition of the cut flower market is about the same as the week previous. Gladioli of poor quality are coming into the market in larger quantities.

FLOWER SHOW EXPOSITION.

The flower show management of the exposition to be held in this city in the near future, is offering numerous prizes for the exhibitors who will compete for awards in flowers commonly grown in home gardens, and which are expected to be in condition early in September. The amounts are $3 for the first and $1.50 for the second prize. In addition to the cash prizes offered by the exposition management, silver cups are to be given exhibitors whose separate entries make the best general display in each division. The Rochester Rose Society will offer a silver cup for the best collection of roses, and other cups to be competed for with their donors are as follows: Annuals, Hart & Vick; gladioli, Geo. T. Boucher; dahlias, John B. Keller & Sons, and asters, James Vick's Sons. In addition to these, Geo. B. Cramer will give a basket of strawflowers for the best general collection of zinnias. Chas. H. Vick is the chairman in charge of the department and will be assisted by G. T. Boucher, J. F. Sprose, Fred Thoman and Geo. Keller. Prize lists may be obtained at Hart & Vick's store or at the exposition offices in the Powers building.

NOTES.

Geo. T. Boucher has just returned from a motor trip in Quebec, Saugenay and the Adirondack mountains. He recently had the decorations for the banquet given in honor of the Italian ambassador at the Hotel Seneca, and also for the shoe style show at the Powers hotel, the latter consisting of fine palms and flowers.

Salter Bros. are displaying large baskets of gladioli and gypsophilas.

Mrs. Duffy has just returned from a trip to Atlantic City, N. J. CHESTER.

North Shore Horticultural Society.

The North Shore Horticultural Society, in conjunction with the Garden Club of Illinois, will hold a midsummer flower show at the Gorton school, Lake Forest, Ill., July 23-24, beginning at 11 a. m. and 1 p. m., on the respective days. The show places of Lake Forest will be open to those in attendance, including the estates of J. Ogden Armour, Harold McCormick, Louis F. Swift, Mrs. Byron L. Smith and others.

Minnesota Florists' Outing.

The Minnesota State Florists' Association and the Minneapolis Florists' Club had a very enjoyable picnic at Lake Minnetonka, near Excelsior, July 19. A programme of sports arranged for the occasion, in which members and their families took part, included foot races, bowling, a tug of war and an indoor baseball game between florists of the twin cities.

OBITUARY.

George Sykes.

George Sykes, the well known managing director of the Lord & Burnham Co.'s Illinois corporation at Chicago, died July 17, after a protracted illness.

Mr. Sykes was born in Halifax, Eng., June 5, 1852, and came to the United States about 30 years ago. He had been with the Lord & Burnham Co., some 26 years, winning for himself and his house the highest regard and confidence of American greenhousemen. He was considered one of the leading experts on greenhouse construction, heating and ventilation in this country and a keen man of business. He was greatly beloved by all with whom he came in contact, as much for the personal charm of his manner as for his wide knowledge of affairs and sterling character, and his great stores of practical information were always and generously at the service of everyone who sought his counsel.

About 12 years ago he started the Lord & Burnham Co.'s Illinois corporation, with extensive factories at Des Plaines and offices at Chicago. He soon became as well and favorably known in the west as he had been previously in the east. He was active in trade circles and was always on hand when there was work to do. His home was at Oak Park, but in recent years he had been troubled with hardening of the arteries and spent his winters in Florida.

Mr. Sykes was a member of Fair Oaks Lodge No. 1006, A. F. & A. M., of Oak Park; Triune chapter, Jersey City, N. J.; Past Commander Siloam Commandery No. 54, Knights Templar, Oak Park; and Salaam Temple A. A. O. N. M. S., Newark, N. J.

Mrs. Sykes survives, also three sons, Harry W., Passaic, N. J.; Walter A., New York; G. F., River Forest, Ill., and two daughters, Miss Rose Sykes, Oak Park, Ill., and Mrs. Edward Carroll, Passaic, N. J.

Funeral services were held at the residence, 140 North East avenue, Oak Park, July 18 at 8 p. m., the Rev. Roy E. Vale, pastor of the First Presbyterian Church, Oak Park, of which Mr. Sykes was a member and Siloam Commandery No. 54, Knights Templar, conducting the services. Interment will be made at Bayview cemetery, Jersey City, N. J.

Hiram Wheeler Buckbee.

Hiram Wheeler Buckbee, well-known seedsman and florist of Rockford, Ill., died July 16 at his summer cottage, Lake Geneva, Wis., where he had sojourned several weeks in the hope that the outing would prolong his life. He had been ill for more than a year of heart trouble and had known for a long time that the end was approaching. He was unconscious during the 48 hours preceding death.

Mr. Buckbee was born at the old Rockford homestead November 6, 1860, a son of Theodore E. and Catherine Allington Buckbee, pioneer residents of that city, and received his education in the local schools. He embarked in the selling of cabbage plants as a boy in 1871 and gradually expanded his business until the present corporation of the H. W. Buckbee Seed Farms-Forest City Greenhouses was formed and mailed this season 750,000 catalogues.

Before the cares of his large business concerns absorbed his time Mr. Buckbee was a proficient cornet player and was a member of the Forest City band, under the leadership of the late August Dedrickson, when that body of splendid musicians in 1880 accompanied the Rockford Rifles on a trip to southern cities, which was an event of national note.

He found relaxation from business in recent years in the ownership of a stable of trotters and pacers in which were horses capable of winning honors on the grand circuit for harness horses, his latest purchase being Red Launcelet.

During the world war Mr. Buckbee devoted a large share of his attention to welfare work in the hospitals at Camp Grant. The 108th Engineers made him an honorary captain before their departure for France and made a presentation to Mr. and Mrs. Buckbee in recognition of their efforts. Deceased was intensely patriotic and being on a train on one occasion where proper arrangements had not be made for the subsistence of a company of soldiers, he sent the whole company into the dining car on the train at his own expense.

The Late George Sykes.

Mr. Buckbee was a member of Rockford lodge No. 102, A. F. & A. M., was affiliated with the Freeport consistory and belonged to Rockford lodge of Elks. He held membership in the Chicago Athletic club, in the Rockford Chamber of Commerce, in the Society of American Florists and in the American Seed Trade Association and was a director of the Rockford National bank.

Generous almost to a fault and loyal to his friends through good and evil report, Hiram Buckbee performed countless deeds of benevolence, unostentatiously and for the joy of doing good. No project for the advancement of Rockford ever lacked his moral and financial support and he dearly loved the city which was the scene of his successful business career.

He always advocated large things for Rockford and when the project of a county fair was mooted he insisted that what that city needed was an exposition with a capital of a million dollars and offered to subscribe substantially to such a fund. The immense seed concern which he nurtured from a small beginning stands as a monument to his keen judgment and foresight. His small army of employes held him almost in adoration. None could come to know him well without loving him for his splendid attributes of character and his passing will be widely and sincerely mourned.

Besides the widow, Mrs. May Brown Buckbee, he is survived by a brother, John T. Buckbee, associated with him in the seed business, and five nieces, the Misses Frances and Mary Buckbee, Mrs. Harry Green, Mrs. Wallace Smith and Mrs. Donald Chohe.

George V. Nash.

George Valentine Nash, secretary of the Horticultural Society of New York, died suddenly following an operation, July 15, aged 58. He had been suffering from intestinal trouble for the past six months. Mr. Nash had been secretary of the society for 10 years, and had been connected with various branches of horticulture since his youth. His late father had been a commercial florist at Clifton, N. J., for a number of years. The funeral services were held at the Bedford Park Presbyterian church, the Bronx, July 18.

Mr. Nash is survived by his wife and five children.

Kansas City, Mo.

FUNERAL ORDERS BOLSTER MARKET

Business has been unusually good for the middle of July, but it is still up to the florist to make flowers tempting to the public, for like other lines, if such is the case, they will buy. The market is well supplied, and offerings of quality stock in all kinds of outdoor flowers, especially gladioli, are fine. Roses and carnations are scarce, but what few that are arriving appear to be good. Funeral work has been very heavy, which helps to keep the market cleaned up of old stock.

NOTES.

Some splendid gladioli are being cut by the Wm. L. Rock Flower Co. Funeral trade has been very good with them the past week. The following employes of this firm are on their vacations: Miss Wark at Colorado Springs, Colo.; Messrs. Oberg and Hempel, in the country.

T. J. Noll & Co. report business good and stock plentiful in garden material and gladioli, but roses scarce. He is receiving a few Colorado carnations and local asters. Mr. Noll and two children are touring in the east.

The heaviest July funeral trade in years is reported at the W. J. Barnes establishment. Mr. Barnes and daughter Ruth are touring by automobile through the Ozarks and southern Missouri.

Trade better than usual, is the report at the Arthur Newell store. Mr. Spain of this concern, is planning to spend his vacation next week in Chicago.

The Alpha Floral Co. report a steady trade with a heavy run of funeral work. This firm is cutting some good garden flowers and gladioli from its farm.

Gladioli in quantity are being handled by the Kansas City Wholesale Cut Flower Co., as well as Colorado carnations and local roses.

Funeral work was very heavy last week with the Muehlebach Flower Shop. Mr. Fitzhugh of the store is in New York on his vacation.

Henry Kusik & Co, is handling a large supply of gladioli, a few roses and Shasta daisies. Mr. Kusik reports business as good.

S. Bryson Ayers is cutting gladioli by the thousand at his place at Independence. His larkspur is in good condition.

Roses and carnations are scarce with the Pinehurst Floral Co., but gladioli and garden flowers are being cut in quantity.

A. F. F. Barbee will have little trouble in heating his greenhouses this winter, because of his new oil well.

A. Elberfield and wife are spending their vacation at Roaring river.

Jacob Hepting is cutting a heavy supply of excellent gladioli.

E. J. B.

SOCIETY OF AMERICAN FLORISTS.

Programme of the Thirty-seventh Annual Meeting and Exhibition to Be Held at Washington, D. C., August 16-18, 1921.

FIRST DAY—OPENING SESSION—10:30 A. M.

Invocation by Rev. Dr. James Shera Montgomery, Chaplain of U. S. House of Representatives.

Convention called to order by Otto Bauer, President Florists' Club of Washington, D. C

Address of Welcome in behalf of the District of Columbia, by Hon. Cuno H. Randolph, President Board of Commissioners, District of Columbia.

Address of welcome in behalf of the United States, by Hon. Henry C. Wallace, Secretary of Agriculture.

Address of Welcome in behalf of the Florists of Washington, by John Henry Small, III.

Response by Past President John K. M. L. Farquhar, Boston, Mass.

President Thos. Roland's address.

Reading of minutes of the executive board.

Report of the secretary.

Report of the treasurer.

Report of the finance committee.

Report of the Washington representative.

Reports of the state vice-presidents.

Reports of the standing committees.

Report of committee on development of American products.

Report of committee on school gardens.

Report of committee on nomenclature.

The publicity committee and the national flower show committee will report at subsequent sessions.

Reports of special committees.

Committee on membership drive, J. F. Ammann, chairman, Edwardsville, Ill.

Committee on coal economies, E. Allen Peirce, chairman, Waltham, Mass.

Consideration of invitations in the matter of selection of next place of meeting.

Miscellaneous business.

Judging of trade exhibits.

AFTERNOON SESSION—2:00 P. M.

Address: "Greenhouse Heating—The Heart of the Business," by F. T. Giblin, Utica, N. Y.

Discussion.

Address: "What Agricultural Colleges are doing for the Florists," by Prof. H. B. Dorner, Urbana, Ill.

Discussion.

Discussion of amendments to constitution and by-laws, and voting on same.

Amendments:

To amend Article IV, membership, **by adding to Section 2 the following: "Any member becoming in arrears for dues for one year may be suspended, and if for two years shall be dropped from the membership roll.**

As amended, the section to read:

Section 2. Fees and Assessments—Any eligible person may become a member of the society on the payment of $5, and such payment shall cover the annual dues for the balance of the calendar year. The annual dues shall be $5 per year, payable in advance on the first day of January. Any annual member in good standing may become a life member on payment of $50.00 and be exempt from all future assessments. Any member becoming in arrears for dues for one year may be suspended, and if for two years shall be dropped from the membership roll.

To amend Article II, Sec. 4, standing committees and their duties, reading:

(d) Audit and finance committee. The president assuming office January 1, 1921, shall appoint three members selected from among the permanently elected directors on the executive board, one for one year, one for two years, and one for three years; and each next elected president upon taking office shall appoint one such director for three years. It shall be the duty of this committee to audit the books of the secretary and treasurer at least once each year, just prior to the annual meeting of the executive board. The committee shall have the power to make temporary loans for the society or any of its duly elected committees, and shall have charge of the investment of all funds of the society.

By striking out the words "audit and" appearing in the caption, so that the paragraph will apply to a finance committee only. And by striking out the sentence, "It shall be the duty of this committee to audit the books of the secretary and treasurer at least once each year, just prior to the annual meeting of the executive board," and by adding the sentence, "The treasurer of the society shall be a member of this committee."

As amended, the paragraph to read:

(d) Finance Committee—The president assuming office January 1, 1921, shall appoint three members selected from among the permanently elected directors on the executive board, one for one year, one for two years, and one for three years; and each next elected president upon taking office shall appoint one such director for three years. The treasurer of the society shall be a member of this committee. The committee shall have the power to make temporary loans for the society or any of its duly elected committees, and shall have charge of the investment of all funds of the society.

To further amend Article II, Section 4, Standing Committees and their duties by adding paragraph (e) as follows:

(e) The president assuming office January 1, 1922, and each succeeding president, shall, immediately upon taking office, appoint from among the members of the society, other than the directors, a committee of three who shall audit the books of the treasurer and secretary at least once each year just prior to the annual meeting of the executive board, and at such other times as may be deemed advisable.

To amend Article II, Section 3, paragraph (d), duties of officers, reading:

(d) Treasurer—The treasurer shall have charge of the funds of the society, and shall pay all bills when same have been approved by the president and secretary, and by the chairman of the audit and finance committee. He shall make all transfers under the direction of the executive board and shall keep a correct record of receipts and disbursements, rendering an account annually to the society, the same having been duly audited at the preceding meeting of the executive board. He shall give bonds in such sum as the executive board may from time to time deem sufficient, the expenses of furnishing such bond to be assumed by the society, and shall receive for his services such salary as may from time to time be allowed by the society.

By striking out the words "audit and" from the paragraph.

EVENING SESSION—8:30 P. M.

President's Reception.—The function will take place in the New Washington hotel. In accordance with President Roland's request, the reception will be entirely informal in character. It is suggested that the most comfortable clothing will be best appropriate for the occasion.

Ballot for next place of meeting.

SECOND DAY—AUGUST 17—MORNING SESSION—9:30 A. M.

Nomination of officers for 1922.

Report of committee on president's address.

Address: "Providing Stock in Substitution for Material Excluded from Importation Under Quarantine No. 37," by Prof. L. C. Corbett, Bureau of Plant Industry, Washington, D. C.

Discussion: "Dutch Bulbs—The Unloading of Exporters' Surplus stocks on the American Market." This subject is called up on the recommendation of the executive board. The discussion will be opened by the reading of the report of a special committee appointed last January to gather data in the matter.

Report of the botanist.

Report of the pathologist.

Report of the entomologist.

Question Box.

AFTERNOON SESSION—2:00 P. M.

Report of committee on the Publicity, Henry Penn, chairman.

Discussion.

Address: "Publicity for Florists," by L. D. Fernald, New York.

Discussion.

Address: "National Publicity," by Major P. F. O'Keefe, Boston, Mass.

Discussion.

Conference of state vice presidents.

THIRD DAY—AUGUST 18—MORNING SESSION—9:30 A. M.

Election of officers for 1922. Polls open from 10:00 A. M. to 11:00 A. M., or until all in line have voted. Voting will be conducted under the new system. There will be five voting places. "A" to "D", inclusive; "E" to "K", inclusive; "L" to "P", inclusive; "Q" to "T", inclusive; "U" to "Z", inclusive. Please vote promptly. Only members in good standing can vote.

Report of judges on trade exhibits.

Report of the national flower show committee, by Georges Asmus, chairman.

Discussion.

Address: "The Value of Flower Shows in Publicity for the Florists' Industry," by C. H. Totty, Madison, N. J.

AFTERNOON SESSION—2:00 P. M.

Address: "Maintenance of Soil Fertility," by Professor James H. Beattie, Horticulturist, U. S. Department of Agriculture, Washington, D. C.

Discussion.

Deferred business.

Demonstration of Flower Arrangements, by Max Sehling, New York.

Florists' Telegraph Delivery Association. A general conference at which F. T. D. President Breitmeyer will preside.

Report of committee on memorials. Michael Barker, chairman.

Final resolutions.

STOPOVERS.

The secretary is advised that stopovers are allowed on reduced fare tickets to Washington at certain points, both going and returning. Ticket agents at points of departure will furnish full details in this respect.

JOHN YOUNG, Sec'y.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.50 a year; Canada $2.50; Europe and Countries in Postal Union, $3.00.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

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LOS ANGELES, Calif., will hold a big horticultural show in October. A guarantee fund of $25,000 has been subscribed.

RHODE ISLAND and Pennsylvania are having it back and forth about the use of sulphate of ammonia as a weed eradicator on lawns. Little Rhody says it will, and Billy Penn says it won't.

Another Scotch Canard.

With reference to the item under this heading in our issue of July 16, page 8, a correspondent writes:

"It may be so, but I think Sam Murray is wrong. This is undoubtedly the skeleton of the Scot who refused to take his doctor's advice. Sandy went to London to consult a doctor, with the outcome, among other things, that he would have to stop drinking. Sandy started to leave, when the doctor said: 'We charge two shillings for advice here.'

"'Aye, aye,' replied the thrifty Scot, 'but I'm no gaun tae tak your advice.'"

"So these two coins are, no doubt, the two shillings out of which Sandy swindled the doctor."

Canadian Gardeners' and Florists' Ass'n

ANNUAL CONVENTION, AUGUST 8-10.

Great interest is being manifested in the coming convention of the Canadian Gardeners' and Florists' Association to be held at Peterboro, Ont., August 8-10. The present officers have arranged a very interesting programme, including a number of able addresses, and reports of the plant registration, educational, press, tariff and legislative committees.

Some of the papers to be read before the convention are: "Culture of Commercial Plants," by A. C. Smith, Montreal, Que.; "Plant Breeding," by H. J. Moore, Toronto, Ont.; "What Science Can Do for the Florist," by Prof. J. W. Crow, Guelph, Ont.; "Landscape Gardening," by J. McP. Ross, Toronto; "Christmas Plants," by W. C. Hall, Montreal; "Ins ect Pests," by Prof. Arthur Gibson, Dominion entomologist, Ottawa, Ont.; "Managing a Retail Store," by A. M. Terrill, Calgary, Alta., and "Art in Floral Arrangement," by S. A. Frost, Toronto.

W. E. Groves, Hamilton, Ont., president; C. J. Hay, Brockville, Ont., first vice-president; Fred D. Clarke, Toronto, second vice-president, and H. J. Eddy, 4425 Sherbroke street, Montreal, secretary, are the officers of the association.

Chicago to Washington.

The Baltimore & Ohio railroad has been chosen for the trip of the Chicago Florists' Club and friends to the annual convention of the Society of American Florists at Washington, D. C., August 16-18. The party will leave the Grand Central station, Harrison and Wells streets, at 8:40 a. m., standard time (9:40 a. m., Chicago time) Monday, August 15, due Washington the following morning at 7:30 o'clock.

A rate of a fare and one-half for the round trip, on identification certificates has been authorized, making the fare $44.96, including war tax. The one way rate is $29.97, including tax. Tickets will be on sale August 12-18; validation August 18-23, and return limit August 24. Pullman fares including surcharge and war tax are: Lower berth, $8.91; upper berth $7.13; compartment $25.11, and drawing room $32.40.

Other trains for those unable to accompany the party are given below:

BALTIMORE & OHIO RAILROAD.

Leave Chicago	Due Washington
10:45 a. m.	9:00 a. m.
5:40 p. m.	4:40 p. m.
9:15 p. m.	10:25 p. m.

PENNSYLVANIA RAILROAD.

The Manhattan Limited, leaving Union depot at 10:30 a. m., due Washington at 9:28 o'clock the following morning, and Pennsylvania Limited leaving from Union depot at 5:30 p. m., due Washington 4:50 o'clock the next afternoon.

Delegations from the north, south and west are invited to join the party at Chicago.

For reservations, etc., address P. C. Benedict, division passenger agent, Baltimore & Ohio railroad, 112 W. Adams street, Chicago. Telephone Wabash 3242.

IDENTIFICATION CERTIFICATES.

Every visitor to get the advantage of the reduced rate must make application sufficiently ahead of starting time for a certificate of identification. This certificate must be presented at the ticket office when purchasing tickets. Only one certificate is necessary for a family, made out in the name of the member of the Society of American Florists.

For certificates address John Young, 43 West Eighteenth street, New York city, or Michael Barker, 440 South Dearborn street, Chicago.

Make application for certificates well in advance of starting time.

National Association of Gardeners.

A conference of the members of the association located in Nassau County, N. Y., will be held on Thursday afternoon, July 28, at three o'clock, at the Nassau County Club House, located at Glen Cove, L. I., for the purpose of considering the organization of a local branch of the association in Nassau County.

The purpose of this branch is to protect the interests and general welfare of the members of the gardening profession against interlopers who profess to be gardeners, and also the so-called experts, who offer their services in an advisory capacity, while possessing but little more than rudimental knowledge on what they propose to advise. This protection will be as beneficial to estate owners, many of whom, located in Nassau county, are members of the association, as it will be to the professional gardeners. It is the aim of the promoters of this conference to give wide publicity to the activities of the local branch so that the estate owners may be kept informed of its doings and their co-operation secured towards elevating the standard of the profession.

ANNUAL CONVENTION, OCTOBER 11-14

The committee in charge of arrangements for the annual convention of the association, to be held in New York, October 11-14, has held several meetings to perfect its plans. While entertainment for the visiting members is not to be overlooked, there will be much business to be disposed of, with particular attention to the future of professional gardeners in America. Visiting members will be entertained on the estate of John D. Rockefeller, Pocantico Hills, and at Greystone, the estate of Samuel Untermeyer, Yonkers, N. Y.

The Park Avenue hotel has been selected as the headquarters and meeting place for the convention.

St. Louis to Washington.

The Pennsylvania Railroad has been chosen for the trip of the St. Louis, Mo., Florists' Club and friends to the annual convention of the Society of American Florists at Washington, D. C., August 16-18. The party will leave the Union station at 12:02 noon, Sunday, August 14, due Washington the following afternoon at 1:20 o'clock.

A rate of a fare and one-half on identification certificates has been authorized for the round trip, and on this basis the fare to Washington and return will be $52.51, including war tax. The one way rate is $35.14, including tax. Tickets will be on sale August 12-18; validation, August 18-23, and return limit, August 24. Pullman fares, including surcharge and war tax are: Lower berth, $9.72; upper berth, $7.78; compartment, $27.54, and drawing room, $34.02. For those desiring to visit points further east, reduced rates have been authorized.

For reservations and further particulars address, A. H. Hummert, Chairman, transportation committee, St. Louis Florists' Club, 411 Washington avenue, St. Louis, Mo.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in date, time and place of meeting.]

Buffalo, N. Y., July 26, 8:30 p. m.—Buffalo Florists' Club at General Electric building. Wm. Legg, secretary, 889 W. Delavan avenue, Buffalo.

Columbus, O., July 25, 8 p. m.—Columbus Florists' Association at the Neil house. E. A. Munk, secretary, 19 S. High street, Columbus.

Newport, R. I., July 28, 8 p. m.—Newport Horticultural Society at Music hall, Thames street. Fred P. Weber, secretary, Nelville, R. I.

Seattle, Wash., July 24, 8 p. m.—Florists' and Gardeners' Union, No. 16,667, at I. O. C. T. hall. E. Popp, secretary, Fort Stellacoom, Wash.

Wilmington, Del., July 25, 8 p. m.—Wilmington Florists' Club, at member's place of business. Roy G. Brinton, secretary, 800 W. Ninth street, Wilmington.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, $1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order For Plant Advs., See Ready Reference Section

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted — Grower roses, chrysanthemums, carnations and pot plants; middle age; single. Address

Key 570, care American Florist.

Situation Wanted — By single man; experienced in pruning trees, spraying, etc. Also can do greenhouse work.

Chas. Boone Saunders, Merom, Ind.

Situation Wanted—By orchid grower with life-long commercial experience; chiefly cattleya and spray varieties. Address

Key 573, care American Florist.

Situation Wanted—By refined young woman with five years' experience in retail florists business; bouquets and designing; capable of handling most refined trade. Best references as to capabilities and personality. Prefer modern store. Address

Key 568, care American Florist.

Help Wanted — Florist for city greenhouse. Apply to **Superintendent of park, City Hall, Topeka, Kan.**

For Sale—The best greenhouse proposition in the northwest; must sell at once; greenhouse 24x60 feet; established trade; no greenhouse within 100 miles. Write for particulars to

A. E. Webster, Bemidji, Minn.

For Sale—Well established market garden and floral business. 29 hot beds, well, windmill and tank, 11-room house, also barn; four city lots. A snap at $3,600; $1,500 cash. Address

JOHN C. KRUEGER
Medford, Box 72, Wis.

Catalogues Wanted

Firms issuing catalogues of seeds, bulbs, plants and supplies will confer a favor by mailing copies to the undersigned.

SHINICHI MATSUURA,
No. 1, Tsurumaicho Nakaku Nagoya, Japan.

HELP WANTED

Expert rose grower able to take complete charge of good sized place.

Key 372, care American Florist

Help Wanted

SALESLADY and DESIGNER

Apply

MANGEL, Florist
17 East Monroe Street, CHICAGO

Grower Wanted!

Chance of a life-time for expert rose grower to get in on a big proposition. Don't miss this opportunity—investigate.

Key 571, care American Florist.

Wanted to Lease

One, two or three greenhouses, on Long Island, within ten miles of New York city, for reliable party. Address

Key 569, care American Florist.

For Sale

Established store in the Chicago loop. Don't answer unless you have $10,000 spot cash.

Key 373, care American Florist.

BOILERS and STACKS

We have on hand all sizes of used boilers and stacks suitable for greenhouse work.

RYAN BROS.,
847 South Racine Ave., CHICAGO

FOR SALE

Two greenhouses, 22x60 each, one house 24x16 and one 18x24, full of plants, complete; 9-room modern residence and garage; 2½ acres land, all improved; best of soil, in town of 3,000, four miles to city market of 18,000, and can sell all can raise; reason for selling, have other business; will sell for $5,000; we did $27,000 during May; everything in working order.

L. R. ORDWAY,
11 Elm St., Canisteo, N. Y.

Foreman Wanted

Competent man for commercial greenhouse plant in the south. Good wages to the right party.

Key 574, care American Florist.

NOTICE

—OF—

STOCKHOLDERS MEETING

CHICAGO, July 16, 1921.

Stockholders of the American Florist Company:

You are hereby notified that the annual meeting of the stockholders of the American Florist Company will be held in the Willard Hotel, Washington, D.C., Wednesday, August 17, 1921, at 3 o'clock p. m., for the purpose of electing directors and officers for the ensuing term and for the transaction of such other business as may come before the meeting.

J. C. VAUGHAN, Pres.
M. BARKER, Sec'y.

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $4.50; per 1000, $6.50. Samples on request. Electro of leaf, postpaid, $3.00. Cash with order.

American Florist Co.
440 S. Dearborn Street
CHICAGO

HOME-GROWN STOCK

Greatly Increased Demand

If you have any to offer, or are likely to have any soon,

advertise in these columns now.

AMERICAN FLORIST CO.
440 So. Dearborn Street, ... CHICAGO

The KENILWORTH Giant Pansy Seed

No.
26. **GIANT KENILWORTH CUT FLOWER MIXTURE.** Is a distinct class by itself, surpassing all other strains as a cut flower for inside or outside growing; the large flowers are carried erect above the foliage on heavy stems, 6 or 7 in. long, in the most graceful manner, and stand the hot, dry weather well. 1000 seeds 40c., ⅛ oz. $1.10, ¼ oz. $2.00, ½ oz. $3.75, oz. $7.50, 4 ozs. $27.00.

28. **GIANT MASTERPIECE.** A remarkable type, the curled, wavy petals giving the flower a double appearance; large flowers of great substance, on long, strong stems. 1000 seeds 40c, ⅛ oz. $1.10, ¼ oz. $2.00; ½ oz. $3.75, oz. $7.50, 4 ozs. $27.00.

30. **GIANT THREE AND FIVE BLOTCHED PANSIES.** A superb mixture. Flowers large and of circular form and of great substance. The display of coloring is unsurpassed. A combination of almost every shade of rich, velvety colors; reds are particularly conspicuous, the petals being distinctly marked with three or five large, dark blotches. 1000 seeds, 35c., ⅛ oz., 90c.; ¼ oz., $1.65; ½ oz., $3.00; oz., $6.00; 4 ozs., $21.50.

32. **GIANT PARISIAN.** The flowers are of enormous size and beautifully marked, mostly five dark blotches on white and yellow ground; an unusually showy mixture. 1000 seeds, 35c.; ⅛ oz., 90c.; ¼ oz., $1.65; ½ oz., $3.00; oz., $6.00; 4 ozs. $21.50.

34. **GIANT BRONZE.** A fine mixture of all shades of velvety brown bronze. Havana brown, mahogany and copper shades. 1000 seeds 35c, ⅛ oz. 90c. ¼ oz. $1.65, ½ oz. $3.00, oz. $6.00, 4 ozs. $21.50.

36. **TRIUMPH OF GIANT.** Remarkably beautiful. The imposing five-spotted flowers on long, vigorous stalks surmount the foliage in the most graceful manner, are of enormous size, perfectly round and of unusual substance. The individual petals are very broad and cover each other in such a manner as to make the flowers appear almost double, the border of every petal being conspicuously curled. The plants are of a robust growth and form compact bushes of a round shape. 1000 seeds 35c., ⅛ oz. 90c., ¼ oz. $1.65, ½ oz. $3.00, oz. $6.00, 4 ozs. $21.50.

40. **GIANT BATH'S EMPRESS.** The finest of fancy English Pansies. Flowers are very large, mostly frilled and blotched and of great substance and the colors are brilliant and varied. 1000 seeds 40c., ⅛ oz. $1.10, ¼ oz. $2.00, ½ oz. $3.75, oz. $7.50.

No.
12. **KENILWORTH GIANT PRIZE.** I have improved this strain by selecting and saving seed from the best shaped flowers of the most gorgeous color for many years. It is of the blocked Masterpiece type. The plants distinguish themselves by their robust growth and healthy-looking foliage; they are deep rooted and stand the hot, dry weather better than most other varieties. The large flowers on long, thick stems are carried well above the foliage in the most graceful manner, are of enormous size and of good substance. The petals are exceedingly broad and cover each other in such a manner as to make the flowers appear almost double. The border of each petal being conspicuously undulated and curled, the gorgeous and varied colored blossoms of velvety texture, perfect form and giant size, frequently measuring 3½ in. in diameter; the ground color such as yellow, white, deep orange, mahogany brown, bronze blue, and enless variations. Most petals are beautifully marked with a large blotch, a few are self-colored. They are specially fine for planting under glass or outside for cut flowers at all seasons. 500 seeds, 30c.; 1000 seeds, 50c.; ⅛ oz., $1.10; ¼ oz., $2.50; ½ oz., $5.00; oz., $10.00; 4 ozs., $35.00.

10. **KENILWORTH GIANT EXHIBITION** is the very finest complete mixture ever sent out. Seed carefully saved only from marked plants of the best varieties, with the largest and best shaped flowers and richest coloring. It is impossible to convey an adequate idea of the delightful variations in color and markings of this unrivaled mixture. 500 seeds 30c., 1000 seeds, 50c.; ⅛ oz., $1.35; ¼ oz., $2.50; oz., $10.00; 4 ozs., $35.00.

19. **TRIMARDEAU GIANT PANSY.** Improved; it is far superior to the ordinary run of Trimardeau that is sold. It is a very showy class of vigorous, compact growth. Flowers of enormous size in all the self colors, blocked, striped, margined, etc. It is very doubtful if any other Pansy will give as good satisfaction as the improved Trimardeau for all general purposes. 1000 seeds, 30c.; 3000 seeds, 75c.; ¼ oz., $1.35; ½ oz., $2.50; oz., $5.00; 4 ozs., $18.00.

GIANT TRIMARDEAU No. 2. While not equal to the improved, is a good mixture containing all colors and will give good satisfaction where a mixture of moderate price is desired. 1000 seeds, 20c.; ¼ oz., 80c.; ½ oz., $1.50; oz., $3.00; 4 ozs., $11.00.

20. **PRINCESS.** (The New Upright Pansy). This strain is entirely distinct from all others. It is absolutely compact, upright growing. The flowers are mostly blotched and frilled like the Masterpiece of good form and heavy velvety texture, on heavy stems, carried well above the foliage. Attractive by the brilliancy of its colors. 1000 seeds, 35c.; ⅛ oz., 90c.; ¼ oz., $1.65; ½ oz., $3.00; oz., $6.00.

22. **GIANT KENILWORTH STRAIN.** The flowers are of perfect form and substance; many of the immense flowers are 3-in. It is a striking collection of beautiful colors and markings, rich with shades of red, brown, bronze, mahogany, and many others too numerous to mention. Light, medium or dark mixtures. 1000 seeds, 35c.; ⅛ oz., 90c.; ¼ oz., $1.65; ½ oz., $3.00; oz., $6.00; 4 ozs., $21.50.

24. **GIANT KENILWORTH SHOW** is undoubtedly the largest flowered Pansy in the world; the immense flowers are of circular form. A beautiful collection of colors and markings. 1000 seeds, 40c.; ⅛ oz., $1.10; ¼ oz., $2.00; ½ oz., $3.75; oz., $7.50; 4 ozs., $27.00.

THE EARLY FLOWERING or WINTER BLOOMING GIANT PANSIES in all colors or mixed. 1000 seeds, 60c.; ⅛ oz., $1.10; ¼ oz., $2.00; oz., $7.50.

70. **ORCHID FLOWERED.** Mixed. A dwarf, free bloomer, with a range of delicate colors that do not exist in any other Pansies; a remarkable combination of light rose, shell-pink, blush mauve, fawn, light brown, orange and chamois. 1000 seeds 30c., 4000 seeds $1.00, ¼ oz. $1.30, ½ oz. $2.50, oz. $5.00, 4 ozs. $18.00.

GIANT PANSY SEED

In Separate Colors.

1000 seeds 30c., and 4 packets, $1.00, ¼ oz. $1.30, ½ oz. $2.50, oz. $5.00.

38. **Mme. Perret.** Red and wine shades.
42. **Adonis.** Light blue, dark center.
44. **Black.** Almost coal black.
48. **Lord Beaconsfield.** Purple, shaded white.
50. **Goliath.** Large, curled yellow, blotched.
54. **Pres. Carnot.** White, five blue blotches.
56. **Light Blue Shades.**
58. **Indigo Blue.** Deep velvety blue.
60. **Hortensia-Red.** Light rose.
62. **Prince Henry.** Dark blue.
63. **Ruby King.** Superb crimson and red.
64. **Snow Queen.** Beautiful satiny white.
66. **Almond Blossom.** Delicate rose.
68. **Andromeda.** Curled Apple blossom.
74. **Sunlight.** Yellow, with brown blotches.
80. **Purple.** Large, rich deep color.
82. **Giant Peacock.** Rich ultramarine blue.
84. **Mercury.** New. A deep blackish purple.
86. **Pres. McKinley.** Yellow, dark blotched.
88. **Emp. Franz Joseph.** White, blotched blue.
90. **Vulcan.** Dark red, with five blotches.
92. **Victoria.** Blood red, violet blotches.
94. **Red.** A collection of rich red shades.
98. **Psyche.** Curled white, with five blotches.
100. **Yellow.** With dark blotch.
102. **Yellow.** Large golden yellow.
104. **White.** With violet blotch.
106. **White.** Large satiny-white.
108. **Emp. William.** Ultramarine blue.
110. The preceding 20 colors mixed.

Chas. Frost
Kenilworth, N. J.

Boston, Mass.

TRADE FAIRLY ACTIVE.

The market this week opened rather poor, but gained strength later in the week. Roses and carnations, which caused the glut of a week ago, have shortened up considerably and are now selling at fair summer prices. Most of the carnation growers have thrown out their plants and the few that are coming to market sell quite readily at two and three cents. Roses are very scarce, but owing to no great demand they are fairly reasonable in price, but the quality at present is very poor. Gladioli are arriving in good shape and clean up fairly well each day. Good sweet peas are scarce with only a moderate demand for them. Some very fine lily of the valley is coming in, with very little call for it. Orchids are scarce. Gigas are all done for this year and only a limited supply of other cattleyas to be had. Asters are increasing each day and sell at present at six cents, but will likely get cheaper each day as the offerings increase.

The style show, given by the shoe industries at Mechanics' Building, was responsible for a good many flowers being taken out of the market this week, some very fine decorations being seen there.

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty.

The Florists' Association of Boston held a very successful outing at Nantasket beach, July 12. They had a fine dinner and cabaret show with about 75 members present.

E. F. S.

Car Shortage

Wise buyers, knowing the great difficulties of express and freight transportation this fall, are placing their orders for prompt shipment now. The railroads claim it will be impossible to supply sufficient cars when the regular movement of fall stocks starts.

The Washington

CONVENTION NUMBER

—of—

THE AMERICAN FLORIST

Will Be Issued AUG. 11

Growers, Manufacturers and Dealers will find in our

37th Annual Convention Number

an exceptional medium to secure a large share of this business by liberal advertising in what has been for 37 years the representative paper of the florists, seedsmen and nurserymen of the United States and Canada.

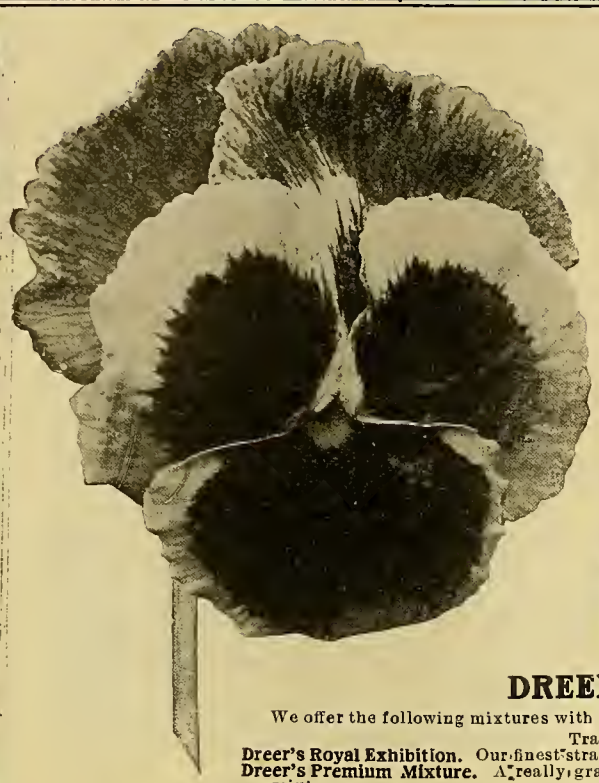
No Change in Prices

Single Column Inch, $1.75; Page of 30 inches, $52.50.

American Florist Company

440 S. Dearborn St., :-: :-: Chicago

Please send your copy for this issue as early as possible.



Dreer's Reliable Florists' Flower Seeds

We call special attention of Florists to the following Select Strains of Seasonable Flower Seeds:

CINERARIA DREER'S PRIZE

We have an extra fine strain of these flowers of largest size, in a well balanced range of colors.
Dreer's Prize Dwarf, of dwarf, compact habit.
Dreer's Prize Tall, of taller growth than the above.
$1.00 per trade packet of about 1000 seeds.

Dreer's Superb Giant Cyclamen

The seed which we offer this season is American grown, produced by a grower who has made a special study of Cyclamen and who has worked up a strain better than anything procurable in Europe. We offer the following colors:

	Per 100 seeds	1000 seeds
Pure White	$1.50	$12.00
White with Carmine Eye	1.50	12.00
Blood Red or Christmas Cheer	1.50	12.00
Rich Rose with Deeper Eye	1.50	12.00
Daybreak. Soft shell pink, with deep rose eye	1.50	12.00
Simon (Wonder of Wandsbek), Brilliant salmon, extra fine	1.50	12.00
Choicest Mixed, all colors	1.25	10.00

DREER'S PERFECT PANSIES

We offer the following mixtures with the full assurance that nothing better can be had at the prices quoted:

	Trade Pkt.	Oz.
Dreer's Royal Exhibition. Our finest strain	$0.50	$8.00
Dreer's Premium Mixture. A really grand mixture	.50	4.00
Masterpiece. A wonderful range of rich colors	$0.50	$5 00
Giant Trimardeau. Good colors	.40	5.00

For Complete List of Seasonable Flower Seeds, including Snapdragons, Asparagus, Double Daisy, Forget-me-not, Primroses, Forcing Sweet Peas, Hardy Perennials, Etc., See Our Special Mid-Summer Catalogue. Copies Free on request.

HENRY A. DREER, 714-716 Chestnut St., Philadelphia, Pa.

Mention the American Florist when writing

Montgomery's Priscilla

That's the name of the new pink rose! The name will be Priscilla probably after the public has had it a while, but we have had to add the prefix to cover the rules of nomenclature.

In order to get someone who knows more about roses than we do to give an unbiased, honest opinion on the merits of this rose, we have placed 12 plants of it with each of the following growers:

E. G. Hill Co., Richmond, Ind.
Dailledouze Bros., Brooklyn, N. Y.
Albert F. Amling Co., Maywood, Ill.
Duckham-Pierson Co., Madison, N. J.
Rowayton Greenhouses, Rowayton, Conn.
Miller Floral Co., Farmington, Utah
Wellworth Farm Greenhouses, Downers Grove, Ill.
Poehlmann Bros. Co., Morton Grove, Ill.
Robert Pye, Nyack, N. Y.
John Coombs, Hartford, Conn.
A. S. Burns, Jr., Spring Valley, N. Y.
Robt. Simpson, Clifton, N. J.
Chas. H. Totty Co., Madison, N. J.
Noe-Ruzicka Co., Madison, N. J.
Wm. H. Elliott Co., Madbury, N. H.
Anthony Ruzicka, Madison, N. J.
W. J. Pilcher, Kirkwood, Mo.
Jos. Heacock Co., Roelofs, Pa.
Ferrari Bros., San Francisco, Calif.
Peirce Bros., Waltham, Mass.
Batavia Greenhouse Co., Batavia, Ill.
Wendland & Keimel Co., Elmhurst, Ill.
J. Joy Floral Co., Nashville, Tenn.
Roberts Rose Co., Denver, Colo.
Geo. C. Welland, Evanston, Ill.
Lakeview Rose Gardens, Jamestown, N. Y.
Exeter Rose Conservatories, Exeter, N. H.
Bassett & Washburn, Hinsdale, Ill.
H. O. May, Summit, N. J.
Budlong Rose Co., Auburn, R. I.
Doemling-Schimmel Co., Mt. Clemens, Mich.
F. R. Pierson, Tarrytown, N. Y.
L. B. Coddington, Murray Hill, N. J.
Jos. H. Hill Co., Richmond, Ind.
Stephen Mortensen, Southampton, Pa.
Briar Cliff Gardens, Scarborough, N. Y.
John H. Dunlop & Son, Richmond Hill, Ont., Can.
J. J. Fallon Co., Lynchburg, Va.
Gullett & Sons, Lincoln, Ill.
Rolf Zetlitz Co., Lima, O.
Van Aken Bros. & Sons, Coldwater, Mich.
Premier Rose Gardens, Maywood, Ill.
Weiss & Meyer Co., Maywood, Ill.

Ask them about it, if you will, at any time. They have our permission to tell the truth. We are going to let this rose sell itself! We shall be simply order takers.

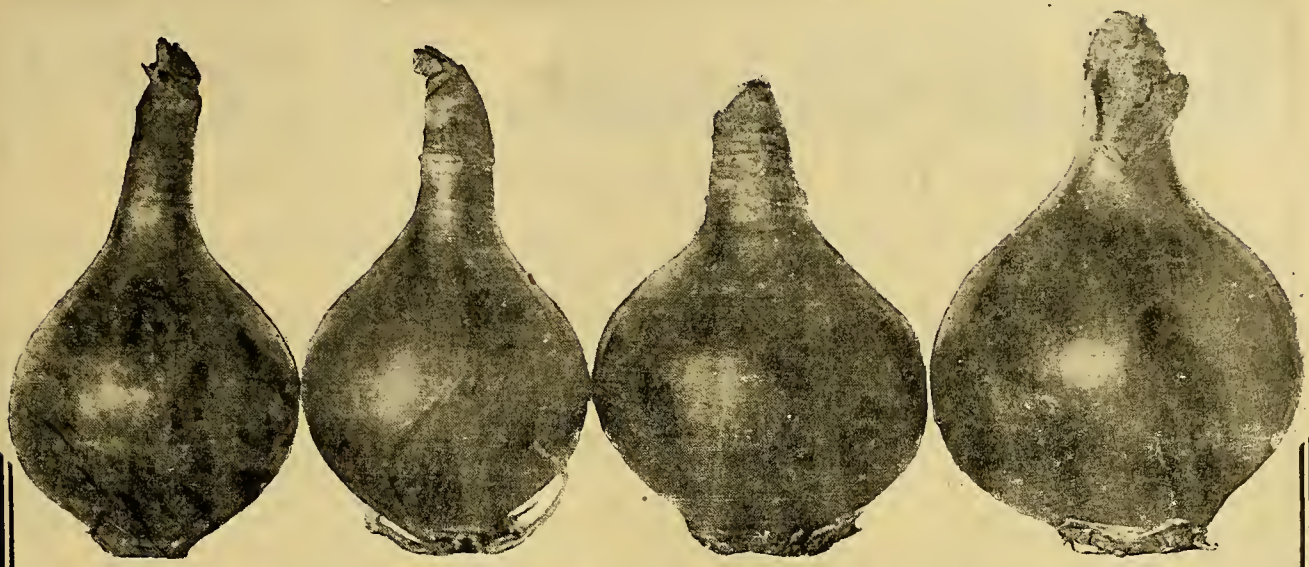
A. N. PIERSON, Inc., Cromwell, Conn.

Mention the American Florist when writing

Robert Craig Co.
HIGH CLASS PALMS
and Novelties in Decorative Plants
NORWOOD, Delaware County, PA.

CYCLAMEN
We must have room and offer for one week,
2,500 2¼-in. Cyclamen, at $10.00 per 100: $90.00 per 1000
3,000 3-in. Cyclamen, at $20 and $25 per 100.
1,000 4-in. Cyclamen, at $40.00 per 100.
Ask for our prices of Easter Greeting Pelargoniums and Ferns
GEO. A. KUHL, Wholesale Grower PEKIN, ILL.

Alonzo J. Bryan
WHOLESALE FLORIST
Abundance of Stock
Always on hand. Correspondence solicited.
WASHINGTON, NEW JERSEY



FRENCH PAPER WHITE NARCISSUS

Prices Ready

Early Shipments Afloat

Dutch Bulb PRICES Ready

French Bulb Crop we believe a short one

California Freesias Are Ready

PURITY

	1000
7-16 inch	$ 7.50
1-2 to 5-8 inch	12.50

FISCHERII

The Best White Freesia

Per 100	$ 6.00
Per 1000	50.00

COLORED

	1000
Gen. Pershing, pink	$30.00
Viola, violet	30.00
Mixed	30.00

VAUGHAN'S SEED STORE

CHICAGO NEW YORK

Russell - Columbia

The Best Summer Roses For Shipping

Our Roses Have a National Reputation for Quality

You always get fresh flowers and a more even run of stock.

CURRENT PRICE LIST

Subject to Market Changes

RUSSELL

	Per 100
Fancy Long	$16.00
Medium	8.00 to 12.00
Short	4.00 to 6.00

COLUMBIA

Fancy Long	$16.00
Medium	8.00 to 12.00
Short	4.00 to 6.00

PREMIER

Fancy Long	$16.00
Medium	8.00 to 12.00
Short	4.00 to 6.00

HOOSIER BEAUTY Per 100

Long	$12.00
Medium	6.00 to 8.00
Short	3.00 to 4.00

OPHELIA

Long	$10.00
Medium	6.00 to 8.00
Short	3.00 to 4.00

SUNBURST

Long	$12.00
Medium	8.00 to 10.00
Short	3.00 to 6.00

WHITE KILLARNEY

Long	$ 8.00 to $10.00
Medium	6.00
Short	3.00 to 4.00

ASSORTED ROSES

SPECIAL OFFERING

Good fresh Roses, our selection, in lots of 200 or more, as follows:

	Per 100
Good medium lengths	$6.00
Good short lengths	4.00
Good, very short lengths	2.50
New Fancy Ferns, per 1,000	$2.50
Adiantum, per 100	1.50 to 2.00
Sprengeri, per 100	3.00
Galax, green, per 1,000	2.00
Galax, bronze, per 1,000	2.00
Asparagus Sprays, per bunch	35 to .40

Of miscellaneous flowers now coming into market, we will procure for our customers the best at lowest market prices. A trial order solicited.

In buying direct of the grower you are assured of fresh stock at all times, and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONES:
CENTRAL 1457

Greenhouses: Hinsdale, Ill., and Gregg Station, Ill.

Notice:—We close at 5 o'clock week days.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Closed all day Sundays

Mention the American Florist when writing

Chicago.

ASTERS AND GLADIOLI MORE PLENTIFUL.

Business is improving at this writing but the sales the past week were nothing to speak of, especially as far as the city was concerned, owing to the hot weather. The out-of-town demand is holding up remarkably well compared to the city demand, and while stock is not as good as it might be the customers appreciate what the wholesale houses are up against and are making the best of the conditions. The local retail florists as a whole report that the total sales last week were the smallest experienced for any week in July for many years. One loop store took in $6 in cash July 14, while his neighbor reports that he did not make a sale all that day. A leading north side store took in $11 and others did not even do that well. The demand is much better this week but the total sales so far this month are considerably below those of the same period of 1920. Asters are more plentiful this week, and while some good stock is obtainable at a few of the stores the majority of it is showing the effects of the weather. Gladioli are in good supply and are moving nicely at fair prices. Some choice stock is being received from Michigan and a few of the nearby growers are cutting good stock considering what they have been up against. Roses are in heavy supply and are being sold in large lots at low prices, but the market appears to be tightening on some varieties. A few carnations are seen and the same holds true for sweet peas, but they do not cut any figure in the market. Orchids are in fair supply and there is plenty of lily of the valley to go around. Lilies are to be had in limited supply and the same applies to pond

"A Man's Legs,"

ABRAHAM LINCOLN said, "should be long enough to reach the ground."

And that is about as exact a measure of length as you get when you buy roses as "select" and "good." If they come too short, you disappoint your customer; if too long, you pay for something you don't want.

Our market report enables you to order exactly the stem-lengths you want. And what you order you get—that's KENNICOTT service every time.

FOUNDED BY FLINT KENNICOTT 1st

KENNICOTT BROS. CO.
174 N. Wabash Ave., Chicago

PETER REINBERG

Wholesale Florist

30 East Randolph St., Long Distance Phones Central 601 and 2846 **CHICAGO**

LARGE SUPPLY OF ROSES

Russell, Columbia, Premier, Sunburst, Ophelia, Etc.

Buy Direct From the Grower — CURRENT PRICE LIST — Subject to change without notice

	Per 100
MRS. CHAS. RUSSELL	
Specials	$20.00
Select	$15.00 to 18.00
Medium	10.00 to 12.00
Short	5.00 to 8.00
COLUMBIA	
Specials	$ 20.00
Select	$15.00 to 18.00
Medium	10.00 to 12.00
Short	5.00 to 8.00
PREMIER	
Specials	$ 20.00
Select	$15.00 to 18.00
Medium	10.00 to 12.00
Short	5.00 to 8.00
SUNBURST, OPHELIA	Per 100
Specials	$15.00
Select	12.00
Medium	$ 8.00 to 10.00
Short	4.00 to 6.00

		Per 100
Killarney / **White Killarney**	Specials..	$15.00
	Select....	12.00
	Medium..	8.00 to 10.00
	Short....	4.00 to 6.00
ROSES, OUR SELECTION		$5.00
CARNATIONS		
Good and Fancy		$ 3.00 to $ 4.00
Adiantum		2.00
Asparagus, per bunch		50c to 75c
Ferns, per 1,000		$4.00
Galax, bronze and green: 1,000		2.00
Leucothoe Sprays		1.00

EXTRA SPECIAL STOCK BILLED ACCORDINGLY

ASTERS-GLADIOLI

Roses, Lilies, and a complete line of all other miscellaneous indoor and outdoor seasonable stock. Order what you need from us.

JOSEPH FOERSTER CO.

WHOLSESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

lilies. Feverfew, cornflowers, dalsies, larkspur, centaurea, scabiosa, zinnias and a large supply of other miscellaneous indoor and outdoor stock is included in the daily shipments, besides Golden Glow chrysanthemums, strawflowers and statice. Gypsophila is arriving in quantity, including heavy shipments from Colorado. Greens are in large supply and oak sprays are playing an important part in store decorations.

NOTES.

The J. A. Budlong Co.'s total sales so far this year are equal to those of the first eight months of 1920. This firm's shipping business is holding up remarkably well and no complaint whatever is heard at this establishment. Asters and gladioli are plentiful here and of good quality, especially the latter, which are unsurpassed in this market.

A. L. Vaughan returned last week from a business trip to Michigan, where he inspected the aster fields of some of A. L. Vaughan & Co.'s growers. He reports that the hot weather has affected the crops there as much, if not more, than they have in this vicinity. He called on his customers while he was in Grand Rapids.

Golden Yellow Sweet Peas

McClenahan's Yellow Flower Dye

Send for sufficient to make one quart. **Price, $1.00, prepaid.**

McCLENAHAN'S GREENHOUSES

40th and Phillips Sts., Oklahoma City, Okla.

Mention the American Florist when writing

J. F. Kidwell and wife will leave next week on an extended trip through the west, including a visit to California. Their ticket is good for 120 days.

PAUL R. KLINGSPORN, Manager.

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue L. D. Phone, Central 282 CHICAGO

Get Your Gladioli Here!

Large supply of all the leading commercial varieties. Complete line of all other stock.

WIETOR BROS.

Wholesale Growers of Quality Cut Flowers

30 East Randolph Street, L. D. Phone: Randolph 2081 CHICAGO

Wietor Bros. are all through planting and have their next season's coal supply on the grounds. They burn Pocahontas, and a car that used to cost them $167.25 before the war now amounts to about $408 delivered to their team track. N. J. Wietor says the stock in the greenhouses is in splendid shape, particularly the chrysanthemums and pompons, which are doing exceptionally well. They are cutting a good supply of young Columbia roses.

Poehlmann Bros. Co. is having a good call for asters, which it is cutting in quantity. Mrs. Chas. Russell roses are in large supply at the store, but are in good demand and clean up nicely right along. Miss Clara Burkart and Dorothy Schwartz of the supply department, are spending their vacation at Burlington, Wis. Miss Marie Grothe is visiting Yellowstone Park and Roy Lindquist is back from an enjoyable trip to Iowa.

The annual meeting of the stockholders of the Chicago Flower Growers' Association was held at the store, Thursday, July 14, when the following officers were elected: George Weiland, president; Fred Schramm, vice-president; Chas. McCauley, Treasurer, and Rudolph Ellsworth, secretary. The directors are Joseph Schoos, Fred Stielow, Frank Schramm and Fred Schramm.

Zech & Mann are handling a good supply of asters, cornflowers and feverfew, in addition to a full line of all other seasonable stock. Frank Jarel is on his vacation this week, most of which will be spent with the fairies at the bathing beaches. Max Awizzus is back on the job.

Bassett & Washburn report business as good with the out-of-town demand holding up remarkably well. Mr. Washburn and wife, who are visiting in California, write that E. B. Washburn, who has been on the sick list, is improving, which his many friends here are pleased to learn.

Kennicott Bros. Co. is moving large quantities of asters and is having a good call for American Beauty roses. Ed. Wojtkiewicz is back on the job here after enjoying a few weeks' vacation in Wisconsin.

The Joseph Foerster Co. is strong on choice gladioli this week, which are in good demand. This firm is pleased with its sales for June, which show an increase over the same period of 1920.

Dan Murphy, 2226 North California avenue, and wife left this week for Colorado Springs to spend a few months. He has closed his store for the summer.

Louis Korson, who has charge of Johnson & Chronis' floral department at the Fair, is away on his vacation.

John Bruckner, 248 West Fifty-ninth street, is vacationing at Momence.

Sphagnum Moss

(Burlap Bales)

Select quality, large size bale....$1.50
5 bale lots or more, at 1.40
10 bale lots or more, at 1.30

Florists' Foil-PREMIUM BRAND

(5-in., 6-in. or 7-in. wide.)

10 lbs and over, at.....$0.16
50 lbs. and over, at..... .15
100 lbs. and over, at..... .14

Complete list of many other items free.

One Floral Art Album given free with any order of $25.00 or more.

Geo. H. Angermueller Co.

Wholesale Florists 1324 Pine Street, ST. LOUIS, MO.

Meyer's Silkaline, or Smilax Threads

Be sure the name Meyer is on the end of each spool, as we find there are a lot of fake brands being put on the market to imitate our green florists' thread. Weigh up our threads and then weigh up the other parties' that you are buying from and you will notice that our threads run full two ounces of thread to the spool.

Choice Gladioli in Quantity

All the best commercial varieties, including Chicago White, Pendleton, Schwaben, America, Augusta, King, Panama, etc. This stock is exceptionally good for this season and equal to the best obtainable in this market.

ASTERS IN GOOD SUPPLY

Order what you need from us. Our stock is up to the average and as good as you can secure in this market.

Roses, Beauties, Feverfew, Larkspur, Cornflowers, Lilies, Gypsophila, Candytuft, Orchids, Valley, Greens, Etc.

A. L. VAUGHAN & Co.
NOT INC.
PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave. Chicago

William Hansen, of the E. C. Amling Co., is working like a beaver to make as big a showing as possible for the trade at the Pageant of Progress to be held at the Municipal Pier next month. He took the job as secretary at the eleventh hour and is doing remarkably well considering conditions. Many concerns who do not like the idea of making an exhibit are contributing to the worthy cause, one greenhouse manufacturer giving $200 and others various sums acceptable to the committee. Everyone believing in the word Progress is falling in line with the stupendous undertaking, which is going to be a grand success and a credit to this city. This is the most wonderful opportunity the trade ever had to "Say it With Flowers," and everyone should lend his support to make it as big a success as possible. The committee should be given every assistance and those who wish to contribute should send in their checks to the secretary as early as possible. Do it now.

Chris Pederson was slightly injured one day last week when he fell off a moving street car, but is able to be about again this week. He injured his back to such an extent that he left for Saginaw, Mich., July 20 to enjoy a rest and get back into shape.

Robert Blake and wife passed through here this week on their auto trip to Des Moines, Ia., where they will spend their vacation with relatives. Mr. Blake, who has been employed in some of Ohio's leading retail stores, will be open for a position about August 1.

Miss E. H. Heskett of Vaughan's Seed Store, who has been at the Presbyterian hospital several weeks, is progressing favorably. Miss Violet Seefield, with this firm, is in Kristiania, Sweden, on her summer vacation.

H. S. Price, representing Jos. G. Neidinger Co., Philadelphia, Pa., has been at the Palmer house for a week with a line of samples. Jos. G. Neidinger was a visitor this week.

The Lincoln park board has voted to widen the east side of North Clark street from Center street to west North avenue. It was also voted to increase the golf links.

H. C. Blewitt, of Des Plaines, who grows sweet peas quite extensively, is sterilizing his soil this season.

Sam Seligman of New York, had quite an exhibit of florists' supplies at the Palmer house the past week.

Mrs. Herbert Hansen is visiting relatives at Fort Worth, Tex.

Decorative Greens

Having completed our dyeing and preserving plant, we are now accumulating a stock of the most beautiful

Magnolia Leaves, Beech Sprays and Oak Sprays

These are dyed in the most popular colors, ranging from the fresh green of spring through the deep green of summer, the violet or red of autumn to the bronze of winter; and preserved so as to keep indefinitely, retaining the fresh colors and pliable leaves.

Write for Samples and Prices.

The Decorative Greens Co., Kinston, Ala.

Formerly: H. C. Willis, Duncan Jackson.

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.

CHICAGO

Long Distance Phones Central 3283 Central 3284

Our Offerings Include:

LILIES

Absolutely the finest supply of Cut Lilies in this market.

ROSES

COLUMBIA

RUSSELL

White Killarney

Butterfly

Crusader Sunburst

Killarney Brilliant

Ward Ophelia

Premier

MISCELLANEOUS

Valley Cattleyas

ASTERS

Calendulas Cornflowers

Gladioli

GREENS

Plumosus Sprengeri

Bronze and Green Galax

Ferns

Adiantum Smilax

Mexican Ivy

Boxwood

Vaughan's Seed Store reports its first consignments of French bulbs due in New York next week. Advance figures on costs do not show any very great increase over last year, possibly 12 to 15 per cent.

Otto W. Freese, of Poehlmann Bros. Co.'s cut flower department, is enjoying a well-earned vacation.

Robert Northam, manager of George Reinberg's store, is enjoying a vacation.

St. Louis, Mo.

STOCK FORCED BY HEAT.

The weather experienced in this city and vicinity during the past few days has been excessively hot, with a minimum amount of rain. This has greatly affected all outdoor crops by forcing them to a great degree. The market conditions this week, however, show a marked change for the better over the previous one. Although the stock on hand is short, it is increasing and is of much better quality. The demand for cut flowers has been much better and it is predicted by tradesmen that next week will see an increase over this week. Spring flowers, though comparatively scarce, have been selling well and many windows are displaying them. Pot plants are not selling as well this week. Roses of finest quality are not plentiful, but they are in big demand. Fine white varieties are not to be had at any price. Stock of a poor grade is quite plentiful and though it sells well it does not bring much of any price. Varieties that are selling best are Ward, Mrs. Chas. Russell, Premier, Columbia, Ophelia, Milady, Butterfly, Killarney and Sunburst. It is not always possible to get these in the best grade. Carnations are very scarce and sell readily. Colored varieties are quite the preference. All blooms coming onto the market are very small and inferior. Some very fine Easter lilies are seen with the blooms exceptionally large and of good quality. Both pot plants and cut flowers bring a fairly good price. Lily of the valley is very scarce and the flowers of inferior quality. The call for it is brisk, however. Callas are not to be had at any price this week, either as cut flowers or pot plants. Dalsies of the common types are entirely gone but a limited quantity of very fine Shastas are coming in, finding their chief use as a table ornament. Some excellent large-flowered coreopsis is being used in combination with dark blue flowers and some very striking effects are produced. Snapdragons are very limited as to both quality and quantity. The stock coming in is very small and does not keep well. They are offered in shades of yellow, pink and white, and are in good demand. Calendulas are few and far between and there is practically no call for them. Delphiniums and larkspurs are arriving in small lots and they are valuable property. They are offered in shades of pink, white and blue. The spikes are not as large as they formerly were. Begonia plants are not plentiful and are displayed in only a few windows, but they are good sellers. Orchids are limited in numbers but of excellent quality and are in great demand for corsage work. Cypripediums are scarce, with a poor call. A few outdoor blossoms are seen and sell well. Some very fine plants of Nehrling's fancy-leafed caladiums are shown by many florists and they go quickly. The season's first gloxinias have made their appearance and are selling rapidly. The plants displayed are of large size and the blooms range in color from shades of red, pink, blue and purple to white. Their only fault is that they do not keep well. Pot plants such as geraniums, ageratum, coleus, alyssum, petunias, etc., are not selling up to their usual standard. Novelties such as pandanus, dracaenas, cibotium and bird's nest ferns, crotons and ficus show no change in price and are in fairly good demand. Several of the leading florists are displaying some very attractive baskets of dried and colored grasses and helichrysums used in combination with everlastings, such as amoebrinus and statice. They report good sales on these. Another feature displayed by many retailers are the prohibition baskets of succulent plants. The market is flooded with gladioli, but they sell fairly well. Greens, asparagus, plumosa and sprengeri are plentiful and show no change in price. Ferns are selling for $2.50 per 100. Some fine southern smilax is handled by a few establishments.

FLORISTS' CLUB MEETING.

The Florists' Club held its regular meeting on the Excursion Boat "Erastus Wells," July 14. The Wells left the wharf, foot of Market street at 1 p. m., and went up the river one mile beyond where the Missouri river empties into the Mississippi. Due to the fact that it rained, the party did not get off at the Chain of Rocks nursery as planned. The boat returned at 4:30 o'clock, after an enjoyable afternoon. As the boat left, a heavy downpour was in progress, but this did not interfere with the meeting, which was held in the dining room on the upper deck, which was the best this year in point of attendance. J. F. Ammann gave an outline of his trip through the west in the interest of the Society of American Florists. A vote of thanks was given him at the conclusion of his talk. L. Baumann, trustee, reported everything in readiness for the club's picnic at Normandy grove, July 21, 1921. Each member present without a buttonhole flower was taxed 10 cents. The total amount collected was $5. It was plainly evident that the members could not secure flowers from the greenhouses, as there were none. The following officers were elected for the coming year: W. A. Rowe, president; Julius Shafer, vice-president; J. J. Beneke, secretary; W. C. Smith, treasurer, and L. Dunz, trustee.

WHY STOP BUSINESS

In Summer and Let Your Trade Go Elsewhere?

We can furnish you with good Summer Roses and other Seasonable Stock with which you can retain your trade. **KEEP YOUR BUSINESS GOING**—it is easier to keep a business going steadily than it is to build it up again in the fall.

Russell, Columbia, Premier, Milady, Hearst, Ophelia, Sunburst, Butterfly, Double White Killarney, Crusader.

Now that Sweet Peas are about done for the season use **Nesbit Roses** they more than serve their purpose. If you are in want of a good White Rose for summer use our Double White Killarney the only good white rose obtainable in this market.

GLADIOLI White, Yellow, Light Pink, Deep Pink, Red **A1 Quality**

Exceptionally good for so late in the season.

Carnations, Valley, Larkspur, Daisies, Gypsophila, Gladioli, Lilies, Delphiniums and all other seasonable Cut Flowers. Ferns, Adiantum, Mexican Ivy, Plumosus, Sprengeri.

If you want good stock and good treatment, buy of

Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations Our Specialty

Quality Speaks Louder Than Prices.

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can reply upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

NOTES.

The St. Louis district of the National Flower Growers' Association held a big meeting at Centralia, Ill., July 19. A flower show in connection with the session brought out a large attendance.

Information of the trip of the Florists' Club to the convention of the Society of American Florists at Washington, D. C., appears elsewhere in this issue.

Street merchants are disposing of a poor grade of roses, gladioli, snapdragons and daisies.

Gloxinias and helichrysums of excellent quality are being displayed by the Bourdet Floral Co.

The St. Louis Wholesale Cut Flower Co. is cleaning up on orchids and lily of the valley.

W. A. Rowe, Kirkwood, is still shipping quantities of flowers daily to this market.

Wedding and funeral orders have been brisk with Mullanphy, Florists, Inc.

A fine trade in roses is being enjoyed by the Windler Wholesale Flower Co.

Excellent plant baskets are being displayed by Fred C. Weber.

Quantities of roses are being cut by W. J. Pilcher, Kirkwood.

F. H. Weber is handling a good line of crotons and ferns.

Grimm & Gorly report a large trade in cut flowers.

Geo. Walbart is rushed to fill all cut flower orders.

H. G. Berning is doing well with gladioli.

R. D. M.

Tonner

CUT FLOWERS
Supplies
30 E. Randolph St.
Telephone Central 6284
Chicago

PITTSBURGH, PA.—The Florists' and Gardeners' Club and the Retail Florists' Association of this city, held an old fashioned basket picnic in Bradford woods July 21.

ELGIN, ILL.—B. O'Neil says the summer business has been good and is looking forward to a busy fall. His son, Dr. O'Neil, after an extended vacation, has returned to his duties at Panama.

ERNE & COMPANY
—WHOLESALE FLORISTS—
30 E. Randolph Street L. D. Phone, Randolph 6578. CHICAGO, ILL.

The E. F. Winterson Co.
Long Distance Telephone, Central 6004
166 N. Wabash Avenue, Chicago, Ill.

The Ove Gnatt Co., Inc.
Preservers of Natural Foliages LA PORTE, IND.
Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties.

Toronto, Ont.

BUSINESS HOLDING UP WELL.

Although this is seemingly the slack time with the florists, reports from all sides are that there is considerable activity. There are a few belated weddings and the passing away of a number of influential citizens has kept up the demand for funeral work. Roses are fairly plentiful and good Premier and Columbia are coming from young stock. Dunlop holds its quality well for the season and Butterfly and Ophelia help out in the lighter shades. American Beauties are still fairly plentiful. Carnations are very small in flower and complaints are general about their poor keeping qualities. Outdoor gladioli are a welcome addition. Larkspur, gypsophila, achillea and scabiosa help to give variety. Sweet peas have suffered from the extreme warmth, asters have made their appearance, and orchids and lily of the valley are plentiful enough to fill orders.

NOTES.

That the Florists' Telegraph Delivery Association's Canadian convention to be held in this city October 11-13 will be well attended, is already evidenced by the many inquiries coming in for hotel reservations and space, from distant points. The many boosters of the association in Canada are going to make the meeting the best in its history, which is going some. The local committee is hard at work and all visitors will be royally welcomed.

Mrs. Moore, of the People's Florist Co., has just returned from Fort Erie and Buffalo, N. Y., where she had a most enjoyable visit. Mr. James and wife, also of this firm, have just left on a motor tour to the States. Erie, and Pittsburgh, Pa., and Atlantic City, N. J., will be visited.

An account of the coming convention of the Canadian Gardeners' and Florists' Association to be held in Peterboro, August 8-10, will be found elsewhere in this issue.

Thos. Emery, formerly with the Alhambra Florist, is now with H. G. Dillemuth. Mr. Dillemuth is away for his usual fishing trip at the South Magnetawan.

Geo. M. Geraghty, of Jno. H. Dunlop's, has taken a party for a month's sojourn to his cottage in Georgian bay.

S. A. McFadden of W. Tidys' is away with his family at their summer residence on the Trent river.

Miss Mills of H. G. Dillemuth's store is at Rochester, N. Y., and Ontario beach.

Mrs. S. A. Frost and family are visiting their country home.

J. A. Lewis has closed his store for the summer months.

H. G. D.

Toledo, O.

BUSINESS STILL FAIR.

Up to this writing, the demand for flowers during July has certainly been surprisingly active, being aided considerably by the cool weather of the past week and by the heavy demand for funeral work of which there has been considerable. A heavy wind and rain storm Thursday night did considerable damage to outdoor stock, but not enough to curtail the supply beyond the demand. Gladioli are the leading crop here right now and they are not only plentiful but the quality is excellent. They are being used extensively in funeral work and as yet bring fair prices. Larkspur, daisies, cornflowers, feverfew, gaillardia and a good supply of other indoor and outdoor stock is obtainable here. Many florists are on their vacations at this time and those who have greenhouses are using this season to good advantage by making necessary repairs and alterations.

NOTES.

The Grand Circuit races occupied the attention of Tom Magee this week. Tom is a great follower of the thoroughbreds and when the races are on, forgets all about his prosperous business at the Scottwood greenhouse. He reports July trade as satisfactory.

A two weeks' vacation is being enjoyed by Jake Helmer of the Helmer Flower Shop, at his home at Point place on Maumee bay. His home is an all year summer resort and he doesn't find it necessary to seek cooling breezes at distant points.

Josephine Barrow, daughter of John Barrow, the Detroit avenue florist, is making rapid strides in her new shop on Dorr street. This is an excellent location for a store and she reports a good demand for funeral work.

F. A. Piotrowski finds business seasonably dull at his shop on Nebraska avenue. Though many of his patrons are out of work, his business, particularly in weddings, has been quite active.

Place Your Order Now
—FOR—
Dried Cat Tails, Lotus Buds,
Dried Cat Tail Hay, Scorpion Grasses,
Dock Seed Stems, Pocket Weed,
Lotus Pods, Mullen Stocks,
Lotus Leaves, Teasels.
Or Any Other Decorative Material Wanted from the Wild.
Write for prices. Meet us at our booth at Washington.
Botanical Nursery Co.
WILD FLOWERS
1103 Court St., LAPEER, MICH.

Mention the American Florist when writing

H. Bayersdorfer & Co.
The Wholesale Supply House of America . . .
EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.

Mention the American Florist when writing

SAM SELIGMAN
FLORISTS' SPECIALTIES
116 W. 28th St., New York
IMPORTER—MANUFACTURER
Artificial Flowers for Summer Sales.

Mention the American Florist when writing

Growers here are not taking any chances on a coal shortage next winter, and most of them are getting in a supply at this time to be prepared for the good trade they expect in the fall.

Metz & Bateman have been enjoying a good business and always seem to have something to do, which is a healthy sign. Earl Metz is an expert designer and a rapid worker.

Harry Turvey, West Toledo, has been doing nicely and states that he is gratified the way business is keeping up this summer. A. C. K.

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones CENTRAL 1977 and 1978

Wire Hanging Baskets

The well made kind. Painted, bound with galvanized wire 6 at dozen rate. 50 at hundred rate.

10 inch..... $2.25 per doz.; $16.00 per 100
12-inch..... 2.50 per doz.; 20.00 per 100
14-inch..... $3 25 per doz.; $25.00 per 100
16-inch..... 4.25 per doz.; 35 00 per 100

GREEN SHEET MOSS Long Green Sheets for Hanging Baskets Per bag....$2.00 10 bags .$17.50

Michigan Cut Flower Exchange, 1452 Randolph St. DETROIT, MICH.

Mention the American Florist when writing

A. T. Pyfer & Co.

WHOLESALE FLORISTS

164 N. Wabash Avenue

CHICAGO, ILL.

Long Distance Telephone, Central 3373.

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713 Milwaukee Avenue

CHICAGO, - - ILLINOIS

Write for Catalog and Prices.

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FLOWER GROWERS

TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

Wholesale Flower Markets

Chicago
CURRENT PRICE LIST

	Dozen	
Roses, Beauty	$ 3.00 to	$ 6.00
	Per 100	
" Mrs. Chas. Russell	4.00 to	35.00
" Butterfly	4.00 to	30.00
" Columbia	4.00 to	30.00
" Dunlop	4.00 to	30.00
" Premier	4.00 to	30.00
" Hoosier Beauty	4.00 to	30.00
" Killarney Brilliant	4.00 to	30.00
" White Killarney	4.00 to	30.00
" Mrs. Geo. Shawyer	4.00 to	30.00
" Milady	4.00 to	30.00
" Mrs. Aaron Ward	4.00 to	20.00
" Sunburst	4.00 to	20.00
" Ophelia	4.00 to	20.00
" Dble. W. Killarney	4.00 to	20.00
" Cecile Brunner		4.00
" Our Selection		5.00
Calendulas	2.00 to	4.00
Daisies	2.00 to	3.00
Sweet Peas	.75 to	1.50
Cattleyas, per doz		24.00
Gladioli	5.00 to	15.00
Valley		8.00
Carnations	2.00 to	4.00
Asters	4.00 to	8.00
Lilies, per 100	15.00 to	20.00
Adiantum	1.50 to	2.00
Ferns .....per 1,000		3.00
Galax .....per 1,000		2.00
Leucothoe		1.00
Sprengeri, Plumosus Sprays	35c to 50c per bunch	
Mexican Ivy		1.00
Boxwood, 35c per lb., case		9.00
Huckleberry		7.50

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO

Telephone Central 3284

THE CHRYSANTHEMUM MANUAL

By Elmer D. Smith

FOURTH EDITION

Price 60 Cents. Cash with Order

American Florist Co.

440 S. Dearborn St., Chicago

A. L. Randall Co.,

Wabash Ave., and Lake St. CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

George Reinberg

WHOLESALE FLORISTS

Extra fancy Ophelia, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Ave. CHICAGO

Buffalo, N. Y.

SUPERIOR GRADE GLADIOLI ARRIVING.

After a successful and strenuous trade ending about July 7, with wedding and school commencement orders keeping up until the end, business has settled down into its usual summer dullness. Roses, carnations and sweet peas are of very poor quality. Outdoor gladioli are arriving in many pretty varieties. Continued heat and no rain has made other stock very poor.

NOTES.

To vary the monotony about the store, S. A. Anderson gave one of his windows to show a fine lot of Russian spitz poppies, which proved a great attraction. There is a request made very often to use one of his windows, but unless the display is unusual, the permit is not granted.

W. H. Grever, the Allen street florist, has purchased property on Delaware avenue, near Virginia street, which when many alterations are completed, will give him a very pretty store.

The photographers' convention this week has given the trade some business in palms, Boston ferns and veranda boxes, which are arranged in the booths for effect.

Vacations are now in order among the florists, one or more being away from each store at the present time.

The outing of the Florists' Club July 20 was an enjoyable event for those present.

BISON.

The principal items during the summer are

GLADIOLUS

—AND—

ASTERS

Easter Lilies

Of them we have an ample supply.

We make a specialty of having good flowers all through the summer, and if there is anything you need in the line of Cut Flowers, you are absolutely safe in depending ON US to supply you.

Your Orders Will Always Have Our Immediate Careful Attention.

The Leo Niessen Co.

1201 Race Street

PHILADELPHIA, - PA.

Branches: Baltimore, Washington.

Mention the American Florist when writing

Philadelphia.

SCARCITY OF QUALITY STOCK.

There is the usual midsummer dullness together with a scarcity of quality stock, particularly in roses, which have been almost knocked out by the great summer heat of the past two weeks. The buds lack substance and color and hardly hold from one day to another. Mrs. Chas. Russell, Columbia, Double White Killarney and Kaiserin when available are the leaders. Gladioli are now the quantity flower with some growers, who have the large flowered varieties, sending in very good stock. All that grade high bring top prices, the storekeepers being tempted on account of their beauty to carry a larger selection and in this way their sale is increased. Asters are getting better and increasing in quantity. The late heavy rains have done them a world of good and they will be an important factor for the next six weeks. Lobelia, a Jersey wild flower, is popular, its white, clematis-like, feathery appearance making it useful in design work.

ORDER EARLY.

A wholesaler, in speaking of out-of-town business, said that so many retailers failed to realize the importance of getting their orders in early. Good stock at this season is very often scarce and the difference of an hour or two, particularly when certain trains had to be made, was most important. Various stocks arrive early in the morning and are generally well worked up by noon so that late orders do not fare as well as those given early. It is best when the order is important to use the telephone; it costs more but the service is then immediate and the market situation at once made known.

EDWARD REID

CHOICE ROSES, All Grades.

CARNATIONS, EASTER LILIES and All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

BOSTON, JULY 20.	Per 100
Roses, American Beauty	4.00@ 50.00
" Russell	3.00@ 12.00
" Dunlop	3.00@ 12.00
" Pilgrim	3.00@ 12.00
" Crusader	4.00@ 16.00
" White Killarney	4.00@ 12.00
" Ward	3.00@ 12.00
" Maryland	2.00@ 6.00
" Hoosier Beauty	3.00@ 12.00
" Columbia	3.00@ 12.00
" Hadley	4.00@ 16.00
" Ophelia	3.00@ 12.00
" Premier	3.00@ 12.00
Adiantum	1.50@ 3.00
Asparagus bchs., per bch.	.50@ 1.00
Asparagus Strings, doz.	12.00
B. Buttons	1.00@ 2.00
Carnations	2.00@ 3.00
Carnation, Laddie	4.00@ 6.00
Cattleyas, per doz.	12.00@ 18.00
Delphinium	1.50@ 2.00
Lily of the Valley	10.00
Longiflorum Lilies	25.00@ 30.00
Smilax, per doz.	6.00
Sweet Peas	2.00@ 3.00
Gladioli	1.00@ 2.00
Swansonia, per bch.	.50@ .75
Sweet Sultan	4.00
Gypsophila, bch.	.50@ .75
Bouvardia, bch.	1.50@ 2.00
Corpeopsis	1.00@ 2.00

BUFFALO, JULY 20.	Per 100
Roses, American Beauty—	
" Special	30.00@ 40.00
" Fancy	25.00@ 40.00
" Extra	15.00@ 20.00
" 1st	3.00@ 10.00
" 2nd	3.00@ 10.00
" White Killarney	3.00@ 10.00
" Dbl. Wht. Killarney	3.00@ 10.00
" Richmond	3.00@ 10.00
" Maryland	3.00@ 10.00
" Sunburst	3.00@ 10.00
" Columbia	3.00@ 20.00
" Ophelia	5.00@ 15.00
" Russell	6.00@ 15.00
" Premier	5.00@ 20.00
" Cecile Brunner	2.00@ 3.00
Calendulas	2.00@ 3.00
Calla Lilies	8.00@ 20.00
Carnations	1.00@ 2.00
Easter Lilies	12.00@ 20.00
Mignonette	2.00@ 3.00
Rubrum Lilies	6.00@ 8.00
Snapdragons	2.00@ 4.00
Sweet Peas	.40@ 1.00
Gladioli	4.00@ 6.00

CIBOTIUMS.

John Habermehl finds this beautiful lace-like fern to be of great decorative value. A number of plants have been grown into large sizes, these same specimens having been down and almost out after a winter's campaign, but which have recuperated during a summer in the greenhouse, blooming stronger and more beautiful than ever. Some of these plants have a spread of from eight to 10 feet, the light green lace-like fronds in their beautiful curves have a fountainlike appearance that give life to and relieve the monotony of other foliage. They are frequently used to give a canopy effect; mounted on slender, mossed standards they have the appearance of tree ferns and give a wonderful effect on either side of the main aisle in a church wedding decoration or on a ballroom floor. Mr. Habermehl's stores have had a most prosperous season, the combined forces of their shops at the Bellevue Stratford, Ritz Carlton and their store and greenhouses at 22nd and Diamond streets turning out an enormous quantity of work. Mr. Habermehl spends the summer week-ends with his family in Atlantic City, N. J.

BOSTON TYPE FERNS.

The large growers in this district are bringing on a wonderfully fine lot of ferns for this fall's sales. The principal varieties are Teddy, Jr., Scotti, McCawii, Boston and Norwood. The quality of this stock is superb, much of it being grown on pedestals or suspended from the rafters. There is nothing so decorative for the house considering their low price, as these various varieties of ferns. The quantity that is now handled as compared with only a few years ago is tremendous, and shows there is a market for all well-grown plants produced in quantity and that can be sold at a popular price.

Write For Our

Price List

On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Berger Bros.

The Choice of the Market in

EASTER LILIES,

ROSES and All Popular Flowers.

Exceptional Service.

1609 Sansom St., PHILADELPHIA, PA.

CINCINNATI, JULY 20.	Per 100
Roses, Premier	4.00@ 15.00
" Russell	4.00@ 15.00
" Columbia	4.00@ 15.00
" Butterfly	4.00@ 15.00
" White Killarney	4.00@ 15.00
" Pink Killarney	4.00@ 15.00
" Sunburst	4.00@ 15.00
" Mrs. Aaron Ward	4.00@ 15.00
" Ophelia	4.00@ 15.00
" Baby Doll	3.00@ 4.00
Carnations	2.00@ 4.00
Carnation Laddie	6.00@ 8.00
Easter Lilies	15.00@ 20.00
Ferns, per 1,000	4.00
Forget-Me-Sot, bunch	.25
Galax, per 1,000	1.50
Plumosus (south) per bch.	.25
Smilax, per string	.15@ .25
Snapdragons	6.00@ 8.00
Gladioli	10.00@ 12.50
Cornflowers	3.50
Pond Lilies	4.00
Gaillardias	1.00@ 1.50
Valley	8.00
Rubrum	8.00@ 15.00
Shasta Daisies	1.00
Gladioli	3.00@ 10.00

NOTES.

Hugo Kind, the dahlia specialist of Hammontown, N. J., was in town this week, and reports his fields as looking very well. The plants have made a splendid growth and there is every prospect of a fine crop of flowers. The dahlia, Mr. Kind says, is rapidly improving in quality, wonderful new varieties being introduced each season; scarcely any kinds popular 10 years ago are now grown for cut flowers and it keeps one busy keeping his stock up to date. Mr. Kind is also interested in gladioli, growing over 500,000 for cut flowers.

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers and Greens

C. C. POLLWORTH CO.
CUT FLOWERS
PLANTS, BULBS
FLORISTS' SUPPLIES
MILWAUKEE, - WIS.

Wholesale Florists' Supplies
THE HOUSE OF MERIT
Staple Baskets and Seasonable Novelties in Quantity
JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St., Phila., Pa.

Pittsburgh Cut Flower Co.
WHOLESALE FLORISTS
Growers of Quality Flowers
116-118 Seventh Street,
PITTSBURGH, - PA.

GUST. RUSCH & CO.
WHOLESALE FLORISTS
Jobbers in Florists' Supplies
Headquarters of the Cudahy Roses
Phone Main 1245. P. O. Box 506
444-446 Milwaukee Street
MILWAUKEE, WIS.

Mention the American Florist when writing

The Philadelphia Cut Flower Co. is handling exceptionally fine gladioli. These are allowed to open several flowers to a stalk, are packed carefully 50 spikes to a box, which are expressed three to a crate. All are large flowered varieties, which combination produces a stock that brings top market prices and proves, Manager Aeugle says, that quality counts first, last, and all the time.

The Florex Gardens, who for the most part ship directly to retailers, report a most prosperous season, their only difficulty being to get stock enough. Their Premier, Columbia and Butterfly roses have done exceptionally well. The stock in the two new 60x700 feet houses has been the admiration of all who have seen it.

The S. S. Pennock Co. ball team is continuing on its victorious way, defeating the team of The Robert Craig Co. on Wednesday last by the score of 10 to two. Manager Swan says they now want to meet a picked team of the trade, something real hard to try them out. How about the Mole street Tigers?

It is now seed inspection time. George D. Clarke, of the Henry A. Dreer Co., left last week for a tour of the country to inspect their various seed crops, his journey taking him to the Pacific coast. F. C. Gloeckner, of the Henry F. Michell Co., is also on the Pacific coast studying the situation.

Edward Reid takes the summer trade philosophically, always something doing in the early morning, and he adds, what is most important, something to do it with. Asters, Easter lilies and gladioli are specialties.

Henry Bayersdorfer is home from his trip to the European markets and some of the novelties selected will arrive in time for a first showing at the convention.

Gladioli, asters, Mrs. Chas. Russell roses and Easter lilies are leaders with the Leo Niessen Co. Business is keeping up very well for summer.

Easter lilies in quantity high grade stock are a feature with Berger Bros. Gladioli and other outdoor stocks are seen in variety. K.

Wholesale Flower Markets

PITTSBURGH, JULY 20.	Per 100
Roses, Beauty, spl., per doz.	6.00
" " fcy., per doz.	5.00
" " ex., per doz.	4.00
" " No. 1, per doz.	1.50
" Killarney	6.00@ 15.00
" Maryland	6.00@ 15.00
" Sunburst	6.00@ 15.00
" Mrs. Aaron Ward	6.00@ 15.00
" Russell	6.00@ 20.00
" Columbia	6.00@ 20.00
" Ophelia	6.00@ 15.00
" Hilda	6.00@ 15.00
" Premier	6.00@ 2000
" Madam Butterfly	6.00@ 15.00
Carnations	2.00@ 3.00
" Laddie	10.00
Cattleyas	1.50@ 6.00
Easter Lilies	20.00
Ferns, per 1,000	3.00
Galax, per 1,000	2.00
Plumosus, per bunch	.50
Sprengeri, per bunch	.60
Sweet Peas	1.00@ 1.60
Smilax, per doz. strings	2.00
Valley	6.00@ 8.00
Snapdragons, per doz.	.75@ 2.00
Delphinium	6.00
Cornflowers	2.00
Coreopsis	2.00
Gaillardia	3.00
Gladioli	6.00@ 12.00

PHILADELPHIA, JULY 20.	Per 100
Roses, Beauty, special	30.00@ 50.00
" " fancy	10.00@ 20.00
" Mrs. Chas. Russell	5.00@ 25.00
" Killarney	2.00@ 6.00
" Hadley	10.00@ 30.00
" Sunburst	4.00@ 10.00
" Wards	3.00@ 6.00
" Ophelia	2.00@ 10.00
" Columbia	3.00@ 20.00
" Premier	6.00@ 16.00
Adiantum	1.50@ 2.00
Asparagus, bunches	.50
Asparagus, strings	.75@ 1.00
Calendulas	1.50@ 3.00
Carnations	2.00@ 6.00
Cattleyas	1.00@ 1.50
Easter Lilies	15.00@ 20.00
Lily of the Valley	6.00@ 8.00
Smilax	.36
Snapdragons, per doz.	.75@ 1.50
Sweet Peas	.25@ 1.50
Larkspur, per doz.	1.00@ 150
Gladioli	6.00@ 10.00

COLUMBUS, O.—McKellar, the Florist, will open a new flower shop in the James Theatre building, W. Broad street, about August 1. He will continue his present establishment on N. High street.

THE McCALLUM CO.
Manufacturers—Importers
FLORISTS' SUPPLIES
Headquarters: PITTSBURGH, PA.

Mention the American Florist when writing

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

ST. LOUIS, JULY 20.	Per 100
Roses, Premier	3.00@ 10.00
" White Killarney	3.00@ 8.00
" Columbia	3.00@ 8.00
" Ophelia	2.00@ 6.00
" Killarney	2.00@ 4.00
" Russell	3.00@ 12.50
" Ward	2.00@ 4.00
" Sunburst	4.00@ 10.00
Calendulas	1.00@ 2.00
Carnations, Laddies	4.00
Carnations, fancy	1.00@ 2.00
Ferns, per 1,000	3.00
Valley	6.00
Smilax, per string	.20
Leucothoe	2.00
Galax, green, per 1,000	1.75
" bronze, per 1,000	1.76
Callas	12.50
Snapdragons, per doz.	1.00@ 2.00
Lilies	12.50@ 16.00
Gladioli	2.00@ 8.00
Larkspur	.50@ 1.00
Delphinium	.50@ 1.00
Phlox	.50@ .85

MILWAUKEE, JULY 20.	Per 100
Roses, Kill'n'y, W. Kill'n'y	4.00@ 12.00
" Premier	6.00@ 20.00
" Ophelia	4.00@ 15.00
" Columbia	6.00@ 20.00
" Ward	4.00@ 12.00
" Hoosier Beauty	4.00@ 15.00
Carnations	1.50@ 3.00
Fancy Ferns, per 1,000	3.00
Asparagus, per bunch	.50@ .76
Snapdragons	3.00@ 4.00
Gladioli, per dozen	1.00@ 1.50
Gaillardia	.50@ 1.00
Orchids, per doz.	24.00@ 30.00
Lilies, per doz.	2.00@ 2.50
Rubrums	8.00@ 10.00

New York.

COOLER WEATHER HELPS TRADE.

A heavy rain storm July 15 made at least a temporary break in the heat wave. It has been of great benefit to the farmers and gardeners, who were getting uneasy about the safety of their crops. No change was noted in the condition of the cut flower market, during the past week, but some of the wholesalers thought it was, if anything, a little worse than the preceding week. Almost all the roses arriving were miserably poor. As one spectator remarked of the wholesalers: "They sell a few and don't know what to do with the rest." Excepting the Francis Scott Keys, that are far ahead of all others as hot weather offerings, there does not seem to be any choice in roses; the heat puts its mark on all of them. At the present time the gladioli attract more attention than any other stock. Many are arriving and some fine specimens have been noticed. Generous displays of them enable the retailers to keep up appearances, which is important, even in hot weather. A few fairly good asters are arriving and with the recent rains, it is believed that a good supply of the late ones will come in. Orchids are coming in in poor condition, which, coupled with the light demand, causes many to be left over. There is a considerable stock of larkspur on the market and it is good for display purposes. A limited stock of Rubrum and Auratum lilies is also on the market. The supply of white lilies does not seem as heavy as it was the first of the month. A large amount of southern asparagus is arriving, much of it poor and shaking off. The balance of the carnations that are being received are too worthless even for funeral work. July 16 opened with cooler weather after the rain and there was a little more activity than on the preceding days of the week.

July 18.—Although not by any means chilly, the weather is cooler, there is a clearer air, humidity having fallen. To that extent the outlook is more cheerful.

NOTES.

A. Andreopoulos, one of the Garden Florists, who have two retail stores on Broadway, recently returned to this city after an absence of over a year spent in Greece and other countries of Europe. He says that business and conditions in general are far from satisfactory in the countries he visited. Greece, as is well known, is at war with Turkey, and he brought back many photographs of groups of young soldiers equipped for the front. Having his naturalization papers with him, he escaped conscription. In Athens he found the florist business good and the people paying satisfactory prices for flowers, which, as a rule, are grown near the city, their gladioli and white and yellow daisies being particularly fine. In former years he had heard Venizelos, the great Greek statesman speak, and deplores the folly of the Greeks in defeating his plans. An interesting personal item concerning Mr. Andreopoulos is that while absent he won a Greek maiden, married and brought her with him.

J. Conger Coan, son of J. J. Coan, the well-known wholesaler, was married on July 16 to Miss Marie E. Joyce. The ceremony was solemnized in Holy Trinity church, Hackensack, N. J. The young man is employed at his father's store in the 18th street market. Many friends will wish abundant happiness to the young couple.

W. N. Long, the retailer of Columbus avenue near 80th street, is spending an extended and much needed vacation at Camp Alamoosook, East Orland, Me. He need not worry, as he has a smart wife, who is managing the business in his absence.

Alfred Kottmiller and wife are spending the heated term at their summer home in Manhasset, L. I.; but they are not idling away the time, as they have greenhouses and a fine garden.

Joseph C. Millang, of the New York Cut Flower Co., is handling a large stock of roses from the F. R. Pierson Co.'s range, noteworthy being Francis Scott Keys.

General business conditions in England and France are improving, says H. G. Perry, who recently returned from a trip abroad July 13.

The Julius Roehrs Co., of Rutherford, N. J., is having a commodious office fitted up on the mezzanine floor of the 18th street flower market.

Harry Charles, of 104 West 28th street, is handling a fine stock of larkspurs.

A. F. F.

Columbus, O.

BUSINESS GOOD FOR THE WEEK.

The week ending July 16 was a good one for the trade. With many people away on vacations, business is restricted to funeral and weddings largely. Funeral work has been fairly good and weddings have also been rather numerous. There is a fair demand for loose flowers. Gladioli, which have been rather scarce as a result of extra dry weather, are in good demand. Roses are coming in in good shape, and consist usually of Sunburst, Premier and Columbia. There is a large assortment of garden flowers on the market and the demand is quite good. Carnations are a thing of the past, but some Easter lilies have been received and find a ready sale. One of the features is the arrival of the annual larkspur, which is of a double variety and is something out of the ordinary. They come in pink and white. Pot plants are quiet, as is always true at this time.

NOTES.

The new retail store operated by McKellar the florist, in the James Theater building on West Broad street, will be opened about August 1. That is the date set for the formal opening, although it may be delayed somewhat from that date. The store room is now being fitted up for the establishment, which will specialize in cut flowers, pieces and general decorations. J. W. Thompson will be the manager of the new shop while Joseph McKellar will continue in the management of the present store on North High street. One of the features of the new place will be the use of library tables instead of counters and an unique lighting system. The room will be fitted up similar to that of the Jones-Russell Co., Cleveland. The window lighting system is said to be something out of the ordinary and the details have not been divulged, as they are to be kept a secret until the opening day.

The dry weather which prevailed in central Ohio prior to the middle of July had the effect of reducing the production of flowers, principally gladioli. But the heavy rains which appeared recently are expected to stimulate growing and a more plentiful supply of seasonable flowers is hoped for.

The Franklin Park Floral Co., in Franklin Park, of which James Underwood is manager, is having a good trade. Roses and garden flowers are being grown in large numbers and are readily disposed of.

J. W. L.

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NEW YORK, JULY 20.

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" Pilgrim	.50 @	8.00
" Hadley	1.00 @	8.00
" Dunlop	.50 @	8.00
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" Aaron Ward	1.00 @	6.00
" Ophelia	.50 @	8.00
" Premier	1.00 @	8.00
" Scott Key	10.00 @	50.00
" Sunburst	.60 @	6.00
Adiantum Croweanum and Hybrid	.75 @	1.00
Asp. Plumosus, per bunch	.25 @	1.00
Carnations	.50 @	1.00
Bouvardia	1.00 @	2.00
Cattleyas	26.00 @	100.00
Lilies, white	12.00 @	15.00
Lily of the Valley	4.00 @	8.00
Smilax, doz. strings	1.00 @	2.00
Daisies, yellow	.50 @	1.00
Larkspurs, per dozen		.50
Gladiolus, per doz	.25 @	.75
Sweet Peas	.50 @	1.00
Phlox	1.00 @	1.50

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La Touraine, French Line (Havre).
Gustavsholm, Swedish-American Line (Malmo-Stockholm).
FROM PHILADELPHIA, Scythian, I. M. M. Lines (London-Antwerp).

July 26.
Aquitania, Cunard-Anchor Line (Cherbourg-Southampton).

July 27.
Paris, French Line (Havre).

July 28
FROM NEW ORLEANS, Napierian, I. M. M. Lines (Liverpool).
FROM BALTIMORE, Scythian, I. M. M. Lines (London-Antwerp).
FROM PHILADELPHIA, Osawatomie, I. M. M. Lines (Hamburg).
Carlsholm, Swedish-American Line (Stockholm).
Mongolia, I. M. M. Lines (Hamburg).

July 29.
Bergensfjord, Norwegian-America Line (Norway).
FROM PHILADELPHIA, Gothland, I. M. M. Lines (Danzig).
FROM MONTREAL, Venusia, Cunard-Anchor Line (London).

July 30.
Rotterdam, Holland-America Line (Rotterdam).
Mexico, French Line (Bordeaux).
Baltic, I. M. M. Linees (Liverpool).
Michigan, I. M. M. Lines (London).
City of Dunkirk, I. M. M. Lines (Antwerp).
Caronia, I. M. M Lines (Liverpool).
Cameronia, Cunard-Anchor Line (Glasgow).
FROM NORFOLK, Soestdyk, Holland-America Line (Rotterdam).
FROM BOSTON, Oxonian, I. M. M. Lines (Liverpool).
FROM MONTREAL, Canada, I. M. M. Lines (Liverpool).

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Albany, N. Y.—Danker's.
Boston, Mass.—Penn, the Florist.
Boston, Mass.—Houghton Gorney Fl. Shop.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Bohannon Flower Shop.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Congress Flower Shop.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Schiller, The Florist, W. Madison.
Chicago—G. Wittbold Co., Buckingham Pl.
Chicago—Mangel, 17 E. Monroe St.
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Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
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Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
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Detroit, Mich.—John Breitmeyer's Sons.
El Paso, Tex.—Potter Floral Co.
Grand Rapids, Mich.—Henry Smith.
Hartford, Conn.—Welch's Flower Shop.
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—Apollo Flower Shop, The.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
Knoxville, Tenn.—Baum's Home of Flowers.
La Crosse, Wis.—Salzer Floral Gardens.
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Liverpool, Eng.—Bee's, Ltd.
Los Angeles—Wolfskill Bros. & M. Goldenson.
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Louisville, Ky.—The F. Walker Co.
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Memphis, Tenn.—Memphis Floral Co.
Miami, Fla.—The Exotic Gardens.
Milwaukee, Wis.—Fox's Incorporated.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—The Rosery Floral Co.
Newark, N. J.—Phillips Bros.
New Britain, Conn.—Welch's Flower Shop.
New Orleans, La.—Metairie Ridge Nur. Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New Rochelle, N. Y.—New York Floral Co.
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New York—Alexander, Florist.
New York—A. T. Bunyard, Madison Ave.
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St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heinl & Sons.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackstone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Wichita, Kan.—W. H. Culp & Co.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

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Orders from other cities receive our personal attention.
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New York's Favorite Flower Shop

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Member F. T. D. Ass'n.

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KEENAN BLDG.
Largest Floral Establishment in America
Established 1874 Incorporated 1909

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Quality Flowers
Personal Service

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Potter Floral Co.

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Elks' Building
South Jefferson Street

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Telegraph orders for Dayton will receive our immediate and careful attention.

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DARDS

341 Madison Ave.
Opp. Hotel Biltmore
New York

The Leading
Florist for nearly
Half a Century

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Albany, N. Y.

Danker

FLORIST

The Best Service

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Kansas and Western Missouri.
Up-to-date Service.
F. T. D. Est. 1890

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DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

DETROIT'S
Leading Florists

JOHN BREITMEYER'S SONS

1314 Broadway

PHILIP BREITMEYER, - President

Mention the American Florist when writing

Boston, Mass.

"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.
124 TREMONT STREET

Mention the American Florist when writing

Worcester, Mass.
Randall's Flower Shop
Members of Florists' Telegraph Delivery

Mention the American Florist when writing

Orders in or around **Washington, D.C.**
Geo. C. Shaffer
FLORIST
900 Fourteenth Street

Mention the American Florist when writing

BROOKLYN, N. Y.

JAMES WEIR, Inc.
FLORIST
324 Fulton St., cor. Pierrepont
Telegraph orders receive our usual good care and prompt attention. Phones 270-271 Main.

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MICHIGAN. Orders will be carefully cared for by
HENRY SMITH
Wholesale and Retail Florists of Grand Rapids.

Mention the American Florist when writing

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Send Telegraph, Telephone or Mail Orders for florist's service in this vicinity to
The Dominion Floral Co.
484 St. Catherines St. West,
Montreal, Que., Canada
Every order receives prompt and careful attention.

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WASHINGTON, D. C.

BLACKISTONE, Inc.
14th and H Streets, N. W.
Exceptional Service

Mention the American Florist when writing

Telephones:
Lenox 2352
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1062 Madison Ave.,
Near 80th St.
NEW YORK
Orders from other cities promptly filled.

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TORONTO, CAN.
Canada's Best Known and Most Reliable Florist
Only the Best **Dunlop's**
8 and 10 West Adelaide Street
We deliver anywhere in Canada and guarantee safe arrival.

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San Francisco
Podesta & Baldocchi
224-226 Grant Avenue
Mail or telegraphic orders promptly and most carefully executed.
Members of Florists' Telegraph Delivery

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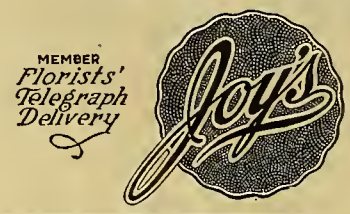
LA CROSSE, WIS.
Send your orders for flowers for delivery in this city and vicinity to
John A. Salzer Seed Co.
Quality and Service Assured

Nashville, Chattanooga and Atlanta — THREE STORES



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44 Carmine Street
Phone 1274 Spring
Out of Town and Steamer Orders Promptly Filled

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HARDESTY & CO.
150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

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SHOP OF QUALITY
Irene Hayes, Inc.
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Telephone Rhinelander 3087

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HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO.
Good Stock and Good Service.

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A. ECKRICH
(Successor to Charles E. Grunewald)
FLORIST
924 Madison Ave., bet. 73rd & 74th Sts.
Phone: 9864 Rhinelander. Orders from Other Cities Promptly Filled

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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WELCH'S Flower Shop

Also Store at New Britain, Conn.

Established 1885.

Members of Florists' Telegraph Delivery.

Colorado Springs, Col

Wholesale and Retail

Pikes Peak Floral Co.

Orders Carefully Executed

Members of Florists' Telegraph Delivery.

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JULIUS BAER

—FLOWERS—

Mail and Telegraph orders carefully filled.

138-140 Fourth St., East

DENVER, COLO.

The Park Floral Co.

B. E. GILLIS, President.
E. P. NEIMAN, Secretary.

GALESBURG, ILL. AND CENTRAL ILLINOIS

Pillsbury's Flwoer Stores

Your orders will receive careful attention.

Members of Florists' Telegraph Delivery.

KANSAS CITY, MO.

A. Newell
FLORIST

Established over 30 years

Southwest corner of 11th and McGee Sts.

GUDE BROS. CO.
FLORISTS
1214 F ST. N.W.
WASHINGTON, D.C.

WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery.

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AUGUST R. BAUMER

MASONIC TEMPLE

Member of Florists' Telegraph Delivery.

CHICAGO OPPOSITE FIELD'S — DETROIT

Central Floral Co.

132 N. State, CHICAGO
1331 Broadway, DETROIT

Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

ROANOKE, VA.

FALLON, Florist.

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Seattle-Rosaia Bros.

Finest floral studio in Northwest. Member F.T.D.

EDWARD SCEERY

Passaic, N. J. F. T. D. Paterson, N. J.

Washington, D. C.

GEO. H. COOKE

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Connecticut Avenue and L Street

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FOR WISCONSIN DELIVERY

—OF—

"Home Grown Flowers"

Get in touch with

MATTHEWSON'S, SHEBOYGAN, WISCONSIN.

Member of Florists' Telegraph Delivery.

NEWARK, N. J.

Philips Bros.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE.

CHARLES L. SCHMIDT

23 No. Second St., Harrisburg, Pa.

Night and day service in all Central Pennsylvania.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

IN THE HEART OF **Newark, N. J.**

The Rosery Floral Co.

167 Market St., at Broad St.

EVERYTHING IN FLOWERS

Prompt Deliveries to any town or city within 150 miles of Newark.

Telephone Market 494

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BROOKLYN, N. Y.

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710 Nostrand Ave., cor. Prospect Place

Phone: 1952 Lafayette.

Flowers Delivered Anywhere. Personal Attention.

Mention the American Florist when writing

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES **Memphis, Tenn.**

89 South Main St.

"Up-to-the-Minute" Service and Execution.

Every Flower in Season.

New York. Telephone Lenox 3822

HENRY HART, Inc.

FLORIST

1000 Madison Avenue

In the Heart of most exclusive residential section.

PHILADELPHIA, PA.

Chas. H. Grakelow

Broad St., at Cumberland

Members of Florists' Telegraph Delivery.

The Seed Trade

American Seed Trade Association.

L. L. Olds, Madison, Wis., President; Alex. Forbes, Newark, N. J., First Vice-President; Louis B. Reuter, New Orleans, La., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, 73 Tremont Street, Boston, Mass., Counsel.

The fortieth annual meeting will be held June, 1922.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass, Counsel.

The next annual meeting will be held June, 1922.

ALASKA peas have advanced, nearly doubling in value.

ALPENA, MICH.—A. L. Rogers is here on his summer vacation.

LOS ANGELES, CALIF.—J. C. Bell, of David Bell, Leith, Scotland, is calling on the trade here.

SIOUX CITY, IA.—H. A. Johns, of the Sioux City Seed Co., is in Michigan on a seed crop inspection tour.

R. H. Shumway, of Rockford, Ill., was slightly injured recently by being bumped with an automobile.

CANNED BEANS during wartime advanced 42 per cent. They are now 19 per cent above pre-war prices.

NORTH CAROLINA growers of tuberoses, caladiums and cannas report the growing season to date a favorable one.

H. W. BUCKBEE, well-known seedsman and florist of Rockford, Ill., died July 16. See obituary elsewhere in this issue.

INDEPENDENCE, IA.—The Mel L. Webster Co. matters are being looked over by a creditors' committee. Mr. Webster is here from Texas.

REDTOP CROP will only equal last year's small crop. Jobbers in redtop districts are not yet quoting. A price of 12 cents is mentioned.

PRICE of bags at Chicago, July 20, American, 16 oz., $20.50 per bale, in bale lots or over; Railroads, 16 oz., $27.00; Crown, 12 oz., $20.25.

JOHN BODGER, senior member of his firm at Los Angeles, Calif., is touring the seed growers of continental Europe and expects to return to London, Eng., in September.

SHORT sellers of Lilium Formosum bulbs are likely to be in the same fix as those who sold French Paper Whites short on account of the crop not coming up to expectations.

L. W. WHEELER, of the Pieters-Wheeler Seed Co., Gilroy, Calif., reports radish 25 per cent of a crop, lettuce 60, onion 50, parsnip 75, carrot 80, and sweet peas 25 per cent.

BOARD OF TRADE—Prices for grass seed on the Chicago Board of Trade, July 20, were as follows: Timothy, $4.25 to $5.75 per 100 pounds, Red Clover $11.00 to $18.00.

MONETT, WYO.—The Whitlock & Lines Co. will erect a new store building shortly, to take care of its constantly expanding business. The location will be directly opposite its present establishment at 211 Broadway.

ROCKFORD, ILL.—Trade visitors attending the funeral of the late H. W. Buckbee, July 19, included H. A. Johns, Sioux City, Ia., Peter Hollenbach and J. C. Vaughan, Chicago. John T. Buckbee left for Michigan soon after the services.

VISITED CHICAGO: J. C. Bodger, of the John Bodger & Sons Co., Los Angeles, Calif., returning from the east; Carl Chesmore, of Chesmore-Eastlake Mercantile Co., St. Joseph, Mo.; George C. Thomson, of Northrup, King & Co., Minneapolis, Minn.

The Late H. W. Buckbee.
See Obituary Page 50.

ONION SET pulling in the Chicago district started last week and the stacking of crates in the fields indicates this work will be general this week. Well informed men say the crop will be quite short with July 18 price at about $1.10, fall delivery from the field.

TWENTY-FIVE hundred Mexicans were deported recently from Arizona. The Mexicans were fighting with each other in an endeavor to earn $1.50 per day on the railroads, lumping and laying ballast. Only two years ago they were being paid $6 per day by the copper mines.

CHARLES HOLLENBACH, Chicago, with Mrs. Hollenbach and their twin daughters, now eleven years of age, will spend their vacation in the Thousand Islands region visiting Montreal, Quebec and other points of interest, including Alexandria Bay, N. Y., where Mr. and Mrs. Hollenbach spent their honeymoon fifteen years ago.

FRENCH BULBS generally are not coming forward as fast as expected. It is not yet positively known if full amounts contracted abroad will be supplied. Indefinite cable advices induce American jobbers to believe that French jobbers are still delaying the closing of contracts in order to depress growers' demands.

THE monthly newsletter of the Washington state department of agriculture for June states that seed dealers in that state after July 1 will be required to have a license, according to the recent law. The further statement is made that this applies to all dealers shipping seeds into that state. The license fee is $10.

Tariff Doctors.

If a man is choking to death, the thing to do is to bury his head, face downward, in a feather pillow. That is the way a tariff operates on an already suffocating national business. Business all over the country is in a sweet and lovely state; and by business we do not mean the thimblerigging of finance, but the manufacture and exchange of commodities. From the week ending May 18 to the week ending May 25, the volume of general business shrunk nearly two billion dollars, or about 18 per cent. One would say that the cure for this state of things would be to pry the markets a little wider open and encourage every opportunity for a freer exchange of goods, wherever such opportunity could be found or created. Yet the tariff slams the door against the exchange of commodities with other countries, even countries that already owe us ten billion dollars which they can not possibly pay except in commodities. It is a delightful outlook. If Mr. Fordney and his associates were not officeholders, their place would be in the lunatic asylum.

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Beet, Carrot, Lettuce, Onion, Radish.
Correspondence Solicited.

The Best Color Chart.
PRICE, $1.00 POSTPAID
AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Mention the American Florist when writing

Braslan Seed Growers Company, Inc.
Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY AND MIXED SWEET PEAS.
SAN JOSE, CALIFORNIA

Garden Seed Beans

Growing Lima and pole varieties is my specialty.

My growing contract offer for fall delivery will be mailed upon request.

Henry Berrien Fish
Carpinteria, Calif.

Waldo Rohnert
GILROY, CAL.
WHOLESALE SEED GROWER
Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish.
Correspondence Solicited.

Yokohama Nursery Co.
LTD.
Woolworth Building
NEW YORK CITY
Importers
Japanese Bulbs, Plants and Seeds

Return Envelopes
Catalogue Envelopes
Seed Packets
Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.

Dutch and French Bulbs
C. J. Speelman & Sons, Sassenheim, Holland | Lagarde & Speelman, Ollioules, Var. France
NEW YORK OFFICE
470 GREENWICH ST.
Pacific Coast Representative, Mr. W. B. Clarke, Box 543, San Jose, Calif.

Welching on French Bulbs.

It is reported that more than 4,000 cases of French Paper White narcissus bulbs have been sold at a definite price during the past spring and winter by "take a chance" American and Dutch bulb importers who made a definite price on the coming crop in France, before the crop could be foretold.

These bulb gamblers now find themselves confronted with an actual cash loss on every case of from $2 to $3, having taken this unbusinesslike method to get an advantage over competitors, who followed the old way of booking open and pricing when the crop was ready.

Will these price makers come across, make deliveries and take their loss, or will they welch?

Catalogues Received.

W. E. Marshall & Co., New York, bulbs; R. Vincent, Jr. & Sons Co., White Marsh, Md., florists' plants; Chas. Frost, Kenilworth, N. J., pansy seed; Campbell Irrigation Co., Woodbury, N. J., irrigation apparatus.

JEROME B. RICE SEED CO.
WHOLESALE SEED GROWERS
America's Largest Producers of Seed Peas
Also a Complete Line of
VEGETABLE SEEDS
Growing Stations Throughout America. Office: Cambridge, New York

Mention the American Florist when writing

VALLEY PIPS
FROM COLD STORAGE
$30.00 per 1000; $16.00 per 500; $8.00 per 250; $4.00 per 100.
H. N. BRUNS, 3032-42 W. Madison St., Chicago, Ill.

KELWAY'S
Pedigree Strains of
Florists' Flower Seeds
Write for prices to
KELWAY & SON
Wholesale Seed Growers,
LANGPORT, ENGLAND.
300 Medals for Flowers, etc.
Hundreds of First-Class Certificates.

Mention the American Florist when writing

Lily of the Valley Pips
EXTRA FINE STRAIN EXHIBITION
Size GERMAN "LUBECK" PIPS
FROM COLD STORAGE
Price, in cases of 1000, 500 or 250 each, on application.
Send us your list of Perennials wanted for quotations.
J. M. THORBURN & CO.
53 Barclay St., NEW YORK CITY

Mention the American Florist when writing

I. N. Simon & Son
Garden Seeds
438 MARKET STREET
Philadelphia - - Pa.

Mention the American Florist when writing

TOMATO SEED
Grown for the Wholesale Seed Trade
HAVEN SEED CO.
SANTA ANA, CALIFORNIA

Mention the American Florist when writing

Western Seed & Irrigation Co.
WHOLESALE SEED GROWERS
SPECIALTIES:
Cucumber, Muskmelon and Watermelon, Pumpkin, Summer and Winter Squash, Sweet, Flint and Dent Seed Corn.
Write for Special Contract and Spot Prices.
Office and Warehouse, Fremont, Neb. Growing Station, Rocky Ford, Colo.

L. D. Waller Seed Co.
GROWERS OF CHOICE
Sweet Pea, Nasturtium and Flower Seeds
GUADALUPE, CALIFORNIA

The Everett B. Clark Seed Co.
GROWERS FOR THE TRADE
Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.
Branches: Wisconsin, Colorado, Montana, Idaho, Washington. Milford, Conn

LAWN SEED MIXTURES
FIELD SEEDS
Atlantic Grass Seed Co.
WHOLESALE
46 W. Broadway, NEW YORK CITY

McHutchison

& CO. OFFERS

Immediate Shipment

VALLEY PIPS, Dutch or German type, in case lots of 200 pips. **LILIUM MAGNIFICUM,** 9-11, from N. Y. **KENTIA Belmoreana** and **Forsteriana Seeds,** in bushel lots. **BAMBOO CANES,** natural and dyed green, all sizes, bale lots. **RAFFIA,** natural and colored, 25 lbs. up

FALL SHIPMENT.

DUTCH BULBS, Tulips, Hyacinths, Narcissus, Etc.; **MANETTI STOCKS,** English French, Dutch: **VALLEY PIPS,** German or Dutch: **CHINESE SACRED LILIES,** "Selects"; **JAP. LILY BULBS,** F. O. B. New York, Chicago, Toronto, Denver, Seattle, Etc.; **FRENCH BULBS,** Paper Whites, Roman Hyacinths, Etc.: **CALLA** Æthiopica, Godfrey, Elliotiana; **T.R. BEGONIAS** and **GLOXINIAS,** all sizes and colors; **IRIS,** Tingitana and Spanish; **DRACAENAS.**

Write for prices, stating your requirements

McHUTCHISON & CO.,
95 Chambers St., NEW YORK

Seed Bags, Packets, Specialties.

Write for Particulars.

Of all descriptions made by

The Miller Brothers Co.

Manufacturers PAPER GOODS For the Horticultural Trade.

NEWARK, 224 High St. NEW JERSEY

EDGAR F. HURFF

SWEDESBORO, N. J.

Grower of High-Grade Seed.

TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.

CORRESPONDENCE SOLICITED

Mention the American Florist when writing

THE C. HERBERT COY SEED CO

VALLEY, Douglas County, NEB.

Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Mention the American Florist when writing

GET QUOTATIONS FROM

LANDRETH

Seeds Which Succeed

Bloomsdale Farm **BRISTOL, PA.**

Mention the American Florist when writing

Before Placing Orders for

SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

Burpee's Sweet Peas

MRS. WARREN G. HARDING "The Harding Blue."

FLORISTS and Commercial Growers all over the world have come to realize the importance of Burpee's New Early- or Winter-Flowering Spencer Sweet Peas. Burpee's Sweet Peas are famous, and the House of Burpee is recognized the world over as American Headquarters for Sweet Peas. Free-blooming character combined with sturdy growth and trueness to description are qualities of the Burpee varieties that are well appreciated by all particular Growers. The Burpee list contains a complete range of colors including the most desirable Florists' shades.

Those who require the latest and finest will be interested in the Burpee Novelties for 1922, now offered for the first time to the Growers. Complete descriptions of all varieties and novelties, together with many illustrations, are given in our ***Special Folder of Sweet Peas for Florists.*** Every Florist and Grower should have it. ***Write for a free copy today.***

W. Atlee Burpee Co.

Seed Growers PHILADELPHIA

Mention the American Florist when writing

MICHELL'S FLOWER SEEDS

PANSY SEED

MICHELL'S GIANT EXHIBITION, MIXED. A Giant Strain, which for size of bloom, heavy texture and varied colors and shades cannot be surpassed. Half trade pkt., 30c; 50c per trade pkt.; ⅛ oz., $1.25; $2.00 per ¼ oz.; oz., $7.00; $26.00 per ¼ lb.

GIANT TRIMARDEAU, MIXED. Large flowering and choice colors. Tr. pkt., 30c; $2.25 per oz.; ¼ lb., $8.00.

FINEST ENGLISH MIXED. Large flowering. Tr. pkt., 25c; $1.50 per oz.; ¼ lb., $5.00.

Also **GIANT PRIZE** and **REGULAR SORTS** in separate colors.

DAISY, DOUBLE ENGLISH

		Tr. pkt.	Oz.
Monstrosa Pink	¼ oz., $1.50	$0.50	....
Monstrosa White	¼ oz., 1.50	.50	....
Monstrosa Mixed	¼ oz., 1.25	.50	....
Longfellow, Pink		.40	$2.50
Snowball, White		.40	2.50
Mixed		.30	1.50

MYOSOTIS

Alpestris Victoria	.25	1.50
Eliza Fanrobert	.25	1.00

CYCLAMEN SEED

Michell's Giant Show	100 seeds	1000 seeds
Bright Red	$2.00	$15.00
Dark Blood Red	2.00	15.00
Glory of Wandsbek, salmon red	2.25	17.50
Perle of Zehlendorf, salmon pink	2.25	17.50
Pure White	2.00	15.00
Rose of Marienthal, bright pink	2.00	15.00
White with Carmine Eye	2.00	15.00
Mixed Colors	1.50	12.50

Also all other Seasonable Seeds, Bulbs and Supplies.

Send for our New Wholesale Price List if you did not receive a copy.

MICHELL'S SEED HOUSE, 518-516 Market Street, **Philadelphia, Pa.**

Mention the American Florist when writing

VAUGHAN'S CYCLAMEN

Prices on Cyclamen seeds are net—no discount.

The seed is saved only from perfect plants. Shape and size of flowers, foliage and stems and general habit are points on which our seed plants are selected. There is no better Cyclamen seed in the market.

GIANT ENGLISH GROWN

Prices (except where noted)—100 seeds, **$1.40**; 1000 seeds, **$12.00** net.

Mrs. Buckston. Bright salmon, frilled petals, 100 seeds, **$1.80**; 1000 seeds, **$16.00.**

Pink Pearl. Lovely pale salmon pink. 100 seeds, **$1.80**; 1000 seeds, **$16.00.**

Cherry Ripe. Nearly scarlet. 100 seeds, **$1.80**; 1000 seeds, **$16.00.**

Saint George. Foliage is beautifully margined with bright silver, not unlike the Begonia Rex, and the flowers are a rich salmon color. 100 seeds, **$1.60**; 1000 seeds, **$14.00.**

Crimson Saint George. Foliage is beautifully margined and ornamented with bright silver. Flower vivid crimson, produced in abundance well above the foliage. 100 seeds, **$1.80**; 1000 seeds, **$16.00.**

Mrs. L. M. Graves. The flowers are freely produced and are carried well above the foliage. The color is an intense and brilliant salmon scarlet. A healthy vigorous grower and comes true from seed. 100 seeds, **$1.80**; 1000 seeds, **$16.00.**

Brilliant Giganteum. Very robust grower. Fiery crimson flowers. 100 seeds, **$1.60**; 1000 seeds, **$14.00.**

Queen Mary. Salmon with claret base.

Rosy Morn. Delicate rose color. Claret base.

Grandiflorum Album. The largest giant white.

Excelsior. White with red base. Extra large flowers.

Duke of Fife. Dark rose.

Princess of Wales. Deep pink.

Princess May. Pale pink.

Salmon King—100 seeds, **$1.60**; 1000 seeds, **$14.00.**

English Varieties, Mixed—From separate sorts.

	100 Seeds	1000 Seeds
Fairy Queen. Large frilled white with crimson eye	$2.00	$18.00
Giant Salmon. Semi-double salmon. Very large and free-flowering	2.00	18.00
Giant Rose. Bright rosy pink with red eye. Very free-flowering, one of the best pinks	2.00	18.00
Rosea Superba. Deep shell pink	1.65	14.00
Glory of Wandsbek. Salmon	1.65	14.00

	100 Seeds	1000 Seeds
Wine Red. Very large and fine **Christmas Cheer.** Blood-red **Magnifica.** Dark rose pink **Daybreak.** Delicate pink **Pure White.** Very large **White with Pink Eye.** Very large and fine. **Victoria.** White tipped with pink, fringed edge **Lavender.** Dark and light shades, very beautiful	$1.50	$12.00

VAUGHAN'S PANSIES

VAUGHAN'S INTERNATIONAL PANSIES

Vaughan's International Pansy Mixture was first offered by us in 1889. We import from all the best European sources. Each year has added to the quality of its flowers and variety of the colors. We buy every year novelties of known merit to improve the mixture; it is always complete, always the latest and always the best mixture. We add to all Pansy Mixtures which we now buy more than 50 per cent of the choicest named kinds obtainable, each in correct proportion. This is one of the Specialties that has established the reputation of Vaughan's Flower Seeds, and one which we maintain most carefully. Trade pkt., 50c; ⅛ oz., $1.50; ½ oz., $5.00; oz., $10.00.

Chicago Parks Bedding Mixture

This is a mixture made by ourselves from 20 different and distinct varieties of this type. While the flowers of this strain do not grow as large as those of the Giant Pansies, they excel them by a much greater number of flowers to a plant. Trade pkt., 25c; ¼ oz., 60c; oz., $1.80.

Vaughan's P. P. (Popular Price) Mixture of Pansies

This mixture like all "Vaughan" mixtures, is made up by ourselves from separate colors and strains of the Giant and Chicago Parks Bedding types, and will furnish a large variety of colors with a good proportion of giant flowers. Trade pkt., 25c; ⅛ oz., 50c.; oz., $3.00.

Vaughan's Giant Pansy Mixture

Embraces, besides all the separate shades and colors, five special strains not listed elsewhere, and which can only be had in this and our International Mixture. This mixture includes the richest reds, coppers and bronzes, together with the most delicate rose and pink shadings, all the distinct colors of Trimardeau and the splendid Cassier strain. Trade pkt., 50c; ⅛ oz., 75c; oz., $5.00; ¼ lb., $18.00.

Vaughan's Cut Flower Mixture

This mixture is put up by ourselves and contains mostly light colored sorts. We have sold this mixture for several seasons to some of our Chicago cut flower growers, who have realized big returns from the sale of flowers. Pansies are as easily grown as violets, require less care and bring better results. Trade pkt., 25c; ⅛ oz., 60c; oz., $4.00.

New Early-Flowering Giant Pansies

The new strain produces its giant flowers about four weeks earlier than other known types. In March, when the old type pansies hardly show any buds the plants of the new strain bore from 3 to 5 of their giant flowers.

Early-Flowering Giant White, with eye, Yellow, with eye, Light Blue, Dark Blue, Jupiter Purple, Mars, Cornflower Blue, North Pole Pure White, Wodan Black, and Mixed (eight colors). Trade pkt., (500 seeds) 25c; ⅛ oz., 50c; oz. $3.00.

Write for List of Named Sorts With Prices.

IF YOU DID NOT GET OUR MIDSUMMER LIST, ASK FOR A COPY.

CHICAGO **VAUGHAN'S SEED STORE,** **NEW YORK**

Providence, R. I.

LARGE SUPPLY MOVES SLOWLY.

Trade the past week has been rather quiet, cut flowers are hardly moving, and floral work has been rather slow. Although the last of the week finished up strong with several large funerals in town, stock is very plentiful. Roses are good, but have jumped up and down all week, due to the shortage for several days in the Boston, Mass., markets. Gladioli are coming in strong and sell well. Sweet peas are short here, and most of the growers have thrown out their carnations, and the supply will soon be curtailed. Asters have made their appearance in small numbers, and from the outlook there will be more than the demand can take care of this year. The amateur growers have taken the lead in aster growing, and several of them are going to have larger and better stock this year than for some time past.

M. Iannotti was in New York the past week buying palms and other stock for his new houses on Harkness street.

The Warwick greenhouses have added a new truck to their delivery staff.

H. A. T.

The Nursery Trade

American Association of Nurserymen.

M. R. Cashman, Owatonna, Minn., President; Paul C. Lindley, Pomona, N. C., Vice-President; John Watson 400 Nassau Street, Princeton, N. J., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

The forty-seventh annual convention will be held at Detroit, Mich., June, 1922.

OAKLAND, CALIF.—Edgar M. Sanborn, of the H. M. Sanborn Co., was recently appointed a park board director, to fill the vacancy caused by the resignation of Dr. S. H. Buteau.

ST. JOSEPH, MICH.—The grape leaf hopper is severely damaging the vineyards of Berrien county and it is estimated that a loss of approximately $500,000 will be incurred unless prompt action is taken by spraying.

WAYNESVILLE, O.—Wm. Frame has brought his 400-tree orchard, which he was on the point of destroying three years ago, into excellent bearing condition, by following the advice of experts of the Ohio state university.

MONROE, MICH.—The annual meeting of the salesmen of the Greening Nursery Co. was held in this city July 8-9. Roy E. Gibson, South Haven, read a paper on "Bud Selection," and T. C. Shepard, head of the landscape department of the company, spoke on "Landscape Designing."

YAKIMA, WASH.—The summer meeting of the Washington State Horticultural Association will be held in this city July 21-22, according to M. L. Dean, acting secretary, and not August 2-3, as previously announced. A feature of the session will be visits to leading orchards in this vicinity.

RED WING, MINN.—It is expected that a nursery will be established here at an early date, with Geo. Moseman and John F. Anderson, of Lake City, heading the enterprise. The project will probably represent an outlay of $30,000, one-third of that sum to be contributed by residents of this city. An option has been taken on a tract of 47 acres at Burnside.

Manda Fails to Recover.

Trenton, N. J., July 16.—A third attempt on the part of W. A. Manda, Inc., of South Orange, to recover $5,000 damages sustained by reason of a fire in its nursery, April 1, 1917, alleged to have been started by sparks from a locomotive on the Lackawanna, failed today when the supreme court rendered an opinion dismissing the corporation's application for a new trial.

The first trial resulted in a disagreement and on the second a verdict was rendered for the defendant, which was later set aside. On the third trial of the litigation, now in question, the defendant recovered a verdict, and it was this that the corporation attempted to set aside again and to secure a new trial. Argument for a new trial was based upon the alleged failure of the judge to make certain charges to the jury, but the supreme court said it seemed clear that under the circumstances the application should be denied. The corporation as a result of the fire, sustained damages to quantities of evergreens, shrubbery and nursery stock, at its establishment in South Orange.

VIBURNUM PLICATUM

Also Berberris Thunbergii. Hydrangea Paniculata, Weigelia, Spireas, Etc.

Ask for complete list of Oak Brand Shrubs.

The CONARD & JONES CO — WEST GROVE PENN'A.

Robert Pyle, Pres. — Ant. Wintzer, Vice-Pres.

HILL'S EVERGREENS

Best for over half a century. Firs, Spruce, Pines, Junipers, Arbor Vitaes, Yews, in small and large sizes. Send for price list.

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Evergreen specialists—
Largest Growers in America.

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Originators and Growers of the Largest and Finest

Gladiolus and Petunias

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Mention the American Florist when writing

The Barclay Nursery

Importers and Growers of
Seeds, Bulbs, Plants, Trees, Vines, Shrubs and All Hardy Perennials.
All Kinds of Decorative Plants.
Our Specialty — Everblooming Hardy Roses, Boxwood and Rhododendrons.

60 Barclay St., 14 West Broadway and 62 Vesey St., **New York**

Telephone: Cortlandt 1518

Mention the American Florist when writing

Plant Propagation, Greenhouse and Nursery Practice.

By M. G. Kains.
342 pages, illustrated. Price, $2.25.

American Florist Co.

440 S. Dearborn St., CHICAGO

IBOLIUM PRIVET

THE NEW HARDY HEDGE

BOX-BARBERRY

Now Well Known.

Quantity Trade Prices for Fall, 1921.

2-Year Old IBOLIUM PRIVET

INTRODUCERS

THE ELM CITY NURSERY COMPANY
Woodmont Nurseries, Inc.
NEW HAVEN, CONN.

Mention the American Florist when writing

Fall Stock For Florists

Primula Obconica, Gigantea Rosea, Kermisina and **Oculata**, $5.00 per 100; $45.00 per 1000.

Primula Obconica, Grandiflora, Rosea, Kermesina, Coerulea, Alba and **Mixed**, $5.00 per 100; $45.00 per 1000.

Primula Chinensis, Cheswick Red, Crimson King, Ruby Queen, Rosea Delicata, Suttons Duchesse and **The Pearl** (white), $5.00 per 100; $45.00 per 1000.

Genista Racemosa, 2½ in., pinched and bushy, $6.00 per 100; 3 in., $12.00 per 100; 4 in., (ready August 20th), $20.00 per 100.

Hydrangeas, French varieties, 2½ in., **Baby Bimbinet**, $8.00 per 100; **Mad. Chautard, Mme. Hamar, Mme. E. Mouillere, Gen. de Vibray** and **F. G. Hill**, $6.00 per 100.

Hydrangeas, French varieties, 4 in. pot plants, $20.00 per 100; 5 in. pot plants, $30.00 per 100.

Fall shipment—**Mme. Mouillere, Mme. Hamar, Mme. Chautard, Gen de Vibray, Lily Mouillere, Renee Gaillerd, Boquet Rose.**

Baby Bimbinet, 4 in. pot plants, $25.00 per 100; 5 in. pot plants, $35.00 per 100.

Asparagus Plumosus, 2 in., bushy, $5.00 per 100; $45.00 per 1000.

Asparagus Sprengeri, 1½ in. pots, $3.50 per 100; $30.00 per 1000.

Begonias, 2½ in., **Metallica**, $6.00 per 100; **Carolina Lucerene**, $12.00 per 100; **Carolina Lucerene**, 5 in., heavy, $35.00 per 100.

Otaheite Orange, 2½ in., fine stock to grow on, $7.00 per 100; $60.00 per 1000.

Kentia Belmoreana, 3 in. pot plants, $20.00 per 100.

Kentia Foresteriana, 2½ in., $12.00 per 100; 3 in., $20.00 per 100; 4 in., $50.00 per 100.

Forcing grade field grown Roses, **Dorothy Perkins, Excelsa, Hiawatha, Lady Gay**, $30.00 per 100. Staked up plants, well ripened and long topped.

The Storrs & Harrison Co., Painesville, Ohio

New Colored

FREESIAS

The only Colored Freesias that have made good when grown in quantity. Price now reduced low enough to make them a profitable bulb for everyone to grow.

Gen. Pershing (Frey)

Extra robust grower, 3 ft. in height, with 4 to 5 long side laterals; large open flowers of lavender pink, yellow lip and somewhat of a bronze cast. The cut flowers have created quite a sensation on the Chicago Market for several seasons and command the highest market prices.

Viola (Frey)

Like a large wood violet, the lower petals of a deeper violet blue, a beautiful, distinct and valuable hybrid. The growth is about 30 in. in height, with 4 to 5 long side laterals, long enough for any floral work. Sold at good prices on the Chicago Market for several seasons.

PRICES—$ 3.50 per 100
30.00 per 1000

Dealers' inquiries solicited

ALOIS FREY, Originator
Route A, Box 75
San Fernando, Calif.

JAMES VICK'S SONS
Growers of
Flower and Vegetable Seeds
Get the benefit of our 72 years' experience
All Seasonable Varieties.
Our stocks are very complete.
ROCHESTER, N. Y. The Flower City

Hogewoning & Sons, Inc.
Wholesale Bulb Growers and Importers
299 Broadway, New York

Mention the American Florist when writing

DUTCH BULBS
Standard Bulb Company
BENTON HARBOR, MICH.
Ask prices.

GEORGE R. PEDRICK & SON
PEDRICKTOWN, N. J.
Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.
Correspondence Solicited.
WHOLESALE SEED GROWERS

—THE—
J. C. ROBINSON SEED CO.
WATERLOO, NEBRASKA
ROCKY FORD, COLORADO
Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.

An experience of half a century in producing high grade
GARDEN SEEDS
at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.
S. D. WOODRUFF & SONS
Orange, Conn., and New York City.

SEEDS
Flower, Vegetable and Farm
Send your inquiries to
The W. W. BARNARD CO.
231-235 W. Madison St., Chicago

ROUTZAHN SEED CO.
Arroyo Grande, Calif.
Sweet Pea and Nasturtium Specialists.
Wholesale Growers of full list of
FLOWER and GARDEN SEEDS

Market Gardeners

Vegetable Growers' Association of America.

Louis F. Miller, Toledo O., President; H. A. Dooley, Cleveland, O., Vice-President; S. W. Severance, Louisville Ky., Secretary; H. J. Cheney, Grand Rapids, Mich., Treasurer. The next annual meeting will be held at Albany, N. Y., November 1-5, 1921.

LETTUCE was steady in western markets, closing at $3 to $4 per crate on July 2.

NEW YORK cherries showed no change in value during the week ending July 2, the closing price in eastern centers being 85 cents to $1 per 8-pound basket.

WATERMELON values increased $100 per car in eastern markets, the closing price on July 2 being $350 to $550. There was a slight falling off in movement, 470 cars less being shipped than during the previous week.

CANTALOUPE shipments which decreased 390 cars from the Imperial valley in California, had the effect of steadying prices in western markets, the closing price being $3 to $3.50 per crate, on July 2. In many eastern centers a decline of $1 was noted.

ELBERTAS comprised the bulk of the peach shipments during the week ending July 2. Prices declined 35 to 50 cents per six-pound basket at shipping points, the closing price being $1.65 to $1.75. There were 3,580 cars moved during the week, mostly from Georgia.

TOMATO prices were much lower, a decline of 35 to 50 cents per four-basket carrier being noted during the week ending July 9. Prices in the west were 75 cents to $1, and in the east 90 cents to $1 was asked. The shipping movement was reduced to 379 cars.

NEW potatoes advanced about 50 cents per barrel in western markets during the week ending July 9, but an increase in shipments toward the latter part of the week, brought prices down to the previous level of $2.75 to $4.25 per barrel in eastern centers. There were 4,051 cars rolled.

Prices of Indoor Fruits and Vegetables.

Chicago, July 19.—Cucumbers, basket, 30 to 40 cents; leaf lettuce, per box, 50 to 60 cents.

New York, July 15.—Cucumbers, 50 cents to $1.50 per dozen; mushrooms, per basket, $1 to $5; radishes, 100 bunches, $1 to $3; tomatoes per pound, 10 to 25 cents.

Cucumber Grades.

A substantial increase in net return to the growers and a stimulated demand for the product were the outstanding features of a test by the bureau of markets, United States Department of Agriculture, for its tentative grades for cucumbers held at Wauchula, Fla., recently in order to determine their value under actual marketing conditions. The test, it is said, clearly indicated the advantage of careful grading and standardization.

The growers' association had built a central packing shed, in which grading machines were installed to handle the product of its members. Of the 48 cars loaded by the association all were well within the grade requirements. Most of these cars contained both No. 1 and No. 2. The average price received for a hamper of No. 1 packed by the association was $2.42; for No. 2, $1.85; for No. 3, 92 cents. "Farm" pack cucumbers were graded only No. 1 and No. 2 and sold for $1.75 and 92 cents, respectively.

The yield per acre of cucumbers ranged from 200 to 350 hampers, with an average of 260. The estimated return per acre was $471.55 for stock packed under the United States grades; No. 1, of which there were relatively the smallest number, selling for a total of $157.30, No. 2 bringing $268.25, and No. 3, $46. The return for "farm" pack, figuring on the same basis, was $268.68 per acre. The No. 1 brought $173 and the No. 2 $95.68. The United States No. 3 were packed in the No. 2 grade by these growers. The association members using the grades got more per acre for the No. 2 than was obtained for the No. 1 "farm" pack. The cost of producing and placing the hamper on the car was between 85 and 90 cents.

Elmer D. Smith & Co.
ADRIAN, MICH.
Chrysanthemum Specialists
Catalogue Free.

CARNATIONS
F. Dorner & Sons Co.
Lafayette, Ind.

REX BEGONIAS
3-inch, $2.00 per dozen.
GERANIUMS (Our Specialty)
Nutt, Buchner, Ricard, Poitevine, Viaud
Good short jointed plants from 2-inch pots, at $3.50 per 100; $35.00 per 1000.
We ship safe anywhere
Elmer Rawlings, Wholesale Grower, ALLEGANY, N. Y.

Multiflora Japonica Rose Seedlings
Best American Rose Stock for Budding and Grafting.
New England grown, well rooted.
No. 1. 4-6 mm.....$15.00 per 1000
No. 2. 2-4 mm.....10.00 per 1000
Ready for delivery after November 1st.
C. R. BURR & COMPANY, - Manchester, Conn.

DE GRAAFF BROS., Ltd.
(Inc. with S. A. Van Konynenburg & Co.)
NOORDWYK, HOLLAND
Tulips, Daffodils, Iris, Crocus, Etc.

PLANTS
Now Ready
SEEDLINGS
$10.00 per 1000
5000 lots at
$8.00.. per 1000
1000
2¼ inch..$40.00
2½ inch.. 55.00
F. O. B.
WESTERN SPRINGS, ILLINOIS

SEEDS
Greenhouse Grown
1000 seeds, $3.50
5000 seeds at
$3.25....per 1000
10,000 seeds
for..... $27.50
F. O. B.
CHICAGO

Ready Reference Section

15 CENTS, NET, PER LINE

ASPARAGUS.

Asparagus plumosus and Sprengeri seedlings, $1.25 per 100; $12.00 per 1,000: 2¼-in. pots, $6.00 per 100; $50.00 per 1,000; 3-in. pots, $10.00 per 100.
ROMAN J. IRWIN,
43 West 18th St. New York.

ASPLENIUM.

Asplenium Nidus Avis (Bird's Nest Fern). Good strong healthy stock, 3-in. pots at 35c each. Packing material charged for at cost. WM. K. HARRIS, 55th and Springfield Ave., W. Philadelphia, Pa.

BEGONIAS.

BEGONIAS—2¼-IN. POTS READY NOW.

	100	1,000
Melior	$40.00	.....
Cincinnati	40.00	.....
Lorraine	27.50	$250.00
Chatelaine	7.00	65.00
M. A. Patten	8.00	75.00
Pride of Newcastle	12.00	110.00
Rex Begonias	16.00	150.00

New Begonia BETTY FAIR, semi-double, dwarf, deep cerise. Fine for bedding and pot plants. Rooted cuttings, $15.00 per 100.
ROMAN J. IRWIN
43 W. 18th St. New York.

Begonia Chatelaine, 3-in., $6.00 per 100 We need room. KROWKA BROS., 5442 N. Western Ave., Chicago.

CARNATIONS.

FIELD-GROWN CARNATION PLANTS
Large Bushy Stock

	100	1000
White Enchantress	$9.00	$80.00
Pink Enchantress	9.00	80.00

WEITOR BROS.
30 East Randolph St., Chicago

CARNATION MATCHLESS.
Good bushy stock, $10.00 per 100; $90.00 per 1,000; delivery any time.
JOSEPH BANCROFT & SON,
Cedar Falls, Ia.

Carnations. Write for price list of latest varieties. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

Chrysanthemum novelties for 1921. Preliminary list free. Elmer D. Smith & Co., Adrian, Mich.

CLEVELAND CHERRIES.

Cherries. Orange Queen and Cleveland. 2¼-in., frame grown, vigorous plants. $7.00 per 100, $66.00 per 1,000. Paper pots, securely cleated. Cash with order. PETER PEARSON, 5732 Gunnison St., Chicago, Ill.

CYCLAMEN.

CYCLAMEN—Grown by specialists from a selected strain. Dark Xmas Red, Bright Red, Rose with Dark Eye, Rose Marienthal (Pink), American Beauty, White with Carmine Eye, Pure White, Salmon (Glory of Wandsbek).

	100	1.000
2¼-inch pots	$12.00	$100.00
2½-inch pots	15.00	
3 -inch pots	18.00	
3 -inch selected	26.00	
3½-inch pots	35.00	
4 -inch pots	40.00 and $50.00	

Add 5% for packing. If Salmon alone is ordered add 10 per cent to above prices.
ROMAN J. IRWIN
43 West 18th St. New York

Cyclamen seed now ready. We offer our own carefully selected strain of cyclamen seed, originally selected from the very best growers of the United States and Europe, and with fifty years' experience, and more than ten years of careful selection of only the very best plants for seed, we feel that no better strain can be had anywhere, at any price.
Price list of seed, also cultural directions for growing cyclamen plants, on application.
J. A. PETERSON & SONS
Westwood, Cincinnati, O.

CYCLAMEN
From German seed, 3-in., ready for 4-in., $20.00 per 100; $180.00 per 1,000. Assorted colors except white. In paper pots. Cash with order.
PETER PEARSON
5736 Gunnison St. Chicago

Cyclamen, Vaughan's. Giant English grown. For varieties and prices, see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Cyclamen. Finest obtainable, Wandsbek strain, healthy plants, good colors, 3-in., $15.00 per 100; extra select $18.00 per 100. Cash. Joseph Turski, Gross Point, Ill.

Cyclamen for one week only. 2¼-in., $10.00 per 100; $90.00 per 1,000. 3-in., $20.00 and $25.00; 4-in., $40.00 per 100. Geo. A. Kuhl, Pekin, Ill.

Cyclamen. Fine, strong, cool grown plants. 3-in., $18.00 per 100; $170.00 per 1,000. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Cyclamen, 2½-in., good assortment, leading varieties, $12.00 per 100. MATTHEWSON'S, Sheboygan, Wis.

FERNS.

FERNS—Strong 2¼-in., $6.50 per 100; $55.00 per 1,000. Boston, Roosevelt, Teddy, Jr., Verona, Whitmani, New Macawii, $10.00 per 100, $95.00 per 1,000. Larger sizes, ask for prices.
Table fern seedlings, $3.00 per flat, 5 flats at $2.75 per flat. 10 flats, $2.50 per flat. Best varieties. Pteris Wimsettii, Wilsonii, Cyrtomium, (Holly) Aspidium, Albo Lineata, etc.
ROMAN J. IRWIN
43 West 18th St. New York

FERNS.

BOSTON FERNS.
Good, strong bushy stock.

5-in.	$0.40
6-in.	.75
7-in.	.90
10-in.	2.00

Packing charges free.
DAVIS FLORAL CO.,
Davenport, Ia.

60,000 pot grown Boston ferns for July and August delivery; 6-in., $1.00; 7-in., $1.50; 8-in., $1.75 and $2.00. This stock is absolutely clean from insects and disease. Prompt shipment Send us a trial order. THE WALLACE FLORAL CO., 5744 Kircheval Ave.

Boston Ferns. Bench grown, strong healthy plants with dark color, ready for 5-in., $35.00 per 100. KROWKA BROS., 4938 N. Western Ave., Chicago.

Table ferns, standard varieties, 2¼-in., $6.00 per 100.
HENRY SMITH, Grand Rapids, Mich.

Hardy Ferns, Ill. descriptive list mailed. L. MOSBAEK, Ferndale, Askov, Minn.

GERANIUMS.

Geraniums, Nutt Buchner, Ricard, Poitevine and Viaud. Good short jointed plants. 2-in., $3.50 per 100; $35 per 1,000. Elmer Rawlings, Allegany, N. Y.

Geraniums, rooted cuttings only, send for prices. ALBERT M. HERR, R. F. D. 8, Lancaster, Pa.

GREENS.

Decorative Greens. Magnolia leaves, beech and oak sprays. Write for samples and prices. The Decorative Greens Co., Kinston, Ala.

HARDWOOD ASHES.

Fertilize with hardwood ashes. They give strength to the stem and color to the flower. Delivered to you for $30 per ton. Terms: Your check upon arrival. GEORGE STEVENS, 364 Mark St., Peterborough, Ontario, Canada.

HYDRANGEAS.

FRENCH HYDRANGEAS—2¼-inch Pots.

	100
Avalanche, white	$ 8.00
Bouquet Rose	8.00
Baby Bimbinetti, rose	8.00
E. G. Hill, pink	10.00
General de Vibraye, rose	8.00
Tillie Mouillere, crimson rose	8.00
Otaksa	8.00
Mme. E. Mouillere, best white	8.00
Mme. Hamar, flesh	10.00
Mousseline, rose	8.00
Radiant, carmine	8.00
Souv. de. Chautard, rose	8.00
Trophee, reddest red	15.00

Larger sizes, ask for prices.
A fine lot of pot-grown above kinds to grow on for next year. Ask for full list.
ROMAN J. IRWIN
43 West 18th St. New York

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

HYDRANGEAS.

Hydrangeas, fine 2½-in. French and Otaska, $4.60 per 100. Cash.
JOSEPH BANCROFT & SON,
Cedar Falls. Ia.

IVIES.

Hardy English Ivy. Exceptionally good stock. 2-in., $2.75 per 100, $26.00 per 1,000; 3-in., $3.75 per 100, $35.00 per 1,000. R. Vincent, Jr., & Sons Co., White Marsh, Md.

LILY OF THE VALLEY.

Lily of the Valley. New stock ready from cold storage. Bruns' Celebrated Market Brand and Florists' Money Maker Brand. For prices see display advertisement elsewhere in this issue. H. N. Bruns, 3032-42 W. Madison St., Chicago.

Lily of the Valley. London Market Strain. From ice storage. Case of 600 pips, $18.00; case of 1,000 pips, $35.00. Vaughan's Seed Store, Chicago and New York.

Lily of the Valley pips. Extra fine strain exhibitive size, German "Tubeck pips." Write for prices. J. M. THORBURN & CO., 63 Barclay St., New York.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

POINSETTIAS.

Poinsettias, 2¼-inch, $11.00 per 100; $95.00 per 1,000.
California, also oak leaf type, 2¼-in. pots, $16.00 per 100; $135.00 per 1,000.
ROMAN J. IRWIN
43 West 18th Street New York

PRIMULAS.

PRIMULA OBCONICA GIGANTEA, 2¼-in., grown from best Ronsdorfer strain, $7.00 per 100; $60.00 per 1,000. Following Colors—red, rose, apple blossom, lavender, salmon, white, oculata and compacta. Primula Chinensis, Malacoides and Townsendii, 2¼-in., same price.
New Primula Malacoides Conspicua. Large flowering, clear rose with large yellow center, 2-in. pots, $8.00 per 100.
ROMAN J. IRWIN
43 West 18th Street New York

Primula Obconica Giganteum. Our own strain and our reputation for this strain warrants us in saying that it is the best obtainable. The stock is in fine shape, ready to go out now; out of 2¼-in., at $7.00 per 100. THE PARK FLORAL CO., 1643 Broadway, Denver, Colo.

Primula obconica, 2¼-in., good, strong plants at $6.00 per 100; $55.00 per 1,000; 4-in. at 25c; 6-in. at 60c; 6-in. at 76c; Malacoides, 2½-in., $6.00 per 100. HENRY SMITH, Grand Rapids, Mich.

ROSES.

INCREASE YOUR PROFITS!
Order Bench Rose Plants Now!
Big Demand!
Fine Stock!

	100	1000
Russell Bench Plants	$16.00	$160.00
Milady Bench Plants	16.00	140.00
Killarney Bench Plants	12.00	115.00
Ophelia Bench Plants	12.00	115.00
Sunburst Bench Plants	12.00	115.00
American Beauty	20.00	190.00

M. C. GUNTERBERG
Wholesale Florist
8 East Randolph St. Chicago, Ill.

Roses. Richmond, 300 4-in. at $12.00; 300 3-in. Richmond, at $8.00; 200 4-in. Columbia, at $12.00; 200 3-in. Columbia, at $8.00. Cash.
JOSEPH BANCROFT & SON,
Cedar Falls, Ia.

ROSES.

SUNBURST BENCH ROSE PLANTS
Ready for shipment July 16
$10.00 per 100
No order for less than 100 accepted
BASSETT & WASHBURN
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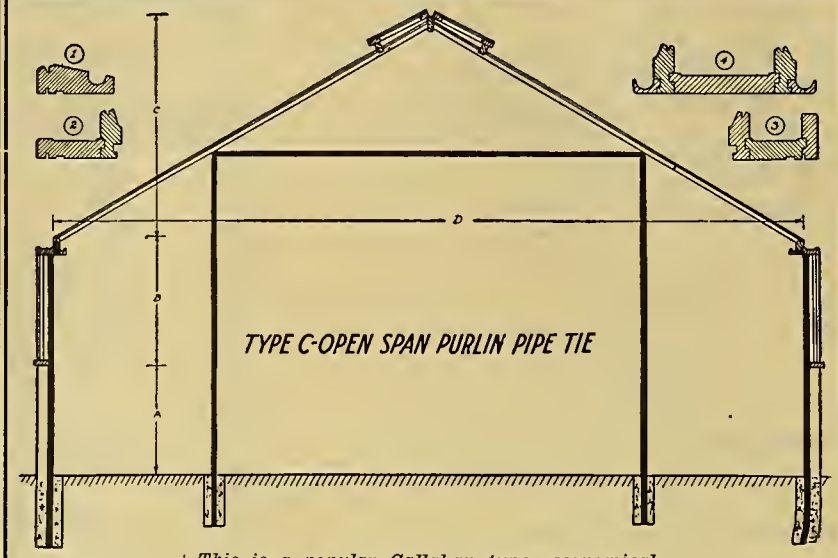

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THERE never was a time when you needed Callahan Cut-to-Fit Greenhouses more than now—for Callahan Greenhouses will help you solve your problem of keeping prices down and profits up.

Callahan methods of standardization give you the greatest value for the money. When a Callahan Greenhouse comes to you every member is machine cut-to-fit. You save in cost of erection. And our factory equipped with the latest improvements in wood-working machinery, enables us to turn out exact cut-to-fit members at least cost for labor.

Also, Callahan Greenhouses have a number of exclusive features that mean greater durability and more satisfactory service. We will be glad to furnish you with complete information when you are ready. Why not get it now?

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Florists' Specialties

New Brand New Style

"RIVERTON HOSE"

Furnished in lengths up to 500 feet without seam or joint.

The HOSE for the FLORIST

¾-inch, per ft.....22c
Reel of 500 ft.....21c
2 Reels, 1000 ft.....20c
½-inch, per ft.....19c
Reel of 500 ft.....18c
Couplings furnished without charge.

HENRY A. DREER
714-716 Chestnut Street
PHILADELPHIA, PA.

Mention the American Florist when writing

GREENHOUSE
GLASS
Best Brands
SHARP, PARTRIDGE & CO.
2263 Lumber St., CHICAGO

THE AMERICAN FLORIST

America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

Vol. LVII. **CHICAGO AND NEW YORK, JULY 30, 1921.** **No. 1730**

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS—THOMAS ROLAND, Nahant, Mass., President; ADOLPHUS GUDE, Washington, D. C., Vice-President; JOHN YOUNG, 41-43 West 18th St., New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer.

The thirty seventh annual convention will be held at Washington, D. C., August 16-18, 1921.

Fifth National Flower Show.

The Fifth National Flower Show will be held at Cleveland, O., March 25 to April 1, 1922.

FLORISTS' TELEGRAPH DELIVERY ASSOCIATION.

Next annual meeting at Toronto, Ont., October 11-13, 1921. OFFICERS: PHILIP BREITMEYER, Detroit, Mich., President; H. G. DILLEMUTH, Toronto, Ont., Vice-President; ALBERT POCHELON, Detroit, Mich., Secretary; WM. L. ROCK, Kansas City, Mo., Treasurer.

AMERICAN ASSOCIATION OF PARK SUPERINTENDENTS.

Next annual meeting will be held at Detroit Mich., August 23-25, 1921. OFFICERS: HENRY W. BUSCH, Detroit, Mich., President; J. V. BURGEVIN, New York, Vice-President; EMMETT P. GRIFFIN, East St. Louis, Ill., Secretary-Treasurer.

ASSOCIATION OF AMERICAN CEMETERY SUPERINTENDENTS.

Next annual meeting at Detroit, Mich., September 13-15, 1921. OFFICERS: F. H. RUTHERFORD, Hamilton, Ont., President; W. B. JONES, 2800 Brighton Road, N. S., Pittsburgh, Pa., Secretary-Treasurer

AMERICAN DAHLIA SOCIETY.

Next annual meeting and exhibition, at Hotel Pennsylvania, New York, September 27-30, 1921: OFFICERS: RICHARD VINCENT, JR., White Marsh, Md., President; E. C. VICK 205 Elwood Ave., Newark, N. J., Secretary.

AMERICAN GLADIOLUS SOCIETY.

Next annual meeting and exhibition, St. Thomas, Ont., August 24-25, 1921. OFFICERS, H. E. MEADER, Dover, N. H., President; A. C. BEAL, Ithaca, N. Y., Secretary

SUGGESTIONS FOR PLANT GROWERS.

Alternantheras.

The propagating bed will not be full at this season, and it is one of the best times to procure a stock of that splendid carpet bedding plant, the Alternanthera paronychioides major. This plant simply refuses to grow during the winter, and it is almost impossible to procure cuttings until late, with the result that the plants are necessarily small. Any amount of cuttings can be procured now and they can be easily rooted either in flats of soil or in the propagating bed. When the cuttings are inserted give them a good watering and keep them shady for two or three weeks, and they will all root. They can then be planted in flats about one inch apart and placed in a frame outside or in the greenhouse. They can be wintered in a warm dry house on a shelf near the glass, and potted in April, and will make fine plants. The other varieties are much more vigorous and will thrive in a lower temperature. A few old plants can be lifted and propagated in the spring in the usual manner.

Mignonette.

The plants from mignonette from seed sown in July will have to be placed in their winter quarters in the bench in September. If extra large and long spikes, they are always so much admired, are wanted, the soil will have to be very rich. To ordinary compost (that is, two-thirds loam and one-third manure) add about as much manure again, making the soil about half and half. The plants should be set about 12 inches apart. Water only around the plant until the roots begin to spread in the soil. Keep the soil free from weeds, well scratched over and loose, that it may not become sour. The tops should be pinched off until six or eight branches have been formed. The cabbage worm will soon make its appearance unless this has been guarded against, and if a leaf is found eaten hunt for them at once. When they first make their appearance they are only about a quarter of an inch long. They are green, just the color of the foliage, but have a velvety appearance, and are generally found on the midrib of the leaf or on the stem. Hand picking is the only remedy, and it takes sharp eyes to find them, but they must be gotten rid of or they will soon ruin the plants.

Geranium Propagating.

It is none too early to begin the propagation of geraniums, especially if it is doubtful about there being stock enough. Any plants that have become established and made a growth that will furnish a cutting will not be injured by the taking of the growing end; in fact, they will be benefited, for they will break more shoots for the September propagation. Many growers in making the fall propagation, after trimming the cuttings, insert them in 2½-inch pots in soil, placing the pots on shelves near the glass. This is a very economical way of handling the cuttings after cool weather has set in, but for summer propagation the bench of sand is to be preferred. In making the cuttings, trim off all the foliage except the small leaves at the tip. Be sure that the sand is pounded down hard, so that it will retain all the water possible. In inserting the cuttings use a small round stick as a dibble, making a hole just large enough in which to place the cutting. This will disturb the bed of sand much less than drawing a knife or other tool through it. After the cutting is placed in the sand, press the sand firmly and then water heavily, so that the sand will settle firmly around the cutting. The cuttings should then be shaded from the sun either by papers or by stretching cheese cloth over them. This will prevent wilting and evaporation. No further watering will be necessary until the plants begin to root. One of the greatest mistakes made by growers in the summer and fall propaga-

tion of geraniums is the continual watering which will invariably cause damping off and rot. Never mind if the surface of the sand becomes dry; if it has been properly packed there will be moisture enough below to cause them to root. If the cuttings wilt, a slight syringing or placing wet papers over them will revive them. A good strike can invariably be made by following this method.

Violets.

It will soon be September and time to house the plants of the double varieties of violets that are grown in the field, the more successful growers being of the opinion that the plants should be under glass before the season of heavy dews. In preparing the beds, have plenty of old leaves; it is not necessary that they be rotted; in fact, leaves gathered last fall are to be preferred, for they will generate a little heat in the soil and the violet plants seem to grow and push their roots into half-rotted leaves better than in leaf mold that is finely decomposed. A layer of three inches of leaves in the bottom of the bed will prove of great advantage in violet culture. Whatever manure is used should be thoroughly rotted. The violet will not root into fresh manure at all. An old gardener, who was very successful in violet culture, once told us how he prepared his frames. They were made in a similar manner to hotbeds, only instead of manure, a foot of leaves was placed at the bottom and eight or 10 inches of soil placed on them. The leaves will furnish a mild heat nearly all winter, and greatly assist in keeping the frames warm. We tried that method the following fall and, thinking that the leaves would not furnish nutriment enough, we incorporated a good quantity of half-rotted manure in the soil, the manure still being more or less lumpy. The violets grew finely and produced an excellent crop of large flowers. In the spring when we lifted the plants we found the roots had all gone into the leaves, there being no feeding roots in the soil, and in making their way through the loam had avoided all the manure, this still being in the lumps as when placed in the soil. In lifting the plants avoid allowing the roots to become dry; lift with a good clump of soil and do not keep the plants too long in the air, only lifting what can be handled expeditiously. Plant firmly, but avoid walking on the beds; water as soon as planted and water well, so that the soil will be firmed around the plants. Shade for a few days until growth starts, and then give all the air and light possible.

S. A. F. Trade Exhibition Hall.

The accompanying illustrations show the exterior and interior of Convention hall at Fifth and K streets, Washington, D. C. The building, erected for a market house and still used for this purpose on the ground floor, had very high side walls and a sharp arched roof, which in the intervening space afforded room for a second story of immense floor area, which was afterward built in. This floor is on a level with the bottom of the large windows at the front end of the building. There are an abundance of windows in the sides of the roof, and a well lighted ventilator running the full length of the peak. The lighting facilities appear excellent, there being eight rows of suspended electric lamps the full length of the hall. There is a large gallery across the entrance to the hall from which the interior view was taken. It is about 10 minutes' ride on several lines of cars from the center of the city.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Next Week in the Flower Shop.

There is no question but this is one of the dullest months of the year; at the same time there is always enough doing to make it worth while to plan a bid for business. The country is full of tourists on pleasure bent, visiting friends to whom they desire to pay courtesies, for which purpose there is nothing better than flowers. Keep the windows and front inviting so that all who pass and are in any way inclined to buy will decide that they are safe to leave their order in such a pleasant looking shop. There is no question that much trade is influenced by the bid that is made for it, and even when least expected results are at times surprising.

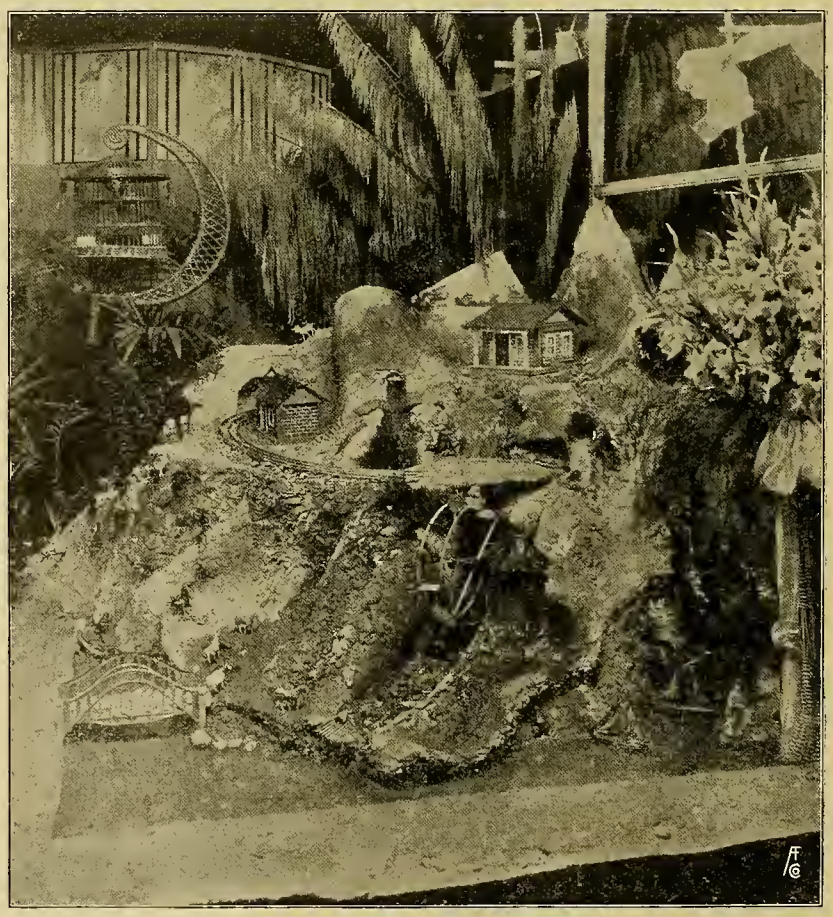
This is the time to have the delivery car done up and its mechanism overhauled. Quick transportation is now such an important factor that automobile delivery, once considered almost a luxury, is now a necessity. A good looking delivery car with the firm name prominently displayed is a splendid advertisement every minute it is on duty and its clean, spick and span appearance has much to do with the impression it creates.

Asters are now arriving in good quantities and will soon be at the height of their flowering period. Every advantage should be taken to make the most of this seasonable flower. They are especially adapted for sprays and in the short stemmed stock there is nothing better for design work. As a special in small vase handle baskets, pink in blue, with a touch of blue fibre ribbon, white in light green, light blue in pink, etc., there is a blending of colors, adding much to the attractiveness of the arrangement, particularly when a number are displayed together. Dozens of a color featured in cornucopias of wax paper, a number together with a conspicuous price card will influence buyers, particularly those on their way home.

PLANNING FOR COMING SEASON.

Plan now for the opening of the coming season. There is very much that can be thought out at this time, when one has leisure and the plans carried out, that will be of the greatest advantage in laying the foundation for a better and increasing business. This is particularly the case in all kinds of publicity matter, of which a series of leaflets to be inclosed in all mail, bills, letters and also boxes of cut flowers will be found very effective. Your printer will get up a line of special post cards in colors that carry for a penny. These, if well printed with up-to-the-minute news, have a bright, artistic appearance that is certain to get a once over, and being frequently received will be sure to keep the store constantly in mind. Such attractive notices sent out weekly or bi-monthly are sure to be beneficial in holding old and influencing new customers. A series of blank cards ready for the printer could now be addressed by the office help that would interfere seriously with their work later on.

Run a sale of ferns; growers are anxious now to move some of their Boston types, rapidly growing stock, much of which is well finished and can be offered at prices that should make



SUMMER WINDOW OF STILES FLORAL CO., OKLAHOMA CITY, OKLA.

quick sales. A good sized block of this stock in front and about the store will present an attractive appearance and influence the sale of other special features.

It is well to watch the ice in the box these warm days, particularly when filled with stock over night for an early morning order. If the ice gives out the temperature at once rises, fermentation sets in and a gas is formed that very often ruins or badly damages all petaled flowers such as roses, etc.

Herbaceous phlox is good stock at this time; its coloring is gorgeous, they are very decorative, particularly for the store or window, if well soaked and the stems full of water, will answer for funeral sprays and design work. Keep at the design work that is to be needed later on, for it will turn the idle hours into profitable days if they are worked continuously.

Christmas wreaths can be better made now than in the rush hours before the holidays. What is profit now will with the extra and inexperienced help then add greatly to the expense, while the strain of the overtime hours saps the pep and efficiency. Get a big stock of wreaths mossed up; they are certain to come in handy later on. All preparedness work of this kind saves time, and time is money to the man who makes practical use of it.

SOCIETY OF AMERICAN FLORISTS' CONVENTION HALL, EXTERIOR.
Fifth and K Streets, Washington, D. C.

Bool Floral Co. Incorporated.

The Bool Floral Co., Ithaca, N. Y., was established about 25 years ago by Henry Bool. Greenhouses were erected upon the Bool farm about three miles from Ithaca and the retail business was conducted from a furniture store which was also owned by the Bool Co. The business grew steadily and after operating in this way for about three years Arthur H. Bool, realizing the possibilities for development, purchased the business and opened a flower store at 215 East State street, the present home of the concern. He conducted the business successfully for about 14 years and then sold the store to J. A. Thomas of Oswego. At this time he also sold the farm and the greenhouses to the department of floriculture of Cornell university and it is on this site that the rose, peony and iris test gardens were established.

Mr. Thomas purchased the piece of ground consisting of four and one-half acres west of Ithaca and built new greenhouses and conducted the business under the old firm name with Ralph J. Roskelly, who has been associated with the Bool Co. for about 18 years, as manager. In 1916 Mr. Roskelly purchased the business and has conducted it with a great deal of success ever since. Mrs. Roskelly, who is very active in the business, has also been with the company for a good many years. At this time Arthur H. Bool purchased the greenhouse plant erected by Mr. Thomas, and in addition to growing the material for the local store he has catered to the wholesale trade. The past few years he has made a specialty of the culture of begonias, with which he has been very successful.

Fifth National Flower Show.

CLEVELAND, O., MARCH 25-APRIL 1.

Although the floor plans for the trade section of the forthcoming national flower show were issued but a few days ago, there has been a remarkable response, and about $2,000 worth of floor space has been reserved, thus showing the great interest attaching to this department of the big exhibition. Among those reserving space are the following:

Pittsburgh Cut Fl. Co., Pittsburgh
Henshaw Floral Co., New York.
A. N. Pierson, Inc., Cromwell, Conn
Mead-Suydam Co., Newark, N. J.
American Bulb Co., Chicago.
Walter E. Cook, Inc., Cleveland, O.
M. Levine & Co., New York.

The secretary is continuously in receipt of communications in regard to matters concerning the competitive exhibits, showing the interest growers throughout the country are taking in the project. Prospective exhibitors in the trade section who may be present at the Washington convention are advised to get in touch with the secretary while there, who will be glad to furnish any information desired, and to make reservations of space. While all locations as planned are good, many, of course, are to be preferred, therefore early reservations are advantageous. Anyone who has not yet received a copy of the floor plan should write to the secretary's office for one.

THE WASHINGTON CONVENTION.

The official programme for the Washington convention has been mailed to all members. In addition to the programme as published in the trade papers, there will be an address, at the afternoon session of the third day, by Joseph Kohout, Libertyville, Ill., on "Standardization of Grading of Cut Flowers."

SOCIETY OF AMERICAN FLORISTS' CONVENTION HALL.
Fifth and K Streets, Washington, D. C.

The following additional exhibitors in the trade exhibition are reported:

H. C. Doescher, New Orleans, La.

Diamond Basket Co., Pittsburgh, Pa.

Members who plan to be present at the convention and who has not applied to the secretary for an identification certificate, are urged to do so at once if they wish to take advantage of the reduced rates for travel.

The secretary has established quarters at the New Washington hotel in Washington, and may be addressed there until after the convention on all matters requiring his personal attention. Communications relative to ordinary business should be addressed to the New York office as usual.

Some complaints are being received from new members that they are not of record at our administration office, consequently cannot obtain identification certificates. This is possibly due to the fact that such memberships were obtained through the membership drive now in progress and that they are in the hands of those obtaining them to be presented at the convention. Anyone holding such applications for membership should send a list of them to the secretary immediately, so that those having made them can be recognized as members when they make application for certificates. Certificates are issued to members of record only, so it is most important that the secretary be advised as to all applications in hand.

NATIONAL PUBLICITY CAMPAIGN.

As will have been noticed, the afternoon session of the second day of the Washington convention is to be devoted to the publicity campaign. Full discussion of any and all details of the campaign will be invited, and the matter of an immediate resumption of magazine advertising will be taken up.

The following subscriptions are announced in addition to those previously reported:

Wm. H. Knull, Tampa, Fla.	$ 10.00
Thos. F. Galvin, Inc., Boston, Mass.	50.00
Louis A. Kintzele, Denver, Colo.	3.00
Julius Baer, Cincinnati, O.	75.00
Henry Penn, Boston, Mass.	100.00
Kentucky Society of Florists, Louisville, Ky.	50.00
Wm. M. Ferguson, Philadelphia, Pa.	10.00
Moreau Plant Co., Freehold, N. J.	10.00
Gardiner Floral Co., Council Bluffs, Ia.	10.00
The Flower Shop, Asheville, N. C.	5.00
	$323.00
Previously reported	$27,757.68
Total	$28,080.68

JOHN YOUNG, Sec'y.

National Flower Growers' Association.

ST. LOUIS DISTRICT MEETING AND SHOW.

The summer meeting and flower show of the St. Louis district of the National Flower Growers' Association, held at Centralia, Ill., July 19, was a decided success, both in point of attendance and the excellence of the displays. The executive board met at 9 a. m., following which the regular session was called to order at 10 o'clock in the City hall, President Walter A. Amling in the chair. Mayor Lender welcomed the visitors to the city in well chosen remarks, W. A. Rowe, of Kirkwood, Mo., responding. President Amling followed with an interesting talk, interspersed with humorous stories. J. F. Ammann, Edwardsville, Ill., and secretary of the national organization, was the principal speaker at the session, and told of his recent Pacific coast tour in the interest of co-operative advertising and the results that are expected to accrue from it.

After a splendid dinner served by the ladies of the Christian church, the members repaired to the large show room of the Hall Motor Co.'s establishment. Some 20 vases of very fine gladioli were displayed by W. A. Rowe, and the American Bulb Co., Chicago, had a basket each of Anna Eberius, Purple Glory, White America and some standard sorts. J. W. Ross had a good exhibit of 150 vases of gladioli, including new and standard varieties, and President Amling displayed an excellent vase each of 100 Columbia, Neilson and Premier roses. A. W. Webster, Centralia, showed a variety of plants and cut flowers.

In the afternoon the Commercial Club took the members, numbering abut 80, to the J. W. Ross Posy Hollow Gladiolus farm, where many of the newer gladioli were in full bloom, under irrigation. Much interest was aroused in a centrifugal pump driven by electricity, which registered 100 pounds pressure at the pump. After the enjoyable visit here, those who did not find it necessary to leave on the early train were taken to the Country Club, where golf was played until late in the evening.

The next district session will be held at Peoria, Ill., October 18.

Wisconsin State Florists' Association.

MADISON MEETING, JULY 19.

The mid-summer meeting of the Wisconsin State Florists' Association, as announced in our issue of July 23, was held at the Park hotel, Madison, July 19. President R. D. Haentze in the chair. Mayor I. Milo Kittleson welcomed the visitors to the city in a brief, yet acceptable manner, and then followed a lengthy discussion by the members, the first topic being "Why the Trade Papers Should be Urged to Apply Greater Care in the Selection of Advertisers." It would appear from the various speakers that the practice of getting cheated is as prevalent as ever, and the solution offered was to buy from a reputable concern. A brief discussion on methods of improving the telegraph service, proved highly instructive to the F. T. D. members present. Publicity in the form of pennants or signboards, with the slogan, "Say It With Flowers," was suggested for the horticultural building at the state fair. C. C. Pollworth, Milwaukee, made a strong plea for the national publicity campaign, and the Society of American Florists' convention at Washington, D. C., August 16-18.

After adjournment at 4 p. m., 16 automobiles conveyed the party to the home of Fred Rentschler and wife, who entertained the florists in great style. The banquet held at the Park hotel at 7 o'clock, was a most enjoyable affair, with Wm. C. Zimmermann, Milwaukee, acting as toastmaster. The programme following consisted of musical numbers and dancing.

THE VISITORS.

Edw. Amerpohl, Janesville.
A. H. Arndt, Wauwatosa.
Guy O. Blondey, New London.
J. H. Boelter, Appleton.
A. R. Brueggeman, North Milwaukee.
W. Buchholz, Oshkosh.
Ward B. Davis, Oshkosh.
F. F. Delventhal, Milwaukee.
C. E. Dettmann, Milwaukee.
A. Ferdinand, Fond du Lac.
Elmer Ferson, Neenah.
Oscar Golin, Milwaukee.
Thos. Griebler, Milwaukee.
Walter R. Grunwaldt, North Milwaukee.
Fred Gutermuth, Milwaukee.
W. L. Hamilton, Manitowoc.
Mayor R. D. Haentze, Fond du Lac.
Fred H. Holton, Milwaukee.
Ruth Holton, Milwaukee.
O. V. Janson, Manitowoc.
W. A. Kennedy, Milwaukee.
Jacob J. Kolb, Beaver Dam.
Alfred Locker, Wauwatosa.
Hugo Locker, Wauwatosa.
A. F. Longren, Des Plaines, Ill.
W. T. Malaney, Milwaukee.
Wm. C. Manke, Milwaukee.
Joe Marks, Chicago.
J. E. Mathewson, Sheboygan.
Albert Meier, Madison.
Geo. Mohn, Chicago.
J. V. Nelson, Oshkosh.
Chas. Oehlenschlager, Oconomowoc.
Eug. Oestreicher, Milwaukee.
R. E. Pamplin, Oshkosh.
Gust. Pohl, Milwaukee.
C. C. Pollworth, Milwaukee.
Rudolph Preuss, Milwaukee.
Wh. Rayner, Sr., Oconomowoc.
Wm. Rayner, Jr., Oconomowoc.
Fred Rentschler, Madison.
Irwin A. Riebs, North Milwaukee.
Hugo Rudolph, Manitowoc.
Gust. J. Rusch, Milwaukee.
Wm. A. Schaefer, Platteville.
Geo. Schissler, Oshkosh.
Otto Schroeder, Green Bay.
F. C. Smith, Ashland.
E. E. Stair, Mineral Point.
S. C. Stair, Mineral Point.
John H. Stroer, Manitowoc.
Otto Sylvester, Oconomowoc.
James E. Taylor, Oshkosh.
W. A. Toole, Baraboo.
C. G. Ulmer, Pittsburgh, Pa.
Geo. Vatter, Marinette.
Henry R. Welke, Milwaukee.
W. C. Zimmerman, Milwaukee.
Nic Zweifel, Milwaukee.

CONVENTION OF ST. LOUIS DISTRICT NATIONAL FLOWER GROWERS' ASSOCIATION, CENTRALIA, ILL., JULY 19.

WISCONSIN STATE FLORISTS' ASSOCIATION AT RENTSCHLER FLORAL CO.'S GREENHOUSES JULY 19.
Host Fred Rentschler in Front Row, Hatless and Smiling.

THE LADIES.

Mrs. J. H. Boelter, Appleton.
Mrs. A. Ferdinand, Fond du Lac.
Mrs. Oscar Golin, Milwaukee.
Mrs. Fred H. Holton, Milwaukee.
Mrs. W. A. Kennedy, Milwaukee.
Mrs. Alfred Locker, Wauwatosa.
Mrs. Wm. C. Manke, Milwaukee.
Mrs. August Pohl, Milwaukee.
Mrs. C. C. Pollworth, Milwaukee.
Miss Richter, Wauwatosa.
Mrs. August J. Rusch, Milwaukee.
Mrs. W. A. Schafer, Platteville.
Mrs. Otto Schroeder, Green Bay.
Mrs. Otto Sylvester, Oconomowoc.
Mrs. W. A. Toole, Baraboo.
Mrs. Nic. Zweifel, Milwaukee.
Edna Zweifel, Milwaukee.

E. O.

Chicago Pageant of Progress.

MUNICIPAL PIER, JULY 30-AUGUST 14.

The promotion of a fine flower show in Section D, in connection with the Pageant of Progress, at the Municipal Pier, Chicago, July 30-August 14, is in full swing. The flower show itself, which will be in the center of this section, promises to be something very unusual and possibly the finest ever produced at this time of the year. A. Lange, 77 East Madison street, Telephone, Central 3777, because of his extensive experience along these lines has been chosen to lay out the display, leaving sufficient room to allow for contributions to the several contests described below.

Special attention of the Florists' Telegraph Delivery Association members is called to the fact that orders will be taken for flowers by telegraph at the F. T. D. booths. Telegrams will be signed "Pageant of Progress" and bills should be sent to Florists' Pageant of Progress Committee, Room 511, 225 North Michigan avenue, Chicago. A very elaborate exhibit is being arranged by Mrs. Stewart, manager of the Bohannon Floral Co. The fixtures such as a large ice box, nine feet high with a cut glass sign across the top, reading "Say It With Flowers," a marble top table, and work bench are being supplied by the A. L. Randall Co. The Durall Paper Products Co. is furnishing boxes to be used in counter sales. The F. T. D. booth is being supported by the association, and the following Chicago members have up to this time pledged their support: W. W. Adams, Bohannon Floral Co., Edward Clody, Johnson & Chronis, A. Lange, Lewis & Rocca, William Palmer, Everette R. Peacock Co., Schiller, The Florist, A. H. Schneider, Wm. J. Smyth, Swanson, The Florist, George Weinhoeber, George Wittbold Co. and Henry Wittbold & Son. It is expected that some others of the 36 Chicago members will contribute, which money will be used in completing arrangements for the exhibition.

FLOWER SHOW FEATURES.

The general flower show will include educational features, such as a miniature garden and log cabin, which attracts attention and instills a love for our product. Also there will be illustrated with descriptions, some of the large greenhouse plants that have made Chicago famous as the great central market for flowers. The space and decorations are being paid for by contributions. The following members of the trade have already contributed: American Bulb Co., E. C. Amling Co., Frank Ayres, Bassett & Washburn, W. W. Barnard Co., J. A. Budlong Co., Chicago Flower Growers' Association, Erne & Company, Joseph Foerster Co., A. Henderson & Co., Percy Jones, Inc., Kennicott Bros. Co., John Kruchten Co., Poehlmann Bros. Co., A. T. Pyfer Co., O. A. & L. A. Tonner and Joseph Ziska & Sons. From the allied trades came very generous contributions, although there are not as many received to date as had been expected. The following have already contributed: American Greenhouse Mfg. Co., Lord & Burnham Co., J. C. Moninger Co., and the Raedlein Basket Co. The Allied Florists' Association is of course a liberal contributor.

There will be activity every day in Section D. The following schedule showing contests for 14 days, will make it interesting for the florists as a whole and for the small as well as the great. No charge is made for entry to these contests and entry blanks may be had by any florist upon application to William A. Hansen, secretary, Room 511, 225 N. Michigan avenue. The prizes although printed in terms of dollars are donated in merchandise by the Pageant of Progress exposition. The judges will be chosen by them, probably with the consent of the florists' committee. The exposition is looking for a big show from the florists and it is therefore generally felt that contestants will receive the best possible consideration.

SCHEDULE OF CLASSES.

Contestants must have their contribution in position at 1 p. m. on the day the contest is scheduled for.

Saturday, July 30—Plant Day.

A. Plant baskets for window boxes or sun parlor decorations: first prize, $35; second prize, $25; third prize, $15.

B. 10-inch pot of plant arrangements: first prize, $25; second prize, $15; third prize, $10.

Sunday, July 31—Cut flower basket day.

A. Baskets not over 18 inches in height, including handle: first prize, $20; second prize, $10; third prize, $5.

B. Baskets not over 30 inches in height, including handle: first prize, $35; second prize, $25; third prize, $10.

C. Basket for general effect, no size limit: first prize, $50; second prize, $25; third prize, $15.

Monday, August 1—Rose growers' day.

A. Vase of not less than 50 Ophelia type roses: first prize, $10; second prize, $5.

B. Vase of not less than 50 yellow roses: first prize, $10; second prize, $5.

C. Vase of not less than 50 pink roses: first prize, $25; second prize, $15; third prize, $10.

D. Vase of not less than 50 red roses: first prize, $25; second prize, $15; third prize, $10.

Tuesday, August 2—Field growers' day.

A. Vase of 100 gladioli, any one color: first prize, $10; second prize, $5.

B. Vase of 100 gladioli, assorted: first prize, $10; second prize, $5.

C. Vase of any outdoor flowers, except gladioli, assorted or one kind: first prize, $10; second prize, $5.

Wednesday, August 3—Corsage day.

A. Corsage for wearing purposes at any occasion: first prize, $25; second prize, $15; third prize, $10.

B. Bridal corsage: first prize, $35; second prize, $25; third prize, $15.

Thursday, August 4—Every visitor gets a flower.

Friday, August 5—Floral artists' day.

A. Most original idea in set flower arrangements; suitable accessories admissible: first prize, $50; second prize, $25; third prize, $15.

Friday, August 5—Vase bouquet day.

Vase bouquet for any purpose, contestants supply own vases, which may be called for August 8: first prize, $25; second prize, $15; third prize, $10.

Saturday, August 6—Flowers thrown from aeroplane, "Say It With Flowers" slogan attached to each.

Sunday, August 7—Table decorations.

A. Table decorations for eight couples: first prize, $25; second prize, $15; third prize, $10.

B. Table decorations for banquets: first prize, $35; second prize, $25; third prize, $15.

Monday, August 8—Old fashioned Colonial bouquet day.

Old-fashioned Colonial bouquets, any size: first prize, $30; second prize, $20; third prize, $10.

Tuesday, August 9—Anniversary day.

A. Golden wedding bouquets: first prize, $35; second prize, $25; third prize, $15.

B. Silver wedding bouquets: first prize, $35; second prize, $25; third prize, $15.

Wednesday, August 10—Birthday day.

A. Flowers in boxes for birthday gifts: first prize, $10; second prize, $5.

B. Baby arrival gifts, with any suitable accessories: first prize, $20; second prize, $15; third prize, $10.

Thursday, August 11—Private growers' day. (Also Friday).

Collection of cut perennials, at least 10 varieties: first prize, $25; second prize, $15; third prize, $10.

Friday, August 12—Private growers' day.

Collection of cut annuals, at least 10 varieties: first prize, $25; second prize, $15; third prize, $10.

Saturday, August 13—Design day.

A. Profile representing any famous man in flowers: first prize, $30; second prize, $25; third prize, $20.

B. Design representing Chicago, or any of its improvements in flowers: first prize, $50; second prize, $35; third prize, $25.

Sunday, August 14—Old Timers' day.

A flower basket of 40 years ago: first prize, $25; second prize, $20; third prize, $15; consolation prize, $10.

San Francisco.

STOCK AFFECTED BY HEAT.

The disastrous effects of the hot spell during the first week in July are daily becoming more and more apparent. There is practically no first-class greenhouse stock of either roses or carnations obtainable, and what is worse, there is no likelihood of any imprvement for a long time to come. All roses are seriously affected. Ulrich Brunner from outdoors is the highest priced and the best on the market. Good, long stemmed stock is bringing the prices that are ordinarily commanded by Mrs. Chas. Russell and Columbia. Cecil Brunner has revived considerably, due to cool weather during the past 10 days, and the arirvals clean up well. The heat put an abrupt end to the surplus of carnations. It is the opinion of the leading growers that there is no relief in sight until the cut from the new crop is available, and that means several months. There are practically no more sweet peas to be had at any price. Whatever stock was not destroyed by the heat has gone to seed so that the market is bare of this flower at present. Asters continue to arrive in small quantities only, with no change in prices. The acreage this season shows a decrease over former years, but at that there is every indication that the supply will be adequate. Gladioli continue to arrive freely and as the market is practically bare of greenhouse stock, these flowers are being featured prominently. The fine quality noticeable a few weeks ago is now lacking, but stock cleans up rapidly and at very fair prices. If it were not for the gladioli supply at the present time the various stores would be in a serious predicament. The dahlia is rapidly coming into its own and some fine flowers are now available. Dr. Harry Tevis is the best commercial variety obtainable. The warm weather has put a large cut of pompons on the market and no difficulty is experienced by growers in disposing of all they can supply. Bronze and pink shades seem to move best. There is no increase in the Auratum lily supply. Gardenias are to be had in limited quantities only, but it would be hard to find stock of better quality. The flowers are very large and the foliage is excellent. Cattleyas are a scarce article. Lily of the valley is to be had in small lots only and is sold quickly at $8 per 100. So far zinnias are coming in slowly and of very mediocre quality. Of late years the great large flowers of former seasons have entirely disappeared. All outdoor stock is very poor. Cut cyclamen have arrived and are very popular for corsage and wedding work. In pot plants celosias are now coming in and add greatly to the appearance of the stores. Hydrangeas and primulas complete the flowering plant list. Ferns and asparagus are none too plentiful and the market quickly takes care of the daily cut.

FLOWER MARKET FOR WHITE GROWERS.

It will be good news for the trade in this city and adjacent territory to learn that the lease for the new cooperative flower market has been signed. This matter has been under consideration for many months and is now about to become a fact. The committee appointed by the subscribers to the market, which consists of P. V. Matraia, of the Art Floral Co.; Charles W. Brown, of Brown & Kennedy, and Joseph P. Haywood, of Peterson & Haywood, and James T. Lynch, secretary of the Retail Florists' Association, will leave during the week to visit every grower and retailer to complete final arrangements for the opening of the market. It is expected that it will take three or four weeks to install refrigerating and cold storage rooms in the market. Applications for permament stalls are now more than it is possible to comfortably take care of.

NOTES.

Pelicano, Rossi & Co. are displaying gigantic blooms of Frank Pelicano's new yellow seedling dahlia. This splendid novelty shows all the fine qualities of its illustrious parent, Dr. Harry Tevis, with the addition of a glorious color in bright yellow that has always been sought in dahlias. Its stem is stiff and erect with a generous array of foliage that is most desirable. It will rank as the best of Mr. Pelicano's productions.

The Henry Goertzhain greenhouses at Redwood City will soon be in heavy crop with carnations. This grower has always aimed to have a large cut during the months of August and September, when carnations are usually very scarce. He has several houses of chrysanthemums which will be used for stock for late cutting. He is well pleased with retail trade, which he reports as keeping up well this summer.

One of the largest stocks of cyclamen and heather growing for the holiday trade is that at the greenhouses of the MacRorie-McLaren Co., San Mateo. Daniel MacRorie states that he has many new heathers which will develop into first-class commercial varieties this coming year.

Among the visiting Elks who are in town the following eastern brethren have called on the trade: J. A. Ritter of J. A. Ritter & Son, Baltimore; Peter J. McKenney, New York, and C. Jackson, of the Jackson Floral Co., Chicago.

J. Weiland, of the Art Floral Co. staff, leaves next week for his old home in Chicago, to be gone a month or more. Arnold Bell, of this firm, has been seriously ill at a local hospital for several weeks.

A fine lot of gardenias are being grown by the John Carbone greenhouses, Berkeley. He expects to have many new hybrid cattleyas in flower for the flower show in this city in October.

Florist and commission men are wondering when the first chrysanthemums of the season are to put in appearance, being much later than last year.

Arthur Schwerin, of Mayfield, is sending in a cut of Hunnemannia that is proving a good summer seller.

James G. Parodi of the Parodi Floral Co., is spending his vacation at Rionido, Sonoma county.

JAMES T. LYNCH.

Buffalo, N. Y.

FLORISTS' CLUB OUTING.

The Florists' Club held its annual outing Wednesday, July 20, at the Automobile Club, Clarence, N. Y., about 300 being in attendance. All the stores were closed at noon, so all could enjoy themselves. Many beautiful and valuable prizes were awarded the winners in the 18 events. In all 54 prizes were distributed. A delicious supper was served by the Auto Club steward. During the meal a blue silvertone wicker floor lamp was raffled, Miss Rose Burkhard holding the lucky number. After the meal the festivities were transferred to the spacious ballroom, where many enjoyed dancing.

During the afternoon ice cream cones, soft drinks, pop corn, etc., were distributed to the youngsters free of charge. Many of them were unable to take part in sports because of overindulgence, but this did not dampen their spirits as they all promised to be on hand again next year. The committee in charge of arrangements was as follows: E. C. Brucker, refreshments; E. H. Stritemeyer, prizes; John Fiebelkorn, decoration, and E. M. Naukam, sports and publicity. The judges were Chas. Sandiford, D. J. Scott, Edward Stengel, J. B. Wiese, W. C. Stroh and Wallace Eiss.

The table decorations were very attractive, with baskets, filled with assorted flowers of varied colors, which made a very fine showing and caused considerable comment from the Auto Club officials, who were present. The committee and their helpers are to be congratulated on the able manner in which the programme was carried out. All who attended voted it to be a very joyful occasion and now this city is again ready to "Say It With Flowers."

Judge Louis Neuleck, the veteran umpire, officiated at the exciting ball game between the store men and the delivery men, the latter being winners by the score of five to three.

E. M. NAUKAM, Sec'y.

Baltimore, Md.

RAINS IMPROVE QUALITY OF STOCK.

This city has, alike with all other localities, been suffering from the country-wide torrid wave that has been prevalent so long. Copious rains the past week soaked the parched soil and cooled the atmosphere considerably. The rain will be of inestimable benefit to all florists' plants in the field, improving the quality of cut flowers that have been so badly affected by the drought. Gladioli, hydrangeas, Shasta daisies, larkspur, herbaceous phlox and feverfew have been plentiful and helped out the rapidly deteriorating greenhouse stock. Roses have gone to pieces the past two weeks, Mrs. Chas. Russell, Columbia and White Killarney being the only varieties with any substance, and even these hardly hold from one day to another. There are a few carnations but the quality is very poor. Easter lilies, which are fairly plentiful, are a standby, as they maintain the same quality the season round. There are orchids and lily of the valley sufficient for all demands.

NOTES.

The trade of this city, without exception, reports a splendid business the past season. At John Cook's the month of June was filled with weddings and other social functions that taxed their facilities to the utmost. Mr. Cook is still active and interested in raising new roses and has two seedlings that are considered quite meritorious. One is a fine free flowering light pink and the other a large flowered red of great promise.

Seik & Glic are making important improvements and additions to their store. A new office erected in the rear will give much needed room for this department and at the same time enlarge their storeroom. A new garage has also been built on the rear end of the lot. Business was very good the past season and they look forward to the fall with confidence.

Robert L. Graham, Jr., is taking advantage of the dull season to renovate and improve the appearance of his store. Lattice work, new paper and mirrors are being placed and other changes, that when completed, will make this a very attractive shop. Mr. Graham is enjoying short vacation trips in his car and expects to attend the convention at Washington, D. C.

Wm. F. Ekas, manager of the Baltimore Wholesale Florists' and Supply Co., described the situation as most favorable both as to past and future business. There had been a good sale for gladioli, in fact, any flowers that had quality were even at this dull season in demand. A good stock of ferns of the Boston types are carried here.

An excellent season was enjoyed by Samuel Feast & Sons. They pay particular attention to telegraph business, which, due to continuous publicity, is rapidly increasing in volume and be-

coming an important department of their trade. Charles F. Feast motored to Norfolk, Va., July 16, where he will spend a two weeks' vacation.

The S. S. Pennock Co.'s season was described by Manager Perry as very good in all its various lines. The extremely hot weather of the past two weeks had made the shipping of flowers difficult, but they had managed to fill orders satisfactorily.

Robert Halliday, who had the misfortune to have his arm broken in an automobile accident recently, is slowly recovering. His welcome visits and genial smile are sadly missed by the trade, who wish him the speediest kind of a recovery.

Manager McKissick, of the Leo Niessen Co., was optimistic of the past and the coming season. Business had been fine and the chances of an even better stock and volume of trade was his prophecy.

The trade is very much interested in a chrysanthemum show the coming fall. Whether it is "to be or not to be" depends on the guarantee fund which is now in process of being underwritten.

K.

Boston, Mass.

MARKET IS UNSTEADY.

The market this week has been very irregular, prices on most all stock varying from day to day. Roses are arriving in very small quantities and poor in quality. Some carnations are still coming to market, but they are so poor they will not keep over more than one day. The result is the bulk of them are dumped. Asters are now coming in fairly well and selling at six cents. The supply of gladioli has greatly increased and they have a tendency to glut the market. Halley is selling at three cents and other varieties at $4 to $6. Sweet Peas are arriving better and selling at $1.50 and $2 per 100. There has been some demand for Easter lilies with only very few to be had at 30 and 35 cents each. Gypsophila is in good demand but mostly to supply other markets where there is none on hand.

NOTES.

The Gardeners' and Florists' Club held its annual picnic at Cunningham park, East Milton, July 21. There was an attendance of about 300. All agreed it was the best picnic ever held by the club, there being 25 events on the programme. The judges were Arthur Brown, H. Bartsch, F. Cave, K. Finlayson, D. McKenzie, W. H. Judd, T. W. Little, F. E. Palmer, W. E. Rust, D. Sutherland, G. Thonnen and G. Hamer.

The factory of the H. M. Robinson Co., Cambridge street, was closed recently. S. Robinson, who has been in charge of that department, has gone into the bond business.

F. W. Freysted, one of the old time florists of this city, passed away at his home July 21. He was the inventor of the florists' letter that bears his name.

Hugh Clark, buyer for Thos. F. Galvin, Jr., has gone to Maine for two weeks. Geo. Dunn and P. Moran of this firm are in Canada on a month's vacation.

John Fitzgerald, salesman at the H. M. Robinson Co., will open a finely appointed store in Copley square, September 1.

The death of J. K. M. L. Farquhar, of the R. & J. Farquhar Co., July 24, is recorded in our obituary column this week.

A. Bloom of the Dolansky McDonald Co. is spending his vacation in New York with relatives.

E. F. S.

OBITUARY.

John K. M. L. Farquhar.

John K. M. L. Farquhar, president of the well known firm of R. & J. Farquhar & Co., seedsmen and nurserymen of Boston, Mass., died July 24, in his apartments at the Hotel Princeton, Allston, Mass. He had been in ill health since his return last September from Europe, where he spent the summer of 1920. His illness did not become critical, however, until a week before his death.

Mr. Farquhar, who was 62 years of age, was born in Fyvie, Scotland, and came to this country 40 years ago, having been actively identified with the seed business of Boston nearly all that time, eventually becoming president of the company, which in addition to its Boston place of business on South Market street, conducts a large nursery and greenhouses in Dedham and has extensive nurseries in West Barnstable. Mr. Farquhar long was the leading spirit in this business. He was a trustee and former president of the Massachusetts Horticultural Society, past president of the Society of American Florists, New England Nurserymen's Association and the Boston Gardeners' and Florists' Club, and member of the American Seed Trade Association.

Mr. Farquhar is survived by his wife, Eva Dudley Farquhar, a son Ira Dudley Farquhar, member of the Massachusetts bar and an attorney at Coolidge Corner, in Brookline, where he resides, two brothers, Robert Farquhar, of Cambridge, Mass., and Dr. Wm. Farquhar of Aberdeen, Scotland, and two sisters Mrs. George Nurison, of New York, and Mrs. James Henderson, of Scotland. James Farquhar, who was also a brother and member of the firm, died May 23 last.

Funeral services were held in the chapel at Forest Hills cemetery and were largely attended by the trade with a profusion of floral offerings from all sections of the country.

The Late Harold Walter Trepp.

With reference to the late H. W. Trepp, New York, whose death was noted in our issue of July 2, we have just received the corrected particulars from his brother, Wm. N. Trepp, of Greenwich, Conn.: "Harold W. Trepp was born in Boston, Mass., January 13, 1901, and died at the New York hospital, June 19, 1921, of lobar pneumonia. He had previously been ill one week at the home of his parents, 328 West 28th street. The funeral services were held at the home of his parents, and later at St. Vincent de Paul's church, on West 23rd street, June 22."

Mrs. Mary Knickman.

C. B. Knickman of the firm of McHutchison & Co., New York, will have the sympathy of a wide circle of friends in the loss of his wife, Mrs. Mary F. Knickman, who passed away at their home, 511 West 181st street, New York, July 20, after a protracted illness. Besides her husband, Mrs. Knickman is survived by two sisters and two brothers. She was a native of this city, and previous to her marriage she was Miss Gregory.

Solemn requiem high mass was celebrated at the Church of the Incarnation on the morning of July 23.

John F. Girvin.

John F. Girvin, of Leola, Pa., died at his home in that city July 19, as the result of injuries received from a fall. The funeral services were held from the Longinecker meeting house. Mr. Girvin is survived by his widow, two sons, Willis B., a florist of Leola; Robert, a merchant of Lancaster, Pa., and a daughter, Mrs. Willis Herr, of the same city.

A. M. H.

The Annual Convention Number Will be Issued August 11.

Send Advts. Early.

THE AMERICAN FLORIST

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From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

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CABLE advices from Amsterdam, Holland, are to the effect that Dr. J. C. A. Everwijn, recently appointed minister to Washington, will make vigorous protest against the plant and bulb embargo affecting Dutch growers, on his arrival in this country in September.

Convention Railroad Certificates.

Members of the Society of American Florists who desire to secure reduced rates to the Washington convention must present identification certificate to ticket agent when purchasing tickets for themselves and members of their family at railroad offices. Certificates can be had for the asking of Secretary John Young, 43 West Eighteenth street, New York city.

Get your certificates early and avoid disappointment.

LONG ISLAND gladiolus growers have done well with the cut flowers to date.

CHICAGO'S Pageant of Progress will be an extraordinary attraction July 30 to August 14, and thanks to the vigorous methods of George Asmus, Wm. Hansen and A. Lange, the trade will make respectable showing notwithstanding the serious effects of the prolonged hot weather on all kinds of stock.

Indiana State Florists' Outing.

The first outing of the State Florists' Association of Indiana in several years, will be held at Bertermann's grove, near Indianapolis, Tuesday, August 2. To reach the grove, drive about seven miles east of that city on the National road, or take the T. H. I. & E. electric road, Richmond division, to Bertermann's stop, cars leaving every hour. Members are urged to bring their families and employes, for a pleasant time is anticipated.

Vick Enters Advertising Field.

Edward C. Vick, for many years agricultural editor of the New York Sun, and later of the New York Globe, is now associated with the Hanff-Metzger Company, advertising agents, 95 Madison avenue, New York.

Mr. Vick will devote his efforts to handling agricultural and horticultural advertising of all kinds and his long experience has fitted him to give valuable advice and assistance to advertisers in these respective trades.

S. A. F. Membership Drive.

WELL, WHAT'S DOING?

It is about time you were hearing what's doing in this membership drive, so we are now ready to give you some of the facts. Many state vice-presidents and local club committees, no doubt, have something up their sleeves to spring at the Society of American Florists' convention. From those we have heard from so far, however, wonderful results are reported. Especially is this true of the south, where three more states have acquired enough members to place their presidents on the society's executive board, namely, Oklahoma, Texas and Georgia. Tennessee reached this distinction last year, and has also added another good quota this year. You members from other states should get busy at once, for this is some record for the southern florists.

We have just received word from D. C. Horgan, state vice-president of Macon, Ga., who reports having secured 32 annual and one life member. How is that for a state vice-president? You other members will have to work hard if you want your reports to compare with this one.

Now let us all make another big drive just before convention. Come, all together. No excuse for time. The Society of American Florists works for us 12 months in the year. Let us now work a few weeks for the society and results will come.

J. H. HILL,
A. L. MILLER,
S. S. PENNOCK,
J. F. AMMANN,
P. R. KLINGSPORN,
Membership Committee.

Washington Legislation.

PREPARED FOLIAGE HEAVILY DUTIABLE.

Before finally agreeing upon the Fordney tariff bill in the house, an amendment was made providing for a duty of 45 per cent ad valorem on chemically treated natural leaves, etc. The matter was brought to the attention of the ways and means committee by Congressman Andrew J. Hickey, of Laporte, Ind. The treasury department officials, according to an explanation made in the house of representatives by Congressman Tilson, of Connecticut, who offered an amendment putting the 45 per cent rate into effect, believed that they were covered in a paragraph placing a duty on artificial fruit, flowers, leaves, etc., generally used in the millinery trade. Congressman Hickey, however, proved conclusively that separate provision was necessary in order to clarify the matter, and the following amendment was agreed upon:

"Natural leaves, plants, shrubs, trees, herbs and parts thereof, chemically treated, colored, dyed or painted, not specially provided for, 45 per centum ad valorem."

This provision covers such commodities as cycas leaves, beech leaves, oak leaves, ruscus, etc., all of which are familiar accessories in the stores.

TARIFF HEARINGS.

It seems quite probable that representatives of the florists and seedsmen who do not favor some of the provisions of the tariff bill as it was passed by the house will have an opportunity to tell the members of the senate finance committee wherein the bill does not have their approval. Announcement was made July 23 that hearings would be held beginning the following Monday in Room 312 of the Senate Office building, first on the American valuation provisions of the bill, then the chemical provisions, and thereafter on the various other provisions as they appear in the measure. There has been considerable complaint from importers of florists' stocks and supplies covered by the bill that the rates are too high. It is further contended that the bill as written will discourage trade, and will have a tendency further to demoralize conditions. The most complained of provisions are those pertaining to the American valuation plan. This has been declared to be unworkable with respect to the florist business.

TAX HEARINGS.

The house ways and means committee has been holding hearings on the revision of the present revenue laws. The members have not had an opportunity to decide even upon a programme for taxation, but it is understood that one of the first steps will be to modify existing transportation taxes. This would mean that the rate of taxation upon the movement of freight and possibly of express and parcel post, and upon passenger travel by rail, water and Pullman accommodations would be cut in half for the period of one year and thereafter repealed in toto.

The higher brackets of the income surtaxes will be cut considerably, and there is talk of the adoption of a federal automobile tax of 50 cents per horsepower. The corporation tax will be increased from 10 to 15 per cent and the $2,000 exemption removed. This will assist in taking care of the loss of revenue resulting from the repeal of the excess profits taxes. B. F. L.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, $1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order For Plant Advs., See Ready Reference Section

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted — Grower roses, chrysanthemums, carnations and pot plants; middle age; single. Address
Key 570, care American Florist.

Situation Wanted — By single man; experienced in pruning trees, spraying, etc. Also can do greenhouse work.
Chas. Boone Saunders, Merom, Ind.

Situation Wanted—By orchid grower with life-long commercial experience; chiefly cattleya and spray varieties. Address
Key 573, care American Florist.

Situation Wanted—By refined young woman with five years' experience in retail florists business; bouquets and designing; capable of handling most refined trade. Best references as to capabilities and personality. Prefer modern store. Address
Key 568, care American Florist.

Help Wanted — Florist for city greenhouse. Apply to **Superintendent of park, City Hall, Topeka, Kan.**

Help Wanted—Experienced grower of carnations, snapdragons and sweet peas in a medium sized greenhouse. Middle-aged, single man preferred. At once. State salary and references.
Hollywood Greenhouses
R. No. 2, Box No. 49 McCall, S. C.

For Sale—Well established market garden and floral business. 29 hot beds, well, windmill and tank, 11-room house, also barn; four city lots. A snap at $3,600; $1,500 cash. Address
JOHN C. KRUEGER
Medford, Box 72, Wis.

Catalogues Wanted

Firms issuing catalogues of seeds, bulbs, plants and supplies will confer a favor by mailing copies to the undersigned.

SHINICHI MATSUURA,
No. 1, Tsurumaicho Nakaku Nagoya, Japan.

Wanted to Rent or Buy

By thoroughly experienced florist and decorator, a large florist establishment. Only high grade proposition considered. Must stand closest investigation. Give full particulars and price in first letter.

Address **Key 575, care American Florist.**

SITUATION WANTED

As superintendent of grounds and greenhouses. Private or public institution, by expert gardener. Life experience in all branches of the profession, under glass and outside. Can guarantee to get results. American, age 47, married, willing and able to work. Can furnish best of references. State wages and full particulars. Can come at once. Address
Key 576, care American Florist.

HELP WANTED

Expert rose grower able to take complete charge of good sized place.

Key 372, care American Florist

Grower Wanted!

Chance of a life-time for expert rose grower to get in on a big proposition. Don't miss this opportunity—investigate.

Key 571, care American Florist.

Wanted to Lease

One, two or three greenhouses, on Long Island, within ten miles of New York city, for reliable party. Address

Key 569, care American Florist.

FOR SALE

Retiring from business—moving to California—florist and gardener's place; seven-room house; one greenhouse, 75 x 16 ft., hot water heat; lot, 46 x 196 ft.; stock and good will of good trade. Only $5,000.

H. F. REIFERT,
18 West 65th Street, CHICAGO

For Sale

Established store in the Chicago loop. Don't answer unless you have $10,000 spot cash.

Key 373, care American Florist.

BOILERS and STACKS

We have on hand all sizes of used boilers and stacks suitable for greenhouse work.

RYAN BROS.,
847 South Racine Ave., CHICAGO

THE ANNUAL MEETING
—OF THE
Florists' Hail Association of America
will be held at Convention Hall, Washington, D. C., at 9 a. m. (sharp), August 17th, 1921.

JOHN G. ESLER, Secretary

Foreman Wanted

Competent man for commercial greenhouse plant in the south. Good wages to the right party.

Key 574, care American Florist.

NOTICE
—OF—
STOCKHOLDERS MEETING

CHICAGO, July 16, 1921.

Stockholders of the American Florist Company:

You are hereby notified that the annual meeting of the stockholders of the American Florist Company will be held in the Willard Hotel, Washington, D.C., Wednesday, August 17, 1921, at 3 o'clock p. m., for the purpose of electing directors and officers for the ensuing term and for the transaction of such other business as may come before the meeting.

J. C. VAUGHAN Pres.
M. BARKER. Sec'y.

OFFICIAL S. A. F.
Shipping Labels

Actual size of leaf 2¾ x 5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $4.50; per 1000, $6.50. Samples on request. Electro of leaf, postpaid, $3.00. Cash with order.

American Florist Co.
440 S. Dearborn Street
CHICAGO

HOME-GROWN STOCK

Greatly Increased Demand

If you have any to offer, or are likely to have any soon,
advertise in these columns now.

AMERICAN FLORIST CO.
440 So. Dearborn Street, ... CHICAGO

VAUGHAN'S CYCLAMEN

Prices on Cyclamen seeds are net—no discount.

The seed is saved only from perfect plants. Shape and size of flowers, foliage and stems and general habit are points on which our seed plants are selected. There is no better Cyclamen seed in the market.

GIANT ENGLISH GROWN

Prices (except where noted)—100 seeds, **$1.10**; 1000 seeds, **$12.00** net.

Mrs. Buckston. Bright salmon, frilled petals, 100 seeds, **$1.80**; 1000 seeds. **$16.00.**

Pink Pearl. Lovely pale salmon pink. 100 seeds, **$1.80**; 1000 seeds, **$16.00.**

Cherry Ripe. Nearly scarlet. 100 seeds, **$1.80**; 1000 seeds, **$16.00.**

Saint George. Foliage is beautifully margined with bright silver, not unlike the Begonia Rex, and the flowers are a rich salmon color. 100 seeds, **$1.60**; 1000 seeds, **$14.00.**

Crimson Saint George. Foliage is beautifully margined and ornamented with bright silver. Flower vivid crimson, produced in abundance well above the foliage. 100 seeds, **$1.80**; 1000 seeds, **$16.00.**

Mrs. L. M. Graves. The flowers are freely produced and are carried well above the foliage. The color is an intense and brilliant salmon scarlet. A healthy vigorous grower and comes true from seed. 100 seeds, **$1.80**; 1000 seeds, **$16.00.**

Brilliant Giganteum. Very robust grower. Fiery crimson flowers. 100 seeds, **$1.60**; 1000 seeds, **$14.00.**

Queen Mary. Salmon with claret base

Rosy Morn. Delicate rose color. Claret base.

Grandiflorum Album. The largest giant white.

Excelsior. White with red base. Extra large flowers.

Duke of Fife. Dark rose.

Princess of Wales. Deep pink.

Princess May. Pale pink.

Salmon King—100 seeds, **$1.60**; 1000 seeds, **$14.00.**

English Varieties, Mixed—From separate sorts.

	100 Seeds	1000 Seeds
Fairy Queen. Large frilled white with crimson eye	$2.00	$18.00
Giant Salmon. Semi-double salmon. Very large and free-flowering	2.00	18.00
Giant Rose. Bright rosy pink with red eye. Very free-flowering, one of the best pinks	2.00	18.00
Rosea Superba. Deep shell pink	1.65	14.00
Glory of Wandsbek. Salmon	1.65	14.00

	100 Seeds	1000 Seeds
Wine Red. Very large and fine **Christmas Cheer.** Blood-red **Magnifica.** Dark rose pink **Daybreak.** Delicate pink **Pure White.** Very large **White with Pink Eye.** Very large and fine **Victoria.** White tipped with pink, fringed edge. **Lavender.** Dark and light shades, very beautiful	$1.50	$12.00

SWEET PEAS

Winter Flowering--Spencer Varieties

EARLY OR CHRISTMAS FLOWERING

	Oz.	Lb.
Amethyst. This is the nearest to Royal Purple in color in the early-flowering class	$0.80	$10.00
Apricot Orchid. A delightful and charming shade	.65	8.00
Asta Ohn. A clear lavender	.65	8.00
Aviator. This is to our knowledge the best scarlet winter flowering sweet pea	.80	10.00
Blue Bird. A charming mid-blue self. A heavy producer. One of the best sellers in the Chicago market	.65	8.00
Cherry Ripe. Glowing cherry or salmon-cerise self	.65	8.00
Columbia. This is the most profitable pink and white winter-flowering sweet pea	1.00	15.00
Cream. Identical in color and size of blossoms to Dobbie's Cream. It has immense blossoms very frilled and duplexed	.65	8.00
Fire King. Deep orange scarlet	.80	10.00
Glitters. Standard a bright, fiery orange and the wings deep orange. The flowers are large, of good substance, and are borne on long, strong stalks	1.00	15.00
Gorgeous. Charming soft salmon cerise	.80	10.00
Heather Bell. The color is a rich but pleasing mauve, but after standing in water the color becomes a beautiful mauve lavender	.65	8.00
Hercules. Of the same lovely shade of pink as Countess Spencer. Long stem and a free producer	.80	10.00
Liberty. Brilliant red	.65	8.00
Melody. Rose pink on white ground	.65	8.00
Miss Louise Gude. One of the largest and best in the shell pink class	.80	10.00
Morning Star. Deep orange scarlet or flame color in standard, with rich orange pink wings	.65	8.00
Mrs. A. A. Skaach. Flowers bright shell pink	.65	8.00
Mrs. Chas. A. Zvolanek. One of the largest and best clear lavenders	.80	10.00
Mrs. M. Spanolin. Black-seeded white	.65	8.00
Mrs. William Sim. Apricot pink	.65	8.00
Othello. Rich deep maroon	.90	12.00
Pink and White. Blanche Ferry type, extra	.65	8.00
Princess. Clear lavender, with good stems	.65	8.00
Rose Charm. Bright rose, same color as Rosabelle the late Spencer class. ¼ oz., 40c	1.50	20.00
Rose Queen. A splendid commercial pink, best seller on Chicago market. Sow in summer for winter blooming	.90	12.00
Song Bird. Pale pink with a distinct tint of buff	.65	8.00
Songster. Giant early lavender	1.00	14.00

	Oz.	Lb.
Spring Maid. Light pink on a cream ground	$ .65	$ 8.00
Snow Flake. The best early-flowering white-seeded Spencer	.65	8.00
Snow Storm. Improved. A good early pure white for late planting	.90	12.00
Venus. Standard white, slightly blushed pink wings	.65	8.00
Warbler. Rich mauve purple	.65	8.00
Wedgewood.. Magnificent clear blue; intermediate	.65	8.00
White Orchid. White flowers of good substance	.50	6.00
Yarrawa	.50	6.00
Zvolanek's Blue. Very large, of the brightest blue	.80	10.00
Zvolanek's Rose. One of the best rose pinks	1.50	20.00

Vaughan's Special Mixture Winter Spencer made up of the best white, pink, rose, lavender pink and white and blue. Florists who do not have sufficient room for separate colors will find this a very fine assortment. **Oz. 90c; ¼ lb., $3.20; lb., $12.00.**

NEW VARIETIES

All White. This is an early King White, and compared to other varieties grown in 1920 proved the best white seeded variety. **Oz., $1.50; lb., $20.00.**

Fair Maid. Finest blush pink suffused salmon, on white ground, of robust growth, with long stems carrying fours regularly. Exact counterpart of Elfrida Pearson in the late Spencer class. **Oz., $1.50; lb., $20.00.**

Harding Blue. A deep shade of silver-blue, very large, well waved flower and productive. **¼ oz., $3.25; oz., $12.00; ¼ lb., $45.00.**

Harmony (Early Masterpiece). The best clear lavender self waved. **Oz., $1.00; lb., $15.00.**

Madonna. Black seeded white. Result of a cross between late Constance Hinton and Early Asta Ohn, unlike other black seeded white; it has no trace of a pink tinge. Owing to its being crossed on the lavender Early Asta Ohn, it has increased the opaque whiteness of the blooms and size of flowers. **Oz., $1.50; lb., $20.00.**

Mrs. Kerr. Rich salmon. **¼ oz., $2.75; oz., $10.00.**

Nightingale. Bluish lavender. Similar to Florence Nightingale in the late Spencer class. **Oz., 90c; lb., $12.00.**

Torch. Salmon orange. Same shade as Illuminator in the late Spencers. **Oz., $1.00; lb., $14.00.**

CHICAGO VAUGHAN'S SEED STORE, NEW YORK

VAUGHAN'S PANSIES

Vaughan's International Pansies.

Vaughan's International Pansy Mixture was first offered by us in 1889. We import from all the best European sources. Each year has added to the quality of its flowers and variety of its colors. We buy every year, novelties of known merit to improve the mixture; it is always complete, always the latest and always the best mixture. We add to all Pansy Mixtures which we now buy, more than 50 per cent of the choicest named kinds obtainable, each in correct proportion. This is one of the **Specialties** that has established the reputation of Vaughan's Flower Seeds, and one which we maintain most carefully. Trade pkt., **50c**; ⅛ oz., **$1.50**; ½ oz., **$5.00**; oz., **$10.00**.

Vaughan's Giant Pansy Mixture.

Embraces, besides all the separate shades and colors, five special strains not listed elsewhere, and which can only be had in this and our International Mixture. This mixture includes the richest reds, coppers and bronzes, together with the most delicate rose and pink shadings, all the distinct colors of Trimardeau and the splendid Cassier strain. Trade pkt., **50c**; ⅛ oz., **75c**; oz., **$5.00**; ¼ lb., **$18.00**.

Vaughan's Cut Flower Mixture.

This mixture is put up by ourselves and contains mostly light colored sorts. We have sold this mixture for several seasons to some of our Chicago cut flower growers, who have realized big returns from the sale of flowers. Pansies are as easily grown as violets, require less care and bring better results. Trade pkt., **25c**; ¼ oz., **60c**; oz., **$4.00**.

New Early-Flowering Giant Pansies.

The new strain produces its giant flowers about four weeks earlier than other known types. In March, when the old type pansies hardly show any buds the plants of the new strain bore from 3 to 5 of their giant flowers.

Early Flowering Giant White, with eye, Yellow, with eye, Light Blue, Dark Blue, Purple, Cornflower Blue, Pure White, Black, and Mixed (eight colors). Trade pkt., (500 seeds) **25c**; ⅛ oz., **50c**; oz., **$3.00**.

Chicago Parks Bedding Mixture.

This is a mixture made by ourselves from 20 different and distinct varieties of this type. While the flowers of this strain do not grow as large as those of the Giant Pansies, they excel them by a much greater number of flowers to a plant.

Trade pkt., **25c**; ¼ oz., **50c**; oz., **$1.80**.

Vaughan's P.P. Popular Price Mixture of Pansies.

This mixture, like all "Vaughan's" mixtures, is made up by ourselves from separate colors and strains of the Giant and Chicago Parks Bedding types and will furnish a large variety of colors with a good proportion of giant flowers.

Trade pkt., **25c**; ⅛ oz., **50c**; oz., **$3.00**.

Pansy—Vaughan's Giant Sorts

	Trade pkt.,	⅛ oz.	Oz.
Adonis, light blue, white center	$0.25	$0.45	$3.00
Auricula Colors, metallic shades	.25	.45	3.00
Aurora, pure white without blotches	.25	.35	2.60
Azure Blue	.25	.45	3.00
Beaconsfield, light lavender and rich purple	.25	.35	2.60
Black, large true black	.25	.35	2.60
Boulogne Giants	1.00	3.50	24.00
Bugnot, shades of red, bronze and reddish cardinal	.25	.50	3.60
Cassier, 3 and 5-spotted, an A-1 strain	.25	.50	3.60
Emperor Francis Joseph	.25	.50	3.40
Emperor William, dark navy blue	.25	.40	2.80
Eros. Purple, yellow border	.25	.45	3.20
Fiery Faces	.25	.35	2.60
Freya. Silver edged	.25	.40	3.00
Golden Queen, clear golden-yellow	.25	.45	3.00
Indigo King	.25	.50	...
Madame Perret, lovely shades of pink and rose	.25	.45	3.20
Masterpiece—Giant Curled or Spencer. In reality the number of petals is the same as that in other Pansy flowers, but they are crimped and curled in such a fashion that the flowers appear double. The colors are superb, mostly red and brown shades	.35	.75	5.00
Orchid-Flowered, mixed, the ground color of the flowers is light, the petals being marked with large brown blotches which diffuse into rays and veins toward the edge	$0.25	$0.45	$3.20
Mammoth	.50	.75	5.00
Paris Market, an improved strain of Trimardeau	.25	.40	2.60
Pheasant's Eye, sky blue edged, violet	.25	.50	3.60
Pink, lovely shades of pink, same as Hydrangeas	.25	.45	3.00
President Carnot, five blotched white	.25	.60	...
President McKinley, five blotched yellow	.25	.60	4.00
Prince Bismarck, bronze and light brown	.25	.45	3.00
Prince Henry. Darkest blue	.25	.45	3.00
Purple, very large, rich deep purple	.25	.45	3.00
Purple King	.25	.45	3.00
Ruby Red. Purplish red shades	.35	.60	4.00
Striped, mahogany striped and flaked white	.25	.45	3.00
Trimardeau, mixed ... Lb., 32.00	.25	.35	2.40
Violet Blue, a very pleasing shade	.25	.45	3.00
Victoria. Wine red	.25	.60	4.00
Volcano	.35	.60	4.00
White with dark eye, very large ... Lb., $36.00	.25	.40	2.60
Yellow, with dark eye, immense flowers ... Lb., $36.00	.25	.40	2.60

CHICAGO **VAUGHAN'S SEED STORE,** **NEW YORK**

Dreer's Reliable Florists' Flower Seeds

We call special attention of Florists to the following Select Strains of Seasonable Flower Seeds:

CINERARIA DREER'S PRIZE

We have an extra fine strain of these flowers of largest size, in a well balanced range of colors.
Dreer's Prize Dwarf, of dwarf, compact habit.
Dreer's Prize Tall, of taller growth than the above.
$1.00 per trade packet of about 1000 seeds.

Dreer's Superb Giant Cyclamen

The seed which we offer this season is American grown, produced by a grower who has made a special study of Cyclamen and who has worked up a strain better than anything procurable in Europe. We offer the following colors:

	Per 100 seeds	1000 seeds
Pure White	$1.50	$12.00
White with Carmine Eye	1.50	12.00
Blood Red or Christmas Cheer	1.50	12.00
Rich Rose with Deeper Eye	1.50	12.00
Daybreak. Soft shell pink, with deep eye	1.50	12.00
Simon (Wonder of Wandsbek). Brilliant salmon, extra fine	1.50	12.00
Choicest Mixed, all colors	1.25	10.00

DREER'S PERFECT PANSIES

We offer the following mixtures with the full assurance that nothing better can be had at the prices quoted:

	Trade Pkt.	Oz.
Dreer's Royal Exhibition. Our finest strain	$0.50	$8.00
Dreer's Premium Mixture. A really grand mixture	.50	4.00
Masterpiece. A wonderful range of rich colors	$0.50	$5.00
Giant Trimardeau. Good colors	.40	5.00

For Complete List of Seasonable Flower Seeds, including Snapdragons, Asparagus, Double Daisy, Forget-me-not, Primroses, Forcing Sweet Peas, Hardy Perennials, Etc., See Our Special Mid-Summer Catalogue. Copies Free on request

HENRY A. DREER, 714-716 Chestnut St., Philadelphia, Pa.

Mention the American Florist when writing

Montgomery's Priscilla

That's the name of the new pink rose! The name will be Priscilla probably after the public has had it a while, but we have had to add the prefix to cover the rules of nomenclature.

In order to get someone who knows more about roses than we do to give an unbiased, honest opinion on the merits of this rose, we have placed 12 plants of it with each of the following growers:

E. G. Hill Co., Richmond, Ind.
Dailledouze Bros., Brooklyn, N. Y.
Albert F. Amling Co., Maywood, Ill.
Duckham-Pierson Co., Madison, N. J.
Rowayton Greenhouses, Rowayton, Conn.
Miller Floral Co., Farmington, Utah
Wellworth Farm Greenhouses, Downers Grove, Ill.
Poehlmann Bros. Co., Morton Grove, Ill.
Robert Pye, Nyack, N. Y.
John Coombs, Hartford, Conn.
A. S. Burns, Jr., Spring Valley, N. Y.
Robt. Simpson, Clifton, N. J.
Chas. H. Totty Co., Madison, N. J.
Noe-Ruzicka Co., Madison, N. J.
Wm. H. Elliott Co., Madbury, N. H.
Anthony Ruzicka, Madison, N. J.
W. J. Pilcher, Kirkwood, Mo.
Jos. Heacock Co., Roelofs, Pa.
Ferrari Bros., San Francisco, Calif.
Peirce Bros., Waltham, Mass.
Batavia Greenhouse Co., Batavia, Ill.
Wendland & Kelmel Co., Elmhurst, Ill.
Joy Floral Co., Nashville, Tenn.
Roberts Rose Co., Denver, Colo.
Geo. C. Welland, Evanston, Ill.
Lakeview Rose Gardens, Jamestown, N. Y.
Exeter Rose Conservatories, Exeter, N. H.
Bassett & Washburn, Hinsdale, Ill.
H. O. May, Summit, N. J.
Budlong Rose Co., Auburn, R. I.
Doemling-Schimmel Co., Mt. Clemens, Mich.
F. R. Pierson, Tarrytown, N. Y.
L. B. Coddington, Murray Hill, N. J.
Jos. H. Hill Co., Richmond, Ind.
Stephen Mortensen, Southampton, Pa.
Briar Cliff Gardens, Scarborough, N. Y.
John H. Dunlop & Son, Richmond Hill, Ont., Can.
J. J. Fallon Co., Lynchburg, Va.
Gullett & Sons, Lincoln, Ill.
Rolf Zetlitz Co., Lima, O.
Van Aken Bros. & Sons, Coldwater, Mich.
Premier Rose Gardens, Maywood, Ill.
Weiss & Meyer Co., Maywood, Ill.

Ask them about it, if you will, at any time. They have our permission to tell the truth. We are going to let this rose sell itself! We shall be simply order takers.

A. N. PIERSON, Inc., Cromwell, Conn.

Mention the American Florist when writing

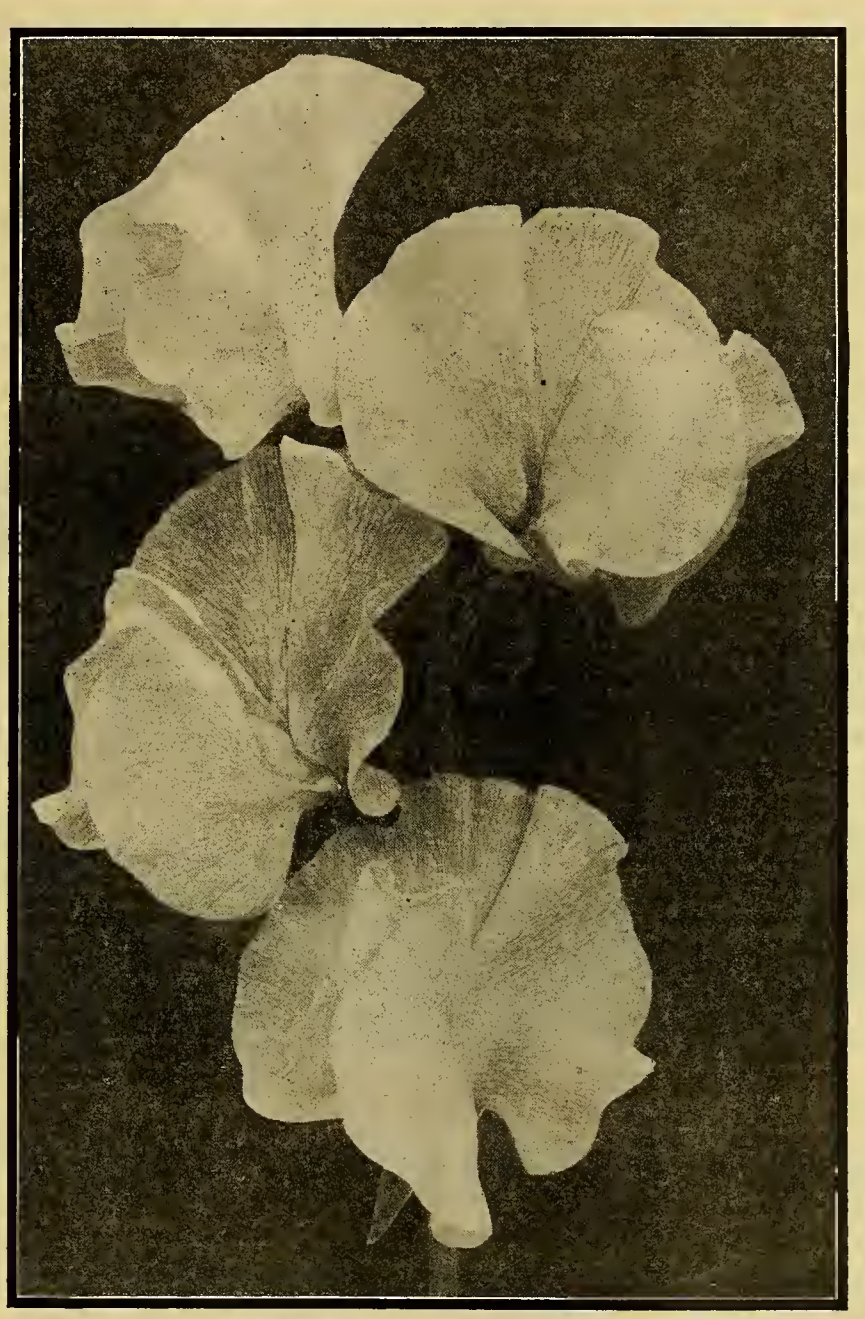
Robert Craig Co.
HIGH CLASS PALMS
and Novelties in Decorative Plants
MORWOOD, Delaware County, PA.

CYCLAMEN
We must have room and offer for one week,
2,500 2¼-in. Cyclamen, at $10.00 per 100; $90.00 per 1000.
3,000 2-in. Cyclamen, at $20 and $25 per 100.
1,000 4-in. Cyclamen, at $40.00 per 100.
Ask for our prices of Easter Greeting Pelargoniums and Ferns
GEO. A KUHL, Wholesale Grower PEKIN, ILL.

Alonzo J. Bryan
WHOLESALE FLORIST
Abundance of Stock
Always on hand. Correspondence solicited.
WASHINGTON, NEW JERSEY

BURPEE'S NEW SWEET PEA

WHITE STAR



A first-class, black-seeded white Sweet Pea lacking any suspicion of pink or other coloring has long been wanted, and we now have it in **WHITE STAR.** The flowers are of enormous size and are freely produced in fours, all beautifully waved and well placed on the stem. They are of great substance and pure opaque whiteness, retaining their purity of color until the end. The plants are robust and branch freely and early, and should therefore be allowed plenty of room in the row to avoid over-crowding.

We consider **WHITE STAR** to be the last word in black-seeded white varieties. It will be a boon to all florists who have had difficulty in germinating the white-seeded sorts, while the flowers with their pure clear color will be quite as valuable.

Awarded Certificate of Merit at the International Flower Show, New York, March 14, 1921. **Oz. $10.00; ¼-lb. $37.50, postpaid.**

W. ATLEE BURPEE CO., SEED GROWERS, Philadelphia

Russell - Columbia

The Best Summer Roses For Shipping

Our Roses Have a National Reputation for Quality

You always get fresh flowers and a more even run of stock.

CURRENT PRICE LIST

Subject to Market Changes

RUSSELL

	Per 100
Fancy Long	$16.00
Medium	8.00 to 12.00
Short	4.00 to 6.00

COLUMBIA

Fancy Long	$16.00
Medium	8.00 to 12.00
Short	4.00 to 6.00

PREMIER

Fancy Long	$16.00
Medium	8.00 to 12.00
Short	4.00 to 6.00

HOOSIER BEAUTY Per 100

Long	$12.00
Medium	6.00 to 8.00
Short	3.00 to 4.00

OPHELIA

Long	$10.00
Medium	6.00 to 8.00
Short	3.00 to 4.00

SUNBURST

Long	$12.00
Medium	8.00 to 10.00
Short	3.00 to 6.00

WHITE KILLARNEY

Long	$ 8.00 to $10.00
Medium	6.00
Short	3.00 to 4.00

ASSORTED ROSES

SPECIAL OFFERING

Good fresh Roses, our selection, in lots of 200 or more, as follows:

	Per 100
Good medium lengths	$6.00
Good short lengths	4.00
Good, very short lengths	2.50

New Fancy Ferns, per 1,000	$2.50
Adiantum, per 100	1.50 to 2.00
Sprengeri, per 100	3.00
Galax, green, per 1,000	2.00
Galax, bronze, per 1,000	2.00
Asparagus Sprays, per bunch	35 to .40

Of miscellaneous flowers now coming into market, we will procure for our customers the best at lowest market prices. A trial order solicited.

In buying direct of the grower you are assured of fresh stock at all times, and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONES:
CENTRAL 1457

Greenhouses: Hinsdale, Ill., and Gregg Station, Ill.

Notice:—We close at 5 o'clock week days.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Closed all day Sundays

Mention the American Florist when writing

Chicago.

GLADIOLI ARE IN GOOD SUPPLY.

Gladioli are in good supply and are selling nicely at all the houses considering the general market conditions. Chicago White, Pendleton, America, Augusta, King, Panama and Schwaben, are the principal varieties offered, but others are obtainable at some of the stores. Asters are to be had in fair sized quantities but the quality is nothing to speak of and in some instances exceptionally poor. Roses are plentiful in all the varieties grown for this market including a fair cut of American Beauties. One house is offering some indoor carnations, which are in strong demand at $1.50 per 100. Lily of the valley and orchids are plentiful. Lilies are included in the offerings. Gypsophila is quite a factor in the market this season and the much desired stock from Colorado has made its appearance. Feverfew, cornflowers, candytuft, daisies, gaillardias, and a large list of other indoor and outdoor stock, including colored water lilies, are on the bill of fare. Greens are in large supply. Business has been better the past week than for sometime but there is much room for improvement and a decided change for the better is expected at any moment, in fact, when the Pageant of Progress opens July 30, a large number of visitors have signified their intention of attending "Big Bill's" stupendous undertaking and it is a pleasure to note that the trade will be largely represented in the exhibits, even though the burden falls on a very few business men.

NOTES.

P. L. McKee, of the American Greenhouse Manufacturing Co., left July 23 on a business trip to California.

Buy By Inches

You may want long, short or medium stems. Our market letter enables you to tell at a glance what to order and at what price. Get what you want.

The other day our most distant customer wrote

"The stock reached us this a. m. in fine condition. Thanks for your splendid service.

Send in an order and you also will be pleased.

MAKE YOUR

FOUNDED BY FLINT KENNICOTT 1st

SUMMER PAY.

KENNICOTT BROS. CO.
174 N. Wabash Ave., Chicago

PETER REINBERG

Wholesale Florist

30 East Randolph St., Long Distance Phones Central 601 and 2846 **CHICAGO**

LARGE SUPPLY OF ROSES

Russell, Columbia, Premier, Sunburst, Ophelia, Etc.

Buy Direct From the Grower — CURRENT PRICE LIST — Subject to change without notice

MRS. CHAS. RUSSELL		Per 100
Specials		$20.00
Select	$15.00 to	18.00
Medium	10.00 to	12.00
Short	5.00 to	8.00
COLUMBIA		
Specials		$ 20.00
Select	$15.00 to	18.00
Medium	10.00 to	12.00
Short	5.00 to	8.00
PREMIER		
Specials		$ 20.00
Select	$15.00 to	18.00
Medium	10.00 to	12.00
Short	5.00 to	8.00
SUNBURST, OPHELIA		Per 100
Specials		$15.00
Select		12.00
Medium	$ 8.00 to	10.00
Short	4.00 to	6.00

			Per 100
Killarney / White Killarney	Specials..		$15.00
	Select....		12.00
	Medium..	8.00 to	10.00
	Short....	4.00 to	6.00
ROSES, OUR SELECTION			$5.00
Adiantum			2.00
Asparagus, per bunch		50c to 75c	
Ferns, per 1,000		$4.00	
Galax, bronze and green; 1,000		2.00	
Leucothoe Sprays			1.00

EXTRA SPECIAL STOCK BILLED ACCORDINGLY

PAUL R. KLINGSPORN, Manager.

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue L. D. Phone, Central 282 **CHICAGO**

Gladioli in Heavy Supply

ALL THE LEADING COMMERCIAL VARIETIES

Roses, Orchids, Valley, Gypsophila, Daisies, Lilies, Etc.

Zech & Mann are offering a large supply of gladioli in addition to asters and all other seasonable stock. This firm is well pleased with their Kroeschell ice machine which has been in use for some time and has given the best of satisfaction.

Wietor Bros. are cutting their first indoor grown carnations of the season which clean up completely each day. Gust Alles is back from his vacation and Chas. Drissler is now enjoying his. Leo Wietor is back from an auto-trip through Wisconsin.

A. L. Vaughan & Co. is receiving regular shipments of gypsophila from Colorado, which is in strong demand owing to its splendid quality. Gladioli and asters are in good supply at this house.

C. L. Scherer, of the Chicago Flower Growers' Association, and wife are spending their vacation at Sister Lakes, Mich.

John Kruchten and family motored to Sister Lakes, Mich., July 23, where they are enjoying a well-earned vacation.

Golden Yellow Sweet Peas

McClenahan's Yellow Flower Dye

Send for sufficient to make one quart.
Price, $1.00, prepaid.

McCLENAHAN'S GREENHOUSES
40th and Phillips Sts., Oklahoma City, Okla.

Johan A. Ebbers, well-known importer of florists' supplies, will sail for Japan in the near future.

GLADIOLI-ASTERS

Discriminating buyers place their orders here, beeause they find our stock is usually the best obtainable for the price they pay. We aim to satisfy the most exacting buyer.

JOSEPH FOERSTER CO.

WHOLSESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

WIETOR BROS.

Wholesale Growers of Quality Cut Flowers

30 East Randolph Street, L. D. Phone: Randolph 2081 CHICAGO

One of the wholesale houses needed some good, long stemmed roses for a shipping order last week and only had medium stock on hand, so it sent one of its employes out to secure some. Beinig unable to find any, the boss sent him to one of the houses for a rose stretcher. After tipping off the other stores, the young fellow canvassed almost the entire market, when he suddenly tumbled to the fact that there was no such instrument.

Michael Fink has the sympathy of the trade in the loss of his mother, whose death ocurred last week. She was 84 years old and was the mother of a family of florists. The funeral was held from the late residence, 2644 Herndon street, to St. Josaphat's church with interment at St. Adalbert's cemetery.

Bassett & Washburn report business as good, with a satisfactory demand from out-of-town points. Mr. Washburn writes that E. B. Washburn is doing nicely at his home in California, and is rapidly improving in health.

A. Henderson & Co. received their first shipments of California Iris Tingitana and freesia bulbs last week, good looking stock in each case. The firm's French bulbs are on the way.

Chas. Drissler's daughter, who was hit by an automobile July 25, when her skull was fractured, is reported to be in a serious condition. Mr. Drissler is with Wietor Bros.

J. C. Nielson, of Poehlmann Bros. Co., returned last week from a pleasant vacation at Gravel Lake, Mich., and left June 25 to call on the trade at New Orleans, La.

August Barnett, with Erne & Co., is back from his vacation, part of which was spent at Prairie Du Chien, Wis. An eight-pound baby girl arrived at his home July 26.

The E. F. Winterson Co. is receiving a large quantity of strawflowers from the proprietor's farm at Highland Park, which are in good demand at the store.

Kennicott Bros. Co. is having a strong call for asters, which it is receiving in quantity, including some of the finest flowers seen this season.

I. Rosnosky, representing the American Bulb Co., is back from a business trip through the west, with stops at all the recent trade conventions.

Fred Nicklas has returned from a pleasant vacation at Peoria.

Tim Cunnean, with Percy Jones, Inc., is spending his vacation at Baldwin, Mich.

Jack Byers, with D. E. Freres & Co., is spending his vacation at Saugatuck, Mich.

Henry Arnold, with O. A. & L. A. Tonner, is enjoying a two weeks' vacation.

G. W. Ball, Glen Ellyn, is on an auto trip to Mammoth Cave, Ky.

Frank Oeschslin celebrated his birthday anniversary July 26.

Sphagnum Moss

(Burlap Bales)

Select quality, large size bale....$1.50
5 bale lots or more, at 1.40
10 bale lots or more, at..... 1.30

Florists' Foil-PREMIUM BRAND

(5-in., 6-in. or 7-in. wide.)

10 lbs and over, at.....$0 16
50 lbs. and over, at..... .15
100 lbs. and over, at..... .14

Complete list of many other items free.

One Floral Art Album given free with any order of $25.00 or more.

Geo. H. Angermueller Co.

Wholesale Florists 1324 Pine Street, ST. LOUIS, MO.

Meyer's Silkaline, or Smilax Threads

Be sure the uame Meyer is on the end of each spool, as we find there are a lot of fake brands being put on the market to imitate our green florists' thread. Weigh up our threads and then weigh up the other parties' that you are buying from, and you will notice that our threads run full two ounces of thread to the spool.

The Best Gladioli

You can get them here in practically every variety grown for commercial purposes, including Chicago White, Pendleton, Schwaben, America, Augusta, King, Panama, Myrtle, Etc.

GOOD SUPPLY OF ASTERS

Roses, Beauties, Feverfew, Larkspur, Cornflowers, Lilies, Candytuft, Orchids, Valley, Greens, Etc.

Finest Gypsophila in This Market

Regular shipments of that choice double stock from Colorado, which we supplied you with last season. Order what you need now for use later. You cannot afford to be without it.

A. L. VAUGHAN & Co.
NOT INC.
PHONES:
CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572
161 North Wabash Ave. Chicago

The remains of William Henry Welsh, son of John Welsh, well-known florist, who was killed in the World War October 12, 1918, were brought home from France last week and laid to rest in the family lot at Memorial Park cemetery. The funeral was held from the home of his parents at 4910 North Hoyne avenue, July 24, and was largely attended and the floral offerings from the trade were many and beautiful. He was 30 years old and was employed in his father's greenhouses up to the time he joined the colors.

The beautiful float that headed the parade in the North Shore division of the Pageant of Progress, July 26, attracted much favorable attention and was a credit to the trade. Among the florists who were responsible for the magnificent showing were: Schiller, H. C. Rowe, Chas. Propps, Albert Hall, Stolberg Bros., Paulus Bros. and Clody's Flower Shop. Johnson & Chronis decorated six trucks for the parade of the Oakland, Forty-third and Forty-seventh streets, Business Men's Associations held last week.

The following appeared in one of the daily papers the past week under the head of new state corporation: Peter Reinberg, Inc., 30 East Randolph street; capital, $30,000; general greenhouse business. Incorporators, Mary Reinberg, Louis Hoeckner, Henry A. Zender, Herbert O. Hansen, Wm. P. Mahoney, Fred C. Price. Correspondent, William F. Foehringer, 512 County building.

The trade exhibitors at the Pageant of Progress already on the ground are Vaughan's Seed Store, Henry Wittbold & Son, W. W. Barnard Co., J. Oliver Johnson, Western Pottery, Pulverized Manure Co., Adler Jones, Schiller, A. L. Randall Co. and the Florists' Telegraph Delivery Association.

Poehlmann Bros. Co. is cutting a large supply of roses, especially Mrs. Chas. Russell, which are in best demand. This firm's new rose Phantom looks like a winner and the trade prefers it to Ward.

Curtis Kindler of the Raedlein Basket Co., arrived home last week from a business trip to Germany. They are receiving heavy importations of baskets from their factories over there.

Vaughan's Seed Store employes are very busy this week with preparations for the firm's Pageant of Progress exhibit. Shipments of callas are now being moved.

Visitors: Dave Geddes, St. Louis, Mo.; G. J. Frisch, wife and daughter Louise, Dayton, O.; A. E. Kunderd, Goshen, Ind.; Wm. Roepke, of the Roepke Floral Co., Indianapolis, Ind.; A. C. Oelschig, Savannah, Ga.; Wm. Trillow, Des Moines, Ia.; E. B. Morgan, Paxton; Miss C. E. Crump, Colorado Springs, Colo.; Tom Rogers, Spring Lake, Mich.; A. Chapater, representing Schloss Bros., New York; J. P. McCarthy, representing M. Rice Co., Philadelphia, Pa.

Lancaster County Florists' Association.

The summer picnic of the Lancaster County Florists' Association was held at Rocky Springs, a popular resort near Lancaster, Pa., July 21. The afternoon was spent in enjoying the various amusements, and the bathing pool, which is considered the finest in the state. Messrs. Elmer Weaver and E. J. Fancourt, the latter of the S. S. Pennock Co., Philadelphia, Pa., made a record in the shooting gallery. At five o'clock, lunch baskets were hunted up and a good picnic dinner was the order for the next half hour. A programme consisting of candy catching, potato races and peanut rolling for the youngsters, under the direction of a committee consisting of Messrs. A. F. Strickler, Chas. B. Herr, Lemon Landis and Lloyd Weaver, proved to be a very interesting affair. Peanut scrambles and rides on the merry-go-round for the little folks, completed an enjoyable afternoon.

ALBERT M. HERR, Sec'y.

Decorative Greens

Having completed our dyeing and preserving plant, we are now accumulating a stock of the most beautiful

Magnolia Leaves, Beech Sprays and Oak Sprays

These are dyed in the most popular colors, ranging from the fresh green of spring through the deep green of summer, the violet or red of autumn to the bronze of winter; and preserved so as to keep indefinitely, retaining the fresh colors and pliable leaves.

Write for Samples and Prices.

THE DECORATIVE GREENS CO., Kinston, Ala.
Formerly: H. C. Willis, Duncan Jackson.

GRANULATED MUCK

This is the stuff to make plants grow. Rich beyond your dreams. Rotted and cured for years in sun. For plants that demand the richest soil it is O.K.; reduce for others half and half to one in ten, with ordinary soils, to bring them up. Put up in sugar sacks. Sold by ton.

ORCHID SOIL

This is a soil built right for orchids that require soil. It is just right and requires no additions. Put up in sugar sacks. Sold by sack.

Meet Us at Our Booth at the Convention

Write for prices.

BOTANICAL NURSERY CO.,
WILD FLOWERS
1103 Court St., LAPEER, MICH.

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.

CHICAGO

Long Distance Phones Central 3283 Central 3284

Our Offerings Include:

LILIES

Absolutely the finest supply of Cut Lilies in this market.

ROSES

COLUMBIA

RUSSELL

White Killarney

Butterfly

Crusader Sunburst

Killarney Brilliant

Ward Ophelia

Premier

MISCELLANEOUS

Valley Cattleyas

ASTERS

Calendulas Cornflowers

Gladioli

GREENS

Plumosus Sprengeri

Bronze and Green Galax

Ferns

Adiantum Smilax

Mexican Ivy

Boxwood

Pittsburgh.

TRADE VERY SATISFACTORY.

Business has been brisk this week, with a short supply of nearly every item on the list, which has caused prices to advance. The demand has been heavier than usual for the last of July, which can be accounted for by the return of the soldiers who died in Europe during the war. Roses are in short supply, with quality nothing to brag about, and it is hard to get enough good ones to fill advance orders, let alone the orders that come in late. Lilies are good property, and the quality is of the best, while the price has advanced to $20 and $25 per 100. Gladioli are now at their best, but there does not seem to be as many as usual this season, which has caused the price to remain firm at $6 and $8 per 100 for the best. Asters are now a factor, and some very good stock is to be seen; so far they have sold on sight. Carnations are a thing of the past and what few are coming are very poor. Delphiniums are still selling well. Other arrivals include scabiosa, cornflower, feverfew, achillea and straw flowers, all of which have their own call. Taking everything into consideration, the cut flower business is more than satisfactory, and very few complaints are to be heard.

FLORISTS' PICNIC.

Thursday, July 21, surely was a red letter day with the florists of this district, which was the day of the first annual picnic of the Retail Florists' Association and the Florists' and Gardeners' Club combined. The affair was held at Bradford's woods, just a short auto trip from here, and the largest turn-out in the history of the local trade was the result. The wholesale houses and some of the retailers closed their stores at noon to give every one a chance to attend. Even Ike Bayersdorfer came all the way from Philadelphia to see us at play. The sports and races for ladies and children were in the hands of Miss Emma Maxwell, while E. J. McCallum had charge of the men's races. The big event of the day was the ball game between the McCallum Co. and a picked team of retailers under the leadership of Ed. Ludwig, which was won by the former, the score being 18 to 16. After the ball game, dancing was in order until a late hour, when every one started for home tired but happy, and all voted it the best outing ever given here. The out-of-town florists included: Jos. Thomas and family, of Greensburg, Pa.; Max Schrieber and family, McDonald; E. H. Carey and wife, New Brighton; O. C. Small, Beaver, Pa.; A. C. Miller and wife, Homestead; George Wessenauer and family, Sewickley; J. W. Glenn, Kittanning; J. M. Johnston, of McKeesport, Braddock and Homestead, and his entire force, and many more too numerous to mention.

NOTES.

W. J. Smith of the Altimo Culture Co., Canfield, O., was a recent visitor. Mr. Smith reports a severe hail storm which did a lot of damage to his plant.

—— Langhans, of McGrath & Langhans, has just returned from a three weeks' auto trip through New York state and Canada.

The next big event is the joint meeting of the two organizations, to be held in September, when a banner turnout is certain.

A. W. Smith and wife had a red letter day of their own on July 20, when they celebrated their golden wedding anniversary.

George C. McCallum and Thos. Kelleher of the McCallum Co. are enjoying their vacations at Conneaut Lake

A large delegation from here are expected to attend the florists' convention at Washington, D. C., next month.

E. C. T.

Albany, N. Y.

FLORISTS' CLUB OUTING.

A party of 18 members of the Florists' Club, left the city on Saturday afternoon, July 16, to visit the camp, "Say it With Flowers," at Kinderhook Lake, which the club has leased for the summer. At the lake the visitors enjoyed boating and bathing until evening, when a substantial dinner was served in the camp cottage at 75 cents a plate. Two of the visitors were Morris Cohen, a well-known New York dealer in ribbons, and Andrew Hillery, Poughkeepsie, a new member of the club. Mr. Cohen enjoyed the beauties of the lake and camp so well he decided to spend the night and Sunday there. Most of the visitors left by 10 p. m. in their automobiles for the return journey to the city. The club has accepted the invitation of W. H. Van Hoesen, of Round Lake, to hold the next meeting at his place on Saturday, August 13. A fire at Round Lake on the morning of July 11 destroyed the arcade, 10 dwellings, and damaged other buildings. Fortunately, the auditorium was saved. The club expects to hold a seasonable flower show in the auditorium on the afternoon of the meeting. Round Lake is a summer village located about 33 miles north of here.

NOTES.

The city authorities have commissioned Charles Downing Lay, a New York landscape architect, to prepare plans for a grove at New Scotland and South Lake avenues, in memory of citizens who died in the world war. It is expected that Mr. Lay's tentative sketch will be in the hands of Wallace Greenalch, commissioner of public works, and Frank R. Lanagan, city engineer, who will place it on exhibition for criticisms and suggestions. The board of contract and supply in about a month is expected to advertise for bids for the necessary work on the memorial. Last spring Philip Bender, superintendent of parks, planted a considerable number of trees on the grove site in order that they might get a good start.

WHY STOP BUSINESS

In Summer and Let Your Trade Go Elsewhere?

We can furnish you with good Summer Roses and other Seasonable Stock with which you can retain your trade. **KEEP YOUR BUSINESS GOING**—it is easier to keep a business going steadily than it is to build it up again in the fall.

Russell, Columbia, Premier, Milady, Hearst, Ophelia, Sunburst, Butterfly, Double White Killarney, Crusader.

Now that Sweet Peas are about done for the season use **Nesbit Roses** they more than serve their purpose. If you are in want of a good White Rose for summer use our Double White Killarney the only good white rose obtainable in this market.

GLADIOLI White, Yellow, Light Pink, Deep Pink, Red **A1 Quality**

Exceptionally good for so late in the season.

Carnations, Valley, Larkspur, Daisies, Gypsophila, Gladioli, Lilies, Delphiniums and all other seasonable Cut Flowers. Ferns, Adiantum, Mexican Ivy, Plumosus, Sprengeri.

If you want good stock and good treatment, buy of

Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Wholesale Cut Flowers and Greens

Quality Speaks Louder Than Prices.

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can reply upon orders sent ue receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

Fruits growers from Albany, Greene, Columbia, Ulster, Orange and Dutchess counties, along the Hudson river, met in the court house at Poughkeepsie, July 23, to perfect means of organization and to discuss methods of handling crops. T. E. Cross, LaGrangeville, was named chairman of a committee of six to co-ordinate in the development of fruit growers' associations in the state and to help in the organization of new ones. The committee will also work toward securing a central organization to standardize packs and to provide for a central selling system. County farm bureau organizations in the state will co-operate with Chairman Cross and his committee.

The summer meeting of the New York State Horticultural Society will be held at the agricultural experiment station, Geneva, August 3. The principal speakers will be Dr. Roscoe W. Thatcher the recently appointed director of the station, and Judge Berne A. Pyrke, state commissioner of farms and markets. The eastern meeting of the society will consist of a basket picnic on the lawn of W. S. Teater, Upper Red Hook, August 17. A programme is in course of preparation. R. D.

Providence, R. I.

SOME GOOD GLADIOLI ARRIVING.

There is little change in the market this week over the previous one. The extremely hot weather is showing its effect on the market here. There is some improvement on the quality of the roses sold but very little, Mrs. Chas. Russell and Columbia and Premier continuing to be the best hot weather roses. There are more asters and they are of better quality. Good gladioli in quantity is seen, and the demand is good for America Schwaben, Panama, Niagara and Francis King. Garden flowers are arriving in quantity and the market cannot handle them on account of the slow business.

Many employes of various stores in this city are away on their vacations.

H. A. T.

Tonner

CUT FLOWERS
Supplies
30 E. Randolph St.
Telephone Central 6284
Chicago

Mention the American Florist when writing

The E. F. Winterson Co.

Long Distance Telephone, Central 6004

166 N. Wabash Avenue, Chicago, Ill.

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street L. D. Phone, Randolph 6578. CHICAGO, ILL.

The Ove Gnatt Co., Inc.

Preservers of Natural Foliages **LA PORTE, IND.**

Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties.

Indianapolis, Ind.

C. F. Coffey and wife, of Kokomo, are moving to the rose farm on East Jefferson street, that city, which they have leased from W. W. Coles, the latter moving into the Coffey property, 132 Conrad avenue. Mr. Coles will continue to look after the shrubbery, but Mr. and Mrs. Coffey will take over the remainder of the greenhouse and will grow the flowers for their retail store on North Main street. A wide variety of plants, vines and flowers, with roses as a specialty, will be grown at the greenhouses both for retail and wholesale. Mr. and Mrs. Coffey state that they are anticipating placing the establishment on a higher standard than ever, and that with both retail and wholesale houses in their charge they will be better able to know the wants of the public and supply the flowers which are in most demand. Mr. Coles was recently given a fine write up in one of the Kokomo papers, as one who had done much toward the upbuilding of the city.

Poppies from the battlefields of France will be grown at national headquarters of the American Legion, here, in memory of the late F. W. Galbraith, Jr., national commander of the service men's organization. A miniature reproduction of a shell-torn battlefield will be constructed by landscape gardeners, and florists will plant and tend the memorial flowers. Seed of the Flanders poppies were received recently from J. M. Johnson, Marion, S. C., formerly chief engineer of the Rainbow division. He gathered the pods during the hottest engagements in the Baccarat sector and in the Champagne and at Chateau-Thierry.

Fifty thousand Richmond, Ind., roses are on the way to a California nursery. The shipment was started by the Jos. Hill Co. of that city by refrigerated express. Included in the shipment are most of the new varieties originated by the firm. The shipment establishes a precedent in Indiana, as hitherto, California has been regarded as the home of roses. The use of a refrigerator car for a rose shipment also establishes a precedent for the transportation of Indiana roses, for it is the first time such a car has been used for the purpose in the state.

The plant of Saenger Bros., florists at Terre Haute, was damaged by fire July 16, approximately $2,500. Buildings on adjoining premises also were scorched, but the loss from this source was not large. The loss at the Saenger plant consisted of a large barn burned with its contents and extensive damage to the greenhouse adjacent to the barn. Much of the glass in the greenhouse was cracked by the intense heat, and the loss on this item will be several hundred dollars.

The annual outing of the Indiana State Florists' Association will be held at Bertermann's grove, Tuesday, August 2. To reach the grove, drive about seven miles east of this city on the National road, or take the T. H. I. & E. electric road, Richmond division, to Bertermann's stop, cars leaving every hour. Members are urged to bring their families and employes, for a pleasant time is anticipated. E. B.

Ithaca, N. Y.

CORNELL UNIVERSITY.

The hot weather the past two weeks has been rather hard on the roses at the test gardens. The plants are breaking well, however, and should produce another good crop of flowers next month. The collection of hardy phlox of nearly 500 varieties is now in full bloom and is making a wonderful showing.

NOTES.

S. C. Hubbard, who has been in charge of the rose test gardens the past five years, has resigned his position and will leave for Amherst, Mass., August 1, where he will take charge of the greenhouses at the Massachusetts Agricultural college. Mr. Hubbard received his training at the A. N. Pierson Co., Cromwell, Conn., and has been very successful in his work here. He is considered one of the best authorities on the culture of outdoor roses in this country. The Massachusetts Agricultural college is to be congratulated on being able to obtain the services of Mr. Hubbard.

Arthur Bool, of the Bool Floral Co., has a fine lot of three and 4-inch begonias. He finds a ready sale for this stock. Ralph Roskelly, who is in charge of the store, reports business as rather quiet at present. Last month, however, the death of Mayor Stewart, and E. L. Williams, former comptroller of the university, brought on the largest volume of funeral work this firm

Arthur Cowee, of Berlin, N. Y., who is a member of the legislative committee of the department of farms and markets, spent several days at the university inspecting the various departments. This committee was recently appointed by Governor Miller to study the agricultural conditions in the state.

The summer school is now in progress at the university with a registration of over 2,500. Of this number 900 are registered in the College of Agriculture and 36 in the course in garden flowers offered by the department of floriculture.

Dr. A. C. Beal and Prof. Arno H. Nehrling will represent the department of floriculture at the coming meeting of the Society of American Florists. has ever known.

H. Bayersdorfer & Co.

The Wholesale Supply House of America . . .

EVERYTHING THE BEST IN FLORISTS' SUPPLIES

1127 Arch St., Philadelphia, Pa.

SAM SELIGMAN

FLORISTS' SPECIALTIES

116 W. 28th St., New York

IMPORTER—MANUFACTURER

Artificial Flowers for Summer Sales.

Westchester and Fairfield Hort. Society

The tenth annual flower show of the Westchester and Fairfield Horticultural Society will be held in New Rochelle, N. Y., September 21-22, for the benefit of the New Rochelle hospital. Mrs. De Lancey Kane is president of the committee, and J. H. Troy, manager of the show. Garden clubs all over the country are taking an active part in this affair, and practically every estate owner has pledged his support.

An elaborate schedule has been prepared with over 90 classes for competition; it will also contain writings on horticultural subjects by well-known authors; in fact it will be a real encyclopedia, well worth keeping for future references. Advertising space can be secured for $30 per page or $1 per inch for subdivisions. Should you wish to take advantage of such a wonderful opportunity to advertise, we would

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

A. T. Pyfer & Co.

WHOLESALE FLORISTS
164 N. Wabash Avenue
CHICAGO, ILL.
Long Distance Telephone, Central 3373.

WEILAND-RISCH CO.

FLOWER GROWERS
TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located
WHOLESALE
CUT FLOWER HOUSE
IN CHICAGO
169-75 N. Wabash Ave., CHICAGO
L. D. Phones
CENTRAL 1977 and 1978

advise your sending your ad at once, as both space and time are limited.

Donations for the show will be greatly appreciated and duly acknowledged. Remember that this show is held for a good cause, well deserving of your help and patronage.

NEWSPAPER PUBLICITY AIDS SHOW.

It is expected that the large space being given the coming flower show by newspapers of New Rochelle and about 25 others in surrounding towns will assure great success for the fall show. The Chamber of Commerce has given the exhibition its sanction, and one of the members has personally undertaken the collection of subscriptions. It is hoped to have one of the best shows ever held outside of New York city, and this is no idle boast when it is remembered that some of the wealthiest people in the United States have their country estates in this vicinity.

J. H. TROY, MANAGER.

Milwaukee, Wis.

Miss Rose Semeler, president of the Edlefson-Leidiger Floral Co., and sister, Miss Harriet, have telegraphed that they were not on the St. Lawrence steamer which was stranded in the Long Sault Rapids, as first reported, which has relieved the anxiety of friends and relatives.

James Livingstone, gardener for Fred Vogel, Jr., acted as a judge at the flower show given by the North Shore Horticultural Society and the Garden Club of Illinois at Lake Forest, Ill., July 23-24.

Many of the members of the Wisconsin State Florists' Association made up automobile parties for the trip to Madison, July 19, and remained over for a day or two.

After leaving this city two years ago, John C. Arnold, wife and daughter, have returned, and expect to enter the retail florist business in the near future. E. O.

Wholesale Flower Markets

Chicago
CURRENT PRICE LIST

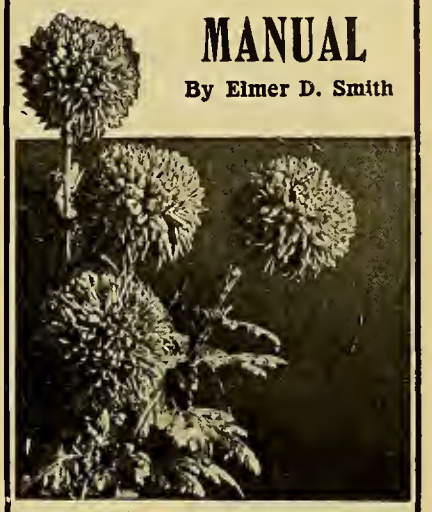
		Dozen
Roses, Beauty		$ 3.00 to $ 6.00
		Per 100
"	Mrs. Chas. Russell	4.00 to 35.00
"	Butterfly	4.00 to 30.00
"	Columbia	4.00 to 30.00
"	Dunlop	4.00 to 30.00
"	Premier	4.00 to 30.00
"	Hoosier Beauty	4.00 to 30.00
"	Killarney Brilliant	4.00 to 30.00
"	White Killarney	4.00 to 30.00
"	Mrs. Geo. Shawyer	4.00 to 30.00
"	Milady	4.00 to 30.00
"	Mrs. Aaron Ward	4.00 to 20.00
"	Sunburst	4.00 to 20.00
"	Ophelia	4.00 to 20.00
"	Dhle. W. Killarney	4.00 to 20.00
"	Cecile Brunner	4.00
"	Our Selection	5.00
Calendulas		2.00 to 4.00
Daisies		2.00 to 3.00
Cattleyas, per doz		24.00
Gladioli		6.00 to 15.00
Valley		8.00
Carnations		2.00 to 4.00
Asters		4.00 to 8.00
Lilies, per 100		15.00 to 20.00
Adiantum		1.50 to 2.00
Ferns	per 1,000	3.00
Galax	per 1,000	2.00
Leucothoe		1.00
Sprengeri, Plumosus Sprays		35c to 50c per bunch
Mexican Ivy		1.00
Boxwood, 35c per lb., case		9.00
Huckleberry		7.50

ZECH & MANN

WHOLESALE FLORISTS
30 E. Randolph St., CHICAGO
Telephone Central 3284

THE
CHRYSANTHEMUM MANUAL

By Elmer D. Smith



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Wholesale Cut Flowers, Florists' Supplies.

George Reinberg

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Extra fancy Ophelia, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Ave. CHICAGO

Raedlein Basket Co.

713 Milwaukee Avenue
CHICAGO, - - ILLINOIS
Write for Catalog and Prices.

Nassau County Horticultural Society.

The regular monthly meeting of the Nassau County Horticultural Society was held at Glen Cove, L. I., July 13, President Wm. Noonan in the chair. Exhibits held in connection with the meeting consisted of the following: 25 pods of peas, James McCarthy, 1st; 25 string beans, Pierie Chambiard, 1st; three heads of lettuce, James McCarthy, 1st; B. Wallace, special; six varieties of perennials, James McCarthy, 1st; Four varieties of apples, James Hollaway, honorable mention. Exhibits for the August 10 meeting will consist of 12 gladioli, six tomatoes and six ears of corn.

B. Wallace was appointed chairman of the publicity committee, and will start working for the dahlia show to be held October 5-6. The society will hold its annual picnic August 11. Thos. Kanelby was elected to active membership.

ARTHUR COOK, Sec'y.

As Far as the Quality Is Concerned

The market is in better condition.

We have a larger supply and a greater assortment of

GLADIOLUS

We have every variety that is suitable for cut flower purposes.

The cut of

ASTERS

is increasing, and there is also an improvement in the quality.

There is a great improvement in the quality of our

Russell and Columbia Roses

In Russell we furnish you with the best coming to Philadelphia. If you are in need of good Pink Roses, we are in a position to supply you.

The Leo Niessen Co.

1201 Race Street

PHILADELPHIA, - PA.

Branches: Baltimore, Washington.

Philadelphia.

EXCELLENT CALL FOR QUALITY STOCK.

The general consensus of opinion compares the past week's business quite favorably with that of the same period of a year ago; in fact, for July there is a better demand for good stock than there is flowers to meet it. The cry all the time is for quality; but, just the same, 75 per cent of the stock now offered lacks this important requirement. Roses are the most plentiful indoor stock; there are a great many of the $5 to $10 a thousand kind that go for the most part to the street men. The limited long stemmed quality grades all clean up well at good summer prices. It is thought that the bottom has been reached in roses, as cutting has commenced from the early planted renewals of last spring, some of which are of fair length and will improve with each week's growth. Long stemmed white are particularly scarce, there being only a few Kaiserin, which variety has almost gone out of this market. Gladioli are a quantity stock, but there are none too many that grade up to the requirements of the big stores. Better varieties and more intensive culture would work a wonderful change in the returns. Asters are more plentiful, but here, too, there is a great chance for improvement. Outdoor stock sells from $4 down, while specials from the greenhouse command $6 to $8. Larkspur is getting to be an all the season flower, stock being now offered that brings as high as $1 per bunch is surely some price for the middle of summer. Summer cosmos is in and makes quite an addition to the assortment. Easter lilies of splendid quality are 50 per cent higher than last week, and the supply is ample. Lily of the valley and cattleyas are about equal to the demand.

EDWARD REID

CHOICE ROSES, All Grades.

CARNATIONS, EASTER LILIES and All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

BOSTON, JULY 27.	Per 100	
Roses, American Beauty	4.00@	50.00
" Russell	4.00@	12.00
" Dunlop	4.00@	12.00
" Pilgrim	4.00@	12.00
" Crusader	4.00@	12.00
" White Killarney	4.00@	12.00
" Ward	3.00@	10.00
" Maryland	3.00@	8.00
" Hoosier Beauty	3.00@	10.00
" Columbia	4.00@	12.00
" Hadley	4.00@	12.00
" Ophelia	4.00@	12.00
" Premier	4.00@	12.00
Adiantum		1.50
Asters	5.00@	6.00
Asparagus bchs., per bch.	.50@	1.00
Asparagus Strings, doz.		12.00
B. Buttons	1.00@	2.00
Carnations	2.00@	3.00
Carnation, Laddie	3.00@	4.00
Cattleyas, per doz.	12.00@	18.00
Delphinium	1.50@	2.00
Lily of the Valley		12.00
Longiflorum Lilies	30.00@	35.00
Smilax, per doz.		6.00
Sweet Peas	1.50@	2.00
Gladioli	4.00@	10.00
Swansonia, per bch.	.50@	.75
Sweet Sultan	3.00@	4.00
Gypsophila, bch.	.50@	.75
Bouvardia, bch.	1.50@	2.00
Coreopsis	1.00@	1.50

BUFFALO, JULY 27.	Per 100	
Roses, American Beauty—		
" Special	30.00@	40.00
" Fancy	25.00@	40.00
" Extra	15.00@	20.00
" 1st	3.00@	10.00
" 2nd	3.00@	10.00
" White Killarney	3.00@	10.00
" Dbl. Wht. Killarney	3.00@	10.00
" Richmond	3.00@	10.00
" Maryland	3.00@	10.00
" Sunburst	3.00@	10.00
" Columbia	3.00@	20.00
" Ophelia	5.00@	15.00
" Russell	6.00@	15.00
" Premier	5.00@	20.00
" Cecile Brunner	2.00@	3.00
Asters	2.00@	3.00
Calendulas	2.00@	3.00
Calla Lilies	8.00@	20.00
Carnations	1.00@	2.00
Easter Lilies	12.00@	20.00
Mignonette	2.00@	3.00
Rubrum Lilies	6.00@	8.00
Snapdragons	2.00@	4.00
Sweet Peas	.40@	1.00
Gladioli	4.00@	6.00

EASTER LILIES.

An Easter lily grower of experience finds the summer competition very hard to meet. Small growers at times, with a comparatively little stock, get scared at the slightest lull in the market and make a price of $10 per hundred, which means a positive loss under present conditions. The minimum price should not fall blow $15, while at $20 the grower has no more than a legitimate profit. There would be a stable market and sale for all the stock if growers would hold out for a living return and not throw their flowers overboard at the first sign of distress.

BASEBALL.

It seemed as if all the florists and allied trades of the city were on the Belmont plateau in Fairmount park July 20. There were automobiles galore, from the high class limousine down the touring car line to the humble tin lizzie delivery, all loaded to the limit. They were there to see a baseball game between the S. S. Pennock Co. and the Mole Street Independents. What a game it was, played with bats, balls, strenuous efforts, accompanied by chin music and language! The Pennock nine is considered a representative commission house team, while the Mole street aggregation is a sort of Yanigans. However be this as it may, at the end of the sixth inning the score stood, Independents 17, S. S. Pennock 5, which situation put the rooters of the Independents in a very hapy frame of mind. Bart. Cartledge, Ed. Reid, Pop Meehan and Carl Corts, the chief rooters, were particularly enthusiastic, for wasn't the game on ice. But at the end of the eighth, when it was called on account of darkness, the score read: Pennock, 34; Independents, 20. What took place in the last two innings had best not be given in detail. There were, of course, hits, errors, loud and vociferous rooting, denunciations, change of pitchers, new umpires, and all that goes to make up the great American game. All appeared glad when at last the agony was over. Carl Corts said it was the greatest afternoon he ever put in, while Ed. Reid acknowledged they beat us, all right, but there will be another day soon.

NOTES.

The automatic 'phone service of the Keystone Co., of which so much was expected, has gone all to the bad in the last month, and caused no end of

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Price List On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Berger Bros.

The Choice of the Market in

EASTER LILIES,

ROSES and All Popular Flowers.

Exceptional Service.

1609 Sansom St., PHILADELPHIA, PA.

CINCINNATI, JULY 27.	Per 100	
Roses, Premier	4.00@	15.00
" Russell	4.00@	15.00
" Columbia	4.00@	15.00
" Butterfly	4.00@	15.00
" White Killarney	4.00@	15.00
" Pink Killarney	4.00@	15.00
" Sunburst	4.00@	15.00
" Mrs. Aaron Ward	4.00@	15.00
" Ophelia	4.00@	15.00
" Baby Doll	3.00@	4.00
Carnations	2.00@	4.00
Carnation Laddie	6.00@	8.00
Easter Lilies	15.00@	20.00
Ferns, per 1,000		4.00
Galax, per 1,000		1.50
Plumosus (south) per bch.		.25
Smilax, per string	.15@	.25
Snapdragons	6.00@	8.00
Pond Lilies		4.00
Gaillardias	1.00@	1.50
Valley		8.00
Rubrum	4.00@	8.00
Gladioli	6.00@	8.00
Gladioli	3.00@	10.00
Leucothoe		5.00

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.
Wholesalers and Growers of
Choice Cut Flowers
and Greens

C. C. POLLWORTH CO.
CUT FLOWERS
PLANTS, BULBS
FLORISTS' SUPPLIES
MILWAUKEE, - WIS.

Wholesale Florists' Supplies
THE HOUSE OF MERIT
Staple Baskets and Seasonable Novelties in Quantity
JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St., Phila., Pa.

Pittsburgh Cut Flower Co.
WHOLESALE FLORISTS
Growers of Quality Flowers
116-118 Seventh Street,
PITTSBURGH, - PA.

trouble for the wholesalers who use it so much with the retail stores.

Sherman Swisher and wife, who visited Los Angeles, Calif., with the Elks of this city, report a most enjoyable time. They expect to arrive home about August 1, after a trip through the Canadian Rockies.

Fine samples of Boston ferns grace the window of the Jos. Heacock shop, on Mole street. Their summer cut of roses is the largest they have ever handled.

The Philadelphia Wholesale Florists' Exchange received its first shipment of dahlias on Saturday last—a lot of 500, which soon found purchasers.

Gladioli, Easter lilies and Mrs. Chas. Russell roses are quantity items of the Leo Niessen Co.'s stock. A good out of town shipping business is reported.

Mark Mills and wife spent last week in Ocean City, N. J. Mr. Mills, who is an ardent fisherman, reports good catches of weak fish.

T. Nelson Geiger arrived home from his Canadian fishing trip July 16, and reports fine bass fishing and a good time generally.

Berger Bros. are having very good summer business. Easter lilies in quantity are a featuer here.

Robert Craig and family are summering at Ocean Grove, N. J.

K.

Oklahoma City, Okla.

Weather conditions have been severe on outdoor stock, a few gladioli, Shasta daisies and dahlias being about the only survivors of the summer heat. Chrysanthemums are to be had in small lots only. Several funerals and a large bank opening have helped trade to a certain extent.

NOTES.

Furrow & Co. are displaying some very choice variegated caladiums. Their carnation and chrysanthemum plantings at Guthrie are looking stronger and healthier than for several years past.

A. S. Gray, Chickasha, recently reelected president of the Oklahoma State Florists' Association, is again very sick, his son having been called home.

The Breezy Bluff Flower farm is cutting some excellent gladioli and dahlias.

Business is in good condition at the Barteldes Seed Co. establishment.

PAUL RICHMOND.

GUST. RUSCH & CO.
WHOLESALE FLORISTS
Jobbers in Florists' Supplies
Headquarters of the Cudahy Roses
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444-446 Milwaukee Street
MILWAUKEE, WIS.
Mention the American Florist when writing

Wholesale Flower Markets

PITTSBURGH, JULY 27.	Per 100
Roses, Beauty, spl., per doz.	6.00
" " fcy., per doz.	5.00
" " ex., per doz.	4.00
" " No. 1, per doz.	1.50
" Killarney	6.00@ 16.00
" Maryland	6.00@ 15.00
" Sunburst	6.00@ 15.00
" Mrs. Aaron Ward	6.00@ 16.00
" Russell	6.00@ 20.00
" Columbia	6.00@ 20.00
" Ophelia	6.00@ 15.00
" Hilda	6.00@ 15.00
" Premier	6.00@ 2000
" Madam Butterfly	6.00@ 16.00
Asters	4.00@ 6.00
Carnations	2.00@ 3.00
" Laddie	10.00
Easter Lilies	26.00
Ferns, per 1,000	3.00
Galax, per 1,000	2.00
Plumosus, per bunch	.60
Sprengeri, per bunch	.60
Sweet Peas	1.00@ 1.60
Smilax, per doz. strings	3.00
Valley	6.00@ 8.00
Delphinium	4.00@ 5.00
Cornflowers	2.00
Coreopsis	2.00
Gaillardia	3.00
Gladioli	5.00@ 8.00

PHILADELPHIA, JULY 27.	Per 100
Roses, Beauty, special	30.00@ 60.00
" " fancy	10.00@ 20.00
" Mrs. Chas. Russell	6.00@ 25.00
" Killarney	2.00@ 6.00
" Hadley	10.00@ 30.00
" Sunburst	4.00@ 10.00
" Wards	3.00@ 6.00
" Ophelia	2.00@ 10.00
" Columbia	3.00@ 20.00
" Premier	6.00@ 15.00
Adiantum	1.50@ 2.00
Asparagus, bunches	.60
Asparagus, strings	.75@ 1.00
Calendulas	1.50@ 3.00
Carnations	2.00@ 6.00
Cattleyas	1.00@ 1.50
Easter Lilies	15.00@ 20.00
Lily of the Valley	6.00@ 8.00
Smilax	.35
Snapdragons, per doz.	.75@ 1.50
Sweet Peas	.25@ 1.50
Larkspur, per doz.	1.00@ 150
Gladioli	6.00@ 10.00

THE McCALLUM CO.
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MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

ST. LOUIS, JULY 27.	Per 100
Roses, Premier	3.00@ 10.00
" White Killarney	3.00@ 8.00
" Columbia	3.00@ 8.00
" Ophelia	2.00@ 6.00
" Killarney	2.00@ 4.00
" Russell	3.00@ 12.60
" Ward	2.00@ 4.00
" Sunburst	4.00@ 10.00
Calendulas	1.00@ 2.00
Carnations, Laddies	4.00
Carnations, fancy	1.00@ 2.00
Ferns, per 1,000	3.00
Valley	6.00
Smilax, per string	.20
Leucothoe	2.00
Galax, green, per 1,000	1.75
" bronze, per 1,000.	1.75
Callas	12.50
Snapdragons, per doz.	1.00@ 2.00
Lilies	12.60@ 16.00
Gladioli	2.00@ 8.00
Larkspur	.60@ 1.00
Delphinium	.60@ 1.00
Phlox	.50@ .85

MILWAUKEE, JULY 27.	Per 100
Roses, Kill'n'y, W. Kill'n'y	4.00@ 12.00
" Premier	6.00@ 20.00
" Ophelia	4.00@ 12.00
" Columbia	6.00@ 20.00
" Ward	4.00@ 12.00
" Hoosier Beauty	4.00@ 16.00
Carnations	1.50@ 3.00
Fancy Ferns, per 1,000	2.50
Asparagus, per bunch	.50@ .75
Snapdragons	3.00@ 4.00
Gladioli, per dozen	1.00@ 1.50
Gaillardia	.50@ 1.00
Lilies, per doz.	1.00@ 2.50
Rubrums	6.00@ 8.00

New York.

NO IMPROVEMENT IN MARKET.

In so far as buying and selling is concerned, there has been no change worthy of note in the cut flower situation, since our notes of July 23 were written. There has been some decrease in the supply of roses, but under present conditions of dullness it has not affected prices. While a few carnations are arriving they are practically worthless. The supply of asters is slowly increasing and stock of fair quality is now on the market. As there has recently been abundant rains, the late asters should be coming forward. In white lilies, there is a fair supply and a few Regales, Rubrums and Auratums are noted. There is the usual supply of miscellaneous outdoor flowers and some of them may be classified as wild. The dealers and shippers in young plants for growing on, are having good business.

July 25.—With a return of warmer weather, business continues to languish. Some of the roses arriving show slight improvement, but another hot spell may set them back. A few yellow chysanthemums have appeared. Asters are on the increase and they are good enough for funeral work. Gladioli continue to arrive in quantity.

FLORISTS' CLUB CONVENTION PARTY.

Members are reminded that applications for parlor car space should be sent without delay to Wm. Pedrick, Jr., 263 Fifth avenue, this city, for the train leaving the Pennsylvania terminal, Monday, August 15, at 11:08 a. m., daylight saving time, which will undoubtedly, carry the greater part of the club's delegation to the Society of American Florists' convention at Washington, D. C., August 16-18. Secretary Young reports many applications for convention round trip identification certificates which must be presented at the railroad office when transportation is purchased. This is the only method to pursue if the benefit of a reduction on the return fare is desired and Society of American Florists' members, to whom the concession solely applies, are requested to avoid waiting until the last moment to obtain their certificates by applying to the secretary as quickly as possible.

LADIES' SOCIETY OF AMERICAN FLORISTS.

We have received through Secretary Young, a handsome illustrated folder, issued by the Ladies' Society of American Florists. "On To Washington" is the refrain. An excerpt follows: We, the ladies of the Society of American Florists, invite everyone to come to the finest and largest convention ever held, ladies, members and their families and employes. We have planned, with the kind co-operation of the ladies of Washington, many social events for the ladies attending the convention, which will make their three day stay a continual round of pleasure and enjoyment.

MONTGOMERY'S PRISCILLA ROSE.

Roman J. Irwin, who recently visited the range of A. N. Pierson Inc., Cromwell, Conn., brought with him on his return a number of blooms of the new pink rose, Montgomery's Priscilla. This rose, we learn, is the result of a cross of Columbia and Ophelia. The fine record of the parents is so well known that it is needless to here enlarge on that subject. We believe that time will prove that we have not exaggerated in saying that Montgomery's Priscilla is in all its points a better rose than either Columbia or Ophelia and that it has put Premier in the "also ran" class. Mr. Irwin has been showing this rose to experienced wholesalers of the 18th street market and it has been given a unanimous verdict of approval and consideration.

NOTES.

President I. S. Hendrickson of the Florists' Club has appointed the following as a committee to nominate officers for election at the December meeting of the club, such committee to report at the November meeting: Chas. B. Weathered, Chas. W. Knight, Chas. H. Totty, J. G. Esler, F. F. Kessler, W. H. Siebrecht, A. M. Henshaw.

William Kattier, the retailer of 754 Madison avenue, who with his family sailed for Europe in June, is expected to be gone until September. During his absence, David C. Bielefeld is in charge of the store.

J. Max Nitzschka and Herman Berkowitz, doing business as Astoria Florist, at 2188 Broadway, filed a petition in bankruptcy, July 20, listing liabilities of $3,405 and assets of $2,973.

J. Benson Stafford of G. E. M. Stumpp's staff is spending his vacation among old friends at Buffalo, N. Y.

W. G. Perry and family are at Duxbury, Mass., where they have taken a cottage for the remainder of the summer.

Miss Green, the popular bookkeeper at Malandre Bros., has returned from a two weeks' vacation.

The first chrysanthemums noticed are at I. Goldstein's, in the 18th street market.

Clarence Slinn is receiving good bunches of hydrangeas. A. F. F.

Columbus, O.

STOCK GREATLY IMPROVED BY RAINS.

Business during the third week in July was a little quiet, but not any more so than in former years. A large number of the flower buying public are away on their vacations, but in spite of this, trade has been fairly active. Funeral work has been rather good, and some weddings are scheduled for the near future, several of which will be quite large and important. Trade is tending largely towards loose flowers and designs. Corsages are not in as good demand as during the social season. The supply of flowers is now better and the quality is generally excellent. The rains which have fallen recently tended to bring out flowers of all kinds and they are coming in briskly, roses being one of the best features. They retail from $3 to $8 per dozen. The principal varieties are Sunburst, Columbia, Ward, and Premier. Gladioli are selling well and the supply is adequate for all needs. There is a large variety of garden flowers on the market and they find a ready sale. Easter and Rubrum lilies are other items that are still plentiful and have a good sale at the down town shops. Plants are not selling well as this is the off season.

The educational and publicity campaign, under the auspices of the Flower Growers' and Dealers' Association will soon be started. Some of the data which has been collected will be brought forward during the month of August, and later on the campaign will be pushed with greater rigor. It is planned to get the full benefit when vacationists return from the seashore and mountains.

S. W. Moore has been retained as chief horticulturalist for the various state institutions, under the new head of the department of public welfare, Mr. MacAyeal. Mr. Moore has held that position under the Ohio board of administration for several years. J. W. L.

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Phone Chelsea 8071. Consignments Solicited.

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FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Price per 500, $4.50; per 1000, $6.50. Samples on request. Electro of leaf, postpaid, $3.00. Cash with order.
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Carnations and Sweet Peas of Fine Quality.
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NEW YORK, JULY 27. Per 100

Roses, Beauty	$6.00 @	$50.00
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" Ophelia	.50 @	10.00
" Premier	.50 @	8.00
" Scott Key	10.00 @	50.00
" Sunburst	.50 @	6.00
Asters, per doz.	.50 @	.60
Adiantum Croweanum and Hybrid	.75 @	1.00
Asp. Plumosus, per bunch	.25 @	1.00
Bouvardia	1.00 @	2.00
Cattleyas	25.00 @	100.00
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Larkspurs, per dozen	.50 @	1.00
Gladiolus, per doz	.25 @	.75
Sweet Peas	.50 @	1.00
Phlox	1.00 @	1.50

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Traendly & Schenck
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Orchids, Roses, Carnations, and all the other best products of the leading growers.
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Highest Standard of Quality.
Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
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INC.
31 and 43 W. 18th St., NEW YORK
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SPECIALTIES — Cut Orchids, Asparagus Plumosus Sprays and Mistletoe and Berries. Our Orchids are grown by Carillo & Co., of Mamaroneck, N. Y.

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Northwest Corner Wabash Ave. and Adams St.

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EUCLID AVENUE

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Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport, Niagara Falls and Western New York.

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Mangel

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1811 E. 71st St.

The Largest Growers of Flowers in the City

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You can "Say It With Flowers" to anyone in the British Isles through Bees' Flower Service.

(Members F. T. D.)

Ye Busy Bees

Bees Ltd

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Steamers arriving at or leaving any port can be served at a few hours' notice.

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Houghton Gorney Flower Shop

UNDER THE PARK STREET CHURCH

Centrally located. Each order receives my personal attention. Best facilities for shipping

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WORCESTER, MASS.

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Wittbold FLORIST

745 Buckingham Place
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Send us your retail orders.
We have the Best Facilities in the City
No. branch stores. Established 1857.
Members of Florists' Telegraph Delivery.
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Rochester ph. 506. Long Dist. Bell ph. 2189
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Wolfskill Bros. and Morris Goldenson
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We solicit telegraph orders. Regular trade discount.
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Louise Flower Shop
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Miss Louise W. Daugherty, Proprietress
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Mention the American Florist when writing

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Phone: Intervale 4990.
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NEW YORK Established 1849

David Clarke's Sons
2139-2141 Broadway, Cor. 75th St.
Orders by Telegraph Promptly Filled
Phones 1552-1553 Columbus
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GRAND RAPIDS FLORAL CO
ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.
Mention the American Florist when writing

FROM NEW YORK EXCEPT AS NOTED.

August 3.

FROM NEW ORLEANS, Waaldyk, Holland-America Line (Rotterdam).
Lafayette, French Line (Havre).
Leopoldina, French Line (Havre).
George Washington, United States Mail Line (Plymouth-Cherbourg).
Latvia, Baltic-American Line (Danzig-Libau).
Vasconia, Cunard-Anchor Line (London).
Adriatic, I. M. M. Lines (Southampton).

August 4.

FROM MONTREAL, Cornish Point, Furness Lines (London).
France, French Line (Havre).
Mount Clay, Hamburg-American Line (Hamburg).
Argentina, Societa Triestina di Navigazione (Venice-Patras).
Canada, Fabre Line (Marseilles-Constantinople).

August 5.

FROM MONTREAL, Vitellia, Cunard-Anchor Line (London).

August 6.

FROM BOSTON, Mississippi, I. M. M. Lines (Antwerp-London).
FROM MONTREAL, Vedic, I. M. M. Lines (Liverpool).
FROM PHILADELPHIA, Rhode Island, Furness Lines (Glasgow).
Ryndam, Holland-America Line (Rotterdam).
Mahopac, I. M. M. Lines (London).
Cedric, I. M. M. Lines (Liverpool).
Calabria, Gunard-Anchor Line (Gibraltar-Fiume).
America, Italian Lines (Genoa-Naples).
Deutschfeld, Hamburg-America Line (Hamburg).
Zeeland, I. M. M. Lines (Antwerp).

OMAHA, NEB.

Hess & Swoboda
FLORISTS
1415 Farnum St. PHONES: 1501 and L1582
Members of Florists' Telegraph Delivery.
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BROOKLYN, N. Y.

JOSEPH TREPEL
BROOKLYN'S LARGEST FLORIST
Eleven Stores
Main Store— Lewis Ave Cor. Hancock St.
Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.
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The Apollo Flower Shop
4 East 11th Street
We Carry the Largest Stock of Cut Flowers in the City. We Please the People.
Home Ph.: Main 3652 Bell Ph.: Main 1034

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F. H. WEBER
N. E. Cor. Taylor and Olive Sts.
Flowers delivered in City and State on Short Notice.
Member of Florists' Telegraph Delivery.
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NEW ORLEANS, LA.

CHAS. EBLE
Oldest Florist South
121 BARONNE STREET
Members of Florists' Telegraph Delivery.

SALT LAKE CITY.

Miller Floral Co.
10 EAST BROADWAY
250,000 Square Feet of Modern Glass
First-class stock and service. Usual discount.
We reach the whole of Utah and to Central part of Nevada and Idaho
Members of Florists' Telegraph Delivery.
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FOR ST. LOUIS
WIRE
Grimm & Gorly
Mention the American Florist when writing

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Largest Retail Florists in Westchester County.
Members F.T.D. Established 1908.

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Members of Florists' Telegraph Delivery

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75 E. Adams St.
HENRY Wittbold and Son DECORATORS FLORAL FLORISTS
EVANSTON, ILL. 3025 Central St.
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MRS. E. A. WILLIAMS
621 Penn Ave.
Members of Florists' Telegraph Delivery.
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FOX'S
Incorporated
437-39-41 Milwaukee Street
Members of Florists' Telegraph Delivery.

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The Largest Grower of Cut Flowers in the South

Lang Floral & Nursery Co.
1214 Main Street, Dallas, Texas.
Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.
Members of Florists' Telegraph Delivery.

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1338 O Street, LINCOLN, NEB.
Wholesale and Retail
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City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Penn, the Florist.
Boston, Mass.—Houghton Gorney Fl. Shop.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Bohannon Flower Shop.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Congress Flower Shop.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Schiller, The Florist, W. Madison.
Chicago—G. Wittbold Co., Buckingham Pl.
Chicago—Mangel, 17 E. Monroe St.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—Central Floral Co., B'way.
Detroit, Mich.—John Breitmeyer's Sons.
El Paso, Tex.—Potter Floral Co.
Grand Rapids, Mich.—Henry Smith.
Hartford, Conn.—Welch's Flower Shop.
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—Apollo Flower Shop, The.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
Knoxville, Tenn.—Baum's Home of Flowers.
La Crosse, Wis.—Salzer Floral Gardens.
Lincoln, Neb.—Frey & Frey.
Liverpool, Eng.—Bee's, Ltd.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses
Memphis, Tenn.—Memphis Floral Co.
Miami, Fla.—The Exotic Gardens.
Milwaukee, Wis.—Fox's Incorporated.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—The Rosery Floral Co.
Newark, N. J.—Phillips Bros.
New Britain, Conn.—Welch's Flower Shop.
New Orleans, La.—Metairie Ridge Nur. Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New Rochelle, N. Y.—New York Floral Co.
New York—A. Eckrich, 924 Madison Ave.
New York—Alexander, Florist.
New York—A. T. Bunyard, Madison Ave.
New York—Broadway Florist.
New York—N. Christatos.
New York—Dard's, 44th and Madison Ave.
New York—David Clarke's Sons.
New York—Henry Hart, Inc.
New York—Hession.
New York—Irene Hayes.
New York—Kottmiller.
New York—Malandre Bros.
New York—Matthew A. Battista.
New York—A. Meyer, 1062 Madison Ave.
New York—Olympia Florist.
New York—G. E. M. Stumpp.
Oklahoma City, Okla.—Furrow & Co.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermenl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Salt Lake City, Utah—Evans Floral Co.
Salt Lake City, Utah—Miller Floral Co.
Staten Island, N. Y.—Alex S. George.
San Francisco—Podesta & Baldocchi.
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Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosaia Bros.
Sheboygan, Wis.—J. E. Matthewson.
St. Louis, Mo.—F. H. Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heinl & Sons.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackstone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Wichita, Kan.—W. H. Culp & Co.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

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Seattle's Leading Flower Shop
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Baum's Home of Flowers
Personal attention given to orders For Knoxville and East Tennessee.
Member F. T. D.
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Summer Season.

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Madison Ave. and 76 St.
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AT REASONABLE PRICES

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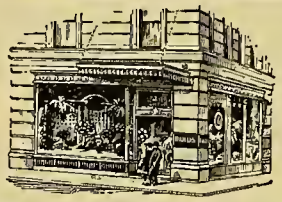
Telegraph orders for Dayton will receive our immediate and careful attention.

Mention the American Florist when writing



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PHILIP BREITMEYER, - President

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Members of Florists' Telegraph Delivery

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FLORIST
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FLORIST
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Telegraph orders receive our usual good care and prompt attention. Phones 270-271 Main.

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HENRY SMITH
Wholesale and Retail Florists of Grand Rapids.

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Send Telegraph, Telephone or Mail Orders for florist's service in this vicinity to
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Every order receives prompt and careful attention.

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Quality and Service Assured

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Joy's

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Successor to the HILL FLORAL CO.
Good Stock and Good Service.

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924 Madison Ave., bet. 73rd & 74th Sts.
Phone: 9864 Rhinelander. Orders from Other Cities Promptly Filled

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DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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WELCH'S Flower Shop

Also Store at New Britain, Conn.

Established 1885.

Members of Florists' Telegraph Delivery.

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Wholesale and Retail

Pikes Peak Floral Co.

Orders Carefully Executed

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Pillsbury's Flwoer Stores

Your orders will receive careful attention.

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Established over 30 years

Southwest corner of 11th and McGee Sts.

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WASHINGTON D. C.

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Members of Florists' Telegraph Delivery.

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LOUISVILLE, KY.

AUGUST R. BAUMER

MASONIC TEMPLE

Member of Florists' Telegraph Delivery.

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CHICAGO OPPOSITE FIELD'S — **DETROIT**

Central Floral Co. 132 N. State, CHICAGO 1331 Broadway, DETROIT

Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery.

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ROANOKE, VA.

FALLON, Florist.

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Seattle-Rosaia Bros. Finest floral studio in Northwest. Member F.T.D.

EDWARD SCEERY

Passaic, N. J. F. T. D. Paterson, N. J.

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GEO. H. COOKE
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Connecticut Avenue and L Street

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FOR WISCONSIN DELIVERY
—OF—
"Home Grown Flowers"

Get in touch with

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Philips Bros.

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310-312 West Chestnut Street

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1519 Farnam St., Omaha, Neb.

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IN THE HEART OF **Newark, N. J.**

The Rosery Floral Co.

167 Market St., at Broad St.

EVERYTHING IN FLOWERS

Prompt Deliveries to any town or city within 150 miles of Newark. Telephone Market 494

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BROOKLYN, N. Y.

HUGO H. JAHN
—FLORIST—

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Phone: 1952 Lafayette.

Flowers Delivered Anywhere. Personal Attention.

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"WE NEVER SLEEP"

IDLEWILD GREENHOUSES **Memphis, Tenn.**

89 South Main St.

"Up-to-the-Minute" Service and Execution.

Every Flower in Season.

New York. Telephone Lenox 3822

HENRY HART, Inc.

FLORIST

1000 Madison Avenue

in the Heart of most exclusive residential section.

PHILADELPHIA, PA.

Chas. H. Grakelow

Broad St., at Cumberland

Members of Florists' Telegraph Delivery.

The Seed Trade

American Seed Trade Association.

L. L. Olds, Madison, Wis., President; Alex. Forbes, Newark, N. J., First Vice-President; Louis B. Reuter, New Orleans, La., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, 73 Tremont Street, Boston, Mass., Counsel.

The fortieth annual meeting will be held June, 1922.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass. Counsel.

The next annual meeting will be held June, 1922.

THE European freesia bulb crop is said to be about one-fourth of the average.

CINCINNATI, O.—J. Chas. McCullough is at the Ambassador hotel, Atlantic City, N. J.

THE Everette R. Peacock Co., Chicago, is building a new two-story tile warehouse, 90x275 feet, at its farm at Norwood Park.

J. K. M. L. FARQUHAR, of R. & J. Farquhar & Co., Boston, Mass., died July 24. Further particulars will be found in our obituary column.

SAGINAW, MICH.—A. T. Ferrell and family have been motoring through north Michigan summer resorts, visiting A. J. Brown's home at Northport Point.

COUNCIL BLUFFS, IA. — De Giorgi Bro., dealers in seeds, plants and shrubbery, recently filed a petition in bankruptcy. The liabilities are $54,286, assets $40,970.

NEW YORK.—It is currently reported that certain lots of French bulbs are coming into this market on consignment, grading and sizes of cases not known. This report has not yet been verified.

THE J. C. Robinson Seed Co., Waterloo, Nebr., has issued its August calendar, giving prominence to the following: "He who talks without thinking runs more risk than he who thinks without talking."

OTTAWA, ONT.—Geo. H. Clark, seed commissioner of the Dominion Department of Agriculture, was elected president of the Canadian Seed Growers' Association, at the annual meeting of that organization held recently in this city.

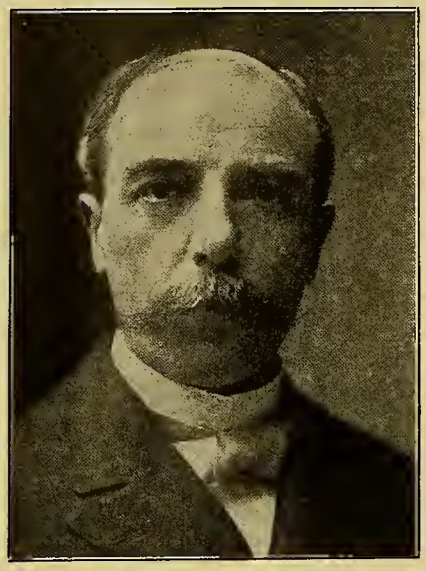
THE bulb market for the first ten days of July at Ollioules, France, is reported to have advanced and that jobbers there are asking American buyers a price of 150 francs for the 13-centimeter size and 180 francs for the 14-centimeter, adding that they are not able to fill orders, and that they consider it a bad season because of the short crop.

ONION SETS in the Chicago district to the extent of one-third are in the crates, the growers being very busy and the weather favorable. The yield is proving from three to three and one-half bushels to one pound of seed sown, five bushels to the pound being the normal average. The sets are dry, in fine condition and of excellent quality. Vaughan's Seed Store will move its first lots of winter-top sets next week.

Nebraska and Colorado Seed Crops.

The J. C. Robinson Seed Co., of Waterloo, Neb., writing July 21, report: "Conditions in the seed producing sections of eastern Nebraska were seldom better. Have been enjoying weekly or more rains for some time, and crops are magnificent. Also the seed crops are much further advanced than is usual at this time.

"In Colorado and other sections conditions are at least normal. Some flood losses in that state, but we understand it is not so much loss from that cause as from inability to repair the irrigation ditches.



The Late J. K. M. L. Farquhar.

"No aphis has appeared yet. The hail season is nearly over so we are looking forward to harvesting a good crop. However, the average is very much below normal."

Dutch Bulb Prospects.

A Dutch grower writes June 30: "The bulb crop will be fairly good this year, notwithstanding the very dry weather we have had. Darwins and late tulips have done better than the early tulips. They seem to have stood the dry weather better—on the whole, the Darwins and late tulips are good. The hyacinth prospects differ quite a bit. In some places I saw stocks which were dead, while in other places they were still green. This chiefly depended upon the quality of the soil. The hyacinths on well cultivated and manured land are excellent, while in districts where the soil has been more or less neglected and undermanured, the crops do not look as well by any means. With the high cost of labor, manure, etc., there are a good many growers who have not given their land much attention or spent enough money in cultivating. Apparently, neither hyacinths nor narcissi will be too plentiful this year. There seems to be a good demand for hyacinths, since rumor says Germany will allow increased imports. The main item Germany will require will be hyacinths. The English seed houses are placing their orders now."

Another correspondent, writing July 21, says: "The bulb crop is excellent and far superior to last year's, in fact we have not had a crop to equal it in years. Possibly the dry weather affected the growth in some small sections, particularly on high land, but speaking generally, we have a banner crop and the American trade may look for good sized bulbs of the best quality in all kinds so far as blooming capacity is concerned. We are just commencing to lift narcissi and even these promise a very good crop. The weather continues very hot and dry, but so far as Holland is concerned, just what we want at this time of year."

British Seeds Act.

Under the seed act, 1920, which comes into operation August 1, all tests for the purpose of declaration under the act, except in the case of garden seeds, must be made either at one of the official seed testing stations, or at a private station licensed by the ministry for that purpose. After August 1, therefore, a declaration based on a test carried out at a non-licensed station will be illegal. The ministry has already inspected a number of private stations for which licenses have been asked, but will not be able to arrange for further inspections free of charge after July 31, 1921. Licenses will only be issued in cases where the ministry is satisfied that the equipment and management of a private station is in every way adequate for

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Beet, Carrot, Lettuce, Onion, Radish.
Correspondence Solicited.

The Best Color Chart.
PRICE, $1.00 POSTPAID
AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Braslan Seed Growers Company, Inc.
Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY AND MIXED SWEET PEAS.
SAN JOSE, CALIFORNIA

Garden Seed Beans

Growing Lima and pole varieties is my specialty.

My growing contract offer for fall delivery will be mailed upon request.

Henry Berrien Fish
Carpinteria, Calif.

Waldo Rohnert
GILROY, CAL.
WHOLESALE SEED GROWER
Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish.
Correspondence Solicited.

Yokohama Nursery Co.
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Woolworth Building
NEW YORK CITY
Importers
Japanese Bulbs, Plants and Seeds

Return Envelopes
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Seed Packets
Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.

Dutch and French Bulbs
C. J. Speelman & Sons, Sassenheim, Holland | Lagarde & Speelman, Ollioules, Var. France
NEW YORK OFFICE
470 GREENWICH ST.
Pacific Coast Representative, Mr. W. B. Clarke, Box 543, San Jose, Calif.

the proper carrying-out of tests, and then only for the purpose of testing seeds required by the licensee for his own purchases and sales.

New York Seed Trade.

J. M. Bridgeford, managing director of Watkins & Simpson, London, Eng., sailed for home July 23.

Norval E. Kirby, of I. N. Simon & Son, Philadelphia, Pa., was a recent visitor.

The death of Mrs. C. B. Knickman is recorded in our obituary column.

James McHutchison is spending the heated term at Kennebunk, Me.

M. C. Esterley is no longer with J. M. Thorburn & Co.

Misleading French Bulb Quotations.

There have been some recent low quotations made on Paper White narcissus bulbs, importers quoting on these bulbs omitting to state that when the goods are shipped, there will be added a charge for cases and brokerage fees. All buyers of French bulbs should be certain that the prices made them are free from all additional charges.

JEROME B. RICE SEED CO.
WHOLESALE SEED GROWERS
America's Largest Producers of Seed Peas
Also a Complete Line of
VEGETABLE SEEDS
Growing Stations Throughout America. Office: Cambridge, New York

Mention the American Florist when writing

VALLEY PIPS
FROM COLD STORAGE
$30.00 per 1000; $16.00 per 500; $8.00 per 250; $4.00 per 100.
H. N. BRUNS, 3032-42 W. Madison St., Chicago, Ill.

KELWAY'S
Pedigree Strains of
Florists' Flower Seeds
Write for prices to
KELWAY & SON
Wholesale Seed Growers,
LANGPORT, ENGLAND.
300 Medals for Flowers, etc.
Hundreds of First-Class Certificates.

Mention the American Florist when writing

Lily of the Valley Pips
EXTRA FINE STRAIN EXHIBITION
Size GERMAN "LUBECK" PIPS
FROM COLD STORAGE
Price, in cases of 1000, 500 or 250 each, on application.
Send us your list of Perennials wanted for quotations.
J. M. THORBURN & CO.
53 Barclay St., NEW YORK CITY

Mention the American Florist when writing

I. N. Simon & Son
Garden Seeds
438 MARKET STREET
Philadelphia - - Pa.

Mention the American Florist when writing

TOMATO SEED
Grown for the Wholesale Seed Trade
HAVEN SEED CO.
SANTA ANA, CALIFORNIA

Mention the American Florist when writing

Western Seed & Irrigation Co.
WHOLESALE SEED GROWERS
SPECIALTIES:
Cucumber, Muskmelon and Watermelon, Pumpkin, Summer and Winter Squash, Sweet, Flint and Dent Seed Corn.
Write for Special Contract and Spot Prices.
Office and Warehouse, Fremont, Neb. | Growing Station, Rocky Ford, Colo.

L. D. Waller Seed Co.
GROWERS OF CHOICE
Sweet Pea, Nasturtium and Flower Seeds
GUADALUPE, CALIFORNIA

The Everett B. Clark Seed Co.
GROWERS FOR THE TRADE
Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.
Branches: Wisconsin, Colorado, Montana, Idaho, Washington. Milford, Conn

LAWN SEED MIXTURES
FIELD SEEDS
Atlantic Grass Seed Co.
WHOLESALE
46 W. Broadway, NEW YORK CITY

You Grow Pansy Plants For Sale?

DOUBLE YOUR PROFIT AND SALES

BY PLANTING THE

New Early Flowering Giant Pansies

They are three to four weeks earlier than other Pansies, in coldframes or field; they have four or five large blossoms, when other Pansies planted at the same time are only showing bud. The richly colored, large, well formed flowers, on long, stiff stems, are very fragrant.

TRY SOME AND YOU WILL BE SATISFIED

4. **Jove.** Lower petals violet, upper one light blue.
5. **Mars.** Cornflower blue.
6. **North Pole.** Pure snow white.
7. **Woden.** Quite black.
8. **Helios.** Pure yellow.
14. **Winter Sun.** Golden yellow, with dark eye.
15. **Ice King.** Silvery white, with dark blue eye.
16. **Celestial Queen.** Light or sky blue.
17. **Charm of March.** Dark velvety blue.
18. **Mixed.** The above nine colors.

500 Seeds, 25c.; 1000 Seeds, 40c.; ⅛ oz., $1.10; ¼ oz., $2.00; 1 oz., $7.50

For list and price of other Kenilworth Pansy Seed, see my ad of July 23rd.

Chas. Frost
Kenilworth, N. J.

JAMES VICK'S SONS

Growers of

Flower and Vegetable Seeds

Get the benefit of our 72 years' experience
All Seasonable Varieties.
Our stocks are very complete.

ROCHESTER, N. Y. The Flower City

—THE—

J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA

ROCKY FORD, COLORADO

Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

GEORGE R. PEDRICK & SON

PEDRICKTOWN, N. J.

Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.

Correspondence Solicited.

WHOLESALE SEED GROWERS

SEEDS

Flower, Vegetable and Farm

Send your inquiries to

The W. W. BARNARD CO.

231-235 W. Madison St., Chicago

An experience of half a century in producing high grade

GARDEN SEEDS

at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.

S. D. WOODRUFF & SONS

Orange, Conn., and New York City.

MICHELL'S FLOWER SEEDS

PANSY SEED

MICHELL'S GIANT EXHIBITION, MIXED. A Giant Strain, which for size of bloom, heavy texture and varied colors and shades cannot be surpassed. Half trade pkt., 3 c; 50c per trade pkt.; ⅛ oz., $1.25; $2.00 per ¼ oz; oz., $7.00; $26.00 per ¼ lb.

GIANT TRIMARDEAU, MIXED. Large flowering and choice colors. Tr. pkt., 30c; $2.25 per oz; ¼ lb., $8.00.

FINEST ENGLISH MIXED. Large flowering. Tr. pkt., 25c; $1.50 per oz.; ¼ lb., $5.00.

Also **GIANT PRIZE** and **REGULAR SORTS** in separate colors.

DAISY, DOUBLE ENGLISH

		Tr pkt	Oz.
Monstrosa Pink	¼ oz.,	$1.50	$0.50
Monstrosa White	¼ oz.,	1.50	.50
Monstrosa Mixed	¼ oz.,	1.25	.50
Longfellow, Pink		.40	$2.50
Snowball, White		.40	2.50
Mixed		.30	1.50

MYOSOTIS

Alpestris Victoria	.25	1.50
Eliza Fanrobert	.25	1.00

CYCLAMEN SEED

Michell's Giant Show	100 seeds	1000 seeds
Bright Red	$2.00	$15.00
Dark Blood Red	2.00	15.00
Glory of Wandsbek, salmon red	2.25	17.50
Perle of Zehlendorf, salmon pink	2.25	17.50
Pure White	2.00	15.00
Rose of Marienthal, bright pink	2.00	15.00
White with Carmine Eye	2.00	15.00
Mixed Colors	1.50	12.50

Also all other **Seasonable Seeds, Bulbs** and **Supplies.**

Send for our **New Wholesale Price List** if you did not receive a copy.

MICHELL'S SEED HOUSE, 518-516 Market Street, **Philadelphia, Pa.**

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TRANSPARENT or OPAQUE

Write for Samples and Quotations.

The Miller Brothers Co.

Manufacturers PAPER GOODS For the Horticultural Trade.

NEWARK, 224 High St. NEW JERSEY

Mention the American Florist when writing

EDGAR F. HURFF

SWEDESBORO, N. J.

Grower of High-Grade Seed.

TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.

CORRESPONDENCE SOLICITED

McHutchison

& CO. OFFERS

Immediate Shipment

VALLEY PIPS, Dutch or German type, in case lots of 250 pips. **LILIUM MAGNIFICUM,** 9-11, from N. Y. **KENTIA Belmoreana** and **Forsteriana Seeds,** in bushel lots. **BAMBOO CANES,** natural and dyed green, all sizes, bale lots. **RAFFIA,** natural and colored, 25 lbs. up.

FALL SHIPMENT.

DUTCH BULBS, Tulips, Hyacinths, Narcissus, Etc.; **MANETTI STOCKS,** English French, Dutch: **VALLEY PIPS,** German or Dutch **CHINESE SACRED LILIES,** "Selects"; **JAP. LILY BULBS,** F. O. B. New York, Chicago, Toronto, Denver, Seattle, Etc.; **FRENCH BULBS,** Paper Whites, Roman Hyacinths, Etc.: **CALLA** Æthiopica, Godfrey, Elliotiana; **T.R. BEGONIAS** and **GLOXINIAS,** all sizes and colors: **IRIS,** Tingitana and Spanish; **DRACAENA CANES.**

Write for prices, stating your requirements.

McHUTCHISON & CO.,
95 Chambers St., NEW YORK

To Buyers:

FRENCH PAPER WHITE NARCISSUS

1. If you are disappointed in delivery dates
2. If you are getting ("under graded") bulbs
3. If you are getting "short" cases
4. If you are paying EXTRA for cases, broker's fees and sundry extravagant fees

THEN, YOU Are Not PLACING Your ORDERS with

VAUGHAN'S SEED STORE

CHICAGO NEW YORK

(The First French Steamer "Canada" Is Now Unloading)

The Nursery Trade

American Association of Nurserymen.

M. R. Cashman, Owatonna, Minn., President; Paul C. Lindley, Pomona, N. C., Vice-President; John Watson 400 Nassau Street, Princeton, N. J., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

The forty-seventh annual convention will be held at Detroit, Mich., June, 1922.

WELLESLEY, MASS.—D. J. Kerrigan, head forester at Wellesley college, died recently from heart trouble, age 42.

MISSOULA, MONT.—Wm. Showell, of Hamilton, was recently appointed head of the state division of horticulture, with headquarters in this city.

SAMUEL M'GREDY & SONS, the well known Irish growers, are offering five new roses this season, Princess Victoria, Una Wallace, Martha Drew, Ethel James and Irene Thompson.

OSKOSH, WIS.—The annual convention of the Wisconsin Horticultural Society will be held in this city, August 17-18. President H. C. Christensen of the Oshkosh Horticultural Society has appointed several committees for the reception of the state organization.

JEFFERSON CITY, MO.—Nut crops in Missouri will be greatly reduced this year, owing to spring freezes. Pecans show but 35 per cent of a yield, or about 500,000 pounds on 85,000 bearing trees. Black walnuts will amount to about 50 per cent, and hickory nuts 45 per cent of a crop.

LUDINGTON, MICH.—Members of the state bureau of horticulture will begin their annual tour of the orchards of this state, commencing at Grand Rapids, August 2, and continuing northward through Shelby, Hart and Mason counties. President Nicol, of the bureau, is expected to be present at the picnic of the Mason county farm bureau, this city, August 5, which concludes the tour.

Weller Nurseries Enlarging Plant.

At the annual stockholders' meeting of the Weller Nurseries, Holland, Mich., July 21, plans for enlarging the establishment were formulated, which it is expected will make this section one of the great flower producing districts of the United States. It was shown that the acreage operated by the nursery had increased from four to 24 within the year, with a gain of nearly 1,600 filled orders. B. H. Weller, president and nursery superintendent; H. R. Brink, vice-president, and P. Weller, secretary-treasurer and general manager, were the officers elected for the coming year.

Pacific Coast Association of Nurserymen

The nineteenth annual convention of the Pacific Coast Association of Nurserymen was held at Seattle, Wash., July 13-14, F. H. Burglehaus, Sumner, Wash., in the chair. There was a large representation of the trade present, 132 delegates from Washington, Oregon, California, Idaho, Utah and British Columbia being in attendance.

Many interesting papers were presented, including: "Some Protective Measures for Plant and Soil Pests," by Jos. Brown, Vancouver, B. C.; "Solidify Cash with Order Plan," by J. R. Gardner and C. D. Hobbs; "Where to Caliper on Grafted Trees," by B. A. Mitchell, and "Grafts and June Buds—Who Are Entitled to Them?" by A. F. Gossman.

An enjoyable trip was taken through the parks of the city by the delegates, and a banquet given in their honor by the Seattle Florists' Club at Snoqualmie Falls, concluded the programme. H. E. Weed, of the Weed Landscape Nursery, Beaverton, Ore., was elected president of the association for the coming year.

Winter Injury to Peaches.

Peach growers in several sections of Georgia have lost a considerable number of their peach trees, especially the young trees, during the past five years, according to H. P. Stuckey, director of the Georgia Experiment station. The trouble is indicated by slightly shrunken bark on parts of the trunk of the tree, sometimes near the crown and sometimes well up towards the crotch, and one or more of the limbs dying. Occasionally the entire tree dies at once, but usually they go out a few limbs at a time. This trouble is thought to be caused by warm sunshine on the trunk of the tree, while the cambium is in a frozen or semi-frozen condition. Such injuries are almost always found on the south or east side of the tree trunk, thus giving evidence that the trouble is sun scald, even though it is winter injury.

This subject will be given a thorough discussion at the meeting of the Georgia State Horticultural Society, to be held at Macon, August 17-20, and all growers of the state are urged to co-operate.

Apple and Peach Production.

The Department of Commerce through the bureau of the census, announces, subject to correction, the following preliminary figures from the 1920 census of agriculture, with comparative figures for 1910, of the apple and peach production in the United States:

The production of apples was 136,746,154 bushels in 1919 as compared with 145,412,318 bushels in 1909, representing a decrease of 8,666,164 bushels or six per cent. The average production per tree was 1.2 bushels as compared with one bushel for 1909. Washington was the banner state of the last census with a total of 21,568,691 bushels to its credit, and New York second, with 14,350,317. The number of apple trees of bearing age totaled 115,265,029 in 1920, as compared with 151,322,840 in 1910, showing a decrease of 36,057,811 trees or 23.8 per cent. The number of apple trees not of bearing age (excluding nursery stock, not yet set out in orchard locations) reported for the last census was 36,171,604, as compared with 65,791,848 in 1910, indicating a decrease of 29,620,244 trees or 45 per cent. This decrease in the number of young trees is due partly to the fact that the period preceding 1910 was one of especial activity in the orchards of many states. Thus in most of the states of the mountain division the number of apple bearing trees increased considerably in the 10 year period ending in 1920, but the total of young trees decreased enormously.

In 1919 a total of 51,551,251 bushels of peaches were produced as compared with 35,470,276 in 1909, an increase of 16,080,975 or 45.3 per cent. The average production per tree was eight-tenths of a bushel as against four-tenths of a bushel in 1909. The state reporting the largest production in 1919 was California, with 15,969,073 bushels, Texas being second with 4,842,129. The number of peach trees of bearing age in 1920 was 65,654,921, as compared with 94,506,657 in 1910, showing a decrease of 28,851,736 trees or 30.5 per cent. The 10 year period ending with 1920 indicates a decrease of 20,642,586 bearing peach trees, or 48.8 per cent. The total number in 1910 amounted to 42,266,243, with only 21,623,657 bearing trees accounted for in 1920.

Fire at Terre Haute, Ind.

The plant of Saenger Bros., florists, 1211 North Ninth street, was damaged by fire Saturday night, July 16, to the extent of approximately $2,500. The loss consisted of a large barn burned with its contents, and extensive damage to the adjacent greenhouses. Nearly all of the glass was cracked, only the ends of the houses escaping damage.

A small boy was playing in the barn at the time, and it is thought that he started the fire by upsetting a lantern. Four companies of the fire department were called to the scene, and were on duty nearly two hours before the fire was finally extinguished. The loss was covered to the extent of $700 by insurance. N. B. S.

STAR BRAND ROSES
"American Pillar" and nearly every other good hardy climber.
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The CONARD & JONES CO. WEST GROVE PENNA.
Robert Pyle, Pres. Ant. Wintzer, Vice-Pres.

HILL'S EVERGREENS
Best for over half a century. Firs, Spruce, Pines, Junipers, Arbor Vitaes, Yews, in small and large sizes. Send for price list.
The D. Hill Nursery Co., Inc.
Evergreen specialists—
Largest Growers in America.
Box 404, DUNDEE, ILLINOIS

The Barclay Nursery
Importers and Growers of
Seeds, Bulbs, Plants, Trees, Vines, Shrubs and All Hardy Perennials.
All Kinds of Decorative Plants.
Our Specialty — Everblooming Hardy Roses, Boxwood and Rhododendrons.
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Primula Chinensis, Cheswick Red, Crimson King, Ruby Queen, Rosea Delicata, Suttons Duchesse and **The Pearl** (white), $5.00 per 100; $45.00 per 1000.

Genista Racemosa, 2½ in., pinched and bushy, $6.00 per 100; 3 in., $12.00 per 100; 4 in., (ready August 20th), $20.00 per 100.

Hydrangeas, French varieties, 2½ in., **Baby Bimbinet,** $8.00 per 100; **Mad. Chautard, Mme. Hamar, Mme. E. Mouillere, Gen. de Vibray** and **F. G. Bill,** $6.00 per 100.

Hydrangeas. French varieties, 4 in. pot plants, $20.00 per 100; 5 in. pot plants, $30.00 per 100.

Fall shipment—**Mme. Mouillere, Mme. Hamar Mme. Chautard, Gen de Vibray, Lily Mouillere, Renee Gaillerd, Boquet Rose.**

Baby Bimbinet, 4 in. pot plants, $25.00 per 100; 5 in. pot plants, $35.00 per 100.

Asparagus Plumosus, 2 in., bushy, $5.00 per 100; $45.00 per 1000.

Asparagus Sprengeri, 1½ in. pots, $3.50 per 100; $30.00 per 1000.

Begonias, 2½ in., **Metallica,** $6.00 per 100; **Carolina Lucerene,** $12.00 per 100; **Carolina Lucerene,** 5 in., heavy, $35.00 per 100.

Otaheite Orange, 2½ in., fine stock to grow on, $7.00 per 100; $60.00 per 1000.

Kentia Belmoreana, 3 in. pot plants, $20.00 per 100.

Kentia Foresteriana, 2½ in., $12.00 per 100; 3 in., $20.00 per 100; 4 in., $50.00 per 100.

Forcing grade field grown Roses, **Dorothy Perkins, Excelsa, Hiawatha, Lady Gay,** $30.00 per 100. Staked up plants, well ripened and long topped.

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Market Gardeners

Vegetable Growers' Association of America.

Louis F. Miller, Toledo O., President; H. A. Dooley, Cleveland, O., Vice-President; S. W. Severance, Louisville Ky., Secretary; H. J. Cheney, Grand Rapids, Mich., Treasurer. The next annual meeting will be held at Albany, N. Y., November 1-5, 1921.

NEW YORK peas sold at $2.50 to $3 per bushel in eastern markets.

CALIFORNIA Yellow Bermuda onions showed no change in price at Chicago.

ICEBERG LETTUCE advanced 50 cents per crate in Chicago, closing at $3.50 to $4.50. New York Big Boston lettuce has been sold to Philadelphia jobbers at $2 to $2.50.

GEORGIA Elberta peaches were in moderate demand in New York, selling $3.25 to $3.50 per 6-pound basket, an increase of 50 to 75 cents. Texas Elbertas were sold in Chicago at $3.25 to $3.50 per bushel. Shipments from Georgia fell off considerably during the week.

CANTALOUPE movement from the Imperial Valley has declined rapidly in recent weeks. Georgia and South Carolina green meat standards, 45's, have been sold to Baltimore jobbers at $2.25, and $1.75 to $2 in New York. Honey dew melons are in moderate demand in New York at $1.75 to $2 per crate.

GRAND RAPIDS, MICH. — The greenhouse tomato crop, being marketed since the middle of June and continuing until early August, will amount to approximately 30,000 7-pound baskets, with a value of about $50,000. The lettuce crop marketed last winter totaled 900,000 pounds, and brought about $120,000. Postema Bros., Isaac Okke and Wm. Cubip are making considerable additions to their greenhouses.

Prices of Indoor Fruits and Vegetables.

Chicago, July 26.—Cucumbers, basket, 30 to 40 cents; leaf lettuce, per box, 50 to 60 cents.

New York, July 22.—Cucumbers, 40 cents to $1 per dozen; mushrooms, per basket, $1 to $5; radishes, 100 bunches, $1 to $3; tomatoes per pound, 10 to 35 cents.

Cucumber Prices Drop.

Laurel, Del., July 22.—Right at the height of the season, when from two to three thousand bushels were being shipped daily from here, the bottom dropped out of the cucumber market today when upon telegraphic quotations from New York prices fell from $1 to 30 cents and brokers refused to buy at any price after they had filled the cars they had started.

California Potato Growers.

At a recent meeting of potato growers of eight counties of southern California held under the auspices of the Los Angeles county farm bureau, growers and shippers unanimously adopted the United States potato grades as their standard for grading and marketing during the coming season, the bureau of markets, United States Department of Agriculture, has been advised. It is believed that about 20,000 acres were represented and that a large percentage of the potatoes will be properly graded for the first time.

Community Canning in Washington.

There is a live farm bureau and some live-wire project leaders in Yakima county, Wash. With the help of the home demonstration agent, co-operatively employed by the state agricultural college and the United States Department of Agriculture, Mrs. Helen Wells, who is community leader of the food preservation project at Wapato, established a community canning school in her own town. The use of one of the Indian Service bunk houses was obtained and four vats were installed.

A 50-gallon oil tank was converted into a canning tank by the addition of two racks, a cover, and a pressure gauge. Some old tanks were repaired and equipped with drains for washing spinach and other vegetables preparatory to canning. Blanching equipment was also installed in the form of two small vats into which steam could be forced, and 400 cans and a sealer were purchased. With this equipment 4 tons of spinach were canned in 2 days.

Bushel Sizes.

"Thirty-two quarts make one bushel," recites Young America glibly and positively. But the housewife who has purchased family supplies for years is not at all sure but that this is one of the many rules that have their exceptions. Specialties of the bureau of markets, United States Department of Agriculture, say that the heaped bushel varies with the price of the product and the weight bushel varies widely in different states. A bushel of sweet potatoes is 46 pounds in the Dakotas and 60 pounds in Maryland. A bushel of tomatoes is 45 pounds in Oklahoma and 60 pounds in Virginia. A bushel of unshelled green peas is 28 pounds in Massachusetts and 56 pounds in Pennsylvania. The bureau of markets recommends the adoption of the "struck" bushel—the Winchester bushel of 2,150.42 cubic inches as the unit for package standards.

Santa Cruz, Calif. Flower Show.

The first annual flower show of Santa Cruz, Calif., was held July 15-16, and presented a creditable exhibition of amateur and professionally grown flowers. Considering the fact that this was the first display of this nature to be given here, the committee and all connected with the management are to be congratulated upon the manner in which it was handled.

The dates chosen were selected in the middle of July in order to get in exhibits of both gladioli and dahlias; that the plan worked out was evidenced by the large showing of these flowers. The displays were of good quality, on the whole, the trade exhibits of gladioli being especially worthy of mention. Among these, the largest and finest was the exhibit of the Briggs Floral Co., Monterey, Calif., who made express shipments from their nurseries of 50 varieties of the choicest gladioli seen here this season. Other prominent trade displays were those of the Pacific Bulb Co., the Los Robles Co., E. A. Wallace and E. S. Biggard. Many beautiful amateur exhibits of cut flowers, baskets and table decorations by the ladies of Santa Cruz were a notable feature of the show.

AWARDS.

The judging was capably handled by Messrs. F. D. Pelicano of Pelicano, Rossi & Co., San Francisco; H. A. Hyde, Watsonville, and W. Burns, San Rafael, the latter two gentlemen being bulb growers. The awards are as follows: Professional Awards—Best vase of 50 gladioli, E. S. Biggard, with a vase of Mrs. Frank Pendleton, 1st; E. A. Wallace, with Mrs. Francis King, 2nd. Best vase of 12 gladioli—The Briggs Floral Co., exhibiting Mrs. Frank Pendleton, 1st. The same company, with Mrs. Doctor Norton, 2nd. Best vase of six different varieties of gladioli—Won by the Briggs Floral Co., showing spikes of Purple Glory, Robt. J. Kunderd, Evelyn Kirtland, Gold Drop, Primunella and Mrs. Doctor Norton, and second with Pythis, Lavender America, Mrs. Frank Pendleton, Anthony B. Kunderd, Mona Lisa, and Primunella.

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Best American Rose Stock for Budding and Grafting.

New England grown, well rooted.

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$10.00 per 1000
5000 lots at
$8.00.. per 1000
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2¼ inch..$40.00
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Ready Reference Section

15 CENTS, NET, PER LINE

ADIANTUM.

Adiantum Croweanum, 3-in., $25.00 per 100. THE PARK FLORAL CO., Denver, Colo.

ASPARAGUS.

Asparagus plumosus and Sprengeri seedlings, $1.25 per 100; $12.00 per 1,000: 2¼-in. pots, $6.00 per 100; $50.00 per 1,000; 3-in. pots, $10.00 per 100.
ROMAN J. IRWIN,
43 West 18th St. New York.

Asparagus Sprengeri, 1½-in., $3.50 per 100; $30.00 per 1,000. A. plumosus, 2-in., bushy, $5.00 per 100; $45.00 per 1,000. The Storrs & Harrison Co., Painesville, O.

ASPLENIUM.

Asplenium Nidus Avis (Bird's Nest Fern). Good strong healthy stock, 3-in. pots at 36c each. Packing material charged for at cost. WM. K. HARRIS, 55th and Springfield Ave., W. Philadelphia, Pa.

BEGONIAS.

Begonias. Melior, Cincinnati. Mrs. J. A. Peterson, 2¼-in. pots from top cuttings at $30.00 per 100; Chatelaine. 2¼-in. pots at $7.00 per 100; Patten, 2¼-in. pots at $8.00 per 100, and Pride of Newcastle. 2¼-in. pots at $10.00 per 100.
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Begonia Luminosa and Prima Donna, extra fine stocky plants, 2½-in., $10.00 per 100; 3-in., $15.00 per 100; 4-in., $25.00 per 100. THE PARK FLORAL CO., Denver, Colo.

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CALLA, ÆTHIOPICA.
LARGE FLOWERING WHITE CALLA.
Home-grown Bulbs Free from Dry Rot.

	100	1,000
1 -1¼-inch	$ 8.00	$ 75.00
1¼-1½-inch	12.00	110.00
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1¾-2 -inch (Mammoth Bulbs)	20.00	185.00
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Ask for prices on Freesias and other bulbs.
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FIELD-GROWN CARNATION PLANTS
Large Bushy Stock

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CARNATION MATCHLESS.
Good bushy stock, $10.00 per 100; $90.00 per 1,000; delivery any time.
JOSEPH BANCROFT & SON,
Cedar Falls, Ia.

Carnations. Write for price list of latest varieties. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

Chrysanthemum novelties for 1921. Preliminary list free. Elmer D. Smith & Co., Adrian, Mich.

CINERARIAS.

Cinerarias, very best, large flowering, finest colors, imported strain, 2½-in., $7.00 per 100. THE PARK FLORAL CO., Denver, Colo.

CLEVELAND CHERRIES.

Cherries, Orange Queen and Cleveland, 2¼-in., frame grown, vigorous plants, $7.00 per 100, $65.00 per 1,000. Paper pots, securely sealed. Cash with order. PETER PEARSON, 5732 Gunnison St., Chicago, Ill.

COLEUS.

Coleus. Many varieties, clean, strong, well-rooted cuttings, $1.25 per 100; $10.00 per 1,000. Properly and efficiently packed. Cash with order. MAULDIN FLORAL CO., Greenville, S. C.

CYCLAMEN.

CYCLAMEN GIGANTEUM
SEED NOW READY.
Glory of Wandsbek, dark and light shades of salmon.
Daybreak, delicate shade of salmon.
Brilliant Red, large and fine.
Pure White, extra select.
White—Pink Eye, very large and fine.
Rosea Superba, deep shell pink.
Rose of Marienthal, light pink, dark eye.
Magnifica, dark rosy pink, very fine.
Lavender, very beautiful.
Above varieties, $12.00 per 1,000 net.
For novelties, price list and cultural directions, sent on application.
J. A. PETERSON & SONS
Westwood Cincinnati, O.

CYCLAMEN
From German seed, 3-in., ready for 4-in., $20.00 per 100; $180.00 per 1,000. Assorted colors except white. In paper pots. Cash with order.
PETER PEARSON
5736 Gunnison St. Chicago

Cyclamen, Vaughan's. Giant English grown. For varieties and prices, see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Cyclamen. Finest obtainable, Wandsbek strain, healthy plants, good colors, 3-in., $16.00 per 100; extra select $18.00 per 100. Cash. Joseph Turski, Gross Point, Ill.

Cyclamen for one week only. 2¼-in., $10.00 per 100; $90.00 per 1,000. 3-in., $20.00 and $25.00; 4-in., $40.00 per 100. Geo. A. Kuhl, Pekin, Ill.

Cyclamen. Fine, strong, cool grown plants. 3-in., $18.00 per 100; $170.00 per 1,000. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Cyclamen, 2½-in., good assortment, leading varieties, $12.00 per 100. MATTHEWSON'S, Sheboygan, Wis.

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FERNS—Strong 2¼-in., $6.60 per 100; $55.00 per 1,000. Boston, Roosevelt, Teddy, Jr., Verona, New Macawii, $10.00 per 100, $95.00 per 1,000. Larger sizes, ask for prices.
Table fern seedlings, $3.00 per flat, 6 flats at $2.75 per flat. 10 flats, $2.50 per flat. Best varieties. Pteris Wimsettii, Wilsonii, Cyrtomium, (Holly) Aspidium, Albo Lineata, etc.
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43 West 18th St. New York

BOSTON FERNS.
Good, strong bushy stock.

5-in.	$0.40
6-in.	.75
7-in.	.90
10-in.	2.00

Packing charges free.
DAVIS FLORAL CO.,
Davenport, Ia.

60,000 pot grown Boston ferns for July and August delivery; 6-in., $1.00; 7-in., $1.50; 8-in., $1.75 and $2.00. This stock is absolutely clean from insects and disease. Prompt shipment. Send us a trial order. THE WALLACE FLORAL CO., 5744 Kircheval Ave.

Table ferns, standard varieties, 2¼-in., $5.00 per 100.
HENRY SMITH, Grand Rapids, Mich.

Hardy Ferns, Ill. descriptive list mailed. L. MOSBAEK, Ferndale, Askov, Minn.

GERANIUMS.

Geraniums, Nutt, Buchner, Ricard, Poitevine and Viaud. Good short jointed plants. 2-in., $3.50 per 100; $35 per 1,000. Elmer Rawlings, Allegany, N. Y.

Geraniums, rooted cuttings only, send for prices. ALBERT M. HERR, R. F. D. 8, Lancaster, Pa.

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Decorative Greens. Magnolia leaves, beech and oak sprays. Write for samples and prices. The Decorative Greens Co., Kinston, Ala.

HARDWOOD ASHES.

Fertilize with hardwood ashes. They give strength to the stem and color to the flower. Delivered to you for $30 per ton. Terms: Your check upon arrival. GEORGE STEVENS, 364 Mark St., Peterborough, Ontario, Canada.

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FRENCH HYDRANGEAS—2¼-inch Pots.	100
Avalanche, white	$ 8.00
Bouquet Rose	8.00
Baby Bimbinetti, rose	8.00
E. G. Hill, pink	10.00
General de Vibraye, rose	8.00
Tillie Mouillere, crimson rose	8.00
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Mme. E. Mouillere, best white	8.00
Mme. Hamar, flesh	10.00
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Radiant, carmine	8.00
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Larger sizes, ask for prices.
A fine lot of pot-grown above kinds to grow on for next year. Ask for full list.
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43 West 18th St. New York

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Hydrangeas, fine 2½-in. French and Otaska, $4.60 per 100. Cash.
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Cedar Falls. Ia.

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IRISES.

Twelfth year for our unique guarantee: "We will replace with three every plant blooming untrue to description."

	Per 10	Per 100
Kochii	$0.80	$ 6.00
Caprice	.80	6.00
Loreley	.80	6.00
Monsignor	.95	7.60
Lohengrin	.95	7.50
Rhein Nixe	.95	7.50
Queen Alexandra	1.10	9.00
Prosper Langier	1.10	9.00
Parisiana	1.10	9.00
Parc de Neuilly	2.50	20.00
Sherwin Wright	2.50	20.00

Offered subject to being unsold on receipt of order. Prices net. No order accepted for less than $5.00.
PETERSON NURSERY
30 N. La Salle St. Chicago, Ill.

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Hardy English Ivy. Exceptionally good stock. 2-in., $2.75 per 100, $25.00 per 1,000; 3-in., $3.75 per 100, $36.00 per 1,000. R. Vincent, Jr., & Sons Co., White Marsh, Md.

KENTIAS.

Kentia Belmoreana, 3-in., pot plants, $20.00 per 100. K. Foresteriana, 2½-in., $12.00 per 100; 3-in., $20.00 per 100; 4-in., $50.00 per 100. The Storrs & Harrison Co., Painesville, O.

LILY OF THE VALLEY.

Valley pips. From cold storage, $30 per 1,000; $16 per 500; $8 per 250; $4 per 100. H. N. Bruns, 3032-42 W. Madison street, Chicago.

Lily of the Valley. London Market Strain. From ice storage. Case of 500 pips, $18.00; case of 1,000 pips, $35.00. Vaughan's Seed Store, Chicago and New York.

Lily of the Valley pips. Extra fine strain exhibitive size, German "Tubeck pips." Write for prices. J. M. THORBURN & CO., 53 Barclay St., New York.

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HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

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Otaheite Oranges, 2½-in., fine stock to grow on, $7.00 per 100; $60.00 per 1,000. The Storrs & Harrison Co., Painesville, O.

PEONIES

PEONIES.

Twelfth year of our unique guarantee: "We will replace with three every plant blooming untrue to description."
All strong divisions.

	Per 10	Per 100
Couronne d'Or	$3.00	$25.00
Delicatissima	3.00	26.00
Monsieur Dupont	4.20	35.00
Venus	5.50	45.00
Albert Crousse	5.50	45.00
Felix Crousse	5.50	45.00
Octavie Demay	7.00	60.00
Pierre Duchartre	7.00	60.00
Claire Dubois	7.00	60.00
Mme. Emile Lemoine	9.00	76.00
Baroness Schroeder	9.00	75.00
Marie Crousse	15.00	125.00

Offered subject to being unsold on receipt of order. Prices net. No order accepted for less than $5.00.
PETERSON NURSERY
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Poinsettias, 2¼-inch, $11.00 per 100; $95.00 per 1,000.
California, also oak leaf type, 2¼-in. pots, $15.00 per 100; $135.00 per 1,000.
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43 West 18th Street New York

PRIMULAS.

PRIMULA OBCONICA GIGANTEA, 2¼-in., grown from best Ronsdorfer strain. $7.00 per 100; $60.00 per 1,000. Following Colors—red, rose, apple blossom, lavender, salmon, white, oculata and compacta. Primula Chinensis, Malacoides and Townsendii. 2¼-in., same price.
New Primula Malacoides Conspicua. Large flowering, clear rose with large yellow center, 2-in. pots, $8.00 per 100.
ROMAN J. IRWIN
43 West 18th Street New York

Home Grown Stock

Greatly Increased Demand

Because of the Federal embargo against the importation of most kinds of Garden Plants, Roots and Bulbs, home grown stock is now in greatly increased demand.

If you have any to offer or are likely to have it soon, advertise in these columns now.

Primula Obconica Giganteum. Our own strain and our reputation for this strain warrants us in saying that it is the best obtainable. The stock is in fine shape, ready to go out now; out of 2¼-in., at $7.00 per 100. THE PARK FLORAL CO., 1643 Broadway, Denver, Colo.

Primula obconica, 2¼-in., good, strong plants at $6.00 per 100; $65.00 per 1,000; 4-in. at 25c; 5-in. at 50c; 6-in. at 75c; Malacoides, 2½-in., $5.00 per 100. HENRY SMITH, Grand Rapids, Mich.

Primula Obconica, Gigantia Rosea, Kermisina and Oculata, $5.00 per 100; $45.00 per 1,000. The Storrs & Harrison Co., Painesville, O.

ROSES.

Roses. Richmond, 300 4-in. at $12.00; 300 3-in. Richmond, at $8.00; 200 4-in. Columbia, at $12.00; 200 3-in. Columbia, at $8.00. Cash.
JOSEPH BANCROFT & SON,
Cedar Falls, Ia.

ROSES.

INCREASE YOUR PROFITS!
Order Bench Rose Plants Now!
Big Demand!
Fine Stock!

	100	1000
Sunburst Bench Plants	12.00	115.00
American Beauty	20.00	190.00

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Wholesale Florist
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SUNBURST BENCH ROSE PLANTS
Ready for shipment July 16
$10.00 per 100
No order for less than 100 accepted
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FRANK W. DUNLOP
The 1920 Wonder!
Own-root stock ready for immediate delivery.
$35.00 per 100; $300.00 per 1,000.
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Madison, N. J.

Multiflora Japonica Rose Seedlings. Best American Rose stock for budding and grafting. 4-6 mm., $15.00 per 1,000; 2-4 mm., $10.00 per 1,000. C. R. Burr & Co., Manchester, Conn.

Roses. Own root. 1,000 Dunlop, 3-in., good stock at $18.00 per 100. THE PARK FLORAL CO., Denver, Colo.

SEEDS.

Asparagus plumosus seed of new crop. Greenhouse grown. True flat sprayed type. Per 1,000, $3.50; 5,000 lots at $3.25; 10,000 for $28.50; 25,000 at special price.
VAUGHAN'S SEED STORE, CHICAGO and 41-43 Barclay St., N. Y. City.

Seed. Cyclamen. Best English and German strain, separate colors. Salmon-Wandsbek and Salmon King. $16.00 per 1,000. All other colors, $12.00 per 1,000. S. S. SKIDELSKY & CO., 50 Park Place, New York

Seeds. Flower in all seasonable varieties. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co., 616-618 Market St., Philadelphia, Pa.

Seeds. Vaughan's Giant Pansies. Vaughan's Cyclamen and Sweet Peas. For varieties and prices, see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Seeds. Pedigree and selected stocks of rutabaga, turnip, cabbage, Savoy cabbage, beet and mangel; flower seeds. Write for special prices. Kelway & Sons, Langport, Eng.

Seeds, sweet peas, Spencer's grandiflora, etc. Asters and flower seeds in general. Tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds. Dreer's reliable flower. Cineraria, cyclamen and pansy. For varieties and prices see display advertisement elsewhere in this issue. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Seeds. The largest French cultures of Primulas. Ask for prices 1921 crop. Malacoides, $22.69 per lb. JH. PAQUET, bd., Magnan, Nice (France).

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds. The Kenilworth Giant Pansy. For varieties and prices see display advertisement elsewhere in this issue. Chas. Frost, Kenilworth, N. J.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

SEEDS.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seed. Cyclamen. For varieties and prices see advertisement on front cover page of this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

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Vol. LVII. **CHICAGO AND NEW YORK, AUGUST 6, 1921.** **No. 1731**

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SUGGESTIONS FOR PLANT GROWERS.

Nephrolepis.

The Boston fern and its sports, which have been grown in the bench all summer, should now be potted. The bench is full of young suckers, which, if saved, will make fine stock for another year, so in lifting the old plants take a knife and cut around the plant about two inches from the center, and place a trowel under the plant, leaving the young stock in the bench. They will soon start to grow, when they can be placed close together in flats and grown on in a fairly cool house until next spring, when they will make excellent stock for planting out. The plants that are lifted should be large enough to plant in a six-inch pot. If there is a demand for larger sizes, two, three or four may be planted in seven, eight or nine-inch pots. Many of the plants have probably not made an even growth, being more or less one-sided. These should be the ones selected for doubling up in the larger pots. As soon as potted they should be kept close and warm for one or two weeks and frequently syringed; they will then have obtained a good hold in the soil, and should be given plenty of light and air. The call for these plants will begin by October 1, and it is much better to have them well established before they go into the residences, and to do this they should be potted by September. The greatest source of disappointment in these plants is in sending them out before they have become established. The Whitmani and finer leaved varieties are now growing rapidly, and should be given room enough to spread and make fine plants.

Hollyhocks.

During August and early September is the right time to sow hollyhock seed for the next season's flowering. Seed sown in the spring will not produce a plant that will flower to any great extent that year, and they will have to be carried over the winter to make good, large plants, but seeds sown now will make finer plants for next year. For the last few years the fungus that has attacked hollyhocks has made it difficult to carry the old plants over with any degree of certainty, but with late summer sowing much of this trouble is obviated. Be sure and purchase a good strain of double seed, and sow in a shaded frame, and as soon as large enough, pot up in two-inch pots. Grow them in a frame until November 1, and then pot in three-inch or four-inch pots. These can be carried over the winter in a cold greenhouse or in well protected frames, and started in the greenhouse in March and nice plants for summer blooming assured.

Sweet Peas.

To have sweet peas in bloom by Christmas the seed should be sown by September 1. If it is intended to grow them to follow some crop that is now in the beds they can be sown in pots, but if the beds are now ready it is better to sow them in the beds themselves. The growers of large quantities have the rows running lengthwise of the houses, two rows in each four-foot bed, one on each side, with a path in the center, but they also can be grown in rows running across the beds, the rows being about three feet apart. This distance will be found necessary or the plants will get twined together, making a bad snarl of the vines. In sowing the seed in pots, place five or six about an inch apart. It is very easy to thin them out if they come up too thick, and one good strong plant to a pot and about eight inches apart in the row is about what should be left to grow on. It is often difficult to get good germination during the hot weather, therefore it is well to plant enough seed. Many growers have trouble with the seed rotting and also the plants damping off after they have grown to quite a height. They must be watered very sparingly until they begin to climb on the strings. The white seeded varieties are often very difficult to start; a good way which

we have found very successful is to sow the seed in the drills on top of the soil throwing a little sphagnum moss over them until they begin to grow, when they can be lightly covered with soil, and when they begin to climb, the drill can be filled in. This will prevent the seed from rotting and proper watering will remedy the damping off.

Wallflower.

The wallflowers that were sown in the spring should now be planted in the benches that they may get a good start before the cool weather sets in. They should be planted in a house that can be held at a cool temperature to procure the best results; a house that does not have a night temperature exceeding 50 degrees, and even 45 degrees is better. They will not bloom to any extent until after the turn of the year, when they will stand a little higher temperature. The soil should be a good rich compost and the plants can be set about eight inches apart. Stake the plants as soon as they begin to grow and keep them tied up so that the spikes of bloom will not become crooked. Constant fumigation will be necessary, for they are likely to be infested with aphis unless guarded against.

Poinsettias.

The plants of poinsettias, in the northern section of the country, should be in the houses by September 1, for cool nights are apt to occur from that date on, and the successful culture of these plants requires an even temperature. The early struck cuttings should be potted into six-inch pots and properly stacked. The smaller stock to be grown in pans can be grown until October in the small pots. Give the plants a light location in full sunlight, and space out sufficiently to allow a good circulation of air around the plants. In potting the plants if there are no arrangements so that they can be watered with manure water later, leave a good inch of space at the top, so that they can be given a topdressing when the bracts begin to form. An extra feeding at that time will greatly increase the size of the bracts and brilliancy of the color. Close the ventilators on all cool nights as soon as the temperature falls below 60 degrees, and as soon as the night temperatures begin to run lower than that point, a little fire heat will be necessary. The one great point in growing poinsettias is in keeping them at an even temperature and growing rapidly.

Annuals and Herbaceous Perennials.

Raised from seed, their cheapness and the simplicity of their culture combine to commend them to flower lovers. A plant that lives only one brief summer would be a poor investment of time and money if one has a permanent home, unless it has fragrance, form or color. Where a person does not own the land he lives on, but rents, and quick returns are required rather than future gain, a wealth of bloom and a pyrotechnic effect of color may be had with annuals for small expenditure. The best results with perennials come only after the second year, or when the plants are thoroughly established; but annuals are at their best in three or four months.

SAN ANTONIO, TEX.—F. C. Suchy has secured a new location and 17 acres of land outside of the hail belt, where he hopes to avoid some of his former bad hail experiences.

Chicago Pageant of Progress.

The Pageant of Progress was opened under auspicious circumstances at the Municipal Pier, Chicago, July 30, at 10 a. m., by Vice-President Calvin Coolidge, who pressed an electric button at the Hotel Touraine, Boston, Mass. The pageant parade, which wound its way through the principal downtown thoroughfares, and was witnessed by nearly one million people, was a wonderful and inspiring spectacle. Many of the floats were beautifully decorated by the trade, including those of the 20 regional queens, one of whom will be crowned queen of the pageant, August 6. Superintendent of Police Charles C. Fitzmorris was grand marshal, and was followed by Mayor Thompson, who took occasion to boost the slogan Say It With Flowers, by tossing out roses to the people, as the parade slowly wended its way to the Municipal Pier.

The trade made a creditable showing with its exhibits at the pageant, and easily proved the center of attraction for many of the visitors. Pretty girls sang Say It With Flowers, while the Florists' Telegraph Delivery Association booked and sent orders to all parts of the country from its booth, which attracted the attention of the vast crowd, ranging from 100,000 to 225,000, the latter being the estimate of the pageant publicity men. The pier was crowded to capacity, July 20-31, and the exhibitors were more than satisfied with the attendance. Practically all the exhibits outside of the trade displays were decorated by the florists, with foliage plants, cut flowers and artificial flowers playing an important part. It is estimated that the value of these decorations amounted to nearly $10,000.

EXHIBITS.

Vaughan's Seed Store had a large exhibit of bulbs, poultry supplies, etc., arranged so artistically that it immediately attracted attention, especially the collection of cut gladioli staged in the center.

The J. Oliver Johnson Co.'s space was devoted to its well-known brand of grass seed.

Attractive novelties in artificial flowers and other decorative material were shown by the Adler-Jones Co.

The A. L. Randall Co.'s exhibit attracted widespread attention, especially its line of furniture and special camp kit. This firm donated $1,500 worth of furniture to the trade to use in the exhibits.

The Allied Florists' Association had a handsomely decorated booth, in which foliage plants played an important part, and on the top of which was the trade slogan "Say It With Flowers."

The Florists' Telegraph Delivery Association's booth was arranged so that

AT THE CHICAGO PAGEANT OF PROGRESS.
Exhibited by A. Lange.

the crowd could immediately grasp the idea that flowers could be delivered by telegraph to all parts of the world. The Western Union Telegraph Co. had an operator here, who transmitted the orders as soon as they were booked.

Schiller's booth was well decorated and Manager Asmus and a large corps of assistants greeted the visitors. Everyone who registered was presented with a thimble which carried the wording "Schiller's For Flowers." Ferneries, made up boxes of foliage plants and artistically decorated baskets of cut flowers were on display here.

AT THE CHICAGO PAGEANT OF PROGRESS.
Schiller, Henry Wittbold & Son and A. Lange, Exhibitors.

The Henry Wittbold Co.'s space was devoted principally to a rockery, in which ducklings were used quite extensively. Attractively arranged baskets of cut flowers were placed at advantageous points, in order to remind the public that it was conducting a general retail as well as a decorating business.

The Chicago Printed String Co., the George A. Schulz Co., and the Sefton Manufacturing Co., had exhibits in other sections.

THE AWARDS.

The Pageant of Progress Exposition donated $1,500 in prizes for florists' exhibits.

JULY 30—PLANT DAY.

Best plant basket or window box for sun parlor decorations—A. Lange, 1st; Schiller, 2nd.

Ten-inch pot of plant arrangement—Schiller, 1st; A. Lange, 2nd.

JULY 31—CUT FLOWER BASKET DAY.

Basket not over 18 inches in height, including handle.—Henry Wittbold & Son, 1st; A. Lange, 2nd; Schiller, 3rd.

Basket not over 30 inches in height, including handle.—A. Lange, 1st; Henry Wittbold & Son, 2nd; Schiller, 3rd.

Basket for general effect, no size limit.—A. Lange, 1st; Schiller, 2nd; Henry Wittbold & Son, 3rd.

AUGUST 1—ROSE GROWERS' DAY.

Vase of not less than 50 Ophelia type roses—A. F. Amling Co., 1st with Butterfly; Emil Newman, 2nd with Butterfly; Wendland & Keimel Co., 3rd with Butterfly.

Vase of 50 yellow roses—Dramm Greenhouses, 1st with Golden Rule; J. Ristow, 2nd with Sunburst; Emil Newman, 3rd with Sunburst.

Vase of not less than 50 pink roses—A. F. Amling Co., 1st with Columbia; Wendland & Keimel Co., 2nd with Columbia; Poehlmann Bros. Co., 3rd with Columbia.

Honorable mention: Joseph Kohout, Amling Bros., Bassett & Washburn and Budlong Rose Gardens, for Columbia; and Batavia Greenhouse Co., R. J. Windler and A. F. Amling Co., for Premier.

Vase of not less than 50 red roses—Wendland & Keimel Co., 1st with Crusader; Bassett & Washburn, 2nd with Crusader; Weiland-Ritsch Co., 3rd with Milady.

Vase of 50 American Beauties—Jos. Schuler, 1st.

AUGUST 2—FIELD GROWERS' DAY.

Vase of 100 gladioli, any one color—Bonvallet Co., 1st with America; Miss Emma Patterson, 2nd with Glory.

Vase of outdoor flowers, except gladioli—Tonner, 1st; H. Wittbold & Son, 2nd.

NOTES.

At the opening of the exposition, July 30, Mayor Thompson and Secretary of Labor James C. Davis visited the booth of the Florists' Telegraph Delivery Association, where the latter wrote a telegram to Vice-President Calvin C. Coolidge in which he said: "I can indorse their slogan, 'Say It With Flowers,' it is always the sweetest way."

Lieutenant Wm. A. Hansen, an army flyer and secretary of the Florists' section will fly over the pier August 6 and distribute flowers attached to cards bearing the slogan, "Say It With Flowers," which is predominating the entire exposition.

Mrs. Norman Stuart, of the Bohannon Floral Co., deserves much credit for the splendid arrangement and management of the booth of the Florists' Telegraph Delivery Association.

George Asmus, well-known as a flower show man, is chairman of the trade committee at the exposition and his arrangement of exhibits did much to attract attention.

Crusader shown by Wendland & Keimel Co. in the rose growers' contest was very striking to the public eye.

The D. Hill Nursery Co., of Dundee, donated a liberal supply of tubbed evergreens for decorating purposes.

AT THE CHICAGO PAGEANT OF PROGRESS.
Schiller, Henry Wittbold & Son and A. Lange, Exhibitors

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Next Week in the Flower Shop.

This is the season of our discontent, and for all those who succumb to it, a period of exceedingly dull trade. There are others, however, that take a more optimistic view of the situation, who, while they realize the going is hard, make a bid for and encourage whatever business presents itself by their timely displays, suggesting this or that use for plants and flowers, thus creating a demand that otherwise would have been lost.

Personality in business is most important and the proprietor puts his best thought, skill and energy into planning for and increasing his volume of trade. He is always on the job, meeting and greeting customers, seeing that they are receiving careful attention and that all the details of his service are carried out as if by his own hands. An individually conducted business, built up under such personal supervision, will soon acquire an organization that in its every member will reflect the zeal and energy of the proprietor and work to sustain the enviable reputation of the firm.

In every city and community some 10 to 20 per cent of the retail stores will announce their business and ownership with a sign more or less conspicuous, containing the word Florist, or frequently the sign will read "Main Street Florist," or "Central Square Florist," but with not a word as to whose business it is. The matter of personality is considered of no importance when it is in reality the foundation stone, the vital principle, the most valued possession in any business, the name of the proprietor.

It is Smith's artistic ablity, his large stock of always fresh flowers, his exceptional service and always inviting store that wins confidence and an ever increasing trade. The shop is known as Smith's Flower Shop, the flowers are Smith's flowers, of a better grade or quality because they came from Smith's—they are stamped with his personality, his greatest business asset. Frequently there are rapid changes in business centers which compels a new location, then the Main Street Florist is obliged to move to a cross street a block or so away, where the name becomes at once a misnomer. Always advertise your own name in connection with the business, then no matter where the store is located, it will at once be recognized by the firm name and the reputation it has given it.

A good store event and feature for the season is an exhibition of gladioli. These showy flowers are now at their best, the first selection of choice varieties being exceptionally beautiful. A number of vases, each kind correctly labeled, will make an effective window display and invite observers inside to view the exhibition. Small handle baskets of shorter stemmed stock in good color arrangement and flat flower bowls decorated with selected short spikes of the gladioli will look inviting and very likely prove productive of sales.

HYDRANGEA PANICULATA DECORATIVE.

Hydrangea paniculata is now in and for the next month will be a quantity stock. It is one of the most decorative and useful of the summer flowers. Its long stemmed heads of bloom are especially adapted for window and store adornment, while its fluffy heads work into the ground or body of designs, making a splendid foundation for a decoration of other colored and more expensive flowers. Before being arranged in vases for decorative display they should be soaked over night, or at least a few hours, in deep jars of water so as to completely fill the stems and flowers.

Keep a stock of the large sized water lilies, to be renewed daily. These are particularly valuable in finishing off all kinds of funeral work. Nothing is more beautiful than a full opened white water lily with its symmetrically arranged wealth of yellow stamens. Their use is as effective as cattleyas and at one-twentieth the cost. A double spray of Easter lilies clustered with choice white water lilies in the center and finished with well arranged chiffon or silk ribbons makes a very good substitute for a casket cover.

Are you featuring the telegraph service? If not, why not? If pushed and featured as it should be, this system of out of town or, in fact, world-wide delivery, will soon become your best business asset. Some firms who are making a specialty of this service have been obliged to open a separate ledger by means of which they get a better idea of its growing importance. One well-known firm of retailers are now sending out an average of 10 telegrams a day with an even greater incoming business. It is an all the year round, everyday opportunity, open to every florist wide awake enough to take advantage of it.

Are you arranging to go to the convention at Washington, D. C.? It is the business classic of the year. Stretch a point and go. If you are not already a member of the Society of American Florists, join at once. The great trade exhibition will alone surprise and pay you.

Price Tag Efficiency.

It may not be believed by storekeepers generally that the difference in sales between priced and unpriced stock when displayed for sale means 60 per cent greater efficiency where the figures are made plain by this silent salesman. Many florists spend time and energy as well as money in keeping their business before the public but ignore this simple and most effective method of increasing their sales.

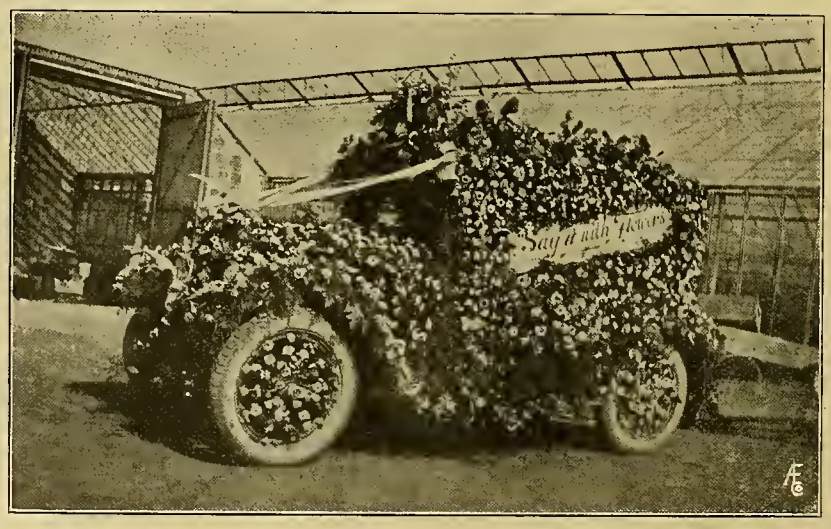
There appears to be a feeling with many that in openly displaying prices they cheapen and lower the dignity of the store, and at the same time give their competitors a line on their methods that they would rather conceal. Such reasoning has no place in up to date store keeping, the goods are for sale at fixed prices to be given the customer when asked or stated when the sale is made. Why should they not then be made a feature when in the goods displayed they would give values that would greatly enhance their sale? Announced prices are always attractive, the department stores always price their newspaper advertising, and persons who are interested call to see, because the figures interest them and they want to form their own ideas as to values.

The modern way of doing business is to price the goods you feature and expose for sale whether in the window or the store, and see that they are attractively placed so as to catch the attention of the visitor. At least half the effect from a business standpoint is lost without the price card. Take a walk through any of the large department stores, notice the various displays on every counter or table, and invariably the price card with, perhaps, a few descriptive lines, is always an accompanying factor. In the crowded retail districts the show windows of all the shops, tailors, hatters, druggists, stationers, confectioners, haberdashers, etc., always price the goods exhibited and frequently use descriptive cards to call attention to the merit of many of the articles.

HAND PAINTED PRICE CARDS ATTRACTIVE.

This pricing with the accompanying descriptive cards must be done in good taste, neat hand-painted cards that do not cost much but have an up to date appearance, will keep the stock moving and pay for themselves over and over again. A trial will soon convince any doubting Thomas of the efficiency of these methods. The 60 per cent advantage spoken of above was the result of a trial between two windows of equally popular stocks, one of which contained descriptive cards with prices while the other was offered on its merits alone.

A simple method to test the drawing power of a printed card in the window is to feature in as few words as possible the advantages of the telegraph service. While this is being prepared count the people who pass the store in any given half hour, once or twice a day, or on successive days, and make



FLOAT OF A. F. AMLING CO., MAYWOOD, ILL., IN PARADE AT FRANKLIN PARK.

W. P. Maloney.
Secretary of Peter Reinberg, Inc.

Henry A. Zender.
President of Peter Reinberg, Inc.

Herbert Hansen.
Vice-President of Peter Reinberg, Inc.

note of how many stop to take a look; then after the card has been placed make a similar record of the same half hour as before and note the difference Its selling power will be quickly proven by a window feature sale of any of the store's stock one day with, and the next without the descriptive card and price.

When the difference or gain in dollars in only one day's sales is proven, a new vista or field of profits is opened, that can be worked for at least nine months in the year. The opportunity to arrest the attention of the passing throng has been ever present but wasted. If cultivated along these lines it cannot help but become one of the store's greatest assets and that too with scarcely any addition to the overhead.

The great majority of these displays need not be classed as feature or bargain sales, but can consist of up-to-date seasonable stock, attractively displayed and priced, so that its value can be seen at a glance. The price itself to the interested observer who can afford the purchase, is an invitation to enter the shop and make a selection, which without this information there would not be the same desire.

Here is a trade advantage that is within the reach of every retailer who will give it thought and has the energy to carry it out.

Amling Float in Parade.

The accompanying illustration shows a float prepared by the A. F. Amling Co., Maywood, Ill., which was used in a parade in connection with the Franklin Park business men's picnic, held recently. The car was covered with solid panels of Columbia and Butterfly roses, over 2,500 blooms being used. Sprays of Columbia roses and gladioli decked the fenders. Three immense baskets, one on each side and one on top heightened the effect, and artistic trimming of smilax, and several long streamers of ribbons gave a distinctive touch to the whole. The "Say It With Flowers" slogan was prominently displayed on both sides of the automobile.

PORTLAND, ORE.—Nicholas Schroeder recently purchased the greenhouses of the Kerrison Floral Co., on Union avenue, North, and will make necessary improvements.

L. Hoeckner.
Manager of Peter Reinberg, Inc.

Peter Reinberg, Inc.

The Peter Reinberg business changed hands August 1 when it was incorporated for $30,000 as mentioned in our issue of July 30, Henry A. Zender, superintendent of public service and a close friend of the late Peter Reinberg, was elected president and treasurer; Herbert Hansen, vice-president; W. P. Maloney, secretary, and L. Hoeckner, manager. All the parties mentioned hold stock as do Mrs. Peter Reinberg and Fred C. Price, who joins the firm on September 1. The business will be conducted along the same lines as in the past and the same efficient service will be rendered by the employes who so successfully handled the orders for the late well-known wholesaler. All the boys at the store are hustlers and the best wishes of the trade are extended to the new organization for a successful business career.

BIG RAPIDS, MICH.—Donner & Foster, owners of the Star greenhouse, are making an addition of 15x34 feet, which will double their glass area.

Society of American Florists.

WASHINGTON CONVENTION, AUGUST 16-18.

The secretary is comfortably settled in his quarters at the New Washington hotel in Washington and is able to report that preparations for the trade exhibition and convention are up-to-the-minute. He is well pleased with the facilities afforded by Convention hall, and the Armory adjoining, in which the business sessions will be held. The local florists are working hard to make the gathering a most notable one, and if their plans are carried out, the convention will prove to be one of the most enjoyable in the history of the society.

It may be mentioned that it has been arranged that the president's reception shall be held in the United States Botanic gardens, instead of the New Washington hotel, as originally planned, and in this connection something different from the ordinary is promised. Not satisfied even with this innovation, efforts are now being made to have the United States Marine band in attendance. This is, without doubt, the finest military band in the country, and opportunities to enjoy its music are somewhat rare. A delightful automobile ride and a luncheon is to be tendered the lady visitors, and it is possible that a trip to the home of George Washington, at Mount Vernon, on the historic Potomac, will be arranged. Almost everybody will want to visit this charming establishment, and the boat-ride on the river will add materially to the pleasure of the trip. In addition, there will be bowling, golf and shooting tournaments. All-in-all, it seems that there will be no lack of entertainment.

THE TRADE EXHIBITION.

Special shipping tags for exhibition material have been mailed to all exhibitors in the trade exhibition. If the supply received by any exhibitor is insufficient, a further supply will be mailed on application to the administration office of the society, 43 West 18th street, New York.

Additional exhibitors in the trade exhibition are:

J. W. Davis Co., Terre Haute, Ind.
William Rehder, Wilmington, N. C.
Electric Hose & Rub. Co., Wilmington, Del.

TRAVEL.

A large number of applications for identification certificates have been received at the secretary's office in New York, and such certificates have been promptly forwarded. Judging from correspondence, it seems that the restrictions of the railroads governing these certificates are not fully understood. They can be issued only to members and their families, one certificate only being necessary in each case. Non members cannot receive them. And let it again be stated, that reduced fares over the roads controlled by the passenger associations must be presented at the time tickets are purchased, therefore anyone intending to make the trip and who has not yet secured a certificate should write to the secretary for one without delay. The matter of stopovers should also be arranged at the time of purchasing tickets.

THE PUBLICITY CAMPAIGN.

Following the report of the chairman of the publicity committee, Henry Penn, of Boston, Mass., to be presented at the Washington convention, a report on the status of the publicity campaign from a financial point of view will be made by George Asmus, which will undoubtedly prove of great interest to subscribers to the campaign. It is understood that this report will also touch upon the plans for a continuance of national advertising in the very near future.

CLEVELAND NATIONAL FLOWER SHOW.

The various arrangements for the forthcoming national flower show are developing in a most satisfactory manner. James McLaughlin, chairman of the committee on special premiums reports that his committee is making good headway in its work. The first premium received was one from H. G. Berning of St. Louis, $100 to be used in the discretion of the national flower show committee. The M. Rice Co., of Philadelphia, Pa., offers a store display piece of the wholesale value of $50, and Max Schling, New York, offers a series of gold, silver and bronze medals.

In addition to the exhibitors already reported as having reserved space in the trade section are the following:

Zane Pottery Co., S. Zanesville, O.

Ideal Pow. Lawn Mow. Co., Lansing, Mich.

Vaughan's Seed Store, New York and Chicago.

H. Bayersdorfer & Co., Philadelphia.

The Bayersdorfer reservation covers a most liberal space, so the firm may be expected to stage a most comprehensive exhibit. JOHN YOUNG Sec'y.

National Association of Gardeners.

NASSAU COUNTY BRANCH ORGANIZED.

The members of the National Association of Gardeners, who occupy the positions of superintendents and gardeners on the country estates located in Nassau county, L. I., met at the Nassau County Club house, Glen Cove, July 28, and organized as the Nassau county branch of the national association. It was explained at the meeting by M. C. Ebel, secretary of the National Association of Gardeners, that the purpose for establishing this branch is to create greater co-operation on the part of the local members of the national organization, to protect their interests and those of their employers against the encroachments of the so-called experts who offer their services, ranging from an advisory capacity to that of non-resident supervising manager of an estate.

He stated that it has been his experience that most of these so-called experts possess a very limited knowledge of horticulture, their learning being confined to one or two phases of it, and that primarily theoretical, but this does not deter some of them from assuming complete control over an estate if the opportunity comes to them, sometimes superseding a superintendent who has forgotten more than the expert ever learned about gardening. This, of course, is humiliating to a gardener who has conscientiously, and apparently satisfactorily to his employer, performed the duties of his position up to the time the expert made his appearance. The circumstance is not in any way mitigated when the expert places a man on the estate whose record is a failure wherever he has been directly engaged as a gardener, to instruct the gardener in charge what to do, and supervise the work, because the expert himself does not happen to possess the ability to give the instructions. Nevertheless he accepts a fee on the pretense that he is thoroughly qualified to direct and supervise what he has undertaken to do.

Mr. Ebel further remarked that no sensible gardener would hesitate to cooperate with a reputable landscape architect in the developing or maintenance of an estate, and that one seldom hears of a member of that branch of the profession attempting to force a superintendent or gardener out of a position in order to install himself. He blamed the gardeners for the foothold some of these so-called experts have secured and urged that the gardeners endeavor to gain more confidence among their employers so that they will consult more freely with them and rely on them in the upkeep of their estates.

A general discussion ensued which was participated in by James Duthie, John F. Johnston, Alexander Michie, Thomas Twigg, John R. McCulloch, Alfred H. Walker and others. It was the unanimous opinion of those present that some action should be taken to acquaint the estate owners with the practice of some of the so-called experts who do not hesitate to resort to unscrupulous methods to establish a prestige. Publicity was decided the best means to bring to the attention of their employers what the members are striving to accomplish to raise the standard of the profession.

The members of the branch went on record as opposed to the sign board nuisance along the highways and will co-operate with the national association in its campaign to arouse public sentiment against the practice of erecting sign boards that deface the natural scenic beauties along the country side. The interest of the employers will be sought in the aims of the branch. The sustaining membership of the National Association of Gardeners already includes some of the prominent estate owners of Nassau county, among whom are: W. R. Roe, Paul D. Cravath, Mrs. David Dows, Mrs. Coleman du Pont, Childs Frick, Daniel Guggenheim, Mrs. W. D. Guthrie, T. A. Havemeyer, C. O. Iselin, Otto H. Kahn, W. Eugene Kimball, J. Pierpont Morgan, Mrs. J. Pierpont Morgan, Mrs. Harold I. Pratt, John T. Pratt, Charles A. Sherman, Benjamin Stern, Mrs. W. Stursberg, Daniel Tatum, Mrs. Payne Whitney, and others.

J. W. Everitt of Glen Cove, was elected chairman, and John R. McCulloch, of Oyster Bay, secretary of the branch. Regular meetings will be held quarterly with special meetings at the call of the chairman whenever occasion arises to bring the members together.

DAYTON, O.—The Dayton Flower & Plant Co. has been incorporated with a capital of $50,000 to operate a greenhouse. Among the incorporators are Rolf Zetlitz and H. O. Bentley.—J. W. L.

Report from the Pacific Coast Trip.

BY J. F. AMMANN.

The writer in this article should like to be understood as speaking from the standpoint of a representative of the Society of American Florists, the National Growers' Association and the Florists' Telegraph Delivery Association, rather than as an individual. It was as such and primarily in the interest of national and local co-operative advertising of flowers, that the trip was undertaken.

The hospitality and kindly welcome given Hilmer V. Swenson and myself at every city we visited was beyond description, and as we so often remarked, was, we hope, given more in honor of the great societies and the cause we represented rather than the individuals. Nevertheless, we felt ourselves very fortunate in having been the lucky ones chosen for this grand trip. Time and space will not permit going into details and mentioning names, in fact, it would be impossible to remember the names of all who had a part in the great work, everywhere along the line. The officers, however, of every local organization did valiant work and we feel much indebted to them; suffice it to say, that there are plenty of boosters in every city, and we found the far west and northwest no exception.

Advertising is not new to the western man any more than those of the east, in fact co-operative advertising was born in the west, and some of this has been done among the florists from time to time in a more or less disorganized manner. As a result of this trip, the following cities, St. Paul and Minneapolis, Minn.; Spokane, Seattle and Tacoma, Wash.; San Francisco Utah; Denver, Colo., and Omaha, Neb., and Los Angeles, Cal.; Salt Lake City, are organized for co-operative advertising. Portland, Ore., and Kansas City, Mo., were already organized.

BRANCHES OF THE TRADE CLASSIFIED.

In most places the percentage plan was adopted and the various branches of the trade were classified as follows:

Class A—Wholesale growers to pay one per cent on total sales.

Class B—Retailers to pay one per cent on all purchases of flowers, finished plants and greens.

Class C—Wholesaler to pay one per cent on his commissions.

Class D—Retail growers or growers who retail 75 per cent. or more of their product to pay one-half on one per cent on total sales.

There is no question that the per cent. plan of assessment for the purpose of raising funds for advertising is a most equitable and fair one, and in time should be universally adopted, and when the larger portion of the trade is organized on this plan an amount equal to five per cent or not to exceed 10 per cent set aside for national advertising from such local funds and the individual subscriptions from those not so organized will be ample and sufficient to carry on a liberal campaign of national magazine advertising. Keeping our slogan before the American public and continually creating new fields for the use of our product thereby, gives the local co-operative and individual advertisers a universal scheme to tie up with.

This programme may seem complicated, but if it is really put into effect is very simple, and what makes it all the more easy to carry out is the fact, that, it is just as and fair in every respect, everybody paying only in proportion to the amount of business they do. Ever since the matter of local co-operative advertising was first instituted, and because some of the cities where this has been in force, having in lieu of their individual subscription to the national pub-

licity fund agreed to pay a percentage out of their local fund, that would be equivalent to or greater than the total individual subscription. The impression seems to be going out that the national committee would not ask for further individual subscriptions, and for that reason we believe many individual subscribers to the national fund have withheld their payments, expecting at some later date to join in with a local co-operative scheme, thereby meeting their obligation to the national fund on a per cent. collection through the local organization; now this plan is all right if it were to be put in effect at once, but a matter of this kind cannot be perfected so quickly; it takes several months and sometimes a year before a local organization gets to functioning properly.

The national committee cannot deal in futures; the money must be in hand or most of it in sight before contracts can be entered into for national advertising, so every one should bear this one point very clearly in mind, that is the fact, that the individual contribution to the national fund must be continued indefinitely or at least so long from every locality until the percentage from the local board is ready to be turned over. In fact the contributing of percentage from the local fund to the national fund should never eliminate all individual subscription to the national fund, because there will always be scattering growers and retailers from the outlying districts, who are so situated that they cannot join a co-operative local organization for advertising. These should always continue to contribute to the national fund in a lump sum and in addition to these, we have the jobbing and supply houses, who can only be partakers in the national programme in the same manner, hence the plan is not to ever do away with all individual contributions to the national fund, but only from such communities where local organizations are collecting funds on the percentage plan and turn over their prorata to the national fund.

In closing I want to give these few observations with reference to our trade throughout the west and northwest. I believe from what I have seen from California to Seattle that more money is spent per capita where flowers grow wild, out of doors all the year round, than in any other part of the country. I saw in some of these cities, in the west and northwest, some of the finest and most modern flower stores and growing establishments in the country.

I saw cut roses selling in stores in San Francisco from $3 to $5 per dozen, when the same quality of stock could be had right on the same street corner for 50 cents per dozen. Why did the public go to these stores? Because they were willing to pay for service, and they certainly got it here. I believe now more than ever that the retailer's greatest asset is service. I believe prices are more uniform and normal, not at all cheap, throughout the west than elsewhere in the country, which is a very healthy condition.

WEST COAST IS WIDE AWAKE.

The west coast is wide awake. I believe they work less hours and accomplish more than we do. Most stores do not open until 9 a. m., close at 5 p. m., and are not open on Sunday. As I said to Dr. Moore of the renowned Hollywood Gardens of Seattle, "The one big difference I see between you folks out here and we in the east is, that we have a vacation once a year and you have it once a week."

Los Angeles is going to pull off one of the greatest horticultural and flower shows this fall, October 20-23 inclusive, ever held in this country. Seven acres of outdoor garden and over three acres of indoor floor space are devoted to this gigantic exhibition. Our genial friend Roy F. Wilcox of Montbello, Calif., is at the head of this great movement.

There are more Society of American Florists' members in proportion to the number of florists in the west than any other part of the country. I would like to say much more especially about the good people of the west and the trade progress, but time will not permit. I do sincerely hope that in the very near future a closer relationship between the national society and the local organizations throughout the west coast will be formed. There are coming problems between the west coast producers and the allied trades of the mid-west and east that will have to be solved from time to time, and only through closer co-operation and contact can this be brought about. The Society of American Florists with the help of the Florists' Telegraph Delivery Association and the National Flower Growers' Association must bring this about.

OBITUARY.

John Mather Lupton.

John Mather Lupton, familiarly known to his many trade friends as Mat Lupton, former president of the American Seed Trade Association, and well known cabbage seed specialist, of Mattituck, Long Island, N. Y., was stricken with apoplexy in his bath room on the morning of July 30, and died the afternoon of August 1 in his sixty-fifth year. He was born in Mattituck and had always lived there, being actively identified with all the civc interests of his community. He was especially prominent in agricultural matters and for 30 years or more was well known all over the country as a cabbage seed grower.

It was Mr. Lupton's work which gave birth to the big Long Island Cauliflower Association and after organizing this body, he became its first general manager. This is a co-operative concern and has been highly successful. He helped to organize the Mattituck bank and was still its president when he died.

Mr. Lupton served five terms in the state assembly, beginning in 1906. Later he was a trustee of the state agricultural college at Farmingdale. In fraternal circles he was active in the Masons and American Mechanics.

Mr. Lupton is survived by his widow, Millie F., and by a son, Robert, and a daughter, Mrs. Otis G. Pike. He was a brother of the late Frank M. Lupton, widely known in his lifetime as a publisher of books. Funeral services were held at his late home August 4.

Mr. Lupton was elected president of the American Seed Trade Association at the San Francisco convention in 1915.

The Late J. K. M. L. Farquhar.

The funeral services of the late John K. M. L. Farquhar, an account of whose death appeared in our issue of July 30, page 95, were held in the chapel at Forest Hills Cemetery, Boston, Mass., July 27. Members of horticultural societies, florists and personal friends comprised the assemblage that attended the last rites. Rev. Amos A. Rideout, chaplain of Joseph Warren Commandery, of which Mr. Farquhar had been a member, officiated. The music was beautifully rendered by the Pilgrim quartet which was heard in two selections. Burial was in the family lot at Forest Hills Cemetery.

The active pallbearers, all from the Farquhar establishment in South Market street, were: George Cruickshank, in charge of the funeral arrangements; Victor Nelson, W. J. Davy, Harry Jenner, Arthur E. Holland and P. Fordham. Richard M. Saltonstall, former president of the Massachusetts Horticultural Society; Albert C. Burrage, president of the society; Judge C. W. Hoitt, Scituate; Thomas Roland, Nahant; C. H. Bradley, superintendent of the farm and trade school, Thompson's Island and Leonard Barron, New York, were the honorary pallbearers.

Anton Felke.

Anton Felke, a grower at Wilmette, Ill., died from apoplexy while at work in his greenhouses, July 29. He was well known to the trade in the vicinity of Chicago and consigned his stock to the great central market where he was highly respected and had a host of friends. He was 50 years old and was born in Chicago, locating at Wilmette where he had been in business for many years. He is survived by a wife and seven children, and a sister, Mrs. Anton Then, wife of the well-known florist.

The funeral, which was held from the home at Wilmette to the St. Joseph's church at Gross Point, was largely attended, and the floral offerings from the trade were many and beautiful. The heart-broken family has the sympathy of the entire trade in its hour of sorrow.

James H. De Forest.

James Henry De Forest, of Rochester, N. Y., died at St. Mary's Hospital, that city, age 70. Mr. De Forest was the oldest employe of the Vick & Hill Co., having entered the employ of the late James Vick, in his seed store, when but 19 years of age. For more than 51 years he remained with the one concern, and was steadfast and loyal to those whose interest he served. Mr. De Forest was generous and kindly to all, and his loss is keenly felt by his friends and acquaintances.

The funeral services were held at his late home, July 11. He is survived by his wife, 12 sons and daughters.

P. S. Wise.

P. S. Wise, proprietor of the Fairmount Gardens, Bristol, Tenn., died at his home in that city, July 18, as the result of a stroke of paralysis. He is survived by his wife, Mrs. P. S. Wise, the only surviving member of the firm, who will continue the business, with C. E. Wampler as manager.

Co-Operative Advertising at Cleveland.

The florists of Cleveland, O., are running a splendid advertisement written by Ella Grant Wilson, in a local paper, in honor of the city's 125th anniversary. The ad is 10x21 inches, and fully reviews the history and growth of the trade for the past 50 years. Mention is made of the aid that has been rendered by florists and nurserymen of the city in giving it the name of the "Forest City," and in creating a universal sentiment for the love of flowers.

Convention Railroad Certificates.

Members of the Society of American Florists who desire to secure reduced rates to the Washington convention must present identification certificate to ticket agent when purchasing tickets for themselves and members of their family at railroad offices. Certificates can be had for the asking of Secretary John Young, 43 West Eighteenth street, New York city.

Get your certificates early and avoid disappointment.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.50 a year; Canada $2.50; Europe and Countries in Postal Union, $3.00.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

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COAL famine is threatened this fall and winter according to latest news from the mines.

CABLE prices on the two grades of immortelles are higher than last season, viz., standard French grade, 450 francs per 100 bunch, Dutch grade in 100-gramme bunches, 390 francs.

Personal.

John H. Dunlop, of Toronto, Ont., was recently elected District Deputy Grand Master of the Toronto center district, at a recent communication of Grand Lodge, A. F. & A. M. in Ottawa, Ont. Mr. Dunlop had previously held the office of Past Master of St. Andrew's Lodge, Past Preceptor and Provincial Priori of the Toronto Knights Templar district, and others.

Mr. and Mrs. Olof Johnson, Memphis, Tenn., will celebrate their fiftieth wedding anniversary August 10, at 1066 North Seventh street.

Chrysanthemum Society of America.

The local committee having in charge arrangements for the coming meeting and exhibition of the Chrysanthemum Society of America in Chicago, met in that city August 1. Those present including N. J. Wietor, W. N. Rudd, C. C. Pollworth, Milwaukee, Wis., A. Erickson and Fred Lautenschlager. It was decided to hold the chrysanthemum show and a general fall exhibition in the grand banquet hall of the Auditorium hotel, November 16-17. The premium list offering liberal prizes, is now in preparation, and may be had in due course on application to Secretary C. W. Johnson, 141 Summit street, Rockford, Illinois. A. H. Schneider, the other member of the committee was unable to be present but telephoned his approval of the above arrangements.

Saying it With Flowers.

Ambassador Herrick's wordless greeting to France on his arrival in Paris could hardly be called a speech. Yet a more eloquent ambassadorial speech no one could have made. He took the flowers given him by a little French girl as he left the station, and going to the Arc de Triomphe, placed them on the tomb of the unknown poilu. It might be thought of as merely a gesture, but it said more than a long address could have said and it was heard and understood, no doubt, by all France.

It was a happy sequel to the speech of one sentence which Ambassador Herrick made when he expressed his determination to remain in Paris even though the Germans came to the city gates. It is fortunate that the United States is represented in France by one who does instinctively the right thing in the right way at the right time.—New York Times.

Time Versus Service.

George Whittingham, city carrier No. 4 of Alliance, O., was cited August 3, by Postmaster-General Will H. Hays, for submitting the following splendid interpretation of service:

"One of the greatest hindrances to the smooth revolution of the industrial wheel is the idea that a person's time is worth so much an hour. That is a big mistake, a fallacy and a delusion. Hoary headed, but false, widespread but misleading, pernicious in its plausibility, disastrous in its effects, it possesses not a particle of truth. Our time is not worth 50 cents, 75 cents or $1.00 an hour. One hour of your time or my time in itself is simply worth nothing. Forty-eight hours of your time or my time is worth no more.

"One hour of your service, one hour of my service—that's a different proposition. Ringing a time clock is necessary, but a time clock is merely a measuring device. If it measures an hour's time only, it measures time wasted. If it measures an hour's service, that's good. If it measures half a month's service, that earns the pay check."

S. A. F. Membership Drive.

TO THE VICE-PRESIDENTS.

Last week I told you that Vice-President Horgan of Georgia obtained 34 members. Well, I can beat that now. A. S. Gray, president of the Oklahoma State Florists' Association, sent in 45 new members and says they are not through yet; Vice-President Stiles of that state is still busy, while Mr. Gray has gone to Colorado to recuperate. This is certainly a record.

Now who is the next one to reach the high mark? It would be fine though if all got busy at once, wouldn't it? Well let's go. Think of it, 14 presidents of affiliating organizations now on the Society of American Florists' board of directors and three more added last week and more to come. I'll say that's fine.

The maximum members for your state to put your president on the board of directors has no limit. Remember this is a real state vice-presidential year, and there are going to be some worth while reports at the convention. Will you have one? How many members have you to date? Please report to J. F. Ammann, Edwardsville, Ill., but send the applications to John Young, 43 W. 18th street, New York, secretary.

J. F. AMMANN, Chairman.

Ladies' Society of American Florists.

ANNUAL MEETING, AUGUST 17.

The annual meeting of the Ladies' Society of American Florists, will be held in the Hotel Washington, Washington, D. C., Wednesday morning, August 17, at 10:30 o'clock. A meeting of the directors has been called for the same place and same date at 9:30 a. m.

Through the courtesy of the Society of American Florists, a neat folder has been sent to all members of that organization, setting forth the many advantages accruing from membership in the Ladies' Society of American Florists, especially during the time of the convention. The initial fee of $3 sent to the secretary entitles you to enrollment in the society and a recognition pin. We are hoping for many new members from this splendid co-operation on the part of the Society of American Florists and ask that you make every effort to come to Washington and enjoy the hospitality and good fellowship as a member of the Ladies' Society of American Florists.

MRS. ALBERT M. HERR, Sec'y.

American Dahlia Society.

SECRETARY E. C. VICK'S RESIGNATION.

The membership of the American Dahlia society will be sorry to learn that Secretary Edward C. Vick, Newark, N. J., had to resign. His own business increase and the greatly enlarged membership of the society, with the work on the bulletin, show matters, etc., was more, Mr. Vick stated, than he could properly attend to, therefore, one or the other, he states, had to be given up and the affairs of the society being of lesser importance to him, he resigned from said office. But the society is on the road for progress and has a working set of men at the helm, therefore, while we feel the loss of Mr. Vick to a great extent, we will still be able with other members of our force, to continue matters successfully and we hope to have the continued confidence of our members in our forward movement to that great success we feel that the American Dahlia Society is bound to reach, especially in the wonderful show that the society is working to set up in New York this coming fall.

A meeting of the executive committee of the American Dahlia Society was held at the Hotel Grand, New York, August 2 at 1 p. m. In the interum Treasurer Wm. J. Rathgeber, who is well qualified, is acting as secretary-treasurer. RICHARD VINCENT, JR.
President, American Dahlia Society.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, $1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order For Plant Advs., See Ready Reference Section

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted — Grower roses, chrysanthemums, carnations and pot plants; middle age; single. Address

Key 570, care American Florist.

Situation Wanted — By single man; experienced in pruning trees, spraying, etc. Also can do greenhouse work.

Chas. Boone Saunders, Merom, Ind.

Situation Wanted—By orchid grower with life-long commercial experience; chiefly cattleya and spray varieties. Address

Key 573, care American Florist.

Situation Wanted—By refined young woman with five years' experience in retail florists business; bouquets and designing; capable of handling most refined trade. Best references as to capabilities and personality. Prefer modern store. Address

Key 568, care American Florist.

Help Wanted — Florist for city greenhouse. Apply to **Superintendent of park, City Hall, Topeka, Kan.**

Help Wanted—Experienced grower of carnations, snapdragons and sweet peas in a medium sized greenhouse. Middle-aged, single man preferred. At once. State salary and references.

Hollywood Greenhouses
R. No. 2, Box No. 49 McCall, S. C.

For Sale—Well established market garden and floral business. 29 hot beds, well, windmill and tank, 11-room house, also barn; four city lots. A snap at $3,600; $1,500 cash. Address

JOHN C. KRUEGER
Medford, Box 72, Wis.

Help Wanted

General Greenhouse Man in Ohio.

Experienced in bedding stock, roses, chrysanthemums, carnations, perennials, etc. $75 per month with room and board. Single ex-service man preferred. No firing. Hours 7 to 4.

Key 578, care American Florist.

Help Wanted

Reliable grower of roses, carnations and general pot plants, to take full charge; one who is looking for a future. Kindly give names of three last employers. This is a good place, in a nice town.

C. C. WONNEMAN & SONS, Mexico, Missouri

Wanted to Rent or Buy

By thoroughly experienced florist and decorator, a large florist establishment. Only high grade proposition considered. Must stand closest investigation. Give full particulars and price in first letter.

Address Key 575, care American Florist.

SITUATION WANTED

As superintendent of grounds and greenhouses. Private or public institution, by expert gardener. Life experience in all branches of the profession, under glass and outside. Can guarantee to get results. American, age 47, married, willing and able to work. Can furnish best of references. State wages and full particulars. Can come at once. Address

Key 576, care American Florist.

Situation Wanted

By a first-class wholesale or retail florist; 25 years' practical experience in cut flowers, fancy potted plants, bedding stock, designing, etc.; capable of taking full charge and handle help; middle-aged, single man. Address

Key 577, care American Florist.

FOR SALE

Retiring from business—moving to California—florist and gardener's place; seven-room house; one greenhouse, 75 x 16 ft., hot water heat; lot, 46 x 196 ft.; stock and good will of good trade. Only $5,000.

H. F. REIFERT,
18 West 65th Street, CHICAGO

BOILERS and STACKS

We have on hand all sizes of used boilers and stacks suitable for greenhouse work.

RYAN BROS.,
847 South Racine Ave., CHICAGO

FOR SALE

Just a dandy, up-to-date Florist business going stronger every day; big territory; greenhouse and dwelling combined; dandy down-town shop, and the only one; reasonable rent; steam heat; this proposition is sound, no old, worn-out business; for references write to any near-by florist in Dallas, Waco or Ft. Worth; one thing, to take hold of this you must be up to now, the people demand it, and make up your mind to go big; the business is here; population, 16,000; I am selling to go on my farm, after being in the business twenty years; $4,000.00 cash, $3,000.00 on time, almost to suit buyer. If interested, write

HOLM'S FLOWER SHOP,
Corsicana, Texas.

THE ANNUAL MEETING

—OF THE

Florists' Hail Association of America

will be held at Convention Hall, Washington, D. C., at 9 a. m. (sharp), August 17th, 1921.

JOHN G. ESLER, Secretary

Foreman Wanted

Competent man for commercial greenhouse plant in the south. Good wages to the right party.

Key 574, care American Florist.

NOTICE

—OF—

STOCKHOLDERS MEETING

CHICAGO, July 16, 1921.

Stockholders of the American Florist Company:

You are hereby notified that the annual meeting of the stockholders of the American Florist Company will be held in the Willard Hotel, Washington, D.C., Wednesday, August 17, 1921, at 3 o'clock p. m., for the purpose of electing directors and officers for the ensuing term and for the transaction of such other business as may come before the meeting.

J. C. VAUGHAN, Pres.
M. BARKER, Sec'y.

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $4.50; per 1000, $6.50. Samples on request. Electro of leaf, postpaid, $3.00. Cash with order.

American Florist Co.
440 S. Dearborn Street
CHICAGO

HOME - GROWN STOCK

Greatly Increased Demand

If you have any to offer, or are likely to have any soon,

advertise in these columns now.

AMERICAN FLORIST CO.
440 So. Dearborn Street, ... CHICAGO

THE FRENCH STEAMER CANADA

Unloaded the First Cargo of

French Bulbs

This Week. We can quote you all stock here noted to advantage now, and in

Full Sized Cases

She carried many cases under size

"WATCH OUT."

Paper White Grand.
12 ctms.

Paper White Grand.
13 ctms.

Paper White Grand.
14 ctms.

FROM RELIABLE FRENCH HOUSES Of Highest Reputation

Fall Book for Florists Ready.

NEW YORK VAUGHAN'S SEED STORE CHICAGO

St. Louis, Mo.

HOT WEATHER HARD ON STOCK.

The weather has been unusually hot the past week, with little or no rain. It has been quite hard on the growers throughout the county. A greater portion of the stock on the market is shipped from Chicago. Only limited amounts of gladioli and roses and a few carnations and lilies are to be had from the growers in this vicinity. Roses have remained on the market, but offer good but small blooms and are hard to keep. Second-rate blooms are plentiful, but these are also short-stemmed. White roses are still scarce, Mrs. Chas. Russell, Premier, Columbia, Milady, Ward, Ophelia and Killarneys are the leading varieties but even some of these are scarce. Carnations are nearly finished, the blooms on the market are of inferior grade and are only to be had in pinks and reds. Gladioli seem to be in the majority of all stock; few inferior grades are to be had from the growers in the county, although the best ones are shipped in from the north. Some good blooms of Lilium Rubrum have arrived. Auratum lilies are also to be had in limited quantities. The supply of lily of the valley is light, but still enough to meet the demand. Delphiniums are still to be had in small lots. A few yellow snapdragons had a place on the market this week, but they were inferior in grade. Orchids are limited in quantity, but the demand is light. Asters are arriving in considerable quantities and grade up well. Greens have a good call and are plentiful, especially Asparagus Sprengeri and Plumosus. Smilax is scarce and galax is in good demand.

NOTES.

Duernberg, of Grimm & Gorly, is to return to the store Monday, August 1, after motoring to Michigan. A wire from him stated his vacation was a very enjoyable one. Vincent Gorly, also returns soon, after a vacation in South Haven, Mich

Phil Goebel, a grower, has let a contract for two new greenhouses, 40x200, with the Lord & Burnham Co. At present he has 50,000 square feet of glass in his range. Carnations and sweet peas will be his chief crops.

The retail florists had considerable funeral work last week, as bodies of soldiers from France arrived for reburial. Many floral pieces were sent by the American Legion posts and ladies' auxillaries.

Grimm & Gorly had a large part of the funeral work last week for the soldiers who were brought here for reburial.

The Florists' Club held its annual picnic at Normandy Grove last week. A good time was enjoyed by all.

Some excellent blooms of Rubrum lilies have been received from the Milliken greenhouses, Crescent, Mo

P. A. Pfaender has just returned from his vacation and looks like his two weeks were well spent.

The St. Louis Wholesale Cut Flower Co. report a very good business the past week.

Some good red coxcombs were in the window of the F. J. Foster flower shop this week.

F. H. Weber has a very attractive window of ferns, palms and greens in general.

The Bourdet Floral Co. has nearly completed its new range of greenhouses.

Business was good the past week with the Windler Wholesale Floral Co.

Mulanphy Florists, Inc., have a good display of ferns and palms.

J. K. M.

"Get Together"

President Harding's phrase sums up the situation exactly—sums it up for every industry, including that of the florist.

The S. A. F. & O. H. Convention has always been a "Get Together"—a "get together" for the advancement of horticulture in general and the welfare of all. Fifteen hundred or two thousand delegates to the Convention at Washington would evidence co-operation in the best possible way. Will you be there?

Our own and our now famous slogan, "Say It With Flowers," is not only a slogan for the selling of more flowers, but it is a veritable call to us that as florists we live together in harmony, intermingling freely.

So I would say at this moment: Be in Washington at the "Get Together," August 16, 17 and 18, and make the slogan, "Say It With Flowers," the keynote of all your advertising.

A. L. MILLER, Jamaica, L. I., N. Y.
Ex-Officio S. A. F. & O. H.

Dreer's Convention Display

AS USUAL, for many years past, our exhibit at the Washington Convention will consist of a comprehensive display of seasonable plants, such as Palms, Ferns, Crotons and other Decorative and Foliage Plants, in a full line of commercial sizes.

Delegates to the Convention, either going or returning, are invited to stop off at Philadelphia and visit our nurseries at Riverton, New Jersey, where they are certain to find many interesting subjects.

At this writing, out-door stocks promise to be exceptionally fine, particularly Cannas, Dahlias, Phloxes, and our extensive assortment of Hardy Perennials, of which a great many should be at their best at this time.

Our representatives, Messrs. Karins, Goudy and Ruppert, will be in attendance at the Convention, and will be pleased to give detailed information.

HENRY A. DREER, 714-716 Chestnut St., Philadelphia, Pa.

Mention the American Florist when writing

Montgomery's Priscilla

That's the name of the new pink rose! The name will be Priscilla probably after the public has had it a while, but we have had to add the prefix to cover the rules of nomenclature.

In order to get someone who knows more about roses than we do to give an unbiased, honest opinion on the merits of this rose, we have placed 12 plants of it with each of the following growers:

E. G. Hill Co., Richmond, Ind.
Dailledouze Bros., Brooklyn, N. Y.
Albert F. Amling Co., Maywood, Ill.
Dockham-Pierson Co., Madison, N. J.
Rowayton Greenhouses, Rowayton, Conn.
Miller Floral Co., Farmington, Utah
Wellworth Farm Greenhouses, Downers Grove, Ill.
Poehlmann Bros. Co., Morton Grove, Ill.
Robert Pye, Nyack, N. Y.
John Coombs, Hartford, Conn.
A. S. Burns, Jr., Spring Valley, N. Y.
Robt. Simpson, Clifton, N. J.
Chas. H. Totty Co., Madison, N. J.
Noe-Ruzicka Co., Madison, N. J.
Wm. H. Elliott Co., Madbury, N. H.
Anthony Ruzicka, Madison, N. J.
W. J. Pilcher, Kirkwood, Mo.
Jos. Heacock Co., Roelofs, Pa.
Ferrari Bros., San Francisco, Calif.
Peirce Bros., Waltham, Mass.
Batavia Greenhouse Co., Batavia, Ill.
Wendland & Keimel Co., Elmhurst, Ill.
Joy Floral Co., Nashville, Tenn.
Roberts Rose Co., Denver, Colo.
Geo. C. Welland, Evanston, Ill.
Lakeview Rose Gardens, Jamestown, N. Y.
Exeter Rose Conservatories, Exeter, N. H.
Bassett & Washburn, Hinsdale, Ill.
H. O. May, Summit, N. J.
Budlong Rose Co., Auburn, R. I.
Doemling-Schimmel Co., Mt. Clemens, Mich.
F. R. Pierson, Tarrytown, N. Y.
L. B. Coddington, Murray Hill, N. J.
Jos. H. Hill Co., Richmond, Ind.
S. Mortensen, Southampton, Pa.
Briar Cliff Gardens, Scarborough, N. Y.
John H. Dunlop & Son, Richmond Hill, Ont., Can.
J. J. Fallon Co., Lynchburg, Va.
Gullett & Sons, Lincoln, Ill.
Rolf Zetlitz Co., Lima, O.
Van Aken Bros. & Sons, Coldwater, Mich.
Premier Rose Gardens, Maywood, Ill.
Weiss & Meyer Co., Maywood, Ill.
Florex Gardens, North Wales, Pa.

Ask them about it, if you will, at any time. They have our permission to tell the truth. We are going to let this rose sell itself. We shall be simply order takers.

A. N. PIERSON, Inc., Cromwell, Conn.

Mention the American Florist when writing

Robert Craig Co.
HIGH CLASS PALMS
and Novelties in Decorative Plants
NORWOOD, Delaware County, PA.

CYCLAMEN
We must have room and offer for one week,
2,500 2¼-in. Cyclamen, at $10.00 per 100; $90.00 per 1000.
3,000 2-in. Cyclamen, at $20 and $25 per 100.
1,000 4-in. Cyclamen, at $40.00 per 100.
Ask for our prices of Easter Greeting Pelargoniums and Ferns
GEO. A KUHL, Wholesale Grower PEKIN, ILL.

Alonzo J. Bryan
WHOLESALE FLORIST
Abundance of Stock
Always on hand. Correspondence solicited.
WASHINGTON, NEW JERSEY

You Grow Pansy Plants For Sale?

DOUBLE YOUR PROFIT AND SALES

BY PLANTING THE

New Early Flowering Giant Pansies

They are three to four weeks earlier than other Pansies, in coldframes or field; they have four or five large blossoms, when other Pansies planted at the same time are only showing bud. The richly colored, large, well formed flowers, on long, stiff stems, are very fragrant.

TRY SOME AND YOU WILL BE SATISFIED

4. **Jove.** Lower petals violet, upper one light blue.
5. **Mars.** Cornflower blue.
6. **North Pole.** Pure snow white.
7. **Woden.** Quite black.
8. **Helios.** Pure yellow.
14. **Winter Sun.** Golden yellow, with dark eye.
15. **Ice King.** Silvery white, with dark blue eye.
16. **Celestial Queen.** Light or sky blue.
17. **Charm of March.** Dark velvety blue.
18. **Mixed.** The above nine colors.

500 Seeds, 25c.; 1000 Seeds, 40c.; ⅛ oz., $1.10; ¼ oz., $2.00; 1 oz., $7.50

For list and price of other Kenilworth Pansy Seed, see my ad of July 23rd.

Chas. Frost
Kenilworth, N. J.

Nashville, Tenn.

FLOWERS PLENTIFUL BUT MOVE SLOWLY.

This city is certainly in the midst of the hottest and dullest part of summer time and everybody that can has made for cooler and wetter points; for in addition to the extreme heat, it is again very dry. We had a copious rainfall one day recently within the past two weeks, but it did little good. Flowers, though, are plentiful, roses are small for the most part, the cuts being from the new next winter stock, but every day sees some improvement in the size and length, showing great promise of next season's supply. Rubrum lilies are filling a great place in the supply and everybody seems to have plenty of them, while there is no dearth of the Harrisii lilies, which continue to bloom. Sweet peas and carnations are gone long ago, but asters are beginning to make their appearance, very small in size as yet. Trade continues good, but is nearly monopolized by funeral work. An occasional wedding breaks the monotony, but generally of the small and quiet kind and not making much of a flutter in floral circles.

NOTES.

Geny Bros. recently installed a handsome new show case, capable of holding a large quantity of flowers. This firm still has some long stemmed roses on hand, which they are holding over from the old stock to fill calls for handsome roses. They have plenty of Rubrum and Easter lilies, and are well occupied with funeral work. Lem Geny and family are contemplating an automobile trip to New York, Atlantic City, N. J., and Washington, D. C. Oscar Geny has not been at all well, and his family are much worried about him.

An attractive window display, consisting of a miniature lake, gold fish with a background of rustic surroundings, and canary birds flying around, is seen at the Joy Floral Co.'s establishment. Stock is plentiful here, and trade has been as good as could be expected at this time of the year. Miss Lillian Joy is away on her vacation.

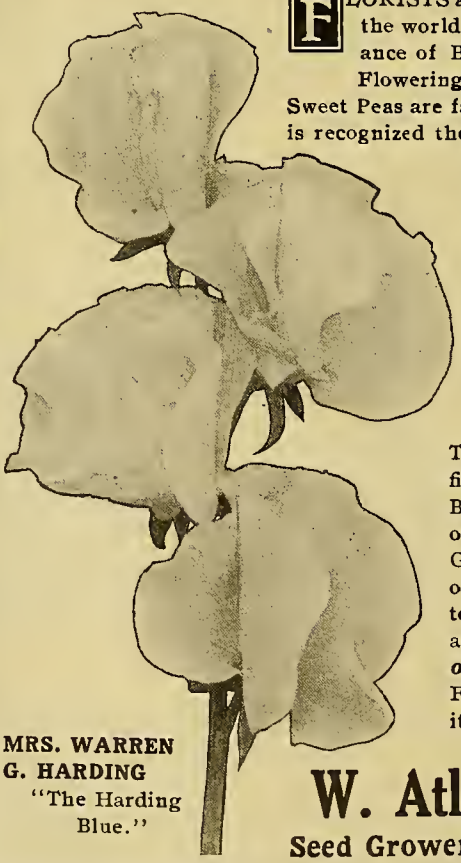
Several representatives of wholesale houses, in this city at the present time are trying to place an order for a car of Easter lilies, with good prospects of success. There were a great many Esater lilies grown here last season, and the crop proved profitable to the grower.

Visitors: Messrs. Elmer Olson and W. A. Jacobs of the A. L. Randall Co., Chicago; M. Royer, of H. Bayersdorfer & Co., Philadelphia, Pa.; Mr. Levine of M. H. Levine & Co., New York.

M. C. D.

Burpee's Sweet Peas

FLORISTS and Commercial Growers all over the world have come to realize the importance of Burpee's New Early- or Winter-Flowering Spencer Sweet Peas. Burpee's Sweet Peas are famous, and the House of Burpee is recognized the world over as American Headquarters for Sweet Peas. Free-blooming character combined with sturdy growth and trueness to description are qualities of the Burpee varieties that are well appreciated by all particular Growers. The Burpee list contains a complete range of colors including the most desirable Florists' shades.



MRS. WARREN G. HARDING
"The Harding Blue."

Those who require the latest and finest will be interested in the Burpee Novelties for 1922, now offered for the first time to the Growers. Complete descriptions of all varieties and novelties, together with many illustrations, are given in our *Special Folder of Sweet Peas for Florists.* Every Florist and Grower should have it. *Write for a free copy today.*

W. Atlee Burpee Co.
Seed Growers PHILADELPHIA

HUTCHISON, KANS. — The Stamm Floral Co. recently increased its glass area to take care of its growing patronage.

Car Shortage

Wise buyers, knowing the great difficulties of express and freight transportation this fall, are placing their orders for prompt shipment now. The railroads claim it will be impossible to supply sufficient cars when the regular movement of fall stocks starts.

The Washington

CONVENTION NUMBER

—of—

THE AMERICAN FLORIST

Will Be Issued

NEXT WEEK

Growers, Manufacturers and Dealers will find in our

37th Annual Convention Number

an exceptional medium to secure a large share of this business by liberal advertising in what has been for 37 years the representative paper of the florists, seedsmen and nurserymen of the United States and Canada.

No Change in Prices

Single Column Inch, $1.75; Page of 30 inches, $52.50.

American Florist Company

440 S. Dearborn St., :: :: Chicago

Please send your copy for this issue as early as possible.

Improved Quality Roses

THE BEST ROSES FOR SHIPPING

Our Roses Have a National Reputation for Quality

You always get fresh flowers and a more even run of stock.

CURRENT PRICE LIST

Subject to Market Changes

	Per 100
RUSSELL	
Fancy Long	$16.00
Medium	8.00 to 12.00
Short	4.00 to 6.00
COLUMBIA	
Fancy Long	$16.00
Medium	8.00 to 12.00
Short	4.00 to 6.00
PREMIER	
Fancy Long	$16.00
Medium	8.00 to 12.00
Short	4.00 to 6.00
HOOSIER BEAUTY	
Long	$12.00
Medium	6.00 to 8.00
Short	3.00 to 4.00
OPHELIA	
Long	$10.00
Medium	6.00 to 8.00
Short	3.00 to 4.00
SUNBURST	
Long	$12.00
Medium	8.00 to 10.00
Short	3.00 to 6.00
WHITE KILLARNEY	
Long	$ 8.00 to $10.00
Medium	6.00
Short	3.00 to 4.00

ASSORTED ROSES

SPECIAL OFFERING

Good fresh Roses, our selection, in lots of 200 or more, as follows:

	Per 100
Good medium lengths	$6.00
Good short lengths	4.00
Good, very short lengths	2.50
New Fancy Ferns, per 1,000	$2.50
Adiantum, per 100	1.50 to 2.00
Sprengeri, per 100	3.00
Galax, green, per 1,000	2.00
Galax, bronze, per 1,000	2.00
Asparagus Sprays, per bunch	35 to .40

Of miscellaneous flowers now coming into market, we will procure for our customers the best at lowest market prices. A trial order solicited.

In buying direct of the grower you are assured of fresh stock at all times, and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONES:
CENTRAL 1457

Greenhouses: Hinsdale, Ill., and Gregg Station, Ill.

Notice:—We close at 5 o'clock week days.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Closed all day Sundays

Mention the American Florist when writing

Chicago.

BUSINESS IS IMPROVING.

Business is improving to some extent and stock in general is not as plentiful, although there is enough to go around. Gladioli are in large supply and obtainable in quantity lots at attractive prices. Asters are seen in large numbers at some of the houses and are having a good call. American Beauty roses are to be had at one of the stores, which is easily disposing of all the stock it has to offer at prices ranging from $3 to $6 per dozen. Roses in general are plentiful and reaching the market in better condition owing to the cooler weather. Mrs. Chas. Russell, Premier, and Columbia are the favorites, but some of the other varieties are holding their own with them. Carnations are more plentiful and find ready buyers. Lilies are to be had in limited supply and the same holds true for colored pond lilies. Orchids and lily of the valley are obtainable and so are feverfew, gypsophila, cornflower, calendulas, larkspur, gaillardias, daisies, delphinium, coreopsis, and other miscellaneous indoor and outdoor stock. Greens are in good supply, including myrtle and northern wild smilax, which made its appearance last week. The Pageant of Progress is the chief topic of conversation in the market and the trade has every reason to be proud of the showing it has made at the exposition.

NOTES.

Albert Fuchs, who came to this city in 1884 with "$18 and not a friend," according to his description of the entry, is planning to wind up his picturesque career with a $1,000,000 sale of his Chateau theater block, arrange details for the erection of a 12 story building at the southwest cor-

ROSES

Grown, selected and packed by experts especially for summer shipment.

AMERICAN BEAUTY, the nationally recognized typical rose.

CRUSADER, fulfilling the idealist's conception of a perfect red rose.

BUTTERFLY, most charming of delicate pink roses.

RUSSELL, imperturable, rejoicing in summer heat.

ALL VARIETIES, ALL LENGTHS, ALL GOOD.

KENNICOTT BROS. CO.
174 N. Wabash Ave., Chicago

PETER REINBERG

Wholesale Florist

30 East Randolph St., Long Distance Phones Central 601 and 2846 **CHICAGO**

LARGE SUPPLY OF ROSES

Russell, Columbia, Premier, Sunburst, Ophelia, Etc.

Buy Direct From the Grower — CURRENT PRICE LIST — Subject to change without notice

	Per 100
MRS. CHAS. RUSSELL	
Specials	$20.00
Select	$15.00 to 18.00
Medium	10.00 to 12.00
Short	5.00 to 8.00
COLUMBIA	
Specials	$ 20.00
Select	$15.00 to 18.00
Medium	10.00 to 12.00
Short	5.00 to 8.00
PREMIER	
Specials	$ 20.00
Select	$15.00 to 18.00
Medium	10.00 to 12.00
Short	5.00 to 8.00
SUNBURST, OPHELIA	Per 100
Specials	$15.00
Select	12.00
Medium	$ 8.00 to 10.00
Short	4.00 to 6.00

		Per 100
Killarney / White Killarney	Specials..	$15.00
	Select....	12.00
	Medium..	8.00 to 10.00
	Short....	4.00 to 6.00
ROSES, OUR SELECTION		$5.00
Adiantum		2.00
Asparagus, per bunch		50c to 75c
Ferns, per 1,000		$4.00
Galax, bronze and green; 1,000		2.00
Leucothoe Sprays		1.00

EXTRA SPECIAL STOCK BILLED ACCORDINGLY

PAUL R. KLINGSPORN, Manager.

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue L. D. Phone, Central 282 **CHICAGO**

Gladioli in Heavy Supply

ALL THE LEADING COMMERCIAL VARIETIES

Roses, Orchids, Valley, Gypsophila, Daisies, Lilies, Etc.

ner of State and Harrison, and then—"off for California to raise flowers, fish, and birds." His announcement came with the sale of the Flora building, 3814-16 Broadway, containing two stores and four flats, for $120,000 to the Chateau Realty corporation, also the 14 apartments at 827-33 Sheridan road to the same buyer at $135,000 and the 50 feet of vacant on the south side of Sheridan road, 50 feet east of Broadway, for $65,000. The 50x 108 feet at the southwest corner of State and Harrison, improved with a three story building, was taken in trade by Mr. Fuchs, who says that when leases expire in 1923 a 12 story office building will be erected. William H. Mulholland & Co. were brokers. Mr. Fuchs expects to sell the Chateau theater block to parties now negotiating for it at $1,000,000. He recently sold the Chauteau apartments, at the southwest corner of Broadway and Sheridan road for a reported $1,000,000.

Golden Yellow Sweet Peas

McClenahan's Yellow Flower Dye

Send for sufficient to make one quart.
Price, $1.00, prepaid.

McCLENAHAN'S GREENHOUSES

40th and Phillips Sts., Oklahoma City, Okla.

J. W. Breakey of 3907 Cottage Grove avenue, is summering in South Haven, Mich.

GLADIOLI-ASTERS

Discriminating buyers place their orders here, beeause they find our stock is usually the best obtainable for the price they pay. We aim to satisfy the most exacting buyer.

JOSEPH FOERSTER CO.

WHOLSESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

WIETOR BROS.

Wholesale Growers of Quality Cut Flowers

30 East Randolph Street, L. D. Phone: Randolph 2081 **CHICAGO**

The headquarters of the florists and seedsmen at the Pageant of Progress, has proved to be the exposition's great center of attraction thus far, and those who have taken space already feel amply repaid for the trouble taken to place their specialties before the great throngs in attendance. The exhibitors include Vaughan's Seed Store, Henry Wittbold & Son, J. Oliver Johnson, Pulverized Manure Co., Adler Jones, Schiller, A. L. Randall Co., and the Florists' Telegraph Delivery Association.

A. Miller of the American Bulb Co., says his firm had 900 cases of Paper White narcissus bulbs on the S. S. Canada, which arrived at New York, July 31. Mr. Miller reports an excellent business in freesia bulbs and cyclamen seed. Albert Koehler of this firm, is expected back from his vacation this week, having made the Mackinac trip.

William J. O'Carroll, formerly of Lincoln Park, is now in charge of the extensive grounds connected with the great new Catholic educational institution, Villa St. Mary's of the Lake, Area, Illinois.

W. N. Rudd and family will spend the latter half of August on the western shores of Lake Michigan, with headquarters at Detroit Harbor, Wis.

George Wienhoeber, who will spend his vacation this year in the Wisconsin woods, says the summer business has been very satisfactory.

The Kroeschell Bros. Co., are installing a new ice machine for Smith & Young of Indianapolis, Ind.

Mrs. Theo. Callos and Mrs. Andrew Chronis are visiting relatives at Shawano, Wis.

Peter Duris of the Central Floral Co. is enjoying a well-earned vacation.

A. Rennie of A. Henderson & Co., is spending his vacation in the East.

Fancy Cut Ferns

Especially picked for our select trade, guaranteed, best quality. Price till further notice — Per 1000, $3.00.

GALAX LEAVES

Choice Galax, fresh stock. Price, per 1000, $1.75.

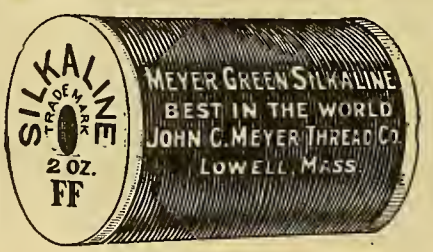
Complete list of many other items free.

One Floral Art Album given free with any order of $25.00 or more.

Geo. H. Angermueller Co.

WHOLESALE FLORISTS

1324 Pine Street, ST. LOUIS, MO.



Meyer's Silkaline, or Smilax Threads

Be sure the name Meyer is on the end of each spool, as we find there are a lot of fake brands being put on the market to imitate our green florists' thread. Weigh up our threads and then weigh up the other parties' that you are buying from, and you will notice that our threads run full two ounces of thread to the spool.

The Best Gladioli

You can get them here in practically every variety grown for commercial purposes, including Chicago White, Pendleton, Schwaben, America, Augusta, King, Panama, Myrtle, Etc.

GOOD SUPPLY OF ASTERS

Roses, Beauties, Feverfew, Larkspur, Cornflowers, Lilies, Candytuft, Orchids, Valley, Greens, Etc.

Finest Gypsophila in This Market

Regular shipments of that choice double stock from Colorado, which we supplied you with last season. Order what you need now for use later. You cannot afford to be without it.

A. L. VAUGHAN & Co.
NOT INC.
PHONES:
CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572
161 North Wabash Ave. Chicago

The following have signified their intention of attending the Washington convention of the Society of American Florists: J. C. Vaughan, George Asmus and wife, Paul R. Klingsporn, Chas. McCauley and wife, Miss Nettie Parker, George Weiland and wife, I. Rosnosky, Otto Kastle, John Michal, Allan Humason, Fred Schramm, Fred Lautenschlager, Joseph Kohout and wife, Joseph Foerster and wife, P. J. Foley and wife, Peter Olsem and wife, M. C. Gunterberg, George Lepper and Matt Mann.

Joseph Foerster and wife and George Asmus and wife will motor to the Washington convention. Peter Olsem and family, accompanied by George Lepper, will also make the trip by auto and it is possible that P. J. Foley and wife will drive down.

Frank Jarel of the Zech & Mann force is back from his vacation spent at Benton Harbor, Mich. Max George, who has charge of Zech & Mann's packing department, left July 30 for Ludington, Mich., where he will spend his vacation.

Charles Drissler is again attending to his duties at Wietor Bros. store after enjoying a well-earned vacation. His daughter Jeanette, who fractured her skull last week, is improving and is thought to be out of danger.

The E. F. Winterson Co. is receiving regular shipments of southern wild smilax, which is arriving in good condition. Mr. Winterson is planning on making a trip to California next month.

William Wienhoeber and Joe Schouten of the Ernst Wienhoeber Co., and Fred Nelson of the George Wittbold Co. are back from a pleasant auto trip to Colorado.

The South Park canna beds were never more brilliant than this hot season. King Humbert and Golden Yellow Humbert are easily the most effective.

Henry Wehrmann and family have rented a cottage at Michigan City, Ind., for the summer. John Michelsen and Max Awizzus were his guests the past week.

Vaughan's Seed Store is making a display of a wide range of named gladiolus spikes, having put in sprinkler irrigation on its Homewood trials.

Joe Einweck of the E. C. Amling Co. and George Heidenrich of Bassett & Washburn will leave next week for Kankakee on a camping trip.

George Zarbuck of the Chicago Flower Growers' Association is spending his vacation at the Wisconsin Dells.

Robert Northam is again attending to his duties at Peter Reinberg's store after enjoying a two weeks' vacation.

Miss Charlotte Paradise of A. L. Vaughan & Co. is back from a two weeks' outing in Wisconsin.

George Gobel is back on the job at A. T. Pyfer & Co.'s store after enjoying a two weeks' vacation.

Dave Ahrends of Kennicott Bros. Co. is spending his vacation with John Bruckner at Momence.

Otto W. Freese of Poehlmann Bros. Co. is back on the job after a two weeks' vacation.

William Kotsonis and wife of the White House Florist are vacationing at Bass Lake.

Bernard J. DeLinke, 3802 West Chicago avenue, is the proud owner of a new Buick.

Miss Leona Netschert of the Bassett & Washburn office force is away on her vacation.

Max Woight of the E. C. Amling Co is making an auto trip to Niagara Falls.

Decorative Greens

Having completed our dyeing and preserving plant, we are now accumulating a stock of the most beautiful

Magnolia Leaves, Beech Sprays and Oak Sprays

These are dyed in the most popular colors, ranging from the fresh green of spring through the deep green of summer, the violet or red of autumn to the bronze of winter; and preserved so as to keep indefinitely, retaining the fresh colors and pliable leaves.

Write for Samples and Prices.

THE DECORATIVE GREENS CO., Kinston, Ala.
Formerly: H. C. Willis, Duncan Jackson.

Mention the American Florist when writing

Meet Us at the Show at Our Booth

and inspect the designs made from our goods by leading florists, to see how nicely the cut evergreens work into designs. We will show samples of

Wild Evergreens, Dried Planks for Colorings and Everlastings, Birch Barks, Rustic Woods, Granulated Muck and Wild Flowers.

BOTANICAL NURSERY CO.
WILD FLOWERS
1103 Court St., LAPEER, MICH.

Chris. Pederson is back from a pleasant visit at Maple Lake, Paw Paw, Mich.

C. L. Washburn and wife are expected home from California next week.

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.

CHICAGO

Long Distance Phones Central 3283 Central 3284

Our Offerings Include:

LILIES

Absolutely the finest supply of Cut Lilies in this market.

ROSES

COLUMBIA

RUSSELL

White Killarney

Butterfly

Crusader Sunburst

Killarney Brilliant

Ward Ophelia

Premier

MISCELLANEOUS

Valley Cattleyas

ASTERS

Calendulas Cornflowers

Gladioli

GREENS

Plumosus Sprengeri

Bronze and Green Galax

Ferns

Adiantum Smilax

Mexican Ivy

Boxwood

Mrs. Mary Kennicott celebrated her 100th birthday August 2 in the midst of five generations of her descendants at Arlington Heights when the whole village devoted itself to a holiday in celebration of the event. The citizens marched in parade to her home and presented her with 100 American Beauty roses, one for each year of her life. She is still active and happy and is one of the well-known Kennicott family. The American Beauty roses she received were some of the blue ribbon stock handled by Kennicott Bros. Co. Honors never come singly.

Miss Clara Stanke's brother, who was killed in action during the world war, was brought home last week and the remains laid to rest in the family lot. There were a large number of floral pieces at the funeral, with the Everette R. Peacock Co. having most of the orders.

Miss Louise Schiller and Fred J. Coulterjohn, who were married June 24, returned from their honeymoon last week. They have the best wishes of their many friends in the trade for a happy and prosperous future.

Peter Hoefelder and Ed. Wojtkiewicz of Kennicott Bros. Co. and Bill Johnson of A. L. Vaughan & Co. flivered to Momence, where they were the guests of John Bruckner, the south side florist.

Arthur Virus of the Bohannon Floral Co. is back from a pleasant visit with his sweetheart at Portland, Me. He denies that he joined the ranks of the benedicts while away.

A. L. Vaughan is planning on attending the fiftieth wedding anniversary of Mr. and Mrs. Olof Johnson at 1066 North Seventh street, Memphis, Tenn., August 10.

James Novak, of the Zetlitz Floral Co., Columbus, O., and family visited friends here this week, making the trip by auto.

P. L. McKee of the American Greenhouse Manufacturing Co. has returned from a business trip to California.

Emil Danz, the West Lake street florist, is back from a vacation spent in northern Michigan.

Mrs. W. H. Englehart and daughter of Memphis, Tenn., are attending the Pageant of Progress.

Eddie Schultz, of the Weiland-Risch Co., is back from Lemont where he spent his vacation.

E. Knecht of the Muir force is spending his vacation at New Buffalo, Mich., again this year.

Nick Lemperis and family are back from a vacation in Indiana.

Fred Price, of the J. A. Budlong Co., is on his vacation.

Visitors: Chas. Young and Walter Young, St. Louis, Mo.; L. Bergstrom, Walworth, Wis.; George H. Bancroft, Cedar Falls, Ia.; H. M. Burt, Jackson, Mich.; S. W. Goggan, Battle Creek, Mich.; Mrs. Lizzie Davis, Linton, Ia.; L. Stapp, wife, two sons and daughter, Rock Island, Ill.; C. J. Pass and wife, North Platte, Nebr., on their way to Louisville, Ky., and the convention at Washington, D. C.

Columbus, O.

DEMAND FOR STOCK INCREASING.

The demand for flowers during the last week was much better than during the previous few weeks, showing that trade is coming back to normal. Earlier in July the trade became very quiet, and business was below the usual records of previous years. While July and August are the usual dull months, still trade was below previous levels. But this was changed during the past week, and it is now believed that the worst of the slump is over. Funeral work has been fairly active, and in addition there are some small parties scheduled which have been stimulating the demand for flowers. The trade is now interested largely in garden flowers such as gladioli, Rubrum lilies and zinnias. Asters are also arriving, and are only fair in quality, as is usual. These sell in the neighborhood of $1.50 per dozen. Roses go fairly well for the time of the year, the usual prices being $4 to $8 per dozen. Principal varieties are Columbia, Ward, Premier and Sunburst. Asters are coming mostly in pink, purple and white. Plants are quiet, as is usual for the time of the year. While a large number of the usual flower purchasers are away on vacations, still the stay-at-homes are sufficient to keep things moving fairly well at the local retail shops.

NOTES.

S. F. Stephans & Son, florists at Greenlawn Cemetery has started the erection of a greenhouse, 36x160 feet, which will contain approximately 6,000 square feet of space. This house is placed on the site of five smaller houses which were razed to make room for the improvement. The new greenhouse will be ready for use about October 1 unless something unforeseen occurs. With the completion of the last unit the company will have about 50,000 square feet of glass. Another improvement is the installation of a 90-horse power boiler to take care of the entire range. The new unit will be used exclusively for pot plants. The company installed Lord & Burnham's greenhouse several years ago, and was so well pleased that it is planned to change all of its present units into that type of house.

The Munk Floral Co., which operates a greenhouse at King and Queen avenues, and a retail store at 313 South High street, is making a number of changes and improvements at its greenhouses. An 8-inch well has just been completed to give an adequate water supply for the entire establishment. In addition, one of the houses has recently been improved by the construction of cement beds, and it is planned to continue this work throughout the range. Another improvement is changes in the boiler room, which will permit the dumping of coal from wagons directly into bins, and thus save the double handling. E. A. Munk is in charge of the houses. H. M. Munk, the father and head of the concern has

WHY STOP BUSINESS

In Summer and Let Your Trade Go Elsewhere?

We can furnish you with good Summer Roses and other Seasonable Stock with which you can retain your trade. **KEEP YOUR BUSINESS GOING**—it is easier to keep a business going steadily than it is to build it up again in the fall.

Russell, Columbia, Premier, Milady, Hearst, Ophelia, Sunburst, Butterfly, Double White Killarney, Crusader.

Now that Sweet Peas are about done for the season use **Nesbit Roses** they more than serve their purpose. If you are in want of a good White Rose for summer use our Double White Killarney the only good white rose obtainable in this market.

GLADIOLI White, Yellow, Light Pink, Deep Pink, Red **A1 Quality**

Exceptionally good for so late in the season.

Carnations, Valley, Larkspur, Daisies, Gypsophila, Gladioli, Lilies, Delphiniums and all other seasonable Cut Flowers. Ferns, Adiantum, Mexican Ivy, Plumosus, Sprengeri.

If you want good stock and good treatment, buy of

Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Wholesale Cut Flowers and Greens

Quality Speaks Louder Than Prices.

184-186 North Wabash Ave., Corner Lake St., **CHICAGO**

Roses, Valley and Carnations Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can reply upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

recently recovered from a severe illness.

The Livingston Seed Co., which is one of the oldest concerns dealing in seeds in central Ohio is now completely installed in its new retail store at 59-61 East Chestnut street. The concern has a large space and is doing a nice business in seeds and garden accessories. Robert Livingston is president, and A. W. Livingston, secretary and general manager.

The next meeting of the Flower Growers' and Dealers' Association will be held September 6, as meetings have been called off during the month of August. At that time the question of the educational and publicity campaign will be given its final inspection and adopted. A committee will be named to have charge of the campaign.

Frank C. Vierick, the florist at 150 East State street, reports business holding up fairly well during the summer months. This shop has had considerable funeral work which has helped to maintain activity. According to Mr. Vierick, prospects for the future are considered bright.

J. W. L.

STEVENS POINT, WIS.—Earl A. Wilson, Park Falls, formerly of this city, and W. E. Macklin recently formed a partnership. A $3,000 addition is now being made to the Macklin greenhouses.

PAWHUSKA, OKLA.—Osage county is planning to hold its second annual flower and garden show in 1922. Mrs. Genivra Lohman, county farm demonstrator, and D. C. Mooring, of the Agricultural and Mechanical college, are working for its success.

Tonner

CUT FLOWERS
Supplies
30 E. Randolph St.
Telephone Central 6284
Chicago

Mention the American Florist when writing

GREENSBORO, N. C.—The North Carolina State Florists' Association was formed in this city recently by a representatve gathering of florists from all parts of the state. The following officers were elected for the ensuing year: Geo. J. Starr, Wilson, president; W. Morganroth, Winston-Salem, vice-president; L. B. Clemmons, Greensboro, secretary and treasurer.

ERNE & COMPANY
—WHOLESALE FLORISTS—
30 E. Randolph Street L. D. Phone, Randolph 6578. CHICAGO, ILL.

The E. F. Winterson Co.
Long Distance Telephone, Central 6004
166 N. Wabash Avenue, Chicago, Ill.

The Ove Gnatt Co., Inc.
Preservers of Natural Foliages LA PORTE, IND.
Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties.

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Pittsburgh, Pa.

TRADE GRADUALLY INCREASING.

Last week business varied from one extreme to the other. The week started very poor with hardly any good stock to be had and a demand to match it. As the week advanced the supply increased, until by Friday and Saturday it did not seem possible to move it all, but by Saturday night there was very little left to carry over Sunday. It is hard to say what became of it all, but it seems as if every florist in this section was calling for stock Saturday. There has been a noticeable improvement in quality, especially roses, and while the supply is not large, it is sufficient to take care of the demand. American Beauty roses are again on the market, the first of the fall crop arriving last week. The quality is very good. The supply of lilies falls away short of the call and good prices are obtained. Gladioli are in heavy supply, but at least 50 per cent of them are very poor and hard to move. There are still some growers who still insist on producing a lot of mixed stock of varieties that do not take with the trade, on which it is impossible to realize a decent price, while his neighbor who grows good named varieties is making money. Asters are also in heavy supply, but only about 50 per cent of them are first class. There is more out-door stock on the market this season than ever before, and the list includes delphinium, achillea, feverfew, scabiosia, bachelor buttons, strawflowers and many more which have a limited call. Southern grown plumosa has been in over supply. The first shipments of the new crop of galax and leucothoe have been received.

NOTES.

Ed. Weaver of Randolph & McClements is taking a much needed and well earned vacation. The trouble with Ed is he never lets anyone know where he is going or how long he will be gone.

Both The McCallum Co. and The Pittsburgh Cut Flower Co. will have displays at the convention, where they expect to meet all their old friends and make a lot of new ones.

Homer D. Wood, of McCallum Co., is on a business trip to the firm's Detroit, Mich., branch. Henry Blend has just returned from a successful western trip.

John Harris, of Harris Bros., and wife, and John Mitchell of The Alpha Floral Co. and family are spending their vacation at Lake Chautauqua, N. Y.

Wm. Wampler of the Pittsburgh Cut Flower Co., has a new Ford car. Bill expects to make the trip to Washington in his new machine.

Chas. Ulmer of The Mrs. E. A. Williams Co., Inc., has been enjoying himself on a two weeks' vacation.

The Pitt Floral Co. has opened a branch store at 6111 Penn avenue in the East Liberty district. E. C. T.

Milwaukee, Wis.

There is no change in market conditions to report at this time. Demand is light and supply likewise.

FLORISTS' CLUB MEETING, AUGUST 11.

The next regular meeting of the Florists' Club will be held at the Hugo Locker & Sons establishment in Wauwatosa, August 11. The entertainment committee will do all in its power to make this the banner affair thus far this season. Music, refreshments and an entertainer are on the programme. It is the wish of the Lockers that every member attend this affair.

NOTES.

While the growing of asters and gladioli for the wholesale market was not very profitable in the past, several growers in this vicinity ceased production this season. Now if they only had some, how fortunate they would be. One firm in particular who grew about 10,000 gladioli only two years ago, did not plant any this season. And we might add that some who did grow asters, will not, due to the intense heat and drought have any either. Some game this growing business.

A. Reinhardt, North Milwaukee, who made a visit to his old home in Germany leaving May 26, returned August 2, just in time to begin housing his carnations, of which he grows large numbers.

Loeffler & Behnke, Watertown, who consigned their cut of violets, sweet peas and chrysanthemums to this city in the past, opened a retail store in their home town, July 30.

A light rain which began at 7 a. m., August 1 and continued until six in the evening, came just in time to save some of the late crops which were suffering badly.

From information at hand now, the delegation from this city to the Society of American Florists convention in Washington, D. C., will not constitute a large party.

Fred Ernst and wife of 3711 North avenue spent the last week in July motoring through the northern part of the state.

E. O.

H. Bayersdorfer & Co.
The Wholesale Supply House of America . . .
EVERYTHING THE BEST IN FLORISTS' SUPPLIES
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SAM SELIGMAN
FLORISTS' SPECIALTIES
116 W. 28th St., New York
IMPORTER—MANUFACTURER
Artificial Flowers for Summer Sales.
Mention the American Florist when writing

MINNEAPOLIS, MINN.—The joint annual meetings and exhibitions of the Minnesota State Horticultural Society, the Minnesota Potato Growers' Association and the Minnesota Crop Improvement Association will be held in this city during the week beginning December 12.

OAKLAND, CALIF.—The annual fall dahlia and flower show of the Alameda County Floral Society will take place at the Hotel Oakland, September 4-5. Awards consisting of 51 prizes for special arrangements and displays of various kinds of dahlias have been authorized by the society.

CENTRALIA, ILL.—The W. A. Amling Co., Pana, Ill., is planning to erect a range of greenhouses in this city, because of excellent railroad and water facilities, according to C. H. Preihs, attorney for the company, who, with W. A. Amling, was recently investigating proposed sites and water conditions.

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

A. T. Pyfer & Co.

WHOLESALE FLORISTS
164 N. Wabash Avenue
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Long Distance Telephone, Central 3373.

WEILAND-RISCH CO.

FLOWER GROWERS
TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

Boston, Mass.

GLADIOLI IN HEAVY SUPPLY.

The market this week has been the quietest that this city has experienced for some time. The over supply of gladioli has been the principal factor in causing a very bad glut. The majority of stores in town get gladioli direct from the grower and those that are sent to market are hard to move at any price. Some very fine varieties sold down as low as $4 per 100. Carnations are done for this year and asters are consequently selling more readily, although they bring as little as $1 to $1.50 per 100. The rose growers have been the hardest hit this past week, as there has been no demand for their stock at any time. There has been some call for orchids and lily of the valley this week, with only a limited supply arriving.

NOTES.

John Dowd, buyer for Thomas Galvin, Inc., has gone on a month's trip to Canada. Frank Murphy will take care of the buying in his absence.

William Penn and Sam Wax have returned to business again and report the best fishing trip this year they have had.

A. Glick, salesman for the New England Rose Co., is spending his vacation at William McAlpine's, North Scituate.

Frank Deery of the John O'Brien Co., is at Martha's Vineyard with his family for a month's vacation. E. F. S.

ROCHESTER, N. Y.—The Rochester Rose Society is sending out timely suggestions relative to the production of good rose blooms, to arouse interest in the annual rose exhibition to be held in this city, September 5-10. Premium lists and entry blanks may be procured from Edgar F. Edwards, secretary, Rochester Exhibition Association, 309 Powers building, Rochester, N. Y.

SAN FRANCISCO, CALIF.—The sixth annual show of the Dahlia Society of California will take place at the Palace hotel, this city, September 15-17. A premium list of 61 prizes in four different classes has been announced. The following officers were recently elected for the coming year: J. W. Davis, president; H. T. Henning and Wm. Kettlewell, vice-presidents; Frank C. Burns, secretary, and F. D. Pelicano, treasurer.

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The Largest, Best Equipped, Most Centrally Located
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CUT FLOWER HOUSE
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169-75 N. Wabash Ave., CHICAGO
L. D. Phones
CENTRAL 1977 and 1978

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Wholesale Flower Markets

Chicago
CURRENT PRICE LIST

		Dozen
Roses, Beauty	$ 3.00 to	$ 6.00
		Per 100
" Mrs. Chas. Russell	4.00 to	35.00
" Butterfly	4.00 to	30.00
" Columbia	4.00 to	30.00
" Dunlop	4.00 to	30.00
" Premier	4.00 to	30.00
" Hoosier Beauty	4.00 to	30.00
" Killarney Brilliant	4.00 to	30.00
" White Killarney	4.00 to	30.00
" Mrs. Geo. Shawyer	4.00 to	30.00
" Milady	4.00 to	30.00
" Mrs. Aaron Ward	4.00 to	20.00
" Sunburst	4.00 to	20.00
" Ophelia	4.00 to	20.00
" Dble. W. Killarney	4.00 to	20.00
" Cecile Brunner		4.00
" Our Selection		5.00
Calendulas	2.00 to	4.00
Daisies	2.00 to	3.00
Cattleyas, per doz.		24.00
Gladioli	6.00 to	15.00
Valley		8.00
Carnations	2.00 to	4.00
Asters	4.00 to	8.00
Lilies, per 100	15.00 to	20.00
Adiantum	1.50 to	2.00
Ferns per 1,000		3.00
Galax per 1,000		2.00
Leucothoe		1.00
Sprengeri, Plumosus Sprays	35c to 50c per bunch	
Mexican Ivy		1.00
Boxwood, 35c per lb., case		9.00
Huckleberry		7.50

ZECH & MANN

WHOLESALE FLORISTS
30 E. Randolph St., CHICAGO
Telephone Central 3284

Mention the American Florist when writing

FORT SCOTT, KANS.—Mark Weeks and a Mr. Granger, of Emporia, Kans., recently purchased the greenhouse owned by Mrs. S. G. Hack at Ninth and Horton streets, and will continue the business.

THE
CHRYSANTHEMUM MANUAL

By Elmer D. Smith

FOURTH EDITION
Price 60 Cents. Cash with Order.
American Florist Co.
440 S. Dearborn St., Chicago

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave., and Lake St.
CHICAGO, ILL.
Wholesale Cut Flowers, Florists' Supplies.

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George Reinberg

WHOLESALE FLORISTS

Extra fancy Ophelia, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Ave. CHICAGO

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Raedlein Basket Co.

713 Milwaukee Avenue
CHICAGO, - - ILLINOIS
Write for Catalog and Prices.

Mention the American Florist when writing

As Far as the Quality Is Concerned

The market is in better condition.

We have a larger supply and a greater assortment of

GLADIOLUS

We have every variety that is suitable for cut flower purposes.

The cut of

ASTERS

is increasing, and there is also an improvement in the quality.

There is a great improvement in the quality of our

Russell and Columbia Roses

In Russell we furnish you with the best coming to Philadelphia. If you are in need of good Pink Roses, we are in a position to supply you.

The Leo Niessen Co.

1201 Race Street

PHILADELPHIA, - PA.

Branches: Baltimore, Washington.

Philadelphia.

STOCK HARD TO MOVE.

The past week has been one of the dullest of the season. In the first place it was frightfully hot, which hurried people off to the resorts and played hob with business generally. The quality of the stock, both in the houses and out of doors, which latter in some sections still suffers for want of water, is badly affected. The man who has irrigation on tap is right in it this summer, as it is one of the hottest and longest between showers for many a year. There is an abundance of roses from both the new and hold over crops. Mrs. Chas. Russell and Columbia furnish the only quality stock, a few of the specials being very good for the season. There are thousands of short roses selling from $2.50 up to $5.00 per 1,000, good fresh stock that is handled by street men to good advantage, which shows that people will buy flowers if they see them. Gladioli are a quantity product but are now much shorter stemmed than they were. Asters are improving but there are many short indifferent flowers that even the street men will not take, and which go out in the Saturday clean-up for almost nothing. Easter lilies are scarcer and higher, being difficult to manage in the houses this hot weather. There is a little lily of the valley and some cattleyas. Zinnias and summer cosmos have been added to the variety.

THE COMING CONVENTION.

Members of the Society of American Florists hereabouts are beginning to warm up a little and are asking about the details of the coming convention. Some who have good looking touring cars are seeing to the tires and other vital points with the idea that they might take a run over to Washington, see what will be doing at the convention, and size up the trade exhibition at the same time. This is the third time for the convention in the national capital, and those who had the good fortune to attend the two previous gatherings remember with a great deal of pleasure their reception by the local craft, who say that they had the time of their lives. It is not an expensive journey, the round trip fare on the certificate plan being a little over $7, with hotel rates from $2 per day and up. Where is the bowling interest that held sway for so long and filled the large cases at the club with its dozens of fine silver trophies won in convention matches in every large city of the country and even in Canada? These bowling contests also had a great influence in swelling the attendance at the conventions, being the principal amusement feature. There is still splendid material in the club, boys who have not forgotten how, and young blood that should give a good account of themselves. Let the games committee get busy and take advantage of the coming opportunity.

NOTES.

Alfred M. Campbell is improving and adding to his Strafford plant by the erection of an additional house 25x200 feet. The material used is from the old Stroud houses at Overbrook which has been on hand for some time. Electricity has been brought to the place and a new vacuum system installed that will provide a more rapid steam circulation by bringing the condensation back to the boiler and keeping the pipes clear of this obstruction. Mr. Campbell makes a specialty of Easter lilies and from the large quantity grown is able to keep up a continuous supply.

It's an ill wind that blows nobody good and the recent hail storm that smashed so much glass for John Kuhn, at Olney, caused him to make a rearrangement of a section of small houses which are to be replaced by more commodious structures, adding greatly to the efficiency of the plant. The store is also being made more attractive with a hand-painted frescoed ceiling, real art pictures that will be a feature of the decorations.

The baseball game between the Robert Craig Co. employees and the Mole Street Independents played at Norwood, July 27, was a well conducted and enjoyable affair. There was good playing on both sides, the honors descending finally on the Craig team with the score six to nine at the end of the seventh inning, when the game was called on account of darkness.

In speaking of a box of fair looking dahlias a wholesaler said. "We at once

EDWARD REID

CHOICE ROSES, All Grades.

CARNATIONS, EASTER LILIES and All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

BOSTON, AUG. 3.	Per 100
Roses, American Beauty	4.00@ 50.00
" Russell	3.00@ 12.00
" Dunlop	3.00@ 12.00
" Pilgrim	3.00@ 12.00
" Crusader	4.00@ 12.00
" White Killarney	4.00@ 12.00
" Ward	3.00@ 12.00
" Maryland	3.00@ 8.00
" Hoosier Beauty	3.00@ 10.00
" Columbia	4.00@ 12.00
" Hadley	4.00@ 12.00
" Ophelia	4.00@ 12.00
" Premier	3.00@ 12.00
Adiantum	1.50
Asters	5.00@ 6.00
Asparagus bchs., per bch.	.50@ 1.00
Asparagus Strings, doz.	12.00
B. Buttons	1.00@ 2.00
Cattleyas, per doz.	12.00@ 18.00
Delphinium	1.50
Lily of the Valley	12.00
Longiflorum Lilies	30.00@ 35.00
Smilax, per doz.	6.00
Sweet Peas	1.50@ 2.00
Gladioli	2.00@ 4.00
Swansonia, per bch.	.50@ .75
Sweet Sultan	3.00@ 4.00
Bouvardia, bch.	1.50@ 2.00
Coreopsis	1.00@ 1.50

BUFFALO, AUG. 3.	Per 100
Roses, American Beauty—	
" Special	30.00@ 40.00
" Fancy	25.00@ 40.00
" Extra	15.00@ 20.00
" 1st	3.00@ 10.00
" 2nd	3.00@ 10.00
" White Killarney	3.00@ 10.00
" Dbl. Wht. Killarney	3.00@ 10.00
" Richmond	3.00@ 10.00
" Maryland	3.00@ 10.00
" Sunburst	3.00@ 10.00
" Columbia	3.00@ 20.00
" Ophelia	5.00@ 15.00
" Russell	6.00@ 15.00
" Premier	5.00@ 20.00
" Cecile Brunner	2.00@ 3.00
Asters	2.00@ 3.00
Calendulas	2.00@ 3.00
Calla Lilies	8.00@ 20.00
Carnations	1.00@ 2.00
Easter Lilies	12.00@ 20.00
Mignonette	2.00@ 3.00
Rubrum Lilies	6.00@ 8.00
Snapdragons	2.00@ 4.00
Sweet Peas	.40@ 1.00
Gladioli	4.00@ 6.00

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Price List On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Berger Bros.

The Choice of the Market in

EASTER LILIES,

ROSES and All Popular Flowers.

Exceptional Service.

1609 Sansom St., PHILADELPHIA, PA.

CINCINNATI, AUG. 3.	Per 100
Roses, Premier	4.00@ 15.00
" Russell	4.00@ 15.00
" Columbia	4.00@ 15.00
" Butterfly	4.00@ 15.00
" White Killarney	4.00@ 15.00
" Pink Killarney	4.00@ 15.00
" Sunburst	4.00@ 15.00
" Mrs. Aaron Ward	4.00@ 15.00
" Ophelia	4.00@ 15.00
" Baby Doll	3.00@ 4.00
Carnations	2.00@ 4.00
Carnation Laddie	6.00@ 8.00
Easter Lilies	15.00@ 20.00
Ferns, per 1,000	4.00
Galax, per 1,000	1.50
Plumosus (south) per bch.	.25
Smilax, per string	.15@ .25
Snapdragons	6.00@ 8.00
Pond Lilies	4.00
Gaillardias	1.00@ 1.50
Valley	8.00
Rubrum	4.00@ 8.00
Gladioli	6.00@ 8.00
Gladioli	3.00@ 10.00
Leucothoe	6.00

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers and Greens

C. C. POLLWORTH CO.
CUT FLOWERS
PLANTS, BULBS
FLORISTS' SUPPLIES
MILWAUKEE, - WIS.

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THE HOUSE OF MERIT
Staple Baskets and Seasonable Novelties in Quantity
JOS. G. NEIDINGER CO.
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Growers of Quality Flowers
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PITTSBURGH, - PA.
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WHOLESALE FLORISTS
Jobbers in Florists' Supplies
Headquarters of the Cudahy Roses
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444-446 Milwaukee Street
MILWAUKEE, WIS.
Mention the American Florist when writing

notified our grower not to send any more until he got word from us. There is no room for these fall flowers until the second week in September; then there are quantities of good solid flowers in variety, and for the next month they are a great factor in the market."

The very pretty pink and white starlike flower that grows on the New Jersey salt meadows near the sea, for which there is considerable demand in the wholesale shops and has been given the local name Lobelia, belongs to the Gentian family. Its botanical name is Sabbatia lanceolata, named in honor of L. Sabbati, an Italian botanist.

George Burton and family are visiting a boys' camp in Maine where his son has been spending the summer. He finds the cooler climate there a great change and relief from the torrid heat of his home state.

Asters in quantity and variety, gladioli, Mrs. Chas. Russell and Columbia roses, were features of the Leo Niessen Co. stock the past week. Business was fair with a pretty good cleanup on Friday and Saturday.

Easter lilies are a feature with the Berger Bros., who carry a continuous supply. Gladioli and asters are also quantity items.

Leo Niessen and family are enjoying a tour of New York state, visiting a number of its many pleasure resorts.

Asters are now a feature of the Edward Reid stock. Very good summer roses are also handled in quantity.

Miss Agnes Shellum is on a motor trip and will spend a few days at the Delaware Water Gap.

K.

SEATTLE, WASH.—The first annual flower show of the Seattle Horticultural Society was held at Volunteer park, July 15-17. Tastefully arranged baskets or roses displayed by the Hollywood Gardens, and exhibits of 12 varieties of sweet peas shown by Mrs. Bishop were features.

Wholesale Flower Markets

PITTSBURGH, AUG. 3.	Per 100
Roses, Beauty, spl., per doz.	6.00
" " fcy., per doz.	5.00
" " ex., per doz.	4.00
" " No. 1, per doz.	1.50
" Killarney	4.00@ 12.00
" Maryland	4.00@ 12.00
" Sunburst	4.00@ 12.00
" Mrs. Aaron Ward	4.00@ 12.00
" Russell	6.00@ 20.00
" Columbia	6.00@ 15.00
" Ophelia	6.00@ 12.00
" Hilda	4.00@ 12.00
" Premier	6.00@ 15.00
" Madam Butterfly	4.00@ 12.00
Asters	4.00@ 6.00
Carnations	2.00@ 3.00
" Laddie	10.00
Easter Lilies	25.00
Ferns, per 1,000	3.00
Galax, per 1,000	2.00
Plumosus, per bunch	.50
Sprengeri, per bunch	.60
Sweet Peas	1.00@ 1.50
Smilax, per doz. strings	1.50
Valley	6.00@ 8.00
Delphinium	4.00@ 6.00
Cornflowers	2.00
Coreopsis	2.00
Gaillardia	3.00
Gladioli	6.00@ 8.00

PHILADELPHIA, AUG. 3.	Per 100
Roses, Beauty, special	30.00@ 60.00
" " fancy	10.00@ 20.00
" Mrs. Chas. Russell	6.00@ 25.00
" Killarney	2.00@ 6.00
" Hadley	10.00@ 30.00
" Sunburst	4.00@ 10.00
" Wards	3.00@ 6.00
" Ophelia	2.00@ 10.00
" Columbia	3.00@ 20.00
" Premier	6.00@ 15.00
Adiantum	1.50@ 2.00
Asparagus, bunches	.50
Asparagus, strings	.75@ 1.00
Calendulas	1.50@ 3.00
Carnations	2.00@ 6.00
Cattleyas	1.00@ 1.50
Easter Lilies	15.00@ 20.00
Lily of the Valley	6.00@ 8.00
Smilax	.35
Snapdragons, per doz.	.75@ 1.50
Sweet Peas	.25@ 1.50
Larkspur, per doz.	1.00@ 1.50
Gladioli	6.00@ 10.00

CUMBERLAND CENTER, ME.—At the annual outing of the Cumberland County Florists' Association, held near this city, July 20, the following officers were elected for the coming year: Alex. Skillin, president; Roland Barrows, vice-president; Mrs. Allen, secretary, and Howard Blanchard, treasurer.

THE McCALLUM CO.
Manufacturers—Importers
FLORISTS' SUPPLIES
Headquarters: PITTSBURGH, PA.
Mention the American Florist when writing

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.
Mention the American Florist when writing

ST. LOUIS, AUG. 3.	Per 100
Roses, Premier	3.00@ 8.00
" White Killarney	2.00@ 4.00
" Columbia	3.00@ 6.00
" Ophelia	2.00@ 6.00
" Killarney	2.00@ 4.00
" Russell	3.00@ 10.00
" Ward	2.00@ 4.00
" Sunburst	3.00@ 8.00
Calendulas	1.00@ 2.00
Ferns, per 1,000	3.00
Valley	6.00
Smilax, per string	.20
Galax, green, per 1,000	1.75
" bronze, per 1,000	1.75
Lilies	12.50@ 20.00
Gladioli	4.00@ 8.00
Larkspur	.50@ 1.00
Delphinium	.50@ 1.00
Phlox	.50@ .75

MILWAUKEE, AUG. 3.	Per 100
Roses, Kill'n'y, W. Kill'n'y	4.00@ 12.00
" Premier	6.00@ 20.00
" Ophelia	4.00@ 12.00
" Columbia	6.00@ 20.00
" Ward	4.00@ 12.00
" Hoosier Beauty	4.00@ 15.00
Asters	3.00@ 6.00
Gypsophila, per bunch	.35@ .50
Larkspur, per bunch	.35@ .50
Fancy Ferns, per 1,000	2.50
Asparagus, per bunch	.50@ .75
Snapdragons	3.00@ 4.00
Gladioli, per dozen	.75@ 1.00
Lilies, per doz.	2.50@ 3.00
Rubrums	6.00@ 8.00

New York.

STOCK ARRIVING IN QUANTITY.

The hot weather and occasional steamers brought in a great stock of asters and gladoili during the past week. Both are piling up at such a rate that the poorer grades are selling very cheaply when they do sell. As there has been considerable funeral work the asters, in limited quantities, are being taken at $2 and $3 per 100, but the poorer gladioli are a drug. There are plenty of roses to supply all demands with only a limited quantity of fairly good stock, Columbia of the popular pinks being best. The supply of cattelyas is limited, so is the demand, but prices now range from $1 to $1.50 per flower. Lilies and lily of the valley are in sufficient quantity to supply the call at $15 to $20 for lilies and $6 to $10 per 100 for the latter. A considerable stock of miscellaneous flowers continues to arrive. Small lots of dahlias have been on the market for several weeks, but have attracted little attention. At no time is the dahlia a hot-weather flower for commercial purposes and this is a particularly bad season for them. There are a few that pass muster, but most all of them are shaken off by the time they reach the wholesalers.

August 1—The market is flooded with gladioli and asters, also a heavy supply of poor roses. A few good Columbias bring $15 per 100. The weather is much cooler.

HAIL DAMAGE ON LONG ISLAND.

Two violent electric storms swept Long Island from the Nassau county line to the extreme eastern end, July 31. It was reported from Suffolk county that the hailstones at times reached a diameter of 1½ inches. At West Islip 1,800 panes of glass of double thickness were smashed in the greenhouses of D. C. Arnold & Co. The damage is estimated at $15,000. Smaller ranges on the Island also suffered. The State Institute of Agriculture at Farmingdale reported that much damage was done to corn by the hailstones. The wind reached cyclonic force and it is reported that trees, believed to be more than a century old, were snapped off like pipe stems. The lives of many motorists were endangered by falling trees and by washouts. In the vicinity of Greenport, hundreds of acres of corn were blown flat. Riverhead, Huntington and other towns suffered much damage. The first storm was about noon, the second in the late afternoon. No deaths had been reported at a late hour, August 1, but telegraph and telephone wires were down in many places.

NOTES.

Anton Schultheis and wife, of College Point, have been spending the heated term at Asbury Park, N. J. Anton, Jr., has been on the job as general manager of the range and gardens and is sporting a coat of tan that would do credit to a golf champion. A great stock of heather, garden roses, pot chrysanthemums and other stock, both greenhouse and outdooor, is looking fine. One of the attractions of this place on a sweltering summer day is a spring of delightfully cool water and a little fairy that flits about led us to it.

Secretary John Young of the Society of American Florists has established headquarters in Washington, D. C., as a preliminary to the convention, making an occasional week-end trip back to this city.

Charles Willon, the well known floral artist, formerly of Fifth avenue, is now with Alex. C. Scemmadau, 485-489 Eighth avenue.

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Wholesale Florist
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G. E. M. Stumpp made a short visit to his city store last week and returned to Southampton, L. I., where business is active.

The S. S. Canada from Marseilles and the Azores, with French bulbs, arrived at this port July 30.

Fine cattelyas are being handled by Geo. C. Siebrecht.

A. F. F.

Rochester, N. Y.

LIMITED SUPPLY MOVES SLOWLY.

Transient trade is at a standstill, but there has been considerable funeral work. This July has ended with a number of small weddings. Carnations are very scarce and small in size, and though asters have to a certain extent taken their place, they are limited too. Gladioli of the American and Schwaban kind are plentiful and of excellent quality. Garden flowers are scarce because of the dry hot weather. Roses are only fair and very short stemmed. Sweet peas are poor and limited in supply. Lily of the valley, orchids, Japanese and Auratum lilies of good quality are arriving.

NOTES.

At the luncheon given in honor of General Bazdozlio, July 28, at the Hotel Seneca, George T. Boucher did the decorating. General Bazdozlio is chief of staff of the Italian army that balked the Austrian defense at Vittorio.

Joe Murphy, George Demuth and Clark Vick of George B. Hart's commission house are on their vacations. Cecil Lester has just returned from a trip to Buffalo, Sodus and other points.

Miss Honey O'Hara has returned from her vacation at Summerville, and wears a huge diamond ring, announcing her engagement to H. H. Wagner, president of the One Piece Box Co.

The store force of H. E. Wilson had a sausage roast July 29 at the home of Herman Zahn, Somerville boulevard. A good time was enjoyed by all.

John Volmer believes in spending a vacation in a practical way, so he painted his house during his two weeks off.

George T. Boucher is planning to attend the florists' convention at Washington, D. C.

W. L. Keller and family are at Cranberry lake, in the Adirondack mountains.

Some excellent gladioli in quantity is being cut by J. C. Davis.

CHESTER.

ELGIN, ILL.—B. O'Neil, the well known florist of this city, is in his seventy-fourth year.

NEW ROCHELLE, N. Y.—John H. Troy, manager of the flower show to be staged by the Westchester and Fairfield Horticultural Society in this city, September 21-22, and son, W. Wylie Troy, recently made a tour of the large private estates and gardens in Massachusetts and Connecticut, to enlist aid in the forthcoming exhibition.

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" Pilgrim	.50@ 6.00
" Hadley	1.00@ 8.00
" Dunlop	.50@ 8.00
" Dbl. Wht. Killarney	.50@ 6.00
" White Killarney	.50@ 5.00
" Aaron Ward	1.00@ 6.00
" Ophelia	.50@ 10.00
" Premier	.50@ 8.00
" Scott Key	10.00@ 50.00
" Sunburst	.50@ 6.00
Asters	1.00@ 3.00
Adiantum Croweanum and Hybrid	.75@ 1.00
Asp. Plumosus, per bunch	.25@ 1.00
Bouvardia	1.00@ 2.00
Cattleyas	50.00@150.00
Hydrangeas, per doz.	.50
Lilies, white	15.00@ 20.00
Lily of the Valley	6.00@ 10.00
Smilax, doz. strings	1.00@ 2.00
Daisies, yellow	.50@ 1.00
Larkspurs, per dozen	.50@ 1.00
Gladiolus, per doz.	.15@ .50
Sweet Peas	.50@ 1.00
Phlox	1.00@ 1.50

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August 10.

Yseldyk, Holland-America Line (Rotterdam-Amsterdam).
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FROM MONTREAL, Poland, I. M. M. Lines (Hamburg).
FROM NEW ORLEANS, Alexandrian, I. M. M. Lines (Liverpool).

August 11.

Maurentania, Cunard-Anchor Line (Cherbourg-Southampton).
FROM BOSTON, Missouri, I. M. M. Lines (London).

August 12.

FROM MONTREAL, Verbania, Cunard-Anchor Line (London).
FROM BALTIMORE, Lord Antrim, I. M. M. Lines (Londonderry-Cork).

August 13.

La Savoie, French Line (Havre).
Maryland, I. M. M. Lines (London).
Kroonland, I. M. M. Lines (Antwerp).
Archimedes, I. M. M. Lines (Manchester).
Olympic, I. M. M. Lines (Southampton).
Oxonian, I. M. M. Lines (Liverpool).
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Anchoria, Cunard-Anchor Line (London).
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Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—Apollo Flower Shop, The.
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New York—Alexander, Florist.
New York—A. T. Bunyard, Madison Ave.
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New York—Dard's, 44th and Madison Ave.
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New York—Henry Hart, Inc.
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New York—Kottmiller.
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St. Louis, Mo.—F. H. Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
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Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackstone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Wichita, Kan.—W. H. Culp & Co.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

BUNYARD, NEW YORK, 413 Madison Ave.

Bellevue Avenue, NEWPORT, R. Summer Season.

Hession

Madison Ave. and 76 St.
NEW YORK

Quality Flowers

BEST IN THE MARKET
AT REASONABLE PRICES

Plant Specialists Phones: Rhinelander 107—420—775

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Chicago

Congress Flower Shop

CONGRESS HOTEL
520 South Michigan Ave.

Mention the American Florist when writing

NEW YORK. Telephone Audubon 6618 Established 1906

Olympia Florist

(PETER LAMBOS & CO.)
3799 Broadway, S. W. Cor. 158th St.
FRESH CUT FLOWERS DAILY
Orders from Other Cities filled with promptness

Mention the American Florist when writing

MEMPHIS, TENN.

Memphis Floral Company

MAIN AND UNION
WIRE US

Oklahoma City

OKLAHOMA

FURROW & CO.

205 W. Main St.

Members of Florists' Telegraph Delivery.

Randolph & McClements

Floral Experts

5936 Penn Ave., Pittsburgh, Pa.

Mention the American Florist when writing

BRANCHES: RITZ-CARLTON and VANDERBILT HOTELS

KOTTMILLER

426 Madison Ave., NEW YORK

Mention the American Florist when writing

NEW YORK.

Malandre Brothers

2077 Broadway, near 72nd St.
'Phone, Columbus 6883

The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

New York's Favorite Flower Shop

G. E. M. Stumpp

Fifth Avenue at 58th Street
Member F. T. D. Ass'n.

Mention the American Florist when writing

PITTSBURGH, PA.

A. W. Smith Co.

KEENAN BLDG.
Largest Floral Establishment in America
Established 1874 Incorporated 1909

Mention the American Florist when writing

WICHITA, Kansas Shipments for Kansas and Oklahoma.

W. H. CULP & COMPANY

Quality Flowers
Personal Service

Members F. T. D.

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El Paso, Texas

Potter Floral Co.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

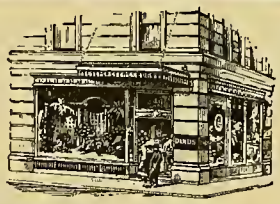
J. W. RODGERS

Elks' Building
South Jefferson Street

Dayton, O.

Telegraph orders for Dayton will receive our immediate and careful attention.

Mention the American Florist when writing



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341 Madison Ave.
Opp. Hotel Biltmore
New York

The Leading Florist for nearly Half a Century

Mention the American Florist when writing

Albany, N. Y.

Danker

FLORIST

The Best Service

Mention the American Florist when writing

Kansas City, Mo.

Samuel Murray

1017 Grand Avenue
Member Florists' Telegraph Delivery

Mention the American Florist when writing

Kansas City, Mo.

W. J. Barnes FLORIST, K.C.Mo.

Kansas and Western Missouri.
Up-to-date Service.
F. T. D. Est. 1890

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DETROIT'S
Leading Florists

JOHN BREITMEYER'S SONS

1314 Broadway

PHILIP BREITMEYER, - President

Mention the American Florist when writing

Boston, Mass.

Penn The Florist

"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.
124 TREMONT STREET

Mention the American Florist when writing

Worcester, Mass.
Randall's Flower Shop
Members of Florists' Telegraph Delivery

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Orders in or around **Washington, D.C.**
Geo. C. Shaffer
FLORIST
900 Fourteenth Street

Mention the American Florist when writing

BROOKLYN, N. Y.

JAMES WEIR, Inc.
FLORIST
324 Fulton St., cor. Pierrepont
Telegraph orders receive our usual good care and prompt attention. Phones 270-271 Main.

Mention the American Florist when writing

MICHIGAN. Orders will be carefully cared for by
Henry Smith Floral Co., Inc.
Wholesale and Retail Florists of Grand Rapids.

Mention the American Florist when writing

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co.
FLORISTS
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

Mention the American Florist when writing

Send Telegraph, Telephone or Mail Orders for florist's service in this vicinity to
The Dominion Floral Co.
484 St. Catherines St. West,
Montreal, Que., Canada
Every order receives prompt and careful attention.

Mention the American Florist when writing

WASHINGTON, D. C.

BLACKISTONE, Inc.
14th and H Streets, N. W.
Exceptional Service

Mention the American Florist when writing

A. M. Walter
Telephones: Lenox 2352, Lenox 7019
1062 Madison Ave., Near 80th St.
NEW YORK
Orders from other cities promptly filled.

Mention the American Florist when writing

TORONTO, CAN.
Canada's Best Known and Most Reliable Florist
Only the Best **Dunlop's**
8 and 10 West Adelaide Street
We deliver anywhere in Canada and guarantee safe arrival.

Mention the American Florist when writing

San Francisco
Podesta & Baldocchi
224-226 Grant Avenue
Mail or telegraphic orders promptly and most carefully executed.
Members of Florists' Telegraph Delivery

Mention the American Florist when writing

LA CROSSE, WIS.

Send your orders for flowers for delivery in this city and vicinity to
John A. Salzer Seed Co.
Quality and Service Assured

Nashville, Chattanooga and Atlanta — THREE STORES
MEMBER Florists' Telegraph Delivery
Joy's

Mention the American Florist when writing

New York

Matthew A. Battista
FLORIST
44 Carmine Street
Phone 1274 Spring
Out of Town and Steamer Orders Promptly Filled

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Cincinnati, O.
HARDESTY & CO.
150 East Fourth Street
THE BEST THAT GROWS. EXPERTS TO ARRANGE THEM.

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New York's
SHOP OF QUALITY
Irene Hayes, Inc.
F. T. D.
799 Park Avenue
Telephone Rhinelander 0202 and 0203

Mention the American Florist when writing

CINCINNATI
HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO.
Good Stock and Good Service.

Mention the American Florist when writing

NEW YORK.

A. ECKRICH
(Successor to Charles E. Grunewald)
FLORIST
924 Madison Ave., bet. 73rd & 74th Sts.
Phone: 9864 Rhinelander. Orders from Other Cities Promptly Filled

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DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

HARTFORD, CONN.

WELCH'S Flower Shop

Also Store at New Britain, Conn.

Established 1885.

Members of Florists' Telegraph Delivery.

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Colorado Springs, Col

Wholesale and Retail

Pikes Peak Floral Co.

Orders Carefully Executed

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

DENVER, COLO.

The Park Floral Co.

B. E. GILLIS, President.
E. P. NEIMAN, Secretary.

Mention the American Florist when writing

GALESBURG, ILL. AND CENTRAL ILLINOIS

Pillsbury's Flower Stores

Your orders will receive careful attention.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

KANSAS CITY, MO.

A. Newell
FLORIST

Established over 30 years
Southwest corner of 11th and McGee Sts.

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WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery.

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LOUISVILLE, KY.

AUGUST R. BAUMER

MASONIC TEMPLE

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

CHICAGO OPPOSITE FIELD'S — **DETROIT**

Central Floral Co. 132 N. State, CHICAGO 1331 Broadway, DETROIT

Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery.

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ROANOKE, VA.

FALLON, Florist.

Mention the American Florist when writing

Seattle-Rosaia Bros. Finest floral studio in Northwest. Member F.T.D.

EDWARD SCEERY

Passaic, N. J. F. T. D. Paterson, N. J.

Washington, D. C.

GEO. H. COOKE

FLORIST

Connecticut Avenue and L Street

Mention the American Florist when writing

FOR WISCONSIN DELIVERY

—OF—

"Home Grown Flowers"

Get in touch with

MATTHEWSON'S, SHEBOYGAN, WISCONSIN.

Member of Florists' Telegraph Delivery.

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NEWARK, N. J.

Philips Bros.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE.

Mention the American Florist when writing

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

IN THE HEART OF **Newark, N. J.**

The Rosery Floral Co.

167 Market St., at Broad St.

EVERYTHING IN FLOWERS

Prompt Deliveries to any town or city within 150 miles of Newark. Telephone Market 494

Mention the American Florist when writing

BROOKLYN, N. Y.

HUGO H. JAHN

—FLORIST—

710 Nostrand Ave., cor. Prospect Place

Phone: 1952 Lafayette.

Flowers Delivered Anywhere. Personal Attention.

Mention the American Florist when writing

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES **Memphis, Tenn.**

89 South Main St.

"Up-to-the-Minute" Service and Execution.

Every Flower in Season.

New York. Telephone Lenox 3822

HENRY HART, Inc.

FLORIST

1000 Madison Avenue

In the Heart of most exclusive residential section.

PHILADELPHIA, PA.

Chas. H. Grakelow

Broad St., at Cumberland

Members of Florists' Telegraph Delivery.

The Seed Trade

American Seed Trade Association.

L. L. Olds, Madison, Wis., President; Alex. Forbes, Newark, N. J., First Vice-President; Louis B. Reuter, New Orleans, La., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, 73 Tremont Street, Boston, Mass., Counsel.

The fortieth annual meeting will be held June, 1922.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass, Counsel.

The next annual meeting will be held June, 1922.

SALT LAKE CITY, UTAH.—The Occident Seed Co. has succeeded the Holt Seed Co. here.

A PARIS letter of July 19 indicates that the Lilium candidum bulb crop suffered badly by drought.

BOSTON, ENG.—Arthur L. Deal, of W. W. Johnson & Co., will begin his American journey early in August.

VAUGHAN'S SEED STORE, Chicago, displayed new crop bulbs of French Paper White narcissus on its Randolph street counters, August 1.

FRANCIS C. STOKES, Moorestown, N. J., has started a seed trade intelligence service, something along the line of stock bulletins.

THERE is a brisk demand for garden beans, and it would be no surprise if next December saw this crop in the same position as peas today.

ONION SET harvesting in the Chicago district is in full swing. A 24-hour light rain began August 1, but caused no serious damage or delay.

THE acreage of onions in Ohio totals 4,860, a decrease of more than 1,100 acres compared with 1920. The condition of the crop is 73 per cent of normal.

CHATHAM, ONT.—The Rennie Seed Co. suffered a loss of approximately $75,000, July 20, when its large elevator was destroyed, and an adjacent building containing seed was damaged by fire.

IT is said bids made to the Department of Agriculture, Washington, D. C., July 26, were as low as onion 15 to 17½ cents, radish 12 to 15 cents, beet 10 to 14 cents, carrot 10 to 12 cents.

ORANGE, CONN.—S. D. Woodruff & Sons, say seed crops have not improved but have gone the other way, except the item of sweet corn, which still looks fine under a very much reduced acreage.

COUNCIL BLUFFS, IA.—Fremont Benjamin, referee in bankruptcy, notifies the creditors of DeGiorgi Bros., Inc., that a public sale will be held at his office in this city, August 8, 1921, at 2:00 p. m., "and at said time and place, the trustee in bankruptcy for said bankrupt will sell at public auction for cash, all the stock of goods, merchandise, seeds, furniture, fixtures and books of accounts of said bankrupt estate and Lot 3 in Block 18, in Williams First Addition to Council Bluffs, Ia., and all interests of said bankrupt in 19½ acres of land held by contract and crops growing thereon."

Grass Seed Prices.

On July 25-26 growers of Kentucky blue grass seed were being offered about $2.25 per bushel for rough cured seed in the Kentucky and Missouri producing sections. The range of prices paid growers was from $2 to $2.50.

Orchard grass seed growers in Ohio and Missouri on the same dates were being offered $1.75 to $2 per bushel for cleaned seed, and those in Kentucky and Indiana $2 to $2.25 per bushel.

The Late J. M. Lupton.
(See Obituary, Page 139).

Canners' Peas.

There is an ever increasing demand from canners for the canning varieties of peas, with but few if any growers quoting. Because of an almost total lack of contract orders from canners, many seed growers sold heavily of their planting stock of peas the past spring, and put out the smallest acreage in years. It is estimated the new crop of Alaska, mostly in demand now, added to a rather limited carry-over, will not make much more than the large growers usually plant in one year. If seedsmen are to take care of the orders coming in, where is the seed to come from to produce the peas for the canners' crops in 1923? In other words, if the canners are carried through 1922, the seedsmen will be unable to take care of their contracts in 1923.

Imports at New York, July 30.

The S. S. Canada from Marseilles.—Vaughan's Seed Store, 600 cases bulbs; C. J. Speilman & Sons, 127 cases bulbs; Largarde & Vandervoort, 278 cases bulbs; Drevore Tegelaar Co., 247 cases bulbs; O. G. Hempstead & Sons, 118 cases bulbs; International Forwarding Co., 238 cases bulbs; R. F. Lang, 67 cases bulbs; Rynveld & Sons, 69 cases immortelles; Maltus & Ware, 1,756 cases bulbs; Equitable Trust Co., 350 cases bulbs.

The S. S. Florence Luckenbach from Rotterdam.—International Forwarding Co., 14 cases bulbs; C. J. Speilman & Sons, eight cases bulbs; Vaughan's Seed Store, five cases bulbs.

A. F. F.

Washington State Seed Law.

A decision that will affect most country store keepers and a large number of grocery store keepers in this state has just been handed down by the attorney general's office. J. E. Curry, Washington seed inspector, had asked whether a grocery store or a retail store, which carried seed for sale, among other goods, was subject to the license tax of $10 a year, imposed by the last legislature upon those "engaged in a regular seed business, offering or exposing for sale, or distribution for the purpose of seeding, agricultural or vegetable seeds."

There is a little story in this connection. When the bill requiring the licensing of seed dealers was introduced, it carried a provision that retail stores, which carried other stocks of goods, and in which the carrying of seeds was a mere side line, should pay a license fee of but $1 instead of the $10 license fee required of regular seed dealers. On complaint that this was unfair to the small dealer who carried seeds merely as an accommodation for his customers, this provision was stricken out. The result is that instead of a license fee of $1, such stores, if they continue to carry seeds, must pay $10 a year for the privilege and are liable to prosecution if they undertake to sell seeds without license.

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Beet, Carrot, Lettuce, Onion, Radish.
Correspondence Solicited.

The Best Color Chart.
PRICE, $1.00 POSTPAID
AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Braslan Seed Growers Company, Inc.
Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY AND MIXED SWEET PEAS.
SAN JOSE, CALIFORNIA

Garden Seed Beans

Growing Lima and pole varieties is my specialty.

My growing contract offer for fall delivery will be mailed upon request.

Henry Berrien Fish
Carpinteria, Calif.

Waldo Rohnert

GILROY, CAL.
WHOLESALE SEED GROWER
Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish.
Correspondence Solicited.

Yokohama Nursery Co.

LTD.
Woolworth Building
NEW YORK CITY
Importers
Japanese Bulbs, Plants and Seeds

Return Envelopes Catalogue Envelopes Seed Packets

Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.

Dutch and French Bulbs

C. J. Speelman & Sons, Sassenheim, Holland | Lagarde & Speelman, Ollioules, Var. France
NEW YORK OFFICE
470 GREENWICH ST.
Pacific Coast Representative, Mr. W. B. Clarke, Box 543, San Jose, Calif.

EDGAR F. HURFF

SWEDESBORO, N. J.
Grower of High-Grade Seed.
TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.
CORRESPONDENCE SOLICITED

Bidders for Seed Contracts.

The following were bidders for government seed contracts at Washington, D. C., July 26: American Seed Co., Aurora Seed Co., W. W. Barnard Co., W. H. Barrett, Barteldes Seed Co., Bertrand Seed Co., John Bodger & Sons Co., Bolgiano & Co., Bolles Bros. & Co., Braslan Seed Growers Co., Everett B. Clark Seed Co., Condon Bros., Wm. A. Cox, C. Herbert Coy, L. Daehnfeldt, W. A. Dennison Seed Co., Alex Forbes & Co., Germain Seed Co., Griswold Seed Co., E. F. Hurff, Hogue-Kellogg Co., Johansen-Winslow Co., Kimberlin Seed Co., D. Landreth Seed Co., Chas. H. Lilly & Co., C. C. Morse & Co., Northrup, King & Co., Everette R. Peacock Co., King Phar. Pieters-Wheeler Seed Co., Philip J. Reifel, Jerome B. Rice Seed Co., J. C. Robinson Seed Co., Rogers Bros., Waldo Rohnert, Routzahn Seed Co., Walter S. Schell, Seattle Seed Co., Sherwood Seed Co., I. N. Simon & Son, Sioux City Seed Co., Sluis Seed Store, Standard Seed Farm, Stokes Seed Farm Co., Stumpp & Walter Co., Vaughan's Seed Store, William A. Ward, G. Willett Warren, Western Seed Co., Wood, Stubbs & Co., Woodruff-Boyce Seed Co., S. D. Woodruff & Sons.

JEROME B. RICE SEED CO.

WHOLESALE SEED GROWERS
America's Largest Producers of Seed Peas
Also a Complete Line of
VEGETABLE SEEDS
Growing Stations Throughout America. Office: Cambridge, New York

Mention the American Florist when writing

VALLEY PIPS

FROM COLD STORAGE
$30.00 per 1000; $16.00 per 500; $8.00 per 250; $4.00 per 100.
H. N. BRUNS, 3032-42 W. Madison St., Chicago, Ill.

KELWAY'S

Pedigree Strains of Florists' Flower Seeds
Write for prices to
KELWAY & SON
Wholesale Seed Growers,
LANGPORT, ENGLAND.
300 Medals for Flowers, etc.
Hundreds of First-Class Certificates.

Mention the American Florist when writing

Lily of the Valley Pips

EXTRA FINE STRAIN EXHIBITION Size GERMAN "LUBECK" PIPS FROM COLD STORAGE
Price, in cases of 1000, 500 or 250 each, on application.
Send us your list of Perennials wanted for quotations.
J. M. THORBURN & CO.
53 Barclay St., NEW YORK CITY

Mention the American Florist when writing

I. N. Simon & Son

Garden Seeds
438 MARKET STREET
Philadelphia - - Pa.

Mention the American Florist when writing

TOMATO SEED

Grown for the Wholesale Seed Trade
HAVEN SEED CO.
SANTA ANA, CALIFORNIA

Mention the American Florist when writing

Western Seed & Irrigation Co.

WHOLESALE SEED GROWERS
SPECIALTIES:
Cucumber, Muskmelon and Watermelon, Pumpkin, Summer and Winter Squash, Sweet, Flint and Dent Seed Corn.
Write for Special Contract and Spot Prices.
Office and Warehouse, Fremont, Neb. Growing Station, Rocky Ford, Colo.

L. D. Waller Seed Co.

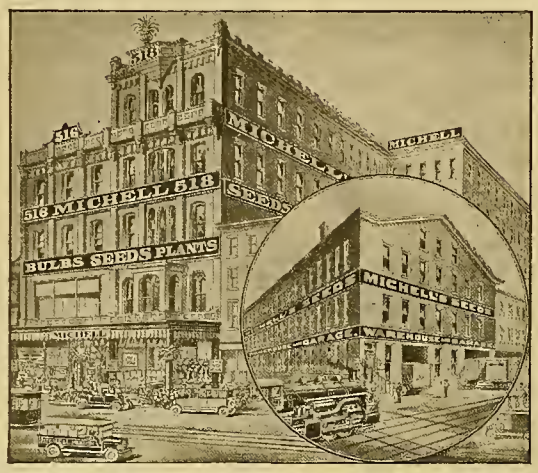
GROWERS OF CHOICE
Sweet Pea, Nasturtium and Flower Seeds
GUADALUPE, CALIFORNIA

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE
Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.
Branches: Wisconsin, Colorado, Montana, Idaho, Washington. Milford, Conn

LAWN SEED MIXTURES

FIELD SEEDS
Atlantic Grass Seed Co.
WHOLESALE
46 W. Broadway, NEW YORK CITY



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Extends a cordial invitation to every florist, seedsman, nurseryman and others to visit our establishment in Philadelphia, en route to or returning from the Convention. You will find it an up-to-date combination of modern merchandise, aggressive methods and courteous treatment, coupled with a hearty welcome.

At the Convention you will find us represented by a large display of goods, in charge of A. T. Ellers, J. H. Bockman, D. J. Keohane and Chas. A. Goudy. They will lend you any assistance in their power, and they will be glad to do business.

MICHELL'S SEED HOUSE

518-516 Market St., PHILADELPHIA, PA.

Mention the American Florist when writing

McHutchison

& CO. OFFERS

Immediate Shipment

VALLEY PIPS, Dutch or German type, in case lots of 2500 pips. **LILIUM MAGNIFICUM,** 9-11, from N. Y. **KENTIA Belmoreana** and **Forsteriana Seeds,** in bushel lots. **BAMBOO CANES,** natural and dyed green, all sizes, bale lots. **RAFFIA,** natural and colored, 25 lbs. up.

FALL SHIPMENT.

DUTCH BULBS, Tulips, Hyacinths, Narcissus, Etc.; **MANETTI STOCKS,** English French, Dutch; **VALLEY PIPS,** German or Dutch; **CHINESE SACRED LILIES,** "Selects"; **JAP. LILY BULBS,** F. O. B. New York, Chicago, Toronto, Denver, Seattle, Etc.; **FRENCH BULBS,** Paper Whites, Roman Hyacinths, Etc.; **CALLA** Æthiopica, Godfrey, Elliotiana; **T.R. BEGONIAS** and **GLOXINIAS,** all sizes and colors; **IRIS,** Tingitana and Spanish; **DRACAENA CANES.**

Write for prices, stating your requirements.

McHUTCHISON & CO.,
95 Chambers St., NEW YORK

Mention the American Florist when writing

DE GRAAFF BROS., Ltd.

(Inc. with S. A. Van Konynenburg & Co.)

NOORDWYK, HOLLAND

Tulips, Daffodils, Iris, Crocus, Etc.

Mention the American Florist when writing

Richard Diener Company, Inc.

Originators and Growers of the Largest and Finest

Gladiolus and Petunias

Catalog on Request

Kentfield, Marin Co., Calif.

Hogewoning & Sons, Inc.

Wholesale Bulb Growers and Importers

299 Broadway, New York

Mention the American Florist when writing

An experience of half a century in producing high grade

GARDEN SEEDS

at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.

S. D. WOODRUFF & SONS
Orange, Conn., and New York City.

GET QUOTATIONS FROM

LANDRETH

Seeds Which Succeed

Bloomsdale Farm **BRISTOL, PA.**

Mention the American Florist when writing

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

SWEET PEAS

Winter Flowering--Spencer Varieties

EARLY OR CHRISTMAS FLOWERING

	Oz.	Lb.
Amethyst. This is the nearest to Royal Purple in color in the early-flowering class	$0.80	$10.00
Apricot Orchid. A delightful and charming shade	.65	8.00
Asta Ohn. A clear lavender	.65	8.00
Aviator. This is to our knowledge the best scarlet winter flowering sweet pea	.80	10.00
Blue Bird. A charming mid-blue self. A heavy producer. One of the best sellers in the Chicago market	.65	8.00
Cherry Ripe. Glowing cherry or salmon-cerise self	.65	8.00
Columbia. This is the most profitable pink and white winter-flowering sweet pea	1.00	15.00
Cream. Identical in color and size of blossoms to Dobbie's Cream. It has immense blossoms very frilled and duplexed	.65	8.00
Fire King. Deep orange scarlet	.80	10.00
Glitters. Standard a bright, fiery orange and the wings deep orange. The flowers are large, of good substance, and are borne on long, strong stalks	1.00	15.00
Gorgeous. Charming soft salmon cerise	.80	10.00
Heather Bell. The color is a rich but pleasing mauve, but after standing in water the color becomes a beautiful mauve lavender	.65	8.00
Hercules. Of the same lovely shade of pink as Countess Spencer. Long stem and a free producer	.80	10.00
Liberty. Brilliant red	.65	8.00
Melody. Rose pink on white ground	.65	8.00
Miss Louise Gude. One of the largest and best in the shell pink class	.80	10.00
Morning Star. Deep orange scarlet or flame color in standard, with rich orange pink wings	.65	8.00
Mrs. A. A. Skaach. Flowers bright shell pink	.65	8.00
Mrs. Chas. A. Zvolanek. One of the largest and best clear lavenders	.80	10.00
Mrs. M. Spanolin. Black-seeded white	.65	8.00
Mrs. William Sim. Apricot pink	.65	8.00
Othello. Rich deep maroon	.90	12.00
Pink and White. Blanche Ferry type, extra	.65	8.00
Princess. Clear lavender, with good stems	.65	8.00
Rose Charm. Bright rose, same color as Rosabelle the late Spencer class ¼ oz., 40c	1.50	20.00
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Song Bird. Pale pink with a distinct tint of buff	.65	8.00
Songster. Giant early lavender	1.00	14.00
Spring Maid. Light pink on a cream ground	$ .65	$ 8.00
Snow Flake. The best early-flowering white-seeded Spencer	.65	8.00
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Zvolanek's Rose. One of the best rose pinks	1.50	20.00

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All White. This is an early King White, and compared to other varieties grown in 1920 proved the best white seeded variety. **Oz., $1.50; lb., $20.00.**

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Mrs. Kerr. Rich salmon. **¼ oz., $2.75; oz., $10.00.**

Nightingale. Bluish lavender. Similar to Florence Nightingale in the late Spencer class. **Oz., 90c; lb., $12.00.**

Torch. Salmon orange. Same shade as Illuminator in the late Spencers. **Oz., $1.00; lb., $14.00.**

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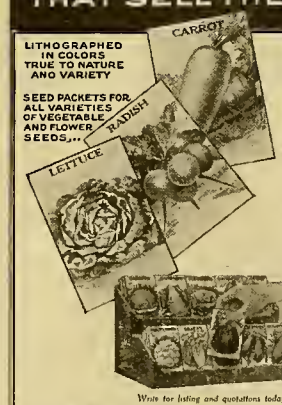

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The Nursery Trade

American Association of Nurserymen.

M. R. Cashman, Owatonna, Minn., President; Paul C. Lindley, Pomona, N. C., Vice-President; John Watson 400 Nassau Street, Princeton, N. J., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

The forty-seventh annual convention will be held atDetroit, Mich., June, 1922.

ROBT. GEORGE, of the Storrs & Harrison Co., Painesville, O., is in his seventy-third year.

DUNDEE, ILL.—V. D. Hill, of the D. Hill Nursery Co, is back from a well-earned rest in northern Minnesota. He visited the Pageant of Progress at Chicago, July 31.

ATLANTA, GA.—The Ridley bill, which makes it unlawful to sell nursery stock in Georgia without a special license from the state board of entomology, passed the senate, July 25.

RED BANK, N. J.—The summer meeting of the New Jersey Association of Nurserymen will be held in this city, August 10. K. M. Van Gelderen, Long Branch, N. J., is secretary-treasurer of the organization.

SHEBOYGAN, WIS.—A local florist has donated 1,000 trees to five American Legion posts of Sheboygan county, which will be planted on public highways as memorials to soldiers who served in the world war.

CORFU, WASH.—James A. Hughes, assistant horticulturist for the Denver & Rio Grande railroad, and formerly horticulturist of the American Refrigerator Transit Co., at Little Rock, Ark., was drowned in the Columbia river recently.

SAN ANTONIO, TEX.—The San Antonio Real Estate Board has made arrangements to establish a nursery on Conception road, for the distribution, at cost to residents of this city, of palms, pecan trees, rose bushes, etc. It is expected that 50,000 will be distributed by next spring.

Paris Parks.

The Bois de Boulogne, one of the most beautiful parks in the world, is now considered one of the most unsafe for pedestrians because of the number of recent robberies by Apaches on that thoroughfare. There are only 50 guards for the 2,000 acres of park.

Reforestation.

Forest lands in private ownership present the need for a new conception of porperty rights in their relation to the public interests. They belong in a sense in the class of public utilities operated on a basis equitable to the owner, but serving the common welfare. The problem of reforestation is serious, recently pointed out Col. W. B. Greeley, chief of the forest service, United States Department of Agriculture.

The manufactures of the United States which use wood as their raw material represent one of the most characteristic and successful developments of American business. They include 53 classifications of manufactured products, ranging from sash, doors to tobacco pipes. The list embraces furniture, veneers, wooden containers, handles and turned products, agricultural implements, wagons, parts of automobiles and trucks, products which represent an enormous volume of invested capital. Such manufactures consume from 22,000,000,000 to 25,000,000,000 feet of timber annually, which is over four times the total consumption of timber in France for all purposes. Our failure to produce by means of reforestation the raw material on which these industries depends threatens the curtailment and disappearance of these great industries.

There is another phase of this problem which the progressive business man will not overlook. In numerous rural districts farm crops will not grow, but trees will. New Hampshire is a good illustration, since a recent survey shows that 34 per cent of the land area of that state at one time in cultivation has been abandoned for farming purposes. The maintenance of many rural industries and thriving communities depends upon the reforestation of large areas of land which are not suitable for cultivation.

Startling cases of economic and social decline in rural sections have occurred where no productive industry has followed lumbering. Reforestation, widely and generally brought about, is not only the answer to the problem of future timber supply for manufacturers; it will restore a productive industry to many rural districts which would otherwise be without one. It will build up our national strength at the bottom by utilizing the productive energies of Mother Earth.

Southern Pine Beetle.

More merchantable-sized timber probably was killed in the southern pine belt during the last 30 years by the Southern pine beetle than died from all other causes combined. It is one of the most destructive enemies of all species of pine, from Pennsylvania to Texas, yet the prevention of serious outbreaks and the control of this menace to the great timber resources of the south not only are possible but entirely practicable, say specialists of the United States Department of Agriculture in Farmers' Bulletin 1188, The Southern Pine Beetle, recently published. It is only necessary, says the bulletin, to cut and utilize for fuel or lumber, during the fall and winter months, all trees that died during the late summer and fall, making sure that the bark of the main trunk is burned.

Under average or normal conditions caused by the activities of the beetle a few scattering trees are killed by it each year in mature stands of pine timber throughout the Southern States. When conditions become favorable for the multiplication of the insect, it is able to kill groups of trees, and if these groups increase in number and size the following year they constitute the danger signal of an outbreak which may result in widespread devastations, according to the bulletin.

Between 1890 and 1893 these beetles killed a very large percentage of the yellow, pitch, and white pines of West Virginia and Virginia, and since the earliest records, in 1842, have killed a vast amount of timber in the Atlantic and Gulf states, most of which has been a total loss. Their destruction can only be compared to that caused by forest fires, and, as has been demonstrated, they may lead to far greater destruction than has ever been recorded as resulting from fires alone in the southern states.

EXCAVATES LONG BURROWS.

The insect is a small brownish or black beetle, somewhat smaller than a grain of rice. It flies from March to December in the more southern sections, and from May to November in its northern range. It attacks the middle and upper portions of the trunks of healthy pine trees, causing their death by excavating long, winding burrows, or egg galleries, which extend through the inner layers of the living bark and mark the surface of the wood.

Their presence is plainly indicated by patches of dying or dead pine which show no evidence of injury by fire or other destructive agencies. The trees infested by the developing broods are indicated by the fading green, greenish-brown, or yellowish-red of the foliage, and positively determined by the removal of some of the bark from the middle of the trunks and the finding of characteristic work in the inner bark or on the surface of the wood.

Converting the trunks of the infested trees into cordwood and using it for fuel before the beetles leave the bark the following spring, or making the timber into lumber and burning the slab or bark, are the best methods of preventing the spread of the insect. Bark on the infested trees still standing is sometimes removed and burned to check the spread of the insect. The best time to conduct control operations is during the period between December 1 and March 1. It is essential, before control work is undertaken, that someone who is familiar with the work of the beetle take charge of the operations. Trees for several miles around an infested area should be carefully examined, and for this reason owners of pines should co-operate in carrying on the control work.

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$1.00 per trade packet of about 1000 seeds.

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The seed which we offer this season is American grown, produced by a grower who has made a special study of Cyclamen and who has worked up a strain better than anything procurable in Europe. We offer the following colors:

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Daybreak. Soft shell pink, with deep eye	1.50	12.00
Simon (Wonder of Wandsbek). Brilliant salmon, extra fine	1.50	12.00
Choicest Mixed, all colors	1.25	10.00

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Primula Obconica, Grandiflora, Rosea, Kermesina, Coerulea, Alba and Mixed, $5.00 per 100; $45.00 per 1000.

Primula, Cheswick Red, Crimson King, Ruby Queen, Rosea Delicata, Sutton's Duchesse and The Pearl (white), $5.00 per 100; $45.00 per 1000.

Genista Racemosa, 2½ in., pinched and bushy, $6.00 per 100; 3 in., $12.00 per 100; 4 in. (ready August 20th), $20.00 per 100.

Hydrangeas, French varieties, 2½ in., Baby Bimbinet, $8.00 per 100; Mad. Chautard, Mme. Hamar, Mme. E. Mouilere, Gen. de Vibray and F. G. Hill, $6.00 per 100.

Hydrangeas, French varieties, 4 in. pot plants, $20.00 per 100; 5 in. pot plants, $30.00 per 100.

Fall shipment—Mme. Mouillere, Mme. Hamar, Mme. Chautard, Gen. de Vibray, Lily Mouilere, Renee Gaillerd, Boquet Rose.

Baby Bimbinet, 4 in. pot plants, $25.00 per 100; 5 in. pot plants, $35.00 per 100.

Asparagus Plumosus, 2 in., bushy, $5.00 per 100; $45.00 per 1000.

Asparagus Sprengeri, 1½ in pots, $3.50 per 100; $30.00 per 1000.

Begonias, 2½ in., Metallica, $6.00 per 100; Carolina Lucerne, $12.00 per 100; Carolina Lucerne, 5 in., heavy, $35.00 per 100.

Otaheite Orange, 2½ in., fine stock to grow on, $7.00 per 100; $60.00 per 1000.

Kentia Belmoreana, 3 in. pot plants, $20.00 per 100.

Kentai Foresteriana, 2½ in., $12.00 per 100; 3 in., $20.00 per 100; 4 in., $50.00 per 100.

Forcing grade field grown Roses, Dorothy Perkins, Excelsa, Hiawatha, Lady Gay, $30.00 per 100. Staked up plants, well ripened and long topped.

The Storrs & Harrison Co., Painesville, Ohio

Market Gardeners

Vegetable Growers' Association of America.

Louis F. Miller, Toledo.O., President; H. A. Dooley, Cleveland, O., Vice-President; S. W. Severance, Louisville Ky., Secretary; H. J. Cheney, Grand Rapids, Mich., Treasurer. The next annual meeting will be held at Albany, N. Y., November 1-5, 1921.

DELAWARE and Maryland cucumbers declined 50 to 75 cents per bushel in eastern markets.

MASSACHUSETTS Transparent apples showed no change of price at Boston. Michigan stock was sold to Chicago jobbers at $2.50 to $3.50 per bushel.

YELLOW BERMUDA onions were quoted to Chicago jobbers at $2 to $2.25 per 100 pounds. Acreage has fallen off to the extent of nearly 6,000 compared with 1920.

TEXAS Elberta peaches were in good demand at Chicago, selling to jobbers at $3.25 to $3.75 per bushel. Georgia shipments were less than half those of the preceding week, bringing $3.25 to $3.50 per 6-pound basket in New York.

WATERMELON shipments from Georgia and South Carolina have fallen off considerably in recent weeks. Tom Watsons have been sold in New York at $250 to $300 per car, and at Chicago prices advanced, closing at $275 to $400.

MICHIGAN head lettuce was in good demand at Chicago, selling at $1.75 to $3 per crate. New York Big Boston lettuce advanced in New York to $3.50 to $4. There has been an increase of 1,372 acres planted compared with a year ago.

CANTALOUPE movement from Arkansas has doubled in recent weeks. Georgia and South Carolina green meats, standards 45's, sold at $1 to $1.75 per crate in the east. In the west prices declined 25 to 75 cents, closing at $2.50 to $3.

VIRGINIA Irish Cobbler potatoes advanced 25 cents to $1 per barrel in eastern markets, due to lighter receipts. At Chicago, prices continued to decline, reaching a level of $1.40 to $1.50 per 100 pounds, July 23. There were 3,928 cars shipped during the week.

Prices of Indoor Fruits and Vegetables.

Chicago, August 2.—Cucumbers, basket, 15 to 25 cents; leaf lettuce, per box, 50 to 60 cents.

New York. July 29.—Cucumbers, 40 cents to $1 per dozen; mushrooms, per basket, 50 cents to $2.50; radishes, 100 bunches, $1 to $3; tomatoes per pound, three to 10 cents.

New Apple Law in Illinois.

Illinois senate bill No. 72, establishing grades for apples grown and picked in this state, goes into effect September 1. The law provides that each basket or barrel containing apples offered for sale shall bear on the outside, the name and address of the grower, the minimum size of the smallest fruit in the package, the correct name of the variety, and it is further required that the apples used in facing the package must be representative of the package's contents.

Irrigation or Overhead Watering.

This has been an ideal season to bring out the advantages of irrigation. We have had high temperatures for many weeks, with very little wind and no cloudy weather. Under such conditions, given plenty of water and a fertile soil, gardening has been a pleasure. In fact, we would much rather apply all our moisture mechanically and eliminate rain if we could. The faults of natural rain are so many that very often more damage than good is done. This is true, especially in our locality, where the old saying that when it rains it knows no limit, is very true.

An excess of moisture is a great calamity. While the merits of overhead watering are so well known, yet we see in practice a great variation of methods and results. A great deal depends upon the man and his judgment. We hope to give a few general rules that will surely benefit some one.

The first and greatest fallacy is the general belief not to water during sun time. That is just the time to water, for very often if we could shower our crops during the intensely hot noon hour we would reduce evaporation and avoid sun scald and tip burn, for tip burn is only a shortage of moisture during a critical time. The next trouble is a matter of science. How much water shall we use? This depends upon many conditions, but we can lay down a few rules of production that will simplify this.

In the early stages of plant growth we should encourage root action, which is best obtained by deep moisture, dry surface and cultivation. In the second stage we must develop foliage, which is often best accomplished by frequent showers, usually in April. The third stage means completion of growth, which may mean fruit, heads or fleshy roots, and each requires close attention for best results. Some of these stages require an excessive amount of moisture, such as cabbage, celery and lettuce, while others like melons and tomatoes had better be on the dry side. It is ruinous to coax a crop into strong growth and then neglect it. Complete success means attention to a finish. Of course, weather conditions play havoc, for we are often treated to copious rains just after finishing the watering of a good acreage, and sometimes the fruits of months of labor is ruined by excessive rains at a critical time. But in the long run, irrigation is a good help, and with sound judgment is a fine investment.

When the hot weather struck us, we soon realized that we had exceeded our capacity—in other words, we had gradually added acreage during moderate seasons, until like at a time like this summer we were very short of requirements. To double our capacity would have required new wells, mains, pumps, etc., and considerable labor at a time when it could not be used quickly enough. So we decided to double our capacity by doubling the time of pumping, which we did continually day and night, Sundays and holidays included, and in that way we succeeded admirably in overcoming the drought. We reserved the coarse crops for night attention, where the leaves required less turning, and handled the difficult ones in daylight. It is surprising the amount of watering that can be accomplished in this way.

Another point of interest may be in that we have gradually increased the size of our distributing lines. Many years ago when the system was first installed we refused to consider three-fourths inch pipe. The cost between this size and one inch pipe is so small that any saving is doubtful, and now on our longer lines we have dropped the use of one-inch pipe also. We have in use a set of lines built out of 1¼-inch pipe altogether, which have given excellent satisfaction. These lines are 350 feet long, nozzle sprays, 36 inches apart, with a pressure of 40 pounds. These larger pipes permit any sediment to settle at the bottom which can be blown out through the ends, almost doing away with the stoppage of nozzles. The friction is also greatly reduced, relieving the pump of much work.

The markets now reflect general conditions—a scarcity of green vegetables and high prices. Thus the enterprising gardener who is prepared for emergencies will in the end come out ahead of his slow going competitor who believes in letting things drift along.

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Best American Rose Stock for Budding and Grafting.
New England grown, well rooted.
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$10.00 per 1000
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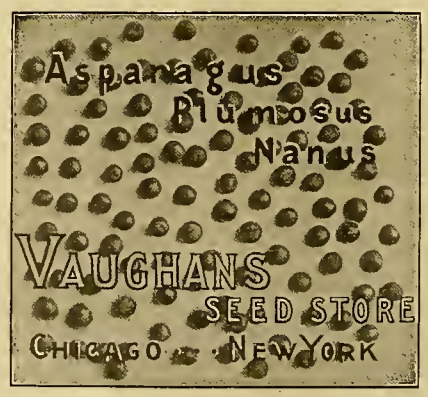

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Asparagus plumosus and Sprengeri seedlings, $1.25 per 100; $12.00 per 1,000; 2¼-in. pots, $6.00 per 100; $50.00 per 1,000; 3-in. pots, $10.00 per 100.
ROMAN J. IRWIN,
43 West 18th St. New York.

Asparagus Sprengeri, 1½-in., $3.50 per 100; $30.00 per 1,000. A. plumosus, 2-in., bushy, $5.00 per 100; $45.00 per 1,000. The Storrs & Harrison Co., Painesville, O.

Asparagus Sprengeri, 2½-inch, 5c each. ODOR GREENHOUSES, Iola, Kans.

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Asplenium Nidus Avis (Bird's Nest Fern). Good strong healthy stock, 3-in. pots at 35c each. Packing material charged for at cost. WM. K. HARRIS, 55th and Springfield Ave., W. Philadelphia, Pa.

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Begonias. Melior, Cincinnati, Mrs. J. A. Peterson, 2¼-in. pots from top cuttings at $30.00 per 100; Chatelaine, 2¼-in. pots at $7.00 per 100; Patten, 2¼-in. pots at $8.00 per 100, and Pride of Newcastle, 2¼-in. pots at $10.00 per 100.
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Begonia Luminosa and Prima Donna, extra fine stocky plants, 2½-in., $10.00 per 100; 3-in., $15.00 per 100; 4-in., $25.00 per 100. THE PARK FLORAL CO., Denver, Colo.

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LARGE FLOWERING WHITE CALLA.
Home-grown Bulbs Free from Dry Rot.

	100	1,000
1 -1¼-inch	$ 8.00	$ 75.00
1¼-1½-inch	12.00	110.00
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1¾-2 -inch (Mammoth Bulbs)	20.00	185.00
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Large Bushy Stock

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White Enchantress	$9.00	$80.00
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Good bushy stock, $10.00 per 100; $90.00 per 1,000; delivery any time.
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St. Joseph, Mo.

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Good Clean Stock.
Marigold and Polly Rose.
Pompons

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Fairy Queen	Lily
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Helen Newberry	Rufus
Leoto	Kate Manning
Ida	Mensa White
Acto	Lady Lee
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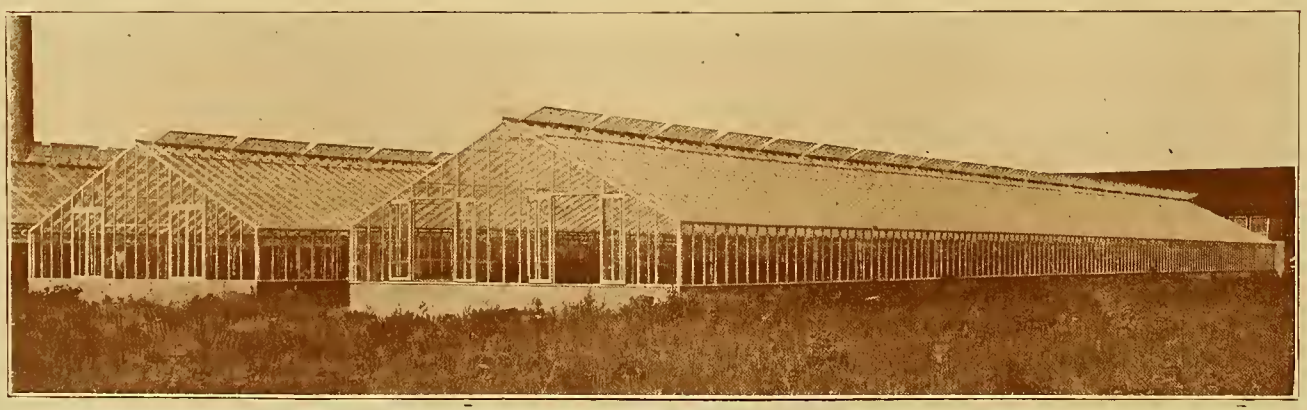

THE AMERICAN FLORIST

America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS—THOMAS ROLAND, Nahant, Mass., President; ADOLPHUS GUDE, Washington, D. C., Vice-President; JOHN YOUNG, 41-43 West 18th St., New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer.

The thirty seventh annual convention will be held at Washington, D. C., August 16-18, 1921.

Fifth National Flower Show.

The Fifth National Flower Show will be held at Cleveland, O., March 25 to April 1, 1922.

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Some Washington Institutions.

National Botanical Garden.

One of the most interesting places for the lover of plants, and also the practical florist, is the botanic garden at Washington, D. C. The grounds, with their great border of assorted shrubbery, the majestic trees, which were such a pride to that grand old man, William R. Smith, who loved their every leaf and branch, and the collections of tropical and subtropical economic plants, palms and ferns, together with the cacti, agaves, ornamental grasses, bedding plants, water lilies, etc., are well worth a day's study. While the grounds are in splendid condition, the bedding and the lawn, with the beautiful Bartholdi fountain in the center, as well kept as is to be found on the best private estates, yet we cannot but feel that the government should deal far more liberally with this department. The greenhouses erected many years ago are old and not nearly large enough to accommodate half the plants that have to be crowded into them during the winter months, while those that remain inside the year through are up against the glass, and anything but the beautiful specimens they could be with the proper accommodations. Such a house as Horticultural hall, Fairmount park, Philadelphia, or something more modern of like dimensions, that would be in keeping with the other beautiful capital buildings, and withal a practical as well as an ornamental feature of the nation's garden, is what is required.

Why should not the gardeners and flower lovers of the United States be able to point with pride to the botanic garden at Washington, as the Englishmen do to theirs of Kew, where to the authorities are sent for ajudication, every perplexing plant problem? The decision here is final, there being no higher authority—it is as it were the supreme plant court of the world. George W. Hess, the master mind in charge here, could greatly improve and increase the usefulness of this department of the government service were he given or could direct the use of the money to purchase additional adjoining land, now available, to erect new and commodious conservatories and other additional facilities, which have been imperatively needed for many years. If this matter was taken up by representative business men of the profession, studied from the various ornamental and practical points, and a business like proposition (not forgetting the matter of national pride and prestige), laid before the proper authorities, an appropriation might be obtained that would open the way for such an enlargement of this department that with the cooperation of the trade it would soon become one of the most famous gardens of its kind in the world.

Even today there is much to admire in the valuable collection and its arrangement for the inspection of the general public and for the school children and botany classes who frequent the garden to see for themselves the plants about which they have been reading, and find them correctly labeled and classified. Seedling camphor trees are grown in large quantities and sent to all parts of the country, so that we might be able to obtain this commodity in quantity in case of war. Camphor is necessary for smokeless powder and at present is imported from Japan. Rock gardens, now becoming popular, have been ornamental here for over 40 years. Cactus bedding, a large mound of ornamental grasses, a palm lined avenue several hundred feet in length, through which a splendid vista of the capitol is obtained, are some of the features. Flowering begonias of all kinds that are generally given a shady place, are

here seen in the hottest sun in the beautiful bedding in front of Mr. Hess' residence in the grounds.

Peonies are seen in great luxuriance. Mr. Hess had cut 10,000 buds for the Grand Army of the Republic to place on the graves in Arlington on Memorial day. They were kept in cold storage until needed. Paul Crampbell, a dazzling scarlet single geranium, a new variety, made a beautiful bed. It was brought from England for this season. Many conifers and other hardy outside plants are grown for distribution through the congressmen, who are each entitled to a box of exactly the same size. These boxes reach Mr. Hess already addressed and are sent out at the planting season or when the stock is ready.

Besides being a good plantsman, Mr. Hess is of a genial personality, always glad to see members of the trade and show them over the houses and grounds.

The Bureau of Plant Industry.

What the government is doing through its bureau of plant industry for the florists, nurserymen and farmers of the country in combating diseases and insects of all kinds and the introduction of new plants, is most beneficial. Few people have any idea of the magnitude of the work and the good that has been accomplished in the comparatively short time the work has been carried on.

In a talk with Dr. W. A. Taylor, the chief of this department, particularly in reference to the diseases and insects that attack plants in greenhouse culture, and the outside cultivation of the rose, he said: "Some have not that plant instinct, being unable to determine causes or understand the treatment which one gives, that another does not, to attain success, in which case scientific methods are brought to bear to work out a remedy, though experience gives a delicacy of perception so that men are able to meet with the requirements and combat the trouble successfully, without knowing the thing that they are fighting, getting about it through application of what can be seen, felt and sensed, without being definitely or exactly determined. This knowledge is an important feature in success, but it is difficult to transmit that ability even through contact and instruction. Such knowledge, gained by experience, will always be an important element in plant handling; no matter how far we are successful in our researches and methods of preventing disease, we never will be able to secure the full development of plants through formulas or schedules worked out, but where possible will reduce the uncertainty to a more restricted field.

"Efforts to establish alfalfa as a crop to meet the eastern condition, have been successful when men have used good judgment in applying the methods recommended by the department and adopted them in the matter of lime application, and other necessary features to suit their location, soils, etc. By means of any definite information we have on any given subject that can be understood, by any one interested, we are able to simplify the situation and guard against the difficulty that much.

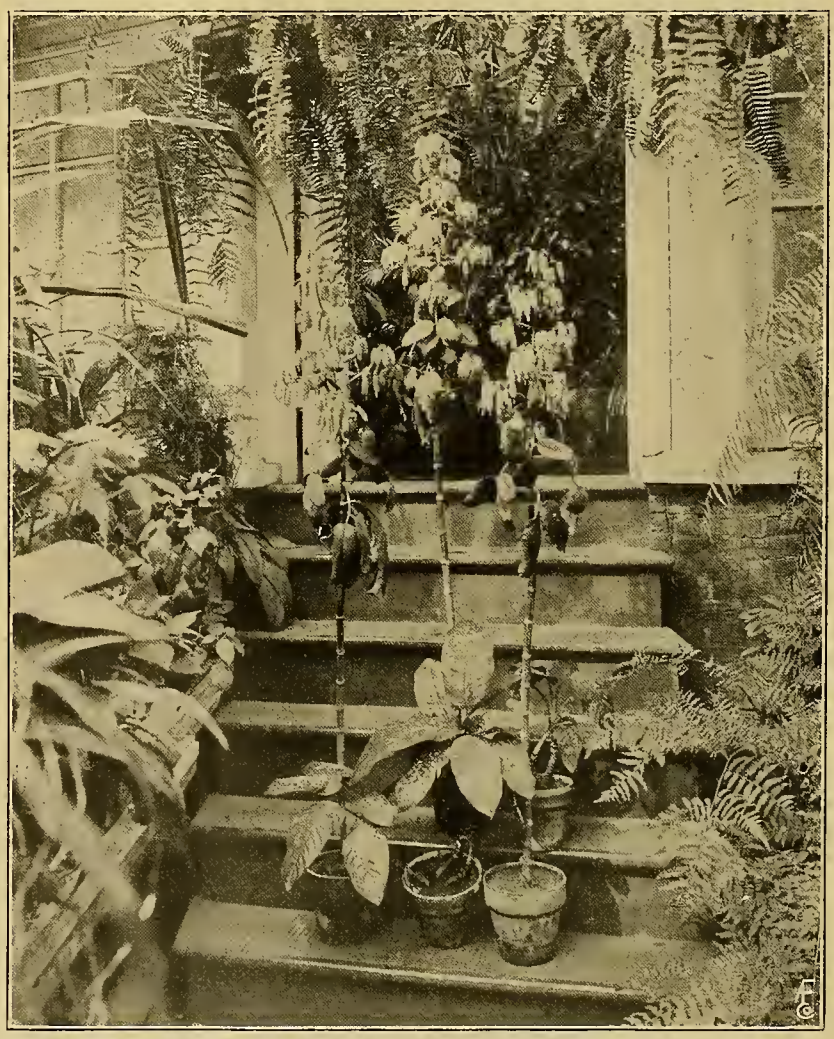
"It is not to be expected that an investigation in any given time will clear up all the difficulty, particularly in cases of intensive culture, where in restricted areas such as greenhouses, moisture, air and other conditions are so artificial. Here experience counts for so much in overcoming many of the troubles that will occur under these conditions. Some, however, more difficult to conquer, require comprehensive, exhaustive and scientific research. The rose is the great feature of the American garden. In raising new varieties, something very different from the original wild and hardy parent is produced. To retain their sturdy features must be kept steadily in mind by the hybridizer. Vigor, climatic and insect resisting qualities, under a fairly wide range of cultural conditions, must be proportionate and balanced up with the other good features of frequency and quality of bloom, that the public demand, and for which they are willing to pay. The production and development of the rose in its attractive features, retaining as far as possible the enduring qualities of the hardy parent, so that it shall be dependable and easily grown, is a splendid field for the commercial grower and one of great opportunity."

In speaking of disease and insect-resisting qualities of plants and trees, Dr. Taylor cited the curly leaf disease of the peach, which had been very disasterous to many growers. Certain weather conditions in the early spring, favorable to the production of the black aphis, which caused the leaves to curl and drop off and later the fruit to fall from lack of nourishment, was, he added, in a measure overcome by the application to the roots of nitrate of soda, which, if taken in time, started a new growth; this put vigor and sufficient strength into the tree to hold the fruit and continue its development. Insects prefer weak plants, and anything that will accelerate recovery, will bring out in themselves a condition unfavorable to the parasites. If a strong, vigorous growth can be attained, they appear to grow out or away from the insects, and this with other careful cultural conditions, removes the difficulty.

Dr. Taylor is wonderfully well informed on all branches of the department, is very enthusiastic in his work and the possibilities and the great good that is sure to come from many of the economic food plant introductions.

Seed and Plant Introduction.

If a man is a benefactor to mankind who can make two blades of grass grow where but one grew before, what can be said of the agency that puts into cultivation fruits of inestimable food value that will grow and thrive in desert places and other more favorable localities, but which never knew them until introduced by the office of foreign seed and plant introduction, department of agriculture of the United States government? Cer-



CANDELABRA PLANT AT NATIONAL BOTANICAL GARDEN, WASHINGTON, D. C.

tain species, of varieties of trees and shrubs that will thrive in the arid regions of this country, and have already proved themselves to be of the greatest benefit, were imported from northern China, discovered and shipped to the department by the official collectors of the government. This department dates back to 1898, when an appropriation of $20,000 was obtained from congress to start the work; this has gradually grown until the annual appropriation is now $100,000. Very much more could be used to the greatest advantage in sending out trained instructors to establish orchards and plantations in various parts of the country where the new fruits can be profitably grown, thus forming new industries for the people.

The mango of India is destined to rival the grape fruit and orange in southern Florida where the climate is especially adapted to its culture. Although so little known in this country, it is classed as one of the most important fruits in the world. Some varieties grow no larger than a plum, while others attain a weight of six pounds. These cultivated and perfected fruits are of most delicous flavor. The trees are vigorous and long lived, attaining a height of 70 feet in India and as much as $150 worth of fruit has been sold from a single tree. Florida growers are sending fruit from their young trees to the New York market that sells readily at from 50 to 75 cents each. The avocado, or alligator pear, have been introduced into Florida, and is fast becoming a profitable and useful food product. In the growing of dates, a new industry has been established by this department that promises to become of the greatest importance. These trees grow best in the hot, desert regions of southern California, Arizona and similar localities. A 15-acre orchard of date palms six years old, planted by the government, came into bearing last summer and attracted thousands of visitors.

The bamboo, which will grow in all sections of the United States south of Virginia, opens up another great industry, the wood being useful in so many ways, nothing equalling it as a material for basket making; it can be split into minute strands for the most delicate work, or coarse, pliable strips of great strength. For use in ornamental building of fences, pergolas, summer houses and for indoor adornment and furniture it is especially valuable. It is of most rapid growth, young shoots just peeping out of the ground will in 24 hours attain a height of from 18 to 24 inches and from two to four inches in diameter. In this stage when boiled like asparagus it is delicious. The giant Japanese bamboo will grow a foot a day and attain a height of 60 to 65 feet. For lumber purposes they date the culms or shoots and cut when four years old. The papaya (Carica papaya) or melon tree grows to a height of 20 feet in 16 months from seed and produces a wonderfully fine fruit. The sugar apple is another very valuable introduction; an orchard of bearing trees in Florida is now producing fruit of most delicious flavor. The Chinese persimmons are grown to perfection in various parts of the country and great things are expected of them, as they become better known.

There are several greenhouses for trial and propagation purposes at Bell's Station, Va. Each variety or species is given an introductory and plant number, by which means its origin can be traced at any time from the records of the department. It would be impossible to enumerate or give even a partial list of the many meritorious plants under cultivation. One of the most valuable is a Chinese elm, Ulmus pumila. This will be one of the most satisfactory trees for the treeless region of the drier western states, where it is now growing successfully; the demand for it is greater than the department can supply. They have already sent out over 300,000. Thousands of young plants of this elm tree are being raised here from seed. It has proven to be well suited for the cold northern central states.

What promises to become one of the most ornamental flowering trees of the country is the Japanese cherry. With the compliments of the mayor and council of Tokio, Japan, there has been received a large collection of the best varieties of their flowering cherries, single and double. Mr. Fairchild secured some specimens a few years ago, which are his most cherished lawn ornaments; they were profusely covered with flowers the past season. The Japanese udo, a substitute for asparagus, is said to have great possibilities. The jujube, from which a candied fruit is made, Japanese persimmons, and a number of other fruits, that when their good qualities are known, will be largely grown in the section of the country to which they are suited, are being grown here in quantity.

Of special interest to the rose grower are wild species of the rose discovered in China. The beautiful yellow Hugonis is prominent, gorgeous in its own strength and beauty, but thought to be more valuable as a parent plant when crossed with selected popular varieties of this country. Of more interest, however, is another wild species, which bears a small pink flower; it is a very strong grower, mildew proof and free from disease of any kind. This by accident was discovered to make the best stock for grafting and budding purposes of any ever used by the department. Eyes or buds, set in at short distances, on a growing branch in the house, seem to unite at once, so that in a week this section can be made into cuttings, each with a bud, and will take root in the sand, the buds healing up nicely and taking hold in the meantime. It has not been named, being known under its introductory number, Rosa species 22,449. Mrs. Bisset believes this will

GOVERNMENT SEED AND PLANT INTRODUCTION.
Rosa Hugonis, a New Yellow Chinese Rambler in Its Second Season

take first place as the best stock for grafting or budding roses. It is a little tender and not adapted for the northern states. Any rose grower who would like to try it out and will write to the office of foreign seed and plant introduction will have it sent to him free of charge. An ipomœa that had been found hard to propagate was rapidly increased by sticking the cuttings into sweet potatoes. The ipomœas, being closely allied, received nourishment until they took root and were able to sustain themselves.

The native habitat of the peach has been found to be northern China. F. N. Meyer, an intrepid explorer and plant collector of the department, was the first to bring live plants of this wild peach out of China. Amygdalus davidiana from China, is the best stock for peaches, being a very strong grower—as much as nine feet in one season. Ilex cornuta is a pretty holly, also from China. New viburnum loniceras, tamarixes, forsythias, and a host of other interesting and valuable plants are being grown and sent out from here. A beautiful juniper, called Juniperus chinensis columinaris is a real gem, a very upright, symmetrical tree with glaucous foliage. It is extremely hardy, one of the best ornamental evergreens.

Great precautions are taken to prevent the importation of insect pests or diseases with the foreign plants. Every seed, scion, or package of plants has to bear the most minute inspection, is fumigated and kept for a required time in separate, specially screened apartments in quarantined greenhouses, so as to be sure that nothing harmful appears or is developed. The inspection chambers are as elaborately fitted up as those of a hospital, with their steam sterilizers; commodious refrigerators to keep the stock dormant until it can be examined are necessary, and there is much interesting detail that cannot be described here.

The foreign seed and plant introduction department, United States department of agriculture, has been, since its foundation, in charge of David Fairchild, whose title is Agricultural Explorer, a most competent official, enthusiastic to a marked degree, who, while proud of what has been accomplished, is more hopeful of the future. The great possibilities of the dates, the alligator pears, the mangoes and sugar apples, jujubes, Japanese and Chinese persimmons, the bamboo and the many other fruits and plants that have been introduced, and which are as yet but little known, all have, he is sure, a great future, and will produce untold wealth to the people of this country. He praises his force of assistants and chiefs of departments, who have grown up with him and greatly assisted in the work, not the least among whom are the intrepid explorers who brave the dangers of the wilds in their quest for new things. There have been 27 voyages or journeys into different parts of the globe by skilled men, besides innumerable other sources from which plants and fruits are received and brought into the country up to this time.

Mr. Fairchild is ably assisted by Peter Bisset, who with his skill as a practical gardener and plantsman is especially qualified for the work. His title is Plant Introducer in Charge of Foreign Plant Distribution.

Another active official is the Plant Introducer in Charge of Plant Introduction Field Stations, P. H. Dorsett.

Washington Florists.

Members of the Society of American Florists during their visit to Washington will find much to interest them in the practical methods of the various branches of the craft as conducted by the up-to-date florists of this center of the nation.

The greenhouse establishments of the Gude Bros. Co., Inc.; The Washington Floral Co., and F. H. Kramer, will all prove very interesting to the grower. The retailer will find the flower shops all centrally located, many of them on corners with lavish show windows well decorated and right up to the minute in efficiency.

The Shaw Water Gardens with 12 acres of ponds planted with the best varieties of water lilies will be found very interesting to all lovers of flowers. The wholesale business is well taken care of by the houses on H street, which are well worth a visit. The cut flower stands in the Washington market should attract the attention of those who do a similar business. A wonderful quantity of plants and cut flowers are retailed at these market stalls during the year. The following is a short description of the leading firms.

THE GUDE BROS. CO.

One of the representative florist firms of Washington and also of the United States, is the Gude Bros. Co., Inc., with a retail store at 1214 F street and two greenhouse establishments with over 500,000 square feet of glass to supply flowers for their rapidly increasing business. Wm. F. Gude, who has so notably represented the Society of American Florists in Washington, and his brother, Adolph, a most skillful grower, founded the business over 30 years ago, and which, due to untiring and well directed energy, has succeeded beyond their fondest hopes.

Their original greenhouse plant at Anacostia has grown to over 300,000 square feet, while an additional range of 200,000 square feet mostly planted with roses, is directly across the city on the Blandenburg road. Edwin and Edgar Gude, sons of Adolph, are in charge of this extensive range, while Ernst, son of Wm. F., is assistant manager at Anacostia. Adolph Gude, Jr., is under Wm. F. in the management of the retail store.

What can be done with the telegraph service when it is pushed aggressively is shown by their telegraph bills which averaged for their outgoing messages over $200 a month for the past three months, while the orders received for delivery in Washington and vicinity are a most important part of the business. Their large store right in the center of the retail district is wonderfully well equipped and with its large show windows which are always attractively decorated, it is one of the best known flower shops in the city.

GEORGE C. SHAFFER.

One of the always busy stores is the Shaffer Flower Shop at 14th and Eye streets. Established 20 years ago across the street, he moved to his present commodious show room in 1907 where he now has one of the best appointed shops in the city. The Eye street front is a series of show windows 45 feet in length, in which the large stock of cut flowers always carried here are displayed to advantage.

The large window on Fourteenth street is always attractive and has won a medal as the best decorated window in an open contest with other trades. A balcony on one side of the store extending over the office affords storage and exhibition space for cut flower baskets. A new display cut flower refrigerator is being installed in the rear of the store; this is 12 feet long, six feet deep and eight feet in height. Refrigeration is accomplished by an automatic electric machine. A large mirror now in the rear will be moved to the front of the store, greatly adding to its apparent width.

Mr. Shaffer reports last season's business a record breaker, his large force of employes being taxed to the utmost to handle the trade.

G. C. SHAFFER'S DECORATED AUTOMOBILE, WASHINGTON, D. C.

ROSE GARDEN AT WASHINGTON, D. C.—TWIN OAKS.

Z. D. BLACKISTONE, INC.

Away back in 1899 Z. D. Blackistone started in a small shop at his present location, Fourteenth and H streets. Like all well nourished plants, his business grew and grew, expanding and requiring larger space, which it again outgrew, until a year ago the store was given its present perfected form, making it one of the up-to-date establishments of the country.

The finished floor, which means so much to a well decorated flower shop, is of red mastic in square blocks. This when mopped up is always bright and clean. An ice box divides the work room and shipping department from the store proper. The doors of the refrigerator are out of the ordinary, being of small squares of glass through which the flowers show rather indistinctly, creating a desire for a better view. A half story or balcony extends along one side and across the rear of the shop, where baskets, vases, etc., are displayed. Mr. Blackistone's office and bookkeeping department are also located here. The show windows on both Fourteenth and H streets are commodious and reflect at all times the artistic ability of the Blackistone artists.

THE LOUISE FLOWER SHOP.

This lovely and well appointed shop at Connecticut avenue and N street is unique in that it is entirely enclosed in large glass show windows, which are at all times filled with seasonable plants and flowers. One section is an avairy, which is kept well stocked with canaries and other house birds. A line of pavement plant boxes encircle the entire store and give a green and floral base contour to the windows.

Ornamental pottery, pedestals and tables are used to display the cut flowers, ferns and flowering plants to the best advantage in the window and store displays. A basement work room is of great advantage, particularly at all rush seasons. Miss Louise W. Dougherty opened this shop five years ago and has found business very satisfactory, the season just closed having taxed her facilities to the utmost.

GEORGE H. COOKE.

Although G. H. Cooke, who founded this business in 1903, passed away in June, 1920, it is still continued under his name and managed by Mrs. Cooke and Mr. Cooke's son-in-law, both of whom assisted him in conducting the business. Located in a high class residence district, they enjoy a lucrative family trade in cut flowers, care of conservatories, and also landscaping. A collection of tub evergreens on the wide pavement in front of the store are an attractive summer feature. The past year has been very satisfactory with every prospect of a good season ahead.

DUPONT FLOWER SHOP.

This beautifully situated store is at 7 DuPont circle, also called Millionaire's circle, from the number of its wealthy residents. The shop is on a corner and presents a continuous line of display windows which are kept filled with palms, foliage and flowering plants and vases of cut flowers. Lattice decorative work adds much to the interior, and a large work room off to one side in the rear, is a great convenience. This commodious interior with its flood of light and artistic decorative effects makes it, in every respect, an ideal flower shop.

Elmer C. Mayberry, the manager and guiding spirit, states that the season's business has been very satisfactory and he believed the coming year's outlook to be most promising.

J. H. SMALL & SONS.

A visit to the beautiful up-to-date store of this old established firm, shows the possibilities in the intelligent handling of plants and cut flowers. Founded in 1855 by John H. Small, the business grew and finally located at 14th and G streets, where it was conducted for 30 years. During this time there was constant expansion; the sons, Charles A., and John H., Jr., were taken into the firm and a branch store opened on Broadway, New York, with Charles A. in charge. Later another shop was opened in the Waldorf-Astoria, that city.

The present beautiful establishment at 15th and H streets was opened nine years ago, and is one of the most elegant and at the same time, practical florist establishments in this country. There is a large show window and entrance on the 15th street front, while with the exception of a doorway the entire length of the store on H street is a line of show windows. The display tables of various sizes and heights are of marble and terra cotta. There are commodious offices and rooms to receive customers, large storage display cases for flowers, and every convenience for efficient service.

Forty-five acres of nursery stock at North Chevy Chase and also ranges of glass at Brookside, D. C., supply a part of the plants and ferns used in the store. Their New York house, one of the most elegant in the metropolis is now located at 505 Madison avenue. Charles A. Small, president; John H. Small, third vice-president, and Frank E. Miller, secretary, are the officers of the firm.

FRED H. KRAMER.

This well known florist, whose principal store is at 916 F street, N. W., has branches at 722 Ninth street and a large stand in Central market, all of which are kept well stocked and ready for immediate service. The large greenhouse establishment at Anacostia with over 100,000 square feet of glass furnishes a constant supply of flowers and plants. Mr. Kramer specializes in funeral work and has had wonderful success in well advertised special sales of plants and cut flowers.

The large greenhouse in the rear of his F street store has been converted into a beautifully decorated palm garden where soft drinks, ice cream and light refreshments are served to the accompaniment of good music. Mr. Kramer takes great interest in all forward movements of the trade, and is never better pleased than when entertaining his old florist friends.

OEHMLER FLORAL CO., INC.

O. A. C. Oehmler, after considerable experience in the best flower establishments of Washington, opened for himself, in 1911, the present location at 1329 G street, N. W., where the business so increased and expanded until incorporation was determined upon, which accounts for the present name. The store with its two show windows and well fitted up interior is quite up-to-date and ready for all demands.

MARCHE & CO.

Marche & Co., another of the famous corner cut flower stores for which Washington is noted, is situated at Fourteenth and H streets, with large and well decorated show windows on both streets, the shop always presenting a showy and attractive appearance. Since the death of Mr. Marche two years ago, the business has been carried on by Mrs. Marche and proven very satisfactory.

WASHINGTON FLORAL CO.

This well managed wholesale and retail florist's shop is on Fourteenth street at New York avenue. D. G. Grillbortzer, president, has also a range of 250,000 square feet of glass at Alexandria, Va., the products of which are all sold through the city store, with J. Harper Hetherington as manager. The wholesale department is in the rear, while the front contains a large ice box, office, display tables, pedestals and decorative space for the artistic arranging of palms, ferns, etc. The whole interior has been decorated in blue and gold and presents an up-to-date appearance.

Roses, carnations and orchids are specialties, and two large houses of orchids containing over 4,000 plants present the largest collection in Washington.

G. H. COOKE'S STORE WASHINGTON, D. C.

THE FLOWER SHOP.

This store is right in the center of the shopping district with a large show window always well decorated. Harry T. Payne, proprietor, succeeded to J. R. Freeman's business and in this location is enjoying a very nice trade.

THE LEO NIESSEN CO.

When this well known Philadelphia, Pa., house decided to open a branch establishment in Washington, D. C., they purchased the business and good will of the Washington Florist's Exchange, the grower's cut flower market of that day, and erected the present commodious building on H street in which they have all the modern facilities, a feature of which are large storage boxes on both the first floor and in the basement, kept at an even temperature by automatic refrigeration. The large light basement gives ample room for the storage of spaghnum moss, which they make a specialty. They are also headquarters for corrugated boxes of which a large line is always carried in stock.

The firm's consignors of cut flowers include some of the best local stock, together with roses from celebrated eastern Pennsylvania growers. They are at all times in close touch with their Philadelphia and Baltimore, Md., houses, through which they have the choice of their extensive stock. Manager Albert Snell who was formerly in charge of the old exchange is very well versed in the business and a splendid judge of market conditions and prices.

THE SHAW WATER GARDENS.

One cannot see a more interesting sight than these splendidly situated 12 acres of ponds filled with choice varieties of water lilies in full flower. Water lilies are now very popular in retail stores, there being a constant and increasing demand, regular daily shipments extending as far east as Boston, Mass., and to other distant points in all directions.

Their flowering season is from early May until frost. The gardens are situated at Kenilworth, within the

G. H. COOKE'S STORE. WASHINGTON, D. C.

GUDE BROTHERS' STORE, WASHINGTON, D. C.

District of Columbia, 30 minutes' ride on the electric car from the center of the city. They are at their best in the morning and the earlier one sees them the more attractive they appear.

THE S. S. PENNOCK CO.

When the S. S. Pennock Co. erected their new building at 1216 H street, it was declared one of the best equipped wholesale houses of its size in the country and but few large establishments anywhere could equal it. There are large storage boxes on the first floor and basement, cooled by the latest automatic refrigerating systems, which also enable them to manufacture ice for shipping purposes. A large stock of cut flowers is carried at all times, obtained from local and distant consignors. They are also always in touch with the New York, Philadelphia and Baltimore houses of the firm, which gives them the choice of these extensive markets.

Baskets, ribbons and other florists' supplies are also carried and are the latest and most artistic evolved from their long experience in the trade, and manufactured by expert workmen under their direct personal supervision. Otto Bauer, the manager, has had a long experience in various branches of the business and is most popular with the trade. He states that the increase in the past season was the largest experienced in their history.

OTHER FLOWER STORES.

There are other retail establishments not so large but which do quite an important business. F. S. Leaply, Ninth and G streets, with greenhouses at Sixth and C streets, in addition to a general retail business, specializes in spring bedding plants which he handles in quantity. J. Dan Blackistone has a model small flower shop at 3120 Fourteenth street in a business section of one of the residence districts, while Stanley Holland, an enterprising retailer, has a very live and up-to-date establishment at Columbia and Eighteenth streets.

Visitors will also be much interested in the Botanic gardens, in which extensive grounds and greenhouses will be found, fine examples of bedding and many choice and rare plants. The greenhouses connected with the Agricultural department, and also the extensive range at the Arlington trial grounds, as well as the Arlington rose test gardens, will all amply repay a visit.

RIDGWAY, PA.—F. E. Luhr, proprietor of the St. Mary's greenhouses, is adding two new houses, 25x110 feet.

SPRINGFIELD, MO.—C. Summerfield is planning to erect new greenhouses in the near future, covering a probable area of 35x300 feet.

VINCENNES, IND.—W. A. Rieman will double his acreage of peonies for cut flowers. His shipping methods have been very successful.

TOLEDO, O.—Max Zaller recently purchased the flower store owned by Max Spanner in the Ohio building, and took possession August 1.

Washington's Previous Conventions.

Washington has reason to be proud of her record in handling the Society of American Florists' conventions of 1892 and 1905, both of which were declared to be the best and most interesting meetings held up to their various dates. The hospitable reception and various entertainments at the hands of the local craft, occupied every spare moment between sessions, providing an endless chain of social features which were greatly enjoyed. Washington is now to be honored a third time, the first city to attain this distinction. The Society of American Florists has unquestionably grown in numbers and influence, but greatly lacks the enthusiasm as seen in the journey to the first Washington convention in 1892. Two special trains of six and 10 cars each were required to carry the Boston, New York and Philadelphia delegations. The Boston district sent 80 members by the Fall River Line, who arriving on board at Fall River, were agreeably surprised with a dinner at the hands of the New York Florists' Club. On their arrival in New York a bountiful breakfast in company with the entire New York club was also enjoyed and they were then taken to the handsomely decorated cars of the Washington special, which, with its 300 passengers, 187 from the New York district, was soon on its way.

At Trenton the party was taken in charge by a committee of Philadelphians, who on their arrival in the city,

escorted them to coaches and proceeded to Horticultural hall, which was elaborately decorated and where they enjoyed a bountiful lunch. Philadelphia also had an elaborately decorated train of six cars. Both specials were soon on their way and rolled into Washington on time with the largest separate delegations that have ever attended a Society of American Florists' meeting. Baltimore arrived on Tuesday morning 100 strong, headed with a band of 40 pieces, which marched from the depot to the hall.

That the early meetings were interesting and valuable is seen in the following programme:

"Club Root on Roses," by Prof. D. B. Halstead, New Brunswick, N. J.; "Insect Pests in Greenhouses," by John Saul, Washington, D. C.; "Propagation of Roses," by Paul Pierson, Scarborough, N. Y.; "European Bulb Market and American Buyers," by John Reck, Bridgeport, Conn.; "Hybridization and Improvement of Plants and Flowers," by Richard Bagg, Bridgeport, N. J.; "Review of New Plants," by William Falconer, Glencove, N. Y.; "Flowers for Holiday Demands," by Henry Young, St. Louis, Mo.; "Floriculture for Children," by Robert Farquhar, Boston, Mass. In addition, the question box contained over a dozen live topics, all of which were assigned to men capable of handling them.

President James Dean read an excellent message and made an admirable chairman, handling the proceedings with much tact and dispatch. Eight hundred and twenty-seven was the total membership. The meetings were held in the National Rifle's armory, Ninth and G streets. This also housed the trade exhibition, the cut flower sections of which overflowed into the Masonic hall at Ninth and F streets. There were 53 exhibitors in which all branches of the trade were represented, some of whom had quite extensive displays.

Principal among the social events was the reception and inspection of the McLean estate, which was attended by over 1,500 people. Wednesday evening after the session the Baltimore Mandolin Club and the Washington Zither Circle, gave an enjoyable concert. The bowling match on Thursday evening, at the Columbia Athletic Club, was of great interest as nine clubs of six men each were entered. Two games were rolled, the first three clubs finishing as follows: Philadelphia, 1688, New York, 1585, and Boston, 1553.

J. R. Freeman and C. Strauss & Co., kept open house all the week and on Thursday night after the evening session the comedians of the society gave a performance in Strauss's store that would have done credit to many a vaudeville circuit. The talent consisted of Judge Hoit, W. R. Smith, W. J. Stewart, John Thorpe, Burt Eddy, William Scott, Edwin Lonsdale, J. R. Freeman and others. It was altogether a wonderful affair.

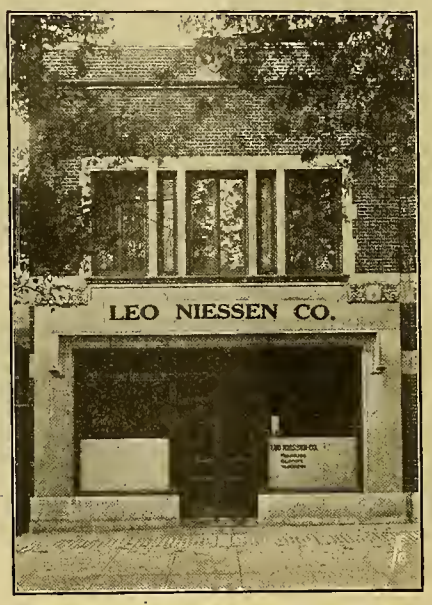
The trip down the Potomac to Mt. Vernon on Friday was most enjoyable. Here, E. A. Wood on behalf of the society presented President Dean with a silver service. This outing, the finale of the convention, was much appreciated, and a fitting close to the festivities.

THE AMERICAN FLORIST supplement, containing six pages of portraits, 42 to a page, all excellent likenesses of members of the society and 20 lady members, made a great hit, being highly commended and each copy carefully laid away for reference.

THE 1905 CONVENTION.

The second convention to be held in Washington was the twenty-first meeting of the society, held August 16-19, 1905. The officers were J. C. Vaughan, Chicago, president; J. R. Freeman, Washington, D. C., vice president; William J. Stewart, Boston, Mass., secretary and H. B. Beatty, Oil City, Pa., treasurer.

The sessions of the convention were held in Carroll hall, while the trade exhibition was staged in the National Rifle's Armory, and Masonic Temple, with George H. Cooke as superintendent. The program of the meeting contained the following topics: "Work of the Bureau of Plant Industry of the United States," by B. T. Galloway, Washington, D. C.; "Encouraging Civic Improvement and Horticulture in the Public Schools Through the Bureau of Plant Industry," by Miss Susan B. Sipe, Washington, D. C.; "The Ideal Employer," a prize essay, by S. S. Skidelsky, Philadelphia, Pa.; "Helps to Horticulture in the South and Southwest," by R. Nicholson, Dallas, Tex.; "Ideal Country Home for Man With Long Head and Short Purse," by Oglesby Paul, Philadelphia, Pa.



Leo Niessen Co.'s Store, Washington, D. C.

President Vaughan's message covered many interesting references to live topics of the day, and was full of suggestions for the betterment of the business. His proposition that a great national flower show should be held annually in some metropolis of the country, was later taken up and endorsed by the society, which selected Chicago as the first city. The date was set for November, 1908. A guarantee fund of $10,000 was thought necessary, of which $2,500 was pledged in a few minutes. The election of officers for 1906 resulted as follows: W. F. Kasting, Buffalo, N. Y., president; H. M. Altick, Dayton, O., vice president; W. J. Stewart, Boston Mass., secretary, and H. B. Beatty, Oil City, Pa., treasurer. Dayton was selected as the city for the next annual meeting. The number of members at this time was 887. The trade exhibition was the largest and most comprehensive held up to this time, there being 67 exhibitors, quite a number occupying considerable space.

The president's reception, held Tuesday evening in the open air, on Loffler's lawn on Brightwood road, was novel and beautiful. The lawn was wonderfully lighted with electric lights, many of them in Japanese lanterns. There was a lavish use of flags and flowers, plenty of good music and refreshments. The presidential party had a splendid setting for the reception. Altogether it was a wonderful event. The ladies were driven on Wednesday, at the close of the morning session to the residence of Vice President Freeman, where Mrs. Freeman held a reception and luncheon, after which there was a drive through Rock Creek park. Thursday night, Vice President Freeman entertained President Vaughan and a large party of the members at his home, an occasion which all greatly enjoyed.

The bowling match in which 10 cities entered teams of five men each was an exciting and popular event. This three game match was rolled on the Rathskeller alleys, Eighth and E streets. The first three clubs were Philadelphia, 2519, Washington, 2516 and Baltimore, 2488. In individuals Seybold was first with 573, Baumer, 488, second, and Billingsly, 487, third. The shooting contest took place on the grounds of the Analostan Gun Club. There were but two 5-man teams, Philadelphia and Washington. Philadelphia won with 98 out of a possible 125. There was also numerous individual entries.

On Friday the members and their ladies were guests of the Baltimore Florists' and Gardeners' Club. They were taken to Baltimore by special trains, then in carriages and busses sufficient for the entire party of 400, and were given a drive through the various parks, and finally, wound up at the wharves, where a chartered steamer took the party on a moonlight ride down Chesapeake Bay. An excellent collation was served as soon as they got under way. As they turned homeward the members sought the cabins, where speech and song enlivened the occasion. Robert Craig was at his best in presenting on behalf of the members to President Vaughan a handsome hunting case gold watch. Mrs. Vaughan was also presented with a brooch of opals, pearls and diamonds. The day was very enjoyably spent, and proved a most agreeable closing of the convention.

Watermelon Time.

If there is any answer to Lowell's question, "O, what is so rare as a day in June?" here it is: "A nice big watermelon, freshly cut through its axial meridian." How its rich redness of pulp, so harmoniously contrasting with the green and white of the rind, and the fleck of glistening black seeds smiles up at one! "Here be richness." It seems to laugh. "Here be sweetness! Let your eyes rejoice, and your nostrils with your palate. Take me to your heart for refreshment of mind and body!"

For the man assimilating a watermelon, the world is surely in tune, the sky is a heavenly blue and the grass very green. Youth is renewed and life resumes its normal rose-color. All envy, jealousy, malice and uncharitableness vanish into their native nothingness and the future becomes bright with hope.

Society of American Florists.

THE WASHINGTON CONVENTION.

Arrangements for the convention, which opens on the morning of Tuesday, August 16, are complete. There is every indication that in point of attendance the convention will be one of the largest in the history of the society. The sale of space in the Trade Exhibition hall has been most gratifying. There is still room for late comers. The following are late additions to the list of exhibitors:

Kroeschell Bros. Co., Chicago.
Pfaltzgraff Pottery Co., York, Pa.
Climax Paper Box Mfg. Co., Castorland, N. Y.
John Pommert, Amelia, O.
Louis Hahn & Son, Pittsburgh, Pa.
The Basket Shop, Bellefonte, Pa.
Durable Products Co., Cleveland, O.
I. H. Moss, Inc., Baltimore, Md.
Storrs & Harrison Co., Painesville, O.
R. Aiken (S. A. Weller, pottery-ware), Zanesville, O.

There has been one withdrawal from the list, Sam Seligman, New York.

Owing to the death of Past-President J. K. M. L. Farquhar of Boston, Mass., who was to have made the response to the address of welcome at the opening session of the convention, this duty has been taken over by Charles H. Grakelow, Philadelphia, Pa. The secretary's pre-convention quarters are in the Washington Hotel, opposite the Treasury building, convenient to Convention hall, car lines to the hall, being only one block distant. President Roland will also make this hotel his headquarters, and it will be headquarters for the Ladies' Society of American Florists.

CLEVELAND NATIONAL FLOWER SHOW.

Preparations for the big national flower show, to be held in Cleveland, O., next spring are becoming very active. The local interests are all working with a will to do things, and every week shows considerable progress. The Cleveland florists have raised a separate guarantee fund amounting to $2,000, and this sum has been collected. Trade exhibitors express much pleasure over the new arrangement covering exhibition space, which relieves them of much care and trouble in the decoration and enclosing of spaces, and preparation of signs, and, besides, insures an absolutely uniform appearance, which means much in the general effect of the show.

An official programme or guide, will be published by the show management, and the secretary is already booking orders for advertising space in the publication. JOHN YOUNG, Sec'y.

Chicago to Washington.

The Baltimore & Ohio railroad has been chosen for the trip of the Chicago Florists' Club and friends to the annual convention of the Society of American Florists at Washington, D. C., August 16-18. The party will leave the Grand Central station, Harrison and Wells streets, at 8:40 a. m., standard time (9:40 a. m., Chicago time) Monday, August 15, due Washington the following morning at 7:30 o'clock.

A rate of a fare and one-half for the round trip, on identification certificates has been authorized, making the fare $44.96, including war tax. The one way rate is $29.97, including tax. Tickets will be on sale August 12-18; validation August 18-23, and return limit August 24. Pullman fares including surcharge and war tax are: Lower berth, $8.91; upper berth, $7.13; compartment $25.11, and drawing room $32.40.

Other trains for those unable to accompany the party are given below:

BALTIMORE & OHIO RAILROAD.

Leave Chicago.	Due Washington.
10:45 a. m.	9:00 a. m.
5:40 p. m.	4:40 p.m.
5:15 p. m.	10:25 p. m.

PENNSYLVANIA RAILROAD.

The Manhattan Limited, leaving Union depot at 10:30 a. m., due Washington at 9:28 o'clock the following morning, and Pennsylvania Limited leaving from Union depot at 5.30 p. m., due Washington 4:50 o'clock the next afternoon.

Delegations from the north, south and west are invited to join the party at Chicago.

For reservations, etc., address P. C. Benedict, division passenger agent, Baltimore & Ohio railroad, 112 W. Adams street, Chicago. Telephone Wabash 3242.

IDENTIFICATION CERTIFICATES.

Every visitor to get the advantage of the reduced rate must make application sufficiently ahead of starting time for a certificate of identification. This certificate must be presented at the ticket office when purchasing tickets. Only one certificate is necessary for a family, made out in the name of the member of the Society of American Florists.

For certificates address John Young, 43 West Eighteenth street, New York city, or Michael Barker, 440 South Dearborn street, Chicago.

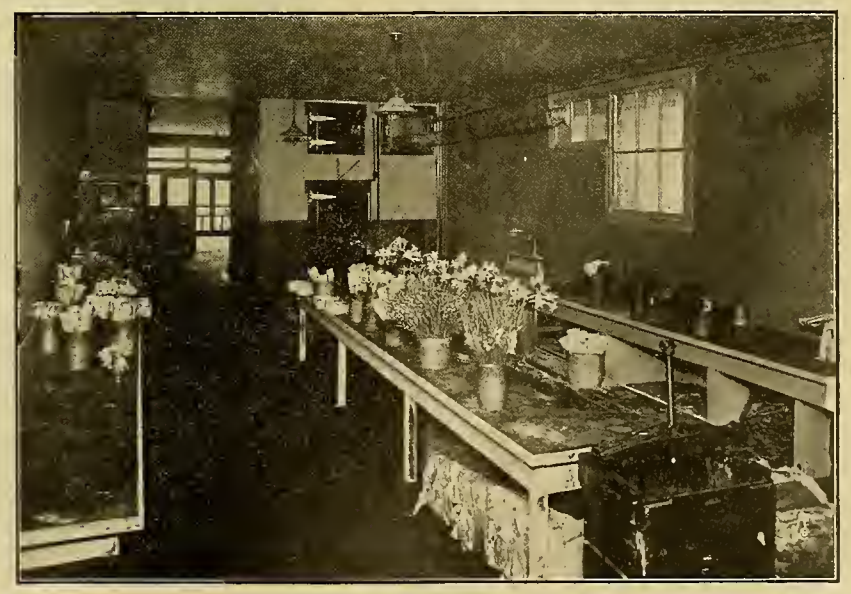
Make application for certificates well in advance of starting time.

Cleveland to Washington.

The Baltimore & Ohio railroad has been chosen for the trip of the Cleveland Florists' Club and friends to the annual convention of the Society of American Florists at Washington, D. C., August 16-18. The party will leave the Baltimore & Ohio passenger station, foot of Champlain avenue and Columbus road, at 5:30 p. m., Monday, August 15, due Washington the following morning at 7:50 o'clock.

A rate of a fare and one-half for the round trip, on identification certificates, has been authorized, making the fare $25.28 including war tax, the one way rate being $16.85, including tax. Tickets

LEO NIESSEN CO., WASHINGTON, D. C.
Section of Refrigerators.



LEO NIESSEN CO., WASHINGTON, D. C.
Interior of the Store.

will be on sale August 12-18 inclusive; validation August 18-23, and return limit August 24. Pullman fares, including surcharge and war tax are: Lower berth, $4.86; upper berth, $3.89 and drawing room, $17.82. The Chicago Florists' Club will use the Baltimore & Ohio railroad, with special Pullmans and are due Akron, O., at 7:20 p. m., at which point the sleepers carrying the Cleveland florists will be attached to this train.

For reservations, which should be made at once, and other information, address J. C. Strickenburg, division passenger agent, Baltimore & Ohio railroad, Room 809, Park building, Cleveland, O. Telephone Main 6720. Immediate application for identification certificates should be made to James A. McLaughlin, chairman, transportation committee, Cleveland Florists' Club, 421 High avenue, Cleveland, O.

St. Louis to Washington.

The Pennsylvania Railroad has been chosen for the trip of the St. Louis, Mo., Florists' Club and friends to the annual convention of the Society of American Florists at Washington, D. C., August 16-18. The party will leave the Union station at 12:02 noon, Sunday, August 14, due Washington the following afternoon at 1:20 o'clock.

A rate of a fare and one-half on identification certificates has been authorized for the round trip, and on this basis the fare to Washington and return will be $52.51, including war tax. The one way rate is $35.14, including tax. Tickets will be on sale August 12-18; validation, August 18-23, and return limit, August 24. Pullman fares, including surcharge and war tax are: Lower berth, $9.72; upper berth, $7.78; compartment, $27.54, and drawing room, $34.02. For those desiring to visit points further east, reduced rates have been authorized.

For reservations and further particulars address, A. H. Hummert, Chairman, transportation committee, St. Louis Florists' Club, 411 Washington avenue, St. Louis, Mo.

Washington Convention Hall.

The sessions of the convention of the Society of American Florists will be held in the Armory building, adjoining the Convention hall, at L and Fifth streets, with entrance through the latter building over a bridge, which is on the same level as the floor in which the trade exhibition will be held. The address is the same for both buildings.

Washington Convention Hotel Rates.

The Society of American Florists, through its committee on hotels, has been able to secure special rates at hostelries in Washington, D. C., for the annual convention of the society, August 16-18. The hotels and the amounts asked are presented herewith:

Hotel	Single room	Single room and bath	Double room	Double room and bath
Raleigh	$3.00-$4.00	$4.00-$7.00	$4-$6	$5-$10
Powhatan	2.50- 3.00	4.00- 7.00		
National	2.00- 2.50	3.50- 4.00	3- 4	5- 6
New Ebbitt	2.50	3.50- 4.00	4	6
Franklin	2.50- 3.00	3.00- 4.00	4	5 7
Cont'nt'l	2.00- 3.00	3.50- 4.00	3- 4	5- 6
Metroplt'n	2.00- 2.50	3.00- 3.50		
Har'ngt'n	3.00	3.50- 4.50	4	5- 7
St. James	1.00- 2.50	2.50- 4.00		
Willard	3.00 up	5.00 up	5 up	7 up
Wardman		5.00		8
Cario	2.00 2.50	2.50 up	3- 4	4- 5
Shoreham		3.50- 5.00		5- 7
Arlington		4.00		6
Washn'ton		4.00- 6.00		7- 8

Convention Railroad Certificates.

Members of the Society of American Florists who desire to secure reduced rates to the Washington convention must present identification certificate to ticket agent when purchasing tickets for themselves and members of their family at railroad offices. Certificates can be had for the asking of Secretary John Young, 43 West Eighteenth street, New York city.

Get your certificate early and avoid disappointment.

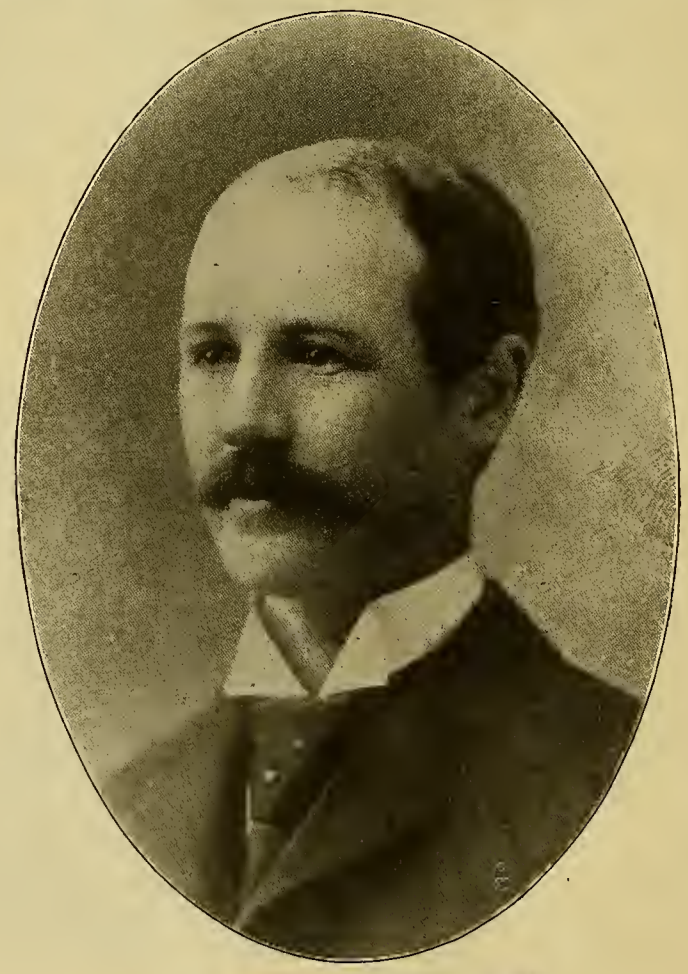
Shakespeare's Garden.

Much interesting information on the progress being made in the development of Shakespeare's garden at New Place, Stratford, was given by Ernest Law, June 20, when he lectured on this subject at the Royal Botanic Society's rooms in Regent's Park. Mr. Law remarked that nothing is known of the aspect of the garden during the time of Shakespeare's occupation of New Place, which covered a period of six or seven years at the close of the sixteenth century and beginning of the seventeenth. In 1756, however, there is definite information to the effect that the house was bought by the Rev. Francis Gastrell, who was so irritated by the curiosity of visitors who came to see the mulberry tree Shakespeare was supposed to have planted in the garden, that he cut down the tree, and subsequently on leaving the district pulled down the house. For 150 years the garden attracted little attention, but in 1909 a committee was formed for the restoration of the garden, which has now made considerable progress. The trustees have made many appeals for old-fashioned flowers and plants known in the sixteenth century, and there has been a good response, especially from manor houses in Warwickshire and elsewhere, which it is known or believed Shakespeare visited. The authorities at Kew have also given much valuable advice and assisted with contributions of plants; but many flowers are still needed, notably the old-fashioned sweet violet. One part of the gardens, which covers altogether about an acre, is being laid out as an an old-fashioned, so-called "Knott" garden, i. e., one in which the beds are planted in intricate patterns or "knotts." Ancient pictures and tapestries have been closely followed, and every detail, including the wooden palisade, is believed to be authentic. A border of hardy flowers is also being constructed, with a thick yew hedge as a background, and a "wild" border recalls the well-known song beginning, "I know a bank where the wild thyme blows." Roses also, believed to have been Shakespeare's favorite flowers, will be well represented, especially the kinds he appears most to have favored, the Musk Rose and the Damask variety.—London Gardeners' Chronicle.

Stutters it With Flowers.

"What does young Bjinks mean by sending me one carnation a day right along?"

"Why, don't you know? He's saying it with flowers, and he stutters."



THOMAS ROLAND, NAHANT, MASS.
President Society of American Florists.

DUPONT CIRCLE FLOWER SHOP, WASHINGTON, D. C.

PLANT NOTES.

Winter-Blooming Geraniums.

The late cuttings that were saved for plants for winter blooming should now be thrifty, well-balanced plants in 3-inch or 4-inch pots, and should be shifted to 5-inch pots. If they have been kept disbudded, as soon as they become well established in the 5-inch pots they will come into flower. There will be a demand for these plants as soon as the first frosts kill the outside stock and a few with flowers on them at that time will be wanted. The larger number of the plants will not be in demand until later, and by that time the pots will be full of roots and a constant blooming plant will be assured. There may be some small shapely plants in the field that will do for winter blooming; if so, they should be lifted and potted, but they will not bloom as well as the pot plants grown for this purpose.

Peonies.

Now is the best time to move or divide peony roots. Plants that have been in one location for a number of years grow too thick, and will not produce either so many or so good flowers as younger plants, although the peony does not produce the best quality flowers the year after transplanting. The ground on which peonies are to be planted should be well enriched and deeply spaded in preparing it for the young plants. In digging the plants dig all around the plants and then carefully insert the spade underneath and lift the plant, taking pains that the large roots are not broken, for these pieces of root if left in the soil sometimes start new growths and if other varieties are later planted in the ground, cause a mixture. The roots can be cut up into quite small pieces, but it is better to leave three strong eyes to each piece and not divide into too small plants. Set the plant good and deep and firm and if the ground is dry, give it a good watering.

Heaths.

During the hot weather, the ericas will demand considerable attention. The plants should be plunged in the coolest location possible, yet where they will get the full sunlight. The pots are full of the very fine roots and if these once get dry the tender roots will burn. There is no plant the florist grows that demands closer watching and more careful watering than the heaths. They are so hard wooded that they do not show neglect as quickly as the softer wooded plants, but if they get once fully dried it means absolute disaster, with no flowers the succeeding year. The grower well posted in the culture of these plants can tell at a glance when they should be watered and never neglects them. If the plants are growing unshapely they should be pinched back, so that the form will be kept. The plants that are in small pots will need repotting in September; a fine loam with but little fibre and with no manure is to be preferred for these plants, for their fine roots do not like a coarse soil, and manure of all kinds should be omitted from the soil in which they are grown.

Decorative Plants.

The return of the customers from their country and seaside summer homes will create an immediate demand for palms, ferns and other decorative stock, and the retailer or grower who has not already prepared himself, should do so at once. Plants can be purchased at this time and shipped safely, and in order to save expense they should be purchased at once before colder weather sets in, for they can be transported by freight now and after freezing weather it will be necessary that they be forwarded by express and the difference in the charges of these two methods is considerable, adding materially to the cost of the plant shipped by express. A fine assortment of palms is a necessity at this season and should be obtained at once in the salable sizes as befits the trade. Kentias and arecas from two to four feet high can be bought from at moderate cost, and are the sizes most in demand. Phoenix Roebelenii is a very decorative palm, and in the smaller sizes finds a good sale, but the larger sizes are still quite expensive, and can be handled only by high class trade. Ferns of the nephrolepis family and dracænas will be in demand; in fact, a full line of good decorative stock is a necessity at this time in any up-to-date establishment having a retail trade. The stock on hand should now be in active growth and should not receive any check. It is well to be prepared to give these plants a little fire heat as soon as the nights become so cool that the temperature in the houses drops much below 60 degrees.

Stevia.

All stopping of stevia should cease by the middle of August, and the tall-growing varieties should be potted in their blooming pots, or if to be grown in a bench, planted out. The potting of these plants should be done carefully, for the plant is very brittle where the branches break from the main stem and are easily broken. The better way is to tie a piece of raffia around the plant and if it is very large, two or three pieces before removing the plant. As soon as potted or benched place a stake in the center to keep the plant erect. Pot firmly, ramming the soil down hard with a stick or other tool. After potting, water thoroughly, and place in a shady location; the plants will wilt more or less and a light syringing will help them to recover from this, but do not keep the soil soaked, yet daily watering for those in pots will be required. As soon as the plants begin to grow, remove all shade and the pots can be plunged again outside in a frame. The dwarf varieties will not require to be potted outside until early in September if planted outside, but if grown in pots, generally 6-inch, before becoming should be shifted in their blooming pots, generally 6-inch, before becoming badly pot-bound.

Marguerites.

The marguerites for winter flowering will soon have to be potted in their blooming pots. This can be done now at any time, and if they are becoming pot-bound the sooner the better. Nine and ten-inch pots are none too large if good flowers are to be grown, and the soil should be good and rich. Pot firmly, using a rammer that the soil can be made solid, and use good drainage and keep the buds picked off until cool weather sets in; the blooms that are made during the warm weather are of inferior quality and no good flowers will be produced until the plants get a good hold in the new soil. The plants are far better plunged in frames for some time yet than in the houses, for they may become infested with red spider under the glass. The plants in the benches will need to be frequently sprayed to keep them free from insects and the blooms should be kept picked off of them for some time yet. When cool weather approaches, allow the flowers to come along. Cuttings can be made at this time, which will make nice flowering plants about the turn of the year, at a time when the large plants seem to take a rest and do not bloom profusely. This will insure a cut throughout the season.

Faded Lawns.

Lawns get a tired look late in summer and can be stimulated and made fresh according to experts of the United States Department of Agriculture, by a light top dressing, composed of two parts loamy soil, one of well-rotted manure, finely pulverized, or any good compost in which soil predominates, with 1½ pounds of sulphate of ammonia or nitrate of soda, for every 1,000 square feet.

The mixture should be applied evenly and will result in quick stimulation and new green growth. A mixture with a good proportion of soil is strongly urged, especially when the chemicals are used as they will burn the grass when used too liberally on the lawn. If the grass is watered after the fertilizer is applied it should be thoroughly and liberally done.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Next Week in the Flower Shop.

This is the time when all preparatory work for the coming season should be well under way. The store force not otherwise engaged can turn out an immense amount of stock wreaths, for window and cemetery decoration, that when sold at the holidays will turn the present idle periods into golden hours of profit and relieve the great drudgery of night work during the busy Christmas week. All the prepared material, such as red ruscus, whitened and dyed lycopodium, cones, all sizes and colors, colored weeds, minerva, poppy pods, helichyrsum and other straw flowers, Japanese frieze all colors, etc., are available at the florist's supply houses and can be laid in and worked up to the greatest advantage. With the time to do a little experimenting, something original in arrangement for both cemetery and window decoration may develop that could be made in quantity and prove a taking novelty at the holidays.

Now is a good time to look up the delivery boxes for sprays, wreaths and all made up work. There must be several sets of these, of which a careful record should be kept, as they at times have to be left with the flowers to be gotten afterwards and then forgotten. Strengthened and reinforced corrugated boxes are very good for this purpose. A smooth lath framework made to fit snugly inside the box adds greatly to its strength and endurance. A set of three sizes should rest together, taking much less room when not in use.

A show piece of solid Hydrangea paniculata to be decorated with other colored flowers will make a good window display; it wants to be large and showy so as to attract attention. Such artistic examples showing the handiwork of the store, while not made up for sale, prove at times acceptable for a last minute order and in this way, as well for their publicity, become profitable. An early sale of fall ferns if well displayed will tend to keep things moving. The advanced stock of Teddy Jr., Verona, Scottii, Norwood, Macawii, and others are now well finished and will give a decorative appearance to the store front and interior. Price tags and a little pushing will move off quite a number.

When there is a large influx of funeral orders and something different is asked for recommend the wreath of fancy foliage, made of small plants of Pandanus Veitchii, small leaved dracaenas, Caladium argyrites, miniature kentias, and cocus, croton leaves, and other foliage of the greenhouse. When of good size a very artistic design can be made of this material, and

ADOLPHUS GUDE, WASHINGON, D. C.
Vice-President Society of American Florists.

BLACKISTONE'S STORE, WASHINGTON, D. C.

when flowers are scarce it can be used in combination to good advantage. Hardy out-door foliage such as laurel, green and golden privet, hemlock and green oak are splendid stock where there is much funeral or decorative work. It is singular that some retailers carry little or any of this shrubbery while others find it indispensable and of great advantage in all their work.

In the summer line of cut flowers there should always be a little of the higher grades, a few of the best asters, gladioli, roses and Easter lilies. The larger stores aim to carry only the best but at times balk at the price and nearly always to their disadvantage. High grade stock always goes farther, makes up to the best advantage and a little touching up with this, gives tone and character to otherwise indifferent work.

When one considers the amount of money that is lost annually through bills which for one reason or another appear uncollectible it would seem as if considerable time and planning could be given profitably to the stopping of these leaks. In the first place, see that the charge is safe before it gets on the books. The initial transaction from a stranger should be for cash. If credit is asked for, because temporarily without funds, it should only be given on good reference, and the bill sent at once after delivery. When any accounts run over two months it is time they were looked after, in fact with extravagent people the only way to keep them with you, is not to let the account pile up, as then they will go somewhere else.

Asters in pots, in flower, are now attractive and make a bit of cheer for the sick room. They also work well into plant baskets of which there should always be a few examples that will relieve the plainness of the store or window at this time. The perfectly clean store is well worth all the efforts it takes to keep it in this condition. Dust is an abhorrence to all careful housekeepers and all tables, chairs, desks, etc., that are likely to be in use by customers should be dusted frequently to avoid unfavorable comment.

Business Outlook.

Instead of waiting for some mysterious set of forces to restore good times, the people of the United States have settled down to the grim and sober business of working out their own salvation, writes Archer Wall Douglas, chairman of the committee on statistics and standards of the Chamber of Commerce of the United States, in his monthly review of business conditions in the August number of The Nation's Business. While the return to better times is certain to be slow, he says, there can be no doubt as to the final recovery.

"The story of the present business depression," says Mr. Douglas, "is very similar to other depressions which have occurred during the past half century. The beginning of the end of speculation and over-expansion came with restriction of credit that put a sudden crimp in the volume of business and started prices downward on their long journey of declines. Then followed the slowing down in industry, the incubus of much unemployment, and all the attendant evils of hard times. After the first shock, there were a flood of forecasts of an early return to former conditions and the passing of those ills which afflicted the country. Invariably the prophecies came to grief.

"One of the earmarks of past depressions was the fantastic schemes advanced to prevent the return of such eras. These schemes included the stabilization of prices and doing something to the currency so that its purchasing power would always be the same. And there are those among us who take these theories seriously today just as our forbears did in their day. We have at least one consolation in this generation, that out of the welter of past misfortunes we have learned the lesson of a sound financial system as embodied in the Federal Reserve Bank.

"The chronicle in industrial life is one of better business in leather, especially in boots and shoes; lower prices in an increasing number of makes of automobiles, and of good business in automobile sundries; lower prices in oil with the likelihood of consequent decreased production; continued dullness in mining; some improvement in clothing; production in steel and iron down to lower levels and with reduced prices, yet with slight increase in sales of some of the finished products; a generally good movement in summer seasonable goods; slow increase in construction as the costs of material and of labor decline in different sections, more particularly in large cities, and better wholesale trade in general but of smaller volume of retail business in the large centers."

ASHTABULA, O.—D. E. Ticker is building four greenhouses, 15x100 feet, on his property on Nathan street.

THE ROSE.

Roses in Summer.

One of the most successful rose specialists in the Philadelphia, Pa., section is James Verner of Garrettford, Delaware county, just across the Philadelphia county line. As places go, Mr. Verner's is comparatively small, there being two houses 45x180 feet, and another section of six raised roofs in one enclosure with a floor space about one and one-half times as large as the other houses combined. Altogether there are 24,000 rose plants all in ground beds, set 12 inches apart.

At the time of our visit, July 10, Mr. Verner was enjoying the cool ocean breezes at his summer home, Ocean Gate, near Barnegat Bay, N. J., and our information comes from the competent foreman, George Cummings, who appeared to have all the details of both summer and winter culture at his finger tips.

One of the most successful varieties is Maryland. This is a good producer from the middle of December until the last of August, when it is dried off, cut back and brought on in time for a late December and Christmas crop and then flowers continuously until August. Another old timer with which over half the place is planted is Double White Killarney. He forces 13,000 of this variety. Some of these beds are going strong at the present time while others are in the various stages of recovery from their two weeks' period of drought, resting and cuttting back. They have found here that 14 days will give just as good results in resting roses, as the month or six weeks, and sometimes longer that some growers consider necessary.

Pilgrim has been tried and given good satisfaction; in comparison with other roses at this time it is a trifle paler than winter, but does not burn and is of good size. A bed of Premier had turned in a splendid card all winter but commenced to scorch badly the last of June and was dried off and cut back. Several beds of Maryland have been in eight years and are still up to the limit of production. A bed in for 10 years was changed this season to make room for more Double White Killarneys, and it was found the roots of these old plants had gone down below the bottom of the bed over a foot into the clay subsoil. In the 45-foot houses there are four central paths and two narrower ones along the sides. Opposite each of these central paths there is a door at each end of the house for use at times of mulching or when necessary to change the soil.

Mr. Cummings has been much pleased that the roses have come through the intense heat of the past two weeks as well as they have. With the exception of the Premier there has been very little burning of flowers or foliage, although on July 4 many of the younger growths wilted, but recovered in the cool of the evening. They find the Double White Killarney always in demand both winter and summer, the plants now bearing are very vigorous and strong without the slightest sign of running out or of lack of vigor. The beds planted to replace some of their Marylands are coming along vigorously through their mulch of cow manure, which is the standard accelerator used here.

Success in growing roses was just like solving one problem after another, Mr. Cummings stated, and there must be no letup in the hundred and one things that have to be looked after, not to mention the new pests and fungoid growths that affected the roots and foliage. One can close the office door and return in a couple of days and with the exception of a little dust find things just the same. But the greenhouse has to be looked after continuously, as one little mistake may mean the loss of a season's crop.

The quality of the stock here runs a little above the average, Mr. Verner having discovered long ago that quality counts if one wants to get the best returns. K.

Roses Awarded Gold Medal in England.

A large number of novelties was entered for the medal and certificate at the exhibition of the National Rose Society held at London, June 29, but though a number of these were more or less attractive, and sufficient blooms were put up to fill a fair-sized tent, there was nothing to cause intense excitement or enthusiasm, and most of the trade growers present seemed a little disappointed. No doubt this was to some extent the result of an unfavorable season, which prevented some novelties being put up in good form. We remarked that Irish novelties were less numerous than usual, and Mr. McGredy, who usually shows strongly, did not bring anything. Two gold medals and five certificates were granted.

Betty Uprichard, H. T. (Alex Dickson, Ltd., Belfast).—The flower is not large, and opens somewhat thin, but is a most glorious color, the tints being almost impossible to describe. The outside of the petal is a glowing cerise-red, with a suffusion of orange through it. Should make a remarkable garden rose and will certainly be strongly in request. Gold medal.

Muriel Wilson, Tea (Geo. Prince, Oxford).—A very delicate creamy-white; exhibition size and full well-formed flower, with plenty of substance. We have not had many new teas of late, so this will be a welcome acquisition. Gold medal.

Lady Craig, H. T. (Hugh Dickson, Ltd., Belfast).—Cream, deepening to tawny orange, good, rather globular form. Attractive color; slightly scented. Certificate of merit.

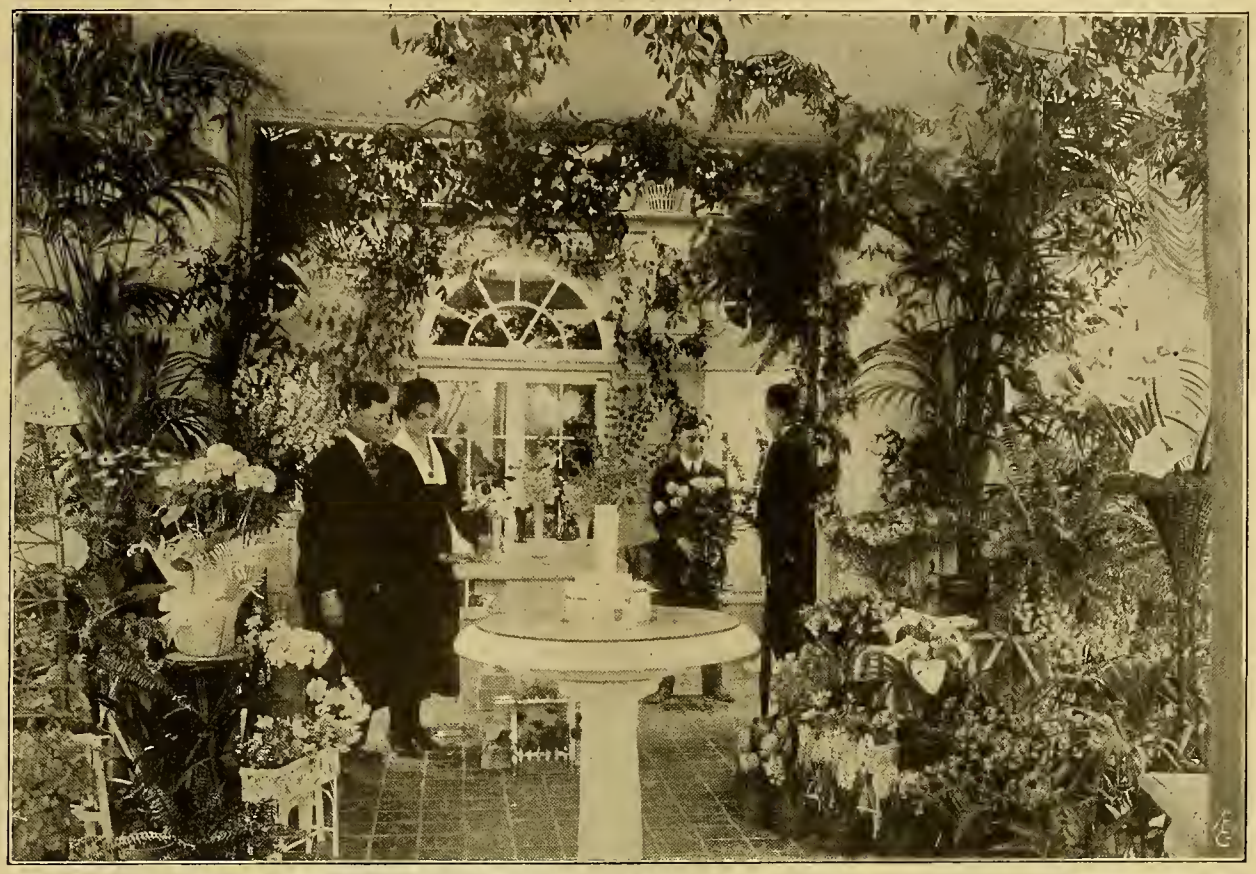
Mrs. Oakley Fisher, H. T. (B. R. Cant & Sons, Colchester).—A very pretty single flower, a genuine single, not semi-double; the color, a tawny yellow, is distinct and attractive, and we noted a very pretty table decoration done with it. Certificate of merit.

Mrs. Henry Bowles, H. T. (Chaplin Bros., Ltd., Waltham Cross.—Very attractive color, a rich, glowing, rosy shade, deeper on the outside of the petal. Not large, but nicely formed, with reflexing petal. Certificate of merit.

Sybil, H. T. (Bees, Ltd., Sealand Nursery, Chester).—Blush deepening to rosy-salmon, full, but nice pointed form; not much scent. Certificate of merit.

W. E. Wallace, H. T. (Hugh Dickson, Ltd.).—Creamy-yellow, deepening

JOHN YOUNG, NEW YORK.
Secretary Society of American Florists.



LOUISE FLOWER SHOP, WASHINGTON, D. C.

to pale apricot. Good color and form, rather in the style of Mme. Ravary. Certificate of merit.

Among the novelties passed by the judges were several which were worthy of mention. Among these we noted Waltham Crimson (Chaplin Bros.), in the way of K. of K. Coral Cluster (R. Murrell, a pretty coral Poly. Mrs. T. J. English (English & Son), a neat, pretty flower, rather after Perle d'Or. Rosa lucens erecta (Paul & Son), a blush climber. Lady Dixon Hartland (B. Cant), resembling Lady Pirrie. Sovereign (B. Cant), a golden yellow Pernetyana, fine color. Portia (Bees), tawny apricot, charming color. Jas. Walley (W. Easlea), after style of Mrs. Aaron Ward.—British Horticultural Advertiser.

Where Quality Counts.

General average stock is the result where ordinary cultural methods and equipment are considered good enough, but where the best is none too good, and quality before quantity is the watchword, there are seen grades that measure up to the most critical requirements.

Such is the quality stock as seen in the modern plant of the Robert Craig Co., Norwood, Pa. Specialties here in foliage plant classes are crotons, several houses being filled with brilliantly colored stock in from 4-inch pots up to large tubs of made-up specimens that look very aristocratic. Dracaenas in variety occupy a large range. A number of the leading varieties are grown in quantity, Lord Woolseley, Warneckii, Massangeana, Fragrans, and Terminalis are seen in large blocks, while a table of the new D. Tricolor, a combination in the foliage, of pink, white and green, is very striking. Godseffiana, Sanderiana and Kelleriana so useful in plant basket combinations, are seen in quantity.

Ferns are a staple, there is house after house of Teddy Jr., as compact and symmetrical plants as one would want to see. Norwood, Verona, and Smithii occupy large spaces. Pandanus Vietchii is a quantity product, and they are here by the thousands, in various sizes, from cutting bed to finished specimens. Several houses of Areca Leutescens in from 4-inch pots to 10-inch tubs will gladden the heart of every decorator.

A Modernized Plant

That it pays to keep up-to-date in intensive culture and in the arrangement of the greenhouses so as to get the best results from every square foot of ground ground covered space, has been proven to a degree by Henry I. Faust of Merion, Pa. For years he struggled along with an old range of small houses, making a specialty of Easter, Christmas and spring bedding plants. He filled the houses in summer with chrysanthemums. Under the conditions, Mr. Faust found lots of hard work, but very few yards of velvet when he measured up to the close of the year.

Finally he determined when two adjoining houses became beyond repair, that he would replace them with one modern structure. It was quite a step under the conditions but he went ahead and at last had a house of which he was proud, and which soon demonstrated its efficiency. The following year another old house was replaced and a year or two after, he made his most important move, a range of several small houses clustered together were replaced with a new King house 42x 200 feet, more than doubling the space covered by the old structures. With his new additions and the generally increased efficiency of the other houses he commenced a more intensive use of the bench sapce. Teddy Jr. ferns he has found most profitable to fill in between other crops, during their growing on period. The large house of King construction is kept filled with this stock, there always being quantities in six-inch pots hanging from the rafters to give them a more symetrical finish.

His additional specialties are poinsettias, cyclamen, primroses, hydrangeas, and always a good crop of bedding plants after Easter. It takes considerable hustling to be always on edge with this varied line, but by careful planning and getting new crops in condition to closely follow and fill up available space, the finished stock is on hand when its season opens. At present there are several houses of cyclamen in from four to 8-inch pots, all well advanced and showing the results of special culture. They have, by careful handling in the matter of watering and frequent spraying, weathered the past month's record heat, which is so hard on the cyclamen, and will from now on make their growth and early ripening of the bulbs that is so necessary to quantity of bloom.

Poinsettia cuttings are rooted from July 15 on and up to middle of August. Stock plants are placed in from four to 6-inch pots, grown inside, which yield about five crops of cuttings. These are of good size, the shoot when ready for the sand, being from four to six inches in length. As fast as made the cuttings are thrown into a tub of water, where when finished, they remain immersed for half an hour, which insures the filling of the stems and foliage with water. When placed in the sand the

plants are well watered and covered the first few days with paper, which is removed at night. The cutting bench is on the north side of a wide house, the glass of which is whitewashed. Along the front of the bed is a cheese cloth curtain. The bed receives none but the initial watering and the cuttings are ready for potting within 15 days. At one time bottom heat was thought necessary, now Mr. Faust finds they do better without, his strike being practically 100 per cent.

A new water grate which with the aid of electrically driven blowers burn the $1 to $2 per ton delivered refuse of the hard coal yards, has proved most economical, it taking no more of this than the higher grades, Mr. Faust says the supply is such that he can depend on it for all future needs. A new three-car garage, water and air tight, with cement floor and electric light and water, installed at a cost of $700 complete, is the latest addition. This is a very good looking structure with asbestos covered roof and sides, substantial in every way. It comes in finished sections that can be put together by any man handy with tools. Under the old system Mr. Faust found the business slavish and a great worry, while now it is a scource of much satisfaction, comfort and pleasure.

Canadian Florists' and Gardeners' Ass'n

PETERBORO CONVENTION, AUG. 8-10.

The twenty-fourth annual convention of the Canadian Florists' and Gardeners' Association is in progress at the Armory, Peterboro, Ont., as we go to press, continuing three days, August 8-10, with an excellent programme, and numerous trade exhibits.

President W. E. Groves, of Hamilton, Ont., will call the meeting to order at the opening session Monday afternoon, and C. J. Hay, of Brockville, Ont., will respond to the welcoming address by Mayor McIntyre. President Groves will follow with his annual address, and the remainder of the session will be taken up with reports of committees, announcements of programme features, questions and closing with a paper by C. A. Smith, of Montreal, Que., on "The Culture of Commercial Ferns."

At the evening session, the important matter of revising the constitution will be considered, followed by the presentation of two papers, one by H. J. Moore, of Toronto, Ont., on "Plant Breeding," and "What Science Can Do for the Florist," by Prof. J. W. Crow, of the Ontario Agricultural College, Guelph.

The second day will be devoted to a number of interesting addresses and discussions, which will undoubtedly prove both entertaining and profitable to all present. At 1 p. m. the members will take a boat trip over the famous Lift Lock and thence down the Otonabee river into Rice Lake. The association banquet, to be held at the Empress hotel at 8 p. m., will be one of the features of the meeting. At the evening session, which will convene at 9:30 o'clock, J. McP. Ross, of Toronto, will be the first speaker, his topic being "Landscape Gardening," followed by W. C. Hall, of Montreal, whose subject will be "Christmas Plants."

For the morning of the last day, August 10, the programme features are: "Managing a Retail Store," by A. M. Terrill, of Calgary, Alta., and a paper and demonstration on "Art in Floral Arrangement," by S. A. Frost, of Toronto. The annual meeting of the retail florists' sub-section will also take place at this time.

The final business session will open at 1:30 p. m., at which officers for the ensuing year will be elected, and the place for holding the next convention be decided. At 3:30 o'clock the members will be taken for an automobile ride through the city, visiting the principal industries. Sports at Nichols oval and a theatre party in the evening will conclude the programme of the association.

THE OPENING SESSIONS.

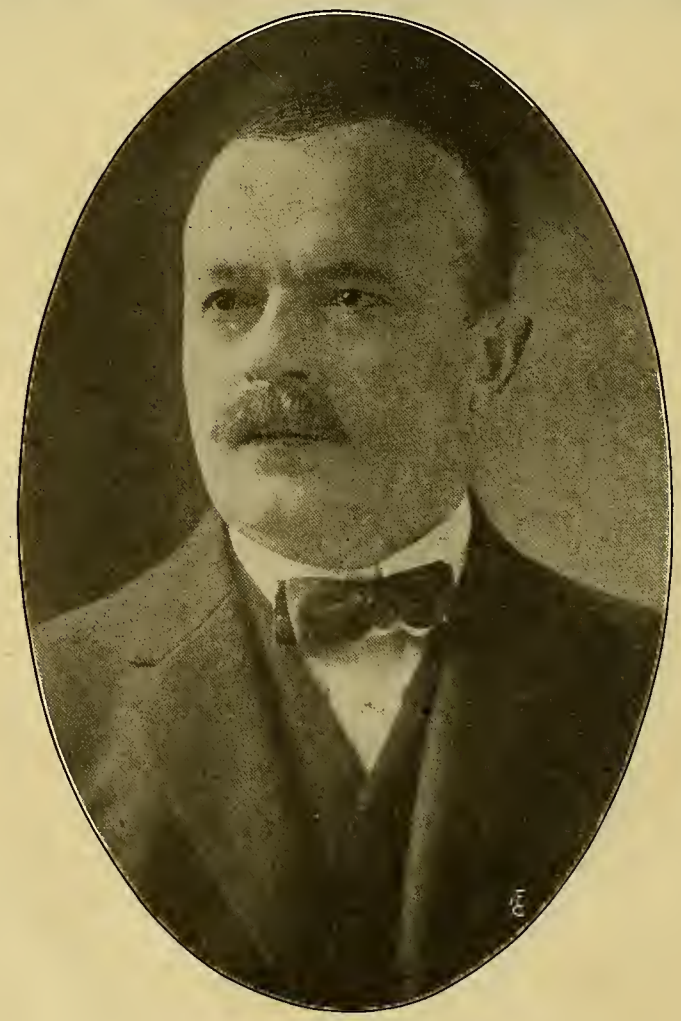
Our representative advises the convention opened on schedule time under ideal conditions with 150 in attendance. Second Vice-President Clark was unable to appear on account of illness and the discussion of the president's address was taken up by Alex. Simpson of Toronto. Prof. J. W. Crow, of Guelph was unable to attend on account of bronchial trouble.

The exhibitors include: Roman J. Irwin, New York; M. A. Manda, South Orange, N. J.; Dale Estate, Brampton; Carl Grobba, Mimico; Burch Reed Co., Toronto, and Scrims, Ottawa.

PRESIDENT W. E. GROVES' ADDRESS.

A glance at the names of the long line of presidents of the Canadian Florists' and Gardeners' Association during nearly a quarter of a century compels serious thought on the part of any man who is honored with the high position today. A fast developing industry has of necessity to face an increasing number of problems, and when it is remembered that a president can only consult his committee once or twice during the year, the office is charged with importance and responsibility. I frankly confess that, looking back over three hundred and sixty-five days of work, there is the feeling that however high the hopes and however strenuous the labor, so much is left undone that one wonders what has been really accomplished. So my purpose in this address is to indicate directions in which we have labored, rather than to boast of results, and I want to suggest some lines of work that I think demand attention. May I say here that I am glad my year of office brings the convention to Peterboro, one of the important, if not one of the very large cities in the country. Big city life, big city enthusiasm and big city opportunity are, no doubt, necessary to our commercial life, but it is well not to lose sight of the fact that this work is largely educational, and while the great centers need enlightenment, the "not so large" should be remembered. I am sure it will do us good to be here and I trust we will leave a little line of light behind.

The chief work of the year has been done by your special committees, to whom thanks are due. The chairman



J. J. HESS, OMAHA, NEB.
Treasurer Society of American Florists.

Miss Martha C. Gunterberg, Chicago,
Second Vice-Pres. Ladies' Society Amer. Florists

Mrs. George Asmus, Chicago.
President Ladies' Society of American Florists

Miss Perle B. Fulmer, Des Moines, Ia.
Treas. Ladies' Society of American Florists.

of each will report, for which reason I barely mention each branch of work. Education has been receiving some attention, and I suggest that this committee be asked to continue its work in the belief that there is before it a great need and a great opportunity. A suggestion made at the executive meeting is receiving attention, namely, that a fund be established for the creation of an award in the shape of a medal to be granted from time to time to men who have done much for the welfare and development of the industry in Canada. There is an unlimited field for work along such lines as these. Registration has reached a point where really practical work is being done, thanks to the enthusiasm and labor of H. J. Moore.

Tariff and taxes are always with us and we need to be watchful. An amount of work impossible of tabulation has been done by this committee under the chairmanship of Major Connon, and the work is by no means unnecessary. The sales tax is so complicated a matter even now that some collectors are insisting on collections of the retail tax, some are asking for payment of tax on all plants sold during this last bedding season, while in many places the tax was never collected or remitted even when it was supposed to be in operation. Should we not get a better interpretation than this? We seek no favors, we want to take our proper share of the financial burden of the state, but we do protest against the caprices of minor officials in many of our small cities and towns. We should all pay or none be liable, and I submit that we have a right to expect from the great Department of Revenue, intelligent and definite rulings on this question. Another new committee (the legislative) will be giving account of itself, and it has done good work. With E. B. Hamilton at its head, it has advanced the work of incorporation so that this should shortly be fait accompli. The committee is also in touch with the legislature, being already engaged in opposing a bill introduced in the Ontario house manifestly unfair to one branch of our industry.

Captained by E. J. Hayward, the press and publicity committee has in

Mrs. Wm. F. Gude, Washington, D. C.
First Vice-Pres. Ladies' Society Amer. Florists.

Mrs. Albert M. Herr, Lancaster, Pa.
Sec'y Ladies' Society of American Florists.

many ways done real work. The association is much indebted to the chairman for his readiness at all times to give of his very best to back up the officers in any effort for the common good. At its meeting in February last, the executive appointed a vice-president for each province as provided by the constitution. There are signs already that this new interest if kept alive will be of great value in the broadening and strengthening of the organization. At this meeting application was received for the formation of a retailers' sub-section. Permission was heartily granted and this subsection is now an accomplished fact. We welcome the development and are sure that while specially caring for retailers' problems, the child will keep in mind the greater needs and in its appointment of officers will select men who will rally round the parent association.

Among the many public activities of your president, it was a pleasure in September last to carry a greeting and welcome on your behalf to the first Canadian convention of the American Association of Cemetery Superintendents. This was one of the strongest horticultural conventions ever held in Canada, the greeting from the national society being much appreciated. These are just hints of some of the operations of your officers during the year. May I be allowed to express my personal sincere thanks to my fellow officers, one and all, for their support and co-operation? To the Canadian Florist and its editor I am also under real obligation for support at all times and for the freedom to use its columns for the benefit of our work. My record is by no means perfect and I claim nothing more than an honest desire to do the best I knew for the association and the profession.

Before leaving the past, it is a duty to mention those we miss. The name of Scrim directly and through our friend, Mr. Mepstead, has been so long connected with this association that it was a shock early in the year to know that death had claimed one of the younger members of the firm, Charles Scrim. Your executive, in your name, sent a message of sympathy to

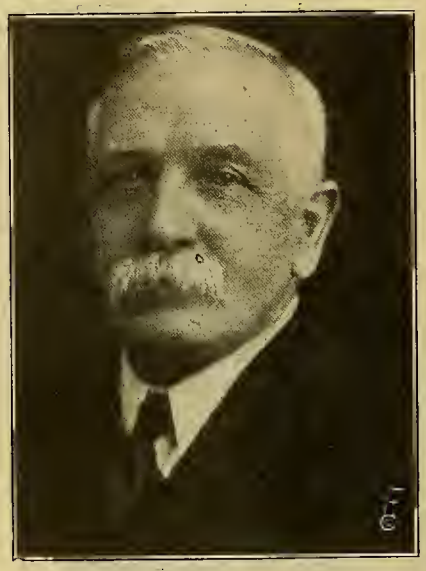
the family. About the same time, one of the older members and a former member of the executive, William Hunt, of Guelph, Ont., passed suddenly to his long home. A man of much attainment, wide sympathies and full of an intense desire for development of the highest and best in the profession to which he had devoted so much of his life, he is missed by a host of friends, who admired and respected him.

Just a few words as to outlook. I have no programme, but it is impossible to put in a year of important office without realizing that there are still numberless opportunities for service, one or two of which I would like to indicate. From observation and a by no means limited correspondence, the conclusion is forced upon me that the time is ripe as never before for an increased membership campaign. A combination of circumstances has made it possible for very much advisory help to be given to numbers of fellow florists up and down the country. These and many others are now looking this way for a lead. Many are never able to attend a convention, but they are doing their full share in the building up of the industry, and, if I read the signs aright, the harvest is there for the gathering. It is, of course, essential to show that the organization is broad, that the gospel it is trying to spread is "each for all and all for each" and to prove the truth of this in every one of its ramifications. The trade paper, which will probably grow larger and stronger as time goes on, is now a real organ of professional horticulture and might be made a great factor in the campaign. Whether a membership committee with a real live wire at its head would be a good move, or whether your president could control such an effort as I suggest, are matters of detail, but I insist on the importance of a forward movement in this direction. We want to think big—in terms of not less than double our present roll—and then we want to make our effort measure up to our thinking. The result is a foregone conclusion.

CO-OPERATION WITH AMERICAN SOCIETY.

The kindred Society of American Florists is becoming so linked up with Canada and Canadian florists that some official linking up with each other might bear serious consideration. I find that there are about 35 annual members of the organization in Canada, 50 per cent of these being members of the Canadian Florists' and Gardeners' Association. There are 16 Canadian life members, all of these with one exception, being members of our association. We are fortunate in having as members with us about 30 friends from across the border, probably all of them being affiliated with the larger organization. These figures prove that there is already a real fellowship of service and it surely is not far to some method of affiliation or representation that would make the co-operation even more useful without endangering in the smallest degree the present pleasant relationship.

The same thing might be said with increased emphasis of the Florists' Telegraph Delivery Association. The present official connection is, to say the least of it, anything but satisfactory. It is well known to those who have given the matter any attention that the interpretation of the aims and the methods of this great enterprise, as well as its operation in some districts of Canada, are a blot and a disgrace, and under the present arrangements the ordinary Canadian F. T. D. member has no chance in the world of making himself felt in an effort to alter these unsatisfactory conditions. I readily acknowledge that we are honored in some of the Canadian officials, but for future growth we need more than anything else a very much stronger lead than at present. There are nearly 80 members in Canada, over 50 per cent of whom are members of this association, and I seriously suggest that some method might be easily found whereby we could have something to say about the appointment of the representatives on this side of the border. I will go further and say that I think this national association deserves the right to have for itself at least one official place on the roster of those who are supposed to lead. These suggestions may be debatable,



W. E. Groves, Hamilton, Ont.
Pres. Canadian Florists' and Gardeners' Ass'n.

but I defy contradiction when I say that the F. T. D. movement—the fundamental principles of which touch the highest point of business ethics—will never come to its own in this great Dominion until all those who are supposed to lead, as well as those of us who follow, catch a clearer vision of the possibilities and spread themselves for the common good. It is a source of much satisfaction to know that in October next the great association for the first time in its history comes to Canada for its convention. We place ourselves on record as rejoicing in the fact, and I suggest the appointment of a delegation to represent this association at the convention, and to carry a greeting on our behalf.

It will be noted that this brief resume of the past and the forward look into the future emphasizes the growing need for united effort. The broad principles on which the Canadian Florists' and Gardeners' Association and the other societies named stand, are mutual respect and mutual service. We might perhaps go further and make high business ethics one of the rock-bottom principles. "To realize that I am a business man and ambitious to succeed, but that I am an ethical man and wish no success that is not founded on the highest justice and morality. To use my best endeavors to elevate the standards of the vocation in which I am engaged." These are just two clauses from a code of ethics of at least one kindred organization of which I know. I do not ignore the point, as I wish in a concluding word to make a frank appeal for fuller recognition of the great principle of co-operation, which even yet we do not properly appreciate. There is no need to epitomize the directions in which the principle might be applied, but I plead for the co-operative spirit. In common with other great industries, we are passing through a period which should be a challenge to every worthwhile business man. Much more than some of the country's industries, we are building for a glorious future, or letting it slip away, by our attitude today, and I insist that from no higher viewpoint than this we need to learn, and preach, and practice the gospel of the other fellow. Listen to words that quite recently have fallen from the lips of the President of that great Republic to the south of us: "The business skies are clearing, but if we long for speedy sunshine, we must make up our minds to push the clouds away for ourselves. All must co-operate." And if in the march of time this association wins for itself and maintains a worthy place in the commercial life of this continent, it will only be because all along the line it has stood for equity and justice, for fellowship in service and the community of interest, because in its onward march it stretched out to gather in the weak with the strong, building up as it traveled on the simple old-time faith, "Whatsoever ye would that men should do to you, do ye even so to them."

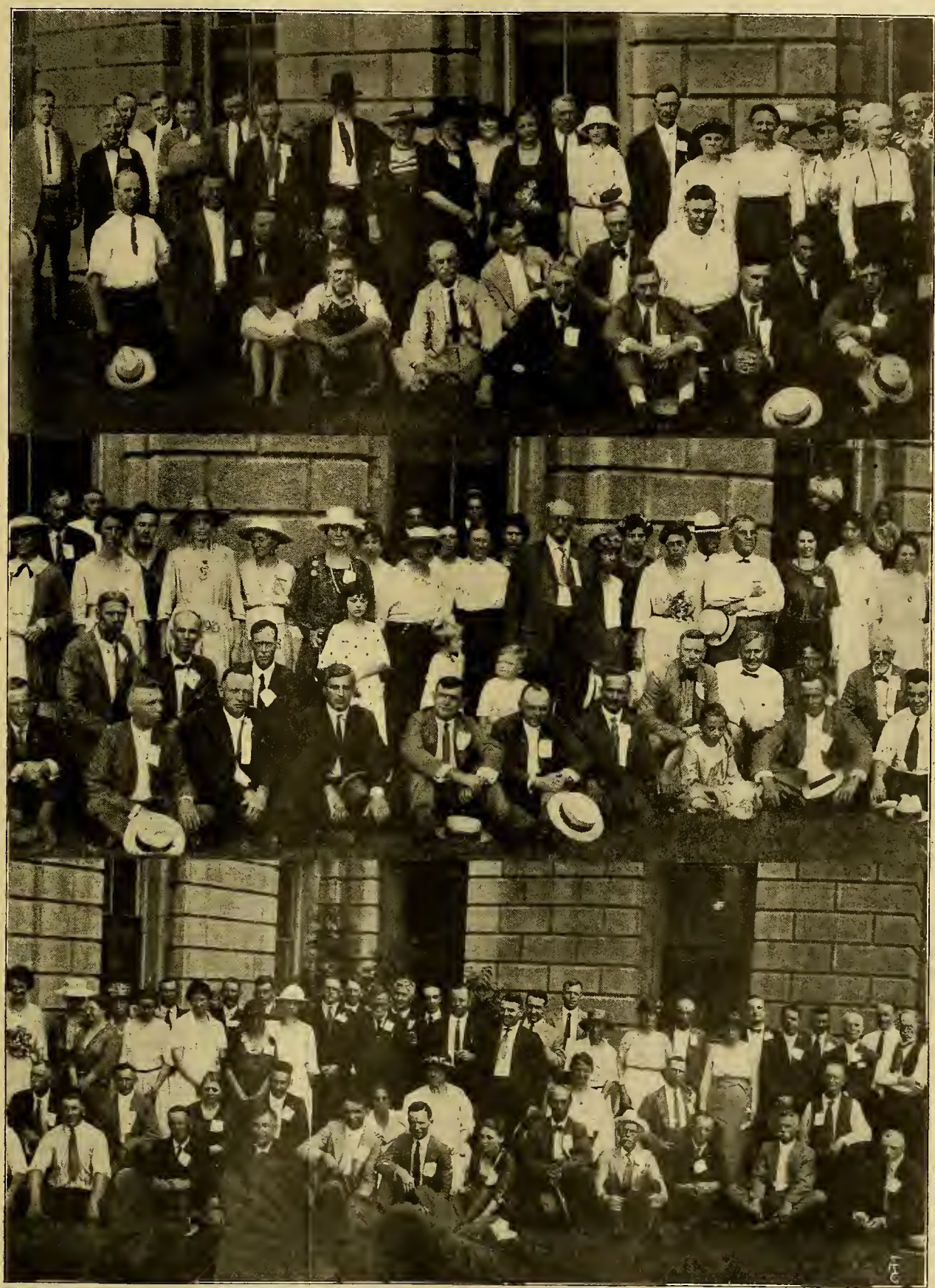
Kansas State Florists' Association.

TOPEKA CONVENTION, AUGUST 4-5.

The first annual convention of the Kansas State Florists' Association was held at Topeka, August 4-5. The meeting was a success even beyond the expectations of those actively engaged in its promotion and arrangements. The attendance, which numbered 175, was more than satisfactory when it is recalled that the association was organized at Wichita one year ago with 38 members, the membership having doubled within the year. Many of the members were accompanied by their wives and families, which greatly added to the enthusiasm of the occasion. Especial mention should be made of the admirable manner in which the Topeka florists entertained the visitors.

Thursday morning was devoted to registration and viewing the trade exhibits. An automobile tour of the city was then taken, including visits to the various greenhouses and flower stores. The banquet held at 6:30 p. m., proved to be a very enjoyable affair, accompanied by an excellent musical programme. The vocal solo numbers by Miss Genevieve Schuler and Alfred Humfeld and the dance by Miss Helen Campbell were greatly appreciated. Thos. Keeshan acted as toastmaster, and short talks were given by President C. E. Hubbard and the various directors present.

The Friday morning session which convened at 9 o'clock, President Hubbard in the chair, was taken up in the presentation of reports and the election of officers, the following being elected to serve for the coming year: W. H. Culp, Wichita, president; Harry Smith, Hutchinson, and James Hayes, Topeka, vice-presidents; Lloyd C. Bunch, Fredonia, secretary-treasurer, and Wm.



KANSAS STATE FLORISTS' ASSOCIATION, TOPEKA, AUGUST 4-5

Coupland, Coffeyville, a member of the board of directors.

At the afternoon session a message from the Society of American Florists to the state association was read by H. S. Mueller, Wichita. Aaron Smith, of Fort Worth, Tex., was unable to attend, and his paper on "Creating Business," was presented by Thos. Keeshan. Other addresses included, "Retail Methods," by James Hayes; Topeka; "Flower Arrangement," by Chas. Mueller, Wichita; "Advertising," by W. H. Culp, and "The Importance of Sanitation in the Greenhouse," by Walter B. Balch, Manhattan. The meeting then adjourned after which an enjoyable picnic was held in one of the city parks. Fredonia was chosen for the next annual meeting in 1922.

THE EXHIBITS.

The trade display was very good and comfortably filled the large hall assigned for that purpose. The following firms were represented:

Ove Gnatt Co., La Porte, Ind., general supplies.

C. C. Pollworth Co., Milwaukee, Wis., general supplies.

Lloyd C. Bunch, Fredonia, ferns, begonias, etc.

A. L. Randall Co. Chicago, supplies.

Central Topeka Paper Co, Topeka, florists' paper.

Pittsburg Clay Products Co., Pittsburg, Kans., flower pots.

W. W. Barnard Co., Chicago, bulbs and seeds.

Poehlmann Bros. Co., Chicago, supplies and plants.

Raedlein Basket Co., Chicago. baskets.

T. J. Noll Floral Co., Kansas City, Mo., artificial flowers and supplies.

Kansas City Wholesale Cut Flower Co., Kansas City Mo., cut flowers, baskets and supplies.

S. S. Pennock Co., Philadelphia, Pa., wire work and supplies.

J. Ralph Souder, Hutchinson, cut asters.

Newton Floral Co., Newton, photo of Geranium, E. H. Kunze.

Pinehurst Floral Co., Pleasant Hill, Mo., ferns and plants.

Topeka Steam Boiler Works, Topeka, florists' heating systems.

A. Henderson & Co., Chicago, supplies.

W. H. C.

Co-Operation and Organization.

Address by J. F. Ammann, Edwardsville, Ill., Before the Kansas State Florists' Association at Topeka, August 4, 1921.

Members of the Kansas State Florists' Association:

I come before you in the interest of co-operation and organization, representing the Society of American Florists in the capacity of chairman of the membership campaign committee, and it is in the interest primarily of that cause that I want to dwell upon a few moments.

The S. A. F. and O. H. was organized in the year 1885 in Cincinnati by a small band of loyal pioneers who had a vision for the future of florticulture and ornamental horticulture in this country. We can now readily see that even they built better than they knew. This was the first organization of florists in this country, hence it is termed the "Parent Body." From it have sprung all other organizations of floriculture: First—The florist clubs in the various large cities; then, the Florist Hail Association, the Carnation, the Rose and Chrysanthemum Societies, the Florists' Telegraph Delivery Association, the Gladiolus, the Sweet Pea, Peony, Dahlia, and many other national specialty societies; the state florists' associations, and the youngest of all, I think, is the National Flower Growers' Association.

Now, a common remark made by many in the last few years is that we are becoming over-organized, too many duplications and different societies to join. Well, let us see if this is true. First, we do need the Society of American Florists. Yes, of course it is the only national body that represents all the allied branches of our trade. Well, what about the florists' clubs? Of course we need them. They are the trade centers of our communities. Well, what about the Florists' Hail Association? "Well, I guess yes," says Mr. Grower. That is about all the insurance protection a grower has. Why this association this year alone paid out over $75,000 in losses and still has a $50,000 reserve fund. "Certainly we need that," says the grower. Next, we have the American Carnation Society. What about that? Can we not eliminate that? Well, let us see? Would it pay the trade to discard an organization that is primarily responsible for the development of the American carnation from the old Snowden-Hintze's White, William Scott and others to the Enchantress varieties and the Laddie of today? "No!" shouts the whole trade. Let this organization of specialists keep up its good work. It means progress.

Then let us discard the American Rose Society. Shall we? "By no means," says the rose grower, the retailer, and even the dear public. You cannot afford to disrupt an organization that has been such a great factor in building up the rose in America from the old Bon Salines, Safranos and Sovieriede Wooton (much as we loved them) to the Columbias, Mrs. Chas. Russells and Premiers of today; even the grand old American Beauty has to give way to progress. No, indeed, we cannot spare the American Rose Society. Well, then, how about the Chrysanthemum, the Gladiolus, the Sweet Pea or other special flower societies? Can't we spare any of them? Well, as a matter of fact, folks, the answer is the same. We need every one of the special organizations. They each have a specific work to perform. That means progress.

Then we might look into the matter of state florists' associations that have sprung up so frequently here of late years. Well, this brings us to where I want to say something. When you can, through a state florists' association, with dues at $1 a year, bring about and be a sponsor for an exclusive floriculture experiment station and educational training schoool for the young, such as has been done in Illinois, my own state, within almost a decade, the argument against state associations is killed. Do you know, folks, that this year we graduated 24 students from a four-year course in floriculture at this school? Surely, we can appreciate what that means when we stop to think how scarce the old time gardener is becoming in this country. Furthermore, nearly every one of these state associations will soon have enough Society of American Florist members to put their president on the executive board of the society. Oh, yes, we need the state associations.

ALL SOCIETIES NECESSARY.

We are nearing the end of eliminations, and we find we cannot spare any yet, but here we have one—The Florists' Telegraph Delivery Association. What a howl from everybody! Even some of the greatest merchants in the country say: "You fools!" Why, do you realize that in the F. T. D. you have one of the finest merchandising organizations of any line of producers or dealers in the world? Yes, Albert Pochelon and a few others humbly admit: "It is true; we are now selling by telegraph anually about $2,000,000 worth of flowers, and it is growing at the rate of 40 to 50 per cent a year; and then, too, I, Pochelon, Mike Bloy, and a few others need a job, so it would be too bad, really, to disrupt this infant organization; but if you insist that we really have too many, go ahead and disband us. "No, no!" shouts the trade and public, both of whom are benefited mutually. "We don't care even if you have to pay President Breitmeyer a salary, too; but keep that great organization alive."

So, now, we have reached the baby organization, the Flower Growers' Association. Well, it is too young yet to say much good for it, only we think it is real good looking and favors the parent, the Society of American Florists, in many respects. Until it grows up big enough to show its mettle, we shall not try to defend it. Many of us believe there is a place, too, for this organization of producers, and are willing to nurse it along awhile. One thing is certain—if it proves itself anywhere near as useful as any of the other above named organizations have proved themselves, there, too, will be a permanent place for the National Flower Growers' Association.

Now, I think we have proved the need for all our organizations, but let us just for a moment give the parent body a little more consideration. If, as stated before, the Society of American Florists is either directly or indirectly responsible for all these other organizations, then the members of all these other organizations should also be members of that society in order to properly affiliate with the parent body; some 20 of such organizations have at least in part already accomplished that, and we must all agree that the results have been phenomenal. Have you ever stopped to consider that in 1919, within the space of one year, 1,000 life members were added to the Society of American Florists? These are more life members than the society had acquired in its entire history of 35 years of existence. Phenomenal, I say, because it was accomplished largely through these affiliating organizations. Think of the honor of one president having the privilege to sign more life membership certificates than all his 34 predecessors together. I certainly do appreciate having had that distinctive honor. I want to say frankly, however, that the credit belongs to the workers in the affiliating organizations and to them alone.

FUNDS OF SOCIETY OF AMERICAN FLORISTS

Right here I want to make an explanation that I do not believe the trade in general is informed on. We have in the last year heard a great deal about the Society of American Florists' funds, both permanent and general. Well we need not worry about the permanent fund, that now is approximately $50,000 and has always been intact, in the hands of the watchdog of our treasury, J. J. Hess, has all now safely invested in bonds and mortgages. However, with the general funds it was another matter. We have been running low for several years, at

least since the life membership campaign was so successfully launched. It was caused, as you readily see, by taking some 600 or more annual members and making them life members, thereby taking approximately $2,000 per year from the general fund, and putting it in a lump sum of about $15,000. into the permanent fund, reducing our working capital annually by over $2,000; for after it got into the permanent fund we could not touch it. Hence, we have been running at a low mark in the general fund of the society. That is one reason why we are now in the midst of a campaign for new members. Another reason is that we feel every florist owes it to the society to be a member thereof. This campaign is not costing the society a cent. Individuals will bear all expense.

I said before that some 20 organizations are now affiliating with the national body, having their presidents seated in the sessions of the executive board of the Society of American Florists and a voice in its deliberations. There are however all told about 65 florists' clubs, state associations and specialty organizations, so you see we have not nearly all affiliating yet. We hope, however, with the close of the present membership drive to have several more lined up. Three states—Oklahoma, Georgia and Texas, have just passed under the wire and are now eligible.

It may be well here to quote you from the amended constitution of the Society of American Florists just the number of members required in the organizations for various states, in order to place their president on the society's board of directors:

Class A—Massachusetts, New York, New Jersey, Pennsylvania, Ohio, Illinois and California; 100 members.

Class B—Indiana, Michigan, Iowa, Missouri, Texas, Maryland and Wisconsin; 75 members.

Class C—Minnesota, Kansas, District of Columbia, Kentucky, Tennessee, Colorado and Connecticut; 50 members.

Class D—Maine, New Hampshire, Vermont, Rhode Island, North Dakota, South Dakota, Nebraska, Delaware, West Virginia, Mississippi, Arkansas, North Carolina, South Carolina, Georgia, Florida, Alabama, Louisiana, Oklahoma, Montana, Idaho, Wyoming, New Mexico, Arizona, Utah, Nevada, Washington and Oregon; 25 members.

At the meeting of the executive board held January last in Washington, D. C., 26 officers and directors including the affiliating directors sat in session for two days and evenings. I am willing to predict that the time is not far distant when 50 men will be gathered at such meetings, each representing a different organization and their interests. This, folks, is co-operation, where we all gather under the one banner of our parent society, the grand old Society of American Florists, and together work for the future success of the trade in general.

In closing let me ask you men of the great state of Kansas to get in on this drive for Society of American Florists' memberships. Put the president of your association on the national board, but don't stop at that, make the florists of Kansas all 100 per cent Society of American Florists, and Kansas State Florists' Association members. They owe it to their state and to the national body as well. Where is there a florist in any hamlet or city out of the 15,000 in this country who does not proudly display our slogan, "Say It With Flowers?" And the very least they could do to reciprocate would be to join the national organization and one or two local organizations. This must be brought to the attention of these 11,500 florists throughout the country who are yet outside our ranks, not only in writing, but through the personal touch as well. Make missionaries of yourselves for this great cause and put the banner of the Society of American Florists where it rightfully belongs, alongside of the "Say It With Flowers" slogan that it created.

New York Federation of Societies.

SYRACUSE MEETING, SEPTEMBER 14.

The annual meeting of the New York Federation of Horticultural Societies and Floral Clubs will be held at 2 p. m., Wednesday, September 14, at the New York State fair grounds, Syracuse, N. Y. Upon arrival the delegates will report at the booth of the Cornell University floriculture department and the exact room where the meeting is to be held will be designated. Immediately following the business session the Syracuse Florists' Association will entertain the visiting delegates at the Oneida Lakeside Club house at Oneida Lake.

Important business is to be transacted at the business meeting and there should be a full representation of the affiliated societies through their delegates. Those who have enjoyed the hospitality of the Syracuse florists in previous years know that a good time is assured.

E. A. WHITE, Sec'y.

Lake Geneva Summer Show.

The midsummer show of the Lake Geneva Garden Club, held at Horticultural hall, Lake Geneva, Wis., July 29, with numerous exhibits of flowers, fruits, vegetables and farm products was a success in every way. There were 46 entrants in 110 classes. The first prize for the best collection of wild flowers was won by Mrs. E. Ayres, with J. T. Llewellyn second and C. L. Hutchinson third. An exhibit of cut flowers, 25 varieties, one kind to each vase, won by Mrs. F. T. A. Junkin, with H. M. Byllesby, second, was one of the features of the show. Other awards were as follows: Group of foliage plants, J. J. Mitchell, 1st; Group of ferns, J. J. Mitchell, 1st; Flowering plants with palms and ferns, Wm. Wrigley, 1st; J. J. Mitchell, 2nd, and for a collection of annuals, 18 varieties, J. Borden, 1st; Wm. Wrigley, 2nd; M. A. Ryerson, 3rd. There were six entrants in the table decoration class, Mrs. E. Swift carrying off first honors, with Mrs. Peterkin, second.

The vegetable classes were strongly contested, the one calling for 12 varieties being won by T. J. Lefens, 1st, and F. A. Rehm, 2nd. The principal winners in apples and pears were Mrs. F. T. A. Junkin and S. B. Chapin. The judges for the occasion were J. Livingston, Milwaukee, Wis., H. Tolman and A. Montgomery, Lake Geneva. L. J. Merriman, Elkhorn, judged the farm and dairy products.

WM. MCKINNON, Sec'y.

Wisconsin State Florists' Association.

The following resolution was adopted at the third semi-annual meeting of the Wisconsin State Florists' Association, at Madison, July 19, 1921:

"Whereas, it has come to the attention of the members of our association that in our dealings with advertisers in our several trade journals the goods and wares offered proved to be less valuable or serviceable, and the transaction quite unsatisfactory and we have therefore come to question the reliability of such advertisements.

"Be it therefore resolved, that we request the managers of our trade journals to be more careful in accepting advertisements, so that the houses or concerns offering goods, wares and merchandise in the trade journals may be reliable and their advertisement trustworthy."

OBITUARY.

George Grou.

George Grou, a boyhood friend of J. Pierpont Morgan, died at the Hartford, Conn., hospital, Friday, July 29, age 90 years. His father, the late John Grou, was the first florist in Hartford to erect a greenhouse, which was located on Vine street in 1840. At that time Vine street was considered in the country. George, the son, was born in that city, June 1, 1832, being a great traveler and sportsman, and was a veteran of the Crimean war. Until the end of his life he was very enthusiastic in land and water fighting, and it was a pleasure and very instructive to listen to his tales of other countries. Mr. Grou, although 90 years of age, was very active until late in life. He was one of the last of the "Forty-niners."

The funeral was held August 1, with burial at Spring Grove cemetery.

G. G. McG.

Angelo Serventi.

Angelo Serventi, well known florist of Stockton, Calif., died at his home in that city, July 27, age 43. He came to the United States from Italy when 14 years of age, first residing in San Francisco. A year later Mr. Serventi moved to Stockton where he engaged in the grocery business. Many years ago he disposed of this enterprise and became prominent as a florist.

The funeral services were held at the late home, 1448 South Hunter street, and later at St. Mary's Church, July 31. Mr. Serventi is survived by his widow, a daughter Laura, his father, three brothers and a sister.

Andrew Kirk McMahon.

Col. Andrew Kirk McMahon, superintendent of Island cemetery, Newport, R. I., and a veteran of the Civil war, died at his home in that city July 31. He was born in Ireland, March 1, 1841, coming to Rhode Island when but five years of age, later residing in Newport. For 21 years Col. McMahon was superintendent of the Island cemetery, and for many years served as president of the Newport Horticultural Society.

Col. McMahon is survived by his widow, a daughter, Mrs. Frank P. King, and three sons, Andrew S., John William and William O.

TORONTO, ONT.—J. A. Neal will open a flower shop August 10 in a building he recently purchased at 135-37 Danforth avenue.

WACO, TEX. — Director-Elect Tom Wolfe of the Texas State Florists' Association has returned from the San Antonio convention, well pleased with the trip. Mrs. Tom Wolfe has the plans and ground ready for the new range of glass needed in her increasing business.

PEMBERTON, N. J.—Mrs. A. G. Rosbach, wife of A. G. Rosbach, a former well known florist of this city, died recently at the age of 75. She had been of material assistance to her husband in developing his business, which she sold last year to the M. H. Coates Company.

LA GRANGE, IND.—At a recent meeting of the La Grange County Horticultural Society, the following papers were presented among other interesting features of the programme: "Civic Improvement," by Robt. L. Thompson, and "Vacation for the Farmers," by Mrs. Clair Atwood.

THE AMERICAN FLORIST

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When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

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WASHINGTON weather recently has been cool and pleasant, and reports are that the local trade has been very industrious in preparing for the entertainment of visitors.

Immortelle Prices.

Cable prices on the two grades of immortelles are higher than last season, viz., standard French grade, 450 francs per 100 bunches, Dutch grade in 100-gramm bunches, 390 francs.

WE are in receipt of the proceedings of the thirtieth annual meeting of the American Carnation Society, held at Washington, D. C., January 26-27. President C. W. Johnson's portrait appears as frontispiece.

Washington.

Time doth stand transfix the flourish set on youth,
And delves the parallels in beauty's brow;
Feeds on the rarities of nature's truth,
And nothing stands but for his scythe to mow.

To those who have become interested in the Society of American Florists in recent years, a brief retrospect of the Washington convention of 1905 may be of interest. Before going into details of that convention, a few words about the place of meeting. The memory of that great and good man whose name the city bears, and whose honored ashes repose but a few miles away, will long continue to arouse a sympathetic interest in the hearts of all true Americans in the many and various activities of the national capital. Since we last met in the city of Washington, another great name, that of Lincoln, has again been honored by the erection of a stately and splendid memorial on the banks of the Potomac.

In the comparatively short space of time since the last Washington meeting, what a transformation has taken place in the world? A great war, in which we took an honorable part, spread destruction and desolati n in nations and capitals that were old when the Pilgrims landed on Plymouth Rock, yet, thanks be to God, neither hostile guns nor the tramp of invading armies were heard in our land. It is in no spirit of boasting, and no exaggeration to state that the hopes and fears of millions of distressed peoples are today centered on the city of Washington, which many intelligently, and others dimly associate with the compassionate hearts of the American people.

It was the privilege of the writer to be in Washington at the time of the convention of 1905, which was held August 15-18, inclusive. The officers were: J. C. Vaughan, president; Joseph R. Freeman, vice-president; William J. Stewart, secretary, and H. B. Beatty, treasurer. Of these, Messrs. Freeman and Stewart have passed to the beyond. W. F. Kasting was elected president,; H. M. Altick, vice-president, and Messrs. Stewart and Beatty were re-elected. Messrs. Vaughan and Beatty are, we believe the only survivors. All who attended that convention will recall the open-handed hospitality of the late Mr. Freeman and his estimable wife. They spared neither trouble nor expense to entertain the delegates and their ladies. William F. Gude and wife, too, then as always hospitable, opened their home for President Vaughan's reception.

For the encouragement of those who fear that the weather in Washington may be hot, it should be stated that the week of the convention of 1905 was cool and agreeable. Economy of space forbids a detailed account of the proceedings; a few outstanding features must suffice. The trade exhibition was good, the only drawback being that it had to be divided and held in two halls. It was superintended by George H. Cooke, who alas, has also joined the great majority. The bowling contest was a feature long to be remembered by those who took part or were present as spectators.

American Rose Society.

A meeting of the executive committee of the American Rose Society was held in New York city, August 2. The committee confirmed the action of President Pyle in postponing the dissemination of the rose Mary Wallace. It was reported that the United States Department of Agriculture had begun the propagation of more than 1,000 plants of this rose and that these plants would be equally divided among the participating nurserymen as soon as they are of suitable size next year, thus overcoming the difficulty or unfairness of securing propagating stock under the former arrangement. Nearly a dozen firms have expressed their interest in the proposition. Other would-be applicants are requested to notify the secretary as soon as possible.

The editor, J. Horace McFarland, reported the hand book practically complete. Its distribution was authorized for September. The secretary reported that the membership had passed the 2,000 mark. The committee felt while this was very gratifying that nevertheless for a country as big as America and a flower as important as the rose, this number should be more than doubled without much delay. Therefore plans were suggested for a vigorous membership campaign. Attention was called to a practically untouched field in the opportunity lying at the door of nearly every retail florist in the country to secure as members those of his customers who are especially interested in roses. The membership committee was authorized to offer a commission of 50 cents on every new $3 membership thus secured.

Plans for the Portland, Ore., trip are being promoted. Notice will be sent out with the handbook in September.

JOHN C. WISTER, Sec'y.

Chrysanthemum Society of America.

ED. AMERICAN FLORIST:

Referring to the announcement in THE AMERICAN FLORIST of August 6, page 140, regarding the coming meeting of the Chrysanthemum Society of America, to be held under the auspices of the Chicago Florists' Club at the Auditorium hotel, November 16-17, the statement that a schedule offering liberal premiums is now in preparation is misleading to chrysanthemum growers, the committee having decided that not any prizes will be offered by the local societies, the exhibits to be complimentary. According to this arrangement the only prizes to be offered are the cups and other special prizes offered by the society, the competition for these being open to members of the Chrysanthemum Society of America only. CHARLES W. JOHNSON, Sec'y.

Personal.

Dr. E. J. Butler, director of the imperial bureau of mycology, at Kew Surrey, Eng., and Dr. Kingo Miyabe, of the Kakkaido Imperial university, college of agriculture, of Sappora, Japan, were recent visitors at the Wisconsin College of Agriculture, Madison, enroute from the annual summer meeting of the American Phytopathological Society at St. Paul, Minn., and Fargo, N. D.

F. T. D.

The death room of Caruso in the Hotel Vesuvius, Naples, Italy, was filled with floral tributes, orders for flowers coming from all parts of the world.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, $1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order For Plant Advs., See Ready Reference Section

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted — Grower roses, chrysanthemums, carnations and pot plants; middle age; single. Address
Key 570, care American Florist.

Situation Wanted — By single man; experienced in pruning trees, spraying, etc. Also can do greenhouse work.
Chas. Boone Saunders, Merom, Ind.

Situation Wanted—By orchid grower with life-long commercial experience; chiefly cattleya and spray varieties. Address
Key 573, care American Florist.

Situation Wanted—By refined young woman with five years' experience in retail florists business; bouquets and designing; capable of handling most refined trade. Best references as to capabilities and personality. Prefer modern store. Address
Key 568, care American Florist.

Help Wanted — Florist for city greenhouse. Apply to **Superintendent of park, City Hall, Topeka, Kan.**

Situation Wanted—A man 47 years old; 30 years in retail stores, would like to hear from a retailer in the northwest; can give best of references. Address
Key 579, care American Florist.

For Sale—Well established market garden and floral business. 29 hot beds, well, windmill and tank, 11-room house, also barn; four city lots. A snap at $3,600; $1,500 cash. Address
JOHN C. KRUEGER
Medford, Box 72, Wis.

Help Wanted

General Greenhouse Man in Ohio.

Experienced in bedding stock, roses, chrysanthemums, carnations, perennials, etc. $75 per month with room and board. Single ex-service man preferred. No firing. Hours 7 to 4.
Key 578, care American Florist.

Help Wanted

Reliable grower of roses, carnations and general pot plants, to take full charge; one who is looking for a future. Kindly give names of three last employers. This is a good place, in a nice town.

C. C. WONNEMAN & SONS, Mexico, Missouri

Wanted to Rent or Buy

By thoroughly experienced florist and decorator, a large florist establishment. Only high grade proposition considered. Must stand closest investigation. Give full particulars and price in first letter.
Address **Key 575, care American Florist.**

SITUATION WANTED

By all-round grower on commercial place where good results are desired; thoroughly experienced in growing roses, carnations, chrysanthemums and a general line of pot plants; specialist in roses and cyclamen; 16 years experience; Swedish; age 32; single; best of references; can come at once; please state wages and particulars in first letter.
Key 581, care American Florist.

Situation Wanted

By a first-class wholesale or retail florist; 25 years' practical experience in cut flowers, fancy potted plants, bedding stock, designing, etc.; capable of taking full charge and handle help; middle-aged, single man. Address
Key 577, care American Florist.

FOR SALE

Retiring from business—moving to California—florist and gardener's place; seven-room house; one greenhouse, 75 x 16 ft., hot water heat; lot, 46 x 196 ft.; stock and good will of good trade. Only $5,000.
H. F. REIFERT,
18 West 65th Street, CHICAGO

BOILERS and STACKS

We have on hand all sizes of used boilers and stacks suitable for greenhouse work.
RYAN BROS.,
847 South Racine Ave., CHICAGO

FOR SALE

Just a dandy, up-to-date Florist business, going stronger every day; big territory; greenhouse and dwelling combined; dandy down-town shop, and the only one; reasonable rent; steam heat; this proposition is sound, no old, worn-out business; for references write to any near-by florist in Dallas, Waco or Ft. Worth; one thing, to take hold of this you must be up to now, the people demand it, and make up your mind to go big; the business is here; population, 16,000; I am selling to go on my farm, after being in the business twenty years; $4,000.00 cash, $3,000.00 on time, almost to suit buyer. If interested, write
HOLM'S FLOWER SHOP,
Corsicana, Texas.

THE ANNUAL MEETING
—OF THE
Florists' Hail Association of America
will be held at Convention Hall, Washington, D. C., at 9 a. m. (sharp), August 17th, 1921.
JOHN G. ESLER, Secretary

WANTED

Burnham or Hitching Boiler, largest size.
THE ELIZABETH NURSERY CO., Elizabeth, N. J.

NOTICE
—OF—
STOCKHOLDERS MEETING

CHICAGO, July 16, 1921.

Stockholders of the American Florist Company:

You are hereby notified that the annual meeting of the stockholders of the American Florist Company will be held in the Willard Hotel, Washington, D.C., Wednesday, August 17, 1921, at 3 o'clock p. m., for the purpose of electing directors and officers for the ensuing term and for the transaction of such other business as may come before the meeting.

J. C. VAUGHAN, Pres.
M. BARKER, Sec'y.

OFFICIAL S. A. F.
Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $4.50; per 1000, $6.50. Samples on request. Electro of leaf, postpaid, $3.00. Cash with order.

American Florist Co.
440 S. Dearborn Street
CHICAGO

HOME - GROWN STOCK

Greatly Increased Demand

If you have any to offer, or are likely to have any soon,
advertise in these columns now.

AMERICAN FLORIST CO.
440 So. Dearborn Street, ... CHICAGO

VAUGHAN'S CYCLAMEN

Prices on Cyclamen seeds are net—no discount.

The seed is saved only from perfect plants. Shape and size of flowers, foliage and stems and general habit are points on which our seed plants are selected. There is no better Cyclamen seed in the market.

GIANT ENGLISH GROWN

Prices (except where noted)—100 seeds, **$1.40**; 1000 seeds, **$12.00** net.

Mrs. Buckston. Bright salmon, frilled petals, 100 seeds, **$1.80**; 1000 seeds, **$16.00.**

Pink Pearl. Lovely pale salmon pink. 100 seeds, **$1.80**; 1000 seeds, **$16.00.**

Cherry Ripe. Nearly scarlet. 100 seeds, **$1.80**; 1000 seeds, **$16.00.**

Saint George. Foliage is beautifully margined with bright silver, not unlike the Begonia Rex, and the flowers are a rich salmon color. 100 seeds, **$1.60**; 1000 seeds, **$14.00.**

Crimson Saint George. Foliage is beautifully margined and ornamented with bright silver. Flower vivid crimson, produced in abundance well above the foliage. 100 seeds, **$1.80**; 1000 seeds, **$16.00.**

Mrs. L. M. Graves. The flowers are freely produced and are carried well above the foliage. The color is an intense and brilliant salmon scarlet. A healthy vigorous grower and comes true from seed. 100 seeds, **$1.80**; 1000 seeds, **$16.00.**

Brilliant Giganteum. Very robust grower. Fiery crimson flowers. 100 seeds, **$1.60**; 1000 seeds, **$14.00.**

Queen Mary. Salmon with claret base

Rosy Morn. Delicate rose color. Claret base.

Grandiflorum Album. The largest giant white.

Excelsior. White with red base. Extra large flowers.

Duke of Fife. Dark rose.

Princess of Wales. Deep pink.

Princess May. Pale pink.

Salmon King—100 seeds, **$1.60**; 1000 seeds, **$14.00.**

English Varieties, Mixed—From separate sorts.

	100 Seeds	1000 Seeds
Fairy Queen. Large frilled white with crimson eye	$2.00	$18.00
Giant Salmon. Semi-double salmon. Very large and free-flowering	2.00	18.00
Giant Rose. Bright rosy pink with red eye. Very free-flowering, one of the best pinks	2.00	18.00
Rosea Superba. Deep shell pink	1.65	14.00
Glory of Wandsbek. Salmon	1.65	14.00

	100 Seeds	1000 Seeds
Wine Red. Very large and fine **Christmas Cheer.** Blood-red **Magnifica.** Dark rose pink **Daybreak.** Delicate pink **Pure White.** Very large **White with Pink Eye.** Very large and fine **Victoria.** White tipped with pink, fringed edge. **Lavender.** Dark and light shades, very beautiful	$1.50	$12.00

SWEET PEAS

Winter-Flowering--Spencer Varieties

EARLY OR CHRISTMAS FLOWERING

	Oz.	Lb.
Amethyst. This is the nearest to Royal Purple in color in the early-flowering class	$0.80	$10.00
Apricot Orchid. A delightful and charming shade	.65	8.00
Asta Ohn. A clear lavender	.65	8.00
Aviator. This is to our knowledge the best scarlet winter flowering sweet pea	.80	10.00
Blue Bird. A charming mid-blue self. A heavy producer. One of the best sellers in the Chicago market	.65	8.00
Cherry Ripe. Glowing cherry or salmon-cerise self	.65	8.00
Columbia. This is the most profitable pink and white winter-flowering sweet pea	1.00	15.00
Cream. Identical in color and size of blossoms to Dobbie's Cream. It has immense blossoms very frilled and duplexed	.65	8.00
Fire King. Deep orange scarlet	.80	10.00
Glitters. Standard a bright, fiery orange and the wings deep orange. The flowers are large, of good substance, and are borne on long, strong stalks	1.00	15.00
Gorgeous. Charming soft salmon cerise	.80	10.00
Heather Bell. The color is a rich but pleasing mauve, but after standing in water the color becomes a beautiful mauve lavender	.65	8.00
Hercules. Of the same lovely shade of pink as Countess Spencer. Long stem and a free producer	.80	10.00
Liberty. Brilliant red	.65	8.00
Melody. Rose pink on white ground	.65	8.00
Miss Louise Gude. One of the largest and best in the shell pink class	.80	10.00
Morning Star. Deep orange scarlet or flame color in standard, with rich orange pink wings	.65	8.00
Mrs. A. A. Skaach. Flowers bright shell pink	.65	8.00
Mrs. Chas. A. Zvolanek. One of the largest and best clear lavenders	.80	10.00
Mrs. M. Spanolin. Black-seeded white	.65	8.00
Mrs. William Sim. Apricot pink	.65	8.00
Othello. Rich deep maroon	.90	12.00
Pink and White. Blanche Ferry type, extra	.65	8.00
Princess. Clear lavender, with good stems	.65	8.00
Rose Charm. Bright rose, same color as Rosabelle the late Spencer class. ¼ oz., 40c	1.50	20.00
Rose Queen. A splendid commercial pink, best seller on Chicago market. Sow in summer for winter blooming	.90	12.00
Song Bird. Pale pink with a distinct tint of buff	.65	8.00
Songster. Giant early lavender	1.00	14.00

	Oz.	Lb.
Spring Maid. Light pink on a cream ground	$ .65	$ 8.00
Snow Flake. The best early-flowering white-seeded Spencer	.65	8.00
Snow Storm. Improved. A good early pure white for late planting	.90	12.00
Venus. Standard white, slightly blushed pink wings	.65	8.00
Warbler. Rich mauve purple	.65	8.00
Wedgewood. Magnificent clear blue; intermediate	.65	8.00
White Orchid. White flowers of good substance	.50	6.00
Yarrawa	.50	6.00
Zvolanek's Blue. Very large, of the brightest blue	.80	10.00
Zvolanek's Rose. One of the best rose pinks	1.50	20.00

Vaughan's Special Mixture Winter Spencer made up of the best white, pink, rose, lavender pink and white and blue. Florists who do not have sufficient room for separate colore will find this a very fine assortment. **Oz. 90c; ¼ lb., $3.20; lb., $12.00.**

NEW VARIETIES

All White. This is an early King White, and compared to other varieties grown in 1920 proved the best white seeded variety. **Oz., $1.50; lb., $20.00.**

Fair Maid. Finest blush pink suffused salmon, on white ground, of robust growth, with long stems carrying fours regularly. Exact counterpart of Elfrida Pearson in the late Spencer class. **Oz., $1.50; lb., $20.00.**

Harding Blue. A deep shade of silver-blue, very large, well waved flower and productive. **¼ oz., $3.25; oz., $12.00; ¼ lb., $45.00.**

Harmony (Early Masterpiece). The best clear lavender self waved. **Oz., $1.00; lb., $15.00.**

Madonna. Black seeded white. Result of a cross between late Constance Hinton and Early Asta Ohn, unlike other black seeded white; it has no trace of a pink tinge. Owing to its being crossed on the lavender Early Asta Ohn, it has increased the opaque whiteness of the blooms and size of flowers. **Oz., $1.50; lb., $20.00.**

Mrs. Kerr. Rich salmon. **¼ oz., $2.75; oz., $10.00.**

Nightingale. Bluish lavender. Similar to Florence Nightingale in the late Spencer class. **Oz., 90c; lb., $12.00.**

Torch. Salmon orange. Same shade as Illuminator in the late Spencers. **Oz., $1.00; lb., $14.00.**

CHICAGO **VAUGHAN'S SEED STORE,** **NEW YORK**

VAUGHAN'S PANSIES

Vaughan's International Pansies.

Vaughan's International Pansy Mixture was first offered by us in 1889. We import from all the best European sources. Each year has added to the quality of its flowers and variety of its colors. We buy every year, novelties of known merit to improve the mixture; it is always complete, always the latest and always the best mixture. We add to all Pansy Mixtures which we now buy, more than 50 per cent of the choicest named kinds obtainable, each in correct proportion. This is one of the **Specialties** that has established the reputation of Vaughan's Flower Seeds, and one which we maintain most carefully. Trade pkt., **50c**; ⅛ oz., **$1.50**; ½ oz., **$5.00**; oz., **$10.00.**

Vaughan's Giant Pansy Mixture.

Embraces, besides all the separate shades and colors, five special strains not listed elsewhere, and which can only be had in this and our International Mixture. This mixture includes the richest reds, coppers and bronzes, together with the most delicate rose and pink shadings, all the distinct colors of Trimardeau and the splendid Cassier strain. Trade pkt., **50c**; ⅛ oz., **75c**; oz., **$5.00**; ¼ lb., **$18.00.**

Vaughan's Cut Flower Mixture.

This mixture is put up by ourselves and contains mostly light colored sorts. We have sold this mixture for several seasons to some of our Chicago cut flower growers, who have realized big returns from the sale of flowers. Pansies are as easily grown as violets, require less care and bring better results. Trade pkt., **25c**; ⅛ oz., **60c**; oz., **$4.00.**

New Early-Flowering Giant Pansies.

The new strain produces its giant flowers about four weeks earlier than other known types. In March, when the old type pansies hardly show any buds the plants of the new strain bore from 3 to 5 of their giant flowers.

Early Flowering Giant White, with eye, Yellow, with eye, Light Blue, Dark Blue, Purple, Cornflower Blue, Pure White, Black, and Mixed (eight colors). Trade pkt., (500 seeds) **25c**; ⅛ oz., **50c**; oz., **$3.00.**

Chicago Parks Bedding Mixture.

This is a mixture made by ourselves from 20 different and distinct varieties of this type. While the flowers of this strain do not grow as large as those of the Giant Pansies, they excel them by a much greater number of flowers to a plant.

Trade pkt., **25c**; ¼ oz., **50c**; oz., **$1.80.**

Vaughan's P.P. Popular Price Mixture of Pansies.

This mixture, like all "Vaughan's" mixtures, is made up by ourselves from separate colors and strains of the Giant and Chicago Parks Bedding types and will furnish a large variety of colors with a good proportion of giant flowers.

Trade pkt., **25c**; ⅛ oz., **50c**; oz., **$3.00.**

Pansy—Vaughan's Giant Sorts

	Trade pkt.,	⅛ oz.	Oz.
Adonis, light blue, white center	$0.25	$0.45	$3.00
Auricula Colors, metallic shades	.25	.45	3.00
Aurora, pure white without blotches	.25	.35	2.60
Azure Blue	.25	.45	3.00
Beaconsfield, light lavender and rich purple	.25	.35	2.60
Black, large true black	.25	.35	2.60
Boulogne Giants	1.00	3.50	24.00
Bugnot, shades of red, bronze and reddish cardinal	.25	.50	3.60
Cassier, 3 and 5-spotted, an A-1 strain	.25	.50	3.60
Emperor Francis Joseph	.25	.50	3.40
Emperor William, dark navy blue	.25	.40	2.80
Eros. Purple, yellow border	.25	.45	3.20
Fiery Faces	.25	.35	2.60
Freya. Silver edged	.25	.40	3.00
Golden Queen, clear golden-yellow	.25	.45	3.00
Indigo King	.25	.50	...
Madame Perret, lovely shades of pink and rose	.25	.45	3.20
Masterpiece—Giant Curled or Spencer. In reality the number of petals is the same as that in other Pansy flowers, but they are crimped and curled in such a fashion that the flowers appear double. The colors are superb, mostly red and brown shades	.35	.75	5.00
Orchid-Flowered, mixed, the ground color of the flowers is light, the petals being marked with large brown blotches which diffuse into rays and veins toward the edge	$0.25	$0.45	$3.20
Mammoth	.50	.75	5.00
Paris Market, an improved strain of Trimardeau	.25	.40	2.60
Pheasant's Eye, sky blue edged, violet	.25	.50	3.60
Pink, lovely shades of pink, same as Hydrangeas	.25	.45	3.00
President Carnot, five blotched white	.25	.60	...
President McKinley, five blotched yellow	.25	.60	4.00
Prince Bismarck, bronze and light brown	.25	.45	3.00
Prince Henry. Darkest blue	.25	.45	3.00
Purple, very large, rich deep purple	.25	.45	3.00
Purple King	.25	.45	3.00
Ruby Red. Purplish red shades	.35	.60	4.00
Striped, mahogany striped and flaked white	.25	.45	3.00
Trimardeau, mixed ... Lb., 32.00	.25	.35	2.40
Violet Blue, a very pleasing shade	.25	.45	3.00
Victoria. Wine red	.25	.60	4.00
Volcano	.35	.60	4.00
White with dark eye, very large ... Lb., $36.00	.25	.40	2.60
Yellow, with dark eye, immense flowers ... Lb., $36.00	.25	.40	2.60

CHICAGO **VAUGHAN'S SEED STORE,** **NEW YORK**

SEASONABLE FLOWER SEEDS.

WINTER FLOWERING SWEET PEAS

grown for us by expert seed growers, whose seed we have handled for years. We know they are right.

	Tr. Pkt.	Oz.	4 Oz.	Lb.
Asta Olin, lavender	$0.35	$1.00	$3.00	$10.00
Blue Bird, fine blue	.40	1.25	3.50	12.00
Columbia, pink and white	.60	2.00	6.00	20.00
Cherry Ripe, glowing cherry	.40	1.25	3.50	12.00
Fordhook Pink	.25	.75	2.50	8.00
Glitters, orange scarlet	.60	2.00	6.00	20.00
Helen Lewis	.35	1.00	3.00	10.00
Heatherbell, mauve lavender	.35	1.00	3.00	10.00
Hercules, pink	.35	1.00	3.00	10.00
Lavender Nora	.25	.75	2.50	8.00
Liberty, crimson	.35	1.00	3.00	10.00
Melody, rose pink	.35	1.00	3.00	10.00
Melody, greenhouse grown	1.00	3.00	....	....
Miss E. Gude, shell pink	.25	.75	2.50	8.00
Mrs. Spanolin, white	.25	.75	2.50	8.00
Mrs. Skach, light pink	.25	.75	2.50	8.00
Morning Star, orange scarlet	.35	1.00	3.00	10.00
Orange Beauty, orange and scarlet	1.00	3.00	....	....
Pink and White Orchid	.25	.75	2.50	8.00
Rose Queen, pink	.40	1.25	3.50	10.00
Selma Swenson, soft pink	.25	.75	2.50	8.00
Improved Snowstorm, white	.40	1.25	3.50	12.00
Songster, lavender	.25	.75	2.50	8.00
Songbird, blush white	.25	.75	2.50	8.00
Snowflake, white	.35	1.00	3.00	10.00
Watchung, orchid white	.35	1.00	3.00	10.00
White Orchid	.25	.75	2.50	8.00
Wedgewood, clear blue	.35	1.00	3.00	10.00
Xmas Pink, orchid	.35	1.00	3.00	10.00
Yarrawa, rose pink	.25	.75	2.50	8.00
Blue Yarrawa	.35	1.00	3.00	10.00
Zvolanek's Rose	.75	2.50	8.00	25.00

NEW COLORED FREESIAS

The only colored Freesias that have made good when grown in quantity. Price now reduced low enough to make them a profitable bulb for everyone to grow.

Gen. Pershing (Frey)—Extra robust grower, 3 ft. in height, with 4 to 5 long side laterals; large open flowers of lavender pink, yellow lip and somewhat of a bronze cast. The cut flowers have created quite a sensation on the Chicago Market for several seasons, and command the highest market prices.

Viola (Frey)—Like a large wood violet, the lower petals of a deeper violet blue, a beautiful, distinct and valuable hybrid. The growth is about 30 inches in height, with 4 to 5 long side laterals, long enough for any floral work. Sold at good prices on the Chicago Market for several seasons.

Prices—**$3.50 per 100; $30.00 per 1000.**

CALENDULA, ORANGE KING

(For Greenhouse Forcing.)

A special selection of this popular annual, which we have sold for several years with excellent results. Growers for the Chicago market who used our seed last season obtained top prices for their cut, and we know quality is even better this season.

Tr. Pkt., **50c**; Oz., **$2.50**; ¼ lb., **$9.00.**

CYCLAMEN SEED

German Strain, American Grown.

Wandsbek Dark Salmon	Daybreak Pink
Wandsbek Light Salmon	Dark Pink
Brilliant Red	White with Eye
Dark Red	Pure White

Per 100, **$1.50**; 1,000, **$12.00.**

CINERARIA

Florists' prize mixture. Splendid large flowering strain. Tr. Pkt. (about 1,000 seeds) **$1.00.**

PANSY

New crop, combination mixed. First-class mixture for general florist use. Tr. Pkt., **$1.00**; oz., **$7.00.**

Narcissus Paper White Grandiflora now on hand. Write for prices.

A. HENDERSON & CO., 166 N. Wabash Ave., CHICAGO

CYCLAMEN

Strong, clean, healthy plants, 4-inch, ready for shift to 5-inch, of Peterson's and Fischer's celebrated strains, $35.00 per 100.

You will make money by buying this stock now, and finish it yourself. We guarantee satisfaction absolutely. You can't go wrong in stocking up on these plants.

FERNS

These are strong, clean, healthy plants, ready for shift to larger sizes.

Boston Runners, bench grown, with plenty of room, equal to 3-inch..... $6.00 per 100; $50.00 per 1000
Boston.....4-inch, 25c each
Boston.....5-inch, 60c each
Boston.....6 inch, $1.00 each
Roosevelt, strong.....4-inch, 25c each
Whitmanii, strong.....4-inch, 25c each
Whitmanii, strong.....5-inch, 60c each
Boston Hanging Baskets, extra large and fine, $2.50 ea.

Dracaena Massangeana, strong and perfect foliage, ...4-inch, $1.00; 5-inch, $1.50 each
Dracaena Fragrans.....5-inch, $1.00; 6-inch, $1.50 each
Rubber Plants, strong, clean plants, ...5-inch, 75c; 6-inch, $1.00 each
Crotons, well colored, strong stock, 4-inch, 60c; 5-inch, $1.00; 5-inch, select, $1.50 each
Pandanus Veitchii, well colored stock, ... 4-inch, 50c; 5-inch, $1.00 each

J. W. DAVIS COMPANY Wholesale Growers of Christmas and Easter Plants **Terre Haute, Ind.**

Craig Quality Stock is Unsurpassed

THE ONE BRIGHT SPOT FROM ANYWHERE TO WASHINGTON IS NORWOOD, PA.

We extend greetings to the members of The Society of American Florists, and a most cordial invitation to visit our extensive greenhouses, either before or after the Convention. All accomodation trains stop at Norwood station a 20 minute run from Philadelphia. **Be Sure to Inspect Our Large Display at the Trade Exhibition.**

A FEW OF OUR LEADING SPECIALTIES FOR 1921.

CROTONS

The Croton, with its highly colored foliage, is indispensable during Fall and Winter. We have the largest and most complete collection of Crotons in the world, carrying at the present time for Fall sales over 50,000 in 200 varieties, all of the very highest quality and brilliantly colored.

Immediate Delivery

4-in. pots, strong plants, $10 per doz., $75 per 100.
5-in. pots, strong plants, $16 per doz.
6-in. pots, strong plants, $18 and $24 per doz.
7 and 8-in. pots, strong plants, $4, $5 and $6 each.
10-in. pots, strong plants, $7.50 and $10 each.
12 and 14-in. pots, specimem plants, $15, $20 and $25 each.

Crotons (Narrow Leaf Type)

Delicatissima, Golden Thread and Florence.

These varieties are indispensable for table decoration and we predict a great future for them, as nothing surpasses them for use in artistic arrangement.

4-in. pots, $10 per doz., $75 per 100.
6-in. pots. $18 per doz.
6-in. pots, $18 and $24 per doz.

Croton Punctata

One of the finest and most satisfactory varieties for basket work and centers of ferneries.

2½-in. pots, $20 per 100, $175 per 1,000.
3-in. pots, $35 per 100.
4-in. pots, $50 per 100.

Every retail store and grower should feature Crotons this Fall and Winter. We know our stock will please you and your customer.

DRACAENAS

There is no variety of foliage plant so attractive as the highly colored Dracaena. The small and medium sizes can be used to great advantage in making up the popular Christmas baskets, which the large specimens have always been in great demand for decorative purposes. We are now growing more Dracaenas in greater variety, than any firm in the country.

Dracaena Godseffiana

Green and white leaf, very hardy, fine for baskets.

2½-in. pots, $20 per 100.
3-in. pots, $35 per 100.
4-in. pots, $60 per 100.

Dracaena Warneckii (New)

Silver and green leaf. Very durable.

6-in. pots, $30 per doz.
7-in. pots, $3.50 each.

Fancy Dracaenas

We are offering a collection of the new and rare Dracaenas. Very handsome for home decoration or for fancy combination baskets.

4-in. pots, $9 per doz.
6-in. pots, $15 per doz.
6-in. pots, $18 and $24 per doz.
7 and 8-in. pots, $3.50 and $5 each.

Dracaena Massangeana

The variety with the golden stripe down the center of the leaf. The best of all Dracaenas for the house. We have an exceptionally large stock, well colored and of the very highest quality.

4-in. pots, heavy, $12 per doz., $100 per 100.
8-in. pots, heavy, $4 and $5 each.
6-in. pots, heavy, $2 and $2.50 each.
10-inch pots, heavy, $7.50 each.

Dracaena Fragrans

Plain green leaf.

4-in. pots, $9 per doz.
6-in. pots, $24 per doz.
8-in. pots, $4, $6 and $6 each.
10-in. pots, $7.50 each.

Dracaena Sanderiana

Small, light green leaves, edged with creamy white. Fine for center of fern dishes or basket work.

2½-in. pots, $20 per 100.
3-in. pots, $60 per 100.

Dracaena Lord Wolseley

One of the very best varieties for Easter and Christmas, being bright red in color. An excellent Christmas variety.

2-in. pots, $20 per 100.
3-in. pots, $35 per 100.
4-in. pots, $60 per 100.
5-in. pots, $15 per doz.
6-in. pots, $18 and $24 per doz.
7-in. pots, $3.50 and $4 each.

Dracaena Kelleriana (New)

One of the finest foliage plants for combination baskets or boxes.

2¼-in. pots, $20 per 100.
3-in. pots, $35 per 100.
4-in. pots, $60 per 100.
8-in. pots, $5 each, made up, very handsome.

Dracaena Terminalis

Exceptionally well colored.

2¼-in. pots, $20 per 100.
3-in. pots, $35 per 100.
5-in. pots, $16 per doz.
6-in. pots, $18 and $24 per doz. September delivery.

We would suggest ordering the above early, as the demand is always great.

Dracaena De Smetiana

A strong vigorous grower, with bold, dark green foliage, which becomes beautifully suffused and variegated.

6-in. pots, $2 each.
7-in. pots, $3.50 each.

Dracaena Lindenii

Same type as Massangeana, but with the golden stripes on the outer edges of the leaf.

4-in. pots, $12 per doz., $100 per 100.
6-in. pots, $2 and $2.50 each.
8-in. pots, $4 and $5 each.

Dracaena Longii

4-in. pots, $5 each. 6-in. pots, $10 each

Dracaena Tricolor

Very rare. Combination of coloring in pink, white and green. Very attractive and distinct.

4-in. pots, $1.60 each.
6-in. pots, $3 each.
7-in. pots, $5 each.

Begonia Pride of Newcastle

Dark red sport of Mrs. Patten. In bloom every day in the year.

4-in. pots, heavy, $4 doz. $30 per 100.
6-in. pots, heavy, $9 doz., $70 per 100.

Begonia Erfordii

4-in. pots, in bloom, $18 per 100.

150,000 NEPHROLEPIS

(In variety.)

We are the largest growers of Nephrolepis Ferns in the country. In fact, we are headquarters for them.

Nephrolepis Norwood

The most beautiful form of Nephrolepis to date; graceful, compact and symmetrical, a vigorous, healthy grower. All growers are invited to inspect it at our Norwood greenhouses.

Strong Plants

2¼-in. pots, $3 per doz., $12 per 100, $100 per 1,000.
4-in. pots, $6 per doz., $45 per 100.
Orders filled strictly in rotation.

Nephrolepis Verona

Makes a good plant in all sizes. Much finer frond than any crested sort outside of N. Smithii. The fronds are carried on a heavy wiry stem. We consider it one of the best of the newer introductions.

2¼-in. pots, $10 per 100, $90 per 1,000.
4-in. pots, $40 per 100.
6-in. pots, $12 per doz., $90 per 100.

Nephrolepis Elegantissima Compacta

A dwarf, compact form of Nephrolepis Elegantissima, each plant making an ideal shape.

2¼-in. pots, $10 per 100, $90 per 1,000.
4-in. pots, $6 per doz., $35 per 100.
6-in. pots, $12 per doz., $90 per 100.

Nephrolepis Smithii

The greatly improved Amerpohlii. It is a compact form, much finer than Amerpohlii and does not break down in the center. The fronds are carried on wiry stems. This variety will have a wonderful sale up to a 6-inch pot, being particularly showy for basket work.

2½-in. pots, $10 per 100, $90 per 1,000.
4-in. pots, $6 per doz., $40 per 100.
6-in. pots, $12 per doz.

Nephralepis Teddy Junior

Fine young plants from 2½-in. pots, $10 per 100, $90 per 1,000.

6-in. pots, heavy, $12 and $16 per doz.
8-in. pots, $24 per doz.
11-in. tubs, $4, $5 and $6 each.

Nephrolepis Harrisii or Roosevelt

2½-in. pots, $10 per 100, $90 per 1,000.
4-in. pots, $35 per 100.
6-in. pots, $12 per doz.
11-in. tubs, $5 and $6 each.

Nephrolepis Scotti

2¼-in. pots, $10 per 100, $90 per 1,000.
4-in. pots, $35 per 100.
6-in. pots, $12 per doz., $90 per 100.
8-in. pots, $24 and $30 per doz.

PALMS

Areca Lutescens

Perfect plants with rich, dark green foliage. Our stock is grown cool and hard. It is in splendid condition and will surely give satisfaction. Large sizes are very scarce this year. We have the largest stock in all sizes in the country.

6-in. pots, made up, $30 per 100.
7-in. pots, made up, $4, $5 and $6 each.
8-in. pots, made up, $7.50 and $10 each.
10-in. tubs, made up, $12.50 each, 5½ to 6 feet.

Phoenix Roebelenii

Very scarce. Fine for growing on.

2-in. pots, 3 to 4 leaf, $35 per 100.

MISCELLANEOUS STOCK

Otaheite Oranges

A fine stock of this wonderful Christmas plant.

2¼-in. pots, for growing on, $20 per 100, $190 per 1,000.

Plants in fruit, September delivery, 30c per fruit.

Plants in fruit ripened, November and December, 40c per fruit.

Pandanus Veitchii

Well colored plants.

5½-in. pots, $18 per doz.
6-in. pots, $24 and $30 per doz.
7-in. pots, $4 each.
10-in. pots, $7.50 each.
8-in. pots, $5 each.

Gardenia Veitchii

We have an exceptionally fine stock for growing on for Winter and Eastern flowering.

2¼-in pots, heavy plants, $15 per 100, $140 per 1,000.
3-in. pots, heavy plants, $35 per 100.
4-in. pots, heavy plants, $75 per 100.
6-in. pots, heavy plants, $18 per doz.

Cyclamen

September and Later Delivery.

This has been one of our specialties for over twenty years. In all our experience we have never seen a finer lot of plants. We are growing our stock in new houses. They are absolutely clean and perfect in every way and not to be compared with weakly-drawn plants offered at less money.

4-in. pots, $50 per 100.
4-in. pots, extra heavy, $60 per 100.
5-in. pots, $15 per doz.
6½-in. pots, $18 per doz.
6-in. pots, $24 and $30 per doz.
7 and 8-in. pots, $36, $48 and $60 per doz.

This stock will be profitable to anyone buying now.

Poinsettias

The true red variety. Stock of the highest quality.

2¼-in. pots, $12 per 100, $100 per 1,000.
3-in. pots, $20 per 100, $190 per 1,000.
4-in. pots, $35 per 100, $325 per 1,000.

Sansevieria Zeylanica

4-in. pots, $6 per doz.

IMPORTANT NOTICE

We are pleased to announce that owing to the recent drop in price of lumber, it enables us to give our customers the benefit by reducing the price on packing as follows:

Full size cases.....$1.50 each
Three-quarter size cases..... 1.25 each
Half size boxes..... 1.00 each
Small size cases..... .50 each

TERMS. Kindly open all new accounts with cash. Shipments C. O. D. only when remittance guarantees acceptance. Packing boxes at cost, from 50c to $1.50.

THE ROBERT CRAIG COMPANY, Norwood, Del. Co , Pa.

THE MACAWII FERN

HAS MADE GOOD

It is now a standard variety grown as a pot plant everywhere.

VISIT THE HOME OF THE MACAWII FERN.

The members of the **Society of American Florists** passing through Philadelphi are cordially invited to visit our greenhouses at Norwood, Del. Co., Pa., only 20 minutes ride from Broad Street Station, where you will see the Macawii Fern in from 2 inch pots up to handsome specimens. We specialize in high grade pot plants for the best store trade.

Ferns, Pandanus Veitchii, Cyclamen, Dracaenas,

are our quantity stocks. We are making an extensive display at the **Trade Exhibition of the Society of American Florists** of our specialties, where our Mr. Duncan Macaw and Mr. James McLaughlin will be pleased to greet you.

MACAW BROS.

Norwood, - - Pennsylvania

To The Members of The Society of American Florists, Greetings:

While going to and from the Convention stop off at Philadelphia, the plant center of the country, and visit our greenhouses at Merion, 15 minutes from Broad Street Station, just over the city line.

Cyclamen, Poinsettias, Ferns, Primulas and Easter Plants, quality stock, grown for the best store trade are my specialties.

Samples of my stock will be on view at the Convention Trade Exhibition to which your attention is especially called. The display will be in charge of superintendent Mr. William Roberts, who will be pleased to greet you.

HENRY I. FAUST

Wholesale Plant Grower

Merion, - - Pennsylvania

NEW CROP
Formosum Lilies
ARRIVED

We offer the following prices from our first arrival of Formosum Lilies.

	Per Case
7 to 9's,	$57.00
8 to 9's,	57.00
8 to 10's,	60.00
9 to 10's,	60.00
9 to 11's,	60.00

Prices are subject to change without notice.

LILIUM GIGANTEUM CROP

(PRICES NOT YET FIXED)

Reports from Japan indicate that the Giganteum crop will be extremely scarce. Less than four million came to America last season. This season there is a report that there will be 20% shortage, so our advice to the Florists in order to assure themselves of Lilies for this coming year, is to buy a few cases of Formosum to help make up for the shortage of Giganteum that is assured.

Ready for Immediate Shipment and Future

Paper White Narcissi---Grandiflora Type

Paper White Grandiflora, 1250 to case, 13-15 ctms. **Paper White Grandiflora,** 1000 to case, 14 ctms. Write for prices.

WE ALSO OFFER THE FOLLOWING:

Narcissus Yellow Paper White (Grand Soleil D'Or)
Allium Neapolitanum, White, per 1000.....$20.00
Allium Neapolitanum, Pink, per 1000..... 20.00
Hyacinths, French Roman, White, 11-12 Ctm.
Hyacinths, French Roman, White, 12-15 Ctm.
Narcissus French Golden Spur
Lilium Album, 9-10, 130 to case, $26.00 per case; 5 cases, $23.50.

FREESIAS

PURITY	1000	5000	10,000
Up to ½ in.,	$ 7.50	$ 7.00	$ 6.75
½ to ⅝ in.,	12.50	12.00	11.75
⅝ to ¾ in.,	16.50		

	1000
General Pershing, light bronze.....	$30.00
Murray's Hybrids, rainbow mixed	22.50
Viola, lavender.....	30.00
Sunset (pink shades).....	25.00

CALLAS

White	Per 100
¼—½ in.....	$12.00
½—2 in..	17.00
Godfrey, blooming size.....	18.00

American Bulb Co.

A. B. C.

172 North Wabash Ave., CHICAGO, ILL. "WATCH US GROW"

EMIL SCHLOSS, Pres. and Treas. MILTON SELINKA, Secretary.

THE RIBBON HOUSE

HEADQUARTERS for Florists' Ribbons, Chiffons and New Novelties

SCHLOSS BROS., RIBBONS, INC.

31 and 33 East 28th Street, NEW YORK

Visit our Exhibit at the Washington Convention.

San Francisco.

STOCK OF IMPROVED QUALITY ARRIVING.

There has been a decided improvement in stock both as regards quality and quantity within the past two weeks. This applies particularly to roses. The greatest gain is noted in stock from across the bay. In the Peninsula section nearly all the stock is being dried off for the balance of the season, it being impossible to revive the plants after the several hot spells during the first part of July. Some very good Mrs. Chas. Russell is now obtainable, and they clean up well at $3 a bunch. Reds have shown great improvement, also Columbia. There is plenty of short stock of every description. Ward is much better and the same holds true for Cecil Brunner and Ulrich Brunner, which continue to supply the call for fancy roses. They are all that could be desired as far as stem, foliage and size of bloom are concerned. Carnations are very poor, and will probably not improve until the next crop arrives. Very few sweet peas are to be had and the quality is poor. Gladioli continue to be among the most popular summer flower. The supply is hardly as large as a few weeks ago, but the excellent quality appeals to buyers, with prices remaining firm. The usual heavy seasonable cut of asters is coming in. Prices have dropped to low levels and it is almost impossible to dispose of anything but the lighter shades. Golden Glow chrysanthemums are arriving in liberal quantities, the flowers being of splendid quality and are keeping well. Window displays of this flower are being maintained by stores throughout the city, and florists state they are moving well for so early in the season. Gardenias are to be had in small lots only and there are very few orchids on the market. Lily of the valley is sufficient for all requirements. A fine demand is noted for delphiniums and other summer stock. Zinnias are good but are not in heavy supply. Good commercial grades of dahlias are being used without any difficulty. Pompons are also popular. Among the large flowering dahlias, Dr. Tevis is easily the best seller. The supply of Lilium auratum is slowly increasing and stock of better quality is being received. Ferns are of the best at present and are always in steady demand. Asparagus is not so plentiful as heretofore. All other green goods though are in celosia and gloxinias are the leaders. good supply. In pot plants, primulas, There is a constant call for Bostons and dealers report the plant trade as being in unusually good condition for this time of the year. Funeral trade is also brisk.

NOTES.

Plans for the co-operative flower market for white growers is going forward steadily, and several large growers have become identified with the movement. Messrs. P. V. Matraia, Chas. W. Brown and Jos. P. Haywood of the committee in charge are hoping that arrangements will be far enough advanced to open by August 15. Every florist, with few exceptions, is a stockholder in the enterprise.

One of the handsomest delivery cars in the city is the new White truck recently purchased by Brown & Kennedy, 3091 16th street. This firm has also taken over the adjoining building and when completed they will have one of the largest stores in this city. C. W. Brown, of this concern, is vice-president of the Retail Florists' Association and a director in the new co-operative flower market.

The committee appointed to organize the Allied Florists' Association of San Francisco has completed a preliminary organization and their report will be read at the August meeting of the Retail Florists' Association, by Angelo J. Rossi. The florists have entered this movement in a whole-hearted way, which will undoubtedly be a success.

M. Wieland, of the Art Floral Co., left for his home in Chicago to spend a short vacation. Arnold Belli has been confined at a local hospital but is reported to be improving.

Nels Peterson, San Mateo, recently completed a carnation house, 35x190 feet, to be devoted to Laddie exclusively. His field plants have made an excellent summer growth.

The Greenhouse Floral Co. is the latest addition to the growing list of flower shops in this city. It is located at 1510 Farrell street, and is attractively fitted up.

Jos. Bungard is sending in some choice novelties in gladioli for which he finds a ready market.

THE STUPPY FLORAL COMPANY

Of ST. JOSEPH, MISSOURI

regrets that conditions do not permit of the attendance at the convention and greetings and best wishes that the convention will be the best ever held. They extend

A Cordial Invitation to all Florists West of the Mississippi River

to visit their greenhouses on their return home from the convention. St. Joseph is just over night from Chicago and St. Louis and 60 miles north of Kansas City on an hourly interurban.

Wire us you are coming and we will meet you.

FRANK X. STUPPY, President.

Prepared Magnolia

Bronze, Violet, Green, Red.

Prepared Oak Sprays
Prepared Beech Sprays
Dyed Green Sheet Moss
Fancy and Dagger Ferns
Southern Wild Smilax

Write or wire

The Decorative Greens Co.

KINSTON, ALA.

H. C. Willis Duncan Jackson

H. Plath, proprietor of the Ferneries, has returned after a vacation of several weeks.

J. B. Pagano, of Avansino Bros. Co., is enjoying a rest at Lake Tahoe.

JAMES T. LYNCH.

OWOSSO, MICH.—Marcus Anderson is now sole owner of the Owosso Floral Co., having recently purchased the interest of his partner, Jos. Smith. Mr. Anderson will add another greenhouse to his establishment on N. Hickory street in the near future.

Dreer's Convention Display

AS USUAL, for many years past, our exhibit at the Washington Convention will consist of a comprehensive display of seasonable plants, such as Palms, Ferns, Crotons and other Decorative and Foliage Plants, in a full line of commercial sizes.

Delegates to the Convention, either going or returning, are invited to stop off at Philadelphia and visit our nurseries at Riverton, New Jersey, where they are certain to find many interesting subjects.

At this writing, out-door stocks promise to be exceptionally fine, particularly Cannas, Dahlias, Phloxes, and our extensive assortment of Hardy Perennials, of which a great many should be at their best at this time.

Our representatives, Messrs. Karins, Goudy and Ruppert, will be in attendance at the Convention, and will be pleased to give detailed information.

HENRY A. DREER, 714-716 Chestnut St., Philadelphia, Pa.

We Extend Our Greetings and a Welcome To Washington

To All Attending The Convention of The S. A. F.

If you intend visiting Philadelphia, come and see us. You will be impressed with our large, **daylight** quarters and our facilities for doing business. You will be satisfied **here** is a **good place to buy your Cut Flowers.**

The Leo Niessen Co.

Wholesale Florists

WASHINGTON, D. C.
1206 H Street, N. W.

PHILADELPHIA, PA.
12th and Race Streets.

BALTIMORE, MD.
6 W. Centre Street.

Montgomery's Priscilla

That's the name of the new pink rose! The name will be Priscilla probably after the public has had it a while, but we have had to add the prefix to cover the rules of nomenclature.

In order to get someone who knows more about roses than we do to give an unbiased, honest opinion on the merits of this rose, we have placed 12 plants of it with each of the following growers:

E. G. Hill Co., Richmond, Ind.
Dailledouze Bros., Brooklyn, N. Y.
Albert F. Amling Co., Maywood, Ill.
Duckham-Pierson Co., Madisnn, N. J.
Rowayton Greenhouses, Rowayton, Conn.
Miller Floral Co., Farmington, Utah
Wellworth Farm Greenhouses, Downers Grove, Ill.
Poehlmann Bros. Co., Morton Grove, Ill.
Robert Pye, Nyack, N. Y.
John Coombs, Hartford, Conn.
A. S. Burns, Jr., Spring Valley, N. Y.
Robt. Simpson, Clifton, N. J.
Chas. H. Totty Co., Madison, N. J.
Noe-Ruzicka Co., Madison, N. J.
Wm. H. Ellott Co., Madbury, N. H.
Anthony Ruzicka, Madison, N. J.
W. J. Pilcher, Kirkwood, Mo.
Jos. Heacock Co., Roelofs, Pa.
Ferrari Bros., San Francisco, Calif.
Peirce Bros., Waltham, Mass.
Batavia Greenhouse Co., Batavia, Ill.
Wendland & Keimel Co., Elmhurst, Ill.
Joy Floral Co., Nashville, Tenn.
Roberts Rose Co., Denver, Colo.
Geo. C. Weiland, Evanston, Ill.
Lakeview Rose Gardens, Jamestown, N. Y.
Exeter Rose Conservatories, Exeter, N. H.
Bassett & Washburn, Hinsdale, Ill.
H. O. May, Summit, N. J.
Budlong Rose Co., Auburn, R. I.
Doemling-Schimmel Co., Mt. Clemens, Mich.
F. R. Pierson, Tarrytown, N. Y.
L. B. Coddington, Murray Hill, N. J.
Jos. H. Hill Co., Richmond, Ind.
S. Mortensen, Southampton, Pa.
Briar Cliff Gardens, Scarborough, N. Y.
John H. Dunlop & Son, Richmond Hill, Ont., Can.
J. J. Fallon Co., Lynchburg, Va.
Gullett & Sons, Lincoln, Ill.
Rolf Zetlitz Co., Lima, O.
Van Aken Bros. & Sons, Coldwater, Mich.
Premier Rose Gardens, Maywood, Ill.
Weiss & Meyer Co., Maywood, Ill.
Florex Gardens, North Wales, Pa.

Ask them about it, if you will, at any time. They have our permission to tell the truth. We are going to let this rose sell itself! We shall be simply order takers.

A. N. PIERSON, Inc., Cromwell, Conn.

Keep Your Stock Up-To-Date

Follow one crop closely with another, work to have every foot of bench space pulling for you all the time.

I am in close touch with the best growers of standard stocks and novelties in all parts of the country thus insuring quick and efficient service.

Grow Only Stock For Which There is Sure Demand.

Get in touch with us, it will pay you. Send for a copy of our complete price list.

BOSTON OFFICE: 15 CEDAR STREET

C. U. LIGGIT, 303 Bulletin Bldg., PHILADELPHIA, PA.

Louisville, Ky.

Gladioli are scarce owing to the dry weather and bring good prices.

NOTES.

L. Korphage had a small amount of stock in a large canning establishment that burned to the ground recently. One of his neighbors who is a large grower of greenhouse lettuce, lost $15,000 in the enterprise.

Members of the Kentucky Society of Florists and their families met at the greenhouses of Emil Walther, August 10 for the regular monthly session.

The dahlia fields of Jacob Schulz are looking fine, although not as far advanced as they might be owing to 38 consecutive days without rain.

George L. Nance, who operates the greenhouses of the F. Walker Co., at New Albany, Ind., is cutting some exceptionally fine Kaiserin roses.

Premier and Columbia roses of good quality are now being cut by Anders Rasmussen of New Albany, Ind.

Philip Schaid of the F. Walker Co., is on a business trip in Chicago.

Leo Zodler, the carnation specialist is still bringing in good stock.

Some excellent gladioli are being brought in by Lewis Pleiss.

H. G. Walker is erecting a carnation house, 24½x270 feet.

F. C. Haupt and wife are at Atlantic City, N. J.

H. G. W.

INVITATION

The S. S. Pennock Co., extend to the Members of The Society of American Florists, their customers and friends, **Greetings** and **a Hearty Welcome to Washington.**

Their establishment at 1216 H Street, is convenient to all the large hotels and is one of the most complete Wholesale Cut Flower Houses in the Country.

Mr. Otto Baur, our well known manager, and his assistants, will give the glad hand and explain our modern methods in handling Cut Flowers, Ribbons, Baskets and Supplies.

Come and make yourself at home.

S. S. PENNOCK CO.

The Wholesale Florists of Philadelphia

NEW YORK	PHILADELPHIA	BALTIMORE	WASHINGTON
117 W. 28th St.	1608-1620 Ludlow St.	Franklin and St. Paul Sts.	1216 H St.

JOS. G. NEIDINGER CO.

THE HOUSE OF MERIT

To the Florists of the United States and Members of the Society of American Florists:—We desire to extend greetings and an invitation to inspect our great display at the Trade Exhibition of the Washington Convention. The quantity and variety of our exhibit, with its many novel features, will surprise you. **Jos. G. Neidinger, Jack Neidinger, H. S. Price, H. Crawford and F. Gaehring will greet and welcome you.**

NEIDINGER MADE BASKETS

Are practical, ornamental in design, rich in coloring and in variety, style and price, created to meet a great popular demand.

Christmas and Cemetery Wreaths

Are one of our leading specialties, artistically made in great variety of material and sizes. They are popular with all retailers. Our wreaths, sprays and door crepes, decorated with natural looking waxed flowers, true in form and coloring, are especially suited for the every-day demands of the store.

We Are Headquarters for All Kinds of Waxed and Other Prepared Flowers and Foliage

We will be pleased to see all who stop over in Philadelphia at our home office and factory, where they will see one of the largest manufacturing plants of Florist Supplies in America. **A cordial welcome awaits you.**

JOS. G. NEIDINGER CO.

1309-1311 North Second St., PHILADELPHIA, PA.

WHAT ARE SHOW WINDOWS FOR?

To attract attention to your merchandise—to sell goods—to develop good will.

Make your windows produce by making them novel, interesting and compelling.

Swenson's de luxe line, in addition to folders, newspaper ads, etc, includes a refined window poster display. Service of real merit.

See it on Display at the S. A. F. Convention.

Write for Details.

HILMER V. SWENSON ADV. CO.

225 N. MICHIGAN AVE.

CHICAGO, ILL.

Choice Long **Columbia, Premier and Russell**

THE BEST ROSES FOR SHIPPING

Our Roses Have a National Reputation for Quality

You always get fresh flowers and a more even run of stock.

CURRENT PRICE LIST

Subject to Market Changes

	Per 100
RUSSELL	
Fancy Long	$16.00
Medium	8.00 to 12.00
Short	4.00 to 6.00
COLUMBIA	
Fancy Long	$16.00
Medium	8.00 to 12.00
Short	4.00 to 6.00
PREMIER	
Fancy Long	$16.00
Medium	8.00 to 12.00
Short	4.00 to 6.00
HOOSIER BEAUTY	
Long	$12.00
Medium	6.00 to 8.00
Short	3.00 to 4.00
OPHELIA	
Long	$10.00
Medium	6.00 to 8.00
Short	3.00 to 4.00
SUNBURST	
Long	$12.00
Medium	8.00 to 10.00
Short	3.00 to 6.00
WHITE KILLARNEY	
Long	$ 8.00 to $10.00
Medium	6.00
Short	3.00 to 4.00

ASSORTED ROSES

SPECIAL OFFERING

Good fresh Roses, our selsction, in lots of 200 or more, as follows:

	Per 100
Good medium lengths	$6.00
Good short lengths	4.00
Good, very short lengths	2.50
New Fancy Ferns, per 1,000	$2.60
Adiantum, per 100	1.50 to 2.00
Sprengeri, per 100	3.00
Galax, green, per 1,000	2.00
Galax, bronze, per 1,000	2.00
Asparagus Sprays, per bunch	36 to .40

Of miscellaneous flowers now coming into market, we will procure for our customers the best at lowest market prices. A trial order solicited.

In buying direct of the grower you are assured of fresh stock at all times, and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONES:
CENTRAL 1457

Greenhouses: Hinsdale, Ill., and Gregg Station, Ill.

Notice:—We close at 5 o'clock week days.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.
Closed all day Sundays

Mention the American Florist when writing

Chicago.

BUSINESS IS IMPROVING.

Business is showing some signs of improvements this week and stock is arriving in much better condition, especially roses. American Beauty roses are in strong demand and clean up completely every day. Mrs. Charles Russell and Columbia are having a good call and so is Crusader, which is making new friends right along. Premier, Milady, Montrose, Butterfly, Golden Rule, Victor, Ophelia, Sunburst, Ward, Phantom, Double White Killarney and Hearst are included in the shipments and are moving better than they have for some time. Carnations are arriving in large quantities and are meeting with fairly good sale. Gladioli are in large supply and are being sold in quantity lots at attractive prices, but first-class stock is scarce and holds its own. Asters are seen in quantity at some of the houses and are moving as nicely as can be expected considering the general market conditions. Lilies are none too plentiful and the supply of orchids and lily of the valley was exceedingly small at times during the past week. Colored water lilies are obtainable. Shasta daisies, feverfew, snapdragons, gypsophila, candytuft, gaillardia, coreopsis, delphinum, cornflowers and other miscellaneous indoor and outdoor stock are included in the offerings. Greens are plentiful and regular shipments of southern wild smilax are arriving. The Pageant of Progress continues to attract record crowds and many visitors from out-of-town have been in attendance the past week. The Washington convention is close at hand and it appears as if this city and vicinity will be well represented in the point of attendance.

Specialist in roses for shipment.

FOUNDED BY FLINT KENNICOTT 1st

KENNICOTT BROS. COMPANY
174 N. Wabash Ave., Chicago
WHOLESALE DISTRIBUTORS.

A. L. VAUGHAN.

Wholesale Cut Flowers and Greens

You Always Get Good Service and Courteous Treatment Here.

Come in and get acquainted when you are in the city—the latch string is always out. We treat our customers right at all times, which accounts for the fact that some have been buying from us ever since we started in business.

At present we are particularly strong on Roses and Asters, and can supply you with everything else in seasonable Cut Flowers and Greens. Give us a couple of trial orders and you will be a regular customer because we "Deliver the Goods Best."

A. L. VAUGHAN & Co.

NOT INC.

PHONES:

CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572

161 North Wabash Ave, Chicago

ASTERS-GLADIOLI

We have a good supply in addition to a complete line of all other seasonable Cut Flowers.

JOSEPH FOERSTER CO.

WHOLSESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

WIETOR BROS.

Wholesale Growers of Quality Cut Flowers

30 East Randolph Street, L. D. Phone. Randolph 2081 CHICAGO

NOTES.

The Raedlein Basket Co. will be represented at the Washington convention of the Society of American Florists by Allan Humason, assisted by Joseph G. Fisher and August A. Bary. Curtis Kindler, who recently returned from Germany with several large importations, takes great pleasure in showing the visitors his firm's line which is by far the best and greatest it ever offered to the trade.

At Poehlmann Bros. Co.'s store it is particularly noticeable that the quality of the roses has improved considerably, especially Mrs. Charles Russell, which are second to none in this market. Asters and gladioli are arriving in quantity at this establishment.

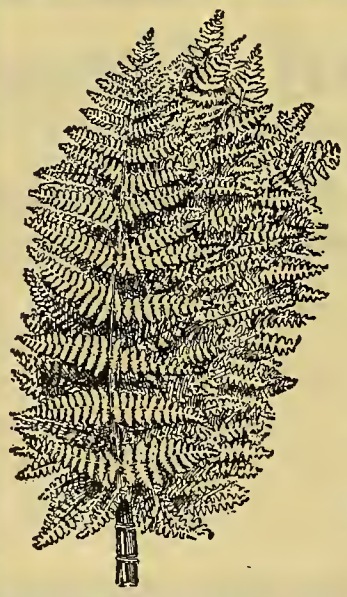
One of the leading wholesalers says that the retailers are only buying what they need. One customer ordered a dozen larkspurs one day last week and insisted on the bunch of 25 being broken. The sale amounted to a quarter.

A. L. Vaughan & Co.'s sales show a steady increase each month over those of 1920, and while business is quiet at times there are periods when the demand is so heavy that the volume easily makes up the difference.

John Michelsen, manager of the E. C. Amling Co., is enthusiastic over Wendland-Keimel Co.'s new rose Golden Ophelia, and predicts a great future for it. It made a big hit at the Pageant of Progress this week.

G. Garreau and wife of Jersey City, N. J., who have been spending the week in the city, on their return trip from Canada and the northwest, will join the local party for the Washington convention.

Miss Nettie Parker, secretary of A. T. Pyfer & Co., will spend her vacation in Michigan, instead of at the Washington convention. Have you noticed the sparkler?



FANCY CUT FERNS

Especially picked for our select trade, guaranteed best quality. Price till further notice — Per 1000, $3.00.

Galax Leaves

Choice Galax, fresh stock.
Price, per 1000.....$1.75

Complete list of many other items free.

One Floral Art Album given free with any order of $25.00 or more.

Geo. H. Angermueller Co.

Wholesale Florists

1324 Pine Street, ST. LOUIS, MO

P. J. Foley, of the Foley Greenhouse Mfg. Co., wife and daughter, started for the convention city by auto last week, stopping over at Detroit for the florists' picnic in that city.

Martin Reukauf, representing H. Bayersdorfer & Co., Philadelphia, Pa., left last week for St. Louis and the west, saying business here was very satisfactory.

A. Henderson & Co. are busy this week with heavy shipments of French bulbs, including Paper White and Soleil D'Or narcissi and Roman hyacinths.

Allie Zech is acting as general office man in addition to his other duties at Zech & Mann's store while Miss Nelda Wolf is enjoying her vacation.

Henry Arnold is back on the job at Tonners', after enjoying a two weeks' vacation.

The American Bulb Co. reports Formosum lily bulbs due here this week.

You Are Always Welcome at Our Establishment

MAKE YOUR HEADQUARTERS AT

Chicago's Most Progressive and Leading Wholesale Commission House

whenever you are in the city. Have your mail sent in our care, arrange to meet your friends here and use our office and telephone.

You will find one of the finest wholesale establishments in the country, including the largest and most modernly equipped shipping department in existence.

PAUL R. KLINGSPORN, Manager.

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue L. D. Phone, Central 282 **CHICAGO**

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.

CHICAGO

Long Distance Phones Central 3283 Central 3284

Our Offerings Include:

LILIES

Absolutely the finest supply of Cut Lilies in this market.

ROSES

COLUMBIA

RUSSELL

White Killarney

Butterfly

Crusader Sunburst

Killarney Brilliant

Ward Ophelia

Premier

MISCELLANEOUS

Valley Cattleyas

ASTERS

Calendulas Cornflowers

Gladioli

GREENS

Plumosus Sprengeri

Bronze and Green Galax

Ferns

Adiantum Smilax

Mexican Ivy

Boxwood

John Poehlmann and Walter Poehlmann, of Poehlmann Bros. Co., leave next week to spend their vacation at Three Lakes, Mich. John Poehlmann, who graduated from the Culver Military Academy with high honors several years ago, was an interested spectator at the Pageant of Progress, August 10, where the cadets of that institution are entertaining the visitors daily.

Vaughan's Seed Store has moved this week liberal lots of French bulbs, callas, Harrissi and Formosum, and has been advised that early Dutch bulbs are afloat. Prepared hyacinths have been received.

Adolph Nielson and wife of Pana attended the Pageant of Progress, August 4. He has added three new houses to his range and now has about 80,000 feet of glass devoted to roses.

Adam Kasper is back from a business trip to Detroit, Mich. He is with the E. C. Amling Co. at Los. Angeles, Calif., and will leave for home sometime this month.

H. C. Blewitt, Harry Blewitt, Will Timme and John Prickett are back from a pleasant outing at Phillips, Wis. They caught a lot of mud turtles while they were away.

The American Greenhouse Manufacturing Co. will move its New York offices next door to John Young, secretary of the Society of American Florists, September 1.

The J. A. Budlong Co. is supplying its customers with choice gladioli and asters in addition to good roses, which have improved wonderfully in quality the past week.

The store of Peter Reinberg, Inc., is in the hands of the decorator this week. This firm reports a very satisfactory business since August 1 when it took charge.

Miss Zandra Anderson, of the John Kruchten Co., will spend her vacation at Champaign, leaving August 13. She will camp a part of the time on the Fox river.

A. E. Crooks, of Benton Harbor, Mich., was a visitor at the Pageant of Progress this week and was surprised at the wonderful trade exhibition.

Bassett & Washburn report business as good with a heavy out-of-town demand for stock, especially roses, which are arriving in better condition.

C. L. Sherer, of the Chicago Flower Growers' Association, and wife are back from a two weeks' vacation at Sister Lakes, Mich.

Kennicott Bros. Co., is offering some of the finest asters of the season, which are attracting a great deal of attention at the store.

Erne & Co. are handling a good supply of everything in the green goods line in addition to their regular supply of cut flowers.

Fred Dietsch, of A. Dietsch & Co., and wife will leave next week for Eagle River, Wis., where they will spend their vacation.

Wietor Bros. are cutting a good supply of carnations and roses, which are moving better than they have for some time.

Robert Northam calls attention to the fact that he is still with George Reinberg and not the firm mentioned last week.

The A. L. Randall Co. will be well represented at the Washington Convention with Manager Frank Johnson in charge.

Jack Byers is back on the job at D. E. Freres & Co.'s store after spending a delightful vacation at Saugatuck, Mich.

The Joseph Foerster Co. is having its share of the summer business and no complaint is heard at this establishment.

E. F. Winterson is giving the boys a lift at the store while the E. F. Winterson Co.'s bookkeeper is on her vacation.

Mrs. H. N. Bruns and Mrs. A. Henderson are spending a few weeks at Lakeside, Mich., with their families.

John Kruchten and family are back from their vacation at Sister Lakes, Mich. They motored over and back.

J. H. Holden and wife of Rensselaer, Ind., were out-of-town visitors at the Pageant of Progress, August 4.

J. D. Eisele and wife of Riverton, N. J., visited W. C. Egan at Highland Park, August 5.

John Risch, of the Weiland-Risch Co., and family are spending the vacation at Geneva.

Geo. Wittbold, of Henry Wittbold & Son, and wife are making a lake trip to the Soo.

August Poehlmann and family will spend their vacation at Eagle River, Wis.

Joe Papacek is back in the retail business at 2135 Sixty-second avenue.

Visitors: Herbert Smith and family, Danville; Eric Buckholz and Mrs. Wilson, Muncie, Ind.; E. Whitecomb, Lawrence, Kans.; J. Mueller, Wichita, Kans.; Mrs. A. C. Brown, Springfield; C. Erickson and son, Princeton; G. A. Newell, Springfield; Reiniger, Stony Creek Mills, Pa.; A. N. Kinsman and wife, Austin, Minn.; Wm. B. Astor, Memphis, Tenn.

Miami, Fla.

The Miami Floral Co., recently announced the opening of a new store to be known as the Down Town Flower Shop, at 144 East Flagler street, which will be operated in connection with the Home Flower Shop, 111 S. W. Fifth avenue. John Bryant, a well known designer, formerly of Springfield, Ill., who has had charge of the flower store in the Royal Poinciana hotel, Palm Beach, is the manager for the Down Town Flower Shop, thus assuring the latest and best in flower service. The firm is a member of the Florists' Telegraph Delivery Association and the Society of American Florists.

W. P. Maloney.
Secretary of Peter Reinberg, Inc.

Henry A. Zender.
President of Peter Reinberg, Inc.

Herbert Hansen.
Vice-President of Peter Reinberg Inc.

VISIT OUR STORE

While You Are in the City

L. Hoeckner.
Manager of Peter Reinberg, Inc.

VISIT OUR STORE

While You Are in the City

Before leaving for the Washington Convention or after returning will be a good time, but remember that you are always welcome. If you wish, you can have your mail addressed here and arrange to meet your friends at our establishment.

OUR SPECIALTIES:

Russell, Columbia, Premier, White Killarney, Killarney Brilliant, Ophelia, and Sunburst Roses. All the best new and standard Carnations in addition to other flowers in season. Complete line of Green Goods.

PETER REINBERG, INC.

WHOLESALE FLORISTS

30 E. Randolph St., - - - - CHICAGO

Raedlein's Full Line of Baskets

WILL BE SHOWN AT

The Washington S. A. F. Convention

By **ALLAN HUMASON,** assisted by **JOSEPH G. FISHER** and **AUGUST A. BARZ.**

—Write for Catalogue—

RAEDLEIN BASKET COMPANY

713-717 Milwaukee Avenue, CHICAGO, ILLINOIS

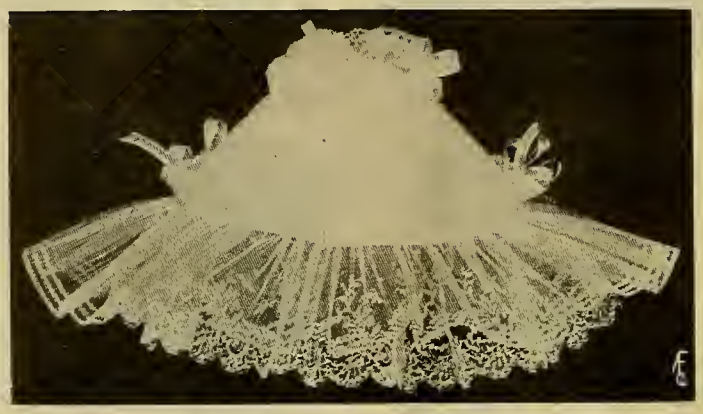
Chicago Pageant of Progress.

The Pageant of Progress continues to attract large crowds, and the attendance the first six days was slightly over 2,000,000. The record set by the World's Fair of an attendance for one day of 600,000 has been passed twice, and the number seems to increase each day with the pier crowded from early morning until midnight. The efforts of the trade are being marked with considerable success in many ways. The flower show alone, which is highly illuminated is one of the most attractive sections in the entire exposition, and conceded so by the officials. Eight large flood lamps throw a light from above, making the flowers stand out everywhere beneath the "Say It With Flowers" slogan, which has become a favorite expression with the visitors.

Over half a million flowers, including all the varieties now in the market were donated by the growers and distributed free to the visitors August 4. The following Saturday, Lieutenant Hansen distributed 200,000 flowers from the flying boat Santa Maria and the hydroplane No. 9. All the events have been heralded by the press and the flowered crown bestowed upon the Queen of the Pageant at the coronation August 6 by Mayor Thompson was described repeatedly. Mrs. L. C. Stuart of the Bohannon Floral Co. was the artist, and the roses in the crown were chosen to harmonize with the gold garb worn by the queen. It was probably the first time that Golden Ophelia has been used for a public event, and its rich yellow color added wonderfully to the unique crown, the frame of which was donated by Joseph Ziska & Sons with three points to the front. Golden Ophelia is being grown exclusively by Wendland & Keimel Co., and C. J. Michelsen of the E. C. Amling Co. says that it promises to be the best colored rose of the season. The Allied Florists' Association donated a beautifully arranged basket of flowers to the queen. Those in charge of the florists' section are taking advantage of every opportunity to push flowers to the front and have received much free advertising by being on the job every minute.

The exhibitors at the pageant have announced that a dinner will be given August 15 at the Congress hotel for Mayor Thompson and other pageant officials. Plans for a 1922 pageant will be discussed. D. F. Kelly is chairman of the dinner committee and John P. Mann is vice chairman. "Chicago has benefited in a degree impossible to estimate now," said Mr. Mann, "and it is certain that many millions of dollars will flow into the coffers of Chicago business men during the coming year which can be traced directly to the exposition. Mayor Thompson is the man whose untiring efforts made it possible for the exposition to be held, and for it to be the wonderful success that it has been. We feel that we should let him know that his efforts are appreciated."

W. A. Hansen, secretary of the florists' section, announces that a liberal



Tonner

Write for Prices

30 East Randolph Street

CHICAGO

Telephone Central 6284

Bridal and Colonial Bouquet Holders

We are manufacturers and will be pleased to submit our latest Price List upon request.

Bad Spots Covered with Wild Flowers

Often an eyesore in your estate is a spot of ground that refuses to grow anything to admire We can sort you out with beautiful things that defy poor soil, shallow soil or poor and excessive moisture, or any other combination.

Write all about it to

BOTANICAL NURSERY CO.

WILD FLOWERS

1103 Court St., LAPEER, MICH.

MEYER'S SILKALINE, Or SMILAX THREADS

Be sure the name Meyer is on the end of each spool, as we find there are a lot of fake brands being put on the market to imitate our green florists' thread. Weigh up our threads and then weigh up the other parties' that you are buying from, and you will notice that our threads run full two ounces of thread to the spool.

WHY STOP BUSINESS

In Summer and Let Your Trade Go Elsewhere?

We can furnish you with good Summer Roses and other Seasonable Stock with which you can retain your trade. **KEEP YOUR BUSINESS GOING**—it is easier to keep a business going steadily than it is to build it up again in the fall.

Russell, Columbia, Premier, Milady, Hearst, Ophelia, Sunburst, Butterfly, Double White Killarney, Crusader.

Now that Sweet Peas are about done for the season use **Nesbit Roses** they more than serve their purpose. If you are in want of a good White Rose for summer use our Double White Killarney the only good white rose obtainable in this market.

GLADIOLI White, Yellow, Light Pink, Deep Pink, Red **A1 Quality**

Exceptionally good for so late in the season.

Carnations, Valley, Larkspur, Daisies, Gypsophila, Gladioli, Lilies, Delphiniums and all other seasonable Cut Flowers. Ferns, Adiantum, Mexican Ivy, Plumosus, Sprengeri.

If you want good stock and good treatment, buy of

Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Wholesale Cut Flowers and Greens

Quality Speaks Louder Than Prices.

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can reply upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

contribution has been received from Frank Oechslin, well known plant grower, not heretofore acknowledged in the trade papers.

THE AWARDS.

The following awards were decided by the Pageant of Progress Exposition:

AUGUST 3, CORSAGE DAY.

Corsage for wearing purposes on any occasion—A. Lange, 1st; Albert Hall, 2nd; Schiller, 3rd. Honorable mention to Henry Wittbold & Son, O. A. & L. A. Tonner and the Bohannon Floral Co.

Bridal Corsage—Albert Hall, 1st; Bohannon Floral Co., 2nd; Schiller, 3rd. Honorable mention to Henry Wittbold & Son and A. Lange.

AUGUST 5—FLORAL ARTISTS' DAY.

Albert Hall was awarded first prize for a pipe arrangement consisting of cigarettes, cigars, matches and flowers. A card indicated that it was a suggestion for Fathers' day. The daily newspapers reproduced it. Schiller received second prize for a bon voyage flower and fruit arrangement. A. Lange was given third prize for an American Beauty rose display. Box bouquets were also shown on this day with A. Lange receiving first prize. Albert Hall was second, Henry Wittbold & Son, third.

AUGUST 7—TABLE DECORATION DAY.

An educational display of table arrangements attracted more than half of the 500,000 people that visited the pier. Tables were arranged for eight. First prize was awarded to Albert Hall, who set up an arrangement of novelty dolls, birds and flowers. The second prize was awarded to Schiller, which was most artistically worked out in Harding Blue by Miss Crosthwaite. Henry Wittbold & Son received third prize. Honorable mention to William J. Smyth and A. Lange. Class B called for a banquet table. The first prize was awarded to H. Wittbold & Son, second to Schiller, and third to

Florists' Card Envelopes

TRANSPARENT or OPAQUE

Write for Samples and Quotations.

The Miller Brothers Co.

Manufacturers PAPER GOODS For the Horticultural Trade.

NEWARK, 224 High St. NEW JERSEY

ERNE & COMPANY
—WHOLESALE FLORISTS—
30 E. Randolph Street L. D. Phone, Randolph 6578. CHICAGO, ILL.

The E. F. Winterson Co.
Long Distance Telephone, Central 6004
166 N. Wabash Avenue, Chicago, Ill.

The Ove Gnatt Co., Inc.
Preservers of Natural Foliages LA PORTE, IND.
Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties.

Mention the American Florist when writing

William J. Smyth. A. Lange received honorable mention.

AUGUST 8—COLONIAL BOUQUET DAY.

Many entries were received in this contest. A. Lange entered with a typical old colonial about 12 inches in diameter, and was awarded first prize. Henry Wittbold & Son offered a most artistic combination of Cecile Brunner roses and lavendar statice. This was given second prize. Schiller received third prize and honorable mention was given to William J. Smyth, Redden Florist, Clody's Flower Shop, Albert Hall and L. A. Tonner.

AUGUST 9—ANNIVERSARY DAY.

Golden wedding bouquet—A. Lange, 1st; Henry Wittbold & Son, 2nd; Albert Hall, 3rd. Honorable mention to M. C. Gunterberg.

Silver wedding bouquet—Henry Wittbold & Son, 1st; Albert Hall, 2nd; M. C. Gunterberg, 3rd. Honorable mention to A. Lange.

St. Louis, Mo.

LIMITED SUPPLY SELLS READILY.

Business for the past week has been fairly good, probably due to the fall in temperature. There is, however, a considerable decrease in the supply of stock. Roses are scarce and what few there are are small blooms and short stems. A few Columbia, Killarney, Mrs. Chas. Russell, Premier, Maryland and Sunburst are to be had in small lots. Their keeping qualities are nothing exceptional. Nearly all of those on the market were shipped in from out of town. Carnations are about finished, but a good crop is expected in a few months. The newly planted stock is in excellent condition. Gladioli came in in large numbers during the past week. The demand is good and the retail florists do not have much trouble to get rid of them. There is an excess of second grade gladioli, which are to be had for little more than nothing. No lilies were on the market this week. Lily of the valley is scarce but the call is also limited, so the florists are able to supply nearly all orders. Snapdragons are about finished; a few yellows were to be had the early part of the week. Delphiniums are arriving in limited quantities in both light and dark hues. There were also some small white ones earlier in the week. Good asters are scarce but may be had in various colors. Second grade asters are plentiful. Few calendulas are arriving. Marigolds are to be had in limited qualities. Orchids are scarce but there is little or no demand for them at present. Freesias of good quality are coming in and are to be had in considerable lots. White are in predominance. Gypsophila is in limited supply.

NOTES.

The Say it with Flowers Bowling League has made arrangements for the coming season. The league will consist of six teams composed of 36 florists. Meets are every Wednesday night, beginning the first of September, at the Grand Arsenal alleys. The officers elected for the season are: Oscar Ruff, president; Al W. Gennz, vice-president; J. J. Beneke, secretary, and J. J. Bentzen, treasurer. The league is the oldest in the city, having been organized May 28, 1893, and the first to use finger hole balls. There are only three of the original members left; they are C. A. Kuehn, N. Y. Ellison and J. J. Beneke. This league also has the champion double team, Geo. Kuehner and N. Y. Ellison. They won the title in the city league handicap tournament last March. The clubs and captains are as follows: The Orchids, George Kuehner; Carnations, Fred Hermann; Sweet Peas, J. J. Bentzen; Violets, Oscar Ruff; Daisies, Frank A. Windler, and the Roses, Frank Platz.

Grimm & Gorly had an attractive basket design in their window last week. It consisted of several sprays of golden rod with a few deep red gladioli. The color combination was very attractive.

The Ayres Floral Co. opened an attractive store in the downtown district at 919 Locust street. Its window displays have been very attractive.

An attractive window is being displayed by the Bourdet Floral Co., consisting of some good ferns, palms, dracaenas and a few begonias.

Street venders are decreasing in number and their stock is very poor, with the exception of their greens, which are fairly good.

Fred H. Weber, of Taylor and Olive streets, has a fine display of cibotiums together with various other greens.

The Windler Wholesale Cut Flower Co. report a good business the past week.

The St. Louis Wholesale Cut Flower Co. report a good business last week.

Fred C. Weber has a good display of greens at his store and greenhouse.

J. K. M.

H. Bayersdorfer & Co.
The Wholesale Supply House of America . . .
EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.

SAM SELIGMAN
FLORISTS' SPECIALTIES
116 W. 28th St., New York
IMPORTER—MANUFACTURER
Artificial Flowers for Summer Sales.

Golden Yellow Sweet Peas
McClenahan's Yellow Flower Dye
Send for sufficient to make one quart.
Price, $1.00, prepaid.
McCLENAHAN'S GREENHOUSES
40th and Phillips Sts., Oklahoma City, Okla.

Columbus, O.

NOTICEABLE SLUMP IN FUNERAL WORK.

The first week in August was a rather quiet one among the retail florists. Trade is restricted along several lines, but records compare very favorably with the corresponding period last year and this in itself is encouraging. In the first place this is the usual vacation period, and probably a larger number of the well-to-do people of the city are taking their vacations at this time than ever before. This naturally cuts into the volume of business. Another feature is the slowness of funeral work, which has been dull for some time. Party work is also quiet. There are some orders for loose flowers, but corsages are not in much demand. The tone of the trade is good however, and florists generally including growers and retailers believe that an improvement will be noted starting about September 1. The usual run of summer flowers are now moving fairly well. They include gladioli, zinnias, marigolds, roses and some few lilies. Asters are also in the market in profusion, and the quality is extra fine this year.

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

A. T. Pyfer & Co.

WHOLESALE FLORISTS
164 N. Wabash Avenue
CHICAGO, ILL.
Long Distance Telephone, Central 3373.

WEILAND-RISCH CO.

FLOWER GROWERS
TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

Prices are about the same as the previous week with roses selling from $3.50 to $8 per dozen. Ferns are selling well.

NOTES.

James Novak, superintendent of the Rolf-Zettlitz Co., large growers on the Groveport pike has returned from an automobile trip to Chicago. He is having success with the plant which was taken over about a year ago from the Columbus Floral Co. S. B. Townsend is sales manager of the concern, which grows nothing except roses. The company now has about 65,000 rose plants, and this is gradually being increased, the sale for them during the present season having been good.

Claude K. Siebert, president and manager of the Fifth Avenue Floral Co., left early in August for a week's vacation to the Lakes. The company is having a very satisfactory trade during the summer months, and grows a general line of flowers. The greenhouses are located on West Fifth avenue where a retail store is also operated. The downtown store is located at 120 East Broad street.

The Neil House Flower Shop, operated in the lobby of the Neil house by H. W. Kropp has been doing well this summer. This stand is one of the best, as the Neil house is the oldest and best known hotel in the city. It gained fame about a half century ago when Charles Dickens, the English novelist stopped off for a few days and mentions the place in his American notes.

Underwood Bros., florists, growers and retailers at Fair avenue and 21st street, is having a nice trade according to Edward C. Underwood. The concern has been specializing in ferns and chrysanthemums. Mr. Underwood reports a strong demand for the former, which are used extensively for decorative purposes in that section of the city.

Miss Julia McGannon, who operates a cozy retail shop in the Hartman building, under the name of the Julia Flower Shop has been doing a good business in asters. She was formerly connected with McKellar, the Florist and started her shop about April 1, and has been successful.

A good sale in asters roses, dahlias and zinnias is reported by T. J. Ludwig. The quality of the flowers are very good as the weather has been better for the growing of stock. Gladioli are also selling quite freely at this establishment. J. W. L.

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located
WHOLESALE
CUT FLOWER HOUSE
IN CHICAGO
169-75 N. Wabash Ave., CHICAGO
L. D. Phones: CENTRAL 1977 1978

Mention the American Florist when writing

Wholesale Flower Markets

Chicago
CURRENT PRICE LIST

	Dozen	
Roses, Beauty	$ 3.00 to	$ 6.00
	Per 100	
" Mrs. Chas. Russell	4.00 to	36.00
" Butterfly	4.00 to	30.00
" Columbia	4.00 to	30.00
" Dunlop	4.00 to	30.00
" Premier	4.00 to	30.00
" Hoosier Beauty	4.00 to	30.00
" Killarney Brilliant	4.00 to	30.00
" White Killarney	4.00 to	30.00
" Mrs. Geo. Shawyer	4.00 to	30.00
" Milady	4.00 to	30.00
" Mrs. Aaron Ward	4.00 to	20.00
" Sunburst	4.00 to	20.00
" Ophelia	4.00 to	20.00
" Dhle. W. Killarney	4.00 to	20.00
" Cecile Brunner		4.00
" Our Selection		5.00
Calendulas	2.00 to	4.00
Daisies	2.00 to	3.00
Cattleyas, per doz		24.00
Gladioli	6.00 to	15.00
Valley		8.00
Carnations	2.00 to	4.00
Asters	4.00 to	8.00
Lilies, per 100	16.00 to	20.00
Adiantum	1.50 to	2.00
Ferns per 1,000		3.00
Galax per 1,000		2.00
Leucothoe		1.00
Sprengeri, Plumosus Sprays	35c to 50c per bunch	
Mexican Ivy		1.00
Boxwood, 35c per lb., case		9.00
Huckleberry		7.60

ZECH & MANN

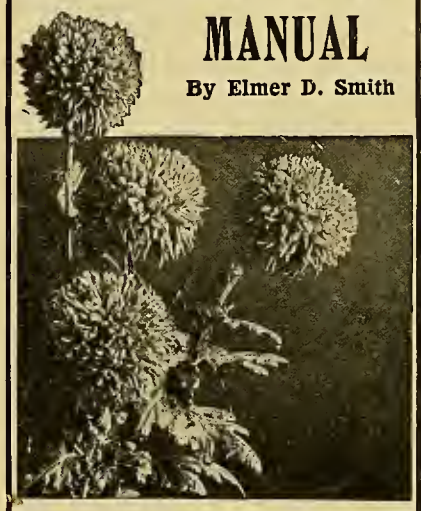
WHOLESALE FLORISTS
30 E. Randolph St., CHICAGO
Telephone Central 3284

Mention the American Florist when writing

SIOUX CITY, IA.—More people "Say It With Flowers" this summer than ever before, according to the local florists. The return of soldiers' bodies from the battlefields has greatly increased the demand.

THE
CHRYSANTHEMUM MANUAL

By Elmer D. Smith



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Price 60 Cents. Cash with Order
American Florist Co.
440 S. Dearborn St., Chicago

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave., and Lake St.
CHICAGO, ILL.
Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORISTS

Extra fancy Ophella, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Ave. CHICAGO

Mention the American Florist when writing

Raedlein Basket Co.

713 Milwaukee Avenue
CHICAGO, - - ILLINOIS
Write for Catalog and Prices.

Mention the American Florist when writing

Philadelphia.

LIMITED SUPPLY CLEANS UP READILY.

Owing to the cool spell which reduced temperatures to a livable state, making life a pleasure instead of a burden, business of the past week has been a much lighter load to carry. The several successive cool days cut down the supply of stock quite materially. Roses were scarce, and while there was no increase in price, there was a better clean-up, which was also true in all other lines. Gladioli are still plentiful, but qualities are not up to the mark, there being so many of them short stemmed. Shipments from some growers, however, are excellent, due probably to the advantages of irrigation, or having the benefit of repeated local rains. It is singular, that covering a territory of 100 miles radius with this city as a center, a number of heavy and quite continuous rains of the past month have covered comparatively small portions of this section, much to the detriment of many growers of field flowers. Asters probably for lack of rain are not up to the mark, they will likely improve with the cooler nights now almost due. There is some greenhouse stock that grades up fairly well. Hydrangea paniculata is popular with the decorators and design men, and is now at its best. Easter lilies are sufficient for all demands and hold their price well. There are cattleyas and lilies of the valley for those who want something choice.

ASPARAGUS.

Florida asparagus has been coming to the market all through the hot weather, and in some cases has carried very well. It is the selected ripened sprays of recent growth that hold, the older stock that has been ready to cut for a month or more often falling off and being practically worthless when taken out of the box. In speaking of the difficulty in selecting sprays in cutting, a grower said his help was all Negroes with no education, very simple minded, and it seems quite difficult for them to select or understand why one spray is better than another. One large dealer has large slat baskets or hampers made to which the stock is removed immediately on arrival. Placed in the cooling room this soon gets chilled through, and with air from all sides keeps much better than in the original cases.

DECORATIVE PLANTS.

One of the large decorators has just sold over a thousand plant tubs, his accumulation of the year. These held kentias, arecas and cibotiums, all of which had died in the service, but not until they had paid for themselves several times over. When asked if they could not be brought back, he replied, "No, I have found it does not pay. When they are past their usefulness throw them out and have done with them. We salvage them, however in this way; when two plants, neither good enough to use singly are set aside, we tub these together and get another month's use of them. The life of a palm with us, either kentia or areca during the busy winter season is about three months. The hire of palms is about twice what it was before the war, under which conditions it does not take as many as formerly, and people appear as well satisfied. We used to import our stock, but now find American grown quite satisfactory. They cost more of course, but we pass this on to our customers who seem to have forgotten what we used to charge and pay the new figures as they did the old."

THE CONVENTION TRADE EXHIBITION.

The various exhibitors from this city at the Washington trade exhibition will certainly put us on the map, horticulturally, and mark it as well the center of the florist's supply business of the country. There will be splendid displays of plants by Henry A. Dreer, Inc., the Robert Craig Co., Jos. Heacock Co., H. I. Faust and Macaw Bros. H. F. Mitchell Co., will have a large line of their specialties, while C. U. Liggit will stage growers' requisites in greenhouse stock. In florists' supplies H. Bayersdorfer Co. and Jos. G. Neidinger Co., M. Rice Co., and S. S. Pennock Co., will all have wonderful displays, while C. S. Ford Co. will show their line of emblems, letters, etc. This city has reason to be proud of her enterprising firms, who by this friendly competition place and keep her in the front rank year after year.

NOTES.

An extension in the 40 feet wide utility shed of the Macaw Bros., Norwood, Pa., was finished last spring. This runs between two ranges of houses, and was built beyond or farther than necessary, with openings or doorways for additional houses, one of which will soon be added so as to give additional space to better finish their Christmas specialties. This shed is a wonderful asset, each house opens into it, and there are potting benches in both sides the entire length. Three delivery trucks marked 5,000, 7,000 and 15,000 pounds capacity are loaded and housed here without interfering in any way with other activities of this ideal structure. The stock of pandanus, dracaenas, cyclamens, and particularly ferns which are their great specialty, all look particularly fine.

Charles H. Grakelow, Sherman Swisher and wife who attended the Elks' convention in Los Angeles, Calif., returned August 1 very much delighted with their wonderful trip, which with its side attractions both going and coming, provided something new every hour of the day.

George Craig declares that he bought much better asters than are in the market today as far back as 35 years ago, and that they then only cost 75 cents per 100, compared with $4 now.

American Beauty, Mrs. Charles Russell roses, Easter lilies and asters, were last week's quantity stocks with the Leo Niessen Co. Very good marigolds were also a feature.

Good summer roses are leaders at the Edward Reid store. Mr. Reid is getting ready to go to the convention, and will take the trip in his trusty Cadilac.

Berger Bros. claim this summer's business is quite as good as last year. Easter lilies, asters and gladioli are features.

Sydney Bayersdorfer says their exhibit at the convention trade display will be the best they have ever staged.

K.

EDWARD REID
CHOICE ROSES, All Grades.
CARNATIONS, EASTER LILIES and All Seasonable Flowers.
This is the exclusive shop, only one block from Express Depots.
1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

BOSTON, AUG. 10.		Per 100
Roses, American Beauty	4.00@	50.00
" Russell	3.00@	12.00
" Dunlop	3.00@	12.00
" Pilgrim	3.00@	12.00
" Crusader	4.00@	12.00
" White Killarney	4.00@	12.00
" Ward	3.00@	12.00
" Maryland	3.00@	8.00
" Hoosier Beauty	3.00@	10.00
" Columbia	4.00@	12.00
" Hadley	4.00@	12.00
" Ophelia	4.00@	12.00
" Premier	3.00@	12.00
Adiantum		1.50
Asters	5.00@	6.00
Asparagus bchs., per bch.	.50@	1.00
Asparagus Strings, doz.		12.00
B. Buttons	1.00@	2.00
Cattleyas, per doz.	12.00@	18.00
Delphinium		1.50
Lily of the Valley		12.00
Longiflorum Lilies	30.00@	35.00
Smilax, per doz.		6.00
Sweet Peas	1.50@	2.00
Gladioli	2.00@	4.00
Swansonia, per bch.	.50@	.75
Sweet Sultan	3.00@	4.00
Bouvardia, bch.	1.50@	2.00
Coreopsis	1.00@	1.50

BUFFALO, AUG. 10.		Per 100
Roses, American Beauty—		
" Special	30.00@	40.00
" Fancy	25.00@	40.00
" Extra	15.00@	20.00
" 1st	3.00@	10.00
" 2nd	3.00@	10.00
" White Killarney	3.00@	10.00
" Dbl. Wht. Killarney	3.00@	10.00
" Richmond	3.00@	10.00
" Maryland	3.00@	10.00
" Sunburst	3.00@	10.00
" Columbia	3.00@	20.00
" Ophelia	5.00@	15.00
" Russell	6.00@	15.00
" Premier	5.00@	20.00
" Cecile Brunner	2.00@	3.00
Asters	2.00@	3.00
Calendulas	2.00@	3.00
Calla Lilies	8.00@	20.00
Carnations	1.00@	2.00
Easter Lilies	12.00@	20.00
Mignonette	2.00@	3.00
Rubrum Lilies	6.00@	8.00
Snapdragons	2.00@	4.00
Sweet Peas	.40@	1.00
Gladioli	4.00@	6.00

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Price List
On Cut Flowers
H. G. BERNING
1402-4 Pine St., St. Louis, Mo.

Berger Bros.
The Choice of the Market in
EASTER LILIES,
ROSES and All Popular Flowers.
Exceptional Service.
1609 Sansom St., PHILADELPHIA, PA.

CINCINNATI, AUG. 10.		Per 100
Roses, Premier	4.00@	15.00
" Russell	4.00@	15.00
" Columbia	4.00@	15.00
" Butterfly	4.00@	15.00
" White Killarney	4.00@	15.00
" Pink Killarney	4.00@	15.00
" Sunburst	4.00@	15.00
" Mrs. Aaron Ward	4.00@	15.00
" Ophelia	4.00@	15.00
" Baby Doll	3.00@	4.00
Carnations	2.00@	4.00
Carnation Laddie	6.00@	8.00
Easter Lilies	15.00@	20.00
Ferns, per 1,000		4.00
Galax, per 1,000		1.50
Plumosus (south) per bch.		.25
Smilax, per string	.15@	.25
Snapdragons	6.00@	8.00
Pond Lilies		4.00
Gaillardias	1.00@	1.50
Valley		8.00
Rubrum	4.00@	8.00
Gladioli	6.00@	8.00
Gladioli	3.00@	10.00
Leucothoe		5.00

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers and Greens

C. C. POLLWORTH CO.
CUT FLOWERS
PLANTS, BULBS
FLORISTS' SUPPLIES
MILWAUKEE, - WIS.

Pittsburgh Cut Flower Co.
WHOLESALE FLORISTS
Growers of Quality Flowers
116-118 Seventh Street,
PITTSBURGH, - - PA.
Mention the American Florist when writing

GUST. RUSCH & CO.
WHOLESALE FLORISTS
Jobbers in Florists' Supplies
Headquarters of the Cudahy Roses
Phone Main 1245. P. O. Box 506
444-446 Milwaukee Street
MILWAUKEE, WIS.
Mention the American Florist when writing

Cincinnati, O.

STOCK SELLING WELL.

Conditions are in keeping with this time a year ago except that roses are 100 per cent better. Premier, Butterfly and Columbia and a few Kaiserin are to be had. Gladioli are now arriving in larger quantities and moving only fairly well, the leading varieties are Halley, America, Augusta, Panama and Schwaben. Zinnias are promising to be very popular at this market, and therefore move out about as fast as they arrive, the best bringing $4 per 100. Asters show the effect of the extreme heat, but the growers say the cool spell we are having at present will help them along. Rubrum lilies and also the Easter variety are arriving in larger numbers and move well, as do green goods.

NOTES.

C. E. Critchell has left to attend the convention at Washington, D. C. His store has been receiving some choice roses from Jos. H. Hill, of Richmond, Ind., and some very excellent Rubrum lilies from W. Schaefer, Price Hill.

We regret to report the death of Mrs. Rogers Peterson, of Westwood, and all the florists extend their sincerest sympathy to Mr. Peterson, who is widely known here.

H. W. Sheppard and wife are spending their vacation in the country and the cards and letters received indicate they are surely enjoying themselves.

Ray W. Murphy, together with a party of friends, has left for a vacation trip to Les Cheneaux islands in the northern part of Lake Michigan.

C. J. Jones of the Walnut Hills Floral Bazaar is enjoying a vacation at Devil's Lake, Mich.

Louis Kyrk is receiving some very good gladioli from George Klotter, Price Hill.

A. E. Becker of the Avondale Floral Co. has just returned from his vacation.

Fred Gear deserves special mention for his beautiful window display.

Visitors: Julius Dilloff of Wertheimer Bros., New York; J. H. Frank of the Dayton Floral Co., Dayton, O.; H. S. Price, of the Jos Neidinger Co., Philadelphia, Pa.; Ike Bayersdorfer, Philadelphia, Pa.; George Taffell, of Schloss Bros., Ribbons, Inc., New York; H. C. Lemstrom, of the Sefton Mfg. Co., Chicago, and T. T. Fryer, of the Taiyo Trading Co., New York.

G. K.

Wholesale Flower Markets

PITTSBURGH, AUG. 10.	Per 100
Roses, Beauty, spl., per doz.	6.00
" " fcy., per doz.	5.00
" " ex., per doz.	4.00
" " No. 1, per doz.	1.60
" Killarney	4.00@ 12.00
" Maryland	4.00@ 12.00
" Sunburst	4.00@ 12.00
" Mrs. Aaron Ward	4.00@ 12.00
" Russell	6.00@ 20.00
" Columbia	6.00@ 15.00
" Ophelia	6.00@ 12.00
" Hilda	4.00@ 12.00
" Premier	6.00@ 15.00
" Madam Butterfly	4.00@ 12.00
Asters	4.00@ 6.00
Carnations	2.00@ 3.00
" Laddie	10.00
Easter Lilies	25.00
Ferns, per 1,000	3.00
Galax, per 1,000	2.00
Plumosus, per bunch	.50
Sprengeri, per bunch	.60
Sweet Peas	1.00@ 1.50
Smilax, per doz. strings	1.50
Valley	6.00@ 8.00
Delphinium	4.00@ 6.00
Cornflowers	2.00
Coreopsis	2.00
Gaillardia	3.00
Gladioli	6.00@ 8.00

PHILADELPHIA, AUG. 10.	Per 100
Roses, Beauty, special	30.00@ 50.00
" " fancy	10.00@ 20.00
" Mrs. Chas. Russell	5.00@ 15.00
" Killarney	2.00@ 3.00
" Hadley	10.00@ 20.00
" Sunburst	2.00@ 6.00
" Wards	2.00@ 3.00
" Ophelia	2.00@ 8.00
" Columbia	3.00@ 15.00
" Premier	6.00@ 15.00
Adiantum	1.50@ 2.00
Asparagus, bunches	.50
Asparagus, strings	.75@ 1.00
Asters	1.00@ 6.00
Calendulas	1.50@ 3.00
Carnations	2.00@ 3.00
Cattleyas	1.00@ 1.50
Easter Lilies	20.00@ 25.00
Lily of the Valley	6.00@ 8.00
Smilax	.35
Snapdragons, per doz.	.75@ 1.50
Larkspur, per doz.	1.00@ 150
Gladioli	4.00@ 6.00

WAUPACA, WIS.—Glen W. Hopkins and W. F. Wildfang, New London, will build greenhouses in the near future on land purchased in this city.

MIMICO, ONT.—Carl Grobba recently added two greenhouses to his establishment, 38x160 feet, and is erecting a cold storage building, 65x200 feet.

THE McCALLUM CO.
Manufacturers—Importers
FLORISTS' SUPPLIES
Headquarters: PITTSBURGH, PA.
Mention the American Florist when writing

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.
Mention the American Florist when writing

ST. LOUIS, AUG. 10.	Per 100
Roses, Premier	3.00@ 10.00
" White Killarney	2.00@ 6.00
" Columbia	3.00@ 10.00
" Ophelia	2.00@ 6.00
" Killarney	2.00@ 4.00
" Russell	3.00@ 12.50
" Ward	2.00@ 4.00
" Sunburst	3.00@ 8.00
Ferns, per 1,000	2.50@ 3.00
Valley	6.00
Galax, green, per 1,000	1.75
" bronze, per 1,000	1.75
Gladioli	3.00@ 8.00
Larkspur	.60@ 1.00
Delphinium	.50@ 1.00
Phlox	.50@ .75

MILWAUKEE, AUG. 10.	Per 100
Roses, Kill'n'y, W. Kill'n'y	4.00@ 12.00
" Premier	6.00@ 20.00
" Ophelia	4.00@ 12.00
" Columbia	6.00@ 20.00
" Ward	4.00@ 12.00
" Hoosier Beauty	4.00@ 15.00
Asters	3.00@ 6.00
Gypsophila, per bunch	.35@ .50
Larkspur, per bunch	.35@ .50
Fancy Ferns, per 1,000	2.50
Asparagus, per bunch	.50@ .75
Snapdragons	3.00@ 4.00
Gladioli, per dozen	.75@ 1.00
Lilies, per doz.	2.50@ 3.00
Rubrums	6.00@ 8.00

New York.

LIGHT DEMAND FOR ALL STOCK.

There cannot be said to be any material increase in the volume of business, but the cool weather of the past week was a great relief and created a better feeling in the trade. While there is an abundance of stock on the market that is in quality below the average, good stock is scarce. But the outstanding feature is that there is but a light demand for all kinds of stock. The reduction in the supply of roses makes possible something like a clean up along that line. Asters were arriving in considerable volume and of fair quality when the violent storms of July 31, cut and beat down much of the crop intended for this market. There is a fair supply of gladioli, but for funeral work, now the main asset, they are not as useful as the asters. The supply of orchids, lilies and lily of the valley continues light. Zinnias, cut hydrangeas and other minor stocks continue to arrive in fair quantity, but are not particularly useful.

August 8.—If there was any worth while business the scarcity of good roses would be a serious drawback, but as it is, there does not seem to be much inconvenience. The hot weather of July seems to have done an abnormal amount of forcing, and the arrivals are now light and of poor quality. Short roses that two weeks ago went begging at 53 cents and $1 per 100 are now selling at $3 per 100 and in some wholesale stores the selling price is $4. The few special Columbias that are on the market wholesale up to $20 and $25 per 100. A better quality of asters is now arriving. Heavy rain fell on August 7.

NOTES.

L. E. Dupuy, son of Louis Dupuy, the well known plantsman of Whitestone, this city, who is active in his father's business, was one of more than 200 members of the American Legion that sailed for France on the S. S. George Washington, August 3. The Legionnaires will spend six weeks on their tour, including time on the ocean. During their stay in France they will be guests of the government and they will visit towns in every section of the country. Young Mr. Dupuy will not be a stranger in France, as previous to our entrance in the war he had visited relatives there, and at the entrance of the United States into the conflict he enlisted in the heavy artillery, was for a time stationed on our coast defenses and made a fine record during two years over seas. The Legionnaires will attend the dedication of the monument at Filrey which the French people have erected as a testimonial to the valor of the American Expeditionary Forces, and also will be guests of various French municipalities, including that in which Marshal Foch was born.

We learn that Ararat Temple, Nobles of the Mystic Shrine of Kansas City, Mo., has started a national census to determine how many veterans of the world war are Shriners. The purpose of the census is to make it possible for the Kansas City Shriners to send special invitations to the veterans to attend the annual convention of the Legion. The visiting Shriners will be the guests of Ararat Temple during the convention and will be entertained in the homes of Shriners in that city. From an authoritive source we learn that the Legion membership now numbers nearly 1,000,000, having gained over 200,000 in the past year.

As Hunter College is on our beat we take pleasure in collecting the gems of thought that drop from the lips of its lady professors. Miss Louise Hart is one of them and in recently testifying relating to a visit of teachers to Albany to secure a raise of salaries, she said: "As Senator Lusk was quite tall we gave him roses with very long stems, while Senator Lockwood, who is short, got roses with short stems. The roses cost $60." Who can fathom the mysteries of the feminine mind?

Edward McCarthy, president of James Weir, Inc., Brooklyn, recently returned from a month's tour by automobile of New England. He was accompanied by his family and they visited all the leading cities, including as a matter of course, Boston, calling on Henry Penn and other florists. Mr. McCarthy looks as rugged as a professional athlete.

W. F. Long, the Columbus avenue retailer, has returned from his vacation spent at one of the Maine lakes. He is in good health and spirits. It is now Mrs. Long's turn, and on August 2 she started for Provincetown, Mass. After a short stay with friends there she will go on to Baddeck, Nova Scotia, and visit her parents.

Roman J. Irwin has gone to Peterboro, Ont., for the meeting of the Canadian Florists' and Gardeners' Association. After a trip through Canada he will attend the Washington convention.

Paul Rigo, of A. M. Henshaw's staff, has returned from a four weeks' trip in California and other western points. He attended the Elks' convention at Los Angeles.

Joseph A. Millang, of the New York Cut Flower Co., is receiving exceptionally good Columbia roses for the season from the range of the F. R. Pierson Co.

J. K. Allen, the veteran wholesaler, and J. K. Van Mater, of Jamaica, will make the trip to the Washington convention by automobile.

Phil Kessler says he is going to "Rock Candy Mountain" for his vacation. We opine that there is rye in the nearby valleys.

W. G. Badgley, in the 18th street market, is showing a fine collection of anthuriums and rare cypripediums.

A. B. Cazan, the retailer of 2751 Broadway, has installed a soda fountain in his store.

Frank Millang, Jr., has just returned from an extended trip through New England.

An exceptionally fine stock of asters is being received by Harry Charles.

A. F. F.

LOUISVILLE, KY.—Edw. J. Luke will build a greenhouse at 414 N. 42nd street, in the near future.

BAINBRIDGE, GA.—W. A. Dole is making an addition of 2,000 feet to his range of glass in this city.

MANKATO, MINN.—N. Neilsen is making additions to his greenhouse establishment at 120 Marshall street.

CHATHAM, N. Y.—E. C. Lowell, for 30 years in the employ of the Chatham Floral Co., died recently, age 47.

TORONTO, ONT.—B. W. Miller will erect greenhouses at 1969 Dufferin street, to cost $10,000, at an early date.

SAN MATEO, CALIF.—Nels Peterson recently completed a greenhouse, 35x 190 feet, to be used for growing Laddie carnations exclusively.

PORTLAND, ORE.—Max M. Smith will open a branch flower store on Washington street, between Sixth and Seventh streets, in the near future.

HARRY CHARLES
Wholesale Florist
VIOLETS
104 West 28th St., NEW YORK CITY
Phone Chelsea 8071. Consignments Solicited.
Mention the American Florist when writing

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WHOLESALE COMMISION FLORISTS
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J. J. COAN, Inc.
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Everything in Cut Flowers
Phones 5413 & 5891 Watkins
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Gold Letters and Scripts
Best and cheapest on the market.
Write for samples and prices.
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Telephone Chelsea 5713
For prompt and satisfactory results ship to
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WHOLESALE FLORISTS
112 West 28th Street, NEW YORK
All Seasonable Flowers.
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OFFICIAL S. A. F. **Shipping Labels**
FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Price per 500, $1.50; per 1000, $6.50. Samples on request. Electro of leaf, postpaid, $3.00. Cash with order.
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Wholesale Florist
31 and 43 W. 18th St., NEW YORK
Carnations and Sweet Peas of Fine Quality.
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HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley, Lilies, Etc.
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A complete assortment of the best in the market can always be relied upon.
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31 and 43 W. 18th St., New York
Prompt and careful attention to your interests. Consignments Solicited.
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Established 1887. Telephones: Watkins 167 and 3058.
Wholesale Cut Flower Commission Dealer
43 West 18th Street, NEW YORK
Near the main entrance on 18th Street Wholesale Flower Market.
Consignments of Asters and Early 'Mums Solicited
Mention the American Florist when writing

Joseph A. Millang
Wholesale Florist
55-57 W. 26th St., New York
Telephone: 2046 Watkins
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Wholesale Flower Markets

	New York, Aug. 10.	Per 100
Roses, Beauty	$6.00 @	$50.00
" Columbia	3.00 @	20.00
" Pilgrim	3.00 @	8.00
" Hadley	3.00 @	8.00
" Dunlop	3.00 @	8.00
" Dbl. Wht. Killarney	3.00 @	8.00
" White Killarney	3.00 @	6.00
" Aaron Ward	3.00 @	8.00
" Ophelia	3.00 @	12.00
" Premier	3.00 @	12.00
" Scott Key	3.00 @	12.00
" Sunburst	3.00 @	8.00
Asters	1.00 @	3.00
Adiantum Croweanum and Hybrid	.75 @	1.00
Asp. Plumosus, per bunch	.25 @	1.00
Bouvardia, per bch		.50
Cattleyas	50.00 @	150.00
Hydrangeas, per doz.		.50
L. Rubrum	8.00 @	10.00
Lilies, white	15.00 @	20.00
Lily of the Valley	6.00 @	10.00
Smilax, doz. strings	1.00 @	2.00
Larkspurs, per dozen	.50 @	1.00
Gladiolus, per doz.	.15 @	.50
Sweet Peas	.50 @	1.00
Phlox	1.00 @	1.50

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, NEW YORK
Between 26th and 27th Sts.
Telephones: 798 and 799 Watkins
Orchids, Roses, Carnations, and all the other best products of the leading growers.
Consignments Solicited.
Mention the American Florist when writing

HERMAN WEISS
121 W. 28th St., NEW YORK
'Mums, Snapdragons, Roses, Carnations, Bouvardias, Pompons and Orchids.
As Well As All Other Flowers in Season.
Member
New York Wholesale Florists' Protective Ass'n
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United Cut Flower Co., Inc.
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31 and 43 W. 18th St., NEW YORK
Everything in Cut Flowers
Consignments Solicited.

N. Y. Cut Flower Exchange
Coogan Bldg., 6th Av. and W. 26th, N. Y.
Desirable wall space to rent for advertising.
Open for Cut Flower Sales at 6 o'clock every morning
V. S. DORVAL Secretary

The Kervan Co.
Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
119 West 28th St., NEW YORK

GEO. B. HART
Wholesale Florist
24-30 Stone Street
ROCHESTER, NEW YORK

Traveling Wholesale Florist
INC.
31 and 43 W. 18th St., NEW YORK
Telephone 9760 Chelsea
SPECIALTIES — Cut Orchids, Asparagus Plumosus Sprays and Mistletoe and Berries. Our Orchids are grown by Carillo & Co., of Mamaroneck, N. Y.

Oehmler Floral Co., Inc.

Welcome To Washington

The Oehmler Floral Co , Inc., extend Greetings and a hearty welcome to the visiting members of the Society of American Florists.

They are invited to visit our store and make themselves at home. We particularly desire to meet those with whom we have been doing business in all parts of the country. Our Mr. O. A. C. Oehmler, will extend the glad hand of welcome.

OEHMLER FLORAL CO., Inc.
1329 G St., N. W., Washington, D. C.

Hartford, Conn.

There are a great many times when we have to send flowers to a distant city where there is supposed to be a live wire. This party might be, but is not. That is, we do not find out that he is asleep until about a month after, when he acknowledges the order and tells you that the party died three years before, or has moved away, and that he had forwarded the order to the new address (now this forwarding order very seldom happens but should). We have these things happen quite often. Just why cannot the brothers in the trade answer at once and save trouble, save customers for the other fellow and save trouble for all concerned? We have some live wires, but where? We could give you a great many instances where we do not hear anything, only get a bill for the order and find out later that the florist on the other end left it with his delivery driver to take care of. Ever had it occur to you?

The Florists' Club is looking forward to its fall meetings which begin in October and there will be something doing every minute, for we are going to give the American Carnation Society and other societies that have their convention here this winter the time of their lives. This city is noted for its hospitality, the Florists' Club is a live bunch, and have the largest list of membership of any other club in the state, and that is saying something. It is five years young and looking forward to several years of life. Just watch us, and come to any of our meetings which are held the second Wednesday of each month.

Eugene S. Drake has an ideal location in the town of Windsor, Conn., and already his stock of Bostons are looking fine. He has had remarkable success with his asters in the field, they having escaped the "yellows." The sweet pea crop has also done well. Mr. Drake is a past master in raising good stock, and a contract has already been signed for a new greenhouse. You florists who have missed Gene will find that he will be able to deliver the goods as formerly.

Frank Richardson's greenhouses on Church corners, East Hartford, have been sold for $50,000. This place was established 30 years ago, and is an ideal spot for a live florist with some pep, and is located on one of the best corners in the state. Mr. Richardson will retire from the business. W. A. Sanborn, real estate agent, is the purchaser.

John Coombs will start for Washington, D. C., August 15, with a load from the South street greenhouses. Newton Osborn, general manager, reports that the greenhouses are beginning to look natural, already have carnations been planted, and they are starting on another house.

Joseph F. Coombs of the Main street store after a week at camp, took a trip into the White mountains by auto and had a delightful time. He says business is rather good, but to be honest, it might be better, but what can one expect at this time of year?

Spear & McManus, 142 Asylum street, are doing the work this past season that they are noted for. Joseph McManus of the firm spends his week ends at his summer cottage at Ocean Beach, New London, Conn. D. A. Spear is at Gloucester, Mass., for the month.

The Cedarhill greenhouses on Fairfield avenue are painting and doing the things that all the growers do at this time of year. They report funeral work and trade in general good.

Lane, the Florist, 180 Asylum street, is making some changes in its already beautiful store, keeping money in circulation as it were. They report business as satisfactory.

Trade is fair for this time of the year at the E. M. Welche Flower Shoppe. Their large store looks very inviting with the cool green of beautiful palms.

George Grou, well known florist of the city, died July 29, age 90. For further particulars see obituary column.

G. G. McG.

Pittsburgh, Pa.

TRADE VERY UNSATISFACTORY.

Business the past week left much to be desired in supply and demand. The offerings of first class stock of every item on the list was small with a lot of poor stock that was hard to move at any price. The majority of the retail stores are not carrying any stock to speak of and depend on being able to pick it up on the market whenever they require it. American Beauty roses are again on the market in small numbers, but the demand is light, and they move only when some retailer gets an occasional special order. The quality of roses is improving as some of the growers are beginning to cut from the new plants. Lilies have been scarce, which has held the price up on this item. The supply of gladioli has been large, but first class stock is scarce, and the same can be said of the aster supply. This season's early crop does not begin to compare in quality with other years. Other outdoor flowers are seen in profusion, but move slowly with most of it going to waste.

NOTES.

The McCallum Co. held its annual picnic and outing August 10, at the grounds of the Keystone Canoe Club, at Verona, Pa. The store closed at noon, so that all could attend. This was probably the largest and best outing ever held by the company.

The Retail Florists' Association held its monthly meeting at the Hotel Chatam, August 4. Due to the small attendance, no business of any importance was transacted.

E. C. and E. K. Tipton of the McCallum Co. received word of the death of their brother at Arcata, Calif., whose body is being shipped to this city for burial.

Messrs. Stenson and McGrail, Uniontown, were recent visitors on their way home from a month's vacation in northern New York and Canada.

E. C. T.

Kansas City, Mo.

GLADIOLI IN PLENTIFUL SUPPLY.

Business has been good during the past few weeks, most of the trade consisting of funerals and hospital work. Gladioli are the most plentiful stock, but their quality is not as good as formerly. Asters are also poor. Roses are scarce, and in some cases good stock is obtainable. Buddleias are growing in favor because they blend well with other flowers.

A number of florists of this city attended the convention of the Kansas State Florists' Association at Topeka, August 4-5.

E. J. B.

COLUMBUS, GA.—J. B. Knight and A. J. Klingon recently purchased the Smith greenhouses on Rose hill. They will continue operation and make additions, the style of the business being the Rose Hill Greenhouses .

The Gude Bros. Co.

Extend Greetings to the members of the Society of American Florists and Welcome them to beautiful Washington.

RETAILERS will find our store one of the best equipped in all its departments for quick and efficient service. The members of the Florists' Telegraph Delivery with whom we have had such pleasant relations are particularly invited to make use of the facilities of our store.

Growers should take time between sessions to visit our extensive greenhouses at Anacostia and Bladensburg Road.

A Most Cordial Welcome Awaits You.

GUDE BROS. CO.

1214 F Street, WASHINGTON, D. C.

To the Members of the Society of American Florists, Greetings:

Of course you are all coming to Washington, where you will be assured of a most hearty welcome.

We extend to you a most cordial invitation to visit our newly fitted, well stocked, up-to-date shop, where we have every facility for efficient and immediate service.

The F. T. D. business has become a most important factor in our trade, increasing month by month. We give especial attention to all Telegraph Orders and will be pleased to see all members of this live organization.

BLACKISTONE, Inc.

14th and H Sts., Washington, D. C.

George H. Cooke

We extend hearty greetings to members of the Society of American Florists.

WE will be glad to welcome you to our store during your visit to the Convention. We shall be especially pleased to meet any of the F. T. D. members with whom it has been our pleasure to do business the past few years. We are especially caring for these Telegraph Orders, as they are becoming a very important feature of our business.

George H. Cooke

1102 Connecticut Ave., Washington, D. C.

GEORGE C. SHAFFER

Desires to extend greetings to the visiting members of the Society of American Florists and welcome them to the Capital City.

WE will keep open house during the Convention days and extend a cordial invitation to all who can spare the time between sessions to call and see our beautiful store. Will be especially glad to exchange ideas with F. T. D. members looking to the betterment of this service which has in the past few years become such an important part of my business.

George C. Shaffer

14th and Eye Streets
WASHINGTON, D. C.

The Dupont Circle Flower Shop

is pleased to extend a hearty welcome to all visiting members of the Society of American Florists attending the Convention.

We will take great pleasure in showing visitors about our establishment, especially will we like to meet those with whom we have had F. T. D. transactions the past few years. This business is rapidly assuming proportions that make it one of our best avenues of trade.

The Dupont Circle Flower Shop

ELMER C. MAYBERRY, Manager

Dupont Circle, WASHINGTON, D. C.

J. H. Small & Sons

WE desire to extend our heartiest greetings to the visiting members of the Society of American Florists and bid you welcome to Washington.

You are cordially invited to visit our stores between the sessions of the Convention and make use of its conveniences.

The telegraph service for the quick delivery of cut flowers to distant points is an important feature of our business. Orders for delivery here always receive our most careful attention.

J. H. SMALL & SONS

15th and H Streets, WASHINGTON, D. C.

WINDOW BOXES ON THE HOME OF MALANDRE BROTHERS, NEW YORK.

After the Washington Convention a Visit to New York Should be on Your Programme.

ALWAYS CORDIAL GREETINGS

To Our Friends of the Society of American Florists and Ornamental Horticulturists

MALANDRE BROTHERS

2077 Broadway, near 72nd St., NEW YORK

Steamer and All Orders from other cities Promptly Filled

Phone Columbus 6883 — Members of the Florists' Telegraph Delivery

Welcome to Washington

We extend most hearty greetings to all members of the Society of American Florists who are within our gates attending the Convention.

We desire that you shall visit our store 14th St. and New York Ave., and meet our Manager Mr. Hetherington. We assure you a cordial welcome awaits you. All Growers and Greenhouse Men are invited to visit our **one quarter million feet** of glass at Alexandria, Va., only a half hour's ride on the electric, where Mr. D. G. Grillbortzer, President, will extend Virginia hospitality.

Washington Floral Co.

14th Street and New York Avenue

WASHINGTON, D. C.

Welcome Boys to Our City Beautiful

F. H. KRAMER

We Grow Our Own Flowers

916 F Street, N. W. Washington, D. C.

Mention the American Florist when writing.

SAVANNAH, GA.

John Wolf

The Largest Grower of Cut Flowers in the South

Mention the American Florist when writing

KNOXVILLE, TENN.

Baum's Home of Flowers

Personal attention given to orders For Knoxville and East Tennessee. Member F. T. D.

Mention the American Florist when writing

NEW ORLEANS, LA.

CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

The Louise Flower Shop

WELCOME TO THE CAPITAL CITY

It is with great pleasure that we extend greetings to the visiting members of the Society of American Florists.

Miss Daugherty, Proprietress of the Louise Flower Shop, especially invites all ladies of the Retail Trade to visit her store and see what has been accomplished entirely through her own efforts.

All those with whom she has done business through the medium of the F. T. D., will be especially welcome, as this has grown to be one of the most important features of her business.

THE LOUISE FLOWER SHOP

MISS LOUISE W. DAUGHERTY, Proprietress

Connecticut Ave. and N St., Washington, D. C.

The Homes of Flowers

Extend a cordial invitation to all members of the trade to visit our establishments when in the city.

CHICAGO ORDERS

All telegraph, mail or telephone orders submitted to our care for delivery in Chicago and vicinity will be given the personal attention of the manager in charge.

CHICAGO

Alpha Floral Company

Northwest Corner Wabash Ave. and Adams St.

Our Motto: Satisfaction, Quality and Service.

Members of the F. T. D.

CHICAGO

Johnson & Chronis FLORISTS

Southwest Corner 47th St. and Lake Park Ave.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Send your Orders for Chicago and Suburbs to

Schiller The Florist

2223 W. Madison St. CHICAGO

All orders carefully filled under the supervision of

GEORGE ASMUS, Mgr.

Wire, Write or Phone West 822

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Albany, N. Y.

EYRES

FLOWERS OR DESIGN WORK

Delivered in Albany and vicinity on telegraphic order.

106 STATE STREET

Mention the American Florist when writing

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Cincinnati.

JULIUS BAER

FLOWERS

Mail and Telegraph orders carefully filled.

138-140 Fourth St., East

Mention the American Florist when writing

SALT LAKE CITY.

Miller Floral Co.

10 EAST BROADWAY

250,000 Square Feet of Modern Glass

First-class stock and service. Usual discount.

We reach the whole of Utah and to Central part of Nevada and Idaho

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

CHARLES L. SCHMIDT

23 No. Second St., Harrisburg, Pa.

Night and day service in all Central Pennsylvania.

Mention the American Florist when writing

TACOMA, WASH.

California Florists

will take care of all telegraph orders.

Mention the American Florist when writing

ORDERS IN OR AROUND

PHILADELPHIA

J. J. HABERMEHL'S SONS

Flowers and Service

THE BELLEVUE-STRATFORD BROAD AT WALNUT STS.

Conservatories, Diamond St. at 22nd.

Mention the American Florist when writing

BOHANNON FLORAL CO.

75 East Monroe Street, CHICAGO

Member of F. T. D.

Staten Island, N. Y. F. T. D.

ALEX. S. GEORGE

(Not Incorporated)

National Florist

FLORAL ARTIST

423-425 Richmond Terrace

(V. M. C.)

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Buffalo, N. Y.

S. A. ANDERSON

440 Main Street

Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport, Niagara Falls and Western New York.

Members of Florists' Telegraph Delivery.

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Mangel

The Palmer House Florist

17 E. MONROE ST.

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CLEVELAND, O. AND VICINITY.

BRAMLEY & SON

1811 E. 71st St.

The Largest Growers of Flowers in the City

GRAND RAPIDS, MICH.

GRAND RAPIDS FLORAL CO

ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

Mention the American Florist when writing

FOR ST. LOUIS

WIRE

Grimm & Gorly

Mention the American Florist when writing

ENGLAND

You can "Say It With Flowers" to anyone in the British Isles through Bees' Flower Service.

(Members F. T. D.)

Ye Busy Bees

Bees Ltd

Bold Street

LIVERPOOL

Steamers arriving at or leaving any port can be served at a few hours' notice.

(Members F. T. D.)

Mention the American Florist when writing

Boston, Mass.

MEMBER

Houghton Gorney Flower Shop

UNDER THE PARK STREET CHURCH

Centrally located. Each order receives my personal attention. Best facilities for shipping

Mention the American Florist when writing

NEW YORK.

BROADWAY FLORIST

2094 Broadway, S. E. Cor., 72d St.

Phone Columbus 5468

Branch: 840 Westchester Ave., Bronx.

Phone: Intervale 4990.

Mention the American Florist when writing

NEW YORK Established 1849

David Clarke's Sons

2139-2141 Broadway, Cor. 75th St.

Orders by Telegraph Promptly Filled

Phones 1552-1553 Columbus

Mention the American Florist when writing

LITTLEFIELD, Florist

WORCESTER, MASS.

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

A. LANGE, Chicago

77-79 East Madison Street

Member of F. T. D.

WE ARE AWAITING YOUR ORDER.

Best Flowers, Service and Delivery

No Order Too Small or Too Large. Careful Attention to All.

We are located in the heart of Chicago, and make all deliveries in the city and suburbs

CHICAGO.

Wittbold FLORIST

745 Buckingham Place
L. D. Phone, Graceland 1112
Send us your retail orders.
We have the Best Facilities in the City
No. branch stores. Established 1857.
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

ROCHESTER, N. Y.

J. B. KELLER SONS,
FLORISTS
25 Clinton Avenue N
Rochester ph. 506. Long Dist. Bell ph. 2189
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

LOS ANGELES, CALIF.

Wolfskill Bros. and Morris Goldenson
Cut Flower Merchants
We solicit telegraph orders. Regular trade discount.
229 WEST THIRD STREET
Mention the American Florist when writing

WASHINGTON, D. C.

Louise Flower Shop
Connecticut Ave., at N. St., N. W.
Miss Louise W. Daugherty, Proprietress
Phones—Franklin 3579, 3841, 3842
Member of Florists' Telegraph Delivery.

FROM NEW YORK EXCEPT AS NOTED.

August 15.
FROM GALVESTON, Swedish-American Line (Gothenburg).
FROM BALTIMORE, West Chatala, I. M. M. Lines (Hamburg).
FROM BALTIMORE, Belgian Line (Antwerp).

August 16.
FROM PHILADELPHIA, Missouri, I. M. M. Lines (Antwerp).

August 17.
Paris, French Line (Havre).
FROM BOSTON, Deranof, I. M. M. Lines (Hamburg).

August 18.
Berengaria, Cunard-Anchor Line (Cherbourg-Southampton).
Pannonia, Cunard-Anchor Line (Danzig).
FROM NEW ORLEANS, Burgerdyk, Holland-America Line (Rotterdam).

August 19.
Virgilia, Cunard-Anchor Line (London).
FROM MONTREAL, Tarantia, Cunard-Anchor Line (London).

August 20.
Noordam, Holland-America Line (Rotterdam).
Niagara, French Line (Hamburg-Danzig).
Englantier, Belgian Line (Antwerp-Rouen).
Albania, Cunard-Anchor Line (Liverpool).
Algeria, Cunard-Anchor Line (Glasgow).
Porto Rico, Porto Rico Line (San Juan).
Patria, Fabre Line (Marseilles).
FROM GALVESTON, Swedish-American Line (Gothenburg).
FROM PHILADELPHIA, Persier, Belgian Line (Antwerp).
FROM PHILADELPHIA, Monadnock, French Line (Bordeaux).

OMAHA, NEB.

Hess & Swoboda
FLORISTS
1415 Farnum St. PHONES: 1501 and L1582
Members of Florists' Telegraph Delivery.
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BROOKLYN, N. Y.

JOSEPH TREPEL
BROOKLYN'S LARGEST FLORIST
Eleven Stores
Main Store— Lewis Ave. Cor. Hancock St.
Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.
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KANSAS CITY, MO.

The Apollo Flower Shop
4 East 11th Street
We Carry the Largest Stock of Cut Flowers in the City. We Please the People.
Home Ph.: Main 3652 Bell Ph.: Main 1034

ST. LOUIS, MO.

F. H. WEBER
N. E. Cor. Taylor and Olive Sts.
Flowers delivered in City and State on Short Notice.
Member of Florists' Telegraph Delivery.

TERRE HAUTE, IND.
THINK OF HEINL'S

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Largest Retail Florists in Westchester County.
Members F.T.D. Established 1908.

New York Floral Co.

Yonkers, N. Y. Cor. Manor House Square
New Rochelle, N.Y. 542 Main St

KANSAS CITY, MISSOURI.

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Members of Florists' Telegraph Delivery

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CHICAGO

75 E. Adams St.

HENRY Wittbold and Son DECORATORS FLORAL FLORISTS

EVANSTON, ILL. 3025 Central St.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Pittsburgh, Pa.

MRS. E. A. WILLIAMS

621 Penn Ave.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Milwaukee, Wis.

FOX'S

Incorporated

437-39-41 Milwaukee Street

Members of Florists' Telegraph Delivery

Mention the American Florist when writing

Lang Floral & Nursery Co.

1214 Main Street, Dallas, Texas.

Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

FREY & FREY

1338 O Street, LINCOLN, NEB.
Wholesale and Retail

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Penn, the Florist.
Boston, Mass.—Houghton Gorney Fl. Shop.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Bohannon Flower Shop.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Congress Flower Shop.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Schiller, The Florist, W. Madison.
Chicago—G. Wittbold Co., Buckingham Pl.
Chicago—Henry Wittbold & Son.
Chicago—Mangel, 17 E. Monroe St.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The Park Floral Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—Central Floral Co., B'way.
Detroit, Mich.—John Breitmeyer's Sons.
El Paso, Tex.—Potter Floral Co.
Galesburg, Ill.—Pillsbury's Flower Stores.
Grand Rapids, Mich—Grand Rapids Fl. Co.
Grand Rapids, Mich.—Henry Smith Floral Co., Inc.
Hartford, Conn.—Welch's Flower Shop.
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—Apollo Flower Shop, The.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
Knoxville, Tenn.—Baum's Home of Flowers.
La Crosse, Wis.—Salzer Floral Gardens.
Lincoln, Neb.—Frey & Frey.
Liverpool, Eng.—Bee's, Ltd.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses
Memphis, Tenn.—Memphis Floral Co.
Miami, Fla.—The Exotic Gardens.
Milwaukee, Wis.—Fox's Incorporated.
Montreal, Que., Can.—Dominion Floral Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—The Rosery Floral Co.
Newark, N. J.—Phillips Bros.
New Britain, Conn.—Welch's Flower Shop.
New Orleans, La.—Metairie Ridge Nur. Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New Rochelle, N. Y.—New York Floral Co.
New York—A. Eckrich, 924 Madison Ave.
New York—Alexander, Florist.
New York—A. T. Bunyard, Madison Ave.
New York—Broadway Florist.
New York—N. Christatos.
New York—Dard's, 44th and Madison Ave.
New York—David Clarke's Sons.
New York—Henry Hart, Inc.
New York—Hession.
New York—Irene Hayes.

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

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SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop
1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

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New York—Malandre Bros.
New York—Matthew A. Battista.
New York—A. Meyer, 1062 Madison Ave.
New York—Olympia Florist.
New York—G. E. M. Stumpp.
Oklahoma City, Okla.—Furrow & Co.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon: Florist.
Rochester, N. Y.—J. B. Keller Sons.
Salt Lake City, Utah—Evans Floral Co.
Salt Lake City, Utah—Miller Floral Co.
Staten Island, N. Y.—Alex S. George.
San Francisco—Podesta & Baldocchi.
Savannah, Ga.—John Wolf.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosaia Bros.
Sheboygan, Wis.—J. E. Matthewson.
St. Louis, Mo.—F. H. Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heinl & Sons.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackstone, Inc.
Washington, D. C.—F. H. Kramer.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Evanston, Ill.—Henry Wittbold & Son.
Washington, D. C.—Oehmler Floral Co.
Washington, D. C.—J. H. Small & Sons.
Washington—The Dupont Circle Fl. Shop.
Washington, D. C.—Washington Floral Co.
Wichita, Kan.—W. H. Culp & Co.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

BUNYARD, NEW YORK, 413 Madison Ave.

Bellevue Avenue, NEWPORT, R.
Summer Season.

Hession

Madison Ave. and 76 St.
NEW YORK

Quality Flowers

BEST IN THE MARKET
AT REASONABLE PRICES

Plant Specialists Phones: Rhinelander 107—420—775

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

BRANCHES: RITZ-CARLTON and VANDERBILT HOTELS

KOTTMILLER

426 Madison Ave., NEW YORK

Mention the American Florist when writing

Chicago

Congress Flower Shop

CONGRESS HOTEL
520 South Michigan Ave.

Mention the American Florist when writing

NEW YORK. Telephone Audubon 6618 Established 1906

Olympia Florist

(PETER LAMBOS & CO.)
3799 Broadway, S. W. Cor. 158th St.
FRESH CUT FLOWERS DAILY
Orders from Other Cities filled with promptness

Mention the American Florist when writing

MEMPHIS, TENN.

Memphis Floral Company

MAIN AND UNION
WIRE US

Oklahoma City

OKLAHOMA

FURROW & CO.

205 W. Main St.

Members of Florists' Telegraph Delivery.

Randolph & McClements

Floral Experts

5936 Penn Ave., Pittsburgh, Pa.

Mention the American Florist when writing

NEW YORK.

Malandre Brothers

2077 Broadway, near 72nd St.
'Phone, Columbus 8883

The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

New York's Favorite Flower Shop

G. E. M. Stumpp

Fifth Avenue at 58th Street
Member F. T. D. Ass'n.

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PITTSBURGH, PA.

A. W. Smith Co.

KEENAN BLDG.
Largest Floral Establishment in America
Established 1874 Incorporated 1909

Mention the American Florist when writing

WICHITA, Kansas Shipments for Kansas and Oklahoma.

W. H. CULP & COMPANY

Quality Flowers
Personal Service

Members
F. T. D.

Mention the American Florist when writing

El Paso, Texas

Potter Floral Co.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

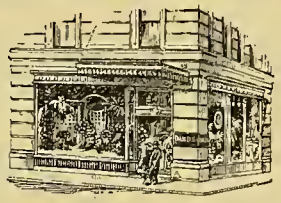
J. W. RODGERS

Elks' Building
South Jefferson Street

Dayton, O.

Telegraph orders for Dayton will receive our immediate and careful attention.

Mention the American Florist when writing



DARDS

341 Madison Ave.
Opp Hotel Biltmore
New York

The Leading
Florist for nearly
Half a Century

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Albany, N. Y.

Danker

FLORIST

The Best Service

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Kansas City, Mo.

Samuel Murray

1017 Grand Avenue
Member Florists' Telegraph Delivery

Mention the American Florist when writing

Kansas City, Mo.

W. J. Barnes FLORIST, K.C.Mo.

Kansas and Western Missouri.
Up-to-date Service.
F. T. D. Est. 1890

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Leading Florists
JOHN BREITMEYER'S SONS
1314 Broadway
PHILIP BREITMEYER, - President

Mention the American Florist when writing

Boston, Mass.

"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.
124 TREMONT STREET

Mention the American Florist when writing

Worcester, Mass.
Randall's Flower Shop
Members of Florists' Telegraph Delivery

Mention the American Florist when writing

Orders in or around **Washington, D.C.**
Geo. C. Shaffer
FLORIST
900 Fourteenth Street

Mention the American Florist when writing

BROOKLYN, N. Y.
JAMES WEIR, Inc.
FLORIST
324 Fulton St., cor. Pierrepont
Telegraph orders receive our usual good care and prompt attention. Phones 270-271 Main.

Mention the American Florist when writing

MICHIGAN. Orders will be carefully cared for by
Henry Smith Floral Co., Inc.
Wholesale and Retail Florists of Grand Rapids.

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Mention the American Florist when writing

Send Telegraph, Telephone or Mail Orders for florist's service in this vicinity to
The Dominion Floral Co.
484 St. Catherines St. West,
Montreal, Que., Canada
Every order receives prompt and careful attention.

Mention the American Florist when writing

WASHINGTON, D. C.
BLACKISTONE, Inc.
14th and H Streets, N. W.
Exceptional Service

Mention the American Florist when writing

A. M. Herbert
Telephones: Lenox 2352, Lenox 7019
1062 Madison Ave., Near 80th St.
NEW YORK
Orders from other cities promptly filled.

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TORONTO, CAN.
Canada's Best Known and Most Reliable Florist
Only the Best **Dunlop's**
8 and 10 West Adelaide Street
We deliver anywhere in Canada and guarantee safe arrival.

Mention the American Florist when writing

San Francisco
Podesta & Baldocchi
224-226 Grant Avenue
Mail or telegraphic orders promptly and most carefully executed.
Members of Florists' Telegraph Delivery

Mention the American Florist when writing

LA CROSSE, WIS.
Send your orders for flowers for delivery in this city and vicinity to
John A. Salzer Seed Co.
Quality and Service Assured

Nashville, Chattanooga and Atlanta — THREE STORES
MEMBER Florists' Telegraph Delivery
Joy's

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New York
Matthew A. Battista
FLORIST
44 Carmine Street
Phone 1274 Spring
Out of Town and Steamer Orders Promptly Filled

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Cincinnati, O.
HARDESTY & CO.
150 East Fourth Street
THE BEST THAT GROWS. EXPERTS TO ARRANGE THEM.

Mention the American Florist when writing

New York's
SHOP OF QUALITY
Irene Hayes, Inc.
F. T. D.
799 Park Avenue
Telephone Rhinelander 0202 and 0203

Mention the American Florist when writing

CINCINNATI
HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO.
Good Stock and Good Service.

Mention the American Florist when writing

NEW YORK.
A. ECKRICH
(Successor to Charles E. Grunewald)
FLORIST
924 Madison Ave., bet. 73rd & 74th Sts.
Phone: 9864 Rhinelander. Orders from Other Cities Promptly Filled

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

HARTFORD, CONN.

WELCH'S Flower Shop

Also Store at New Britain, Conn.

Established 1885.

Members of Florists' Telegraph Delivery.

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Colorado Springs, Col

Wholesale and Retail

Pikes Peak Floral Co.

Orders Carefully Executed

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

DENVER, COLO.

The Park Floral Co.

J. E. GILLIS, President.
F. P. NEIMAN, Secretary.

Mention the American Florist when writing

GALESBURG, ILL. AND CENTRAL ILLINOIS

Pillsbury's Flower Stores

Your orders will receive careful attention.

Members of Florists' Telegraph Delivery.

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KANSAS CITY, MO.

A. Newell
FLORIST

Established over 30 years

Southwest corner of 11th and McGee Sts.

Mention the American Florist when writing

WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

LOUISVILLE, KY.

AUGUST R. BAUMER

MASONIC TEMPLE

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

CHICAGO OPPOSITE FIELD'S — **DETROIT**

Central Floral Co.

132 N. State, CHICAGO
1331 Broadway, DETROIT

Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery.

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ROANOKE, VA.

FALLON, Florist.

Mention the American Florist when writing

Seattle-Rosaia Bros.

Finest floral studio in Northwest. Member F.T.D.

EDWARD SCEERY

Passaic, N. J. F. T. D. Paterson, N. J.

Washington, D. C.

GEO. H. COOKE
FLORIST

Connecticut Avenue and L Street

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FOR WISCONSIN DELIVERY
—OF—
"Home Grown Flowers"

Get in touch with

MATTHEWSON'S, SHEBOYGAN, WISCONSIN.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

NEWARK, N. J.

Philips Bros.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE.

Mention the American Florist when writing

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

IN THE HEART OF **Newark, N. J.**

The Rosery Floral Co.

167 Market St., at Broad St.

EVERYTHING IN FLOWERS

Prompt Deliveries to any town or city within 150 miles of Newark. Telephone Market 494

Mention the American Florist when writing

BROOKLYN, N. Y.

HUGO H. JAHN
—FLORIST—

710 Nostrand Ave., cor. Prospect Place

Phone: 1952 Lafayette.

Flowers Delivered Anywhere. Personal Attention.

Mention the American Florist when writing

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES **Memphis, Tenn.**

89 South Main St.

"Up-to-the-Minute" Service and Execution.

Every Flower in Season.

New York. Telephone Lenox 3822

HENRY HART, Inc.
FLORIST

1000 Madison Avenue

In the Heart of most exclusive residential section.

PHILADELPHIA, PA.

Chas. H. Grakelow

Broad St., at Cumberland

Members of Florists' Telegraph Delivery.

The Seed Trade

American Seed Trade Association.

L. L. Olds, Madison, Wis., President; Alex. Forbes, Newark, N. J., First Vice-President; Louis B. Reuter, New Orleans, La., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, 73 Tremont Street, Boston, Mass., Counsel.

The fortieth annual meeting will be held June, 1922.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass, Counsel.

The next annual meeting will be held June, 1922.

SAN FERNANDO, CALIF.—Alois Frey reports freesia bulbs well sold up.

VISITED CHICAGO: Francis C. Stokes, Moorestown, N. J., returning east.

THE Haven Seed Co., Santa Ana, Calif., says the tomato seed harvest will be late, with its acreage reduced 50 per cent.

A SEED house in the central west is reported to be marketing a $500,000 issue of stock through brokers at a 20 per cent cost.

R. E. VAUGHAN, of the Wisconsin Experiment Station, says the estimated pea pack of his state will be less than half that of last year.

PRICE of bags at Chicago, August 10, American, 16 oz., $29.50 per bale, in bale lots or over; Railroads, 16 oz., $27.00; Crown, 12 oz., $20.50.

THE government crop report issued August 9 shows heavy declines the past month in the prospective yields of wheat, corn, oats and potatoes.

PRESIDENT J. D. EISELE, of Henry A. Dreer, Inc., Philadelphia, Pa., is on his way to California. George D. Clark of the same firm preceding him thither.

BOARD OF TRADE—Prices for grass seed on the Chicago Board of Trade, August 10, were as follows: Timothy, $4.00 to $4.75 per 100 pounds, Red Clover, $11.00 to $17.00.

RALPH B. HOWE, of the W. W. Barnard Co., Chicago, expects to visit the holly and southern bulb districts, and stop off at Washington, D. C. for the florists' convention on the return trip

CHARLES DICKINSON, veteran Chicago seedsman, now in his sixtieth year, is planning a flight over Russia in an aeroplane, according to an interview accredited to him in a recent New York paper.

THE American Farm Bureau reports the displacement of horses by autos, in the last 10 years, has removed the market for 113,000,000 bushels annually of oats, 70,000,000 bushels of corn and 4,750,000 tons of hay.

SLUIS & GROOT, Holland seed growers, report reduced acreage of vegetable seeds and many items damaged by drought. Flower seeds make a better showing, except myosotis, which has been badly injured by insects.

THE late John M. Lupton, of Mattituck, L. I., whose death was recorded in last week's issue, was one of those rare men who combined broad, liberal views with skill and technical knowledge of plant growth and selection.

THE L. D. Waller Seed Co., Guadalupe, Calif., is making a record this year for early delivery of its specialties, threshing, cleaning and shipping practically the same day. The harvest is early, most seed crops having matured rapidly.

MEADOW FESCUE seed production is larger than that of last year, but rains at harvest time impaired the quality. Prices paid growers for cleaned seed since harvest, 10 to 15 cents per pound. Most of the seed in territory tributary to the more important shipping points has already been sold at about 12½ cents.

CHAS. HOLLENBACH, Chicago, with his wife and twin daughters, returned last week from their trip to the Thousand Islands region and report a very enjoyable vacation, visiting Montreal, Quebec, Alexandria Bay, N. Y., where Mr. and Mrs. Hollenbach spent their honeymoon 15 years ago, and other points of interest.

ONION SETS IN the Chicago district are of fine quality, fully equal to the 1916 brand, which many experts considered the best ever produced here. The yield is approximately three and one-half to the pound of seed and jobbers are asking upwards of $1.50 for January delivery. Harvesting, it is expected, will be completed next week.

MANITOWOC, WIS.—William Gaterman, associated with the Rugowski Seed Co. for the past two years, retired from the business July 30, and as owner of the building that houses the seed establishment, offers it for rent. J. E. Rugowski, founder of the enterprise and proprietor of a seed farm near this city will continue the business.

ATCHISON, KANS.—Carl Mangelsdorf, manager of the Atchison Seed & Flower Store, has resigned from that position and has sold his interest in the store to Ernest Mangelsdorf, who has been in charge of the Mangelsdorf greenhouses at Homewood, and understands the flower seed business thoroughly. Mr. Mangelsdorf took charge of the store August 1.

Pieters-Wheeler Seed Company

Growers of High Grade SEED

Gilroy, California

Beet, Carrot, Lettuce, Onion, Radish.

Correspondence Solicited.

Mention the American Florist when writing

The Best Color Chart.

PRICE, $1.00 POSTPAID

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

Vegeteble Seed Crops.

The acreage planted for the production of vegetable seeds this year is much below that of 1920. Commercial growers carried over fairly large stocks of a number of items from their 1920 production and confined their 1921 acreage principally to the comparatively small number of contracts placed with dealers. Adverse growing conditions, as reported to the bureau of markets and crop estimates, July 25, have reduced further the prospective yield per acre of garden peas and dwarf snap beans, while the growing condition of vine-crop seeds is reported to be about 85 per cent of normal and last year and sweet corn more nearly normal.

The acreage planted to garden peas for seed production is reported to be less than one-half of last year, when it was 113,000 acres. The average growing condition of this crop is much below normal and last year, in some cases 50 per cent, and indicates a prospective yield per acre about 70 per cent of last year. On the basis of the reduced acreage reported and present crop conditions, the total production should be about one-third of last year and about 70 per cent of 1919 and the three preceding years. The chief causes of the poor prospective yield are: Damage by aphis in California, resulting in a part of the crop being plowed under; extreme heat and dry weather in Washington, Montana and Wisconsin; and frosts in Utah and some parts of Idaho and Montana.

The present acreage and growing condition of dwarf snap beans are the result of factors similar to those affecting garden peas. Hot dry weather has prevailed in the Michigan and New York growing districts. On the whole, however, the condition of this crop is somewhat better than that of garden peas, while the acreage is reduced in about the same proportion. With favorable weather the rest of the season there is still time for beans to produce a larger yield than conditions now indicate.

The acreage of cucumbers and muskmelons for seed in the Arkansas River Valley seems to approximate that of

Alfred J. Brown Seed Co.

Growers of

Peas and Beans

Grand Rapids, Mich.

Mention the American Florist when writing

Braslan Seed Growers Company, Inc.

Growers for the Wholesale Trade only.

ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY AND MIXED SWEET PEAS.

SAN JOSE, CALIFORNIA

Garden Seed Beans

Growing Lima and pole varieties is my specialty.

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GILROY, CAL.
WHOLESALE SEED GROWER
Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish.
Correspondence Solicited.

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1920. There was some damage by hail and floods, and replantings were necessary on a small part of the acreage. In some cases there was insufficient water for irrigation purposes until the ditches damaged during the June floods were repaired. Compared with last year the average growing condition of these crops is about 85 per cent and a normal yield per acre is in prospect.

The acreage of squash and pumpkin in Nebraska and other western states is below normal, but the growing condition is excellent. The acreage of these crops in New Jersey is reported to be larger than usual. The watermelon seed acreage in Florida is about the same as last year and the present prospects are for a yield of 75 to 80 pounds per acre, which is 25 per cent below normal.

The acreage of seed sweet corn in Connecticut is about 50 per cent of last year, in Ohio 70 per cent, and in Nebraska about 85 per cent. In Connecticut the condition of the crop indicates a normal yield, in Ohio the condition seems to be spotted and indicates yields ranging from 900 to 1,500 pounds per acre, while a normal yield is expected from the Nebraska acreage.

Barnard Will.

The late William W. Barnard, head of the W. W. Barnard Co., Chicago, left an estate valued at more than $300,000, according to an inventory filed in Probate court. His personal property is valued at $127,500. Of this, his holding in the Barnard company, 796 shares, valued at $118,500 is the largest item. Among his realty holdings is a 300-acre farm in Indiana, a warehouse and considerable land in Florida. Mr. Barnard was unmarried. He died March 10. He willed his real estate to three sisters, to be held by them in joint tenancy. They are Alice S. Barnard, 1924 West 103rd street; Mrs. Mary E. B. Howe, 10233 South Wood street, and Mrs. Emma J. Graham, 10154 South Wood street.

Seven hundred shares of stock of the Barnard company are to be held in trust, half the dividends to be paid to his sisters, share and share alike, and the rest to be distributed among the following nephews and nieces: Ralph

JEROME B. RICE SEED CO.
WHOLESALE SEED GROWERS
America's Largest Producers of Seed Peas
Also a Complete Line of
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Growing Stations Throughout America. Office: Cambridge, New York

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VALLEY PIPS
FROM COLD STORAGE
$30.00 per 1000; $16.00 per 500; $8.00 per 250; $4.00 per 100.
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Pedigree Strains of
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Write for prices to
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Lily of the Valley Pips
EXTRA FINE STRAIN EXHIBITION
Size GERMAN "LUBECK" PIPS
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Price, in cases of 1000, 500 or 250 each, on application.
Send us your list of Perennials wanted for quotations.
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SWEDESBORO, N. J.
Grower of High-Grade Seed.
TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.
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JOHN BODGER & SONS CO.,
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LOS ANGELES, CALIFORNIA

GEORGE R. PEDRICK & SON
PEDRICKTOWN, N. J.
Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.
Correspondence Solicited.
WHOLESALE SEED GROWERS

Howe, Alice Howe, Paul E. Howe, Mary Howe Bebb, Amy L. Howe, Edward Howe, Jr., and Roger F. Howe. Four employes of the Barnard company are remembered as follows: The dividends of 40 shares of stock of the company are to be paid to Miss Petra Larson, 845 Montrose boulevard, "for her long continued efficient and faithful service to me and the company." In order that Miss Larson may draw an equivalent of 10 per cent on this stock, whether it pays dividends or not, Mr. Barnard set aside $2,000 to make up any dividend deficit.

Sixty shares of stock are set aside to be distributed equally among three employes, each to get four shares a year until twenty shares have been conveyed to him, the only condition being that they be still in the employ of the company. They are Ralph B. Howe, 9525 Winchester avenue; Charles D. Coventry, 962 Prospect avenue, and Morris S. Smith, Manitowoc, Wis. These bequests are made in recognition of "long and faithful and efficient services to me and the company." The interest on $5,000 Liberty bonds is to be paid to the Sunday school of Bethany Union church, 103rd and Wood streets. At maturity, the principal of the bonds will be paid to the church. The residue of the estate is to be distributed share and share alike among Mr. Barnard's sisters.

California Seed Crops.

Waldo Rohnert of Gilroy, Calif., regarding seed crops in that state, writes as follows, July 27: "The season has been rather an abnormal one all the way through. We had sufficient rains early last winter, but this spring was cold and rainless. Practically everything in the way of vegetable seed crops is lacking in growth. The ground is dry and hard, and the crop will be much below normal.

"Acreages were reduced to the minimum; in fact, the entire acreage of all varieties of garden seeds is probably 25 per cent of pre-war years. As far as I know there will not be any crops of vegetable seeds where the yield will approach normal. I have been threshing radish, and it is yielding about 200 pounds per acre, which I believe will be the average for the state. Beet, carrot and parsley plantings are exceedingly small this year, and will probably yield between 300 and 400 pounds per acre. Lettuce is rather light and of poor quality, and will not go more than 250 to 350 pounds to the acre. Onion plantings are about 25 per cent of pre-war years.

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HIGH GRADE SEEDS
Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

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Get the benefit of our 72 years' experience
All Seasonable Varieties.
Our stocks are very complete.
ROCHESTER, N. Y. The Flower City

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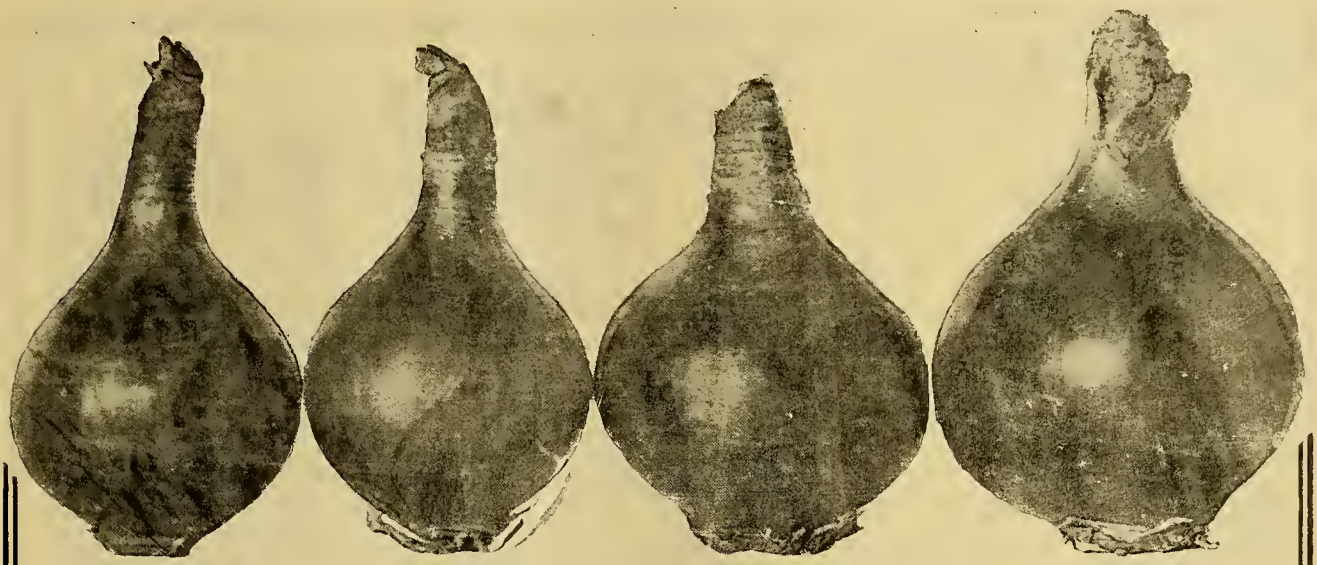

12 ctm. 13 ctm. 14 ctm. 15 ctm.

Photograph slightly reduced of new crop Paper Whites now in store.

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12 ctms Bulbs (1400 to Case) F. O. B. New York
13 ctms Bulbs (1250 to Case) F. O. B. Chicago
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Cases Full Standard sizes and Correctly stenciled.

These stocks are from best French exporters who have supplied us for thirty years—bulbs that have uniformly given satisfaction. We send out no bulbs, even of 12 to 13 centimeter grade, at our very close prices, that do not show flower spikes. Ask for samples and judge of values.

Our billing prices on our advance contracts will be found again, as usual, below most other dealers.

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First Dutch Bulbs at N. Y. Aug. 20.

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GIANT SHOW STRAIN	100 Seeds	1000 Seeds
Bright Red	$2.00	$15.00
Dark Blood Red	2.00	15.00
Glory of Wandsbek, Salmon red	2.25	17.50
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White with Carmine Eye	2.00	15.00
Mixed Colors	1.50	12.50

LARGE FLOWERING STRAIN	100 Seeds	1000 Seeds
Duke of Connaught, Crimson	$1.75	$14.00
Excelsior, white, red base	1.75	14.00
Grandiflora Alba, white	1.75	14.00
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Also All Other Seasonable Seeds, Bulbs and Supplies. Wholesale Price List Free.

Michell's Seed House
518-516 Market St., PHILADELPHIA, PA.

The crop has suffered from mildew and was badly burned by the hot weather we had recently, and will not yield more than 150 to 200 pounds per acre, with seed of a very indifferent quality. Sweet peas have not made any growth to speak of, and the yield will be very light.

"The cost of producing seed is still quite high here and owing to the extremely poor yield, growers stand to lose considerable money this year."

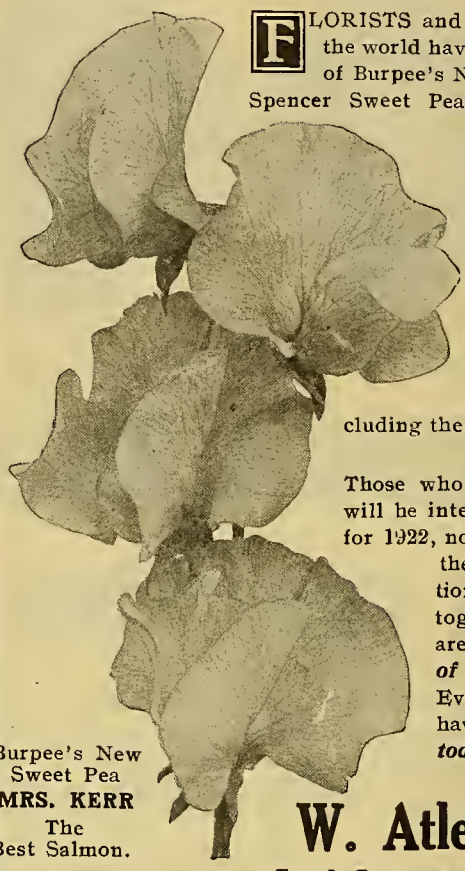
Holland Seed Exports.

The export seed trade of the Netherlands seems to be in a precarious state, reports the American consul at Rotterdam. The seed acreage under cultivation this year is far smaller than that of a year ago, as a result of the great slump in prices experienced in 1920. This slump was largely due to the inability of Germany and Austria to buy their usual supplies. In the course of the last season the price of caraway seed, for example, fell from $7.27 to about $6.18 per 100 pounds, and since the margin of profit was small under the best conditions, the change has practically caused the discontinuance of the cultivation of this seed for the present, at least.

Similar conditions obtained in the mustard seed trade, where prices last season fell from around $14.54 per 100 pounds to about half that rate. As a result of the falling off in demand last year considerable stocks were accumulated and these are gradually being worked off. The export of seeds to all countries so far this year has amounted to only 50 per cent of the exports in the same period of 1920. On the other hand, the exports of the principal seeds to the United States have increased materially.

The export of caraway seed fell from a value of over $201,000 in the first

Burpee's Sweet Peas



FLORISTS and Commercial Growers all over the world have come to realize the importance of Burpee's New Early- or Winter-Flowering Spencer Sweet Peas. Burpee's Sweet Peas are famous, and House of Burpee is recognized the world over as American Headquarters for Sweet Peas. Free-blooming character combined with sturdy growth and trueness to description are qualities of the Burpee varieties that are well appreciated by all particular Growers. The Burpee list contains a complete range of colors including the most desirable Florists' shades.

Those who require the latest and finest will be interested in the Burpee Novelties for 1922, now offered for the first time to the Growers. Complete descriptions of all varieties and novelties, together with many illustrations, are given in our *Special Folder of Sweet Peas for Florists.* Every Florist and Grower should have it. *Write for a free copy today.*

Burpee's New Sweet Pea **MRS. KERR** The Best Salmon.

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Immediate Shipment

VALLEY PIPS, Dutch or German type, in case lots of 2500 pips. **LILIUM MAGNIFICUM,** 9-11, from N. Y. **KENTIA Belmoreana** and **Forsteriana Seeds,** in bushellots. **BAMBOO CANES,** natural and dyed green, all sizes, bale lots. **RAFFIA,** natural and colored, 25 lbs. up.

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DUTCH BULBS, Tulips, Hyacinths, Narcissus, Etc.; **MANETTI STOCKS,** English French, Dutch; **VALLEY PIPS,** German or Dutch; **CHINESE SACRED LILIES,** "Selects"; **JAP. LILY BULBS,** F. O. B. New York, Chicago, Toronto, Denver, Seattle, Etc.; **FRENCH BULBS,** Paper Whites, Roman Hyacinths, Etc.; **CALLA** Æthiopica, Godfrey, Elliotiana; **T.R. BEGONIAS** and **GLOXINIAS,** all sizes and colors; **IRIS,** Tingitana and Spanish; **DRACAENA CANES.**

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The KENILWORTH Giant Pansy Seed

No.
26. **GIANT KENILWORTH CUT FLOWER MIXTURE.** Is a distinct class by itself, surpassing all other strains as a cut flower for inside or outside growing; the large flowers are carried erect above the foliage on heavy stems, 6 or 7 in. long, in the most graceful manner, and stand the hot, dry weather well. 1000 seeds 40c., ⅛ oz. $1.10, ¼ oz. $2.00, ½ oz. $3.75, oz. $7.50, 4 ozs. $27.00.

28. **GIANT MASTERPIECE.** A remarkable type, the curled, wavy petals giving the flower a double appearance; large flowers of great substance, on long, strong stems. 1000 seeds 40c, ⅛ oz. $1.10, ¼ oz. $2.00, ½ oz. $3.75, oz. $7.50, 4 ozs. $27.00.

30. **GIANT THREE AND FIVE BLOTCHED PANSIES.** A superb mixture. Flowers large and of circular form and of great substance. The display of coloring is unsurpassed. A combination of almost every shade of rich, velvety colors; reds are particularly conspicuous, the petals being distinctly marked with three or five large, dark blotches. 1000 seeds, 35c., ⅛ oz., 90c.; ¼ oz., $1.65; ½ oz., $3.00; oz., $6.00; 4 ozs., $21.50.

32. **GIANT PARISIAN.** The flowers are of enormous size and beautifully marked, mostly five dark blotches on white and yellow ground; an unusually showy mixture. 1000 seeds, 35c.; ⅛ oz., 90c.; ¼ oz., $1.65; ½ oz., $3.00; oz., $6.00; 4 ozs. $21.50.

34. **GIANT BRONZE.** A fine mixture of all shades of velvety brown bronze. Havana brown, mahogany and copper shades. 1000 seeds 35c, ⅛ oz. 90c, ¼ oz. $1.65, ½ oz. $3.00, oz. $6.00, 4 ozs. $21.50.

36. **TRIUMPH OF GIANT.** Remarkably beautiful. The imposing five-spotted flowers on long, vigorous stalks surmount the foliage in the most graceful manner, are of enormous size, perfectly round and of unusual substance. The individual petals are very broad and cover each other in such a manner as to make the flowers appear almost double, the border of every petal being conspicuously curled. The plants are of a robust growth and form compact bushes of a round shape. 1000 seeds 35c., ⅛ oz. 90c., ¼ oz. $1.65, ½ oz. $3.00, oz. $6.00, 4 ozs. $21.50.

40. **GIANT BATH'S EMPRESS.** The finest of fancy English Pansies. Flowers are very large, mostly frilled and blotched and of great substance and the colors are brilliant and varied. 1000 seeds 40c., ⅛ oz. $1.10, ¼ oz. $2.00, ½ oz. $3.75, oz. $7.50.

No.
12. **KENILWORTH GIANT PRIZE.** I have improved this strain by selecting and saving seed from the best shaped flowers of the most gorgeous color for many years. It is of the blocked Masterpiece type. The plants distinguish themselves by their robust growth and healthy-looking foliage; they are deep rooted and stand the hot, dry weather better than most other varieties. The large flowers on long, thick stems are carried well above the foliage in the most graceful manner, are of enormous size and of good substance. The petals are exceedingly broad and cover each other in such a manner as to make the flowers appear almost double. The border of each petal being conspicuously undulated and curled, the gorgeous and varied colored blossoms of velvety texture, perfect form and giant size, frequently measuring 3½ in. in diameter; the ground color such as yellow, white, deep orange, mahogany brown, bronze blue, and enless variations. Most petals are beautifully marked with a large blotch, a few are self-colored. They are specially fine for planting under glass or outside for cut flowers at all seasons. 500 seeds, 30c.; 1000 seeds, 50c.; ⅛ oz., $1.10; ¼ oz., $2.50; ½ oz., $5.00; oz., $10.00; 4 ozs., $35.00.

10. **KENILWORTH GIANT EXHIBITION** is the very finest complete mixture ever sent out. Seed carefully saved only from marked plants of the best varieties, with the largest and best shaped flowers and richest coloring. It is impossible to convey an adequate idea of the delightful variations in color and markings of this unrivaled mixture. 500 seeds 30c., 1000 seeds, 50c.; ⅛ oz., $1.35; ¼ oz., $2.50; oz., $10.00; 4 ozs., $35.00.

19. **TRIMARDEAU GIANT PANSY.** Improved; it is far superior to the ordinary run of Trimardeau that is sold. It is a very showy class of vigorous, compact growth. Flowers of enormous size in all the self colors, blocked, striped, margined, etc. It is very doubtful if any other Pansy will give as good satisfaction as the improved Trimardeau for all general purposes. 1000 seeds, 30c.; 3000 seeds, 75c.; ¼ oz., $1.35; ½ oz., $2.50; oz., $5.00; 4 ozs., $18.00.

GIANT TRIMARDEAU No. 2. While not equal to the improved, is a good mixture containing all colors and will give good satisfaction where a mixture of moderate price is desired. 1000 seeds, 20c.; ¼ oz., 80c.; ½ oz., $1.50; oz., $3.00; 4 ozs., $11.00.

20. **PRINCESS.** (The New Upright Pansy). This strain is entirely distinct from all others. It is absolutely compact, upright growing. The flowers are mostly blotched and frilled like the Masterpiece of good form and heavy velvety texture, on heavy stems, carried well above the foliage. Attractive by the brilliancy of its colors. 1000 seeds, 35c.; ⅛ oz., 90c.; ¼ oz., $1.65; ½ oz., $3.00; oz., $6.00.

22. **GIANT KENILWORTH STRAIN.** The flowers are of perfect form and substance; many of the immense flowers are 3-in. It is a striking collection of beautiful colors and markings, rich with shades of red, brown, bronze, mahogany, and many others too numerous to mention. Light, medium or dark mixtures. 1000 seeds, 35c.; ⅛ oz., 90c.; ¼ oz., $1.65; ½ oz., $3.00; oz., $6.00; 4 ozs., $21.50.

24. **GIANT KENILWORTH SHOW** is undoubtedly the largest flowered Pansy in the world; the immense flowers are of circular form. A beautiful collection of colors and markings. 1000 seeds, 40c.; ⅛ oz., $1.10; ¼ oz., $2.00; ½ oz., $3.75; oz., $7.50; 4 ozs., $27.00.

THE EARLY FLOWERING or WINTER BLOOMING GIANT PANSIES in all colors or mixed. 1000 seeds, 60c.; ⅛ oz., $1.10; ¼ oz., $2.00; oz., $7.50.

70. **ORCHID FLOWERED.** Mixed. A dwarf, free bloomer, with a range of delicate colors that do not exist in any other Pansies; a remarkable combination of light rose, shell-pink, blush mauve, fawn, light brown, orange and chamois. 1000 seeds 30c., 4000 seeds $1.00, ¼ oz. $1.30, ½ oz. $2.50, oz. $5.00, 4 ozs. $18.00.

GIANT PANSY SEED

In Separate Colors.

1000 seeds 30c., and 4 packets, $1.00, ¼ oz. $1.30, ½ oz. $2.50, oz. $5.00.

38. **Mme. Perret.** Red and wine shades.
42. **Adonis.** Light blue, dark center.
44. **Black.** Almost coal black.
48. **Lord Beaconsfield.** Purple, shaded white.
50. **Goliath.** Large, curled yellow, blotched.
54. **Pres. Carnot.** White, five blue blotches.
56. **Light Blue Shades.**
58. **Indigo Blue.** Deep velvety blue.
60. **Hortensia-Red.** Light rose.
62. **Prince Henry.** Dark blue.
63. **Ruby King.** Superb crimson and red.
64. **Snow Queen.** Beautiful satiny white.
66. **Almond Blossom.** Delicate rose.
68. **Andromeda.** Curled Apple blossom.
74. **Sunlight.** Yellow, with brown blotches.
80. **Purple.** Large, rich deep color.
82. **Giant Peacock.** Rich ultramarine blue.
84. **Mercury.** New. A deep blackish purple.
86. **Pres. McKinley.** Yellow, dark blotched.
88. **Emp. Franz Joseph.** White, blotched blue.
90. **Vulcan.** Dark red, with five blotches.
92. **Victoria.** Blood red, violet blotches.
94. **Red.** A collection of rich red shades.
98. **Psyche.** Curled white, with five blotches.
100. **Yellow.** With dark blotch.
102. **Yellow.** Large golden yellow.
104. **White.** With violet blotch.
106. **White.** Large satiny-white.
108. **Emp. William.** Ultramarine blue.
110. The preceding 20 colors mixed.

Chas. Frost
Kenilworth, N. J.

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3,000 2-in. **Cyclamen**, at $20 and $25 per 100.
1,000 4-in. **Cyclamen**, at $40.00 per 100.

Ask for our prices of **Easter Greeting Pelargoniums and Ferns**

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Abundance of Stock

Always on hand. Correspondence solicited.

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five months of 1920 to half that value in the same months of the current year, while exports to the United States increased from a value of $24,570 to a value of $47,363. Other seeds have increased in a similar way. Exports of grass seed and flax seed have increased and the United States has had a fair share. Nearly all the large increase in shipment of sugar beet seed went to the United States. Nearly all garden seeds showed material decreases.

The Nursery Trade

American Association of Nurserymen.

M. R. Cashman, Owatonna, Minn., President; Paul C. Lindley, Pomona, N. C., Vice-President; John Watson 400 Nassau Street, Princeton, N. J., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

The forty-seventh annual convention will be held at Detroit, Mich., June, 1922.

WE are in receipt of the thirty-eighth annual report of the Minneapolis Board of Park Commissioners, with its usual array of information, fine illustrations and maps, tastefully arranged and printed.

SHEBOYGAN, WIS.—J. E. Matthewson, a florist and nurseryman of this city, recently gave 1,000 maple trees to all American Legion posts in Sheboygan county, to be used as memorials for men and women who took part in the world war.

THE United States forest service reports three-fifths of the original timber supply of the United States gone, 51,000,000,000 board feet of material of saw-timber size being consumed annually, and nearly 5,000,000,000 feet destroyed by fire, insects and other agencies.

LEE R. BONNEWITZ, Van Wert, O., has just issued an instructive account of the recent exhibition of the American Peony Society and Massachusetts Horticultural Society in pamphlet form. Mr. Bonnewitz includes reports of others on this show, giving THE AMERICAN FLORIST account the place of honor.

LAWTON, MICH.—The harvesting and shipping of early grapes in this district began August 8, the crop being light. As the season is much earlier than usual, growers have been urged to extend harvesting over a period of three or four weeks, if possible, and thus avoid a glut on any one market. Better prices are also received for grapes picked later in the season, especially Concords.

American Hydrangeas.

Of the four hydrangeas of eastern North America the handsomest is H. querifolia, with branches densely covered with rusty tomentum, deeply lobed leaves up to eight inches in length, and flowers in elongated pyramidal clusters. This shrub is a native of the extreme southern states and the stems are often killed nearly to the ground here in severe winters; this summer the plant in the shrub collection is in better condition than usual and is now carrying one cluster of flowers. H. arborescens and H. cinerea with flat flower-clusters are common woodland shrubs southward, and are of no great value as garden plants. There are monstrous forms of the two plants on which all the flowers are sterile, forming nearly globose white heads. This form of H. arborescens (var. grandiflora) has become in recent years a popular plant with American nurserymen, by whom it is sold in great numbers. The handsomest of the entirely hardy American species, H. radiata, is a native of the elevated regions of North and South Carolina. It is distinguished by its broad leaves, which are dark green above and snow white below, and by its broad flat clusters of flowers surrounded by a ring of large, white, sterile flowers. In cultivation this hydrangea is a broad and shapely shrub and one of the handsomest of midsummer flowering plants in the arboretum. Once it was fairly common in cultivation, but from what nurserymen can it now be obtained and how many gardeners of the present day have ever seen it?—Arnold Arboretum Bulletin, July 11, 1921.

Robert Pyle Entertains Automobile Club.

Robert Pyle, of the Conard & Jones Co., and president of the American Rose Society, and wife, entertained a large and enthusiastic gathering of members of the Chester County Automobile Club at their home, Rose Hill House, near that city, July 21. Over 1,000 persons were in attendance, and the automobiles covered several acres of space in a field adjoining the residence.

President A. P. Irwin, of the club, acted as chairman, and introduced the host, who warmly welcomed the members and pledged his support to the organization. Dr. W. P. Finney, of Lincoln university, then spoke of the benefits of goods roads to his institution, and told of the memorial arch erected on Route No. 131, at which President Harding had recently given a brief talk. J. Horace McFarland, of Harrisburg, Pa., editor of the American Rose Annual and president of the National Civic Society, introduced as the principal speaker of the evening, had for his topic, "What About the Country Highway?" He strongly urged the need of legislation preventing the heavier truck traffic that is in reality in competition with the railroads, and is distasteful not only to travel but ruinous to the roadway. He spoke of the combined usefulness of planting the sides of the highways with trees and vines instead of allowing them to grow to underbrush. Mr. McFarland described at length his ideal of the highway of the future, which he believed would eventually come true. In concluding he spoke of the need of proper pointer boards, saying that he had lost his way at Cochranville in coming to the meeting.

T. R. McDowell, of Avondale, Pa., the last speaker on the programme, called attention to the fact that the session of the club was held on the first section of state-aid road built in Pennsylvania, at a cost of approximately $6,000 a mile. The meeting then adjourned and refreshments served by Mrs. Milton C. Pyle and Miss Sophie McDowell concluded an enjoyable evening.

Central Park Trees.

Park Commissioner Gallitin today announced that he will ask the Board of Estimate for $150,000 with which to plant 2,000 trees in Central park. Landscape Architect J. V. Burgevin has made a survey of the west side of the park from 59th to 97th streets and has planned the approximate location of 1,360 deciduous and 640 evergreen trees to be planted. The The Board of Estimate will be asked to appropriate $150,000 for this purpose.

"Most of the trees in Central Park," says Commissioner Gallatin, "are very old. The artificial soil affords precarious rootage. Many trees have died and their places have not been filled. Originally there were too many trees in this park. They sapped the nourishment from the thin soil until there was not enough to sustain them. This condition as far as the soil is concerned has been removed."—New York World, August 2, 1921.

Specimen Shrubs and Evergreens

Largest stock of large Evergreens and Shrubs in this country. Also Herbaceous plants and small Evergreens and Shrubs for transplanting.

The Elizabeth Nursery Co.
ELIZABETH, - - NEW JERSEY

HILL'S EVERGREENS

Sizes for growing on. Specimen Evergreens for landscape work. Complete assortment of choice Evergreens for window boxes and tubbing. Send for catalog.

D. HILL NURSERY CO., Inc.
—Evergreen Specialists—
Largest Growers in America.
Box 404, DUNDEE, ILLINOIS

STAR BRAND ROSES

"American Pillar" and nearly every other good hardy climber.

Send for our list.

The CONARD & JONES CO. WEST GROVE PENNA.
Robert Pyle, Pres. Ant. Wintzer, Vice-Pres.

The Barclay Nursery

Importers and Growers of
Seeds, Bulbs, Plants, Trees, Vines, Shrubs and All Hardy Perennials. All Kinds of Decorative Plants.
Our Specialty — Everblooming Hardy Roses, Boxwood and Rhododendrons.
60 Barclay St., 14 West Broadway and 62 Vesey St., New York
Telephone: Cortlandt 1518

Oklahoma City, Okla.

HEAT SEVERELY INJURES STOCK.

Extreme heat the past few weeks has played havoc with the aster crop. growers are complaining of stem rot, which combined with dryness will reduce the crop to about 20 per cent. Gladioli, dahlias and Shasta daisies are holding their own. A limited supply of perennials and sweet peas are obtainable.

NOTES.

T. A. Howard has resigned as manager of Furrow & Co., and has been succeeded by Paul Richmond. The firm's carnation plantings at Guthrie have been completed, and are in good condition.

A. S. Gray, Chickasha, passed through here on his way to Colorado to recuperate. He reports business in his locality as holding its own.

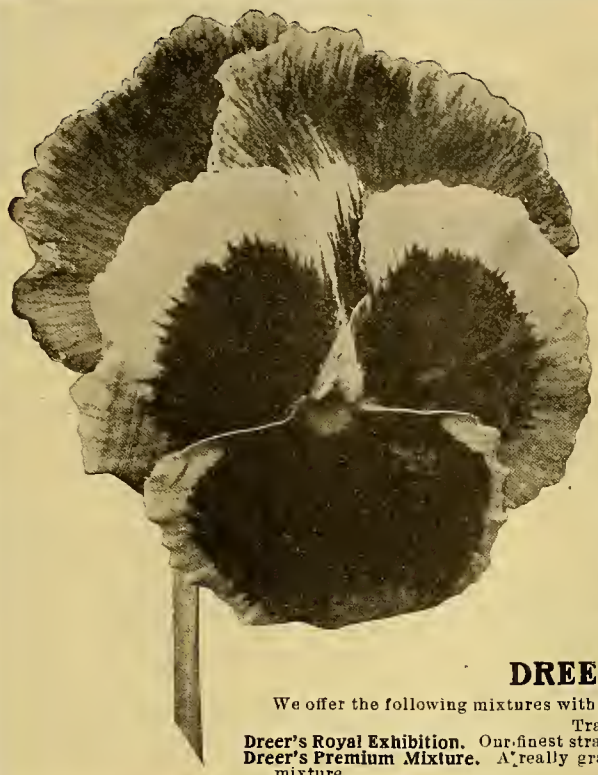
A heavy demand for sick room bouquets is reported by J. Boston, of Tulsa, because of several typhoid fever cases.

Rey of the Oklahoma Nursery is attending the Kansas State Florists' Association convention at Topeka.

The Breezy Bluff Flower Farm looks forward to a large crop of choice bulbs, especially gladioli and dahlias.

George Stiles is on the sick list with an infection of the ear, but it is not serious.

PAUL RICHMOND.



Dreer's Reliable Florists' Flower Seeds

We call special attention of Florists to the following Select Strains of Seasonable Flower Seeds:

CINERARIA DREER'S PRIZE

We have an extra fine strain of these flowers of largest size, in a well balanced range of colors.
Dreer's Prize Dwarf, of dwarf, compact habit.
Dreer's Prize Tall, of taller growth than the above.
$1.00 per trade packet of about 1000 seeds.

Dreer's Superb Giant Cyclamen

The seed which we offer this season is American grown, produced by a grower who has made a special study of Cyclamen and who has worked up a strain better than anything procurable in Europe. We offer the following colors:

	Per 100 seeds	1000 seeds
Pure White	$1.50	$12.00
White with Carmine Eye	1.50	12.00
Blood Red or Christmas Cheer	1.50	12.00
Rich Rose with Deeper Eye	1.50	12.00
Daybreak. Soft shell pink, with deep eye	1.50	12.00
Simon (Wonder of Wandsbek). Brilliant salmon, extra fine	1.50	12.00
Choicest Mixed, all colors	1.25	10.00

DREER'S PERFECT PANSIES

We offer the following mixtures with the full assurance that nothing better can be had at the prices quoted:

	Trade Pkt.	Oz.
Dreer's Royal Exhibition. Our finest strain	$0.50	$8.00
Dreer's Premium Mixture. A really grand mixture	.50	4.00
Masterpiece. A wonderful range of rich colors	$0.50	$5.00
Giant Trimardeau. Good colors	.40	5.00

For Complete List of Seasonable Flower Seeds, Including Snapdragons, Asparagus, Double Daisy, Forget-me-not, Primroses, Forcing Sweet Peas, Hardy Perennials, Etc., See Our Special Mid-Summer Catalogue. Copies Free on request

HENRY A. DREER, 714-716 Chestnut St., Philadelphia, Pa.

CONTENTS.

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Chrysanthemum Specialists
Catalogue Free.
Mention the American Florist when writing

CARNATIONS
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Lafayette, Ind.
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REX BEGONIAS
3-inch, $2.00 per dozen.
GERANIUMS (Our Specialty)
Nutt, Buchner, Ricard, Poitevine, Viaud
Good short jointed plants from 2-inch pots, at $3.50 per 100; $35.00 per 1000.
We ship safe anywhere
Elmer Rawlings, Wholesale Grower, ALLEGANY, N. Y.
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CHAS. H. TOTTY
MADISON, NEW JERSEY
WHOLESALE FLORIST
Chrysanthemum Novelties My Specialty.

Fall Stock For Florists

Primula Obconica, Gigantea Rosea, Kermisina and Oculata, $5.00 per 100; $45.00 per 1000.

Primula Obconica, Grandiflora, Rosea, Kermesina, Coerulea, Alba and Mixed, $5.00 per 100; $45.00 per 1000.

Primula, Cheswick Red, Crimson King, Ruby Queen, Rosea Delicata, Sutton's Duchesse and The Pearl (white), $5.00 per 100; $45.00 per 1000.

Genista Racemosa, 2½ in., pinched and bushy, $6.00 per 100; 3 in., $12.00 per 100; 4 in. (ready August 20th), $20.00 per 100.

Hydrangeas, French varieties, 2½ in., Baby Bimbinet, $8.00 per 100; Mad. Chautard, Mme. Hamar, Mme. E. Mouilere, Gen. de Vibray and F. G. Hill, $6.00 per 100.

Hydrangeas, French varieties, 4 in. pot plants, $20.00 per 100; 5 in. pot plants, $30.00 per 100.

Fall shipment—Mme. Mouillere, Mme. Hamar, Mme. Chautard, Gen. de Vibray, Lily Mouilere, Renee Gaillerd, Boquet Rose.

Baby Bimbinet, 4 in. pot plants, $25.00 per 100; 5 in. pot plants, $35.00 per 100.

Asparagus Plumosus, 2 in., bushy, $5.00 per 100; $45.00 per 1000.

Asparagus Sprengeri, 1½ in pots, $3.50 per 100; $30.00 per 1000.

Begonias, 2½ in., Metallica, $6.00 per 100; Carolina Lucerne, $12.00 per 100; Carolina Lucerne, 5 in., heavy, $35.00 per 100.

Otaheite Orange, 2½ in., fine stock to grow on, $7.00 per 100; $60.00 per 1000.

Kentia Belmoreana, 3 in. pot plants, $20.00 per 100.

Kentai Foresteriana, 2½ in., $12.00 per 100; 3 in., $20.00 per 100; 4 in., $50.00 per 100.

Forcing grade field grown Roses, Dorothy Perkins, Excelsa, Hiawatha, Lady Gay, $30.00 per 100. Staked up plants, well ripened and long topped.

The Storrs & Harrison Co., Painesville, Ohio

Market Gardeners

Vegetable Growers' Association of America.

Louis F. Miller, Toledo, O., President; H. A. Dooley, Cleveland, O., Vice-President; S. W. Severance, Louisville Ky., Secretary; H. J. Cheney, Grand Rapids, Mich., Treasurer. The next annual meeting will be held at Albany, N. Y., November 1-5, 1921.

NEW JERSEY sweet corn brought $2 to $2.50 per 100 ears at New York.

YELLOW BERMUDA onions showed no change in price at Chicago and Pittsburgh.

TOMATOES were in poor demand in New York at 50 cents to $1 per 20-quart crate.

MICHIGAN celery has been sold to Chicago jobbers at 75 cents to $1.25 per square crate.

WISCONSIN cherries advanced 25 cents per 16-quart crate in Chicago, selling at $3.50 to $4.

POTATO production totaled 290,754,580 bushels, showing a loss of 98,440,385 bushels in 10 years. There were 3,258,192 acres harvested, a decrease of 11.2 per cent.

PEANUT acreage increased 29.3 per cent or 255,213 acres. There were 1,125,100 acres harvested two years ago, with a production of 27,449,930 bushels, mostly in the southern states.

IOWA cabbage was in moderate demand in Chicago at $5 to $5.50 per 120-pound crate. Massachusetts stock ranged 50 cents higher, selling to Boston jobbers at $1.75 to $2.25 per barrel.

SWEET potato acreage harvested in 1919 amounted to 803,727, an increase of 25.3 per cent compared with 1909. The production amounted to 78,081,913 bushels, an increase of 18,859,843 bushels.

NORTH CAROLINA Elberta peaches sold at $4 to $4.50 per six-basket carrier in eastern centers. Georgia Elbertas advanced 25 cents. There was a decided increase in movement, especially from California sections.

TOM WATSON watermelons from Georgia and South Carolina showed no change of price in New York. Prices declined $100 to $150 per car at shipping points on 26 and 28 pound stock, because of a light demand. A total of 5,182 cars were rolled during the week.

CANTALOUPE movement has declined considerably in recent weeks. Arizona salmon tints have been sold to jobbers in eastern markets at $2 to $3.75 per crate. California salmon tints were in weaker demand in Chicago at $2.75 to $3.

EARLY Ohio potatoes brought $1.65 to $1.75 per 100 pounds at Nebraska shipping points, July 30. Virginia Irish cobblers advanced 10 to 75 cents per barrel, and sold to Boston jobbers at $5.25 to $5.50. There was a slight falling off in movement, with New Jersey the chief source of supply.

BRITISH market gardeners, including the greenhouse growers of fruits and vegetables, are seeking relief for this business in a closed season against imports in times of glut, but the government thus far, has not favored restrictive legislation and many persons engaged in these lines are facing ruin because of cheap production on the continent.

Prices of Indoor Fruits and Vegetables.

Chicago, August 10.—Cucumbers, basket, 15 to 25 cents; leaf lettuce, per box, 50 to 60 cents.

New York, August 5.—Cucumbers, 40 cents to $1 per dozen; mushrooms, per basket, 50 cents to $3; radishes, 100 bunches, $1 to $2; tomatoes per pound, 4 to 15 cents.

Co-Operative Marketing Strengthened.

To strengthen its service in the field of co-operative marketing, the bureau of markets and crop estimates of the United States Department of Agriculture has undertaken a reorganization in this branch of its work. Lloyd S. Tenny, assistant to the chief of the bureau, has been designated to take charge of the co-operative marketing activities of the bureau and to arrange with the several commodity divisions for the employment of commodity specialists who are qualified in co-operative marketing.

This work is so intimately connected with the marketing work in general of the several commodity divisions that it seemed desirable to co-ordinate the two lines of work more closely. A study of the economics of co-operative marketing is planned and a more thorough analysis will be made of the extent of existing co-operative organizations, including the size of the business, the organization, machinery, sales, brokerage, etc. Farmers desiring information and advice in the organization and conduct of co-operative associations will be aided by service and extension men experienced in co-operative marketing.

Melons.

We have for many years paid special attention to melons in this section. The term melon means cantaloupe, and again it means Tip Top. It is the one variety grown, for the best markets demand it. This year we had an ideal season for melons, a quick warm spring and early summer. Up to July 1 the vines broke all records for size and vitality, but after this date the intense heat got the upper hand and reduced a wonderful prospect to a very ordinary one, except in localities where irrigation prevailed. Here is one crop where a little overhead watering will work wonders. We have had visitors come from far and wide to see our irrigated melons. Now they had water only one week. Two good soakings turned a certain failure into a big success. We have practiced turning melons for years, because such large fruit will naturally sink into soft, wet soil, which will cause a portion of the melon to be soft and inferior. This turning requires great care, so as not to injure the stems. We give the fruit one-half turn 10 days or two weeks before they ripen, and place each melon so that the stem end is visible. In this position ripening is easily detected and harvesting made easy.

It is much better to cut the melons with a knife than to separate them with a jerk, as too often this latter method injures the fruit and speedy decay sets in, unless used at once. This is one of the hardest, most painstaking and most uncertain of crops, but if all is well done the reward comes in the end, as they require no tedious picking, like berries, no washing as does lettuce and no bunching like radishes. In other words, we get paid for all our weeks of close attention by one short glorious roundup of fancy fruit.

MARKETMAN.

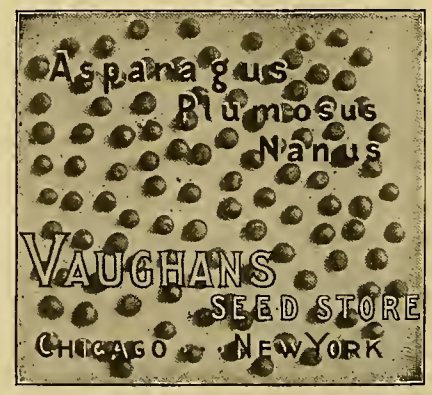
FALL DELIVERY
HYDRANGEAS
French and Otaksa

Fine stock. Order now.	Per 100
4 inch	$ 25.00
5 inch	40.00
6 inch	60.00
7 inch	75.00
8 inch	100.00

CARL HAGENBURGER
West Mentor, Ohio

Multiflora Japonica Rose Seedlings
Best American Rose Stock for Budding and Grafting.
New England grown, well rooted.
No. 1. 4-6 mm ..... $15.00 per 1000
No. 2. 2-4 mm ..... 10.00 per 1000
Ready for delivery after November 1st.
C. R. BURR & COMPANY, - Manchester, Conn.

PLANTS
Now Ready
SEEDLINGS
$10.00 per 1000
5000 lots at
$8.00.. per 1000
1000
2¼ inch..$40.00
2½ inch.. 55.00
F. O. B.
WESTERN SPRINGS, ILLINOIS



SEEDS
Greenhouse Grown
1000 seeds, $3.00
3000 seeds at
$2.50....per 1000
CHICAGO

Ready Reference Section

15 CENTS, NET, PER LINE

ADIANTUM.

Adiantum Croweanum, 3-in., $25.00 per 100. THE PARK FLORAL CO., Denver, Colo.

ASPARAGUS.

Asparagus plumosus and Sprengeri seedlings, $1.25 per 100; $12.00 per 1,000; 2¼-in. pots, $6.00 per 100; $50.00 per 1,000; 3-in. pots, $10.00 per 100.
ROMAN J. IRWIN,
43 West 18th St. New York.

Asparagus Sprengeri, 1½-in., $3.50 per 100; $30.00 per 1,000. A. plumosus, 2-in., bushy, $5.00 per 100; $45.00 per 1,000. The Storrs & Harrison Co., Painesville, O.

Asparagus plumosus and Sprengeri seedlings. A few hundred at $1.00 per 100. EDGAR EASTERDAY, Nokomis, Ill.

Asparagus Sprengeri, 2½-inch, 5c each. ODOR GREENHOUSES, Iola, Kans.

ASPLENIUM.

Asplenium Nidus Avis (Bird's Nest Fern). Good strong healthy stock, 3-in. pots at 35c each. Packing material charged for at cost. WM. K. HARRIS, 55th and Springfield Ave., W. Philadelphia, Pa.

BEGONIAS.

Begonias. Melior, Cincinnati. Mrs. J. A. Peterson, 2¼-in. pots from top cuttings at $30.00 per 100; Chatelaine, 2¼-in. pots at $7.00 per 100; Patten, 2¼-in. pots at $8.00 per 100, and Pride of Newcastle, 2¼-in. pots at $10.00 per 100.
ROMAN J. IRWIN
43 W. 18th St. New York

Begonia Luminosa and Prima Donna, extra fine stocky plants, 2½-in., $10.00 per 100; 3-in., $15.00 per 100; 4-in., $25.00 per 100. THE PARK FLORAL CO., Denver, Colo.

BULBS.

GLADIOLUS AND NARCISSUS.
If you want a bargain in a large lot of mixed Gladiolus and mixed Narcissus we will be glad to have your inquiries. Wishing to devote time and space to named varieties we will sell our mixed stock cheap.
TAIT BROTHERS COMPANY,
Brunswick, Ga.

CALLAS.

CALLA, ÆTHIOPICA.
LARGE FLOWERING WHITE CALLA.
Home-grown Bulbs Free from Dry Rot.

	100	1,000
1 -1¼-inch	$ 8.00	$ 75.00
1¼-1½-inch	12.00	110.00
1½-1¾-inch	16.00	150.00
1¾-2 -inch (Mammoth Bulbs)	20.00	185.00
2 -2½-inch (Jumbo Bulbs)	25.00	.....

Ask for prices on Freesias and other bulbs.
ROMAN J. IRWIN
43 West 18th St. New York

CARNATIONS.

FIELD GROWN CARNATION PLANTS.
Ready now.

	100	1000
Matchless	$12.00	$100.00
White Enchantress	12.00	100.00
Pink Enchantress	12.00	100.00
Ward	12.00	100.00
Thenanthes	12.00	100.00
Aviator	12.00	100.00
Beacon	12.00	100.00
Enchantress Supreme	14.00	120.00

M. C. GUNTERBERG,
Randolph and State Streets, Chicago.

FIELD-GROWN CARNATIONS.
Extra fine large plants ready for shipment. Matchless Carnations, $10.00 per 100, $90.00 per 1,000.
ELI CROSS
150 Monroe Ave., Grand Rapids, Mich.

CARNATION MATCHLESS.
Good bushy stock, $10.00 per 100; $90.00 per 1,000; delivery any time.
JOSEPH BANCROFT & SON.
Cedar Falls, Ia.

CARNATION PLANTS.
Matchless ..... $10.00 per 100
White Enchantress ..... 10.00 per 100
STUPPY FLORAL CO.
St. Joseph, Mo.

Carnations. Write for price list of latest varieties. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

CHRYSANTHEMUMS AND POMPONS.
Good Clean Stock.
Marigold and Polly Rose.
Pompons

Mary Richardson	Minto
Golden Climax	Sour. d'Or
Fairy Queen	Lily
Xmas Gold	Skibo
Helen Newberry	Rufus
Leoto	Kate Manning
Ida	Mensa White
Acto	Lady Lee
	Quinola

2-inch, $20.00 per 1,000. Cash, please.
MRS. SCHNEIDER, FLORIST
22 E. High Street, Springfield, O.

Chrysanthemum novelties for 1921. Preliminary list free. Elmer D. Smith & Co., Adrian, Mich.

CINERARIAS.

Cinerarias, very best, large flowering, finest colors, imported strain, 2½-in., $7.00 per 100. THE PARK FLORAL CO., Denver, Colo.

CLEVELAND CHERRIES.

Cherries. Orange Queen and Cleveland, 2¼-in., frame grown, vigorous plants, $7.00 per 100, $65.00 per 1,000. Paper pots, securely sleated. Cash with order. PETER PEARSON, 5732 Gunnison St., Chicago, Ill.

COLEUS.

Coleus. Many varieties, clean, strong, well-rooted cuttings, $1.25 per 100; $10.00 per 1,000. Properly and efficiently packed. Cash with order. MAULDIN FLORAL CO., Greenville, S. C.

CYCLAMEN.

CYCLAMEN GIGANTEUM
SEED NOW READY.
Glory of Wandsbek, dark and light shades of salmon.
Daybreak, delicate shade of salmon.
Brilliant Red, large and fine.
Pure White, extra select.
White—Pink Eye, very large and fine.
Rosea Superba, deep shell pink.
Rose of Marienthal, light pink, dark eye.
Magnifica, dark rosy pink, very fine.
Lavender, very beautiful.
Above varieties, $12.00 per 1,000 net.
For novelties, price list and cultural directions, sent on application.
J. A. PETERSON & SONS
Westwood Cincinnati, O.

CYCLAMEN
From German seed, 3-in., ready for 4-in., $20.00 per 100; $180.00 per 1,000. Assorted colors except white. In paper pots. Cash with order.
PETER PEARSON
5736 Gunnison St. Chicago

Cyclamen, Vaughan's. Giant English grown. For varieties and prices, see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Cyclamen for one week only. 2¼-in., $10.00 per 100; $90.00 per 1,000. 3-in., $20.00 and $25.00; 4-in., $40.00 per 100. Geo. A. Kuhl, Pekin, Ill.

Cyclamen. Strong, clean, healthy plants, ready for shift to 5 in., $35.00 per 100. J. W. Davis Co., Terre Haute, Ind.

Cyclamen, 2½-in., good assortment, leading varieties, $12.00 per 100. MATTHEWSON'S, Sheboygan, Wis.

FERNS.

FERNS—Strong 2¼-in., $6.50 per 100; $55.00 per 1,000. Boston, Roosevelt, Teddy, Jr., Verona, New Macawii, $10.00 per 100, $95.00 per 1,000. Larger sizes, ask for prices.
Table fern seedlings, $3.00 per flat, 5 flats at $2.75 per flat. 10 flats, $2.50 per flat. Best varieties. Pteris Wimsettii, Wilsonii, Cyrtomium, (Holly) Aspidium, Albo Lineata, etc.
ROMAN J. IRWIN
43 West 18th St. New York

BOSTON FERNS.
Good, strong bushy stock.

5-in.	$0.40
6-in.	.75
7-in.	.90
10-in.	2.00

Packing charges free.
DAVIS FLORAL CO.,
Davenport, Ia.

50,000 pot grown Boston ferns for July and August delivery; 6-in., $1.00; 7-in., $1.50; 8-in., $1.75 and $2.00. This stock is absolutely clean from insects and disease. Prompt shipment. Send us a trial order. THE WALLACE FLORAL CO., 5744 Kircheval Ave.

Strong, healthy Boston Ferns at a bargain in order to make room for other plants that must be moved in. This ad will only appear this time, so order at once. Boston, 4-in., $20.00 per 100; Boston, 5-in., $35.00 per 100. Cash with order. PETERSON FLORAL CO., Gibson City, Ill.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

CYCLAMEN.

Table ferns, standard varieties, 2¼-in., $5.00 per 100.
HENRY SMITH FLORAL CO., INC.
Grand Rapids, Mich.

Hardy Ferns, Ill. descriptive list mailed. L. MOSBAEK, Ferndale, Askov, Minn.

GERANIUMS.

Geraniums, Nutt Buchner, Ricard, Poitevine and Viaud. Good short jointed plants. 2-in., $3.50 per 100; $35 per 1,000. Elmer Rawlings, Allegany, N. Y.

Geraniums, rooted cuttings only, send for prices. ALBERT M. HERR, R. F. D. 8, Lancaster, Pa.

GREENS.

Decorative Greens. Magnolia leaves, beech and oak sprays. Write for samples and prices. The Decorative Greens Co., Kinston, Ala.

Specimen shrubs and evergreens. Largest stock in the country. The Elizabeth Nursery Co., Elizabeth, N. J.

HARDY PERENNIALS.

HARDY PERENNIAL FLOWER PLANTS. Delphinium Belladonna; Hollyhock, Chater's Double, six separate colors; Anchusa, Italica Dropmore; Bellis Daisy, Canterbury Bells, Gaillardia, Digitalis, Gypsophila Paniculata, Shasta Daisy, Sweet William, Alyssum, Aquilegia, Bocconia, Centaurea, Coreopsis, Hibiscus, Oriental and Iceland Poppy. Strong field-grown plants, $1.00 per dozen, $5.00 per 100. HARRY R. SQUIRES, Good Ground, N. Y.

HYDRANGEAS.

FRENCH HYDRANGEAS—2¼-inch	Pots. 100
Avalanche, white	$ 8.00
Bouquet Rose	8.00
Baby Bimbinetti, rose	8.00
E. G. Hill, pink	10.00
General de Vibraye, rose	8.00
Tillie Mouillere, crimson rose	8.00
Otaksa	8.00
Mme. E. Mouillere, best white	8.00
Mme. Hamar, flesh	10.00
Mousseline, rose	8.00
Radiant, carmine	8.00
Souv. de. Chautard, rose	8.00
Trophee, reddest red	15.00

Larger sizes, ask for prices.
A fine lot of pot-grown above kinds to grow on for next year. Ask for full list.
ROMAN J. IRWIN
43 West 18th St. New York

Hydrangeas. French and Otaksa for fall delivery. For sizes and prices see display advertisement elsewhere in this issue. Carl Hagenburger, West Mentor, O.

Hydrangeas, fine 2½-in. French and Otaska, $4.50 per 100. Cash.
JOSEPH BANCROFT & SON,
Cedar Falls. Ia.

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Hardy English Ivy. Exceptionally good stock. 2-in., $2.75 per 100, $25.00 per 1,000; 3-in., $3.75 per 100, $35.00 per 1,000. R. Vincent, Jr., & Sons Co., White Marsh, Md.

KENTIAS.

Kentia Belmoreana, 3-in., pot plants, $20.00 per 100. K. Foresteriana, 2½-in., $12.00 per 100; 3-in., $20.00 per 100; 4-in., $50.00 per 100. The Storrs & Harrison Co., Painesville, O.

LILY OF THE VALLEY.

Valley pips. From cold storage, $30 per 1,000; $16 per 500; $8 per 250; $4 per 100. H. N. Bruns, 3032-42 W. Madison street, Chicago.

Lily of the Valley. London Market Strain. From ice storage. Case of 500 pips, $18.00; case of 1,000 pips, $35.00. Vaughan's Seed Store, Chicago and New York.

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Otaheite Oranges, 2½-in., fine stock to grow on, $7.00 per 100; $60.00 per 1,000. The Storrs & Harrison Co., Painesville, O.

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43 West 18th Street New York

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PRIMULA OBCONICA GIGANTEA, 2¼-in., grown from best Ronsdorfer strain, $7.00 per 100; $60.00 per 1,000. Following Colors—red, rose, apple blossom, lavender, salmon, white, oculata and compacta. Primula Chinensis, Malacoides and Townsendii, 2¼-in., same price.
New Primula Malacoides Conspicua. Large flowering, clear rose with large yellow center, 2-in. pots, $8.00 per 100.
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Grand Rapids, Mich.

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Seeds. Pedigree and selected stocks of rutabaga, turnip, cabbage, Savoy cabbage, beet and mangel; flower seeds. Write for special prices. Kelway & Sons, Langport, Eng.

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Seeds. The Kenilworth Giant Pansy. For varieties and prices see display advertisement elsewhere in this issue. Chas. Frost, Kenilworth, N. J.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seed. Cyclamen. For varieties and prices see advertisement on front cover page of this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

Seeds. Sweet Peas. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

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Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Seed. For the wholesale trade only. Brasian Seed Growers' Co., San Jose, Calif.

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Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

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MISCELLANEOUS.

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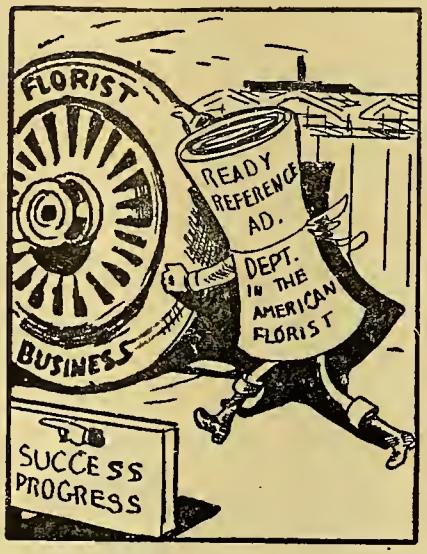

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Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia, Pa.

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Carnation staples, 35c per 1,000; 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c, 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

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Wizard Brand Manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

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Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

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Sheep Manure with a kick in it! That's **WIZARD BRAND** because Wizard Brand is best quality Feeding Station and Stock Yard Sheep Manure. Not leached out; air-dried western corral manure with 15% to 20% moisture.

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Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

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Florists' red pots. Write us for prices before buying. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

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Angermueller Co., Geo. H., St. Louis, Mo.
Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.
Berning, H. G., St. Louis, Mo.
Brenner, Edward, New York.

WHOLESALE CUT FLOWERS.

Budlong Co., J. A., Chicago.
Charles, Harry, New York.
Chicago Flower Growers' Ass'n., Chicago.
Coan, J. J., Inc., New York.
Doyle & Booth, New York.
Erne & Company, Chicago.
Foerster Co., Joseph, Chicago.
Ford, M. C., New York.
Ford, William P., New York.
Froment, H. E., New York.
Goldstein, I., New York.
Hart, Geo. B., Rochester, N. Y.
Hentz & Nash, Inc., New York.
Holton & Hunkel Co., Milwaukee, Wis.
Kasting Co., W. F., Buffalo, N. Y.
Kennicott Bros., Chicago.
Kervan Co., The, New York.
Kessler, Wm. A., New York.
Krutchen, John, Chicago.
Kuhl, George A., Pekin, Ill.
Mackie, William, New York.
McCallum Co., Pittsburgh, Pa.
Meconi, Paul, New York.
Millang, Joseph A., New York.
Neidinger Co., Jos. G., Philadelphia, Pa.
N. Y. Cut Flower Exchange, New York.
Niessen Co., The Leo, Philadelphia, Pa.
Pierson, A. N., Inc., Cromwell, Conn.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Poehlmann Bros. Co., Chicago.
Pollworth Co., C., Milwaukee, Wis.
Pyfer & Co., A. T., Chicago.
Randall Co., A. L., Chicago.
Reid, Edward, Philadelphia, Pa.
Reinberg, George, Chicago.
Reinberg, Peter, Chicago.
Rice Bros., Minneapolis, Minn.
Rusch & Co., Gust, Milwaukee, Wis.
Siebrecht, Geo. C., New York.
Sullivan, Dolan & Co., New York.
Tonner, O. A. & L. A., Chicago.
Totty Co., Chas. H. Madison, N. J.
Traendly & Schenck, New York.
Traveling Wholesale Florists, New York.
United Cut Flower Co., New York.
Vaughan, A. L. & Co., Chicago.
Weiland & Risch Co., Chicago.
Weiss, Herman, New York.
Wietor Bros., Chicago.
Winterson Co., E. F., Chicago.
Young & Co., A. I., New York.
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10,000, $2.50; 50,000, $11.00. Manufactured by

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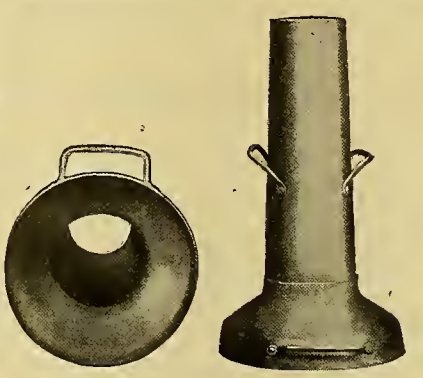

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20	18 in.	3.65	39.60	322.30
30	16 in.	2.60	28.60	220.00
40	14 in.	2.10	23.65	187.00
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60	10 in.	1.00	10.90	85 25
70	8 in.	.85	8.80	67.10

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Serving Greenhouse Men for Over 65 Years

Chicago, Ill.

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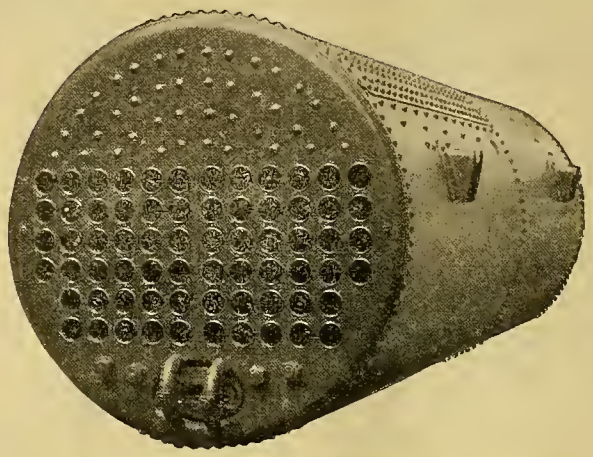

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS—THOMAS ROLAND, Nahant, Mass., President; ADOLPHUS GUDE, Washington, D. C., Vice-President; JOHN YOUNG, 41-43 West 18th St., New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer.

Fifth National Flower Show.

The Fifth National Flower Show will be held at Cleveland, O., March 25 to April 1, 1922.

FLORISTS' TELEGRAPH DELIVERY ASSOCIATION.

Next annual meeting at Toronto, Ont., October 11-13, 1921. OFFICERS: PHILIP BREITMEYER, Detroit, Mich., President; H. G. DILLEMUTH, Toronto, Ont., Vice-President; ALBERT POCHELON, Detroit, Mich., Secretary; WM. L. ROCK, Kansas City, Mo., Treasurer.

AMERICAN ASSOCIATION OF PARK SUPERINTENDENTS.

Next annual meeting will be held at Detroit Mich., August 23-25, 1921. OFFICERS: HENRY W. BUSCH, Detroit, Mich., President; J. V. BURGEVIN, New York, Vice-President; EMMETT P. GRIFFIN, East St. Louis, Ill., Secretary-Treasurer.

CHRYSANTHEMUM SOCIETY OF AMERICA

Next annual convention and exhibition at Chicago, November 16-17, 1921. OFFICERS: S. S. PENNOCK, Philadelphia, Pa., President; N. J. WIETOR, Chicago, Vice-President; C. W. JOHNSON, 141 Summit Street, Rockford, Ill., Secretary; CHAS. H. TOTTY, Madison, N. J., Treasurer.

AMERICAN DAHLIA SOCIETY.

Next annual meeting and exhibition, at Hotel Pennsylvania, New York, September 27-30, 1921: OFFICERS: RICHARD VINCENT, JR., White Marsh, Md., President: E. C. VICK 205 Elwood Ave., Newark, N. J., Secretary.

AMERICAN GLADIOLUS SOCIETY.

Next annual meeting and exhibition, St. Thomas, Ont., August 24-25, 1921. OFFICERS: H. E. MEADER, Dover, N. H., President; A. C. BEAL, Ithaca, N. Y., Secretary

The Washington Convention

Next Convention, Kansas City, Mo., 1922.

OFFICERS FOR 1922:

Pres., S. S. Pennock, Philadelphia, Pa. **Vice-Pres., Samuel Murray, Kansas City, Mo.**
Secretary, John Young, New York. **Treasurer, J. J. Hess, Omaha, Neb.**

Big Attendance At Splendid Meeting.

When Otto Bauer, president of the Florists' Club of Washington, called the opening session of the thirty-seventh annual convention of the Society of American Florists to order, Tuesday, August 16, at 10:30 a. m., in the Armory building, he faced an excellent attendance. The platform decorations were artistically arranged, and partially concealed by the palms and ferns, were seated the officers and all the past presidents of the society who were attending the convention. They were: Adam Graham, Richard Vincent, Jr., W. F. Gude, F. R. Pierson, Frank H. Traendly, A. L. Miller, J. F. Ammann, Chas. H. Totty, Philip Breitmeyer, P. Walsh, Thomas Roland, J. J. Hess and George Asmus.

After an invocation by Rev. James Montgomery, chaplain of the United States House of Representatives, the chairman introduced W. F. Gude, who heartily welcomed the members to the Capital city. He then introduced Hon. Henry C. Wallace, secretary of Agriculture, who extended the welcome on behalf of the national government. It was a real relief, he said, to come before a body of citizens, whose profession it was, through the culture of their beautiful plants and flowers, to make the world a better place to live in. The government bodies in Washington were having strenuous times wrestling with business problems in attempting to restore the country to a pre-war basis, and fighting the economic forces that had to be met whether we liked it or not. Mr. Wallace assured the members that the Department of Agriculture was deeply interested in the new varieties of plants and flowers that were being brought out, and hoped the visitors would return home with more enthusiasm and a spirit of work well done. Hon. James F. Oyster, of the District of Columbia board of commissioners, also extended a cordial welcome, referring to the fact that Washington, a city of over 400,000 people, had no representation, yet had to bear the taxes the same as other cities. John H. Small, III, in behalf of the florists of the convention city, welcomed the society, and wished the members a royal good time during their stay. He appealed for an advance in the artistry of the profession, the doing away with old designs and set pieces and using natural artistic arrangement with placing of colors to obtain harmonious and pleasing effects, simplicity being the keynote. He assured the members that the stores and also the homes of the craft were open to them to enter and enjoy to their heart's content. Charles M. Grakelow responded for the society in well chosen remarks, and referring to the empty vaults mentioned by one of the previous speakers, said that if the joy our profession brings into the world through the medium of flowers could be measured, it would move us to the seventh heaven of delight, filling the largest government vault, with plenty left over. Money was not everything, to the florist, he said. Children and flowers go together, so that the trade does more than its share in adding to the population. He referred to his recent 10,000 mile trip across the country, when he found florists in every community who were doing their part to make the world a more beautiful place to live in.

Mr. Bauer then turned the meeting over to President Thomas Roland, who

was loudly applauded, the audience rising to show its appreciation. At the close of his intensely practical paper, Philip Breitmeyer made a motion for the appointment of a committee to consider the many excellent suggestions made, which was passed unanimously. The minutes of the executive session of January last were ordered to be made a part of the proceedings. Secretary Young then read his report, which showed that the society was in good financial condition and increasing in membership. Treasurer J. J. Hess presented his report. W. F. Gude then read his very interesting report as Washington representative, as well as the report of the Smith memorial fund, which showed a balance of $2,185.79. In the absence of Vice-President Adolph Gude on account of illness, Irwin Bertermann moved that the convention in session send him a message of cheer and also Say It With Flowers, which was unanimously agreed to. Chairman Benj. Hammond then read his report on school gardens, which in the results shown was very encouraging. The report on the committee of nomenclature was read by Secretary Young, who referred it to the board of directors. President Breitmeyer, of the Florists' Telegraph Delivery Association, announced that there would be no meeting of his organization, but any information could be secured at the booth in Convention hall. There being no invitations received from cities or clubs asking for the 1922 convention of the society, George Asmus suggested that it be held in Kansas City, Mo. After favorable remarks by various members, it was moved by W. F. Gude that the secretary cast the unanimous vote of the society and telegraph the secretary of the Kansas City Florists' Club of the results. The session then adjourned until the afternoon meeting at 2 o'clock.

Afternoon Session.

At the afternoon session which convened at 2 p. m., Chairman Herman P. Knoble, presented his report of the finance committee, followed by J. F. Ammann, who read the report of the committee of the membership drive. While results so far were encouraging, he believed there was great necessity for further action. He thought that each member should take enough time to obtain at least another member. There was considerable discussion in which the assessments of life members was discussed, some suggesting that it would be a good plan to raise the dues in order to better advance the interests of the society. It was finally determined to make a most strenuous effort to double the membership by 1922. F. T. Giblin, of Utica, N. Y., delivered an address on "Greenhouse Heating—the Heart of the Business," in such an admirable manner that it brought out considerable discussion. Prof. H. B. Dorner, Urbana, Ill., told "What the Agricultural Colleges are Doing for the Florists," and favorably impressed the members.

The President's Reception.

The president's reception on Tuesday evening, held at the Botanic gardens, was a most enjoyable affair. There was a large receiving party, comprising the president and past presidents and their ladies. The capitol dome was illuminated as was the Bartholdi fountain, in honor of the society. Music was furnished by the United States Marine band. Refreshments were served at the close of the reception, while the balance of the evening was given over to dancing.

S. S. PENNOCK, PHILADELPHIA, PA.
President-Elect Society of American Florists.

Wednesday's Proceedings.

At the opening of the Wednesday morning session, a member of the House of Representatives from Texas made a plea that Armistice day, November 11, be added to the floral holidays of the year and asked the endorsement of the society. This was referred to the executive committee. Prof. L. C. Corbett, of the bureau of plant industry, then read an excellent paper on "Providing Stock in Substitution for Material Excluded from Importation under Quarantine No. 37." Nominations for officers for the ensuing year were next in order, and F. R. Pierson, in a well prepared speech, nominated S. S. Pennock, of Philadelphia, Pa., for president. This was ably seconded by J. F. Ammann, George Asmus and Benjamin Hammond. J. J. Hess presented the name of Samuel Murray, of Kansas City, Mo., for vice-president, which was seconded by Fred Lautenschlager. John Young was nominated to succeed himself as secretary, by George Asmus, who spoke of the great responsiblity of the office, where over $200,000 would be handled the coming year. J. F. Ammann presented the name of J. J. Hess to succeed himself as treasurer. Wm. F. Ekas, Baltimore, Md.; F. L. Atkins, Rutherford, N. J., and Wallace R. Pierson, Cromwell, Conn., were nominated to serve as directors for three years.

The report of the president's address was then read by Irwin Bertermann, chairman of the committee, who stated that it contained more practical suggestions than had been presented by any previous officer. He recommended that the president's plans be carried out through committees appointed at the present session, which action was unanimously approved by the society. In the absence of Peter Pearson, chairman of the special committee on Dutch bulbs, relative to the unloading of exporters' surplus stocks on the American market, the secretary read the report, which caused considerable discussion. The reports of the botanist, pathologist and the entomologist were received by the secretary, who then read a telegram of congratulations and hope for a successful meeting from the Canadian Gardeners' and Florists' Association, and a letter from H. S. Mueller, state vice-president of Kansas, who sent in the names of 22 new members. The president at 10:30 o'clock moved that the session adjourn to enable the members to view the trade exhibition, which, he said, was the largest and most comprehensive ever made by the society.

At the afternoon session, the very excellent report of Henry Penn, chairman of the publicity, committee was read by Secretary Young. Geo. Asmus, chairman of the finance committee, presented an oral report, going into detail on the society's finances. The subject of "Publicity for Florists," was ably handled by L. D. Fernald, of New York. The address of Major P. F. O'Keefe, Boston, Mass., was interesting and full

SAMUEL MURRAY, KANSAS CITY, MO.
Vice-President-Elect Society of American Florists.

of suggestions, one being a new plan of annual payments, which is likely to meet with success and provide needed revenue for advertising. A detailed report of this session, with addresses, will be given in a future issue.

President Roland's Address.

This is the third time our society has had the good fortune to gather together in this city of Washington for its annual convention. We can all feel proud at meeting in the capital city of the greatest of nations. Every American is also proud of this noble city, and every member of the Society of American Florists may also be pleased that here we were honored by the grant of a federal charter, which I believe is the only one ever given to an horticultural society. Under this charter our society is expected to develop and advance floriculture and horticulture in all their many branches, and to diffuse the knowledge of these subjects. I think we are fulfilling this obligation and living up to the expectations of those whose vision and faith meant so much in the early days when so high a standard was set for us all to follow. I want to emphasize the fact that our great Society of American Florists is not simply organized to make money directly for itself or for its members; but that it aims to improve and stimulate our profession and its practices. I fully believe that the many activitites of our society and its affiliated societies cannot fail to foster and create a love for horticulture in every section of our country among all classes of people; and we are not merely doing this to sell a product. We are increasing a love for one of the fine arts, which in some phases comes into the class of the useful arts. As a fine art alone, however, it has the most universal application to our whole people, and as the great Lord Bacon said, "It is the purest of human pleasures."

THE FUTURE.

It seems to me the future of horticulture never looked brighter. Industry in general is very much upset, because of the backwash of the great war, and faces the future with uncertainty. Flowers, however, are a ministry, a solace and a pleasure, and in all these there are many phases of real abiding strength and comfort. For these reasons, horticulture may expect to be ever increasing, for it may be economical or expensive, ornamental or partly useful and, therefore, it fits life under all conditions, in a way that perhaps may not be matched in another industry. Love for our profession is increasing rapidly and this also makes our future satisfactory in outlook. Even during the worst of the past half-dozen years, when all business has been upset, horticulture held a place as a desirable influence in the world although, of course, expansion and growth were seriously curtailed. But there are ever new hands to take up the work. Prices will recede if production costs do, and we need hardly fear more than the usual temporary and seasonal drops to figures too low for a living. The cost of greenhouse products seems likely to be high always, because there is comparatively little opportunity for the use of labor-saving devices in quantity production. The special societies will continue to thrive and these will remain loyal to the parent of all so long as that parent shows progress—for our widespread organization, with vice-presidents and members in every state in the Union, and representing every branch of horticulture, is the logical group with which other kindred groups should be linked. In this way we get co-operation without competition or duplication, and there is so much to our work that there is room for the spirit and activity of all. Our aim must ever be to make this society the greatest horticultural society in the world. We must, however, continually progress, or be backward. There is no such thing as keeping up by standing still Therefore, we must always look for new methods, new forces, and renewed vigor. It is my privilege to suggest to you, at this time, some of the things it seems to me we may be doing. I will first speak of—

THE ANNUAL REPORT.

At the January meeting, in Washington, of your board of directors, it was voted—after very careful consideration—to discontinue the publication of the society's journal, and to issue an annual report. I hope the time may come soon when the society's work will have the size and importance to justify a monthly journal. Such a publication would stimulated and sustain a keener interest in our activities. In the meantime I hope the society will publish an annual, brimful of such information that every member will feel he could not be without it as a book of reference. Such a book could be well worth more than the annual dues; and such a book is already achieved by one of our associated organizations dealing with roses. No other society touches horticulture in so many and so various ways, and every branch of the profession is represented in its membership. It seems to me possible to issue an annual at an expense within our means and yet get a result commended by all. It might prove more satisfactory and economical to deal with a regular publishing house for a term of years; and in any event I would recommend the appointment of a committee of five, to investigate the whole question, consider ways and means, obtain bids and specifications, and to report to the board of directors not later than January 15, 1922. I consider this a fundamental question because the history, work and spirit of our society may best be preserved and understood through such a form of permanent record. In fact, our annual might well become a real history of the progress of horticulture in America.

ADVISORY COUNCIL.

I believe everyone will agree with me in claiming that the society has in its ex-presidents a group of men whose combined experience and devotion to our organization need no proof and no trial, for each has already shown his value to us in his individual capacity as the head of our large society. They represent many branches of our profession—seedsmen, nurserymen, retailers, wholesalers, growers, park and cemetery superintendents, landscape gardeners, and others. The assistance these men could render, acting together, may not be measured or demonstrated, but we must all realize

that in them is wisdom we need and can use to our everlasting benefit. Individually they are active among us today, and ever ready to respond to a call for help—but how much more can they help us as a deliberative body, meeting together by themselves and co-operating with your officers. There are always matters needing all the thought and knowledge we can muster. Here, in their experience and ability, is a so far untouched mine of skill. Let us tap it by establishing an advisory council composed of our ex-presidents. My suggestion is that this council would be set up only to consider definite and specific questions referred to it by the board of directors; and it would report their advice to the board of directors, who would use it as they choose in their own deliberations. In this way we would get the benefit of a deliberative body of great value to us.

FIELD WORKER.

I am very much in favor of a field worker—an efficient man spending all of his time going over the country, lecturing before local horticultural organizations, explaining what our great society stands for and what it is doing and aiming to do for horticulture in our country. I believe there can be no better way to add new members and to create a new interest in our work and our organization. It might prove difficult, at first, to arrange for this as continual service, and I would favor so arranging our secretary's duties and office force that he could be released and able to devote a part of his time to this important service. The personal contact and personal appeal of an accomplished field worker would not only benefit the society but it would be the means of extending society benefits and group thought and work more widely. Surely this is what we would like to do.

MEDAL OF HONOR.

Many years ago this society established a gold medal, which I understand has been awarded but twice in all these years. Now I believe we should not bestow it except after the most careful consideration, but I cannot but think that the progress of many branches of our profession during 20 years might have been rewarded wisely through the medal we have had so long established. This would tend to encourage and to spur, especially those whose work is so valuable and so often not rewarded by financial returns. Much of the scientific progress needed in our profession is by work for love and for knowledge, and this sort of work needs our help in any way we can give it. I therefore suggest that the society re-establish this medal as a medal of honor, to be awarded by the board of directors annually, to the man or woman, firm or institution, in the United States, or elsewhere, who has done the most in recent years to promote horticulture—using the phrase in its broadest meaning. Members of our society to be eligible for this medal, for meritorious service of the same kind. It may be awarded once in five years to the members of the society who, during the preceding five years, shall have rendered services best calculated to advance the largest interest of this society. I do not believe, however, that the medal should ever come to be considered an internal operation, but that the thought of the directors ever should be to encourage others. I would suggest that the board of directors decide the award by ballot at the annual meeting held about Mid-Lent.

EDUCATION.

To approach the question of education is to touch a broad subject and one wherein our foremost thinkers and watchers believe there are very serious shortcomings. But beyond the general principles of education there is to be even more intense specialization, and in this horticulture must not only keep the pace, it must regain a place in the front of the procession. Science, as applied to horticulture, is backward and is very much needed. Professional horticulture can never take a proper place among other porfessions until it is on a stronger and firmer scientific basis. It is said that America has the finest system of agricultural and horticultural education in the world. There is, however, a great lack of correlation and dissemination, a deficiency in general support and encouragement, and too great a disinclination to use

Geo. Asmus, Chicago.
Chairman Finance Committee.

and profit by what is now available. I believe our society can do no better work than to assist in planning and suggesting plans for making more and better use of what we have in scientific education in our profession, and for further improving it wherever it may be done. We should also encourage and assist young men to take this training in horticulture—even providing scholarships. Work out co-operation between scientific institutions and the practical horticulturist, each of whom has so much to give to the other. These institutions are public and for the general good, and their usefulness is in proportion to our helpfulness, and willingness to do what we can to make them all that we so greatly need. Many established facts in the science of our profession have already been made by our systems of public education in experiment stations or otherwise—and these are too little known and too little used. It would be a benefit to us and to all horticulture to assemble such things whenever possible and place them in the hands of our members. It is time to show more results, for we are now able to do so. All these matters so closely connected with education and with the backward science of our profession deserve the attention, I think, of a strong special committee, perhaps to be succeeded by a continuing standing committee to report at our next annual meeting what we can do to further the science of our profession and to encourage scientific training.

THE PERMANENT FUND.

Many suggestions have been made about the use and care of our established fund. There are those who would have it used to establish an experimental garden coupled with training for young men in horticulture. This is a worthy and much to be desired object in which our society should take a vital interest. I believe, however, that a majority of our members strongly favor the policy of further increasing this fund, until it becomes large enough to yield an income that would carry on some worthy work upon a scale in keeping with our great society. No one wishes any part of it used except in a way that will benefit our whole society and horticulture in general. I believe, therefore, that I voice the opinions and desires of my fellow members in recommending that further heavy increases in the fund are necessary. We now have a fund of $50,000, which we consider a permanent fund. There is, however, nothing in the by-laws to this effect, and it is certainly wise to amend the by-laws so that there shall be a permanent fund and so that the principal of this fund shall not be used, but only the income. We have a provision in the by-laws that the "treasurer shall give bonds in such sum as the executive board may from time to time deem sufficient." In my judgment the by-laws should not leave it to the discretion of the executive board except with the proviso that such bonds shall be at least equal in amount to the funds of the society under the control of the treasurer. Our present by-laws provide for a finance committee, yet they provide that the treasurer shall have charge of the funds of the society. I think also that the duties and powers of the finance committee should be more clearly defined. We have now in our growth reached the point where it seems to me we should make, in the interests of safety and conservatism, one or two changes in our by-laws which will clarify them and protect the society and its officers in the administration of their work. These matters deserve the consideration of a special committee and I strongly recommend the appointment of a committee to report to the board of directors not later than January 15, 1922.

THE NATIONAL FLOWER SHOW.

The value of co-operative work has been shown more clearly by the great flower shows of our society than in any other of our efforts. They have been successful; and I am of the firm opinion that they have attracted more people toward horticulture than can any other means as yet devised. They are educational, instructing our people to a greater appreciation of one of the fine arts. Over 100,000 people paid to see the last great show of our society, held in Philadelphia, in addition to which there were many free admissions. There is another show to be held next spring in Cleveland. The city of Cleveland is building a fine auditorium, which it is intended to open formally with that great fifth national show. The exhibition building will be by far the finest and most suitable of any we have ever used for our purpose. It is a heavy undertaking, involving an expense of around $70,000, and the cost would be even greater were it not for the painstaking work, and for the

time and energy, all so freely given by the committees chosen to serve you. It remains for those not on committees to show both interest and appreciation, both of their fellow members and of our exhibitions, by whole hearted help, which alone can make this coming show the greatest horticultural event ever held anywhere at any time. By so helping, you assist both the society and yourselves, for it is a valuable enterprise and a worth while endeavor to put our profession and our society prominently before the people of our country.

MEMBERSHIP.

There is a campaign under way to double our membership before January 1 next. I feel this would be an easy thing to do if commercial horticulturists of all sorts realized that our industry needs to be fully organized in order to keep the pace set by other industries. Our membership must be heavily enlarged if we are to carry on in a satisfactory manner, and to begin to fulfill some of our high aims for the future, and to do the great work we are expected to undertake. The special membership committee for this drive is giving us a great deal of their time, and they need and deserve the active assistance of all members in making this campaign a success. Surely we all realize that we definitely owe a part of our time and energy to public service; and we cannot do better than to plunge in and push along a movement that will react to help all of us. If the society had done nothing more for commercial horticulture than spread broadcast its now famous slogan, "Say It With Flowers," it would be entitled to the active support of every florist in America. Let every one of us return a part of this benefit by becoming a living and fighting slogan. "Say It With Members."

Remember also our trade exhibits—got up by men and companies who work not alone for money profit; though this they naturally expect, and from us whom they serve so well; but who are also imbued with a love for their work which often makes them give more than they get. You will agree with me that these people who exhibit with us are entitled to our patronage, both because of real deserts and because their efforts are a strong help to us. I would like to be able to tell you, so you could know of it as your officers know of it, about the hard and faithful work done by your chairmen of committees to further the interests of your society, and therefore of all of us. But time will not permit and good men neither work for praise nor care much for it. Your attention is called to the various committee work so faithfully executed by men who give time, energy and often their own money in order to acquire the feeling that they have done something for their brothers. Much of their work will be handled in special reports during our sessions here, and you are asked to give these committees the only return they want—your active interest in the work they are developing for you. Attend these special sessions, approve the measures you favor, and express your opinions in constructive comment whenever occasion arises. Your officers are your servants, and can do better for you when they know your wishes. This annual meeting is the best place to tell us of them, and every member should do this real duty. We must not overlook our obligation and appreciation of the horticultural writers and publishers. Without their unselfish and sympathetic co-operation so freely given, the progress of our society must have been much slower. We needed these people and they rose to our need. I especially want to call to your attention the very attractive programme prepared by the ladies' branch of our society. They have many plans, a consideration of which will make your visit to Washington more than a profitable one—also a most inspiring and pleasant one. I want to extend my sincere thanks to those who have so ably supported us by committee service or by any readiness to help—and in this I am sure I am joined by every officer, as well as every member. May we always set a high mark for achievement, as these men have, to the end that our Society of American Florists may acquire always new fame and new brilliancy, as an organization meaning much to horticulture.

Wm. F. Gude, Washington, D. C.
Washington Representative Society Am. Florists

Secretary Young's Report.

Again I am able to report the closing of a most successful year for the society. There has been a notable increase in our annual membership, for the greater part of which credit must be given to the membership drive instituted by our executive board, whose committee will make a separate report to the convention at this session. Since the Cleveland, O. convention and up to August 1 of this year, we have taken in 474 new annual members and eight life members. A falling off in the influx of life members was naturally expected, owing to the doubling of the life membership fee and the very great influx last year induced through the announced withdrawal at a certain date of the old fee. Our total membership on August 1 was 3,794, of which 1,517 are life members. Of course, the annual list as here reported contains the names of quite a few who have not yet paid their 1921 dues, but in the last year or two a greater interest has centered upon the society's work, with a consequent lessening of the number of lapses, so that our membership record may be considered to be most encouraging.

I am happy to report that several of our state vice-presidents this year have done notable work in increasing interest in our organization, work which we may hope will prove to have been permanently effective in the extension of our membership territorially.

FINANCIAL STATEMENT.

In the opinion of the executive board, as expressed at its January meeting, there existed a necessity for retrenchment in the expenditures of the society, in order that the balance between income and disbursements should be on the side of the former, and the board's recommendations in the circumstances have been carried out to the fullest extent. The budget system has been adopted, and the board has approved a budget to cover expenses and appropriations for the current year. A new system of bookkeeping on the card principle has been installed in the secretary's office, through which the accounting of the secretary and treasurer must necessarily agree in every respect. Each month the chairman of the finance committee and the president of the society have rendered to them a financial report showing the transactions for the month, and the balances as they stand. It is a matter for congratulation that today all funds are intact, and each fund has on deposit the exact amount credited to it. The following is the secretary's financial statement supplementary to the statement presented to the executive board at its annual meeting in January last, and which appears in the board's minutes printed and circulated at this session. The following is the secretary's supplemental report from January 1 to August 1, 1921, the details of which will appear in the report of the auditors; and a report of the trade exhibition will appear later:

General Fund.

	Year	Amt.	
Annual Dues	1922	$ 15.00	
	1921	4,583.00	
	1920	355.00	
	1919	60.00	
	1918	12.00	
	1917	6.00	
Total		$5,031.00	$ 5,031.00
Life member's buttons		$ 3.00	
New member fees		1,475.00	
Advtg. in Journal		664.00	
Space at Washington convention		2,337.25	
Signs		36.00	
Interest		787.22	
			$ 5,302.47

Permanent Fund.

Life membership	$ 425.00	$ 425.00

National Publicity Fund.

Subscriptions	$28,103.69	
Dealers helps	923.05	
Billboard signs	2,485.87	
Interest	33.41	
		$31,546.02
Total		$42,304.49

THE MEMBERSHIP DRIVE.

Without encroaching upon the report to be made upon the membership drive, I think I should mention the fact that through the generosity of one of our officers, who made a personal contribution of $500 for the purpose, the expenses of the drive as far as the society is concerned, were largely offset. Could a better example of loyalty to our organization be cited?

THE TRADE EXHIBITION.

I believe that our members will be ready to endorse the judgment of the officers that the trade exhibition this year in Washington is entitled to go into history as another great success to the credit of the society. Nearly 100 exhibitors have shown their confidence in the power of the society to promote a big attendance at this con-

vention, and I think you will agree with me that they are not disappointed.

THE PUBLICITY CAMPAIGN.

While circumstances have precluded a vigorous pushing of the campaign this year as far as magazine advertising has been concerned, the publicity committee and the secretary's office have been busy in other ways, with the result that much porgress is to be reported. Bills up to the close of last year had been incurred on the presumption that subscriptions would continue to come in at the average rate previously experienced, but they failed to do so, consequently some of the funds coming in 1921 were, necessarily, used to discharge this indebtedness, but every penny expended was used for advancing the national publicity campaign, and there is no cause for complaint on the part of any subscriber that subscriptions were used for any purpose other than intended.

THE FIFTH NATIONAL FLOWER SHOW.

The work of preparation for the fifth national flower show, to be held in Cleveland, O., March 25-April 1, 1922, is well in hand, and will be detailed in a report to be made by the national flower show committee at a later session. The general interest already expressed in horticultural circles, among the trade, and in auxiliary lines is highly encouraging, and there is every prospect of an added success to the record of national flower shows promoted by the society.

PLANT REGISTRATIONS.

Since the last convention the following new plants have been registered with the society:

Geraniums Purity, Morrisville Beauty, Babe Marie, Olive Charlton and Miss Aggie, by the New York School of Agriculture, Morrisville, Madison Co., N. Y., December 15, 1920.

Geraniums Mrs. Hattie A. Doll, April 20, 1921, and Mrs. Henry J. Doll, by Henry J. Doll, Wanskuk Greenhouses, Providence, R. I., June 11, 1921.

Geranium E. H. Kunze, by E. H. Kunze, Newton, Kans., June 11, 1921.

Geraniums Herbert Tong, Red Barney and Mother's Day, by Tong & Weeks Floral Co., Ashtabula, O., July 12, 1921.

NECROLOGY.

We have lost through death the following members:

Thomas C. Long, Chicago.
Judson Kramer, Cedar Rapids, Ia.
Wm. Plumb, Havana, Cuba.
Michael H. Norton, Milton, Mass.
Mrs. J. B. Freeman, Toledo, O.
Aug. Hoffmeister, Amelia, O.
Chas. J. Bolgiano, Baltimore, Md.
E. H. Mazey, Minneapolis, Minn.
Chas. W. Crouch, Knoxville, Tenn.
Frank R. Steinbach, Richmond, Va.
H. N. Kelly, Boston, Mass.
Thos. Boothe De Forest, New York.
Max M. Smith, Portland, Ore.
Peter Reinberg, Chicago.
John Lewis Childs, Floral Park, N. Y.
Fred Hall, Denver, Colo.
Alfred Demeusy, Brooklyn, N. Y.
Frank J. Ritzenthaler, Cleveland, O.
George Sykes, Chicago.
J. L. O'Quinn, Raleigh, N. C.
H. W. Buckbee, Rockford, Ill.
I. V. Kinder, Charleroi, Pa.
John K. M. L. Farquhar, Boston, Mass.

MEMBERS' RECRUITING.

The following have sent in one or more names for membership since the last convention:

Florists' Telegraph Delivery	14
A. L. Miller	13
Secretary's office	118
John Young	25
J. F. Keller	1
J. L. Fitzgerald	1
Geo. L. Stiles	9
I. S. Hendrickson	13
N. B. Stover	2
A. J. McNutt	9
Geo. P. Echter	1
A. Rassmussen	11
C. A. Traendly	2
Henry Goetz	1
Geo. A. Washburn	2
Robt. M. Plumb	1
W. L. Rock	1
George Asmus	2
Ed. McCollum	1
Wm. Goos	1
E. Allan Peirce	1
Thomas Roland	6
G. McClunie	1
Hustwick Florist	1
Wm. F. Ekas	3
H. G. Berning	1
Membership Committee Kansas	7
W. H. Englehart	16
A. F. Amling	1
R. J. Irwin	2
Max Schling	2

Henry Penn, Boston, Mass.
Chairman Publicity Committee.

E. A. Richards	1
John Dodds	1
T. B. Stroup	2
C. W. Ruedlinger	1
W. S. Dolan	2
G. Denys	1
Albert Toogood	2
C. C. Pollworth	8
J. L. Pani	1
J. G. Esler	1
F. A. Chervenka	2
A. M. Henshaw	2
J. W. Scott	1
Carl Hagenburger	1
Florists' Exchange	2
A. Henderson	1
W. B. Shotwell	1
N. Kiger	2
Chas. M. Kranz	1
Chas. F. Edgar	1
Z. D. Blackistone	1
Fred Burki	1
A. H. Nehrling	1
Southern Florists	1
Henry Penn	1
W. R. Shakelford	1
Florists' Review	10
J. F. Ammann	2
Wm. Viners	1
J. J. Hess	5
A. H. Hummert	6
S. R. Lundy	4
The Reeser Plant Co.	2
D. C. Horgen	37
De Forest W. Ludwig	1
J. E. Mathewson	2
Joseph Kohout	1
Membership Comm. N. Y. Florists' Club	12
M. E. G. Ventres	1
H. P. Knoble	4
Wallace R. Pierson	10
G. J. Starr	1
A. S. Gray	45
J. G. Angel	1
O. J. Olson	4
Henry I. Faust	1
A. Pochelon	1
Jas. A. McLaughlin	2
A. M. Campbell	1
O. E. Steinkamp	1
R. D. Haentze	4
W. E. Cook	1
G. H. Blackman	3
George B. Hart	2

MEDAL AWARDS.

The society's medals have been awarded as follows, since our last convention:

Through the American Dahlia Society—Silver medal to Richard Vincent Jr. & Sons Co., White Marsh, Md., for Dahlia Patrick O'Mara.

Through the American Carnation Society—Silver medal to Strout's Inc., Biddeford, Me., for Carnation Rosalind. Bronze medal to George Breukert, Denver, Colo., for Carnation Denver.

THE TRADE PAPERS.

This report would not be complete without mention of the very great support rendered to the society by the trade papers, whose managements have extended extraordinary courtesies in publishing all the matter, regularly sent to them from the secretary's office, pertaining to the work and aims of the society, and it goes without saying that they have the hearty thanks of everyone connected with our organization.

Report of Treasurer Hess.

Treasurer J. J. Hess presented his report, a condensed statement of which is as follows, showing the finances of the society at the close of business July 31, 1921:

Permanent fund	$49,035.76
General fund	10,015.97
Less floating checks	541.77
National publicity fund	4,723.33
Less floating checks	81.35
National flower show fund	3,551.66
Total	$67,162.28

Washington Representative's Report.

As the years roll by, time appears to pass more quickly. It seems but yesterday that we met in Cleveland, O. The past year has been filled with many interesting events in the District of Columbia. The Chrysanthemum Society of America met in November in connection with the local chrysanthemum show. It was better attended and had a larger number of exhibits than many of those recently held in the larger middlewestern cities. The executive committee of the Society of American Florists met in conjunction with the American Carnation Society, which held a very interesting session and staged an excellent exhibition. A meeting of the publicity committee was held also, lasting all day. There were, as well, meetings of the committee, J. F. Ammann's committee of the National Flower Growers' Association and the greater membership for the Society of American Florists' committee. All of these were in connection with the convention of the American Carnation Society. Notable among the events for the Society of American Florists' executive meeting was a luncheon tendered them by the Chamber of Commerce of Washington, D. C. At these gatherings much good was accomplished for the carnation society and Society of American Florists in particular, and for horticulture in general, to give an idea of the scope of our business and the enormous amount of good we can do throughout the country, among hospitals and other charitable organizations for the betterment of mankind, and the aggrandizement of our business.

In June the executive committee of the American Rose Society met in

Washington. After an inspection of the Arlington Farms rose test garden, the visitors took a drive through Rock Creek park to the home of Mrs. Charles J. Bell, at Twin Oaks, where light refreshments were served. After viewing the gardens there followed a return journey, stopping through Rock Creek park, at Walter Reed general hospital, where luncheon was served and the gardens inspected, under the guidance of Major Glennon, who is in charge of the buildings and grounds, and Professor Lumbsden. We were royally entertained, shown all the shops and different institutions in the hospital grounds. Several members of the American Rose Society took an early morning train to Bells Station, where Dr. Van Fleet holds forth in his bright covered cottage in the center of a field of roses, such as we have never seen before. The president of the American Rose Society and several others stopped over on their way from Baltimore to Washington at this haven of rest and home of new hybrid roses. Many new ones of merit were noted there which will be disseminated in a few years' time. Other members, who did not make this trip, went to inspect Shaw's Water Gardens at Kennilworth, D. C. All of those who visited these gardens expressed themselves as delighted with what they saw, having no idea of the enormous amount of water flowers grown there, considering the size of the place. But it must be remembered that from this point, aquatic flowers and plants are shipped all over the eastern part of the United States.

Everything, in general, in Washington is progressing nicely and florists all seem to be prosperous.

There have been registered at the office of the Washington representative, no less than 458 members and others from all parts of the United States and the world, as will be noted, some from San Francisco and Los Angeles, Calif., Sea Breeze, Fla., Houston, Tex., Hillegom and Sassanheim, Holland, Portland, Ore., Wisconsin, Ohio and almost every state in the union. All of which, shows the wisdom of maintaining an office in the nation's capital for what your Washington representative thinks is the greatest organization of its kind on earth.

UNITED STATES CHAMBER OF COMMERCE.

Having been appointed by the president of this organization as a delegate to the United States Chamber of Commerce convention, I spent the week of April 26-29 at Atlantic City, N. J., attending all the large meetings and some of the minor ones. It will be noted that this is the first time that the Society of American Florists was represented by bona fide members, and I believe it is the greatest thing that we have ever done, for from now on, we will be identified with the largest businesses of the United States, and it will be much easier to get measures through Congress with their assistance. This meeting was attended by upwards of 5,000 delegates and some 1,500 different industries were represented.

I thank you all, and particularly the officers of the Society of American Florists, for the willing assistance which has made the position of Washington representative one of pleasure instead of work.

To President Roland for his able assistance I express my sincere appreciation.

WM. F. GUDE.

Report of Publicity Campaign.

How fortunate indeed are the florists of the present day in comparison with other lines. Hardly an industry is operating at full capacity. Iron and steel foundries are completely shut down, while automobile and kindred trades are running from 35 to 60 per cent of normal. How little we have suffered I leave to your own decision. And there is still greater success in store for us as a whole because of the fact that we have seen the light of day and realize advertising as a factor to help build up bigger business. In days gone by we were all more or less content to stock up and then wait for customers, but today we know that we must continually remind the public that we have flowers and in our desire to serve we have increased the quality as well as the demand.

J. F. Ammann, Edwardsville, Ill.
Chairman Committee on Membership.

The city of Chicago is a shining example of what publicity can do to stimulate the desire for more flowers. What is possible there goes for the rest of the continent. Their publicity campaign has worked wonders as they will attest. Dr. John J. Tigert, United States commissioner of education, declared in an address in Des Moines, Ia., recently, that advertisting is the most important factor in modern business. "Important as are the factors of labor, raw material, production, marketing and organization, none of these is as significant today as advertising," he said. Can we afford to relax now when we should animate more than ever so that the trade will enjoy the fruit of its endeavor. We need more men and money to carry out our national programme, and the time is not far distant when those who are doing their duty will appreciate the good their investment has accomplished. We are waiting for a fund to start our fall campaign and your committee realizes the necessity of having the means in the treasurer's hands before making any expenditures. and as soon as conditions warrant we will again start our magazine publications.

One of the biggest things in advertising is good-will and ours has been of a character to help build this spirit. We have raised our standard of flowers in the effort, and harnessed together we have an asset that will move onward and upward. Never in the history of flowers have so many branches of our business benefited as since the advent of advertising three or four years ago, and surely the desire to further this course will be most acceptable to all of us. What then is necessary to obtain more funds to increase our campaign? The answer is left to you for further consideration. Abraham Lincoln once said, that folks are just about as happy as they have made up their minds to be, and this reminds me that the florists' national campaign fund can be made as big as we want it to be. If we make up our minds to have a big campaign and we know we want it, it is up to us to find a means to finance it. And never was that old adage more fitting, "As ye sow, so shall ye reap," than right here. If we raise a fund commensurate with the committee's programme, we will reap the benefit of the many years of labor which have been put into our business to bring it to its present level.

Our publicity committee have visions of a well defined programme merely being hampered by not having the funds on hand. Would it not be a good thing for florists running local campaigns to see to it that 25 per cent of their appropriations be transmitted to the national fund just to show their interest in their own campaign? The success of our slogan is international and unless we keep it up nationally other lines will make such inroads upon it as to undermine our good work so well started. We must never lose sight of the fact that when our business is at its height we don't need to do any advertising because that is just the time to keep it going so that its momentum will keep us going. In doing this you avoid the danger that many lines have suffered in the past in forgetting that there is a tomorrow. So let us profit by the experience of others and make our national campaign as nearly continuous as we can. To do this we must of necessity find ways and means to acquire sufficient funds. As you all know this is the fourth year of the voluntary subscription and it should be kept up in localities where there are no allied associations, in order to keep the campaign moving until we can place it on the plane where it properly belongs.

The coming years are going to be years where problems of salesmanship and advertising are going to be more essential than ever, owing to the transition stages through which we are passing, and we must bend all our energy to keep flowers in the home and before the public at all times in the printed word as well as in the floral sense. To do this we must cultivate new buyers by inspiring confidence and sentiment and with the assistance of our national publicity campaign backed up with local advertising we will be enabled to cope with the problem from a broad viewpoint and thereby help florists generally from all parts of the continent. We should endeavor to appreciate the importance of the campaign nationally in order to help sales all over this country and Canada, and in order to do this properly and with prestige we need the assistance of everyone connected with flowers and its various branches.

Now in conclusion, let us all try to do our part in this big unselfish movement where everybody helps his neighbor. The "Say It with Flowers" campaign has been accredited with being one of the best campaigns ever put across. Now it is up to us to keep

it alive and to prove that our industry is a growing one from all stages—from the standpoint of good florists and to the developing of a wonderful campaign to place them within the reach of every flower lover.

HENRY PENN, Chairman.
National Publicity Campaign.

Nomenclature Committee Report.

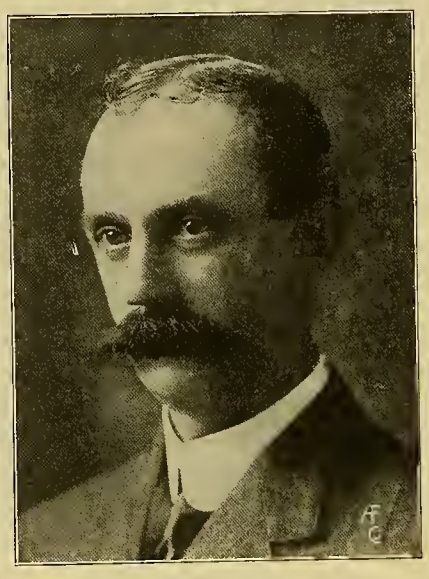
Due largely to the preoccupation of the members, it has not been practicable to hold a meeting of the committee during the year. The work committed to it, however, has had the attention of the members, and is in a forward state. The Society of American Florists has co-operated wholeheartedly with the American joint committee on horticultural nomenclature, of which the chairman of your committee is also chairman. A devoted, public-spirited subcommittee of the American joint committee, made up of Messrs. Harlan P. Kelsey, Frederick Law Olmsted and Frederick V. Coville, have during the year sacrificed their private work and private interests to the completion of the preliminary manuscript for the official catalogue of standardized plant names, and in June that committee announced that the work was in process and would be published as soon as it could be produced mechanically.

This great catalogue of plant names, primarily designed to make buying easier, will, it is believed, stand as a monument of intelligent interest in commercial horticulture for years to come. In its scientific name it does not set up a new code or attempt to assume scientific authority. It does take the current name seemingly in the judgment of the subcommittee best adapted to represent the plant in question, and so far as is humanly possible at this time, attaches to it a common name which will be of actual service. The official catalogue will contain in one alphabetical order both the approved scientific and common names, and familiar names not approved, the whole being made available by complete cross reference. The distinction between the approved and unapproved names is a typographic distinction, and will be appreciated by those who use the catalogue without reference or complication.

To this great list, more comprehensive than anything of the sort produced anywhere else in the world, there is being added an appendix authoritative lists supplied by the special flower societies. For example, the American Iris Society supplies its carefully prepared and presumably accurate list of varieties of irises in American commerce. The American Rose Society, the American Peony Society, the Carnation, Chrysanthemum and Dahlia Societies, all similarly provide lists of varieties and classifications which may be accepted as official and authoritative. The resulting work, which is being prepared in a fashion to make it available even for pocket use in the field as well as for desk use in catalogue preparation, will be essential to everyone who conducts transactions in plants. Not only will the florist, the nurseryman and the seedsman need to have this book, but the landscape architect, the pharmacist, the dealer in plant products, the editor, and the libraries must alike refer to it for the accurate and definite names both scientific and common of the vast array of plants which make the land worth living in.

CO-OPERATION WITH GOVERNMENT.

A part of the plan worked out by the subcommittee involves a continuing relationship in which the federal government is participating through the membership on the sub-committee of the United States botanist, Dr. Coville. It is realized that there must be a registration point at which new varieties may be recorded, and that proper changes in names must also be referred to such central point to be passed upon and used if it seems wise, in subsequent publications of the official catalogue. It is no more expected that this directory of plant names (for that is what it is) is final and definite than it could properly be expected that a directory of Washington, or Cincinnati, or Pittsburgh issued in 1921 would be permanently accurate. Probably editions every three or five years of the official catalogue will be required in order to keep pace with the growth of commercial horticulture in America, that growth having only just begun.



E. Allan Peirce, Waltham, Mass.
Chairman Committee on Coal Economics.

The support of the Society of American Florists, together with that of the other organizations that have joined in such of the expense of the work as those doing it have not personally absorbed. The official catalogue can consequently be published at its mere mechanical cost instead of being charged for as similar technical directories are charged for, in connection with the whole cost of the work. Priced for preliminary orders at $3.50 per copy, this book, which will probably exceed 500 pages, would ordinarily cost, as published by technical organizations, from $8 to $10 per copy. The difference is contributed in the work of the men who have self-sacrificingly given their time to the project, and in the support of the organizations involved. That support should be continued without diminution by this organization. The price of the book has no relation to the maintenance of the organization necessary to send it out. For that reason your committee asks that the appropriation heretofore made be continued.

J. HORACE MCFARLAND, Chairman.
Nomenclature Committee.

Report on Tariff and Legislation.

This is tariff year. It would never do for a republican administration to work under a democratic tariff. Besides, Uncle Sam needs more revenue and more protection, hence, your committee has been active and watchful in recent months in preventing unworkable or prohibitive duty rates being imposed on horticultural items.

At a meeting held in New York, last December, your committee recommended to the ways and means committee, that the duties be allowed to remain approximately as they now are, though we insisted that items now assessed on a specific basis, should remain on such basis and not be changed to an ad valorem rate. While the American value clause in the new tariff bill is practical on manufactured articles, it is quite unworkable on horticultural items. Our recommendations were honored in the bill now before congress, except with regard to the duty rates.

In reference to the above, and in accordance with the meetings held in New York in December, your committee appeared before the ways and means committee, January 25, 1921. Our recommendations then were, that on the whole we were satisfied with the tariff as it existed, with the exception that incongruities of language should be made plain and straightened out, so that there might be no questions arising with the import agent and revenue officers, when importations arrived. This hearing was very satisfactory, and we had thought it would clear the situation up entirely, but quoting the immortal "Bobby" Burns—"The best laid plans of mice and men aft gang aglee."

After waiting several months our work was all undone, the entire tariff schedule was upset and we had to start all over again to see what could be accomplished. For instance, some rates were raised some 400 per cent, and in other instances, items were lower than we really expected them. The tariff is now in the process of making and we hope, with the generous action of the senate committee, to get, in a measure, what we want, for the greatest good for the greatest number, by having some duties raised and others reduced.

The first draft of the tariff bill made lily bulbs dutiable at 20 per cent ad valorem, which would mean a duty of between $20 and $200 per 1,000, depending on what United States appraisers decided was the American value, this clause being quite unworkable on such items. This was later changed to $4 per 1,000 in the bill now before the house.

The principal changes on items largely imported by florists, comparing the present tariff with the bill now before congress, are:

Tulips raised from....	$ .50	to	$4.00 per 1000
Narcissus raised from.	1.00	to	4.00 per 1000
Hyacinths raised from	2.50	to	4.00 per 1000
Valley pips raised from	1.00	to	4.00 per 1000
Manetti stocks raised from	1.00	to	2.00 per 1000
Lily bulbs reduced....	5.00	to	4.00 per 1000
Cut flowers no change.	25%		

We are now concentrating our efforts in maintaining specific duty rates, wherever possible; also, to get a reduction on items which show an increase more than of 100 per cent over present duty rates.

September 10, there was a hearing with the federal horticultural board on the matter of quarantining Pennsylvania and New Jersey on account of the Japanese beetle. This was the largest attended meeting we have ever

witnessed in Washington, there being many prominent growers and nearly all the presidents and secretaries of the prominent organizations in attendance. The hearing lasted about three hours, during which time the matter was discussed from every angle.

August 26, the regulation to quarantine the District of Columbia for the purpose of controlling, eradicating and preventing certain diseases and infection was sent out. This pamphlet covered from eight to nine pages. It was a drastic regulation, and like many others, sounded much worse than it really was, but it served to have the post office department carry the notice that no cut flowers would be received for shipment. This caused quite a bit of annoyance. This regulation has been exploited in the trade press, therefore, we need not dwell on it here.

From that time, up to the present, we have received no less than 287 rules, regulations, quarantine matters and letters of various kinds, dealing with all manner of quarantines and regulations, all of which have been exploited in the trade press.

EXPRESS MATTER.

Last winter there were numerous letters received in reference to the express companies not giving the proper service. This matter was taken up with the interstate commerce commission and with the officials of the express companies in New York. After a thorough consideration of the complaints from every angle, your committee came to the conclusion that the express companies were doing the best they could under the circumstances, for it must be remembered that the good old times of pre-war have gone, and probably will never return. The express carriers promised, however, that they would grant us relief as soon as the crowded conditions, then prevailing on all railroads, would allow, considering the high price of everything especially labor.

A number of complaints were received from shippers of southern evergreen, galax, etc., in reference to having their goods placed on the second class, instead of the first class, as in former years. This regulation went into effect, January 5, on the whole, we do not think it works any hardship on any one in particular because eventually the consumer will have to pay the price. The losing game the railroads, particularly the southern ones, have been playing on express matters in recent years, certainly entitles them to better rates. However, we took this matter up with the interstate commerce commission, and after several conferences, they said the only way we could have a rehearing would be by filing a formal complaint. This leaves the matter open for the southern shippers to file the complaint, if they so desire.

FLOWER INSURANCE.

Numerous communications have been received in reference to insuring flowers, sent by parcel post, against freezing. While at first thought this would seem reasonable and workable, it cannot be done. When we come to consider that many flowers are not carefully packed, or sufficiently wrapped, no matter what the weather, it can be readily understood when such a package is taken to a country post office, then carried, in some instances, many miles over the road in wagons, in zero weather, it would be asking too much of our government to expect it to insure the flowers under these conditions. Insurance on cut flowers may come, but we are not ready for it yet.

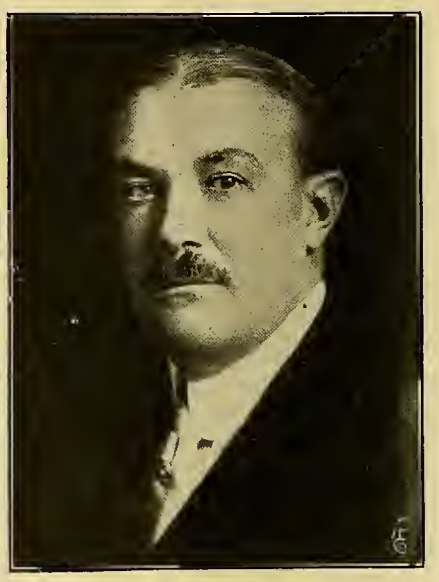
Your committee has been prompt and alert to act on all matters brought to its attention, and some we have taken up from our own initiative for the general good of all. We want here to thank all those interested in tariff and legislation for their courtesies extended and kindly help rendered whenever called upon.

WM. F. GUDE, Chairman.
JAMES MCHUTCHISON.
WM. H. SIEBRECHT, JR.
J. D. EISELE.
LEONARD H. VAUGHAN.
F. R. PIERSON.
*J. K. M. L. FARQUHAR.

*Deceased.

Report of Membership Committee.

We, your committee on membership, beg to present the following partial or rather incomplete report, for we understand our appointment was for one year and so our term has not yet expired, neither is our work finished, and no doubt, never will be, but we do hope in time to pass it on to others. Your committee began work immediately after its appointment in January, to plan for a strenuous campaign drive for membership, to last about 90 days. Beginning with May 15, choosing this lucky date on account of it being the chairman's birthday, we addressed personal letters to every member of the Society of American Florists, soliciting their help for the cause, using the slogan, "Every Member get a Member." The response to this appeal was only fairly good. We have also written to every florists' organization we could get a record on in the country, some 60 in number, requesting a list of their membership, and at the same time asking them to name a local membership committee, who would co-operate with us in this campaign. To the former request the following responded:



Maj. P. F. O'Keefe, Boston.

New York, Baltimore, Md., Pittsburgh, Pa., Cleveland, O., Chicago, St. Louis, Mo., Kansas City, Mo., Milwaukee, Wis., Washington, D. C., Reading, Pa., Tri-City, (Davenport, Rock Island, Moline), Cincinnati, O., Lancaster, Pa., Hartford, Conn., Boston Gardeners' and Boston Horticultural Florists' Clubs, American Carnation, Chrysanthemum, Ohio, Gladiolus, Knoxville, Tenn., Maine State and Portland Florists' Societies; Indiana, Michigan, Minnesota, Wisconsin, Tennessee, Kansas, Texas, Pittsburgh, Tri-State and Illinois State Florists' Associations. Your committee has from checking over these various organization's membership lists with the Society of American Florists' membership list, been able to get some interesting data. For instance, we found as follows: Out of the 33 lists checked there are a total of 4,399 members belonging to these organizations; of this number 1,827 are also members of the national society and 2,572 are not.

It does seem from these figures that there is yet considerable missionary work to do within the branch organizations. Of course, we must remember that a large portion of the membership of every florists' club are employes; then too, the checking on above lists was done during May. Just why more did not respond we do not know; we only hope they may yet get in line and help this worthy cause. To the request for the appointment of local committees, the response was much less, yet we did succeed in getting committees appointed from the following organizations: New York, Chicago, Cleveland, St. Louis, Pittsburgh, Baltimore, Washington, D. C., Kansas City, Milwaukee and the Tri-City Florists' Clubs and the Minnesota and Indiana State Florists' Associations. Most all of these did fairly good work, but like ourselves might have done better.

We next went after our vice-presidents and many of them certainly showed the metal they were made of. Here are just a few of their records: D. C. Horgan of Georgia turned in to date 40 new members, some of them life members. Oklahoma to date has reached the peak, President A. S. Gray, of the state association, having turned in 45 members. We know not what part George L. Stiles, the vice-president, played in this, but no doubt, he was on the firing line. We are glad to report that we had the hearty co-operation of the trade press. All told we received over 2,000 lines of free reading space during this drive, besides several very strong editorials urging florists to join the Society of American Florists. In addition to the trade press publicity, over 100,000 pieces of mail matter including letters, circulars, and application blanks were sent out. When we stop to think how much advertising it takes to sell a florist a $5 membership in the society, it is no wonder we must spend so much in advertising to get the public to purchase all our flowers; but, it is the same old story, we have to sell the florist first, and "That's some job we say."

CAMPAIGN EXPENDITURES.

The total money spent by the committee to date is as follows:

Printing	$210.50
Stenographer	138.00
Postage	177.22
Telegrams	4.14
Express	2.03
Typewriter ribbons, note books	1.60
Carbon paper	1.40
Total	$534.89

All of this amount was raised by individual members and not paid out of the Society of American Florists' treasury. The total results of our work can only be checked from the secretary's books as all applications were ordered sent directly to his office. If this does not show an increase of at least 1,000 members, we shall be disappointed, indeed, but not discouraged.

We wish in closing to heartily thank all individuals and organizations who have taken an active part in this campaign, and the trade journals especially

for their hearty co-operation. We welcome those new members that have joined our ranks, may they ever keep in mind the one fact, that an organization is like a business, or a bank account, you can only draw out of it, in proportion to the amount you put in, be it time, money, or service. And let this be our motto, "He who serves most, serves best."

To those members, state vice-presidents, and local organizations that have not yet entered into this struggle for the future welfare and progress of our dear old society, we extend a hearty welcome to join us and help make this a banner year in securing memberships for the society.

JOS. H. HILL,
A. L. MILLER,
S. S. PENNOCK,
J. F. AMMANN,
P. R. KLINGSPORN,
Membership Committee.

Report of School Gardens Committee.

The Society of American Florists held its annual convention in Washington, in August 1892, 29 years ago. At that time one of the most interesting and important papers presented was by the late John K. M. L. Farquhar of Boston, Mass., upon the subject of "School Gardening." Since that time school gardening has taken root and grown until it is recognized as an important line in public school work.

To help this work along this society for several years past endeavored to stimulate an interest in the same by addressing an illustrated letter of school garden work to every state superintendent of education in the United States and Canada, to the local superintendent, principal, board of education or trustee in every place where is located a florist who is a member of The Society of American Florists; to do this we venture to say that no $100 or thereabout does as much practical good as the appropriation of our society. The result is that it puts the florists on record as promoters of a work which has great practical value in stimulating the making of homes where there is a bit of ground, neat and pretty. These little gardens give value in vegetables aggregating a great sum. In the front yards a little flower growth adds much to the appearance of any place.

In Beacon, N. Y., with 12,000 population, over 600 of the school children took home garden cards and in June and July last the show of roses was fine on all the home streets. In many of the cities of our country from ocean to ocean and in Canada, the people are giving good attention to home gardening. This is thrifty work. In a recent ride of many miles around Washington the general appearance was good and the interest taken in this educatinal work for years by the public schools of this city has been splendid.

The effort to stimulate school garden work by our society is by no means misplaced, but tends to awaken interest far and wide—for with the training of the child comes the character of the nation and this character can be strengthened in its industry and thrift, two traits that will make the United States of America the greatest nation on the earth, and the Society of American Florists are helping in this good work.

BENJ. HAMMOND, Chairman.
A. T. DE LA MARE.
IRWIN BERTERMANN.
MICHAEL BARKER.
LEONARD BARRON.

Smith Memorial Committee Report.

Wm. F. Gude presented a brief report as chairman of the committee on the William R. Smith memorial fund as follows:

The William R. Smith memorial fund has in the bank to its credit the following:

War saving stamps	$41,000.00
Library bonds	1,000.00
Cash in bank	185.79
Total	$43,185.79

The Trade Exhibition.

This important feature of the convention was held in Convention hall. It was admirably adapted for the purpose, being well lighted and ventilated, while the high arched roof with post supports, gave the hall a most roomy appearance. A number of plant men and wholesale florist supply houses had elaborate exhibits, splendidly staged,

Z. D. Blackistone, Washington, D. C.
Chairman Golf and Shooting Committee.

which equaled, if not excelled, those of former occasions. The entries were larger and more varied than at any previous exhibition, receipts for floor space exceeding the previous high mark by $2,000. Many of the large Philadelphia, Pa., firms sent their displays on their own trucks, which arrived on time and in better condition than if sent by rail. With the exhibits all in place, the view from the gallery gave a splendid impression of the growth of the trade, as no such comprehensive collection of the various supplies had been witnessed before. Among the exhibitors were the following:

M. Adler, New York, had a well arranged space, showing silver cut flower vases, indestructible pearl pins, chiffons and supplies. He was in charge in person assisted by his sons.

American Bulb Co., Chicago, exhibited Holland, Japanese and French bulbs, spaghnum moss and cut blooms of standard and new varieties of gladioli. I. Rosnosky in charge.

The American Greenhouse Mfg. Co., Chicago, occupied considerable space, showing the section of a greenhouse, with all modern appliances. In charge were P. L. McKee and James M. Brown.

Atlas Cement & Paint Co., ———, glazing cement. K. Stein in charge.

H. Bayersdorfer & Co., Philadelphia, Pa., displayed a fine lot of baskets in two-tone border colors, two-tone and printed Porto Rico mats. Their magnolia, Christmas and fancy metal wreaths attracted attention, as well as a line of plant and cut flower baskets. Those in charge were Sydney Bayersdorfer, Stephen Green, I. M. Bayersdorfer, John Welsh, Howard Royer and Edw. Thorsen.

Bobbink & Atkins, Rutherford, N. J., made a choice exhibit of tabled boxwood and evergreens, as well as Kentias, araucarias, azaleas and heather. The booth was decorated with boxes of evergreens and eucommias. John D. Arenshorst and L. Oesternei were in charge.

Botanical Nursery Co., LaPeer, Mich., had wood products for wreaths and cut sprays of evergreens. Mrs. Willard Mann Adams in charge.

The Burlington Willow Ware Shops, Burlington, Ia., showed a splendid line of baskets, unique shapes in half tones and self colors. The floor lamps and bird cage stands were very artistic. Visitors were greeted by S. A. Dawson, J. A. Nolan and Arthur Scherwin.

Chicago Printed String Co., Chicago, had on exhibit a full line of its printed tape and spool holders. W. H. Frau in charge.

John Lewis Childs, Flowerfield, N. Y., had on display new and rare varieties of gladioli arranged in vases on wire stands and in glass blocks. I. S. Hendrickson in charge.

Cohen & Hiller, New York, had an elaborate line of florists' ribbons, new corsage shields and chiffons, with E. Hiller, Geo. Cohen and Morris Cohen on hand.

The Robert Craig Co., Philadelphia, Pa., exhibited an artistically arranged and large assortment of fancy foliage plants. Well colored crotons, dracænas, pandanus, ferns in variety, rubbers and a grouping of specimen Areca leutescens were seen. Robert A. Craig, Cornelius Van and L. Seiger were on hand here.

J. W. Davis Co., Terre Haute, Ind., greenhouse plants.

The Diamond Basket Co., of Pittsburgh, Pa., exhibited a fine line of fancy and practical cut flower baskets. E. Schuler was the representative.

H. C. Doescher, New Orleans, La., had a collection of cocos, plumosa and cycas, all grown outdoors. Creole Easter lily bulbs were a feature. Mr. Doescher in charge.

Henry A. Dreer, Inc., Philadelphia, Pa., staged well arranged groups of kentias, Phœnix Roebelenii, Canariensis, brilliantly colored crotons in variety and a splendid assortment of Pandanus Veitchii and table ferns. The representatives were J. J. Kairns, Jos. J. Gaudy and John A. Rupper.

The Durable Products Co., Cleveland, showed Duro plastic glazing cement, greenhouse white paint and other special paints for greenhouses. H. G. Frey, W. H. Green and A. Loveman were on hand here.

Duro Paper Products Co., Chicago, had an exhibit of its well-known brand of folding flower boxes.

Electric Hose & Rubber Co., Wilmington, Del., had samples of hose, couplings, etc., on display in its booth.

The Ever-Ready Pot Cover Co., Buffalo, N. Y., had artistic pot covers in various sizes of crepe paper ready for use. E. C. Grever was in charge.

The Excello Manufacturing Co., Cleveland, had samples of Evertite glazing, and the "Oh Boy" gun with which to supply it, with B. M. Wise in charge.

H. I. Faust, Merion, Pa., exhibited an assortment of Teddy, Jr., ferns and cycluamen in assorted sizes. Also prim-

ulas. H. I. Faust and Wm. Roberts in charge.

The Florists' Exchange, New York, devoted its space to horticultural books and literature. A. T. De La Mare in charge.

C. S. Ford, Philadelphia, Pa., showed society emblems, clock faces, letters, table favors in celluloid, and paper mache, with prepared foliage. Mr. Ford was on hand here.

The Fruitland Nurseries, Augusta, Ga., had considerable space with azaleas, ardisias and Phoenix camariensis, all field grown stock. J. Wiety was the representative.

The Garland Co., Cleveland, O., had an exhibit of permanite glazing compound and machines for applying it. H. E. Heines in charge.

Carl Hagenburger, Newton, O., was on deck with a display of his Cleveland cherries.

Louis Hahn & Son, Pittsburgh, Pa., staged a new coleus named Russell Harding, a red centered leaf with a green border. S. Hahn was in charge.

Hammond's Paint and Slug Shot Works, Beacon, N. Y.. had well arranged space, in which their greenhouse paints, and other preparations were placed. Walter Mott was in charge here.

S. Hanfling & Co., New York, had a fine lot of Italian Vesuvius baskets, Ginko novelties, ribbons, chiffons, etc. A pair of doughboy shoes carved in wood excited considerable comment. Louis Hanfling and S. Edelman were the representatives.

George B. Hart & Co., Rochester, N. Y., staged an assortment of artistic fancy colored plant and cut flower baskets. Their gilt and silvered wreaths were very decorative. Mr. Hart in charge.

Jos. Heacock, Wyncote, Pa., exhibited high grade kentias and cibotiums. H. Gould and James Heacock representatives.

The Henshaw Floral Co., New York, made a good showing in baskets, cut flower vases, aquariums and special flower holders. The firm was represented by Chas. F. Foreman.

Hitchins & Co., Elizabeth, N. J., was well represented with desk space and photographs of greenhouses. E. M. Cunningham and J. N. McArthur in charge.

Allan N. Humason, Chicago, showed a large line of baskets and florists' supplies. Sam Seligman in charge.

Roman J. Irwin, New York, made quite a showing of specimen plants. H. C. Neubrand in charge.

Jackson & Perkins Co., Newark, N. Y., showed pot grown lilies, deutzias, arbor vitae and other evergreens in window boxes. Sample field and standard tree roses were added features. R. E. Perkins, assisted by E. S. Boerner, were in charge.

The Wm. Kasting Co., Buffalo, N. Y., displayed the Kost soil pulverizer, operated by a gasoline engine. Wm. Kasting, Jr., and Stephen A. Kost were in evidence here.

The Kervan Company, New York, had an exhibit consisting of cut evergreens, ribbon and a general line of florists' surplies. Ellis Kawross in charge.

The Pfaltzgraff Pottery Co., York, Pa., display of red pots.

Kroeschell Bros. Co., Chicago, exhibited photos of its well-known types of Kroeschell boilers and Kroeschell ice-machines. Fred Lautenschlager in charge.

Lager & Hurrell, Summitt, N. J., had a display of orchids for comercial purposes. Mr. Lager himself was in charge.

The M. H. Levine Co., New York, displayed a complete line of corsage shields, ribbons and chiffons. M. H. Levine was on hand to welcome the visitors.

C. U. Liggit, Philadelphia, Pa., had a well arranged group of ferns from small plants to handsome specimens. Pandanus, dracaenas and a variety of plants were features. C. U. Liggit assisted by A. R. Burton, was in charge.

Lion & Co., New York, had a well arranged space, showing ribbons and chiffons, ribbon ties for corsage work, etc., in charge of Harold S. Lion and J. A. Lewis.

Lord & Burnham Co., New York, decorated space with literature and photographs pertaining to greenhouse construction. R. C. Fontaine and H. E. Bates in charge.

W. A. Manda, South Orange, N. J., occupied a large space with new, rare and standard foliage plants. W. A. Manda in charge.

Elmer C. Mayberry, Washington, D. C.
Chairman Hotel Committee.

The H. F. Michell Co., Philadelphia, Pa., made a comprehensive display of garden and greenhouse requisites, including watering pots, bellows for applying insecticides, samples of preparations, shears, thermometers, etc. They had a fine collection of Dutch and California forcing bulbs. Philip Frend, J. H. Blackman, Keohone, F. E. Eiler, and Chas. A. Goudy were the attendants.

J. H. Moss, Govanston, Md., displayed an excellent line of tubbed evergreens. Well filled window boxes of evergreens were also a feature.

The McCallum Co., of Pittsburgh, Pa., had a large and attractive exhibit consisting of magnolia wreaths, cut flower and plant baskets, window display tables of wicker, and a handsome lot of porch chairs. Edw. McCallum, S. S. Puryear, H. L. Blend, W. C. Usinger, E. Niggel and Geo. McCallum were the attendants.

McCaw Bros., Norwood, Pa., occupied large space with an artistically placed assortment of Teddy, Jr., Macawii and Scottii ferns, splendidly finished plants. Pandanus Veitchii, dracaenas and cyclamens were other specialties. Duncan McCaw represented the firm.

National Bulb Farm, Benton Harbor, Mich., displayed Michigan grown Holland bulbs. A. G. Pruyser and J. M. Elzinga in charge.

Nebel Manufacturing Co., Cleveland, O., had samples of glazing cement and distributed literature on same. A. L. Nebel was on the ground personally, calling attention to an automatic filler for glazing gums.

The J. G. Neidinger Co., Philadelphia, Pa., exhibited fine wreaths of colored flowers and grasses, and a splendid assortment of wax wreaths, cut flowers and plants. J. G. Neidinger, Harry Crawford and H. S. Price were in charge.

The Orchard Paper Co., St. Louis, Mo., featured "Say It With Flowers" water-mark paper for florists' use. H. E. Coffin greeted the visitors.

The Ove Gnatt Co., LaPort, Ind., had a very showy booth filled wth colored foliage and grasses. Ruscus and statice, artificial chrysanthemums, and a fine line of artistic wreaths attracted considerable attention, in charge were Ove Gnatt, R. E. Blackshaw, Matt Schlitz and Edw. Ahles.

The Paranoid Co., Cleveland, had an excellent line of greenhouse supplies, with F. E. Dempsey as representative.

The S. S. Pennock Co., Philadelphia, Pa., staged a large display of ribbons and chiffons, which included many new shades and half tones. New corsage ribbons were a feature. There was also a line of the latest pattern in fancy cut flower baskets. E. J. Fancourt, A. N. Swan and Jos. E. Morichard in charge.

A. N. Pierson, Inc., Cromwell, Conn., featured heather, ferns and ardisias. Albert E. Anderson in charge.

F. R. Pierson, Tarrytown, N. Y., staged Nephrolepis Elegantissima Compacta, the Tarrytown fern, N. Elegatissima, N. Muscosa and N. Victoria, in all an excellena display. J. T. Trevillian was in charge here.

The Pittsburgh Cut Flower Co., of Pittsburgh, Pa., had a choice line of baskets, ribbons, chiffons and Christmas wreaths. This was in charge of H. Friskhorn, W. R. Wampler and H. J. Hook.

John Pommert, Amelia, O., staged a display of the new white gladiolus, Purity, a sport of America, fully the equal of its parent in size and quality of flower, with Mr. Pommert personally in charge.

Poultry Feed Co., Chicago, exhibited fertilizers and literature pertaining to same. A. J. Parker in charge.

The Quality Brands Co., of Cleveland, showed samples of Vita plastic glazing compound and elastic glazing cement, with a small section of a greenhouse showing the cement on the roof. The visitors were greeted here by A. Lehman.

The Quincy Art Willow Ware Co., Quincy, Ill., exhibited a very pretty line of cut flower baskets.

Raedlein Basket Co., Chicago, had a large variety of cut flower and plant baskets on display. J. G. Fisher in charge.

The A. L. Randall Co., Chicago, made a most elaborate display in which there was a fine assortment of baskets against a velour background. A large line of willow jardinieres, fern stands and floor vases with electric fountains, were special features. The firm will give away by lot, a three-piece set of reed furniture, valued at $300. F. M. Johnson, A. M. Hanson, E. G. Gallavin, J. H. Higgins, A. J. McCarthy, Henry Dahlberg and B. R. Horn were the attendants.

Wm. Rehder, Wilmington, N. C., had a decorated booth with rustic posts. pitcher plants, moss, southern smilax and other outdoor greens. Wm. Rehder in charge.

M. Rice Co., Philadelphia, Pa., had a most elaborate exhibit, two immense

imitation stone arches resting in three columns formed the front of their space, which was canopied and backed with black cheese cloth. A space at either end was partitioned off and entered through a large door space in the shape of a keystone. Some large electrically lighted mosaic lanterns were suspended inside the space. There was a display of large show baskets and flower vases. One of the end spaces held ribbons and chiffon while a line of fancy weraths filled the other. R. Brunswick, R. Shock, J. P. McCarty, A. Yerkman, G. I. Shearer were in charge.

Julius Roehrs Co., Rutherford, N. J., made an excellent showing of palms and cattelyas.

Rugowski Seed Co., Manitowoc, Wis., exhibited 25 vases of asters consisting of many new varieties and strains.

S. H. Russin, New York, had a fine assortment of cut flower baskets and hampers, with red tinselled Japanese wreaths a feature. J. Bernstein was on hand.

Schloss Bros., New York, were present with an exhibit of ribbons, corsage ties and novelties. Emil Schloss, Milton Selinka, George Toffel and Henry Bernstein in charge.

Anton Schulties, College Point, N. Y., exhibited choice plants of cibotium, heather, oranges, ferns and hydrangeas. Home-grown azaleas were a feature. Anton Schulties and A. Schulties, Jr., in charge.

Skinner System Irrigation had a decorated space with sample nozzles and automatic turner. R. R. White and W. R. Hennessey.

L. C. Stroh & Sons, Batavia, N. Y., had a sample machine of the Thoromix soil shredder with fertilizer attachment. The visitors were welcomed by Walter Stroh and N. J. Kemp.

B. Hammon Tracy, Wenham, Mass., was present with a display of choice cut gladioli.

Taiyo Trading Co., New York, had quite an exhibit of baskets and hanging flowers vases. F. F. Freyer in charge.

United Bulb Growers', Inc., Sassenheim, Holland, had on exhibit Holland grown bulbs, especially hyacinths, tulips and daffodils. J. De Groot in charge.

Vaughan's Seed Store, Chicago and New York, had a well displayed collection of French, Dutch and Japanese bulbs of excellent quality, and vases of cut gladioli. Ferns and rubber plants were a feature. J. C. Vaughan, J. Pieffer, E. Boylan and W. Guille were in charge.

S. A. Weller, Zanesville, O., exhibited a varied line of florists' supplies, fancy pottery, pot plants and vases for cut flowers. J. R. Aiken in charge.

Wertheimer Bros., New York, exhibited a varied line of ribbons, chiffons, corsage ties and cords. New gold edged glace ribbon in corsage and basket widths was a feature. A. S. Cohen and Sam Eintrecht were in charge.

W. W. Woodruff Sons & Co., Low Gap, N. C., exhibited magnolias, galax, ferns and prepared oak and other foliage, Mr. Woodruff being personally in charge.

The Zane Pottery Co., South Zanesville, O., had a fine assortment of florists' pots, cut flower vases and jardinieres, with R. L. Tignor in charge.

Convention Notes.

At the president's reception, Tuesday evening, Mrs. J. C. Vaughan wore the beautiful brooch presented her at the convention 16 years ago.

The plant and gladioli section at the entrance to the exhibition was most decorative as viewed from the gallery. The varied colored crotons and the brilliant hued gladioli, together with graceful palms, cibotiums and other ferns, made a beautiful picture.

Good roads and automobiles are rapidly making railroads superfluous. At least 15, if not 25 per cent of the delegates, motored to Washington, many coming from such distances as Chicago, St. Louis and other western cities. Nearly all the plant stock and much of the supplies were brought long distances by motor trucks without difficulty or mishap of any kind.

The new Mothers' Day plant has been given this name in lieu of a better. None of the plant experts were able to call it botanically. This was in the Roman J. Irwin exhibit.

The supply men who filled a few of their plant and cut flower baskets, said plants and cut flowers from them are more attractive and salable.

John H. Small, III, Washington, D. C.
Chairman Reception Committee.

H. I. Faust sold his fern exhibit the first day. He said quality was the big factor.

H. Bayersdorfer & Co., Philadelphia, Pa., were well satisfied with business. Their new-style baskets and novelties met with much favor. The Venus fly trap and pitcher plants in this exhibit attracted great attention.

The Trade Visitors.

The following registered during the opening days of the convention.

H. Aafjes, Hatfield, Pa.
Alex Adler, New York.
Milton Adler, New York.
E. J. Ahles, Chicago.
F. J. Aichele, Charleston, S. C.
J. Aldous, Iowa City, Ia.
J. K. Allen, New York.
F. Amling, Maywood, Ill.
J. F. Ammann, Edwardsville, Ill.
A. E. Anderson, Cromwell, Conn.
C. J. Anderson, Terre Haute, Ind.
G. E. Anderson, Washington, D. C.
S. A. Anderson, Buffalo, N. Y.
M. W. Armistead, Portsmouth, Va.
George Asmus, Chicago.
F. L. Atkins, Rutherford, N. J.
P. E. Backofen, Chagrin Falls, O.
E. S. Baernuer, Newark, N. Y.
H. F. Baker, Minneapolis, Minn.
Michael Barker, Chicago.
A. J. Balk, Augusta, Ga.
H. W. T. Balk, Augusta, Ga.
B. F. Barr, Lancaster, Pa.
W. M. Barring, Statesville, N. C.
Chas. Bassi, New Rochelle, N. Y.
Louis Bassi, New Rochelle, N. Y.
F. E. Bates, Philadelphia, Pa.
W. Bates, Newton Falls, O.
H. F. Baum, Philadelphia, Pa.
A. F. J. Baur, Indianapolis, Ind.
F. H. Baur, Indianapolis, Ind.
Ralph O. Baur, Indianapolis, Ind.
F. C. Bauer, Govans, Md.
Otto, Bauer, Washington, D. C.
Chas. L. Baum, Knoxville, Tenn.
R. L. Baum, Knoxville, Tenn.
H. Baumann, Park Ridge, N. J.
L. Baumann, St. Louis, Mo.
I. N. Bayersdorfer, Philadelphia, Pa.
J. M. Bayersdorfer, Philadelphia, Pa.
S. H. Bayersdorfer, Philadelphia, Pa.
T. J. Behrens, Oxford, O.
A. C. Beal, Ithaca, N. Y.
B. L. Beldin, Painesville, O.
J. J. Beneke, St. Louis, Mo.
John Berger, Philadelphia, Pa.
Irwin Bertermann, Indianapolis, Ind.
H. J. Betz, Baltimore, Md.
Joseph Bicher, Chicago.
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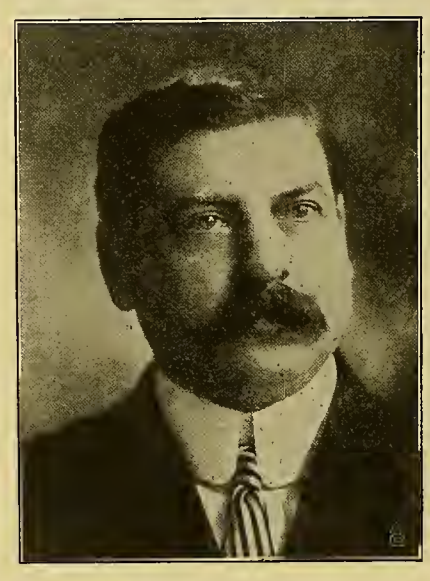


Chas. H. Totty, Madison, N. J.

Miss J. McCarron, Lynchburg, Va.
Mrs. Charles McCauley, Chicago.
Mrs. Louis Merkel, Mentor, O.
Mrs. E. A. Moore, Harvard, Ill.
Miss Brosia Moore, Harvard, Ill.
Miss Bessie Moore, Harvard, Ill.
Mrs. E. B. Morgan, Atlanta, Ga.
Mrs. L. G. Mulhausen, Syracuse, N. Y.
Mrs. J. Nerata, Norfolk, Va.
Mrs. A. J. Parker, Chicago.
Miss Parker, Chicago.
Mrs. J. J. Perry, Baltimore, Md.
Miss Perry Maltimore, Md.
Miss Ida Peterson, Cincinnati, O.
Mrs. J. A. Peterson, Cincinnati, O.
Mrs. L. G. [illegible] New Albany
Mrs. Fred Ponting, Cleveland, O.
Mrs. A. Rasmussen, New Albany, Ind.
Mrs. G. J. Reichert, Buffalo, N. Y.
Mrs. K. K. Rohrer, Lancaster, Pa.
Mrs. F. Rothernberg, Cleveland, O.
Mrs. D. Rust, Philadelphia, Pa.
Mrs. H. A. Ryan, Cambridge, Mass.
Mrs. J. G. Ryan, Youngstown, O.
Mrs. C. A. Shaefer, York, Pa.
Mrs. F. Schramm, Crystal Lake, Ill.
Mrs. W. H. Schulz, Jr., Auburndale, Fla.
Mrs. C. L. Seybold, Wilkes Barre, Pa.
Mrs. G. P. Shearer, Philadelphia, Pa.
Mrs. Aaron M. Shive, Ft. Wayne, Ind.
Miss Gertrude Schultheis, Scranton, Pa.
Mrs. W. M. Sibley, Philadelphia, Pa.
Mrs. J. F. Sibson, Wernersville, Pa.
Mrs. J. H. Snyder, Rhinebeck, N. Y.
Miss Mary A. Spear, Goldsboro, N. C.
Mrs. L. A. Starr, Goldsboro, N. C.
Mrs. A. A. Suder, Toledo, O.
Mrs. F. H. Traendly, New York.
Mrs. E. Towill, Roslyn, Pa.
Mrs. E. Van Reuth, Jr., Baltimore, Md.
Mrs. J. C. Vaughan, Chicago.
Mrs. S. A. Vinica, Millington, Mass.
Mrs. H. Waldecker, Braintree, Mass.
Mrs. H. C. Walther, Youngstown, O.
Mrs. F. L. Washburn, Bloomington, Ill.
Mrs. Whalen, Pittsburgh, Pa.
Miss Helen Wich, Detroit, Mich.
Mrs. Ella Grant Wilson, Cleveland, O.

The Flower Show as An Aid to Publicity

Address by Chas. H. Totty, Madison, N. J., Before the Society of American Florists, Washington, D. C., Aug. 16-18, 1921.

Is the flower show worth while as an aid to getting our goods before the public? Most unquestionably—yes. Every industry recognizes this, and promotes its own exhibitions; the automobile show; the chemical show and many other industries being examples to this effect. The New York Spring Show, with which I have been more particularly connected the past six years, has been a wonderful aid in helping business in our section in the flower, seed and plant line. The grower senses the value of its possibilities; the nurserymen and seedsmen are fully alive to the splendid business it creates; the only man who does not seem able to grasp the significance of a flower show is the retail florist. The number of retail florists who interest themselves in the show in comparison with the number engaged in the business is pitifully small. I am hoping the retail end of the profession will make a different showing at the fifth national flower show, which will be held in Cleveland, O., next spring. The retail merchant is the man first benefited by the increased demand for flowers. He should reciprocate by showing the public the most artistic use of flowers, etc.

If you could have witnessed, as I have, the crowd of onlookers at the tables when the exhibitors are staging their decorations, for instance, you would see why the retail merchant should be one of the principal factors at the show. The public is interested, vitally so, and it is up to the retail men to encourage that interest. One of the main features of the last New York show was the garden class staged by the garden clubs of the country. This drew commuters by the hundreds who attended the exhibition just to look over that particular group, to admire and particularly to see in what way they could use the same on their own grounds. Now as to results; did it pay? The phenomenal business the nurserymen in the neighborhood of New York report this year in the face of rapidly declining business in other lines, speaks for itself. Is it not logical to assume that some of this business, much of it, in fact, was due to the interest displayed and created in the New York exhibition?

We must remember our business is not a necessity. The public do not have to purchase flowers. They do not have to fix up their grounds unless we can put the thought in their minds and keep it actively alive that it is the right thing to do. Demonstrations at flower shows, of the use of flowers and plants, backed up by a campaign of educational instruction in the magazines and papers of the country, will, I am sure, make our business continue to grow and flourish like the proverbial bay tree. Not alone do flower shows educate the public to a better knowledge of the progress that is being made but they are also a medium by which the raiser of novelties can show his brother florist the progress he is making in producing newer and better types of roses, carnations and other flowers. This furnishes an excellent reason why every florist should feel it incumbent on him to attend the flower show next spring. A grower who keeps up-to-date with his varieties is the man who gets the 'cream of the bottle,' leaving the skim milk for the other fellow. New roses that cannot stand

up in competition with the standard sorts have a poor chance of getting themselves established in the public estimation. Flower shows should always be educational in this respect. They should show by means of trained artists how to harmonize colors; how to arrange bouquets; the proper and many sentimental uses to which flowers can be put and the difference between good and bad form in their arrangement. All these things have an interest for the public, and properly handled, that is to say—showing something different every day—they will bring the same people day after day to a large exhibition.

A series of interesting talks on different phases of the business is always a good drawing card, providing tthe lecturer doesn't get too dry and technical in his discourse. A primary consideration in a flower show is good music, both instrumental and vocal. Some sense of the fitness of things should be observed. An orchestra so heavy that it drowns out all other sounds is to be condemned, but music as a diversion cannot be over-estimated. A flower show that has no live movement or action is one of the dullest things imaginable. We have found in the New York Show, good vocal music to be a drawing card and an excellent adjunct to flowers and their uses.

OPPORTUNITES IN SMALL TOWN.

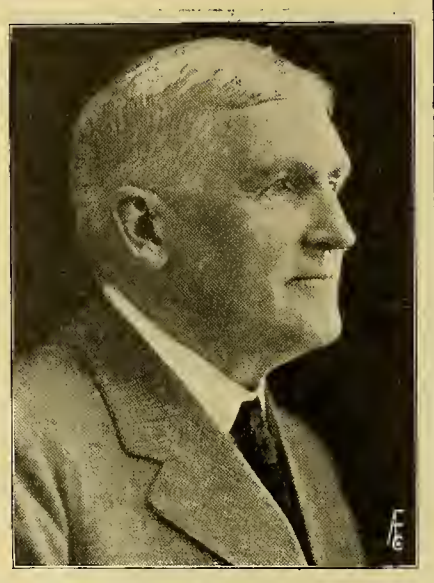
Some florists will say that this sounds all very well for a large exhibition, but we are living in a small town and cannot put on a big show and any show we do put on has little chance of being a financial success. To such florists I would say, by all means work in connection with the Ladies' Garden Club, the Ladies' Aid Society, or whatever other society in your town is working for the advancement of horticulture. Garden clubs are springing up today all over the country. The love of growing flowers and beautifying the streets and parks of the small town is increasing almost daily, due to the action of these clubs. Local florists do not tie up to the wonderful publicity these clubs are getting for the splendid work they are doing and will continue to do. Even the large show in New York last year is an indication of the tremendous work they could do in a smaller town where the interest would be wide-spread on account of being a purely local proposition.

I have talked before dozens of these garden clubs in different parts of the country and I say today we have an asset in these Ladies' Garden Clubs that is the biggest thing in horticulture; yet in many instances you will find florists in the same town that know nothing about the organization. Ask about them and they will say, "I believe such a club was started, but I never heard much about it since." Show a live interest in them and their work; help them in every possible way in staging their flower shows, etc., etc., and you will find it will come back to you a hundred-fold. Think of being paid real money to help people to a healthier, freer, saner view of life. Think of cashing in on the fact that every one likes beautiful things and show me if you can find any industry that can make money and elevate and improve its customers at the same time. Is the flower show an aid to publicity? Most decidedly—yes! Does a flower show pay, gentlemen? Once more—Yes!

Greenhouse Heating.

Address by F. T. Giblin, Utica, N. Y., Before the Society of American Florists, at Washington, D. C., August 16-18, 1921.

That charming English essayist and speaker, Gilbert K. Chesterton, delights in paradoxes, so the title of one of his speeches is—"The Ignorance of the Educated." Of course, it is a hit at the educated, so-called, but on a keen self analysis such people are forced to admit they are mis-named. It has occurred to me that this is an apt title as to what is known, not only about greenhouse heating, but heating in general. Undoubtedly, you all have had experience with greenhouse heating, and possibly some of you have had experience with warm air heating, the almost universal method of heating residences of moderate and low cost. The warm air furnace manufacturers thought they



F. T. Giblin, Utica, N. Y.

knew a lot about heating, but when they formed an association seven years ago they established a bureau of research, and it was found upon investigation, that there was scarcely anything taught on the subject in the universities or colleges of the country, and nothing at all in the schools. They have already spent about $50,000 on their research, and about all they have learned is how little is known of the real fundamentals of warm air heating. Research is still being made for them by the University of Illinois, Urbana, and even the professional educators there are dumfounded to find how little foundation they have to start on, to build up something constructive.

In looking up the subject of heating, as I have for the past 35 years, I am astonished to find how few sources of information there are. We, of the present day, are heirs of all the preceding ages. We have the learning, information and experience to be found in the work and the writings of the past. This work has been done by our predecessors and we have the benefit of it. Where will we find any information about greenhouse heating? No text books exist and little has been written within the past 25 years. There have been a few articles and essays published in the trade papers; but no source exists to which we can go for thoroughly practical, reliable information. Do we need this information? Just consider for a moment what greenhouse heating means. The title of this paper describes it as "The Heart of the Business," and the accuracy of the statement is obvious by asking, "What would the greenhouse business do without heating?" Heat is the basis of all propagation and procreation, and life could not exist without it. The seed needs heat. The tender, tiny plant or flower needs heat, and with heat and air and light it develops, grows strong, and comes forth in all its beauty of fruit and flowers. You meet the need of heat at every turn of your business. You must secure it at the right temperature, and at different temperatures for different plants and flowers. Heat lives with you all the time, is ever at your elbow, ever forcing recognition, yet you are not trying to get acquainted with it, to know all its phases and peculiarities, its laws and obligations. If you did know it, if you made it your friend and assistant, it would reward your friendship with wondrous gifts. Now, to know heat and greenhouse heating means study, organization, co-operative patient investigation, and the spending of much time and money. Does this scare you? Well, let me tell you if you will make a broad survey of conditions today among florists, learn the millions of dollars now wasted for lack of knowledge on the subject, you would have reason for being scared.

Let me tell you an incident in warm air heating. For at least 40 years back, warm air pipes have been covered with asbestos paper at an annual expense in late years of one to two millions of dollars. It is now found that more heat is lost through this covering than through the bright tin pipes uncovered. It is reasonable to say that twenty millions of dollars have been spent in the past to aid in the waste of fuel. Only accurate tests, made possible by the co-operation of the manufacturers, brought this waste to light. Isn't it possible and probable that thorough research of present methods of greenhouse heating would disclose similar wastes, and enable us to stop them? It is said man is a gregarious animal, which means no man can live by himself. Man is also a thinking animal, and can take a suggestion and work it out to his benefit and the benefit of his fellow men. No manufacturer, no heating expert, no florist knows it all. Everyone can learn from others, and the experience and knowledge of all, obtained by each, should be made available for the benefit of all. Change and development, which we term evolution, is universal, but how much of it have you noticed in the heating of greenhouses? Practically nothing. There is room for improvement, it would be appreciated, but how is it to be brought about? We want better boilers, we want better methods of installation, we want better means of operation, but more than all we want these things secured intelligently by ascertaining the laws governing them. We want better boilers. We want boilers to utilize thoroughly the fuel consumed, and not waste from 40 to 50 per cent of it, as the best boilers now do. We want boilers that will keep up the temperature all night without attention and let the florist sleep—that will be long lived, and sold at a reasonable price. We want better installation. We want to know, once the heat is obtained from the boiler how to distribute it with the

least loss and to the best effect, and at the least expense. We want to know how to make the heating of greenhouses convenient and at greatly decreased cost. Don't you want all these things? How are you going to obtain them? By co-operation. Have the will for them and the means of getting them will come.

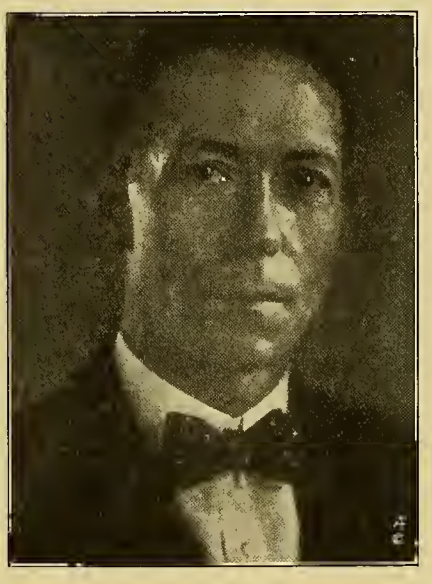
COAL COSTS A DISTURBING FACTOR.

A florist wrote us last March: "I haven't been in bed since last October." He could not go to bed because his boiler required attention every two or three hours during the night. Better boilers, better installation and better operation will do away with this, and it will not only let the florist sleep, but will put money in his pocket. When Memorial Day comes and goes, the florist wants to call it the end of a perfect year, but he gets out his bills and "Lo, the coal man's name leads all the rest." Sometimes he looks down at his ankles to see if the ball and chain of coal expense is there. This ball and chain of recent years begins to get into his flesh, and every florist has squirmed when he sees the present high price of fuel and the size of his coal bill at the end of the year. If, by working together, we can better conditions and get rid of present evils, why not do it? Everyone can knock, as the expression goes. Anyone can find fault, but to propose something constructive is a different and a difficult thing. Now, I won't knock unless I make the knocking hard. I won't complain unless I can show how to remove the complaints. My suggestion is that more attention to greenhouse heating should be given by this society and its individual members. This society should put a heating man on its board of directors. It should create a committee to take charge of the subject of heating. This committee can formulate methods for securing data on heating and plan how to get the co-operation of the members in solving the problems outlined. It means study, time and money. It means a few men must work for all and persuade the all to get interested and work also.

If in the course of the next five or 10 years we can get extensive data on greenhouse heating, if we can have this data considered and in plain simple language tell what it proves and then by publication have the information available to every florist, the benefit will be incalculable and will be worth all we do to get it. If the florist is spending now for his heating $1,000 and the work we propose to do shows he is spending from two to four hundred dollars more than he ought, and we show him how to save this waste, shouldn't he be intensely interested, and shouldn't he aid us in the work? I feel I am safe and reasonable in saying that from 20 to 40 per cent of the present total expense for heating is a complete waste, and that it is possible to stop it. Suppose someone at the end of the year would hand back to you 20 to 40 per cent of your whole heating expense, wouldn't you be interested and wouldn't you extend the glad hand of welcome to your benefactor? Get busy yourself, be your own benefactor and accumulate an old age fund for yourself. We ran our plants by steam power for years. Someone suggested electric power was better and cheaper. I called in an acquaintance, an electrical engineer, and asked how about it. He said he did not think it would pay to change. Ten years afterward our engine broke down, so we got real busy on the subject of electric power. We had it installed and have saved at least $1,500 a year in actual cost without counting the increased efficiency obtained. We lost at least $15,000 by not looking into the matter more thoroughly 10 years previously. This, to us, was an actual real tangible money loss.

HEATING COSTS.

Now, isn't it possible that similar losses are being borne by you unconsciously? There are no accurate figures, but it is estimated there are in use in the United States one hundred million square feet of glass in greenhouses. It is estimated that at present prices for fuel, with an ordinarily good boiler, proper piping, properly installed, and the whole system operated properly for 200 days, heating to 70 degrees all the time and maintaining that temperature in zero weather, the cost would be—heating by steam, $100; by water $65 per 1,000 feet of glass. Let us divide the cost of the two methods, and take it at $80 for 1,000 feet of glass per season, and you have the enormous sum of $8,000,000 annually spent by florists for fuel. I know of a case where the cost, at present prices for fuel, for heating by water has been $110 per season, or $45 more than it ought to be. This is a waste of about 70 per cent. I know of a case where the cost of heating by steam has been $35 for 1,000 feet of glass per season, or a saving over the average of 65 per cent. Here are extremes of 135 per cent in rate of cost. Who knows, therefore, how much of this $8,000,000 is being saved or wasted, and isn't it important that it be known? When a man operates a factory he wants to know, and he generally does know whether his costs are right or not. If he finds he has obsolete machines he scraps them for machines producing work at less cost. He revolutionizes whole processes and finds what he throws away generally comes back in decreased costs and increased profits. In the large textile, woolen and cotton mills; in steel mills and foundries, they are continually on the lookout for improved machinery, and pay experts to discover and get it. A greenhouse is a factory. What applies to a textile mill or foundry applies to a greenhouse. The principle is the same, and the good results of improved methods will be appreciated in both places.



Geo. C. Shaffer, Washington, D. C.
Chairman Automobile Committee.

My contact with the florist's business fills we with envy, and I wonder if you appreciate all there is in your business entirely outside of the money profit in it. In winter, when cold and frost and ice prevail outside, you live in an atmosphere of comfort, beauty and pleasure. We have tingling ears and frozen fingers—must buffet sleet and icy winds. You have inside the uplifting smell of the moistened earth, the fragrance and beauty of the flowers. With all reverence I say it, you are almost like the creator. You are creators in a measure. You select the seed, and by study and experiment improve it. You plant, you propagate and you bring into being all the beauty and pleasure of flowers. You handle them tenderly, as they are tender things. Their life is short, and you guide and control it, and by them make the lives of men more sweet and beautiful. You meet every phase of life, the sweetest and saddest. Birth is welcomed by your work, and as the happy mother looks with a sweet smile upon her new borne babe, she sees with joy the flowers sent her by loving friends and cherishes to her bosom her child, the sweetest flower of all. You are interested in the sweet girl graduate (let us forget the boy), and the flowers you furnish add to her charm and beauty, and years afterwards she will recall with pleasure the profusion of flowers received. You are present at marriage because the bride must be decked by your product, and so must the altar, the home and friends. Birthdays, anniversaries of different sorts, religious festivals, all must have the result of your work, and none are complete without flowers. The last remembrance of our dear lost ones is connected with flowers surrounding them, and the beauty of the flowers softens the cold and repelling features of death. The flowers thrown on the coffin in the grave act as a shield, and as the earth is thrown lightly there, we realize the beauty of the flowers well typifies the beauty of the life just ended. You see you are present at every act in life, and I wonder if you realize and appreciate what a wonderful and beautiful work you are engaged in. You recognize and approve co-operative work by the formation and growth of this society. Now, go farther and develop all there is in greenhouse heating, which is such an important part of your business.

Perhaps you have not heretofore given the consideration such an important subject deserves, but now that your attention has been called to this subject, do not let the opportunity pass without action. Do you know what opportunity is? Listen:

Master of human destinies am I.
Fame, love and fortune on my footsteps wait.
Cities and fields I walk; I penetrate
Deserts and seas remote, and passing by
Hovel and mart and palace—soon or late
I knock unbidden once at every gate.
If sleeping, wake—if feasting, rise before
I turn away. It is the hour of fate,
And they who follow me reach every state
Mortals desire, and conquer every foe
Save death; but those who doubt or hesitate,
Condemned to failure, penury and woe,
Seek me in vain, and uselessly implore:
I answer not, and I return no more.

Floriculture in the United States.

Address by Prof. H. B. Dorner, Illinois State University, Urbana, Before the Society of American Florists, Washington, D. C., August 16-18, 1921.

I have been asked to speak to you today on "The Extent and Aims of Floricultural Education in the United States." Before discussing this question may we not take a few minutes to study the progress that floriculture, as a profession has made in this country? I suggest this for I am sure it will show why greater interest has not been shown in the subject by our educators. If we take time to look over the catalogues and registers of our colleges and universities, we are likely to find that the subjects receiving the greatest attention are those that were of considerable importance years ago and where those interested have demanded attention. From this, one may infer that floriculture is a new subject. We can, however, hardly call it new but may say, and correctly so, that it has become of considerable importance only during the past decade or so.

Those of you who started in the florist business in the late seventies or in the eighties had an entirely different proposition from the florist of today. It was pioneer work. Most of our commercial florists of that day rose from the ranks of the private gardeners or the market gardeners. Few received their training in commercial establishments because commercial establishments were few and of the few quite a large percentage was small and operated by the owner and his immediate family. There was no room for outsiders and so outsiders had little chance to learn the business. Today, there is no town of any importance but what has one or more florist establishments. The investments of 1870 and before have increased to over $100,000,000, and the output, from the few thousands of dollars to over forty millions. The size of the individual place has also increased from a few small sash houses heated by flues, to enormous ranges of large modern houses covering from five to 45 acres. Many here will remember the interest shown when the Henry A. Dreer Co. built an addition to its place covering an acre of land. Such an addition today causes no comment at all.

Forty to 50 years is truly a brief period for the upbuilding and development of a great industry or profession, whichever you please to call it. Yet it has been done and floriculture has taken its place in the ranks of big business. A business man once told me that the money invested in floriculture is more than what is invested in the steel industry. What has been the cause or causes of this great development? The main cause, without doubt, has been a greater appreciation of flowers followed by an increasing demand. This has been accompanied by improved methods of building and heating that have made possible larger and lighter houses and have made it possible to grow flowers more economically and cheaply.

NO LONGER DEPENDENT ON EUROPE.

With the increased interest shown by the public and the demand for newer and better varieties, the American florist has done wonders in the development of greenhouse flowers. We are no longer dependent upon Europe for our novelties and no doubt sometime in the future we will be more or less independent of them for our stock. The success of the florist business is also reflected in the allied lines, such as greenhouse building, pot manufacturing and in the development of numerous decorative and other accessories. Nowhere is the success of the florist business more plainly shown than in the development and growth of the florist organizations. One has only to look back 10 years to find that the great advancement of the Society of American Florists, the Florists' Telegraph Delivery Association, the American Rose Society, and other national, state and local organizations has been during that period.

Our educational institutions are perhaps the last to reflect the advancement of floriculture. This is due, mainly, to the fact that up to the past few years the florists did not have the organization and strength to demand the assistance that was their due. It is also true that the problems confronting the florist are becoming more complex and numerous as the business develops. The high state of development and cultivation of our crops has seemingly made them more susceptible to fungi and insect enemies, and has called for more efficient methods of control. The rapid development of the business coming at a time when the supply of manure was decreasing has presented another problem. The increased cost of production has also made it necessary to reduce losses as much as possible by a closer study of the plant and its requirements. These and numerous other questions have been brought to the experiment stations and the United States Department of Agriculture for solution and much aid has been given.

Prof. H. B. Dorner, Urbana, Ill.

In 1918 the bureau of census called upon the greenhouse men for a statement of their fuel consumption, the size and value of their greenhouses, and the value of their crops. While this report does not reflect the real business, due to the fact that some establishments were closed down and others had curtailed their production, it is interesting because it gives us the latest figures available. (The 1920 census returns are not yet completed.) According to this report, there were 119,331,380 square feet of ground covered by greenhouses and devoted to flowers and vegetables. The value of the entire product was $46,118,534 of which $35,824,691 represented flowers and $10,363,843 vegetables and other products. Without doubt, the value of the crop during a normal year is considerably more.

More interesting than the amount of glass and the value of the crop, is the distribution of the greenhouses in the country. The two things that seem to most affect distribution are population and temperature. The greater part of the glass area lies in those states where the population in densest and where the winters are cold enough to make the greenhouses necessary. The census shows that 23 states report a million or more square feet of glass, and that 15 states have over four-fifths of the entire glass area of the United States.

GLASS AREA DISTRIBUTION.

It is, naturally, in the states with large glass areas that the demand comes for research and instruction. The following table shows the glass areas of the first 15 states and the amount of glass devoted to floriculture at their state college and experiment station.

State	Glass area of college sq. ft.	Glass area of state sq. ft.
Illinois	28,000	17,145,297
Pennsylvania	8,000	14,740,407
New York	12,165	13,477,576
Massachusetts	20,000	8,624,577
New Jersey	3,000	7,559,221
Indiana	7,200	6,060,848
Ohio	5,600	5,468,545
Michigan	....	5,163,628
Missouri	....	3,568,085
Iowa	30,000	3,364,249
Wisconsin	....	3,018,833
Connecticut	10,000	2,888,983
Minnesota	2,000	2,389,346
California	4 houses	2,382,178
Maryland	10,000	1,875,471

In order to secure accurate data as to the work that is being done in the various agricultural colleges and experiment stations, questionnaires were sent out. The returns show that the agricultural colleges of six of the states listed aboev are offering full curriculums in floriculture. The six institutions now offering work in commercial floriculture are: The University of Illinois, Cornell University (New York), Massachusetts Agricultural College, Ohio State University, Iowa State University, and the University of Maryland. Two of these, the University of Illinois and Iowa State, confer the degree of Bachelor of Science in Floriculture on completion of the work. Purdue University (Indiana), is now offering five courses, and expects to add a regular curriculum in the near future. Other institutions are offering from one to several courses, but these are mostly of an elementary or an amateur nature.

The agricultural colleges and experiment stations of the country are devoting about 200,000 square feet of glass and about 130 acres of land to floriculture. This, however, is merely a beginning for, as the demands for research and instruction increase, these areas will have to be increased. As has already been said, six institutions are offering considerable work in floriculture and others are ready to do so as soon as the funds are available. The agricultural colleges and experiment stations of those states with large floricultural interests are the logical places to look for instruction

and research. Some states will never be able to offer any more than the most elementary courses, and so the larger institutions will have to look after the few who will want commercial work. The florists' interests naturally fall into two lines, research and instruction. The first of these belongs to the experiment station and looks to the solving of the florists' problems. The second branch has to do with the teaching of the subject, or, in other words, the training of men and women for the profession of floriculture.

The work of the station may be grouped under two heads. The first deals with the problems that are of general interest to all florists, such as soil and fertilizers, fungous diseases, insect enemies, and others too numerous to mention. The solution of such problems is equally valuable to all florists. The second part of the station work deals with the problems of the individual florist. The problem of the florist calls for diagnosis and suggestions for treatment. These suggestions are usually based upon the research mentioned or upon knowledge acquired by practical work or thru close observation. Experiment stations should pursue no line of research that can be profitably handled as a business venture. For example, to take up the breeding of new varieties of greenhouse plants is a commercial problem, while a study of the principles of breeding is a research problem.

Those institutions that are teaching floriculture are attempting to do these things. First, they are teaching the students the principles of floriculture; second, they are teaching the students how to use such facts as they may accumulate, and third, they are teaching them to be broader men and better citizens. No institution can turn out a finished florist. All that can be done is to furnish a good foundation upon which the future florist can build. Such a training followed by earnest application and a determination to advance, can only result in a successful man who is a leader not only in his chosen profession, but in his community as well. Our universities and colleges are attempting, then, to do two things. By carrying on research and experimental work, they are doing much to help the man already in business, and by their instructional work are preparing others to take up their life work.

What is expected of the graduates from our institutions of higher learning? First—We expect men and women with a scientific foundation upon which to build, with sufficient knowledge of the fundamentals of floriculture to progress rapidly in their chosen line. Second—We expect men and women with sufficient breadth of vision, so that the profession may profit by their work. Third—We expect men and women who will become leaders in their work and in their community. If our educational institutions are to do their share in the advancement of floriculture, you must lend your assistance. You should let them know that you are in need of the help that they can give and back them up in securing the necessary funds to do it. You should encourage them and show an interest in their work. Instead of doing this, the tendency is to stand off and criticize, and usually the criticism is destructive rather than constructive. You may also help by sending your sons and daughters to school and giving them the opportunity of securing the benefits of such an education. You should also let the stations know your difficulties, so that they may help you solve your problems.

WAYS OF HELPING GRADUATES.

Again, you can help by giving the graduates a chance. A common criticism is that the college graduate thinks he knows everything. Is that not a common fault of youth and cannot you remember when you thought you knew all about your work? Time and experience remedied that difficulty for you and can it not do the same for the young graduate? We are indeed getting old when we forget that we once were young. However, only a few graduates come in this class, and the mass should not be judged by the few. It is also said that the college graduate wants more

Joseph Kohout, Libertyville, Ill.

pay than the other workmen. Here again, we judge by the same few, for the more we think we know the more pay we want. Most of our boys want more, for they want an opportunity to make good as they know more pay will follow if they show they are worth it. Some also say that they do not want college men, for just as soon as they are worth while they leave and strike out for themselves. Can you blame them? Did you not do the same thing because your employer did not make it worth while for you to stay with him? If the college graduate can, in a few years, strike out for himself and make a success of his venture, is it not a talking point in favor of college training?

It seems to me that the Society of American Florists can do no greater service than to get back of this movement. The colleges and universities are ready to do their share. Our youth are ready to take up floricultural work as soon as they are assured there will be a place for them after they have spent their time and money in preparation. As time goes on and plant growing becomes more and more complex, the florist will need the scientific, trained men just as the steel industry requires the chemist. Let co-operation then be our watchword.

Standardizing Cut Flower Grades.

Address by Joseph Kohout, Libertville, Ill., Before the Society of American Florists, Washington, D. C., August 16-18, 1921.

The question of the standardization of the grading of cut flowers is one which we cannot pass over lightly. The need of a reform in this particular weak spot of our trade, has long been felt all over the country. The need of a system continues to be felt, for no system, whatsoever, has been used. As the two principals of floriculture are roses and carnations, I will confine my remarks to them. The question of establishing some system for the grading of our roses seemed important enough at the last meeting of the National Flower Growers' Association held here, in Washington last February, to have a committee appointed to investigate this matter and recommend reforms. The Florists' Telegraph Delivery Association did the same thing.

The two great evils occasioned by the lack of a uniform system are: First—The inconvenience and uncertainty caused buyers when ordering flowers from wholesalers, and secondly, the chance given to wholesalers to make excuses about the length of stock shipped to buyer. Let us suppose that an out-of-town retailer finds that he needs 100 roses about 24 inches long. He will look in a trade paper and find that roses listed as fancy long are selling at 20 cents apiece. He orders these thinking they will fill his requirements. Upon receiving them he finds that they are about 18 inches long. As these roses will not suit his purpose, he promptly orders another lot from another wholesaler, listed as fancy long and which seem to be the wholesalers best roses. These sell at 25 cents apiece. Upon receiving them he finds that he has a lot of roses about 36 inches in length. Consequently, the two grades of roses having the same name, differ in quality as well as in price.

Not only is their a difference in the grade of roses bearing the same name, but there are so many different names that it would tax the memory of a memory expert to remember them. There are long, medium, short, fancy long, good medium, good short, special select and extras, and as many more as the imagination can invent. Can anyone tell the length of roses in the grade called long? I found that they could be anywhere from 18 to 48 inches. If a uniform system of grading of cut flowers was adopted, it would benefit not only the retailer, but the grower as well. By checking up his sales report with his consignment slips, he could keep an accurate account of his receipts, and see at a glance which grade sells best, and he would be guided accordingly in his future cropping. The wholesaler would also benefit by a uniform system of grading, because it would enable him to give his customer exactly what he wants, and that is the most important thing in business. Therefore, we should adopt a uniform system of grading to be used by every grower, wholesaler and retailer in the United States. I have a plan in mind that I think would work very well, but I do not think it proper to bring it before this body, because it might be influenced by individual opinion. I think that a committee ought to be appointed to investigate this matter and then it would have a clear field of action.

In conclusion, I want to explain why I, as chairman of a committee appointed by the National Flower Growers'

Association to investigate this matter, should ask to come before this body, and ask it to take some action and bring about some reform in this matter. If I thought this matter would affect only the grower, I should never have asked to come before you today. We, the growers, organized as the National Flower Growers' Association, hold ourselves only as a division of the Society of American Florists, and we believe that reforms of a general character should come from this society, as it is the only organization that reforms of a widespread character can properly be brought before. Therefore, I hope that a speedy and beneficial action will be taken by this honorable body.

Ladies' Society of American Florists.

PRESIDENT MRS. GEORGE ASMUS' ADDRESS.

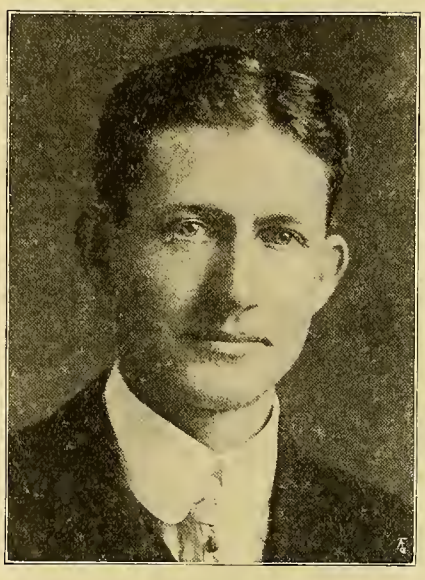
To the Ladies' Society of American Florists assembled in convention at Washington, D. C., August 16, 1921.

The passage of another year in the history of our society is marked by this, our annual assembly. It is during these few short days of the convention each year that we are afforded the opportunity to meet old friends, to renew old acquaintances and to make new ones. The pleasure of these meetings with friends we do not see often is in itself ample reward for the time we take and the effort many of us make to attend these conclaves. Since the organization of the Ladies' Society of American Florists in 1907 the attendance at conventions has materially increased year by year. This, we believe, has helped to increase the general attendance of the Society of American Florists' conventions as many men are able to attend because there is now something which is of interest to the ladies in their families.

With this as an argument, we were enabled to prevail on the Society of American Florists to make an appropriation with which we sent our circulars to induce more of the ladies associated either directly or indirectly with the trade to join our organization. Results of the circulation of this folder have already begun to show themselves in the form of increased applications for membership in our society. I want to thank all of you for the great honor you bestowed upon me when you elected me your president. It is my hope that, by any work I may be able to do toward the furtherance of this organization I may partially repay the members of the society for their magnanimous expression of confidence in me last year. I deeply regret that for several years, by force of circumstances, I have not been able to be present at the meetings, but hope to be at all the gatherings for some time to come. The many conventions I attended prior to 1916 are still fresh in my memory because of the many friendships that were cemented there and the countless good times I had in the various cities. The hospitality of the ladies of Washington needs no introduction to most of us. Those of us who were fortunate enough to be here before will assure you of this. I know they have planned many interesting things for our entertainment during our stay at this time.

Washington probably has more things of interest to the visitor than any other city in the United States. This fact, together with the famed reputation of the florists of the city for friendly welcome and entertainment of guests, should more than secure for us a most enjoyable stay in the Capital city. During the past year there have been many sad events which have prematurely separated families from loved ones, and caused pain to the members of the ladies' society. I am sure we all hope and trust that the next year will be a bright and happy one for all. It is my belief that we should have a meeting of our society called for some time during the large national flower show to be held in Cleveland, O., next March. This great event has not taken place in five years and there is no doubt but that most of us who can, will be present during the show. We all remember the excellent time we had there a year ago, and there is no reason why we should not expect to enjoy ourselves as much again next spring.

The question of increased membership is an important one. Our membership has increased only slowly. We have a big field to work in and should be able to get new members more rapidly. Women are taking their places in the business world more and more. There are many who are directly connected with the trade whom I am sure we could obtain for members were we to go after them. In trying to make up a list of state vice-presidents I found that we did not have members in many states. With the start obtained by our recent folder sent broadcast I feel we are working with that end in view. I would recommend that we work for a representative on the board of directors of the Society of American Florists. This would greatly help us in getting ready for conventions. It would facilitate our getting concessions from the society such as the appropriation for our circulars. In order to have this representative on the board of the society it would probably be necessary that we get 100 of our members to join the Society of American Florists. This would be far from an impossibility, as I understand a great many of our members are also members of the society. We might appoint a committee to look into this possibility of direct representation on the board of the national organization. I would also recommend that our society offer a prize to be contested for at the national flower show for the best bridal bouquet or table decoration, such contest to be open only to members of the Ladies' Society of American Florists. Such a contest I believe would do a great deal toward instilling spirit into our organization.



R. L. Jenkins, Washington, D. C.
Chairman Finance Committee.

Another idea I would advocate is that we have papers read at our annual meetings on subjects such as "Women and Their Place in the Trade." There are many subjects the ladies are well acquainted with which would serve to make our meetings more instructive and keep the interests of the society in mind during the ensuing year. I hope that anyone who has an idea for the betterment of the society or who has a constructive criticism to offer will not hesitate to place the same before us for consideration. I wish to thank you again for your kindness, and make special mention of the generous help I received from the officers in carrying out the duties of my office and the business of the society. I hope that you will enjoy all the pleasant social events that have been planned, and that I shall have the pleasure of meeting you all again next year.

Florists' Hail Assaciation.

At the annual meeting of the Florists' Hail Association, Wednesday morning, the following officers were reelected: J. F. Ammann, Edwardsville, Ill., president; James H. Heacok, Wyncote, Pa., treasurer, and John G. Esler, Saddle River, N. J., secretary. Charles P. Mueller, C. L. Washburn and Albert M. Herr were elected directors.

Article 13, Section 1 was changed to read: "The membership fee shall be $3 for every person insuring 2,000 square feet of glass or less, and $1 for each additional 1,000 square feet instead of $2 and 50 cents respectively. Article 21, Section 2 was amended to read: "Twenty per cent of regular assessment instead of 10 per cent. Article 30 (new): Section 1.—"All hazardous risks unpaid before full payment of said hazard has been liquidated upon future renewal, whether by orignal owner or agent of said risk, or by new owner or agent, must be assumed by the new applicant." Article 3, Section 1.—"Reinsurance shall be charged on all glass broken when adjustment of loss is made in such manner as shall restore insurance to same status as previous to loss. Section 2.—"When houses are not to be rebuilt, the secretary must be notified at the time of filing the claim, in which case no reinsurance is to be charged and the membership of the claimant from date of such notice must be cancelled on the books of the association.

Secretary J. G. Esler's report for the year ending August 1, 1921, showed the total amount paid for losses during the year was $73,447.67. The total receipts, including balance on hand at the beginning of the fiscal year, amounted to $103,669.37, and disbursements during the same period were $91,758.74. The number of members at the date of closing the report was 1,648, total glass insured being equivalent to 51,983,641 square feet. The liabilities of the association at the close of the report are seven unadjusted claims amounting to approximately $2,000. The balance sheet shows an increase of over $4,000 in the reserve fund and an increase of more than 3,000,000 square feet of glass in the amount of glass insured. During the

year, which has been the most disastrous in the history of the Florists' Hail Association since its organization over 34 years ago, an equivalent of 320,016 square feet of single-thick and 820,669 square feet of double-thick glass were broken.

PLANT NOTES.

Roman Hyacinths.

The first bulbs to arrive will be the Roman hyacinths, and everything should be in readiness to properly care for them as soon as received. When the cases arrive the bulbs should be placed in a cool, dry place; if packed in bags they should be spread out either in flats or shallow boxes and placed where they will neither be too moist nor yet in too dry and warm a location. While it is too early to plant for the winter blooming, still a succession of plantings may be made every week until cool weather, when the balance can be planted up. Almost any soil will grow bulbs successfully but fine results are obtained with soil that has been thrown out from the carnation or rose benches and has lain out over winter to allow it to sweeten a little. When a fall pot plant is wanted, a few of the hyacinth bulbs can be planted in bulb pots, but in growing for cut flowers, flats are to be preferred for they are much more economically handled and do not require as much care. In planting the bulbs cover the bottom of the flats with about an inch of soil, placing the bulbs on this quite closely together, yet not touching, as can be done with other bulbs. The flat should then be filled with soil, which should be packed between the bulbs with the ends of the fingers. They should then be given a good watering, enough to wet the soil all the way through and settle it around the bulb. The flats should be placed outside and covered to a depth of about three inches with sand or coal ashes or something that will lie close enough to prevent drying out. A label should be placed at the end with the date of planting, so that the several plantings will be kept separate and can be readily moved into the houses. In four to six weeks they should be well enough rooted to bring them into the house, where they can be placed under a bench until they begin to throw up their flowering spikes.

Pansies.

The pansies for early spring trade should be placed in the frames that they may become established before freezing weather commences. Make the soil good and rich. It is the plants with large flowers in the spring that find the quick sales and these cannot be obtained in poor soil. Set the plants about five inches apart and water well after planting. Keep those of a kind together and plant all the mixed lots adjoining. There is more time wasted in the retail selling of pansies than any other flower, traveling back and forth over a mixed bed trying to pick out a nice assortment. This is especially so with some customers, and in setting out the plants try to prevent this as much as possible. When freezing weather comes, cover the frames with sashes which will prevent the snow from lying too heavily upon the plants and also much freezing and thawing. If frozen for months and covered with sash no harm will be done, but if a warm spell should come on, the sashes should be raised to allow ventilation.

Cyclamen.

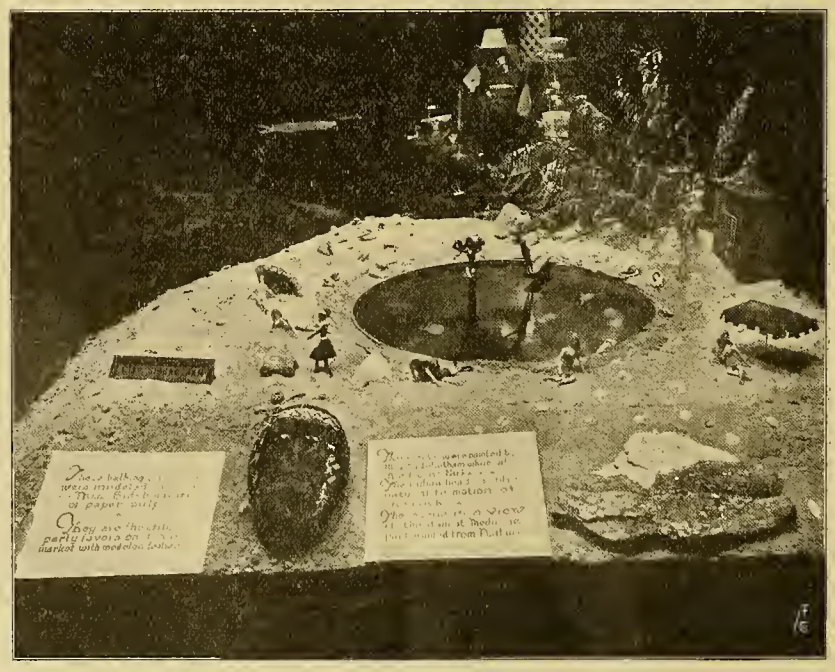
In order to have nice large plants of cyclamens for another year, now is the time to sow the seed. This can be deferred until later and the seed planted at any time until the first of the year, but it is much better to start them early and obtain a nice well-foliaged plant full of bloom in a 6-inch or 7-inch pot than a smaller plant with but a few blooms and flowers, which is sure to be the result with the later grown seed. Soak the seed for about 24 hours in tepid water and place the receptacle in a warm place, and plant in flats about one-half to three-quarters of an inch apart and there will be need for but little further labor until later in the winter. Be sure and have a light porous soil with a good proportion of leaf mold. The plants that are to be in bloom for Christmas should now be making good growth and be in the blooming pots. Any buds that show up at this time should be removed. Give the plants plenty of room and leave them from now on in full sunlight and in a cool, well-ventilated house. A sharp lookout for aphis must be kept up and regular fumigation continued. The plants for late winter and spring blooming can be kept out in the frames as long as safe from frost and then placed in cool quarters until time to give them more heat, which will depend upon the time they are wanted in bloom.

Sweet Peas.

The early sown sweet peas will soon need some support and the plan most generally adopted by growers with sweet peas inside is to pass strings around the plants fastened to stakes at each end of the row. If the rows are lengthwise of the bench, stakes to which the strings may be fastened, will have to be arranged about every 10 feet. As soon as the plants have attained a height of six inches the first string should be tied on and strings should be added every six to eight inches as the plants grow taller. The plants must be kept growing straight throughout their culture, so they must have strings quite close together for their twining arms to catch upon, and if when the plants are in bloom they are not kept tied up, a large number of the flowers will have crooked stems. Care must be taken with the watering and until the plants show active growth they should receive but little water, being kept on the dry side. If allowed to be too wet, stem rot will result and the plant will die. If sweet peas are to follow the early chrysanthemums, the seed can now be sown. Three or four seeds in a 4-inch pot will be right for this time, for they will have to grow in the pots about six weeks, the middle of November being about as early as the chrysanthemums can be cleaned out and the beds made ready. Careful watering will be the watchword for the young seeds and do not thin out too early. Wait until the plants are in good growing condition, when they can be thinned out to one plant in a pot.

Fall Propagating.

There are many of the plants used for beding purposes that are better propagated in the fall, for cuttings are more readily obtained, root easily and allow time for the growing of good stock. Ivy geraniums to have fine plants in the spring are much better propagated at that time. Vincas for the spring sales propagated in September make fine plants by the first of May. The long shoots can be cut up to two eyes each and they will root in three or four weeks, then potted in 2½-inch pots and kept cool until February, when they should be potted into 4-inch pots and grown along the sides of the beds or benches. Abutilons should be handled in a similar manner. The tender tips should be used for the cuttings, and these should be kept well watered and shaded until roots are formed, when they can be potted and



SUMMER WINDOW OF FURROW & CO., OKLAHOMA CITY, OKLA.

kept cool until towards spring. The pelargoniums that were cut back and dried off in August should now be made into cuttings and should be taken and placed in the cutting bench. There are also many plants that the stock should be looked out for at this time and a few plants lifted and housed before frost. Many growers prefer to raise their salvias from cuttings and in this case a few plants can be potted and grown on. Any extra good double petunias should be lifted. Pyrethrum or feverfew, coleus and the other soft wooded plants should be selected and potted that they may become established before cool weather.

Paper White Narcissi.

The Paper White narcissi are now being received and as soon as delivered should be unpacked and spread out in flats, or on shelves in a cool, dry place. If they remain in the original cases, they are apt to become moist or heated when packed closely. They should be handled carefully and not thrown around so that they become bruised or the outer covering torn off. This covering is a great protection for the bulb, preventing it from drying. Plan how the bulbs are to be flowered; that is, how many are to be brought forward each week, and start at once to box up the first lot and then continue the plantings at the desired intervals. The flats or boxes should be prepared at once, not only for these but for the other bulbs. It is the general custom to use any old box that can be obtained, and they are therefore of different sizes and different depths. They do not pack closely when placed outside, neither do they seem to fit on the bench in an economical manner. Our experience has been, rather than to buy a mixed lot of boxes of different sizes, it is better and cheaper to purchase stock at the lumber mill and saw it into the proper length. Get one-half inch stock, three inches wide, for the sides and bottom, and one-inch stock the same width for the ends. Saw the ends 12 inches long and the sides 24 inches. This will make a flat 13x24 inches by using four pieces for the bottom, and will allow proper drainage. A flat of these dimensions will hold about 50 Paper White narcissi or 60 to 70 tulips, and will cost but little more than the price of the box and can be made with much less labor and when the boxes are all of one size they can be placed upon the benches with much saving of room. As soon as the bulbs are planted in the flats they should be placed in a dark, cool place and covered with soil or ashes until rooted, when they can be brought into the houses. The early planted bulbs will require good heat to bloom them successfully, much warmer temperature than the later planted bulbs.

ST. LOUIS, MO.—The Ayres Floral Co., of 315 North Grand avenue, has leased a store at 917 Locust street.

SANTA MONICA, CALIF.—The E. H. Volkman Co. recently increased its glass area at Santa Monica boulevard and Bundy drive.

PERRY, IA.—The Louwerse Florist Store will be the name of a new establishment to be opened at an early date in the Stewart House block by Mr. Louwerse and wife. For several years they operated the Perry Greenhouse, but have cancelled their lease and will engage in the retail trade exclusively.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Next Week in the Flower Shop.

Has your window got a punch to it? Yes, I know it is August, the dullest month in the year, but that is no reason why the display should not be attractive and the various articles on show have an "I'm all right" appearance "take me." Of course people know everything in the shop is for sale, but if certain seasonable plants and flowers are dressed up and featured and given additional attractiveness by these artistic touches, they seem more than just plain and ordinary and are good enough for a purpose that their beauty suggests.

Take asters, they are seasonable, plentiful and cheap. The florist's supply shops all carry large lines of small vase baskets; these hold from a half to a dozen aster flowers which arranged with some of the various greens and a touch of ribbon at the handle, are then ready for quick selling. All kinds of color combinations are possible, pink in blue baskets, white and blush tints, in gilt, yellow, blue and green. It is best to stick to solid colors in each combination. Run a window of these with a price card and see if it won't stir things up a bit. A couple of dozen of pot ferns displayed both inside and out on the front is not much to risk and if a neatly printed price card is always on the job the grower is likely soon to get another order. Try these once and see.

Even at this dull season opportunities are appearing every day. Look over the evening and morning papers and see how many events there are at which flowers are likely to be used. The merchant prince, or the mayor or another big dignitary has a birthday or has just returned from abroad. The picture in the paper the next day shows his desk and office filled with flowers, a golden opportunity for the man who was on the job. If you missed it this time make a note of it for next year, get the habit of looking these and many other like opportunities up and you will be astonished at the business that can be gotten out of them.

BENEFITS OF DIRECT ADVERTISING.

Are you alive to the benefits of direct advertising, keeping in close personal touch with all your customers by the frequent issuance of special post cards, folders, leaflets, etc.? Frequently through the season there is an accumulation of stock that should be moved quickly, or a special sale is being featured. With addressed cards or envelopes and an understanding with the printer that puts these through the day received, they are at once ready for mailing and the entire list of customers and prospects are told of the opportunity that awaits them. This is the time to prepare for such, through the season advertising, by selecting with your printer the proper sized cards and leaflets, folders, etc., which are then addressed in sets sufficient for an issue. When the opportunity presents itself for a sale or drive or just a little chat about what is in season, in order to liven things up a bit, an edition is sent to the printer, and the business is at once benefited by the aroused interest.

An addressograph which runs off names and addresses at the rate of 1,000 an hour is a great help, the machine costs less than a good typewriter, name plates being $3 per hundred. This requires no skill to operate and does the work even more perfectly than the typewriter. Then with the plates in order nobody is ever missed, and addresses are always correct.

Evergreens move safely at this time, and there is nothing so attractive in the bare business streets and that makes the store stand out from the undecorated fronts of its neighbors, as nice shapely specimens of inexpensive kinds, in pavement boxes with low plants in front of the show windows, and something taller in tubs for the sides and at the curb. Such an oasis is sure to be noticed a block away in either direction and is worth 10 times its cost in publicity. It is always on the job and if backed up with a showy window is certain to prove its worth.

Grower-retailers will do well to have in their out-door gardens, beds of Japanese lilies, the Auratum and the smaller pink and white. These flowers are especially useful in funeral work and as they are hardy, will, with a little care and cultivation, become a permanent and valuable addition to the summer assortment. The hardy sweet pea, Lathyrus alba and rosea furnish fine sprays when the annuals are overcome by the hot weather. There should also be a trellis of Clematis paniculata, whose feathery sprays are a great addition to all kinds of floral arrangements.

Alex Lurie with Bool Floral Co.

Ralph Roskelly, president of the Bool Floral Co., Ithaca, N. Y., announces that Alexander Lurie, who the past four years has been part owner of the Blu Maize Blossom Shop at Ann Arbor, Mich., has sold his interests to his partner and has accepted a position as store manager of the newly incorporated Bool Floral Co. Mr. Lurie is a graduate of the department of floriculture, Cornell university, and comes to Ithaca with a vast amount of knowledge and experience gained in retail stores in St. Louis, Mo., Chicago and other cities. At Ann Arbor he was very successful and his corsages and decorations for social functions created a great deal of attention. A decoration for the Junior prom at Michigan university in 1919 is said to have been one of the finest and most elaborate decorations ever attempted in this country. Mr. Lurie is a great believer in the Florists' Telegraph Delivery Association, and has been a frequent contributor to the columns of the Florists' Telegraph Delivery News.

A. H. N.

EDMOND, OKLA.—Mrs. Pearl Kinnebrew, of the Edmond Floral Co., who recently remodeled a greenhouse, 40x125 feet, is making a success in growing pot plants and cut flowers.

HASTINGS, NEB.—A. H. Lohman is trebling his glass area to the extent of 10,000 square feet, by building three new greenhouses, 25x92 feet, in the place of one recently dismantled.

CLYDE, O.—The Hall's Greenhouse Co., has been incorporated with a capital of $25,000. J. B. Hall, E. Eugene Hall, Mrs. Amy Hall, Liebold, Lloyd T. Hall and Frank E. Hall are the incorporators.—J. W. L.

SOUTH BEND, IND.—The South Bend Floral Co., John Pulschen and Ray Buckles proprietors, recently purchased the Wm. D. Hettic greenhouses, 327-331 Lincoln Way, W., taking possession August 4, and will continue the business.

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.50 a year; Canada $2.50; Europe and Countries in Postal Union, $3.00.

When sending us change of address always send the old address at the same time.

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From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

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WE are in receipt of Parks and Recreation, the quarterly publication of The American Association of Park Superintendents for July, containing many important articles on park work, well illustrated. The secretary of the association is Emmet P. Griffin, superintendent of parks, East St. Louis, Ill.

CHARLES M. SCHWAB, in a letter to students of Boston university said: "The life worth living is one of simplicity and achievement; not one of show, extravagance and shirking. The aristocracy of the future will be the aristocracy of brains and leadership—of men who have made something of themselves and done something for their fellow-men."

Plant Quarantine Import Data.

The federal horticultural board, through the pathologist in charge of foreign plant quarantine, reports that data are being compiled as to the varieties and quantities of plants imported since June 1, 1919, when these data are assembled, the varieties of plants which have been considered for special permits during the last two years will be resubmitted to the experts of the bureau of plant industry for reconsideration. About 8,000 different varieties of plants have been submitted during the two-year period and the report will not be available before next June. Meanwhile applications which are received are placed on file for consideration at the earliest moment after reconsideration is completed.

There are some plants, notably orchids, for which the shipping season is just beginning, or which can be imported in the spring. Applications for such plants can be considered at once.

"Pages from a Garden Notebook."

Another splendid book has come from the pen of Mrs. Francis King, Alma, Mich., author of, "The Well Considered Garden," and known from coast to coast as a garden enthusiast. In Mrs. King's latest offering, "Pages From a Garden Note-Book," just from the press of Charles Scribner's Sons, she has written a delightful series of studies, treated in an informal manner, that offer valuable suggestions on many varied and important garden subjects. Its pages will be a revelation even to Mrs. King's many friends in the world of horticulture, for the several chapters in her newest book devoted to "The Lilac and Other Spring Flowers," "Tulip Time in the Garden," and "An English Garden in Spring," show the author's keen insight, practical knowledge and love of the beautiful, while none the less interesting and instructive are sections on "Summer Thoughts in Winter," "Earlier Flowers," "Later Flowers," and "Other Flowers," 'Bright-Berried Growth for the Winter Garden," "The Arnold Arboretum a National Treasure," "Spanish Gardens and a California Planting," "A Review of the American Seed Catalogue," "Forming a Garden Club" and "Vocations for Women in Agriculture."

An extensive index offers ready reference to the 291 pages and there are numerous excellent illustrations.

Coal Crisis.

It is more than likely that within the next 60 or 80 days congress will come to a very thorough realization that it must do something effective and perhaps drastic to relieve the coal situation. It has permited months to pass without action of any kind and if a coal famine develops during late fall or early winter the country with justification will hold congress responsible.

Practically every important man in the coal industry predicts that the domestic users of bituminous or soft coal will go into November this year with empty coal bins, not because they will not attempt to fill them before that time at the high prices asked but for the reason that they will not be able to buy coal at any price. Coal production has been very low during the last several months for the reason that the public has not been buying and there have been several valid reasons for this lack of demand. Many who would have bought coal even at the prevailing high prices have been unable to do so because the retail dealers have been unable or unwilling to extend credit. Moreover, there has been a general expectation on the part of the public that the government would do something to lower freight rates and to break up the practices among the operators and jobbers which were set out in detail in the indictments against the West Virginia operators. This expectation has not been realized and will not be realized before coal again becomes one of the greatest of necessitities with the coming of cold weather.

Congress trifled with the coal situation at a time when vigorous action on its part would have brought relief. The Calder bills calculated to regulate the coal industry and the much milder Freylinghuysen bill were sucessfully blocked in congress by the powerful coal lobby, consequently the counrty is now rapidly approaching the coal burning season with the price of coal still exorhitant and a coal famine well within the bounds of probability. When that crises comes congress must accept the responsibility. It may be that only such a crisis and the fixing of the responsibility upon congress will arouse the national legislature to the point of providing drastic legislation to regulate the coal industry.—Bloomington Pantagraph.

Potters' Pay Reduced.

Atlanta, Ga.—A reduction of 19 per cent in wages, 10 per cent effective immediately and nine per cent in January, was accepted August 6 by the National Brotherhood of Pottery operatives.

Coming Events.

August 23-25, Detroit, Mich.—Annual convention of the American Association of Park Superintendents. Emmett P. Griffin, E. St. Louis, Ill., secretary-treasurer.

August 24-25, St. Thomas, Ont.—Annual meeting and exhibition of the American Gladiolus Society, A. C. Beal, Ithaca, N. Y., secretary.

September 7-8, Chattanooga, Tenn.—Annual meeting of the Southern Nurserymen's Association. O. J. Howard, Hickory, N. C., secretary.

September 13-15, Detroit, Mich.—Association of American Cemetery Superintendents. W. B. Jones, 2800 Brighton road, N. S., Pittsburgh, Pa., secretary-treasurer.

September 14, Syracuse, N. Y.—Annual meeting of the New York Federation of Horticultural Societies and Floral Clubs. E. A. White, Hammonton, N. J., secretary.

September 21-22, New Rochelle, N. Y.—Annual flower show of the Westchester and Fairfield Horticultural Society. Oscar E. Addor, Greenwich, Conn., secretary.

September 22-25, Boston, Mass.—Annual exhibition of the Massachusetts Horticultural Society. Wm. P. Rich, Horticultural hall, Boston, Mass., secretary.

September 27-30, New York.—Annual meeting and exhibition of the American Dahlia Society at Hotel Pennsylvania. E. C. Vick, 205 Elwood avenue, Newark, N. J., secretary.

October 6-7, Sewickley, Pa.—Annual dahlia show under the auspices of the Alleghany Garden Club and the Sewickley Horticultural Society. Geo. W. Kirk, Sewickley, secretary.

October 11-13, Toronto, Ont.—Annual meeting of the Florists' Telegraph Delivery Association. Albert Pochelon, Detroit, Mich., secretary.

October 20-23, Los Angeles, Calif.—Annual convention and exhibition of the California Association of Nurserymen. Henry W. Kruckeberg, Los Angeles, Calif., secretary-treasurer.

November 1-5, Albany, N. Y.—Annual convention of the Vegetable Growers' Association of America. H. J. Cheney, secretary, Grand Rapids, Mich.

November 16-17, Chicago.—Annual convention and exhibition of the Chrysanthemum Society of America. C. W. Johnson, 141 Summit street, Rockford, Ill., secretary.

January, 1922, Hartford, Conn.—Annual meeting and exhibition of the American Carnation Society. A. F. J. Baur, 38th street and Rockford avenue, Indianapolis, Ind., secretary.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, $1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order For Plant Advs., See Ready Reference Section

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted — Grower roses, chrysanthemums, carnations and pot plants; middle age; single. Address
Key 570, care American Florist.

Situation Wanted — By single man; experienced in pruning trees, spraying, etc. Also can do greenhouse work.
Chas. Boone Saunders, Merom, Ind.

Situation Wanted—By orchid grower with life-long commercial experience; chiefly cattleya and spray varieties. Address
Key 573, care American Florist.

Situation Wanted—By refined young woman with five years' experience in retail florists business; bouquets and designing; capable of handling most refined trade. Best references as to capabilities and personality. Prefer modern store. Address
Key 568, care American Florist.

Situation Wanted—A man 47 years old; 30 years in retail stores, would like to hear from a retailer in the northwest; can give best of references. Address
Key 579, care American Florist.

Help Wanted — Florist for city greenhouse. Apply to **Superintendent of park, City Hall, Topeka, Kan.**

Help Wanted—Competent man as foreman for about 25,000 ft. of glass. General retail stock grown; no roses. Address,
W. H. Culp & Co., Wichita, Kan.

For Sale—Well established market garden and floral business. 29 hot beds, well, windmill and tank, 11-room house, also barn; four city lots. A snap at $3,600; $1,500 cash. Address
JOHN C. KRUEGER
Medford, Box 72, Wis.

Help Wanted

General Greenhouse Man in Ohio.

Experienced in bedding stock, roses, chrysanthemums, carnations, perennials, etc. $75 per month with room and board. Single ex-service man preferred. No firing. Hours 7 to 4.
Key 578, care American Florist.

Help Wanted

Reliable grower of roses, carnations and general pot plants, to take full charge; one who is looking for a future. Kindly give names of three last employers. This is a good place, in a nice town.
C. C. WONNEMAN & SONS, Mexico, Missouri

Wanted to Rent or Buy

By thoroughly experienced florist and decorator, a large florist establishment. Only high grade proposition considered. Must stand closest investigation. Give full particulars and price in first letter.
Address **Key 575, care American Florist.**

SITUATION WANTED

By all-round grower on commercial place where good results are desired; thoroughly experienced in growing roses, carnations, chrysanthemums and a general line of pot plants; specialist in roses and cyclamen; 16 years experience; Swedish; age 32; single; best of references; can come at once; please state wages and particulars in first letter.
Key 581, care American Florist.

Situation Wanted

By a first-class wholesale or retail florist; 25 years' practical experience in cut flowers, fancy potted plants, bedding stock, designing, etc.; capable of taking full charge and handle help; middle-aged, single man. Address
Key 577, care American Florist.

FOR SALE

Retiring from business—moving to California—florist and gardener's place; seven-room house; one greenhouse, 75 x 16 ft., hot water heat; lot, 46 x 196 ft.; stock and good will of good trade. Only $5,000.
H. F. REIFERT,
18 West 65th Street, CHICAGO

BOILERS and STACKS

We have on hand all sizes of used boilers and stacks suitable for greenhouse work.
RYAN BROS.,
847 South Racine Ave., CHICAGO

FOR SALE

Just a dandy, up-to-date Florist business, going stronger every day; big territory; greenhouse and dwelling combined; dandy down-town shop, and the only one; reasonable rent; steam heat; this proposition is sound, no old, worn-out business; for references write to any near-by florist in Dallas, Waco or Ft. Worth; one thing, to take hold of this you must be up to now, the people demand it, and make up your mind to go big; the business is here; population, 16,000; I am selling to go on my farm, after being in the business twenty years; $4,000.00 cash, $3,000.00 on time, almost to suit buyer. If interested, write
HOLM'S FLOWER SHOP,
Corsicana, Texas.

WANTED

Burnham or Hitching Boiler, largest size.
THE ELIZABETH NURSERY CO., Elizabeth, N. J.

Kaspar Mfg. Co.

Salesman Wanted
in every state calling on florists to sell wood easels. Commission only.
Kaspar Mfg Co.
3234 W. 30th St., Chicago

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $4.50; per 1000, $6.50. Samples on request. Electro of leaf, postpaid, $3.00. Cash with order.

American Florist Co.
440 S. Dearborn Street
CHICAGO

HOME - GROWN STOCK

Greatly Increased Demand

If you have any to offer, or are likely to have any soon,
advertise in these columns now.

AMERICAN FLORIST CO.
440 So. Dearborn Street, ... CHICAGO

Canadian Gardeners' and Florists' Ass'n

PETERBORO CONVENTION, AUGUST 8-10.

As announced in our issue of August 13, page 192, the Canadian Gardeners' and Florists' Association, in convention at Peterboro, was a decided success in every respect. "Landscape Gardening," by J. McP. Ross, showed the advisability of not following too strictly to the olden rules when driveways and walks were carried out, many in the form of the letter "S." That owing to the advent of the automobile, straighter lines were more necessary and that sharp curves were to be avoided. Too many lawns were spoiled by being broken up for flower beds, borders were in better taste and that when hedges were planted, care should be taken that they did not obscure the view of the scenery. "Insect Pests," which was to have been presented by A. Gibson, Dominion entomologist, of Ottawa, was ably handled by H. G. Crawford, one of the Department assistants, and the corn borer, which has recently become so prevalent in many sections, was the main topic. It was pointed out that if not checked properly, greenhouse stock would soon be affected.

The afternoon session of Tuesday, August 9, was devoted to pleasure with a boat trip over the famous Peterboro Lift Lock, the largest in the world. Singing and music formed a large part of the entertainment. Tuesday evening, one of the best banquets in the history of the association was enjoyed, with covers laid for 120. Music, dancing and singing were indulged in and the toasts of the evening were short and to the point. President W. E. Groves made an ideal chairman, and the speakers of the evening were E. J. Hay, E. B. Hamilton, J McKenna, W. C. Hall and D. Hayward. To W. W. Gammage was allotted the toast of kindred societies, and after wittily introducing them, the following responded for their organizations: For the Society of American Florists, John Connan; for the Florists' Telegraph Delivery Association, H. G. Dillemuth, and for the Montreal Florists' Club, R. Burris. The Ottawa Gardeners' and Florists' Association was upheld by Prof. McCoum. For the Hamilton Florists' and Gardeners' Club, W. E. Groves spoke, with S. G. McFadden for the Toronto Retail Florists' Club. During the evening, President Groves was presented with a club bag, and Mrs. Groves, though not present, was remembered by the members with a hand bag.

At the Wednesday morning session, "Managing the Retail Store," which had been allotted to A. M. Terrill, of Calgary, Alta., was well presented. He pointed out the opportunities in the great west where he hailed from, and that the possibilities of starting and conducting the business there were better than ever. Many good openings could be found for people who know the business, and that the best road to success was assured by having their own glass, as favorable shipping points were often too remote to receive stock at the time wanted. "Art and Floral Arrangement," by S. A Frost, was well presented, and his demonstrations of making a wreath and the arrangement of baskets was interesting to many of the retailers present, as a number were from the smaller cities and the mossing of designs, wring and stemming the stock was a great help. In the final resolutions, thanks were tendered to the Peterboro association, to the officers, to the entertainment committees and to the exhibiters.

At the meeting of the Retail Florists' sub-section, neither the president nor the first vice-persident being present, Secretary McFadden gave his report of what they had accomplished during the past year. It was mostly taken up by the government excise taxes, an attempt being made to saddle them on the trade. Mrs. Waters, treasurer, gave a favorable report. The election of officers took place at the afternoon session, and in view of the many important matters which remain to be finished, it was thought advisable even while establishing a precedent, to re-elect the officers of the past year, that they could accomplish more than by putting on new officers. Those re-elected were as follows: W. E. Groves, Hamilton, president; C. J. Hay, Brockville, first vice-president; F. D. Clark, Toronto, second vice-president; H. J. Eddy, Montreal, Que., secretary-treasurer. R. Burris, Montreal; Sam Kirk, Georgetown, and H. E. Groves, Hamilton, were three new members elected to serve on the executive committee

Montreal was chosen for the convention to be held in 1922.

THE VISITORS.

H. G. Atfield, Grand Mere', Que.
J. Bendell, Collingwood.
——— Brotherton, Hamilton.
Wm. Browning, Kitchener.
J. F. Bruce, Hamilton.
J. T. Bruce, Hamilton.
R. Burris, Montreal.
E. D. Campbell, Midland.
T. Carter, Windsor.
John Connon, Hamilton.
Wm. Dale, Brampton.
T. Davis, Brampton.
H. G. Dillemuth, Toronto.
Geo. Douglas, Toronto.
J. H. Dunlop, Toronto.
H. J. Eddy, Montreal.
Wm. Ettey, Prince Albert, Sask.
J. Fraser, Prescott.
S. A. Frost, Toronto.
W. W. Gammage, London.
Frank Gilbert, London.
F. J. Cammage, London.
H. E. Groves, Hamilton.
W. E. Groves, Hamilton.
W. C. Hall, Montreal.
E. B. Hamilton, London.
A. D. Harrison, Stoney Creek.
Geo. Hatcher, Toronto.
C. J. Hay, Brockville.
E. J. Hayward, Montreal.
W. W. Hick, Lindsay.
J. J. Higgins, Toronto.
C. Hugan, Lindsay.
Roman J. Irwin, New York.
W. Jay, Toronto.
A. E. Jordon, Peterboro.
D. Jordon, Peterboro.
J. W. Jordon, Peterboro.
S. Kirk, Georgetown.
J. Luck, Montreal.
S. A. Mc Fadden, Toronto.
Jos. McKee, Ottawa.
J. McKenna, Montreal.
W. T. Maccum, Ottawa.
T. Manton, Eglinton.
A. P. Marshall, Niagara Falls.
R. J. Milford, Sherbrooke, Que.
F. Mitchell, Port Hope.
H. G. Mullis, Brampton.
E. M. Muston, Toronto.
W. Muston, Toronto.
C. W. Palliser, Campbellford.
W. J. Peacock, Brampton.
——— Ritchie, Toronto.
J. Mc P. Ross, Toronto.
A. Simpson, Toronto.
W. Skillcter, Toronto.
J. H. Taylor, London.
A. M. Terrill, Calgary, Alta.
J. Tomlinson, West Hill.
S Wadell, Cayagua.
L. S. Waters, Toronto.
Jos. Weis, Toronto.
A. C. Wiltshire, Montreal.
A. Williams, Peterboro.

THE LADIES.

Mrs. Barber, Toronto.
Mrs. Brotherton, Hamilton.
Mrs. Leo. Douglas, Toronto.
Mrs. A. D. Harrison, Stoney Creek.
Mrs. E. J. Hayward, Montreal, Que.
Mrs. J. Mc. Kenna, Montreal, Que.
Mrs. H. G. Mullis, Brampton.
Mrs. A. M. Muston, Toronto.
Mrs. C. W. Palliser, Campbellford.
Mrs. P. Waters, Toronto.

LITTLE ROCK, ARK.—The flower stores of this city will be closed on Sunday during the remainder of August and September as the result of an agreement of the trade. Provision will be made, however, for handling deliveries for funerals.

STEVENS POINT, WIS.—E. A. Wilson, formerly with the Flambeau Paper Co., of Park Falls, Wis., will engage in the florist business in this city, at an early date.

San Francisco.

BETTER PRICES FOR STOCK.

The great improvement in August business over the preceding month is evident at all the flower stores. Decorative work is brisk and funeral work has been greatly ahead of expectations. The quality of the rose stock now being received is the best that has been ever seen here during August. It is evident that many growers have decided that good roses will bring remunerative prices in the summer, and have planted their crops accordingly, and the result is that some of the roses now being handled in the wholesale market are almost as fine as the stock grown in winter. Mrs. Chas. Russell is now bringing $3 a bunch. The stems are long and the foliage and flowers are all that could be desired. The same may be said of Hoosier Beauty, Hadley and Columbia. All stock cleans up readily. Of course, there is a large supply of poor grade flowers coming in but they are in little demand, except for funeral work. The cut of Ulrich Brunner from outdoors continues to come in steadily, and the good grades find a ready market. Cecil Brunner has shown much improvement, due to the cool weather. Heavy shipments of asters are coming in daily. All grades of flowers are offered. The best long stemmed flowers selling at $2.00 per bunch of ten dozen flowers. There is a great over supply of purple and rose colored asters which do not seem to sell at any price. Good white, light pink and light lavender move well. Sweet peas have staged a come-back and some good Spencers from late plantings are now to be had. The gladioli supply and quality is rapidly declining. The poorer varieties, which seem to drag on the market, sell at $4 per 100. Pompon dahlias in all colors are arriving freely and sell much more readily than the large flowering kinds. They are in strong demand for basket work, of which there is a great deal at the present time. With the exception of Dr. Tevis, there is very little call for other varieties. Zinnias are in fair supply. Larkspur and snapdragon are also popular. There is a great scarcity of cattleyas. Gardenias, too, are on the short side with prices firm. Lily of the valley has shown increased supply and holds firm at $8 per 100. There are practically no first-class carnations on the market, but there is an ample supply of second grade stock. October Frost came in to join the growing list of chrysanthemums. Being a white variety it met with a cordial reception and is bringing the grower $1.50 per dozen, which is considered a fair price. Golden Glow has increased to such an extent in supply that prices declined to $1.00 per dozen blooms for this variety. If it were a better shipper, it would now be commanding fancy prices. Lilium auratum and rubrum are arriving in small lots and find a ready sale. Various colored celosias are now the principal flowering plant to be had. The stock is well grown and cleans up readily. A few cyclamen are beginning to appear and add to the variety. Bostons in medium priced sizes are in strong demand. Asparagus, ferns and other greens have a good call at satisfactory figures.

RETAIL FLORISTS' ASSOCIATION.

There was a large attendance at the meeting of the Retail Florists' Association, held August 3, to hear the report of the advertising board appointed at the mass meeting of the trade, June 7, by President A. O. Stein. After the preliminary work of the meeting was over, Chairman Angelo J. Rossi, of the advertising board, addressed the meeting wth regard to the work accomplished by his committee. He stated

12 ctm. 13 ctm. 14 ctm. 15 ctm.

Photograph slightly reduced of new crop Paper Whites now in store.

ALL FRENCH BULBS Now in STORE or AFLOAT

Narcissus Paper White Grandiflora

	F. O. B. NEW YORK Per 1000	F. O. B. CHICAGO Per 1000
12 ctms Bulbs (1400 to Case)	$17.00	$17.50
13 ctms Bulbs (1250 to Case)	21.00	22.00
14 ctms Bulbs (1000 to Case)	25.00	25.00

Including Packing, Cases and all miscellaneous charges.

Cases Full Standard sizes and Correctly stenciled.

These stocks are from best French exporters who have supplied us for thirty years—bulbs that have uniformly given satisfaction. We send out no bulbs, even of 12 to 13 centimeter grade, at our very close prices, that do not show flower spikes. Ask for samples and judge of values.

Our billing prices on our advance contracts will be found again, as usual, below most other dealers.

OTHER BULBS READY.

FREESIAS, CALLAS, FORMOSUM, IRIS BULBS

First Dutch Bulbs Now at N. Y.

Fall "Book for Florists" ready Aug. 22.

VAUGHAN'S SEED STORE

CHICAGO NEW YORK

SEASONABLE FLOWER SEEDS.

WINTER FLOWERING SWEET PEAS

grown for us by expert seed growers, whose seed we have handled for years. We know they are right.

	Tr. Pkt.	Oz.	4 Oz.	Lb.
Asta Ohn, lavender	$0.35	$1.00	$3.00	$10.00
Blue Bird, fine blue	.40	1.25	3.50	12.00
Columbia, pink and white	.60	2.00	6.00	20.00
Cherry Ripe, glowing cherry	.40	1.25	3.50	12.00
Fordhook Pink	.25	.75	2.50	8.00
Glitters, orange scarlet	.60	2.00	6.00	20.00
Helen Lewis	.35	1.00	3.00	10.00
Heatherbell, mauve lavender	.35	1.00	3.00	10.00
Hercules, pink	.35	1.00	3.00	10.00
Lavender Nora	.25	.75	2.50	8.00
Liberty, crimson	.35	1.00	3.00	10.00
Melody, rose pink	.35	1.00	3.00	10.00
Melody, greenhouse grown	1.00	3.00	....	....
Miss E. Gude, shell pink	.25	.75	2.50	8.00
Mrs. Spanolin, white	.25	.75	2.50	8.00
Mrs. Skach, light pink	.25	.75	2.50	8.00
Morning Star, orange scarlet	.35	1.00	3.00	10.00
Orange Beauty, orange and scarlet	1.00	3.00	....	....
Pink and White Orchid	.25	.75	2.50	8.00
Rose Queen, pink	.40	1.25	3.50	10.00
Selma Swenson, soft pink	.25	.75	2.50	8.00
Improved Snowstorm, white	.40	1.25	3.50	12.00
Songster, lavender	.25	.75	2.50	8.00
Songbird, blush white	.25	.75	2.50	8.00
Snowflake, white	.35	1.00	3.00	10.00
Watchung, orchid white	.35	1.00	3.00	10.00
White Orchid	.25	.75	2.50	8.00
Wedgewood, clear blue	.35	1.00	3.00	10.00
Xmas Pink, orchid	.35	1.00	3.00	10.00
Yarrawa, rose pink	.25	.75	2.50	8.00
Blue Yarrawa	.35	1.00	3.00	10.00
Zvolanek's Rose	.75	2.50	8.00	25.00

NEW COLORED FREESIAS

The only colored Freesias that have made good when grown in quantity. Price now reduced low enough to make them a profitable bulb for everyone to grow.

Gen. Pershing (Frey)—Extra robust grower, 3 ft. in height, with 4 to 5 long side laterals; large open flowers of lavender pink, yellow lip and somewhat of a bronze cast. The cut flowers have created quite a sensation on the Chicago Market for several seasons, and command the highest market prices.

Viola (Frey)—Like a large wood violet, the lower petals of a deeper violet blue, a beautiful, distinct and valuable hybrid. The growth is about 30 inches in height, with 4 to 5 long side laterals, long enough for any floral work. Sold at good prices on the Chicago Market for several seasons.

Prices—**$3.50 per 100; $30.00 per 1000.**

CALENDULA, ORANGE KING

(For Greenhouse Forcing.)

A special selection of this popular annual, which we have sold for several years with excellent results. Growers for the Chicago market who used our seed last season obtained top prices for their cut, and we know quality is even better this season.

Tr. Pkt., 50c; Oz., $2.50; ¼ lb., $9.00.

CYCLAMEN SEED

German Strain, American Grown.

Wandsbek Dark Salmon	Daybreak Pink
Wandsbek Light Salmon	Dark Pink
Brilliant Red	White with Eye
Dark Red	Pure White

Per 100, $1.50; 1,000, $12.00.

CINERARIA

Florists' prize mixture. Splendid large flowering strain. Tr. Pkt. (about 1,000 seeds) $1.00.

PANSY

New crop, combination mixed. First-class mixture for general florist use. Tr. Pkt., $1.00; oz., $7.00.

Narcissus Paper White Grandiflora now on hand. Write for prices.

A. HENDERSON & CO., 166 N. Wabash Ave., CHICAGO

that the board had held many sessions and had agreed upon a plan to be presented to the members for their ratification. His plan called for an organization of florists, growers and wholesalers in the bay cities to be formed as previously agreed, which was as follows: Retailers to be assessed one per cent on all purchases of cut flowers, plants and greens; growers, one per cent on total sales, and wholesalers to be assessed an amount to be agreed on by the wholesalers and the advertising board. Mr. Rossi stated that after canvassing the situation it was found that it would be necessary to employ the services of some one expert in organization work and advertising, to create the organization, collect the funds and handle the advertising. It was found that the services of James T. Lynch, of this city, could be secured for this purpose. Mr. Rossi spoke of Mr. Lynch's fitness for the work because of his past experience in similar efforts. The board recommended that Mr. Lynch be engaged at the earliest possible date to proceed with the plan and that an agreement be made with him providing that his compensation shall be on the basis of 30 per cent of all amounts collected up to $20,000, and 15 per cent of all amounts collected in excess of $20,000. After considerable discussion the resolution presented by Mr. Rossi was adopted. Mr. Lynch addressed the meeting and stated among other things that the amount spent by florists of this city for cut flowers and plants last year amounted to the sum of $1,375,000. He felt confident that with judicious advertising in force this coming year that over $2,000,000 would be spent by the trade in purchasing stock. P. V. Matraia, chairman of the co-operative committee, spoke of the progress being made with the new market for white growers. He stated it would be open for business September 1. Application to the commissioner of corporations has been made to issue stock to the subscribers and it is expected that all details will be completed this coming week. Mr. Matraia said it was the intention of the new market to enter the shipping business. Floor plans for the flower show to be held in the Civic auditorium in October were exhibited to the members. Mr. Matraia said great interest was being manifested in the coming show and urged all members to talk flower show to customers at every opportunity. A large delegation of prominent growers attended the meeting. The next session of the association will take place September 7.

NOTES.

The exhibition committee of the Pacific Coast Horticultural Society and the Retail Florists' Association, who have charge of the great exhibition to be held in the Civic auditorium, October 26-28, will hold a special meeting August 11, at the Art Floral Co.'s offices. The new schedule of prizes for private gardeners will be presented. The dahlia prize list has also been rearranged. M. Rice & Co., of Philadelphia, Pa., have offered several valuable prizes to the committee. Chairman Matraia says many applications are coming in for space. All signers to the guarantee fund have been requested to send in 25 per cent of the amount of their subscription to defray the preliminary expenses.

An impromptu dahlia show was held by the Dahlia Society of California at its meeting at the Palace hotel last week. Fine specimens were shown by Frank D. Pelicano, F. C. Burns, Bessie Boston Dahlia Farm and Richard Lehrmann. The committee in charge of the dahlia show, to be held in September, reported great interest being manifested by all growers and a large entry list is now in the hands of Secretary F. C. Burns. The dahlias at the society's testing grounds at the University of California were reported in fine condition, due to ideal growing weather.

FERNS Not long ago we furnished **one kind of fern** for a large estate—the bill came to $1,000, to furnish large estates with ferns is a part of our business. Many florists who have **proper soil** are planting Dryopeteris Spinulosa, "Faccy," Dryopeteris Cristata, "Dagger" and Dryopeteris Marginalis, the best of all, under their benches in greenhouses and are growing considerable of their own leaves. Always fresh and beautiful. Then how much better it looks under the benches.

Write for particulars.

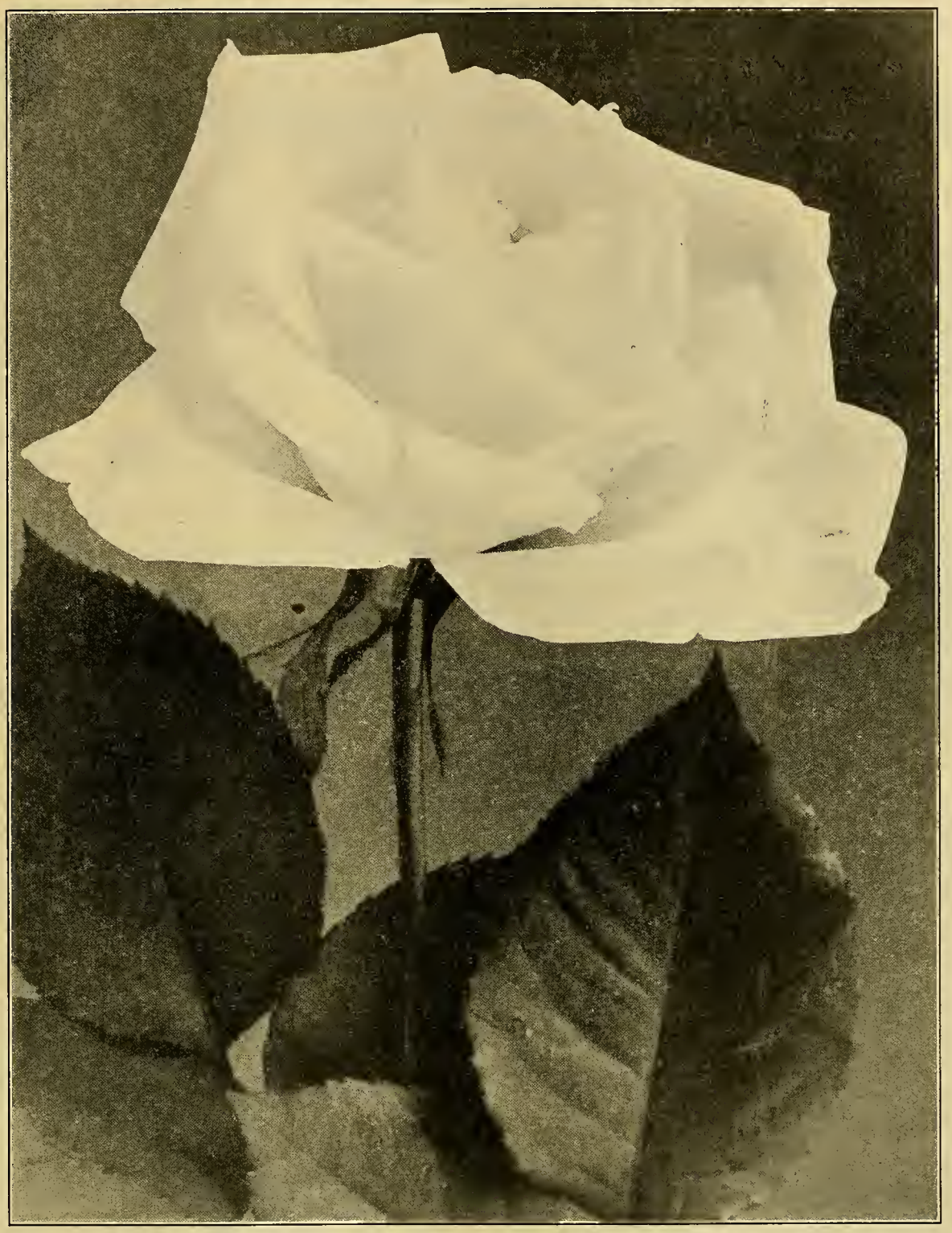
BOTANICAL NURSERY CO.
WILD FLOWERS
1103 Court St., LAPEER, MICH.

The phalaenopsis houses of Hayward & Peterson, Burlingame, have made a splendid growth this summer and are now throwing up thousands of flower spikes. The plants are unusually healthy and are a great credit to the growers. The rose houses have been resting since the hot spell in July, but will be soon started up again. The plant and fern houses are fully up to the standard maintained at this establishment.

J. A. Axell, the Bush street wholesaler, is making an eastern trip, calling on his customers in various cities.

George Matraia, son of P. V. Matraia of the Art Floral Company, is in Southern California on a business trip for his firm.

JAMES T. LYNCH.



New White Rose Angelus

(Originated by Fred H. Lemon & Co.)

Dissemination beginning January, 1922. Certificate or Medal wherever shown.
The variety may be seen growing at the following greenhouse establishments:

FRED H. LEMON & CO., Richmond, Ind. **E. G. HILL CO., Richmond, Ind.**
CHAS. H. TOTTY CO., Madison, N. J. **JOS. H. HILL CO., Richmond, Ind.**

Prices and descriptive matter on application.

Montgomery's Priscilla

That's the name of the new pink rose! The name will be Priscilla probably after the public has had it a while, but we have had to add the prefix to cover the rules of nomenclature.

In order to get someone who knows more about roses than we do to give an unbiased, honest opinion on the merits of this rose, we have placed 12 plants of it with each of the following growers:

E. G. Hill Co., Richmond, Ind.
Dailledouze Bros., Brooklyn, N. Y.
Albert F. Amling Co., Maywood, Ill.
Duckham-Pierson Co., Madison, N. J.
Rowayton Greenhouses, Rowayton, Conn.
Miller Floral Co., Farmington, Utah
Wellworth Farm Greenhouses, Downers Grove, Ill.
Poehlmann Bros. Co., Morton Grove, Ill.
Robert Pye, Nyack, N. Y.
John Coombs, Hartford, Conn.
A. S. Burns, Jr., Spring Valley, N. Y.
Robt. Simpson, Clifton, N. J.
Chas. H. Totty Co., Madison, N. J.
Noe-Ruzicka Co., Madison, N. J.
Wm. H. Elliott Co., Madbury, N. H.
Anthony Ruzicka, Madison, N. J.
W. J. Pilcher, Kirkwood, Mo.
Jos. Heacock Co., Roelofs, Pa.
Ferrari Bros., San Francisco, Calif.
Peirce Bros., Waltham, Mass.
Batavia Greenhouse Co., Batavia, Ill.
Wendland & Keimel Co., Elmhurst, Ill.
Joy Floral Co., Nashville, Tenn.
Roberts Rose Co., Denver, Colo.
Geo. C. Weiland, Evanston, Ill.
Lakeview Rose Gardens, Jamestown, N. Y.
Exeter Rose Conservatories, Exeter, N. H.
Bassett & Washburn, Hinsdale, Ill.
H. O. May, Summit, N. J.
Budlong Rose Co., Auburn, R. I.
Doemling-Schimmel Co., Mt. Clemens, Mich.
F. R. Pierson, Tarrytown, N. Y.
L. B. Coddington, Murray Hill, N. J.
Jos. H. Hill Co., Richmond, Ind.
S. Mortensen, Southampton, Pa.
Briar Cliff Gardens, Scarborough, N. Y.
John H. Dunlop & Son, Richmond Hill, Ont., Can.
J. J. Fallon Co., Lynchburg, Va.
Gullett & Sons, Lincoln, Ill.
Rolf Zetlitz Co., Lima, O.
Van Aken Bros. & Sons, Coldwater, Mich.
Premier Rose Gardens, Maywood, Ill.
Weiss & Meyer Co., Maywood, Ill.
Florex Gardens, North Wales, Pa.

Ask them about it, if you will, at any time. They have our permission to tell the truth. We are going to let this rose sell itself! We shall be simply order takers.

A. N. PIERSON, Inc., Cromwell, Conn.

Massachussetts Horticultural Society.

GLADIOLI EXHIBITION, AUGUST 13-14.

The gladioli exhibition, held in Horticultural hall, under the auspices of the Massachusetts Horticultural Society, August 13-14, was the most successful of all the efforts that have ever been made by that society to exhibit and promote interest in that popular flower. It was the annual exhibition of the New England Gladiolus Society. In the 22 years that Joseph Spry has been placing the tables and vases for flower shows in Horticultural hall he has never, he says, brought out so many. In fact, the show used every table and every vase and every basket in the possession of the Massachusetts Horticultural Society.

James Wheeler, superintendent of exhibitions at the hall, stated that there were 200 individual exhibitors and a number of them had thousands of their own blooms on display. An idea of the volume of exhibits may be gained when we state that S. E. Spencer, of the Brookland Gardens, had 2,000 blooms. Mr. Spencer is first vice-president of the Gladiolus Society. Other exhibitors made large contributions to the success of the show. B. Hammond Tracy, Cedar Acres, Wenham, Mass., occupied large space. For artistic garden effect and table decorations, he surpassed all other exhibitors. As an appropriate background for the garden, cedar trees were used and there was an ornamental entrance gate. The table decorations in the Tracy display were exquisite. There was a round center piece of Primulinus hybrid gladioli on a round table, and four stemmed bud vases of original design, the total color effect being soft shell pink and most delicate yellow, with suggestions of blue from the baby's breath and the delphinium that had been wrought delicately into the scheme.

Thomas Cogger, of Melrose, Mass., had a fine exhibit, oak leaves being used for decorative effect. J. A. Kemp came all the way from Little Silver, N. J., to show some of his choice selections, and many of his flowers were entered by other exhibitors also. H. M. Barrett came with him, their entries being mostly of their own origination. Two of the large exhibitors were A. L. Stephen, of Waban, and Dr. S. I. Moody of Brocton. Mr. Stephen, who had between 600 and 700 spikes, showed Europa, with considerable pride in his success with it, as this white gladioli has almost gone out of existence. His new yellow Gold, originated by Decorus, of Iowa, was one of the attractions among his entries. Dr. Moody was competing in four classes with approximately 200 varieties, including the rare Fern Kyle, and he was showing more than 1,200 spikes. One of the fair visitors, upon entering the main hall, had her attention arrested by the first table corner, because of the color effect. She said that it contained, in orderly array, all the Paris colors which are coming out this season in millinery and dress, being a gradual rise from purple to mauve. This particular exhibit had been placed there by Stanley Thorpe, who showed 300 to 400 blooms, mainly of the Metzner varieties, but also some seedlings. In his collection there was Kadota, Challenger, and Yellow Prize. It was noticed throughout the hall that growers are strong for yellow this year, and blue appeared to be increasing. Secretary Rich, Superintendent Wheeler, and numerous exhibitors are to be congratulated on the success of the exhibition. A. F. F.

Batten Floral & Seed Co.

OKLAHOMA CITY, OKLA.

take pleasure in announcing the purchase of the retail departments of

THE BARTELDES SEED CO., 320 West Main

Members F. T. D. and S. A. F. & O. H.

"SUPERIOR FLOWERS WITH PERFECT SERVICE."

Hartford, Conn.

Which is right in your opinion, the shop that keeps open Saturday afternoon or the one that keeps closed Saturday p. m. during July and August? The florists in this city for the last five years have closed their stores at 1 p. m. Saturdays, but come in and do whatever work necessary to get out funerals for Sunday. The department stores close all day Monday There are some who do not belong to the Florists' Club and stay on the job every day, and do not close at all. Which do you think are the most progressive? We will admit that in these trying times every business needs all the trade it can get. Then again, if a customer wants anything they will find you wherever you might be, for as a rule the ones who close their shops have found it very satisfactory for the last five years, otherwise they would not continue.

Miss Gladys J. Rugg, Simsbury, Conn., will soon be the coming florist in that busy town. She is a hustler and you may be certain that whatever order for flowers that is placed with her will receive prompt attention. At the Rugg greenhouses there will be found all that will or is to be had at an up-to-date establishment.

The Laminster Floral Co., Laminster, Mass., have some fine stock of plants. The florists in this section have bought quite extensively from this firm, and say that their goods are well grown and good clean stock in every way. Joseph Filler and Mr. Hollingsworth of the firm were callers in this city recently.

G. W. McClunie, 80 Church street, one of the very few old timers, is still on the job after 50 years in business. He reports business as good.

Boston ferns are going to be plentiful this winter and no doubt we will get back to the old prices again and they will move quickly.

Albert Lindener and wife of the Cedar Hill greenhouses are at Ocean Beach, New London, Conn., for a 10 days' vacation.

A fine lot of Boston ferns, asters, etc., are seen at the E. S. Drake store.

The garden seed trade was good here the past season. G. G. McC.

NEW CROP
Formosum Lilies
ARRIVED

We offer the following prices from our first arrival of Formosum Lilies.

	Per Case
7 to 9's,	$57.00
8 to 9's,	57.00
8 to 10's,	60.00
9 to 10's,	60.00
9 to 11's,	60.00

Prices are subject to change without notice.

LILIUM GIGANTEUM CROP

(PRICES NOT YET FIXED)

Reports from Japan indicate that the Giganteum crop will be extremely scarce. Less than four million came to America last season. This season there is a report that there will be 20% shortage, so our advice to the Florists in order to assure themselves of Lilies for this coming year, is to buy a few cases of Formosum to help make up for the shortage of Giganteum that is assured.

Ready for Immediate Shipment and Future

Paper White Narcissi---Grandiflora Type

Paper White Grandiflora, 1250 to case, 13-15 ctms. **Paper White Grandiflora,** 1000 to case, 14 ctms. Write for prices.

WE ALSO OFFER THE FOLLOWING:

Narcissus Yellow Paper White (Grand Soleil D'Or)
Allium Neapolitanum, White, per 1000.....$20.00
Allium Neapolitanum, Pink, per 1000..... 20.00
Hyacinths, French Roman, White, 11-12 Ctm.
Hyacinths, French Roman, White, 12-15 Ctm.
Narcissus French Golden Spur
Lilium Album, 9-10, 130 to case, $26.00 per case; 5 cases, $23.50.

FREESIAS

PURITY	1000	5000	10,000
Up to ½ in.,	$ 7.50	$ 7.00	$ 6.75
½ to ⅝ in.,	12.50	12.00	11.75
⅝ to ¾ in.,	16.50		

	1000
General Pershing, light bronze	$30.00
Murray's Hybrids, rainbow mixed	22.50
Viola, lavender.....	30.00
Sunset (pink shades).....	25.00

CALLAS

White	Per 100
¼—½ in.....	$12.00
½—2 in..	17.00
Godfrey, blooming size.....	18.00

American Bulb Co.

A. B. C.

172 North Wabash Ave., CHICAGO, ILL. "WATCH US GROW"

Choice Long **Columbia, Premier and Russell**

Roses have improved wonderfully for shipping purposes owing to the cooler weather and will arrive in good condition

Our Roses Have a National Reputation for Quality

You always get fresh flowers and a more even run of stock.

CURRENT PRICE LIST—Subject to Market Changes

RUSSELL	Per 100
Fancy Long	$16.00
Medium	8.00 to 12.00
Short	4.00 to 6.00

COLUMBIA	
Fancy Long	$16.00
Medium	8.00 to 12.00
Short	4.00 to 6.00

PREMIER	
Fancy Long	$16.00
Medium	8.00 to 12.00
Short	4.00 to 6.00

HOOSIER BEAUTY	Per 100
Long	$12.00
Medium	6.00 to 8.00
Short	3.00 to 4.00

OPHELIA	
Long	$10.00
Medium	6.00 to 8.00
Short	3.00 to 4.00

SUNBURST	
Long	$12.00
Medium	8.00 to 10.00
Short	3.00 to 6.00

WHITE KILLARNEY	
Long	$ 8.00 to $10.00
Medium	6.00
Short	3.00 to 4.00

ASSORTED ROSES

SPECIAL OFFERING

Good fresh Roses, our selection, in lots of 200 or more, as follows:

	Per 100
Good medium lengths	$6.00
Good short lengths	4.00
Good, very short lengths	2.50
New Fancy Ferns, per 1,000	$2.50
Adiantum, per 100	1.50 to 2.00
Sprengeri, per 100	3.00
Galax, green, per 1,000	2.00
Galax, bronze, per 1,000	2.00
Asparagus Sprays, per bunch	35 to .40

Of miscellaneous flowers now coming into market, we will procure for our customers the best at lowest market prices. A trial order solicited.

In buying direct of the grower you are assured of fresh stock at all times, and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONES:
CENTRAL 1457

Greenhouses: Hinsdale, Ill., and Gregg Station, Ill.

Notice:—We close at 5 o'clock week days.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.
Closed all day Sundays

Mention the American Florist when writing

Chicago.

STOCK IS ARRIVING IN BETTER CONDITION.

Stock is arriving in better condition owing to the cooler weather and there is more than enough in almost all lines to go around. Business has been quiet the past week but is improving at this writing, especially the shipping trade. Lily of the valley is in short supply and orchids are not any too plentiful. Gladioli are arriving in quantity and are obtainable in large lots at attractive prices. The gladioli from Michigan are fine this season compared to some of the local stock and command fairly good prices. American Beauty roses continue to cleanup each day at high prices with fancy stock bringing $6 per dozen. Asters are in good supply and are selling well. Carnations are seen in larger numbers and are fair considering the hot summer. Roses are improving wonderfully in quality, especially Columbia, Premier and Mrs. Chas. Russell. Crusader is attracting much favorable attention. Milady, Montrose, Butterfly, Golden Rule, Victor, Ophelia, Sunburst, Ward, Phantom, Double White Killarney and Hearst are obtainable. Lilies are seen at some of the stores. Shasta daisies, feverfew, snapdragons, gypsophila, gaillardia, coreopsis, delphinium, cornflowers and other miscellaneous indoor and outdoor stock is included in the daily shipments. Greens are plentiful. Quite a number of people in the trade are attending the Society of American Florists' convention at Washington this week, while others are away on their vacation. The Pageant of Progress, which closed August 14, was a great success and attracted scores of out-of-town visitors, including many in the trade.

Specialist in roses for shipment.

FOUNDED BY FLINT KENNICOTT 1st

KENNICOTT BROS. COMPANY
174 N. Wabash Ave., Chicago
WHOLESALE DISTRIBUTORS.

PETER REINBERG, INC.

WHOLESALE FLORISTS

30 East Randolph St., Long Distance Phones Central 601 and 2846 **CHICAGO**

LARGE SUPPLY OF ROSES

Russell, Columbia, Premier, Sunburst, Ophelia, Etc.

Buy Direct From the Grower — CURRENT PRICE LIST — Subject to change without notice

MRS. CHAS. RUSSELL		Per 100
Specials		$20.00
Select	$15.00 to	18.00
Medium	10.00 to	12.00
Short	5.00 to	8.00
COLUMBIA		
Specials		$ 20.00
Select	$15.00 to	18.00
Medium	10.00 to	12.00
Short	5.00 to	8.00
PREMIER		
Specials		$ 20.00
Select	$15.00 to	18.00
Medium	10.00 to	12.00
Short	5.00 to	8.00
SUNBURST, OPHELIA		Per 100
Specials		$15.00
Select		12.00
Medium	$ 8.00 to	10.00
Short	4.00 to	6.00

			Per 100
Killarney / White Killarney	Specials..		$15.00
	Select....		12.00
	Medium..	8.00 to	10.00
	Short....	4.00 to	6.00
ROSES, OUR SELECTION			$5.00
Adiantum			2.00
Asparagus, per bunch			50c to 75c
Ferns, per 1,000			$4.00
Galax, bronze and green; 1,000			2.00
Leucothoe Sprays			1.00

EXTRA SPECIAL STOCK BILLED ACCORDINGLY

PAUL R. KLINGSPORN, Manager.

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue L. D. Phone, Central 282 **CHICAGO**

NOTES.

Mrs. Theo. Callos and Mrs. Andrew Chronis are expected home this week from a visit with their folks at Schauno, Wis. The two are sisters of Chris. Pedersen, the well-known East Randolph street florist.

A. L. Vaughan & Co. are enjoying a good shipping trade and have no complaint to make in regard to dull times. Gladioli and asters are in good supply at this house and are cleaning up nicely each day.

The John Kruchten Co. is the name that adorns the new Reo delivery truck parked in the rear of the Atlas building. It probably carries the largest, "Say It With Flowers" slogan in the city.

Allie Zech, of Zech & Mann, is the proud owner of a new Patterson, which will be used on his auto trip through Wisconsin next week when Mrs. Zech and he will start on their vacation.

Kennicott Bros. Co. is having such a heavy call for American Beauty roses that the shipments are disposed of almost as soon as they reach the store.

Harry Smyth, of the Ernst Wienhoeber Co., is again attending to his duties after a pleasant vacation, part of which was spent at Antioch.

A. T. Pyfer is doing double duty at A. T. Pyfer & Co.'s store during the absence of Miss Nettie Parker, who is vacationing in Michigan.

The Chicago Flower Growers' Association is having a good call for gladioli, which it is handling in quantity this season.

Frank J. Stuppy, of the Stuppy Floral Co., St. Joseph, Mo., left for home August 15, after an enjoyable visit at Duluth, Minn.

Golden Yellow Sweet Peas

McClenahan's Yellow Flower Dye

Send for sufficient to make one quart.
Price, $1.00, prepaid.

McCLENAHAN'S GREENHOUSES

40th and Phillips Sts., Oklahoma City, Okla.

John P. Risch, of the Weiland-Risch Co., is again attending to his duties, after enjoying a well-deserved vacation.

Bassett & Washburn are expecting C. L. Washburn and wife home from California some time next week.

William White House Kotsonis and wife returned last week from a pleasant vacation in Michigan.

Nic Dahm, Jr., of Niles Centre joined the ranks of the benedicts in June.

QUALITY CUT FLOWERS

Roses, Asters, Gladioli, Valley and all other miscellaneous seasonable stock including a complete line of Greens.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

WIETOR BROS.

Wholesale Growers of Quality Cut Flowers

30 East Randolph Street, L. D. Phone Randolph 2081 **CHICAGO**

The larger part of the local convention delegation left Sunday to attend various preliminary meetings. On the Monday morning, B. & O. train were Mrs. George Asmus, Miss M. C. Gunterberg, G. Garreau and wife, Jersey City, N. J.; C. C. Pollworth, Milwaukee, Wis., and Michael Barker. Some of the other local people attending the convention are: J. C. Vaughan and wife, Joseph Foerster and wife, P. J. Foley, wife and daughter Margaret, Peter Olsem and wife, George Lepper, Joseph Kohout and wife, Allan Humason, Fred Lautenschlager, F. Kilner, I. Rosnosky, Paul Klingsporn and wife, Hilmer V. Swenson, Frank Suttle, Chas. McCauley and wife, George Weiland and wife, Otto Kastle, John Michal.

Poehlmann Bros. Co. is cutting a fine supply of roses, especially Premier, which is arriving in splendid condition. Asters and gladioli are coming in quantity at this establishment.

Wietor Bros. are cutting exceptionally fine Premier roses, which are sold almost as fast as they reach the store. They did unusually well with this variety last season.

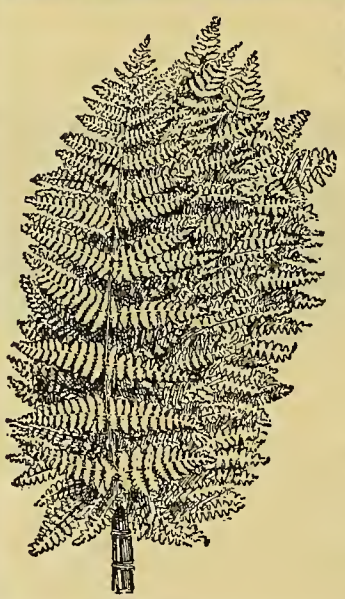
Peter Reinberg, Inc., reports business as satisfactory since the firm changed hands, and will make a stronger bid than ever for trade the coming season.

The J. A. Budlong Co. is supplying its customers with choice roses practically in all the varieties grown for this market.

E. C. Pruner, representing Poehlmann Bros. Co., is back from a southwestern business trip with a book full of orders.

Max George, of the Zech & Mann force, is back on the job after enjoying a two weeks' vacation at Bass Lake, Mich.

D. L. Harris, of the Pulverized Manure Co., and family are vacationing in Kansas.



FANCY CUT FERNS

Especially picked for our select trade, guaranteed best quality. Price till further notice — Per 1000, $3.00.

Galax Leaves

Choice Galax, fresh stock.
Price, per 1000.....$1.75

Complete list of many other items free.

One Floral Art Album given free with any order of $25.00 or more.

Geo. H. Angermueller Co.

Wholesale Florists

1324 Pine Street, ST. LOUIS, MO.

YOU GET ALL THREAD WHEN YOU BUY

Meyer's Silkaline

Weigh up our threads and then weigh up the other parties that you are buying from and you will notice that our threads run full two ouncse of thread to the spool.

Asters--Gladioli

Large supply of choice stock. Order what you need in these two items from us.

ROSES

Premier, Columbia, Russell, Sunburst, Ophelia, Ward, Hearst, Montrose and all the Other Varieties Grown for this Market.

Lilies, Valley, Orchids, Carnations, Cornflowers, Calendulas and all other Indoor and Outdoor Seasonable Stock. Complete Line of Greens.

A. L. VAUGHAN & Co.
NOT INC.
PHONES:
CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572
161 North Wabash Ave. Chicago

Mrs. M. Pintozzi, wife of the Van Buren florist, is spending a month at Newaygo, Mich.

Visitors: Eli Cross, Grand Rapids, Mich.; Wm. Feniger, Toledo, O.; J. S. Wilson, Des Moines, Ia.; Julius Dillhoff, representing Wertheimer Bros., New York; Charles J. Reeve, superintendent Nunnally Co.'s Greenhouses Atlanta, Ga.; Michael Bloy and wife, Detroit, Mich.; Frank X. Stuppy, St. Joseph, Mo.; — Tierney, Davenport, Ia; C. C. Pollworth, Milwaukee, Wis.

Chicago's Pageant of Progress.

The Pageant closed Sunday, August 14, and is looked upon by all the local people as an unprecedented success. Its effects upon general business conditions cannot be determined for several weeks, but it promises to be remarkable.

Wm. A. Hansen will render a complete report of the activities of the florists' division in the near future, and Wm. J. Smyth, treasurer, will give a financial report.

The last few days of the exposition drew greater numbers to the flower show than did the first ones The novelties displayed accounts for this to some extent, but the frequent mention of the activities in this section made in the newspapers also attracted many.

WED., AUGUST 10—BIRTHDAY PARTY.

Birthday gifts.—Schiller, 1st; H. Wittbold & Son, 2nd; A. Lange, honorable mention.

Baby arrival gifts.—A. Lange, 1st; Schiller, 2nd; H. Wittbold & Son, 3rd. Wolf's Flower Shop, Albert Hall and Wm. J. Smyth received honorable mention.

Thursday and Friday were open to amateur growers and no co-operation was shown by them, so the competition was eliminated. The season did not warrant or allow anyone to meet the requirements of the contest.

SATURDAY, AUGUST 13—DESIGN DAY.

Profile of any famous man.—A. Lange, first, with relief profile of George Washington; O. A. Tonner, second, with Abraham Lincoln; H. Wittbold & Son, with bust of Abraham Lincoln.

Design depicting Chicago or any of its improvements.—A. Lange, first, with "I Will" spirit; Simpson's Flower Shop, second, with a huge and accurate reproduction of Chicago's double-decked Michigan avenue bridge; H. Wittbold & Son, third, with 'Hail, Chicago," written to music and sung in a thousand different keys at the Pier every day, was put to the tune of flowers.

SUNDAY, AUGUST 14—OLD TIMERS' DAY.

Baskets of 40 years ago.—A. Lange, 1st; Albert Hall, 2nd; H. Wittbold & Son, 3rd.

Drive Your Slogan Home

THE NEW WRAPPING PAPER
Made especially for Florists
WATERMARKED
"Say it with Flowers"

Carries your dynamic slogan right into the homes of your trade
and
adds just the proper touch to your service

Orchard Paper Company
758 Spruce Street
SAINT LOUIS

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.

CHICAGO

Long Distance Phones Central 3283 Central 3284

Our Offerings Include:

LILIES

Absolutely the finest supply of Cut Lilies in this market.

ROSES

COLUMBIA

RUSSELL

White Killarney

Butterfly

Crusader Sunburst

Killarney Brilliant

Ward Ophelia

Premier

MISCELLANEOUS

Valley Cattleyas

ASTERS

Calendulas Cornflowers

Gladioli

GREENS

Plumosus Sprengeri

Bronze and Green Galax

Ferns

Adiantum Smilax

Mexican Ivy

Boxwood

Detroit, Mich.

FLORISTS' CLUB MEETING.

A meeting of the Florists' Club was held August 10 at Rockwood, Mich., on the grounds of the Breitmeyer Nursery Co. at that place, which is 24 miles south of this city on the Lincoln highway, leading to Toledo. A picnic was held in connection with the club meeting and a big turn out of the members and their families made the day a memorable one. The annual election of the officers of the club was the chief feature of the meeting and resulted as follows: Herman Knope, president; Robt. M. Plumb, vice-president; Peter Reuss, secretary, and A. Sylvester, treasurer. When the members assembled, Philip Breitmeyer extended an address of welcome and asked all to put forth their best efforts the coming season in advancing the club's interests. He referred to the new enterprise of which he is president, the Breitmeyer Nursery Co., and predicted great success for it. Rev. L. Brenner, pastor of the church attended by President-Elect Herman Knope, was present and made an address in which he praised the great work done by florists in carrying, by their product, so much joy to untold numbers and urged the greater and still more general use of the slogan "Say it With Flowers." Rev. E. Collins also spoke along similar lines. Philip Foley, Chicago, gave an interesting talk and encouraged all to continue the good work of the local organization. Herman Knope, the newly elected president, outlined briefly the future work of the club, and asked everyone for his loyal support. J. F. Sullivan briefly reviewed the history of the club and its former activities and asked all to rally to the support of the new officers that its field of usefulness may be continued. At the conclusion of the club meeting, the games scheduled were enjoyed. A ball game between the Michigan Cut Flower Exchange force and those of the Detroit McCallum Co., resulted in the former as victors in a score of 17 to 8. A tug of war between the married and single men resulted in a victory for the former. Sal Roseman won a knife in the boy's race of 12 years and under. Vania Jantz won a box of candy on the girl's race of 12 years and under. In the race of girls 12 to 16 years, Elviera Sylvester carried off the prize. Then followed the inspection of the nursery now in its third year of progress. Frank A. Wright, son-in-law of Philip Breitmeyer, is now the general manager of this extensive place, with its 120 acres of five distinctive varieties of soil, adaptable to the different stock grown here, which includes large blocks of evergreens, elms, maple and other ornamental trees. Five hundred thousand privet cuttings are now being planted in the frames, and both soft and hardwood cuttings of thousands of shrubs of the different popular varieties. Much of the grounds adjoining the highway is planted with perennial and annual flowering plants, 70,000 gladioli being now in full bloom, and they include 120 of the most valuable varieties obtainable. A spacious residence is being built for Philip Breitmeyer on the grounds, and here his family will permanently reside. Cottages for much of the help are also being erected. In the near future, large greenhouses will be built, which will be devoted to the greatest perfection of a nursery and landscape enterprise which the company expects to maintain. An irrigating system is installed, covering many acres, where the young stock is first planted, the water coming from a river that skirts the premises. Most of the visitors came to the picnic and club meeting by auto and the day was favored with good weather and all the conditions to make the affair the great success it was. It developed at the session that many of the local Society of American Florists' members will go to the Washington meeting by auto. Out-of-town visitors attending included Phil. Foley, wife and daughter, Chicago; J. L. Schillar and Harry Heinl, Toledo, O.; Joe Marks, Chicago; Otto Kron and wife, Monroe, Mich.; Mr. Wells, Ann Arbor, Mich.

Herman Knope has rented the greenhouse of Mr. Bloy, on Van Dyke avenue, and will take possession September 1. This place was for the past five years conducted by Geo. Doernling, whose tenancy expired July 1. All the houses are now being repainted and put into first-class condition for the new proprietor, who has the best wishes of the trade for his success.

J. F. S.

St. Louis, Mo.

TRADE AT A STANDSTILL.

The market has been very slow the past week, as most all commercial firms suffered a slump recently. There is a glut of gladioli, which are obtainable at a low figure, the quality being good. Tuberoses are also flooding the market and are bringing five cents per head. These are of very good quality. Roses are more plentiful than they were last week. A good grade of blooms may be had in Columbia, Premier, Mrs. Chas. Russell, Ophelia, Killarney and a few Milady. These are all shipped, however, from Pana, Ill., to this city. Carnations are about finished. A few are to be had, but these are of a very poor grade and only in pinks. Some Lilium formosum were seen last week, but the supply was limited and these were used in funeral design work. Lily of the valley is scarce, but the call is very slight. Delphiniums are arriving in small lots. Blue is about the only color obtainable at present. Snapdragons are scarce and only small blooms are to be had at this time. Asters are coming in in large quantities and are of a good grade, in shades of purple, pink and white, bringing good prices. Orchids are scarce, but there is little call at this time. Gypso-

WHY STOP BUSINESS

In Summer and Let Your Trade Go Elsewhere?

We can furnish you with good Summer Roses and other Seasonable Stock with which you can retain your trade. **KEEP YOUR BUSINESS GOING**—it is easier to keep a business going steadily than it is to build it up again in the fall.

Russell, Columbia, Premier, Milady, Hearst, Ophelia, Sunburst, Butterfly, Double White Killarney, Crusader.

Now that Sweet Peas are about done for the season use **Nesbit Roses** they more than serve their purpose. If you are in want of a good White Rose for summer use our Double White Killarney the only good white rose obtainable in this market.

GLADIOLI White, Yellow, Light Pink, Deep Pink, Red **A1 Quality**

Exceptionally good for so late in the season.

Carnations, Valley, Larkspur, Daisies, Gypsophila, Gladioli, Lilies, Delphiniums and all other seasonable Cut Flowers. Ferns, Adiantum, Mexican Ivy, Plumosus, Sprengeri.

If you want good stock and good treatment, buy of

Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Wholesale Cut Flowers and Greens

Quality Speaks Louder Than Prices.

184-186 North Wabash Ave., Corner Lake St., **CHICAGO**

Roses, Valley and Carnations Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a declins takes place you can reply upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

phila is to be had in large quantities. Helianthus blooms are seen on the market and are taking the place of calendulas. Zinnias are also on the market. A few water lily blooms are to be had, of excellent quality, but it is impossible to keep them any length of time as cut flowers. Greens are plentiful; Asparaus plumosa and sprengeri are holding their own, as there is a good supply coming up from the south. Dracaenas are bringing a good price as well as ferns and begonias. Statice, cat tails, straw flowers and galax are plentiful.

NOTES.

Grimm & Gorly report that business was slow last week, a very small number of funeral designs having been called for. Vincent Gorly has returned after a vacation in South Haven, Mich. Frank Gorly is in Washington to attend the florists' convention. Mr. Klarger of this firm spent five days last week at Glencoe, Mo., on the Missouri river.

Mullanphy, Florists, Inc., had a good display of baskets in their windows. One contained roses, delphininms, asters, gypsophila and the others were tuberoses and gladioli. Both were very attractive.

A fine collection of fancy leafed caladiums and ferns are seen at the Miss M. S. Newman store.

Fred C. Weber is doing a good business and displays an excellent collection of cibotium ferns.

Mrs. Theresa Badaracco had a good window display of zinnias, ferns and artificial flowers.

M. Kuehner, of H. G. Berning, is representing his firm at the Washington convention.

Tonner

CUT FLOWERS
Supplies
30 E. Randolph St.
Telephone Central 6284
Chicago

Mention the American Florist when writing

The Ayers Floral Co. has a good supply of water lilies, dracaenas and roses.

Theo Miller, of Delmar boulevard, has a display of ferns and dracaenas.

Good greens are being sold by C. Young, Olive street.

J. K. M.

The E. F. Winterson Co.

Long Distance Telephone, Central 6004

166 N. Wabash Avenue, Chicago, Ill.

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street L. D. Phone, Randolph 6578. CHICAGO, ILL.

The Ove Gnatt Co., Inc.

Preservers of Natural Foliages **LA PORTE, IND.**

Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties.

Columbus, O.

ROSES THE BEST SELLERS.

With the vacation period in full swing and the usual dullness of the year, business has been exceptionally quiet. One of the developments is the fact that while the number of orders is holding up with the records of previous years, still the volume in dollars and cents is not as large, as orders are generally smaller. This is attributed largely to the unsettled industrial conditions. Funeral work has been rather active and this has aided in maintaining some volume. Corsages are not in good demand and plants are not selling to any extent, but a good season is anticipated later in the fall. Roses are selling fairly well and stocks are of excellent quality. Prices range from $4 to $8 per dozen. Gladioli, garden flowers, such as zinnias, Easter lilies, asters and marigolds have a fair demand.

NOTES.

Despite the vacation period, the T. J. Ludwig Co. 82 North High street, has been doing a good business in cut flowers. This concern reports considerable funeral work and also some special social functions, which have been stimulating trade. Prices, according to Mr. Ludwig, are holding quite firm at former levels.

The opening of Ohio State university shortly after September 1, is expected to stimulate the sale of flowers and plants as there are fully 3,000 co-eds in the institution. Social functions start almost immediately after matriculation, and florists report a good trade from that source.

The Art Floral Co., East Gay street, had an attractive window in the form of a miniature lake, filled with pond lilies and small objects representing ducks, geese and swans. Water flowed in the pool constantly and many passersby stopped to get a closer view of the window.

J. W. L

Rochester, N. Y.

BUSINESS IS DULL.

Trade has been rather dull the past two weeks, with an occasional spurt in funeral work, and some small weddings. Few carnations are obtainable, but asters are increasing daily. Gladioli are especially good, and roses are improving with cooler weather, bringing better prices.

Prepared Magnolia

Bronze, Violet, Green, Red.

Prepared Oak Sprays
Prepared Beech Sprays
Dyed Green Sheet Moss
Fancy and Dagger Ferns
Southern Wild Smilax

Write or wire

The Decorative Greens Co.

KINSTON, ALA.

H. C. Willis Duncan Jackson

NOTES.

The opening of the Hettig Drug Store gave considerable work to the downtown florists, in the shape of baskets, vases of flowers and designs.

Chas. Meyers, chauffeur for John B. Keller & Sons, is at Raybrook, N. Y., for a several months' stay because of sickness.

The new meter system of the Consolidated Telephone Co. is causing considerable inconvenience to the local florists.

Visitors: H. A. James, Hornell; Robt. Greenlaw, Philadelphia, Pa.

CHESTER.

Tennessee State Florists Association.

The Tennessee State Florists' Association will hold its annual meeting in Chattanooga, October 25-27, and from all we can learn, it will be a notable occasion. It will equal, if not excel any convention ever held in the state. When the association met in Chattanooga, June 15, last, a local florists' club was organized with F. G. A. Kemmel, president; John Kanten, vice-president; James J. Farrell, secretary, and Mrs. Edith Goetz as treasurer, with the following committees: Convention and exhibits, James J. Farrell of the Volunteer Floral Shop; entertainment, Mrs. Edith Goetz, of the Joy Floral Co.; transportation, L. J. Spence, of the Haeger Floral Co.; finance, Mrs. Edith Goetz; hotels, E. A. Merriam, of Forest Hill cemetery; and, decorations, Day McAmis.

M. C. D.

This Immigrant Just Arrived

Imported Grass Growing Heads. Three subjects. A novelty that sells on sight.

$4.80 per dozen. $35.00 per case of 100 assorted.

No charge for cases on orders for $20.00 or over.

We also carry a complete line of Aquariums and Accessories for immediate delivery. Catalogue on request.

N. Wapler, 134 Duane Street, New York.

H. Bayersdorfer & Co.

The Wholesale Supply House of America . . .

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1127 Arch St., Philadelphia, Pa.

SAM SELIGMAN

FLORISTS' SPECIALTIES

116 W. 28th St., New York

IMPORTER—MANUFACTURER

Artificial Flowers for Summer Sales.

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

A. T. Pyfer & Co.

WHOLESALE FLORISTS
164 N. Wabash Avenue
CHICAGO, ILL.
Long Distance Telephone, Central 3373.

WEILAND-RISCH CO.

FLOWER GROWERS
TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

Milwaukee, Wis

QUALITY OF STOCK IMPROVING.

The cooler weather and rains has brought great relief to all growers of outdoor crops. While the daily receipts in cut flowers has not greatly increased, still after the good soaking rain of August 10-11, the quality has improved wonderfully. Roses are arriving in much better condition, and the demand for them is on the upgrade. Good gladioli, asters and delphiniums are quickly moved and green goods are plentiful.

FLORISTS' CLUB MEETING.

With ideal weather, a good attendance and very interesting entertainers, the second outdoor meeting of the Florists' Club was again held on the beautiful premises of Hugo Locker & Sons, in Wauwatosa, August 11. The principal topic taken up was the horticultural exhibit at the coming state fair. The committee of our club who has handled this project so successully in the past years, complained that the retail craft was very indifferent and would not co-operate, in order that it would be a complete success. It is a great opportunity for a lot of free publicity on their part and, secondly, helps get the desired results. The committee in charge hopes that all members will put their shoulder to the wheel this year and make the best display ever.

C. B. Whitnall, only honorary member of the club, gave a brief outline of the proposed municipal parkway which would skirt the present city limits, connecting all the residential areas, all our parks, present and future, and at the same time afford the most beautiful for plotting on naturalistic lines. If possible, this project is to be the city's memorial for the participants in the world war. A male quartette filled in the time after the meeting adjourned and provided plenty of snappy entertainments. The Locker family looked after the inner man in their usual fine style.

NOTES.

From reports there will not be very many field grown carnation plants for sale from this vicinity, due to unfavorable growing conditions. Most plants are undersized, consequently doubling up will leave little surplus.

Chas. Menger, 536 27th street, is taking down his old greenhouses and will replace same with strictly up to date ones, concrete being used wherever permissible.

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located
WHOLESALE
CUT FLOWER HOUSE
IN CHICAGO
169-75 N. Wabash Ave., CHICAGO
L. D. Phones: CENTRAL 1977 1978

Mention the American Florist when writing

Wholesale Flower Markets

Chicago
CURRENT PRICE LIST

		Dozen
Roses, Beauty	$ 3.00 to	$ 6.00
		Per 100
" Mrs. Chas. Russell	4.00 to	35.00
" Butterfly	4.00 to	30.00
" Columbia	4.00 to	30.00
" Dunlop	4.00 to	30.00
" Premier	4.00 to	30.00
" Hoosier Beauty	4.00 to	30.00
" Killarney Brilliant	4.00 to	30.00
" White Killarney	4.00 to	30.00
" Mrs. Geo. Shawyer	4.00 to	30.00
" Milady	4.00 to	30.00
" Mrs. Aaron Ward	4.00 to	20.00
" Sunburst	4.00 to	20.00
" Ophelia	4.00 to	20.00
" Dble. W. Killarney	4.00 to	20.00
" Cecile Brunner		4.00
" Our Selection		5.00
Calendulas	2.00 to	4.00
Daisies	2.00 to	3.00
Cattleyas, per doz.		24.00
Gladioli	6.00 to	15.00
Valley		8.00
Carnations	2.00 to	4.00
Asters	4.00 to	8.00
Lilies, per 100	15.00 to	20.00
Adiantum	1.50 to	2.00
Ferns per 1,000		3.00
Galax per 1,000		2.00
Leucothoe		1.00
Sprengeri, Plumosus Sprays	35c to 50c per bunch	
Mexican Ivy		1.00
Boxwood, 35c per lb., case		9.00
Huckleberry		7.50

ZECH & MANN

WHOLESALE FLORISTS
30 E. Randolph St., CHICAGO
Telephone Central 3284

Mention the American Florist when writing

Wm. C. Manke & Co.'s greenhouses, in North Milwaukee, have been given a coat of white paint on the outside.

E. O.

THE
CHRYSANTHEMUM MANUAL

By Elmer D. Smith

FOURTH EDITION
Price 60 Cents. Cash with Order
American Florist Co.
440 S. Dearborn St., Chicago

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave., and Lake St.
CHICAGO, ILL.
Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORISTS

Extra fancy Ophelia, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Ave. CHICAGO

Mention the American Florist when writing

Raedlein Basket Co.

713 Milwaukee Avenue
CHICAGO, - - ILLINOIS
Write for Catalog and Prices.

Mention the American Florist when writing

As Far as the Quality Is Concerned

The market is in better condition.

We have a larger supply and a greater assortment of

GLADIOLUS

We have every variety that is suitable for cut flower purposes.

The cut of

ASTERS

is increasing, and there is also an improvement in the quality.

There is a great improvement in the quality of our

Russell and Columbia Roses

In Russell we furnish you with the best coming to Philadelphia. If you are in need of good Pink Roses, we are in a position to supply you.

The Leo Niessen Co.

1201 Race Street

PHILADELPHIA, - PA.

Branches: Baltimore, Washington.

EDWARD REID

CHOICE ROSES, All Grades.

CARNATIONS, EASTER LILIES and All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

BOSTON, AUG. 17. Per 100

Roses, American Beauty	6.00@	100.00
" Russell	4.00@	16.00
" Dunlop	4.00@	16.00
" Pilgrim	4.00@	16.00
" Crusader	4.00@	16.00
" White Killarney	6.00@	20.00
" Ward	4.00@	12.00
" Maryland	4.00@	10.00
" Hoosier Beauty	4.00@	16.00
" Columbia	4.00@	12.00
" Hadley	4.00@	16.00
" Ophelia	4.00@	16.00
" Premier	4.00@	16.00
Adiantum	1.50@	2.00
Asters	3.00@	4.00
Asparagus bchs., per bch.	.50@	1.00
Asparagus Strings, doz.		12.00
B. Buttons	1.00@	2.00
Cattleyas, per doz.		18.00
Delphinium		1.50
Lily of the Valley		12.00
Longiflorum Lilies	25.00@	30.00
Smilax, per doz.		6.00
Sweet Peas	1.50@	2.00
Gladioli	2.00@	4.00
Swansonia, per bch.	.50@	.75
Sweet Sultan	3.00@	4.00
Bouvardia, bch.	1.50@	2.00
Coreopsis	1.00@	1.50

BUFFALO, AUG. 17. Per 100

Roses, American Beauty—		
" Special	30.00@	40.00
" Fancy	25.00@	40.00
" Extra	15.00@	20.00
" 1st	3.00@	10.00
" 2nd	3.00@	10.00
" White Killarney	3.00@	10.00
" Dbl. Wht. Killarney	3.00@	10.00
" Richmond	3.00@	10.00
" Maryland	3.00@	10.00
" Sunburst	3.00@	10.00
" Columbia	3.00@	20.00
" Ophelia	5.00@	15.00
" Russell	6.00@	15.00
" Premier	5.00@	20.00
" Cecile Brunner	2.00@	3.00
Asters	2.00@	3.00
Calendulas	2.00@	3.00
Calla Lilies	8.00@	20.00
Carnations	1.00@	2.00
Easter Lilies	12.00@	20.00
Mignonette	2.00@	3.00
Rubrum Lilies	6.00@	8.00
Snapdragons	2.00@	4.00
Sweet Peas	.40@	1.00
Gladioli	4.00@	6.00

Write For Our

Price List On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Berger Bros.

The Choice of the Market in

EASTER LILIES,

ROSES and All Popular Flowers.

Exceptional Service.

1609 Sansom St., PHILADELPHIA, PA.

CINCINNATI, AUG. 17. Per 100

Roses, Premier	4.00@	10.00
" Russell	4.00@	10.00
" Columbia	4.00@	10.00
" Butterfly	4.00@	10.00
" White Killarney	4.00@	10.00
" Pink Killarney	4.00@	10.00
" Sunburst	4.00@	10.00
" Mrs. Aaron Ward	4.00@	10.00
" Ophelia	4.00@	10.00
" Baby Doll	3.00@	4.00
Easter Lilies	15.00@	20.00
Ferns, per 1,000		4.00
Galax, per 1,000		1.50
Plumosus (south) per bch.		.25
Smilax, per string	.15@	.25
Valley		8.00
Rubrum	4.00@	8.00
Gladioli	4.00@	6.00
Leucothoe		5.00

Philadelphia.

BUSINESS APPROACHING NORMAL.

The past week's trade shows business to have been about the average for the season. The weather has warmed up again, although the nights are fairly cool, which is a great help to the stock both inside and out. New crop roses are showing considerable improvement, there being Columbia up to 24-inch stems and butterfly 15 to 18 inches. There is also considerable short stock from the same plantings, very nice clean flowers, most of which however goes to the street men at from $5 to $10 per thousand. Mrs. Chas. Russell is much improved. These three are the leading varieties with Ophelia and White Killarney in second place. Asters, gladiolus and larkspur are the quantity stock from outside. Asters do not seem quite up to the mark, although some greenhouse stock brings as high as eight to 10 cents, being in demand at these figures. High grade gladioli are sold on sight at top prices, with a good demand for the medium grades. Larkspur is also taken freely as it works so nicely in spray combinations. Easter lilies are about equal to the demand at last week's prices. Lily of the valley cleans up well at good figures while cattleyas are scarce and of a quality that seems below the prices asked. Golden glow and hydrangea are a great help to the decorator who has use for them as prices are low. Fine tasselled ferns of the Boston types, cut fronds, are handled by several of the houses who seem to find a good demand for them. There is quantities of asparagus.

BASEBALL.

The different sections of the business that maintain clubs, have found in baseball a great source of amusement and recreation. Daylight saving has made these various games possible, the extra hour gained, together with the early summer closing periods, giving ample time to finish all games where the umpire is allowed to have control. The Independents appear to be holding their own nicely. A week ago they won from the Bickleys in a well-played game, score 6 to 4. On August 10 they covered themselves with glory by defeating the strong Niessen team with the close score of 12 to 13. The match was played on the Belmont plateau in Fairmount Park. There was plenty of good fielding on both sides, each club had its enthusiastic rooters and there was lots of fun for everybody. The Independents are to play Rice this week, while Niessen, Craig and Pennock all have scheduled games.

NOTES.

It looks as if Mole street is to become the cut flower center of the city. Chas. E. Meehan, who bought properties No. 4 and 6, is altering them at an expense of $20,000. The ground surface is 30 feet front by 50 deep. There will be two store fronts, entrances on a level with the street, and good, deep basements. Mr. Meehan will occupy one with his wholesale business. This will be fitted with every modern appliance, including a modern refrigerating plant. The other store and floors will be for rent. The Philadelphia Wholesale Florist's Exchange has just purchased No. 10, next door to Wm. Baker's which they intend altering to suit the requirements of their business. This with the Jos. Heacock Co. at No. 9, and Martin Gannon in No. 2, will make five wholesale houses in this central block. Mr. Gannon has been busy repairing and painting and his shop now presents a practical business look in which he says he stands ready for anything that comes along.

Although there has not apparently been much enthusiasm hereabouts regarding the convention, quite a number are making up their minds to go. Edward Reid is to have Mark Mills and wife and Wm. K. H. Harris as passengers in his Caddilac with himself and Mrs Reid.

Edward Reid was asked if he could sell more outside summer flowers and said, "Yes, we have a market for both inside and outside flowers and don't get any too many that grade up. They must show quality, however, or they will not move, except at buyers' prices."

Robert Bragg, chief of the Reid force, has returned from a two weeks' vacation with his family at Beach Haven. Miss Beck, the office chief, is also spending her vacation by the sea.

New crop, American Beauties, Columbias and improved Mrs. Chas. Russell are the rose features of the Leo Niessen Co. Good asters and gladioli are also quantity stocks.

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.
Wholesalers and Growers of
Choice Cut Flowers and Greens

C.C.POLLWORTH CO.
CUT FLOWERS
PLANTS, BULBS
FLORISTS' SUPPLIES
MILWAUKEE, - WIS.

Wholesale Florists' Supplies
THE HOUSE OF MERIT
Staple Baskets and Seasonable Novelties in Quantity
JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St., Phila., Pa.

Pittsburgh Cut Flower Co.
WHOLESALE FLORISTS
Growers of Quality Flowers
116-118 Seventh Street,
PITTSBURGH, - PA.
Mention the American Florist when writing

GUST. RUSCH & CO.
WHOLESALE FLORISTS
Jobbers in Florists' Supplies
Headquarters of the Cudahy Roses
Phone Main 1245. P. O. Box 506
444-446 Milwaukee Street
MILWAUKEE, WIS.
Mention the American Florist when writing

Easter lilies in quantity, gladiolus and asters are leaders with the Berger Brothers. Stewart Miller says there is a very good summer business.

Walter Davis is back from a two weeks' vacation looking fit to start in on the campaign of the coming season.

Jos. Goetter of Lansdowne will also motor down to Washington and several other parties will use their cars.

Eugene Bernheimer with his family motored to Atlantic City, N. J., for the week end.

K.

Boston, Mass.

SUMMER DULLNESS CONTINUES.

Business the present week made a good start but after two steady days got back into the old summer rut again. Stock cleaned up well and brought good summer prices at the opening. Gladioli and asters are the principal items coming in. Roses, while not at all plentiful, are forced down in price owing to the over supply of gladioli and asters. There was a very sharp demand for Easter lilies this week, which was the only bright spot on the market.

NOTES.

At the gladiolus exhibition of the Massachusetts Horticultural Society, held at Horticultural hall, August 13-14, Mrs. C. G. Weld won first prize for six plants of tuberous rooted begonias, and A. L. Stephens first for a vase of 25 spikes of gladioli, white, one variety. C. W. Brown won the Chas. F. Fairbanks' special prize for the best seedling variety of gladioli, one spike, predominating color, lavender or blue.

The Massachusetts Nurserymens' Association held an outing at Holliston August 2. From there they went to Little Tree Farm, Framingham, and thence to the Framingham Nurseries, where lunch was served. There were about 50 members present.

Mrs. Caroline Casey, wife of Neil Casey, died suddenly at her home, August 1. She was buried August 4, at Melrose. There was quite an elaborate display of flowers at the funeral.

J. M. Cohen, of The Co-operative Market, has returned from an auto trip through Quebec.

E. F. Sullivan left the city, August 13, for a two weeks' vacation.

E. F. S

Wholesale Flower Markets

PITTSBURGH, AUG. 17.	Per 100
Roses, Beauty, spl., per doz.	6.00
" " fcy., per doz.	6.00
" " ex., per doz.	4.00
" " No. 1, per doz.	1.60
" Killarney	4.00@ 12.00
" Maryland	4.00@ 12.00
" Sunburst	4.00@ 12.00
" Mrs. Aaron Ward	4.00@ 12.00
" Russell	6.00@ 20.00
" Columbia	6.00@ 15.00
" Ophelia	6.00@ 12.00
" Hilda	4.00@ 12.00
" Premier	6.00@ 15.00
" Madam Butterfly	4.00@ 12.00
Asters	4.00@ 6.00
Carnations	2.00@ 3.00
" Laddie	10.00
Easter Lilies	25.00
Ferns, per 1,000	3.00
Galax, per 1,000	2.00
Plumosus, per bunch	.60
Sprengeri, per bunch	.60
Sweet Peas	1.00@ 1.60
Smilax, per doz. strings	1.50
Valley	6.00@ 8.00
Delphinium	4.00@ 6.00
Cornflowers	2.00
Coreopsis	2.00
Gaillardia	3.00
Gladioli	6.00@ 8.00

PHILADELPHIA, AUG. 17.	Per 100
Roses, Beauty, special	30.00@ 60.00
" " fancy	10.00@ 20.00
" Mrs. Chas. Russell	6.00@ 16.00
" Killarney	2.00@ 3.00
" Hadley	10.00@ 20.00
" Sunburst	2.00@ 6.00
" Wards	2.00@ 3.00
" Ophelia	2.00@ 8.00
" Columbia	3.00@ 15.00
" Premier	6.00@ 15.00
Adiantum	1.60@ 2.00
Asparagus, bunches	.50
Asparagus, strings	.76@ 1.00
Asters	1.00@ 6.00
Calendulas	1.50@ 3.00
Carnations	2.00@ 3.00
Cattleyas	1.00@ 1.50
Easter Lilies	20.00@ 25.00
Lily of the Valley	6.00@ 8.00
Smilax	.35
Snapdragons, per doz.	.75@ 1.50
Larkspur, per doz.	1.00@ 150
Gladioli	4.00@ 6.00

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RICE BROTHERS
Wholesale Florists and Supplies
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Send list in for quotations.
Mention the American Florist when writing

ST. LOUIS, AUG. 17.	Per 100
Roses, Premier	3.00@ 10.00
" White Killarney	2.00@ 6.00
" Columbia	3.00@ 10.00
" Ophelia	20.00@ 8.00
" Killarney	2.00@ 4.00
" Russell	3.00@ 12.60
" Ward	2.00@ 4.00
" Sunburst	2.00@ 8.00
Ferns, per 1,000	2.50@ 3.00
Valley	6.00
Galax, green, per 1,000	1.76
" bronze, per 1,000	1.75
Gladioli	3.00@ 6.00
Larkspur	.50@ 1.00
Delphinium	.80@ 1.00
Phlox	.50@ .75

MILWAUKEE, AUG. 17.	Per 100
Roses, Kill'n'y, W. Kill'n'y	4.00@ 12.00
" Premier	6.00@ 20.00
" Ophelia	4.00@ 12.00
" Columbia	6.00@ 20.00
" Ward	4.00@ 12.00
" Hoosier Beauty	4.00@ 16.00
Asters	2.00@ 4.00
Gypsophila, per bunch	.36@ .50
Larkspur, per bunch	.35@ .60
Fancy Ferns, per 1,000	2.50
Asparagus, per bunch	.50@ .75
Daisies	1.00@ 1.50
Statice, per bch	.50
Snapdragons	3.00@ 4.00
Gladioli, per dozen	.60@ .75
Lilies, per doz	2.50@ 3.00
Rubrums	6.00@ 8.00

New York.

TRADE GRADUALLY IMPROVING.

We are having normal summer business and comfortable weather. The heated term seems to have passed on with July and it may be hoped that it is gone for good. Recent heavy rains revived the outdoor stock and great quantities of gladioli are now on the market, but the movement is slow. The late asters are now arriving in fair quantity and quality and are in demand for funeral work. The rose situation is much better that it was in July. The moderate supply that arrives cleans up fairly well and prices, considering the inferior quality and the season, are as good and even better than might be expected. There is always some demand for the Scott Key roses, but the prices at which they are held does not popularize them in the smaller retail stores, that at this time of year are doing more business than stores that cater to the wealthy class.

Columbia continues to be the most popular offering, the greater demand being for the shorter grades, which is just as well as the supply of fancies and specials is limited. There are now indications that Premier will soon be in the market in fairly good condition. Hadley and several other varieties that are of considerable importance in the winter and spring cannot now be said to be factors. In white roses suitable for funeral work there is an abundant supply. The arrival of orchids, white lilies and lily of the valley is moderate, but all demands are supplied. In minor stock from the open, marigolds and larkspurs are in larger quantity than the market can absorb.

August 15—There is a large supply of stock and buying is light.

NOTES.

During the absence of Secretary Young the irrepressible John H. Pepper is helping out in the office. Miss F. Wade of the office force has returned from her vacation spent at Stony Creek, Conn., and will be at Washington to assist in convention work. Miss E. Roswell, the stenographer, has returned from her vacation spent at Lake Heptacong.

While the boys at Wadley & Smythe's are attending to the business that comes in, painters and decorators come near to being in charge of the store. The pretty lady cashier is on her vacation and Manager Scott is likely to take a few weeks off when the improvements are completed.

Peter F. McKenney, the retailer of Fifth avenue and 42nd street, who attended the Elks' Convention at Los Angeles and took his family with him, has returned. He reports a good trip and having seen considerable of California he thinks well of it.

Joseph A. Millang recently visited Southampton, the fashionable resort of Long Island. He states that he found the retail business of G. E. M. Stumpp in a flourishing condition and that the store is finely equipped.

Jack Trepel and 50 employes of his ten Brooklyn stores went on an outing to Rye, N. Y., August 7. There were games and various other amusements and a good time was enjoyed by all.

The B. Jacobs Co. in the 18th street market is receiving a good supply of roses from the ranges of A. Ruzicka, Madison and Chatham, N. J.

Miss Irene Hayes is spending her vacation at Saratoga Springs, N. Y.

Visitors: O. Gault, La Porte, Ind.; S. R. Lundy, Denver, Col.

A. F. F.

HARRY CHARLES
Wholesale Florist
VIOLETS
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Notice to Florists!
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A number of Florists find that Aquariums and Accessories is a profitable side line. Send for catalogue.
N. Wapler
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Kansas City, Mo.

FLORISTS' CLUB MEETING, AUGUST 11.

The regular monthly meeting of the Florists' Club took place at the T. J. Noll & Co. store, August 11, and was well attended for this time of the year. President Noll called the session to order and after various routine matters had been attended to, R. Fields and E. J. Barnes of the membership committee reported favorably upon the admittance of three new members to the club. W. J. Barnes spoke of his experience at the convention of the Kansas State Florists' Association, saying that Missouri must wake up before its next convention in order to excel the Kansas meeting. President Noll was instructed by the members to send an invitation to the Florists' Telegraph Delivery Association when in session in Toronto, Ont., October 11-13, next, urging it to hold its 1922 convention in this city.

President Noll, in speaking of the business depression we are passing through, brought out the facts that the florist trade is probably the only one that can say times are good, with fewer unemployed than any other. The way the retailers are stocking up for the coming season, an excellent trade is expected. The following officers were nominated for the election to be held September 1, at which all members are urged to be present:

W. J. Barnes, L. R. Bohannon and Glen Parker, for president; L. R. Bohannon, A. F. Barbee and R. Fields, for vice-president; Wm. Murray, E. J. Barnes, and Mrs. Williams, for secretary, and R. Fields and M. E. Chandler, for treasurer. A. F. Barbee, T. J. Noll and Edw. Humfeld, for trustees.

E. J. B.

Nashville, Tenn.

There is stock coming in now, more than there is any use for, though trade has kept up well for this season of the year. Gladioli, which has been very plentiful, is on the decline and will soon be a thing of the past. Roses are improving all the time and chrysanthemums are very fine and abundant. Asters are fairly good and count in the supply. We have had a good rain and the weather is somewhat cooler.

Lem Geny and family have gone on a motor trip to northern and eastern points. They expect to be gone about a month and will attend the Society of American Florists' convention at Washington, and will continue into New York.

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Everything in Cut Flowers
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Gold Letters and Scripts
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Write for samples and prices.
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For prompt and satisfactory results ship to
Sullivan, Dolan & Co.
WHOLESALE FLORISTS
112 West 28th Street, NEW YORK
All Seasonable Flowers.

Thomas H. Joy, of the Joy Floral Co., left August 13 to atttend the convention. His firm is having a splendid cut of all kinds of seasonable flowers. Their roses and chrysanthemums are coming in nicely.

M. C. D.

PAUL MECONI
WHOLESALE FLORIST
55-57 WEST 26TH STREET
Telephones: 3864 and 3158 Watkins
NEW YORK CITY

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FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Price per 500, $4.50; per 1000, $6.50. Samples on request. Electro of leaf, postpaid, $3.00. Cash with order.

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Wholesale Florist
31 and 43 W. 18th St., NEW YORK
Carnations and Sweet Peas of Fine Quality.
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All the New and Standard Varieties of Roses, Violets, Carnations, Valley, Lilies, Etc.
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A complete assortment of the best in the market can always be relied upon.
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Near the main entrance on 18th Street Wholesale Flower Market.
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Wholesale Flower Markets

NEW YORK, AUG. 17.	Per 100
Roses, Beauty	$6.00 @ $50.00
" Columbia	2.00 @ 15.00
" Pilgrim	2.00 @ 6.00
" Hadley	2.00 @ 5.00
" Dunlop	2.00 @ 8.00
" Dbl. Wht. Killarney	2.00 @ 6.00
" White Killarney	2.00 @ 4.00
" Aaron Ward	2.00 @ 8.00
" Ophelia	2.00 @ 8.00
" Premier	2.00 @ 8.00
" Scott Key	5.00 @ 40.00
" Sunburst	2.00 @ 6.00
Asters	1.00 @ 4.00
Adiantum Croweanum and Hybrid	.75 @ 1.00
Asp. Plumosus, per bunch	.25 @ 1.00
Bouvardia, per bch	.50
Cattleyas	50.00 @ 200.00
Hydrangeas, per doz.	.50
L. Rubrum	6.00 @ 8.00
Lilies, white	15.00 @ 25.00
Lily of the Valley	2.00 @ 10.00
Smilax, doz. strings	1.00 @ 2.00
Larkspurs, per dozen	.50 @ 1.00
Gladiolus, per doz.	.15 @ .50
Sweet Peas	.50 @ 1.00
Phlox	1.00 @ 1.50
Dahlias	.50 @ 2.50
L. Auratum	15.00 @ 20.00

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Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
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Desirable wall space to rent for advertising.
Open for Cut Flower Sales at 6 o'clock every morning
V. S. DORVAL Secretary

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Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
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31 and 43 W. 18th St., NEW YORK
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SPECIALTIES — Cut Orchids, Asparagus Plumosus Sprays and Mistletoe and Berries. Our Orchids are grown by Carillo & Co., of Mamaroneck, N. Y.

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

CHICAGO — The Homes of Flowers — CHICAGO

Alpha Floral Company

Northwest Corner Wabash Ave. and Adams St.

Our Motto: Satisfaction, Quality and Service.

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2221-2223 W. Madison St. CHICAGO

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Night and day service in all Central Pennsylvania.

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BRAMLEY & SON

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Bees Ltd

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Centrally located. Each order receives my personal attention. Best facilities for shipping

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LITTLEFIELD, Florist

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Miss Louise W. Dangherty, Proprietress
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GRAND RAPIDS FLORAL CO

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FROM NEW YORK EXCEPT AS NOTED.

August 22.

Oranian, I. M. M. Lines (Liverpool).

August 23.

Aquitania, Cunard-Anchor Line (Southampton-Cherbourg).
FROM PHILADELPHIA, Mississippi, I. M. M. Lines (Antwerp).
FROM BOSTON, Schiedyk, Holland-America Line (Rotterdam).
FROM PHILADELPHIA, Verentia, Cunard-Anchor Line (London).

August 24.

Italia, Cunard-Anchor Line (Fiume-Naples).
FROM NEWPORT NEWS, Beaukeldyk, Holland-America Line (Rotterdam).
FROM NORFOLK, Missouri, I. M. M. Lines (Antwerp).

August 25.

France, French Line (Havre).
Manchuria, I. M. M. Lines (Danzig-Hamburg).
Vauban, Lamport & Holt Line (South America).

August 26.

Valacia, Cunard-Anchor Line (London).
FROM MONTREAL, Vindelia, Cunard-Anchor Line (London).

August 27.

Westerdyk, Holland-America Line (Rotterdam).
Rochambeau, French Line (Havre).
Baltic, I. M. M. Lines (Liverpool).
Menominee, I. M. M. Lines (London).
Belgian, I. M. M Lines (Manchester)
Finland, I. M. M. Lines (Lapland).
Caronia, Cunard-Anchor Line (Liverpool).
Cameronia, Cunard-Anchor Line (Glasgow).
Sudbury, Hamburg-American Line (Hamburg).
FROM SEATTLE, Hawkeye State, Admiral Line (Manila-Yokohama).

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Hess & Swoboda

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10 EAST BROADWAY
250,000 Square Feet of Modern Glass
First-class stock and service. Usual discount.
We reach the whole of Utah and to Central part of Nevada and Idaho
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Grimm & Gorly

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Members F.T.D. Established 1908.

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DECORATORS
FLORAL FLORISTS
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MRS. E. A. WILLIAMS
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Members of Florists' Telegraph Delivery.

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The Largest Grower of Cut Flowers in the South

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Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.
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FREY & FREY

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Wholesale and Retail
Members of Florists' Telegraph Delivery.

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Penn, the Florist.
Boston, Mass.—Houghton Gorney Fl. Shop.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Bohannon Flower Shop.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Congress Flower Shop.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Schiller, The Florist, W. Madison.
Chicago—G. Wittbold Co., Buckingham Pl.
Chicago—Henry Wittbold & Son.
Chicago—Mangel, 17 E. Monroe St.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The Park Floral Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—Central Floral Co., B'way.
Detroit, Mich.—John Breitmeyer's Sons.
El Paso, Tex.—Potter Floral Co.
Evanston, Ill.—Henry Wittbold & Son.
Galesburg, Ill.—Pillsbury's Flower Stores.
Grand Rapids, Mich—Grand Rapids Fl. Co.
Grand Rapids, Mich.—Henry Smith Floral Co., Inc.
Hartford, Conn.—Welch's Flower Shop.
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—Apollo Flower Shop, The.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
Knoxville, Tenn.—Baum's Home of Flowers.
La Crosse, Wis.—Salzer Floral Gardens.
Lincoln, Neb.—Frey & Frey.
Liverpool, Eng.—Bee's, Ltd.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses
Memphis, Tenn.—Memphis Floral Co.
Miami, Fla.—The Exotic Gardens.
Milwaukee, Wis.—Fox's Incorporated.
Montreal, Que., Can.—Dominion Floral Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—The Rosery Floral Co.
Newark, N. J.—Phillips Bros.
New Britain, Conn.—Welch's Flower Shop.
New Orleans, La.—Metairie Ridge Nur. Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New Rochelle, N. Y.—New York Floral Co.
New York—A. Eckrich, 924 Madison Ave.
New York—Alexander, Florist.
New York—A. T. Bunyard, Madison Ave.
New York—Broadway Florist.
New York—N. Christatos.
New York—Dard's, 44th and Madison Ave.
New York—David Clarke's Sons.
New York—Henry Hart, Inc.
New York—Hession.
New York—Irene Hayes.

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop
1536 SECOND AVE.
Members of Florists' Telegraph Delivery.

KNOXVILLE, TENN.

Baum's Home of Flowers

Personal attention given to orders For Knoxville and East Tennessee.
Member F. T. D.

New York—Kottmiller.
New York—Malandre Bros.
New York—Matthew A. Battista.
New York—A. Meyer, 1062 Madison Ave.
New York—Olympia Florist.
New York—G. E. M. Stumpp.
Oklahoma City, Okla.—Furrow & Co.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Salt Lake City, Utah—Evans Floral Co.
Salt Lake City, Utah—Miller Floral Co.
Staten Island, N. Y.—Alex S. George.
San Francisco—Podesta & Baldocchi.
Savannah, Ga.—John Wolf.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosaia Bros.
Sheboygan, Wis.—J. E. Matthewson.
St. Louis, Mo.—F. H. Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heinl & Sons.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackstone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Wichita, Kan.—W. H. Culp & Co.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

BUNYARD, NEW YORK, 413 Madison Ave.

Bellevue Avenue, NEWPORT, R. Summer Season.

Hession

Madison Ave. and 76 St.
NEW YORK

Quality Flowers

BEST IN THE MARKET
AT REASONABLE PRICES

Plant Specialists Phones: Rhinelander 107—420—775

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Chicago

Congress Flower Shop

CONGRESS HOTEL
520 South Michigan Ave.

Mention the American Florist when writing

NEW YORK. Telephone Audubon 6618 Established 1906

Olympia Florist

(PETER LAMBOS & CO.)
3799 Broadway, S. W. Cor. 158th St.
FRESH CUT FLOWERS DAILY
Orders from Other Cities filled with promptness

Mention the American Florist when writing

MEMPHIS, TENN.

Memphis Floral Company

MAIN AND UNION
WIRE US

Oklahoma City

OKLAHOMA
FURROW & CO.
205 W. Main St.

Members of Florists' Telegraph Delivery.

Randolph & McClements

Floral Experts
5936 Penn Ave., Pittsburgh, Pa.

Mention the American Florist when writing

BRANCHES: RITZ-CARLTON and VANDERBILT HOTELS

KOTTMILLER

426 Madison Ave., NEW YORK

Mention the American Florist when writing

NEW YORK.

Malandre Brothers

2077 Broadway, near 72nd St.
'Phone, Columbus 6883

The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

New York's Favorite Flower Shop

G. E. M. Stumpp

Fifth Avenue at 58th Street
Member F. T. D. Ass'n.

Mention the American Florist when writing

PITTSBURGH, PA.

A. W. Smith Co.

KEENAN BLDG.
Largest Floral Establishment in America
Established 1874 Incorporated 1909

Mention the American Florist when writing

WICHITA, Kansas Shipments for Kansas and Oklahoma.
W. H. CULP & COMPANY
Quality Flowers Personal Service
Members F. T. D.

Mention the American Florist when writing

El Paso, Texas

Potter Floral Co.

Members of Florists' Telegraph Delivery.

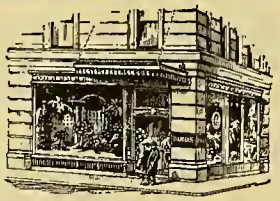
Mention the American Florist when writing

J. W. RODGERS

Elks' Building South Jefferson Street Dayton, O.

Telegraph orders for Dayton will receive our immediate and careful attention.

Mention the American Florist when writing



DARDS

341 Madison Ave.
Opp Hotel Biltmore
New York

The Leading Florist for nearly Half a Century

Mention the American Florist when writing

Albany, N. Y.

Danker

FLORIST

The Best Service

Mention the American Florist when writing

Kansas City, Mo.

Samuel Murray

1017 Grand Avenue
Member Florists' Telegraph Delivery

Mention the American Florist when writing

Kansas City, Mo.

W. J. Barnes FLORIST K.C. MO.

Kansas and Western Missouri.
Up-to-date Service.
F. T. D. Est. 1890

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

DETROIT'S
Leading Florists

JOHN BREITMEYER'S SONS

1314 Broadway

PHILIP BREITMEYER, - President

Mention the American Florist when writing

Boston, Mass.

Penn The Florist

"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.
124 TREMONT STREET

Mention the American Florist when writing

Worcester, Mass.
Randall's Flower Shop
Members of Florists' Telegraph Delivery

Mention the American Florist when writing

Orders in or around **Washington, D.C.**
Geo. C. Shaffer
FLORIST
900 Fourteenth Street

Mention the American Florist when writing

BROOKLYN, N. Y.

JAMES WEIR, Inc.
FLORIST
324 Fulton St., cor. Pierrepont
Telegraph orders receive our usual good care and prompt attention. Phones 270-271 Main.

Mention the American Florist when writing

MICHIGAN. Orders will be carefully cared for by
Henry Smith Floral Co., Inc.
Wholesale and Retail Florists of Grand Rapids.

Mention the American Florist when writing

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co.
FLORISTS
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

Mention the American Florist when writing

Send Telegraph, Telephone or Mail Orders for florist's service in this vicinity to
The Dominion Floral Co.
484 St. Catherines St. West,
Montreal, Que., Canada
Every order receives prompt and careful attention.

Mention the American Florist when writing

WASHINGTON, D. C.

BLACKISTONE, Inc.
14th and H Streets, N. W.
Exceptional Service

Mention the American Florist when writing

A. Mayer
Telephones: Lenox 2352 Lenox 7019
1062 Madison Ave., Near 80th St.
NEW YORK
Orders from other cities promptly filled.

Mention the American Florist when writing

TORONTO, CAN.
Canada's Best Known and Most Reliable Florist
Only the Best **Dunlop's**
8 and 10 West Adelaide Street
We deliver anywhere in Canada and guarantee safe arrival.

Mention the American Florist when writing

San Francisco
Podesta & Baldocchi
224-226 Grant Avenue
Mail or telegraphic orders promptly and most carefully executed.
Members of Florists' Telegraph Delivery

Mention the American Florist when writing

LA CROSSE, WIS.

Send your orders for flowers for delivery in this city and vicinity to
John A. Salzer Seed Co.
Quality and Service Assured

Nashville, Chattanooga and Atlanta — THREE STORES
MEMBER Florists' Telegraph Delivery
Joy's

Mention the American Florist when writing

New York

Matthew A. Battista
FLORIST
44 Carmine Street
Phone 1274 Spring
Out of Town and Steamer Orders Promptly Filled

Mention the American Florist when writing

Cincinnati, O.
HARDESTY & CO.
150 East Fourth Street
THE BEST THAT GROWS. EXPERTS TO ARRANGE THEM.

Mention the American Florist when writing

F. T. D.

New York's
SHOP OF QUALITY
Irene Hayes, Inc.
799 Park Avenue
Telephone Rhinelander 0202 and 0203

Mention the American Florist when writing

CINCINNATI
HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO.
Good Stock and Good Service.

Mention the American Florist when writing

NEW YORK.

A. ECKRICH
(Successor to Charles E. Grunewald)
FLORIST
924 Madison Ave., bet. 73rd & 74th Sts.
Phone: 9864 Rhinelander. Orders from Other Cities Promptly Filled

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

HARTFORD, CONN.

WELCH'S Flower Shop

Also Store at New Britain, Conn.

Established 1885.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Colorado Springs, Col.

Wholesale and Retail

Pikes Peak Floral Co.

Orders Carefully Executed

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

DENVER, COLO.

The Park Floral Co.

J. E. GILLIS, President.
S. P. NEIMAN, Secretary.

Mention the American Florist when writing

GALESBURG, ILL. AND CENTRAL ILLINOIS

Pillsbury's Flower Stores

Your orders will receive careful attention.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

KANSAS CITY, MO.

A. Newell
FLORIST

Established over 30 years

Southwest corner of 11th and McGee Sts.

Mention the American Florist when writing

WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

LOUISVILLE, KY.

AUGUST R. BAUMER

MASONIC TEMPLE

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

CHICAGO OPPOSITE FIELD'S — **DETROIT**

Central Floral Co.

132 N. State, CHICAGO
1331 Broadway, DETROIT

Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

ROANOKE, VA.

FALLON, Florist.

Mention the American Florist when writing

Seattle-Rosaia Bros.

Finest floral studio in Northwest. Member F.T.D.

EDWARD SCEERY

Passaic, N. J. F. T. D. Paterson, N. J.

Washington, D. C.

GEO. H. COOKE
FLORIST

Connecticut Avenue and L Street

Mention the American Florist when writing

FOR WISCONSIN DELIVERY
—OF—
"Home Grown Flowers"

Get in touch with

MATTHEWSON'S, SHEBOYGAN, WISCONSIN.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

NEWARK, N. J.

Philips Bros.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE.

Mention the American Florist when writing

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

IN THE HEART OF **Newark, N. J.**

The Rosery Floral Co.

167 Market St., at Broad St.

EVERYTHING IN FLOWERS

Prompt Deliveries to any town or city within 150 miles of Newark. Telephone Market 494

Mention the American Florist when writing

BROOKLYN, N. Y.

HUGO H. JAHN
—FLORIST—

710 Nostrand Ave., cor. Prospect Place

Phone: 1952 Lafayette.

Flowers Delivered Anywhere. Personal Attention.

Mention the American Florist when writing

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES **Memphis, Tenn.**

89 South Main St.

"Up-to-the-Minute" Service and Execution.

Every Flower in Season.

New York. Telephone Lenox 3822

HENRY HART, Inc.

FLORIST

1000 Madison Avenue

In the Heart of most exclusive residential section.

PHILADELPHIA, PA.

Chas. H. Grakelow

Broad St., at Cumberland

Members of Florists' Telegraph Delivery.

The Seed Trade

American Seed Trade Association.

L. L. Olds, Madison, Wis., President; Alex. Forbes, Newark, N. J., First Vice-President; Louis B. Reuter, New Orleans, La., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, 73 Tremont Street, Boston, Mass., Counsel.

The fortieth annual meeting will be held June, 1922.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass, Counsel.

The next annual meeting will be held June, 1922.

SOUTH AMERICAN sunflower seed is reported firmer.

STOCKTON, CALIF.—Onions sold here August 1 at $2.10 per 100 pounds.

DUTCH bulbs are arriving much earlier than the average date in recent years.

DETROIT, MICH.—Kirby B. White, of D. M. Ferry & Co., is in Washington this week.

MICHIGAN reports pea beans likely to yield 15 to 18 bushels per acre. Potatoes, poor.

J. C. VAUGHAN, Chicago, and wife, are in Washington, D. C., this week for the annual convention of the Society of American Florists.

VISITED NEW YORK: Mr. Holland of R. & J. Farquhar Co., Boston, Mass.; James Lamb, representing Cooper, Tabor & Co., London, Eng.

PRICE of bags at Chicago, August 17, American, 16 oz., $29.50 per bale, in bale lots or over; Railroads, 16 oz., $27.00; Crown, 12 oz., $20.50.

RECENT hail and wind storms over a wide area, east and southeast of Regina, Sask., caused damage estimated at more than $1,000,000.

ONION SET harvesting in the Chicago district has been practically completed, the light rains of the past week not seriously retarding the work.

VISITED CHICAGO: Theo. Cobb, representing D. M. Ferry & Co., Detroit, Mich.; Geo. W. Kerr, representing the W. Atlee Burpee Co., Philadelphia, Pa.

THE long sustained drought constitutes a serious threat to France. Only a deluge can save the crops. France's winter food supply may be seriously affected.

BOARD OF TRADE—Prices for grass seed on the Chicago Board of Trade, August 17, were as follows: Timothy, $4.00 to $4.75 per 100 pounds, Red Clover, $11.00 to $17.00.

CLARINDA, IA.—Tho A. A. Berry Seed Co., Inc., recently adjusted its fire loss satisfactorily with the insurance companies, $139,000 being the basis of settlement. The plant is now being rebuilt.

FAIRFIELD, IA.—The Bruns Seed Co., of Washington, Ia., will open a retail establishment at an early date, with S. A. Kerr and L. H. Alexander, prominent business men of this city, in charge. Another branch will also be opened soon at Iowa City, making eight stores maintained by the company.

SAN JOSE, CALIF.—The warehouse and cleaning plant of the California Seed Growers' Association was totally destroyed by fire August 9, large quantities of beet, carrot, lettuce, radish, onion and other seeds being lost.

VAUGHAN'S SEED STORE is shipping this week Lilium Formosum, also their third car of Paper Whites. Callas are arriving and with the S. S. Luckenbach in port at New York, August 16, they will be shipping Dutch bulbs in another 10 days.

Quarantine Troubles.

The bulb growers in the south of France, due to the fact that they were advised by the French inspection service that bulbs must be packed in sand or other sterilized material, have made extra large cases for many of their products, and for this reason, and being obliged to use these cases, some of them are partly filled with excelsior packing. We have no circular from the federal horticultural board stating why instructions, originally intended for Japan, have been sent to the south of France.

A False Yellow Humbert.

A seedling of Canna King Humbert originated in Texas and has been distributed under the same name as the well known yellow, King Humbert. It is, however, entirely different, the foliage somewhat resembles that of David Harum, while the flowers instead of being a clear lemon yellow are of a mottled orange vermillion. Planters who are given this sort as true yellow Humbert will be grievously disappointed. The introducer of this false sort should at once announce a change of name and explain the variation from the true yellow Humbert.

Batten & Co. Take Barteldes' Store.

The Batten Floral & Seed Co., of Oklahoma City, Okla., the firm consisting of C. A. Batten and C. E. Franks, have acquired the old-established retail store of the Barteldes Seed Co. in that city, have purchased new fixtures throughout and will devote more attention to the floral and landscape departments than was possible under the former management. The new store will be operated by Mr. Batten, who for the past 14 years has been employed by the Stiles Co., the last six of which he served as store manager.

C. E. Franks is well known over the entire south and west, having started his career with the old Phoenix Nursery Co., of Bloomington, Ill., in 1880. Later, in the order named he was connected with the Pendleton Company, of Portland, Ore.; Alexander & Hamilton, Biggs, Calif.; State Nursery Co., Helena, Mont., and Otto Schwill, Memphis, Tenn., after which he came to Oklahoma City, where he was appointed superintendent of city parks, which post he held for 10 years.

The motto of the new firm, "Superior Flowers with Perfect Service," fully describes the spirit in which they enter upon their new undertaking with the good wishes of their many friends in the trade.

Imports at New York, August 13.

The S. S. Patria from Marseilles, August 3.—Henry & Lee, 280 cases bulbs; R. F. Downing & Co., 371 cases bulbs; Vaughan's Seed Store, 327 cases bulbs; Yokahama Nursery Co., 80 cases bulbs; American Express Co., 200 cases bulbs; J. W. Hampton, Jr. Co., 293 cases bulbs; S. S. Skidelsky, 70 cases bulbs; Van Waveren & Sons, 40 cases bulbs; International Forwarding Co., 785 cases bulbs; Bernard, Judea & Co., 200 cases bulbs; (to order, 104 cases bulbs).

The S. S. Noordam, from Rotterdam.—Van Waveren & Sons, 184 cases bulbs; International Forwarding Co., five cases bulbs; R. F. Lang, 66 cases bulbs; J. W. Hampton, Jr., & Co., 43 cases bulbs; American Shipping Co., 12 cases bulbs; Maltus & Ware, 10 cases bulbs; F. B. Vandegrift & Co., 39 cases bulbs; Van Oppren & Co., 53 cases bulbs.

The S. S. Hattie Luckenbach, from Rotterdam.—Downing & Co., 32 cases bulbs; American Shipping Co., six cases bulbs; R. F. Lang, 16 cases bulbs; Maltus & Ware, 106 cases bulbs; W. E. Marshall & Co., three cases bulbs; Ryrweld & Sons, 83 cases bulbs

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Beet, Carrot, Lettuce, Onion, Radish.
Correspondence Solicited.

The Best Color Chart.
PRICE, $1.00 POSTPAID
AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Mention the American Florist when writing

Braslan Seed Growers Company, Inc.
Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY AND MIXED SWEET PEAS.
SAN JOSE, CALIFORNIA

Garden Seed Beans

Growing Lima and pole varieties is my specialty.

My growing contract offer for fall delivery will be mailed upon request.

Henry Berrien Fish
Carpinteria, Calif.

Mention the American Florist when writing

JEROME B. RICE SEED CO.

WHOLESALE SEED GROWERS
America's Largest Producers of Seed Peas
Also a Complete Line of
VEGETABLE SEEDS
Growing Stations Throughout America. Office: Cambridge, New York

Mention the American Florist when writing

Seed Bags, Packets,

Write for Particulars. **Specialties.**
Of all descriptions made by
The Miller Brothers Co.
Manufacturers PAPER GOODS For the Horticultural Trade.
NEWARK, 224 High St. NEW JERSEY

VALLEY PIPS

FROM COLD STORAGE
$30.00 per 1000; $16.00 per 500; $8.00 per 250; $4.00 per 100.
H. N. BRUNS, 3032-42 W. Madison St., Chicago, Ill.

Waldo Rohnert

GILROY, CAL.
WHOLESALE SEED GROWER
Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish.
Correspondence Solicited.

Mention the American Florist when writing

KELWAY'S

Pedigree Strains of
Florists' Flower Seeds
Write for prices to
KELWAY & SON
Wholesale Seed Growers,
LANGPORT, ENGLAND.
300 Medals for Flowers, etc.
Hundreds of First-Class Certificates.

Mention the American Florist when writing

Lily of the Valley Pips

EXTRA FINE STRAIN EXHIBITION
Size GERMAN "LUBECK" PIPS
FROM COLD STORAGE
Price, in cases of 1000, 500 or 250 each, on application.
Send us your list of Perennials wanted for quotations.
J. M. THORBURN & CO.
53 Barclay St., NEW YORK CITY

Mention the American Florist when writing

Yokohama Nursery Co., Ltd.

Woolworth Building
NEW YORK CITY
IMPORTERS
Japanese Bulbs, Plants and Seeds

I. N. Simon & Son

Garden Seeds
438 MARKET STREET
Philadelphia - - Pa.

Mention the American Florist when writing

TOMATO SEED

Grown for the Wholesale Seed Trade
HAVEN SEED CO.
SANTA ANA, CALIFORNIA

Mention the American Florist when writing

Return Envelopes Catalogue Envelopes Seed Packets

Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.

EDGAR F. HURFF

SWEDESBORO, N. J.
Grower of High-Grade Seed.
TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.
CORRESPONDENCE SOLICITED

L. D. WALLER SEED CO.

Growers of Choice Sweet Pea, Nasturtium and Flower Seeds.
GUADALUPE, CALIFORNIA

Mention the American Florist when writing

BURPEE'S SEEDS GROW

Wholesale Price List for Florists and Market Gardeners.
W. Atlee Burpee Co.
Seed Growers Philadelphia

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE
Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.
Branches: Wisconsin, Colorado, Montana, Idaho, Washington. Milford, Conn

LAWN SEED MIXTURES

FIELD SEEDS
Atlantic Grass Seed Co.
WHOLESALE
46 W. Broadway, NEW YORK CITY

SEEDS

Flower, Vegetable and Farm
Send your inquiries to
The W. W. BARNARD CO.
231-235 W. Madison St., Chicago

MICHELL'S
Cyclamen Seed

GIANT SHOW STRAIN	100 Seeds	1000 Seeds
Bright Red	$2.00	$15.00
Dark Blood Red	2.00	15.00
Glory of Wandsbek, Salmon red	2.25	17.50
Perle of Zehlendorf, Salmon pink	2.25	17.50
Pure White	2.00	15.00
Rose of Marienthal, Bright Pink	2.00	15.00
White with Carmine Eye	2.00	15.00
Mixed Colors	1.50	12.50

LARGE FLOWERING STRAIN	100 Seeds	1000 Seeds
Duke of Connaught, Crimson	$1.75	$14.00
Excelsior, white, red base	1.75	14.00
Grandiflora Alba, white	1.75	14.00
Princess of Wales, pink	1.75	14.00
Salmon Queen, salmon pink	1.75	14.00
St. George, delicate salmon	1.75	14.00
Mixed, all colors	1.25	11.00

Also All Other Seasonable Seeds, Bulbs and Supplies. Wholesale Price List Free.

Michell's Seed House
518-516 Market St., PHILADELPHIA, PA.

DE GRAAFF BROS., Ltd.
(Inc. with S. A. Van Konynenburg & Co.)
NOORDWYK, HOLLAND
Tulips, Daffodils, Iris, Crocus, Etc.

Mention the American Florist when writing

Hogewoning & Sons, Inc.
Wholesale Bulb Growers and Importers
299 Broadway, New York

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Immediate Shipment
VALLEY PIPS, Dutch or German type, in case lots of 2500 pips. **LILIUM MAGNIFICUM,** 9-11, from N. Y. **KENTIA Belmoreana** and **Forsteriana Seeds,** in bushel lots. **BAMBOO CANES,** natural and dyed green, all sizes, bale lots. **RAFFIA,** natural and colored, 25 lbs. up.

FALL SHIPMENT.
DUTCH BULBS, Tulips, Hyacinths, Narcissus, Etc.; **MANETTI STOCKS,** English French, Dutch; **VALLEY PIPS,** German or Dutch; **CHINESE SACRED LILIES,** "Selects"; **JAP. LILY BULBS,** F. O. B. New York, Chicago, Toronto, Denver, Seattle, Etc.; **FRENCH BULBS,** Paper Whites, Roman Hyacinths, Etc.; **CALLA** Æthiopica, Godfrey, Elliotiana; **T.R. BEGONIAS** and **GLOXINIAS,** all sizes and colors; **IRIS,** Tingitana and Spanish; **DRACAENA CANES.**

Write for prices, stating your requirements.

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95 Chambers St., NEW YORK

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Seeds Which Succeed
Bloomsdale Farm **BRISTOL, PA.**

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VALLEY, Douglas County, NEB.
Contract Growers of
HIGH GRADE SEEDS
Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Before Placing Orders for
SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write
JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

Richard Diener Company, Inc.
Originators and Growers of the Largest and Finest
Gladiolus and Petunias
Catalog on Request
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JAMES VICK'S SONS
Growers of
Flower and Vegetable Seeds
Get the benefit of our 72 years' experience
All Seasonable Varieties.
Our stocks are very complete.
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GEORGE R. PEDRICK & SON
PEDRICKTOWN, N. J.
Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.
Correspondence Solicited.
WHOLESALE SEED GROWERS

An experience of half a century in producing high grade
GARDEN SEEDS
at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.
S. D. WOODRUFF & SONS
Orange, Conn., and New York City.

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J. C. ROBINSON SEED CO.
WATERLOO, NEBRASKA
ROCKY FORD, COLORADO
Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.

ROUTZAHN SEED CO.
Arroyo Grande, Calif.
Sweet Pea and Nasturtium Specialists.
Wholesale Growers of full list of
FLOWER and GARDEN SEEDS

VAUGHAN'S PANSIES

VAUGHAN'S INTERNATIONAL PANSIES.
Trade pkt., 50c; ⅛ oz., $1.50; ½ oz., $5.00; oz., $10.00.

VAUGHAN'S GIANT PANSY MIXTURE.
Trade pkt., 50c; ⅛ oz., 75c; oz., $5.00; ¼ lb., $18.00.

VAUGHAN'S CUT FLOWER MIXTURE.
Trade pkt., 25c; ⅛ oz., 60c; oz., $4.00.

NEW EARLY-FLOWERING GIANT PANSIES.
Early Flowering Giant White, with eye, Yellow, with eye, Light Blue, Dark Blue, Purple, Cornflower Blue, Pure White, Black, and Mixed (eight colors). Trade pkt., (500 seeds) 25c; ⅛ oz., 50c; oz., $3.00.

PANSY—VAUGHAN'S GIANT SORTS.

	Trade pkt.	⅛ oz.	Oz.
Adonis, light blue, white center	$0.25	$0.45	$3.00
Auricula Colors, metallic shades	.25	.45	3.00
Aurora, pure white without blotches	.25	.35	2.60
Azure Blue	.25	.45	3.00
Beaconsfield, light lavender and rich purple	.25	.35	2.60
Black, large true black	.25	.35	2.60
Bonlogne Giants	1.00	3.50	24.00
Bugnot, shades of red, bronze and reddish cardinal	.25	.50	3.60
Cassier, 3 and 5-spotted, an A-1 strain	.25	.50	3.60
Emperor Francis Joseph	.25	.50	3.40
Emperor William, dark navy blue	.25	.40	2.80
Eros. Purple, yellow border	.25	.45	3.20
Fiery Faces	.25	.35	2.60
Freya. Silver edged	.25	.40	3.00
Golden Queen, clear golden-yellow	.25	.45	3.00
Indigo King	.25	.50	....
Madame Perret, lovely shades of pink and rose	.25	.45	3.20
Masterpiece—Giant Curled or Spencer. The colors are superb, mostly red and brown shades	.35	.75	5.00
Orchid-Flowered, mixed	.25	.45	3.20
Paris Market, an improved strain of Trimardeau	.25	.40	2.60
Pheasant's Eye, sky blue edged, violet	.25	.50	3.60
Pink, lovely shades of pink, same as Hydrangeas	.25	.45	3.00
President Carnot, five blotched white	.25	.60	....
President McKinley, five blotched yellow	.25	.60	4.00
Prince Bismarck, bronze and light brown	.25	.45	3.00
Prince Henry. Darkest blue	.25	.45	3.00
Purple, very large, rich deep purple	.25	.45	3.00
Purple King	.25	.45	3.00
Striped, mahogany striped and flaked white	.25	.45	3.00
Ruby Red. Purplish red shades	.35	.60	4.00
Trimardeau, mixed.....Lb. $32.00	.25	.35	2.40
Violet Blue, a very pleasing shade	.25	.45	3.00
Victoria. Wine red	.25	.60	4.00
Volcano	.35	.60	4.00
White, with dark eye, very large	.25	.40	2.60
Yellow, with dark eye, immense flowers	.25	.40	2.60

SWEET PEAS

Winter-Flowering--Spencer Varieties

Early or Christmas Flowering

	Oz.	Lb.
Amethyst. This is the nearest to Royal Purple in color in the early-flowering class	$0.80	$10.00
Apricot Orchid. A delightful and charming shade	.65	8.00
Asta Ohn. A clear lavender	.65	8.00
Aviator. This is to our knowledge the best scarlet winter flowering sweet pea	.80	10.00
Blue Bird. A charming mid-blue self. A heavy producer. One of the best sellers in the Chicago market	.65	8.00
Cherry Ripe. Glowing cherry or salmon-cerise self	.65	8.00
Columbia. The most profitable pink and white	1.00	15.00
Cream. It has immense blossoms very frilled and duplexed	.65	8.00
Fire King. Deep orange scarlet	.80	10.00
Glitters. Standard a bright, fiery orange and the wings deep orange	1.00	15.00
Gorgeous. Charming soft salmon cerise	.80	10.00
Heather Bell. The color is a rich but pleasing mauve, but after standing in water the colors become a beautiful mauve lavender	.65	8.00
Hercules. Of the same lovely shade of pink as Countess Spencer. Long stem and a free producer	.80	10.00
Liberty. Brilliant red	.65	8.00
Melody. Rose pink on white ground	.65	8.00
Miss Louise Gude. One of the largest and best in the shell pink class	.80	10.00
Morning Star. Deep orange scarlet or flame color in standard, with rich orange pink wings	.65	8.00
Mrs. A. A. Skaach. Flowers bright shell pink	.65	8.00
Mrs. Chas. A. Zvolanek. One of the largest and best clear lavenders	.80	10.00
Mrs. M. Spanolin. Black-seeded white	.65	8.00
Mrs. William Sim. Apricot pink	.65	8.00
Othello. Rich deep maroon	.90	12.00
Pink and White. Blanche Ferry type, extra	.65	8.00
Princess. Clear lavender, with good stems	.65	8.00
Rose Charm. Bright rose, same color as Rosabelle in the late Spencer class.....¼ oz.,40c	1.50	20.00
Rose Queen. A splendid commercial pink, best seller on Chicago market. Sow in summer for winter blooming	.90	12.00
Songster. Giant early lavender	1.00	14.00
Song Bird. Pale pink with a distinct tint of buff	$0.65	$ 8.00
Spring Maid. Light pink on a cream ground	.65	8.00
Snow Flake. The best early-flowering white-seeded Spencer	.65	8.00
Snow Storm. Improved. A good early pure white for late planting	.90	12.00
Venus. Standard white, slightly blushed pink wings	.65	8.00
Warbler. Rich mauve purple	.65	8.00
Wedgewood. Magnificent clear blue; intermediate	.65	8.00
White Orchid. White flowers of good substance	.50	6.00
Yarrawa	.50	6.00
Zvolanek's Blue. Very large, of the brightest blue	.80	10.00
Zvolanek's Rose. One of the best rose pinks	1.50	20.00

Vaughan's Special Mixture Winter Spencer, made up of the best white, pink, rose, lavender pink and white and blue. Florists who do not have sufficient room for separate colors will find this a very fine assortment. **Oz., 90c; ¼ lb., $3.20; lb., $12.00.**

NEW VARIETIES

All White. This is an early King White, and compared to other varieties grown in 1920 proved the best white seeded variety. **Oz., $1.50; lb., $20.00.**

Fair Maid. Finest blush pink suffused salmon, on white ground, of robust growth, with long stems carrying fours regularly. Exact counterpart of Elfrida Pearson in the late Spencer class. **Oz., $1.50; lb., $20.00.**

Harding Blue. A deep shade of silver-blue, very large, well waved flower and productive. **¼ oz., $3.25; oz., $12.00; ¼ lb., $45.00.**

Harmony (Early Masterpiece). The best clear lavender self waved. **Oz., $1.00; lb., $15.00.**

Madonna. Black seeded white. Result of a cross between late Constance Hinton and Early Asta Ohn, unlike other black seeded white; it has no trace of a pink tinge. Owing to its being crossed on the lavender Early Asta Ohn, it has increased the opaque whiteness of the blooms and size of flowers. **Oz., $1.50; lb., $12.00.**

Mrs. Kerr. Rich salmon. **¼ oz., $2.75; oz., $10.00.**

Nightingale. Bluish lavender. Similar to Florence Nightingale in the late Spencer class. **Oz., 90c; lb., $12.00.**

Torch. Salmon orange. Same shade as Illuminator in the late Spencers. **Oz., $1.00; lb., $14.00.**

CHICAGO **VAUGHAN'S SEED STORE** **NEW YORK**

The Nursery Trade

American Association of Nurserymen.

M. R. Cashman, Owatonna, Minn., President; Paul C. Lindley, Pomona, N. C., Vice-President; John Watson 400 Nassau Street, Princeton, N. J., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

The forty-seventh annual convention will be held at Detroit, Mich., June, 1922.

JAPANESE silk producers have engaged a horticultural expert from the United States to develop a better mulberry tree than the kind at present used for feeding silk worms.

LUDINGTON, MICH.—The Michigan State Horticultural Society, which recently held its summer session in this city, and conducted an inspection tour of neighboring orchards, selected Grand Rapids for the annual meeting in December.

HOLLAND, MICH.—The Standard Bulb Co., formerly of Benton Harbor, Mich., united with the Weller Nurseries Co., Inc., August 1, with headquarters in this city, and will handle a complete line of hardy perennials, in addition to its bulbs.

DALLAS, TEX.—The Southwestern Association of Nurserymen will hold its annual convention in this city, September 27-28. J. M. Ramsey, Austin, Tex., president; N. M. Shive, Cabot, Ark., vice-president, and G. F. Verhalen, Scottsville, Tex., secretary-treasurer, are the officers of the association.

WEST GROVE, PA.—P. J. Lynch, of the Dingee & Conard Co., who is here for a few weeks, says the firm's business at this place and New Castle, Ind., has been highly satisfactory the past season. The firm has a fine stock on hand for next season, and the outlook for business is quite promising.

WHEELING, W. VA.—The premium list of the West Virginia state fair department of horticulture, to be held in this city beginning September 6, announces prizes aggregating several hundred dollars for the best displays of fruits, vegetables, seeds and garden products. Entrants must have exhibits placed by 5 p. m., September 5.

GENEVA, N. Y.—The annual summer meeting of the New York Horticultural Society was held at the state agricultural experiment station, August 3, about 800 members and their families being in attendance Addresses by Dr. R. W. Thatcher, director of the station, and Judge Benj. R. Pyrke, state commissioner of farms and markets, were presented at the business session.

California Horticultural Show.

The California flower show and horticultural exhibition will be held at Exposition park, October 20-26, inclusive, under the auspices of the California Association of Nurserymen, the Pasadena Horticultural Society, the Los Angeles Chamber of Commerce and other organizations. It is a civic exposition not held for profit, but designed to encourage the artistic development of landscapes, the planting of flowers, ornamental and economic plants at home, and to further emphasize the fact that California is God's own country, a land of homes, fruits and flowers.

F. M. RENFRO, Manager.

American Ass'n. of Park Superintendents

DETROIT CONVENTION, AUGUST 23-25.

The twenty-second annual convention of the American Association of Park Superintendents will be held at the Hotel Tuller, Detroit, Mich., August 23-25, with preliminary sessions of the executive and reorganization committees, August 21 and 22. An interesting and instructive programme has been arranged, consisting of addresses and a trip to Belle Isle Park.

The members of the association will be welcomed to the city by Mayor James Couzens and Park Commissioner Edw. G. Heckel at the morning session, August 23, Vice-President J. V. Burgevin, of New York, responding. The reports of the various officers and committees will then be heard. At the afternoon meeting, at two o'clock, A. A. Fisk, Chicago, will present a paper on the "Essentials of Organization." Richard E. Follett, secretary of the Detroit Zoological Society will tell of the "Conservation of Wild Life," at the public session, beginning at 8 p. m. "Care of Street Trees," by C. E. Smith, superintendent of forestry and landscape in the convention city, and "Playgrounds," by C. E. Brewer, commissioner of education, will conclude Tuesday's programme.

At the Wednesday morning session, more instructive papers are scheduled, among them being: "Value of Parks to Posterity," by L. J. Jensen, of the Missouri Botanic Garden. St. Louis; "Parks as Memorials," by O. W. Douglas, Chicago, and "Woods as Parks," by Dr. Filibert Roth, department of forestry, University of Michigan. The afternoon will be taken up in visiting various sections of Detroit and a picnic lunch at Palmer park. At the business session, scheduled at 8 o'clock, F. L. Mulford, of the United States Department of Agriculture, Washington, D. C., will describe "A National Botanic Garden." An excursion to Belle Isle park is planned for the morning of the last day of the convention, and with its conservatory, greenhouses, zoo and aquarium, will undoubtedly prove interesting to the visitors. T. Glenn Phillips, of the Detroit city plan commission, will conclude the programme of the association with an address on "City Planning in Relation to Parks and Boulevards."

The annual pageant at 3 p. m., on Belle Isle, with 3,000 children participating, will take place after the adjournment of the association. It will depict the passing of the ages, and will be divided into three movements, the ancient, medieval and modern episodes.

Ohio Nurserymen's Association.

PAINESVILLE MEETING, AUGUST 12.

The annual meeting of the Ohio Nurserymen's Association was held at Painesville, August 12, at the Parmly hotel. About 40 nurserymen from various parts of Ohio as well as 35 local nurserymen were present when President Ernst, of Clyde, called the session to order. Reading of the minutes of the last meeting was first in order, after which followed a general discussion of items of interest. Each member was asked to give his opinion on all matters brought up before the meeting. The prices on all nursery stock with the exception of fruit trees remains unchanged; fruit trees, however, will be 15 per cent less than last season.

At 1 p. m. the members, together with their wives, enjoyed a bountiful repast in the banquet room, which was artistically decorated for the occasion. At 2:30 o'clock the visitors were taken to the leading nurseries and other places of interest. It was a joyous day for Painesville nurserymen to meet so many of their fellow craftsmen.

T. J. M.

Elliott to Re-Enter Nursery Field.

J. Wilkinson Elliott, Pittsburgh, Pa., in a recent trade announcement, says:

"Desiring to enjoy the fruits of my labor in building up the nursery business conducted for many years under my own name and as the Elliott Nursery Company, a corporation, and to gain some leisure I transferred by business to my sons and some of my former employes, who revived the Elliott Nursery Corporation with a capital of $50,000, represented mostly by nursery stock and good will, the corporation operating under a lease from me of the property formerly used by me for nursery purposes.

"Realizing that I made a mistake in relinquishing control and that the prestige and reputation built up by me over a period of 30 years might be lost I have decided to resume business under my own name, and owning the finest land in the Pittsburgh district for a nursery I will be ready for business as soon as I can get an organization together and erect the necessary buildings. I will be in the market for nursery stock in quantity as I will continue my policy of extensive advertising."

Frederickton, N. B.

There has been a severe drought of three months' duration, which was broken by a good rain August 8. Sweet peas and other outdoor and greenhouse stock is at a premium. Funeral work is good with a considerable demand for bouquets for weddings and hospitals.

Hard coal is selling at $19 per ton.

J. B.

Dutch and French Bulbs

C. J. Speelman & Sons, Sassenheim, Holland | Lagarde & Speelman, Ollioules, Var. France

NEW YORK OFFICE
470 GREENWICH ST.
Pacific Coast Representative, Mr. W. B. Clarke, Box 543, San Jose, Calif.

HILL'S EVERGREENS

Sizes for growing on. Specimen Evergreens for landscape work. Complete assortment of choice Evergreens for window boxes and tubbing. Send for catalog.

D. HILL NURSERY CO., Inc.
—Evergreen Specialists—
Largest Growers in America.
Box 404, DUNDEE, ILLINOIS

VIBURNUM PLICATUM

Also Berberris Thunbergii, Hydrangea Paniculata, Weigelia, Spireas, Etc.

Ask for complete list of Oak Brand Shrubs.

The CONARD & JONES CO — WEST GROVE PENN'A.
Robert Pyle, Pres. — Ant. Wintzer, Vice-Pres.

The Barclay Nursery

Importers and Growers of
Seeds, Bulbs, Plants, Trees, Vines, Shrubs and All Hardy Perennials.
All Kinds of Decorative Plants.
Our Specialty — Everblooming Hardy Roses, Boxwood and Rhododendrons.
60 Barclay St., 14 West Broadway and 62 Vesey St., New York
Telephone: Cortlandt 1518

You Grow Pansy Plants For Sale?

DOUBLE YOUR PROFIT AND SALES

BY PLANTING THE

New Early Flowering Giant Pansies

They are three to four weeks earlier than other Pansies, in coldframes or field; they have four or five large blossoms, when other Pansies planted at the same time are only showing bud. The richly colored, large, well formed flowers, on long, stiff stems, are very fragrant.

TRY SOME AND YOU WILL BE SATISFIED

4. **Jove.** Lower petals violet, upper one light blue.
5. **Mars.** Cornflower blue.
6. **North Pole.** Pure snow white.
7. **Woden.** Quite black.
8. **Helios.** Pure yellow.
14. **Winter Sun.** Golden yellow, with dark eye.
15. **Ice King.** Silvery white, with dark blue eye.
16. **Celestial Queen.** Light or sky blue.
17. **Charm of March.** Dark velvety blue.
18. **Mixed.** The above nine colors.

500 Seeds, 25c.; 1000 Seeds, 40c.; ⅛ oz., $1.10; ¼ oz., $2.00; 1 oz., $7.50

For list and price of other Kenilworth Pansy Seed, see my ad of July 23rd.

Chas. Frost
Kenilworth, N. J.

Elmer D. Smith & Co.

ADRIAN, MICH.

Chrysanthemum Specialists

Catalogue Free.

Mention the American Florist when writing

CARNATIONS

F. Dorner & Sons Co.

Lafayette, Ind.

Mention the American Florist when writing

REX BEGONIAS

3-inch, $2.00 per dozen.

GERANIUMS (Our Specialty)

Nutt, Buchner, Ricard, Poitevine, Viaud

Good short jointed plants from 2-inch pots, at $3.50 per 100; $35.00 per 1000.

We ship safe anywhere

Elmer Rawlings, Wholesale Grower, ALLEGANY, N. Y.

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CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty.

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Robert Craig Co.

HIGH CLASS PALMS

and Novelties in Decorative Plants

NORWOOD, Delaware County, PA.

Mention the American Florist when writing

Fall Stock For Florists

PRIMULA Obconica, Gigantea, Rosea, Kermesina and Oculata, $5.00 per 100, $45.00 per 1,000.

PRIMULA Obconica, Grandiflora, Rosea, Kermesina, Coerulea, Alba and Mixed, $5.00 per 100, $45.00 per 1,000.

HYDRANGEA, French varieties, 2½", Baby Bimbinette, $8.00 per 100; Mad. Chautard, Mme. Hamar, Mme. E. Mouillere, Gen. de Vibray and E. G. Hill, $6.00 per 100.

HYDRANGEA, French varieties, 4-in. pot plants, $20.00 per 100; 5-in. pot plants, $30.00 per 100. Fall shipment; Mme. E. Mouillere, Mme. Hamar, Mme. Chautard, Gen. de Vibray, Lily Mouillere, Rene Gaillard, Bouquet Rose. Baby Bimbinette, 4-in. pot plants, $25.00 per 100; 5-in. pot plants, $35.00 per 100.

ASPARAGUS Plumosus, 2-in. bushy, $5.00 per 100, $45.00 per 1,000.

ASPARAGUS Sprengeri, 1½-in. pots, $3.50 per 100; $30.00 per 1,000.

BEGONIA, 2½-in. Metallica, $6.00 per 100.

OTAHEITE ORANGE, 3-in. fine stock to grow on, $10.00 per 100; $85.00 per 1,000.

KENTIA Forsteriana, 2½-in. $12.00 per 100; 3-in., $20.00 per 100; 4-in. $50.00 per 100.

POINSETTIA, Strong 2¼-in., grand for pans, $8.00 per 100; $70.00 per 1,000.

DISH FERNS, good standard varieties, 2¼-in. pots, $5.00 per 100; $40.00 per 1,000.

BEGONIA Pink Profusion, 2½-in. Fine pink semperflorens, $7.00 per 100.

GENISTA Racemosa, 4-in. (ready August 20th), $20.00 per 100.

The Storrs & Harrison Co., Painesville, Ohio

CYCLAMEN

We must have room and offer for one week, 2,500 2¼-in. Cyclamen, at $10.00 per 100; $90.00 per 1000.

3,000 2-in. Cyclamen, at $20 and $25 per 100.

1,000 4-in. Cyclamen, at $40.00 per 100.

Ask for our prices of Easter Greeting Pelargoniums and Ferns

GEO. A. KUHL, Wholesale Grower PEKIN, ILL.

Mention the American Florist when writing

Alonzo J. Bryan

WHOLESALE FLORIST

Abundance of Stock

Always on hand. Correspondence solicited.

WASHINGTON, NEW JERSEY

Mention the American Florist when writing

Market Gardeners

Vegetable Growers' Association of America.

Louis F. Miller, Toledo, O., President; H. A. Dooley, Cleveland, O., Vice-President; S. W. Severance, Louisville Ky., Secretary; H. J. Cheney, Grand Rapids, Mich., Treasurer. The next annual meeting will be held at Albany, N. Y., November 1-5, 1921.

THE standard barrel of the United States should contain 7,056 cubic inches, with 28½-inch staves and 17⅛-inch heads, head material not thicker than 2/5 of an inch.

CANTALOUPE movement has increased considerably at eastern producing centers, and a general decline in prices was noted at all points. Maryland green meats sold in eastern markets at $1 to $2 per crate.

PEACH production has nearly ceased in the east, causing an advance on North Carolina Elbertas of 75 cents to $1 per 6-basket carrier at New York, closing at $5 to $5.52. Values at Chicago showed no change.

IRISH GREY watermelons had very little demand at Georgia shipping centers, dropping $40 to $60 per car, on 28 pound stock. Value fell off $100 to $175 per car at Chicago. There were 4,800 cars rolled during the week.

NEW JERSEY Irish Cobbler potatoes at New Jersey shipping points advanced 60 to 75 cents per 100 pounds, closing at $3.10 to $3.35, August 6. Nebraska stock has been sold to Chicago jobbers at $325 to $340 per car, with shipment considerably lighter.

GRAND RAPIDS, MICH.—K. De Haan & Sons recently purchased the Stiles greenhouses with 12 acres of land, on Burton street, and will operate the new holdings in addition to their tract on Eastern avenue. John De Haan will be in charge of the Burton street establishment.

Prices of Indoor Fruits and Vegetables.

Chicago, August 16.—Cucumbers, basket, 15 to 25 cents; leaf lettuce, per box, 50 to 60 cents.

New York, August 12.—Cucumbers, 40 cents to $1 per dozen; mushrooms, per basket, 50 cents to $2; radishes, 100 bunches, $1 to $2; tomatoes per pound, 3 to 8 cents.

English Want United States Apples.

During the recent convention of the International Apple Growers' Association in Cincinnati, O., George J. Webb and Samuel Isaacs, of London, Eng., were in attendance and stated that they were in the market for 5,000 carloads of apples for the British trade.

Mexican Bean Beetle.

The release of the state of Alabama from quarantine on account of the Mexican bean beetle, a very destructive crop pest, was announced recently by the federal horticultural board of the United States Department of Agriculture. The order signed by Secretary Wallace became effective July 23. This action was decided upon on account of recent developments in the scouting campaign against the beetle in the south, which showed a much greater present distribution that was estimated at the end of the month.

Potato Growers' Cost System.

Figures from which the potato grower can make a fairly close calculation of his own cost of production are given in a preliminary report on labor and material requirements in potato production, just issued by the United States Department of Agriculture. These figures, gathered by the office of farm management and farm economics in the summer of 1920, represent results on 461 farms in nine potato-growing districts of Minnesota, Wisconsin, Michigan, New York and Maine.

It is shown that labor and material costs—that is, man labor, horse labor, fertilizers, and seed—constitute about 80 per cent of the total cost of potato production in average practice. The farmer knows what his labor and material requirements are in hours, bushels of seed, etc., or can easily determine them, and that by using these with current rates for labor and prices for materials, he can readily approximate these costs.

COST PER CAPITA, WAUPACA CO., WIS.

Items.	Amounts	Approximate rates	Cost per acre	Cost per bushel
Man labor	77.4 hours	$0.40	$30.96	$0.25
Horse labor	77.2 hours	.20	15.44	.13
Manure	12.7 tons.	2.00	25.40	.21
Fertilizer	0	0	0	0
Seed	10.6 bushels	3.75	39.75	.32
82.3 per cent of operating expense			111.55	.91
Then: 100 per cent of operating expense			135.54	1.11
Use of land charge, 6 per cent of $161			9.66	.07
Total cost			$145.20	$1.18
Yield per acre, 123 bushels.				

In the case cited the man-labor rate had increased 20 per cent and the cost of seed potatoes 300 per cent over 1919 figures, though the expenditures as measured in hours of labor, bushels of seed, and tons of manure, were practically the same. Use of land is figured at six per cent on the acre investment.

The office of farm management and farm economics makes the following suggestions to farmers in these areas who may wish to use the figures above presented in estimating the cost of the 1921 crop of potatoes:

1. Labor—Multiply the estimated number of man hours required per acre on your farm by the local rate of hired labor per hour and the estimated number of horse hours by the prevailing horse rate. If no other records are available, the number of hours as given in this report may be used as the labor requirements.

2. Fertilizer — Include commercial fertilizer at cost. Manure may be valued at the suggested rate of $1.50 per ton for 1921.

3. Seed—Multiply the number of bushels planted per acre by the current market price at time of planting.

4. Other expense. This includes the charges for spraying, machinery, storage, taxes, insurance, and overhead expense. For estimating allow 25 per cent of the charge for labor, manure, fertilizer, and seed.

5. Charge for the use of land—Use cash rent basis if available in the community. Interest at mortgage rates on the conservative value may be used to estimate the charge for the use of land.

6. Total acre cost—The sum of the charges for man labor, horse labor, manure, fertilizer, seed, other expense, and the charge for the use of land constitute the total acre cost.

7. Bushel, barrel or cwt. cost—Divide the total acre cost by the yield per acre. If estimating in advance of the harvesting of the crop, use a 10-year average yield as the basis for the unit cost.

"Market Gardening"

An elementary text book containing 103 pages, 5x7, with 36 illustrations, by F. L. Yeaw, manager of the Oasis Farm & Orchard Co., Roswell, N. M.
Cloth Bound. $1.00.

American Florist Co.
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Cleveland Cherries, field.....25c, 35c, 50c
Xmas Peppers, 4 in.....15c
Primula Obconica, 3 in.....10c
Primula Obconica, 4 in.....20c
Cyclamen, 4 in.....40c
Stevia, dwarf, 2 in..... 4c
Forget-Me-Nots, 2 in., winter-flowering...4c
Per 100
1000 **Matchless Carnation** plants.....$10.00
1000 Hardy **Phlox,** all colors..... 10.00
Sprengeri, 2 in..... 3.00
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Rosendale Greenhouses
DELANSON, N. Y.

French Hydrangeas and Otaksa Per 100

4-inch $25.00
5-inch 40.00
6-inch 60.00
7-inch 75.00

Field Grown or Field-Grown Potted

Cleveland Orange and Holly Berry Cherries

	Per 100		Per 100
3-inch....	$ 20.00	Select....	$ 25.00
4-inch....	25.00	Select....	35.00
5-inch....	50.00	Select....	75.00
6-inch....	100.00	Select....	$125.00 & $150.00
7-inch....	150.00	Select....	200.00

Cash, Please

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Multiflora Japonica Rose Seedlings

Best American Rose Stock for Budding and Grafting.
New England grown, well rooted.
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No. 2. 2-4 mm..... 10.00 per 1000
Ready for delivery after November 1st.

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Asparagus plumosus and Sprengeri seedlings, $1.25 per 100; $12.00 per 1,000; 2¼-in. pots, $6.00 per 100; $50.00 per 1,000; 3-in. pots, $10.00 per 100.
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Asparagus Sprengeri,, 1½-in., $3.50 per 100; $30.00 per 1,000. A plumosus. 2-in., bushy, $5.00 per 100; $45.00 per 1,000. The Storrs & Harrison Co., Painesville, O.

Asparagus plumosus and Sprengeri seedlins. A few hundred at $1.00 per 100. EDGAR EASTERDAY, Nokomis, Ill.

Asparagus Sprengeri, 2½-inch, 5c each. ODOR GREENHOUSES, Iola, Kans.

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Asplenium Nidus Avis (Bird's Nest Fern). Good strong healthy stock, 3-in. pots at 35c each. Packing material charged for at cost. WM. K. HARRIS, 55th and Springfield Ave., W. Philadephia, Pa.

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LARGE FLOWERING WHITE CALLA.
Home-grown Bulbs Free from Dry Rot.

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1 -1¼-inch	$ 8.00	$ 75.00
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Ready Now.

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Matchless	$12.00	$100.00
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Matchless ..... $10.00 per 100
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Carnations. Write for price list of latest varieties. F. Dorner & Sons Co., Lafayette, Ind.

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Good Clean Stock.
Marigold and Polly Roses.
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Cinerarias, very best, large flowering finest colors, imported strain, 2½-in., $7.00 per 100. THE PARK FLORAL CO., Denver, Colo.

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Cherries. Orange Queen and Cleveland, 2¼-in., frame grown, vigorous plants, $7.00 per 100, $65.00 per 1,000. Paper pots, securely cleated. Cash with order. PETER PEARSON, 5732 Gunnison St., Chicago, Ill.

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SEED NOW READY.
Glory of Wandsbek, dark and light shades of salmon.
Daybreak, delicate shade of salmon.
Brilliant Red, large and fine.
Pure White, extra select.
White—Pink Eye, very large and fine.
Rosea Superba, deep shell pink.
Rose of Marienthal, light pink, dark eye.
Magnifica, dark rosy pink, very fine.
Lavender, very beautiful.
Above varieties, $12.00 per 1,000 net.
For novelties, price list and cultural directions, sent on application.
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4-inch ..... $35.00 per 100
Extra heavy stock.
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Good, strong bushy stock.

5-in.	$0.40
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Packing charges free.
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Table ferns, standard varieties, 2¼-in., $5.00 per 100.
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Avalanche, white	$ 8.00
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Poinsettias, 2¼-inch. $11.00 per 100; $95.00 per 1,000.

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PRIMULA OBCONICA GIGANTEA, 2¼-in., grown from best Ronsdorfer strain. $7.00 per 100; $60.00 per 1,000. Following Colors—red, rose, apple blossom, lavender, salmon, white, oculata and compacta. Primula Chinensis, Malacoides and Townsendii, 2¼-in., same price.

New Primula Malacoides Conspicua. Large flowering, clear rose with large yellow center, 2-in pots., $8.00 per 100.

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Primula Obconica Giganteum. Our own strain and our reputation for this strain warrants us in saying that it is the best obtainable. The stock is in fine shape, ready to go out now; out of 2¼-in., at $7.00 per 100. THE PARK FLORAL CO., 1643 Broadway, Denver, Colo.

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Primula obconica, 2¼-in., good strong plants at $6.00 per 100; $55.00 per 1,000; 4-in. at 25c; 5 in. at 50c; 6-in. at 75c; Malacoides, 2½-in., $5.00 per 100.

HENRY SMITH FLORAL CO., INC.
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Primula Obconica, Gigantia Rosea, Kermisina and Oulata, $5.00 per 100; $45.00 per 1,000. The Storrs & Harrison Co., Painesville, O.

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Order Bench Rose Plants Now!
Big Demand!
Fine Stock!

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Sunburst Bench Plants	12.00	115.00
American Beauty	20.00	190.00

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The 1920 Wonder!
Own-root stock ready for immediate delivery.
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Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seed. Cyclamen. For varieties and prices see advertisement on front cover page of this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

Seeds. Sweet Peas. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

Seeds. Specialties: Pepper, eggplants, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

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Seed. Lawn mixtures and field, wholesale. Write for prices. Atlantic Grass Seed Co., 46 W. Broadway, New York.

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Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seeds. Choice sweet peas, nasturtium and flower. L. D. Waller Seed Co., Guadalupe, Calif.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Seed. For the wholesale trade only. Braslan Seed Growers' Co., San Jose, Calif.

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Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

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Yellow Sweet Peas. See display advertisement elsewhere in this issue. McClenahan Greenhouses, 40th and Philips streets, Oklahoma City, Okla.

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TOBACCO PRODUCTS.
Fine clean dust, 100 lb. bag, $3.00; 500 lbs., $10.00. Fresh, dry stems, 300 lb. bale, $4.00. F. O. B. Lanc., Pa. Write for samples and quantity prices. TOBACCO PROD. CO., Box 282 D., Lancaster, Pa.

Seed packets for 1921. All packet sizes and larger bags up to two pounds or more, also catalogues, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Concrete bench legs, 16-in. high. Shipment made from our Joliet plant at Joliet, Ill. Write for particulars and prices. DAVIS-JOLIET CO., Davenport, Iowa.

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Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, O.

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Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

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Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 623 Plymouth Place, Chicago.

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Dreer's Peerless Glazing Points. Write for samples and price. Henry A. Dreer, 713 Chestnut St., Philadelphia, Pa.

Peach trees, roses and evergreens a specialty with us. Write for prices. SOUTHERN NURSEY CO, Winchester, Tenn

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Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks. 10,000, $2.50; 50,000, $11.00. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 452 Erie St., Chicago.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia, Pa.

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Carnation staples, 36c per 1,000; 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c. 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

FERTILIZERS.

Ground tankage delivered to your railway station for $60.00 per ton. Hardwood ashes for $30.00 per ton. Terms: Your check when goods arrive. GEORGE STEVENS, Peterborough, Ontario.

Magic fertilizers for the florist. Write for prices. Chicago Feed and Fertilizer Co., 809 Exchange Ave., U. S. Yards, Chicago.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Fertilizer for flowers. Premier Brand pulverized poultry manure. Poultry Feed Co., 431 So. Dearborn St., Chicago, Ill.

Wizard Brand Manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

FLORISTS' SUPPLIES.

Florists' supplies; baskets, chiffons and novelties. Write or wire your orders. Will ship same day order is received. Pittsburgh Cut Flower Co., Pittsburgh, Pa.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia, Pa.

Everything in florists' supplies and staples. The McCallum Co., 137 Seventh St., Pittsburgh, Pa.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moniger Co., 908 Blackhawk St., Chicago.

Greenhouse glass, paint and putty. Hooker's Dolesco brand. Big stock, priced right, good brands. H. M. Hooker Paint & Glass Co., 651-659 W. Washington Blvd., Chicago.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouses, superior in construction, durable and inexpensive. Write for estimates. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

INSECTICIDES.

Hammond's Thrip Juice. A concentrated liquid insecticide for use against sucking insects on plants, trees, vines. Sold by seedsmen. Hammond Paint and Slug Shot Works, Beacon, N. Y.

Aphine, $1 per qt., $2.50 per gal. Fungine, $1 per qt., $3.50 per gal. Vermine, $1 per qt., $3 per gal. Aphine Manufacturing Co., Madison, N. J.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

LABELS.

LABELS for nurserymen and florists. Benjamin Chase Co., Derry Village, N. H.

POTS AND PANS.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

Pots. Florists'. Prices low and quality guaranteed. The Progressive Clay Co., 9th floor, Marbridge Bldg., New York.

Florists' red pots, all sizes, moss aztec ware, fern pans, vases, etc. The Zane Pottery Co., South Zanesville, O.

Florists' red pots. Write us for prices before buying. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

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Allen, J. K., New York.
Amling Co., E. C., Chicago.
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Chicago Flower Growers' Ass'n., Chicago.
Coan, J. J., Inc., New York.
Doyle & Booth, New York.
Erne & Company, Chicago.
Foerster Co., Joseph, Chicago.
Ford, M. C., New York.
Ford, William P., New York.
Froment, H. E., New York.
Goldstein, I., New York.
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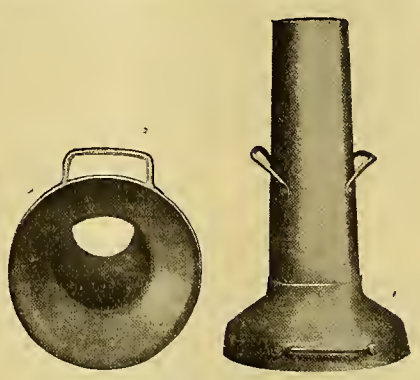

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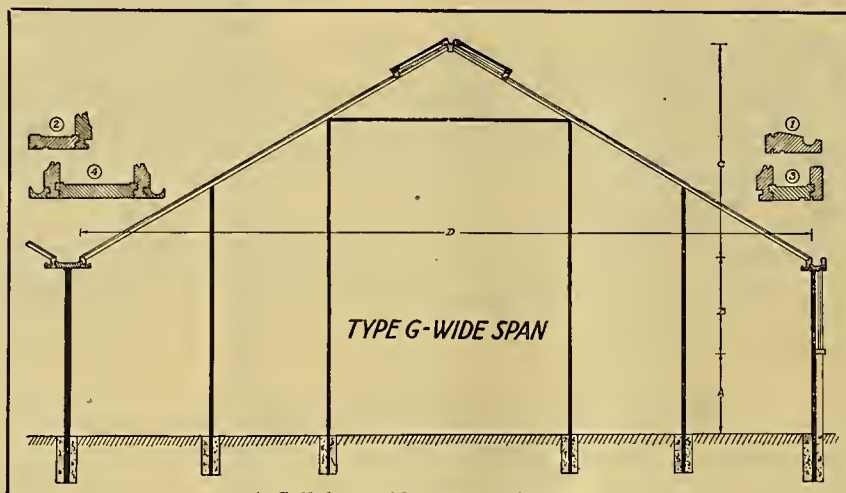

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THE AMERICAN FLORIST

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS—THOMAS ROLAND, Nahant, Mass., President; ADOLPHUS GUDE, Washington, D. C., Vice-President; JOHN YOUNG, 41-43 West 18th St., New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer.

OFFICERS-ELECT—S. S. PENNOCK, Philadelphia, Pa., President; SAMUEL MURRAY, Kansas City, Mo., Vice-President; JOHN YOUNG, New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer.

The thirty-eighth annual convention will be held at Kansas City, Mo., August, 1922.

Fifth National Flower Show.

The Fifth National Flower Show will be held at Cleveland, O., March 25 to April 1, 1922.

FLORISTS' TELEGRAPH DELIVERY ASSOCIATION.

Next annual meeting at Toronto, Ont., October 11-13, 1921. OFFICERS: PHILIP BRETTMEYER, Detroit, Mich., President; H. G. DILLEMUTH, Toronto, Ont., Vice-President; ALBERT POCHELON, Detroit, Mich., Secretary; WM. L. ROCK, Kansas City, Mo., Treasurer.

CHRYSANTHEMUM SOCIETY OF AMERICA

Next annual convention and exhibition at Chicago, November 16-17, 1921. OFFICERS: S. S. PENNOCK, Philadelphia, Pa., President; N. J. WIETOR, Chicago, Vice-President; C. W. JOHNSON, 141 Summit Street, Rockford, Ill., Secretary; CHAS. H. TOTTY, Madison, N. J., Treasurer.

ASSOCIATION OF AMERICAN CEMETERY SUPERINTENDENTS.

Next annual meeting at Detroit, Mich., September 13-15, 1921. OFFICERS: F. H. RUTHERFORD, Hamilton, Ont., President; W. B. JONES, 2800 Brighton Road, N. S., Pittsburgh, Pa., Secretary-Treasurer

AMERICAN DAHLIA SOCIETY.

Next annual meeting and exhibition, at Hotel Pennsylvania, New York, September 27-30, 1921: OFFICERS: RICHARD VINCENT, JR., White Marsh, Md., President; E. C. VICK 205 Elwood Ave., Newark, N. J., Secretary.

The Washington Convention

Next Convention, Kansas City, Mo., 1922.

OFFICERS FOR 1922:

Pres., S. S. Pennock, Philadelphia, Pa. **Vice-Pres., Samuel Murray, Kansas City, Mo.**
Secretary, John Young, New York. **Treasurer, J. J. Hess, Omaha, Neb.**

DIRECTORS ELECTED:

Wallace R. Pierson, Cromwell, Conn. **F. L. Atkins, Rutherford, N. J.**

(Continued from Last Week.)

President-Elect Pennock's Radio.

On his return from the Washington convention, Secretary Young received the following radiogram from President-elect S. S. Pennock, in reply to a cable message notifying him of his election:

"Essen: To John Young, 43 West 18th street, New York. My warmest appreciation of the confidence and honor tendered me. Best wishes to everyone.

S. S. PENNOCK

A Delightful Meeting.

The convention was a delight in almost every respect. That most important detail over which man has no control, the weather, was all that could be desired, the thermometer ranging from as low as 52 degrees on Tuesday morning to 86 degrees on Thursday. Friday was a trifle warmer but ideal in every way. The various social events, including the president's reception at the Botanic Garden, the ladies' automobile ride and the reception of the Ladies' Society of American Florists at the Hotel Washington, were splendidly managed and a great credit to the committees having them in charge. The sporting events were also much enjoyed, golf being played for the first time as a convention amusement. The shooting and bowling contests for the men and bowling for the ladies aroused much enthusiasm among the contestants, and several high scores were made. Prominent among the committee who managed the local events were W. F. Gude and wife, Geo. C. Shaffer, Otto Bauer, J. H. Hetherington, A. E. Gude, Z. D. Blackistone and wife, John H. Small III, Elmer C. Mayberry and others, who were untiring in their efforts to add to the comfort and the pleasure of the visitors during the week. Although there was a splendid attendance at the first session, Tuesday morning, the number at subsequent meetings rarely equalled more than 25 per cent of those in Washington for the occasion. Max Schling's audience, however, was an exception, for although it was the closing event, it equalled in attendance the opening session.

Wednesday Afternoon's Proceedings.

Secretary Young read the excellent report of Chairman Henry Penn, of the publicity committee, which was well received. Geo. Asmus, in charge of the finances of this committee, rendered his statement, and decried the lack of support from the trade. There were a number of billboards that had not been disposed of, and in coming from Chicago to Washington by automobile, he had noticed only one board. The committee, he said, would not do any advertising until the money was in hand. Chicago has recently paid $600 into the treasury, its percentage for one month, and St. Louis a large sum also, but they alone could not keep the publicity campaign in action. Mr. Asmus, in conclusion, said that the trade had never invested money from which it received better returns.

"Publicity for Florists," by L. D. Fernald, advertising manager for the New York Post, was an exceedingly interesting paper and full of practical points. He thought the slogan, "Say It With Flowers," most admirable, and highly commended the florists' trade press. He believed that the individual florist who would place considerable advertisement with newspapers would greatly benefit from this course. Major P. F. O'Keefe, who took for his subject, "National Advertising," followed his usual style, which was full of vigor and enthusiasm. He gave examples of successful advertising campaigns in other lines, and outlined a plan whereby additional funds for the national campaign could be obtained. Books containing printed forms of contracts were passed out and taken by many of the members present, which called for the amount subscribed to be paid on January 1 of each year for the next four years. W. F. Gude read the report of the committee on tariff legislation, which was well received. Secretary Young then read a telegram from the Kansas City Florists' Club, expressing greetings and hearty approval for the selection of that city for the 1922 convention. The secretary also read a letter from the Near East Association of Armenian Relief, and a resolution of sympathy was adopted by the society. Mrs. Ella Grant Wilson told of the helpless condition of J. Austin Shaw, so well known to all, and asked that the members write cheering letters to Mr. Shaw, whose address is 121 Pica avenue, Santa Monica, Calif. W. F. Gude extended an invitation to all Shriners present to meet with the Washington lodge at its luncheon, Friday, on the roof garden of the Hotel Washington. At the suggestion of the president the convention adjourned to permit the members to view the splendid trade exhibits.

Thursday's Proceedings.

The election of officers occupied the first hour of Thursday morning's session, from 10 to 11 o'clock. The only contest was for the seats on the board of directors, there being three nominations for the two vacancies as follows: F. L. Atkins, Rutherford, N. J.; Wm. F. Ekas, Baltimore, Md., and Wallace R. Pierson, Cromwell, Conn. In his report to the convention, Judge of Elections Jos. Manda announced the results as follows: For president, S. S. Pennock, 169; vice-president, Samuel Murray, 168; secretary, John Young, 167; treasurer, J. J. Hess, 166; Board of Directors: Wallace R. Pierson, 100; S. L. Atkins, 92, and W. F. Ekas 73. President Roland then declared those elected to be the officers for the ensuing year.

Telegrams were read by Secretary Young from Samuel Murray, the vice-president-elect, and the Kansas City Florists' Club, assuring the society of their heartiest co-operation in making the 1922 meeting a great success. The report of the judges on trade exhibits was then read by Chairman J. H. Pepper. George Asmus, chairman of the national flower show committee, gave a very interesting account of the progress made by his committee. President Roland emphasized the importance of the show which involved an outlay of $70,000 and urged every one to do his utmost to support it. One of the great features, he said, would be the Burrough's collection of orchids, the finest in the country. President Robert Pyle spoke for the American Rose Society, which he was sure would do its part, as did A. F. J. Baur for the American Carnation Society, which organization was making a special schedule calling particularly for decorative effects. Herman P. Knoble stated that all lovers of flowers in Cleveland, O., commercial as well as amateur, were greatly interested in the exhibition. The work had been divided up into 30 committees, all of which had competent chairmen. A landscape expert and a noted interior decorator were perfecting plans for the artistic arrangement of the exhibition halls, which together with the handsome building would reach a perfection that would eclipse all previous efforts. He urged securing choice specimen plants from private estates, as this stock was lacking in the Cleveland district. Philip Breitmeyer promised great assistance from the Florists' Telegraph Delivery Association. The "Value of Flower Shows in Publicity for the Florists' Business" was the topic of a very interesting address by Chas. H. Totty. Mr. Totty was thoroughly convinced from his experience with the successful New York shows that they would be a great factor in every community in promoting the love for and sale of flowers.

Prof. H. C. Irish, St. Louis, Mo.
Entomologist of Society of American Florists.

Afternoon Session.

A paper on the "Maintenance of Soil Fertility" by Prof. James H. Beattie, horticulturist, United States Department of Agriculture, Washington, was most comprehensive, being full of practical suggestions on this matter so important to greenhouse men. "Standardization of the Grading of Cut Flowers," by Jos. Kohout, Libertyville, Ill., showed the essayist had given the subject careful thought. He spoke of the great difficulties in applying the same standard to all parts of the country. Max Schling, in the discussion that followed, thought there should be a standard adopted so simple that it could be understood by all. A No. 12 rose would mean a good flower with about a 12-inch stem, and so on up to the longest. After considerable discussion the president was directed to appoint a committee of three, consisting of a grower, retailer and wholesaler, to go into this subject and try and work out a national standard for length of stems and qualities of cut flowers, and present same at the next convention. Telegrams of greetings were ordered sent to Robert Craig and John Westcott, both of whom, early pioneers in the work of the society, were unable to be present. The report of the committee on memorials was then presented by Michael Barker, chairman. This was read by Secretary Young, all standing during its rendition.

"Demonstration of Flower Arrangements," by Max Schling was the closing and at the same time the feature of the convention, as he was honored by the largest audience of any of the sessions. Using the large platform table, which he had piled full of flowers of all kinds, including orchids, and also that of the stenographer's table in front, he gave practical demonstrations in the arrangement of wreaths with various decorations, also sprays. During the progress of the work he kept up a witty line of description that put his audience in good humor. He worked fast, completing one piece after another, using the same flowers with variations over and over again. His luncheon decorations on the stenographer's table were quickly placed and quite effective. In finishing his work he made a corsage of the cattleyas which he presented to Mrs. J. C. Vaughan, and arranging the spray orchids in a vase he gave this to Wm.

SOCIETY OF AMERICAN FLORISTS AT CONVENTION HALL, WASHINGTON, D. C., AUGUST 16-18

F. Gude for Mrs. Gude. He then continued his lecture, illustrated with lantern slides, showing many beautiful bridal bouquets and other artistic arrangements which were full of suggestions for the retail florist. He was loudly applauded and given the thanks of the convention at the close of his lecture. The report of the committee on final resolutions was then presented, after which the convention adjourned to meet in Cleveland at the national flower show.

The Membership Drive.

The report of Chairman J. F. Ammann on the special drive for new members of which there was a brief description in last week's issue, brought out a general discussion which was very interesting. Mr. Ammann was clearly disappointed that the goal of 1,000 members had not been reached, but he said he was not discouraged and hoped to see the full complement before January 1, 1922. He said that if florists had as much trouble to sell a $5 plant as it was to sell a $5 membership, many of them would go out of the business. Each member of the craft should be willing to spend the hour or two that would secure a new member in return for the great work the society has done for them. All the various societies mothered by the national organization and the florists' clubs of the country were directly traceable to its influence and the wonderful publicity campaign with its priceless slogan, "Say It With Flowers." He spoke of the advantages of more money in the active fund which would enable the society to push its work more vigorously. Philip Breitmeyer made a vigorous short address in which he stated the best way to raise more funds was to secure more members, not to sit here and talk about it, but start some real constructive work in securing them. Let us not be satisfied until we have 10,000 on the roll.

Herman P. Knoble, as chairman of the finance committee, went somewhat into detail as to the amount of money it took to carry a membership. The life membership of last year had been taken advantage of by many which had cut down the revenue for the active fund very materially. There was no way to overcome this except to raise the dues or get new members and he thought the latter the way out. Messrs. Hess, Rasmussen and Anderson were certain new members was the solution. George Asmus said the society was richer than it had ever been before and all it needed was an increased membership. Several members interested in the drive told of the futulity of letters, stating that personal solicitation was the only efficient way. Henry Siebrecht referred to the enthusiasm of the early days of the society, 36 years ago, when several men sat up nearly all night in getting out a small sheet with news of the convention and which was the forerunner of THE AMERICAN FLORIST afterwards, and several other trade magazines, all of which are very valuable to the business. Growers then gave freely of their information. The society brought about this giving of general cultural directions to the trade and every man engaged in the business should feel obligated to join and swell its membership. The matter of raising the dues was suggested, but met with no encouragement and a motion to this effect was soon tabled.

Wallace R. Pierson, Cromwell, Conn.
Director-Elect Society of American Florists.

Report of Judges of Trade Exhibition.

SECTIONS A, B & F—BULBS, FLOWERS, ETC.

HIGHLY COMMENDED.

Vaughan's Seed Store, Chicago and New York, for a fine collection of French, Japanese and Dutch bulbs, especially in mammoth bulbs of Harrissii, and a collection of cut gladioli.

National Bulb Farms, Benton Harbor, Mich., for Michigan grown narcissi and tulips from Holland grown mother bulbs, and collection of gladioli.

Henry F. Michell Co., Philadelphia, Pa., for a display of French, Dutch and Bermuda bulbs, and an extensive exhibit of garden requisites.

John Pommert, Amelia, O., for new Gladiolus Purity.

HONORABLE MENTION.

Lager & Hurrell, Summit, N. J., for cattleya hybrids and other orchids.

Louis Hahn & Son, Pittsburgh, Pa., for new Coleus Harding.

Jackson & Perkins, Newark, N. Y., for exhibit of pot grown lilacs, field grown deutzias, etc.

W. A. Manda, Inc., South Orange, N. J., collection of cacti.

F. R. Pierson Co., Tarrytown, N. Y., for nephrolepis.

Henry A. Dreer, Inc., Philadelphia, Pa., for highly colored crotons, palms, etc.

Robert Craig Co., Norwood, Pa., for highly colored crotons and arecas.

Henry J. Faust, Merion, Pa., for a display of Teddy, Jr., and nephrolepis and well grown cyclamens.

Fruitland Nurseries, Augusta, Ga., for a display of outdoor grown Azalea Indica and ardisias.

United Bulb Growers, Inc., Sassenheim, Holland, and New York, for Holland grown bulbs.

J. K. Rugowski Seed Co., Manitowoc, Wis., for cut asters.

H. C. Doescher, New Orleans, La., for palms, foliage and flowering plants, southern grown lily bulbs.

Will Rehder, Wilmington, N. C., for an unusual display of sarracenias.

Carl Hagenburger, West Mentor, O., for solanums and hydrangeas.

Bobbink & Atkins, Rutherford, N. J., for araucarias.

Isaac H. Moss, Inc., Baltimore, Md., for evergreens.

Joseph Heacock Co., Philadelphia, for palms.

John Lewis Childs, Flowerfield, N. Y., for cut gladioli.

B. Hammond Tracy, Wenham, Mass., for Primulinus hybrids and gladioli.

C. U. Liggit, Philadelphia, for specimen ferns.

McCaw Bros., Norwood, Pa., for Pandanus Veitchii, dracænas, etc.

Anton Schultheis, New York, for winter blooming plants, including ericas, hydrangeas, etc.

Roman J. Irwin, New York, for specimen plants.

A. N. Pierson, Inc., Cromwell, Conn., for a display of ericas, ardisias and adiantums.

Julius Roehrs Co., Rutherford, N. J., for kentias and hybrid cattleyas.

A. L. MILLER,
JULIUS A. PETERSON,
JOS. KOHOUT,
Judges.

SECTIONS C & D—GREENHOUSE SUPPLIES.

CERTIFICATE OF MERIT.

Vasil Steam Systems, East Washington, D. C., for Vasil hand stoker, a novel device for use in fuel consumption.

John A. Evans Co., Richmond, Va., for exhibit of ventilating apparatus parts.

Lord & Burnham Co., New York, illustrations of greenhouse construction.

Foley Greenhouse Manufacturing Co., Chicago.

SOCIETY OF AMERICAN FLORISTS AT CONVENTION HALL, WASHINGTON, D. C., AUGUST 16 18.

Kroeschell Bros. Co., Chicago, for photos of boilers and ice-making machinery.

American Greenhouse Manufacturing Co., Pana, Ill., for a section of a greenhouse showing novel features, particularly reinforced sash bars.

L. C. Stroh & Sons, Batavia, N. Y., for Thoromix shredder, for shredding soils.

F. R. PIERSON,
E. H. MANN,
E. ALLEN PIERCE,
Judges.

SECTIONS E & G—FLORISTS' SUPPLIES.

CERTIFICATE OF MERIT.

M. Rice Co., Philadelphia, Pa., for a very artistic display of its merchandise.

HONORABLE MENTION.

Ove Gnatt Co., La Porte, Ind., for prepared wreath and ceramic ware.

A. L. Randall Co., Chicago, for combination florists' counter and work bench.

M. Rice Co., for lace effect basket.

HIGHLY COMMENDED.

Henshaw Floral Co., New York, for lustre ware.

H. Bayersdorfer & Co., Philadelphia, Pa., for white metal flower containers and lamp.

S. A. Weller, Zanesville, O., for Louella ware.

Zane Pottery Co., South Zanesville, O., for merchandise pottery container.

Wertheimer Bros., New York, for silver ribbon and crepe.

Jos. G. Niedinger Co., Philadelphia, Pa., for prepared wreaths and novelties.

Schloss Bros., Ribbons, Inc., New York, for fringe brilliantaire, double fair ribbon and bridal scarf.

S. S. Pennock, Philadelphia, floral ribbon.

Lion & Co., crepe corsage ribbon and Liberty bond gilt edge corsage ribbon.

M. H. Levine Co., New York, for rainbow netting.

A. L. Randall Co. for line of baskets, Randall's gem, fibre folding box, colored green and gray.

Cohen & Hiller, New York, for metal cloth and ribbons.

George B. Hart & Co., Rochester, N. Y., for prepared foliage and wreath.

M. Adler, New York, for Sheffield vases.

Wm. Rehder, Wilmington, N. C., for sarracenia flora.

Orchard Paper Co., St. Louis, Mo., for wrapping paper with water mark, "Say It With Flowers."

S. Hanfling & Co., New York, for doughboy's shoes.

Burlington Willowware Shops, Burlington, Ia., for black and gold finish baskets.

A. E. GUDE,
MAX SCHLING,
Judges.

Report of American Products Committee

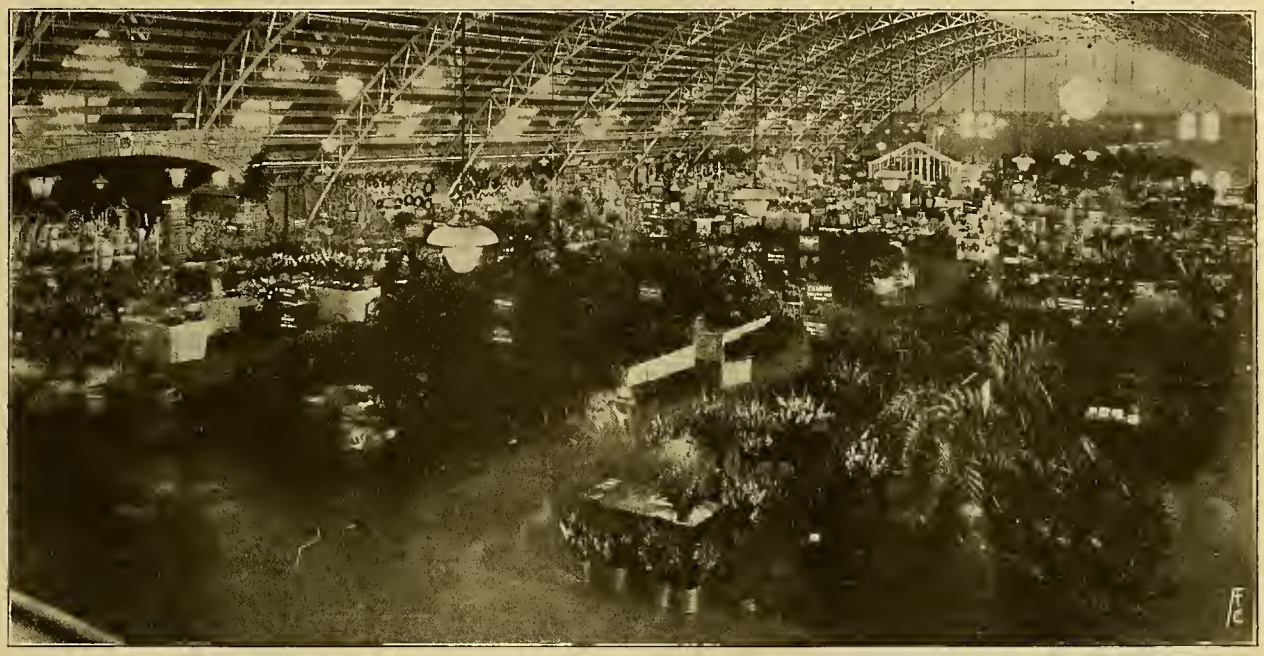
The drastic and sudden promulgation of Quarantine No. 37 by the federal horticultural board preventing the importation after June 1, 1919 of so many plants and bulbs that had come to be considered necessities by the florists, nurserymen, and amateur horticulturists, causes the question of the development of American products to become one of the most important and vital questions we have before us today. It is impossible for your committee to give any complete synopsis of what has already been accomplished along this line on account of the extreme distance to be covered. Your committee would at this time ask if those assembled in convention bring to the attention of our members what progress is being made in their locality either in the cultivation of plants that have been debarred from importation, or in the substitution of other plants that might take their place. We know of no other subject that can so well occupy the attention of the convention as this important matter. The attention of the committee has already been called to some of the progress which is being made along this line. In the matter of orchid growing, considerable progress has already been made in producing seedling orchids. These, the committee understand, can be brought into flower in about eight years from seed. Many of our largest growers are already very successfully at work on this important flower.

Azaleas are also being grown in various localities very successfully, but as this is a slow growing plant, it will take time and patience to produce them in sufficient quantity. Hybrid tea roses are being also budded here extensively and, before long, will be grown in sufficient quantities to meet the demand as there is no doubt but that roses of all kinds can be grown just as well here as in Europe. The committee's attention has been called to the extensive cultivation of palms in California. This state, with its wonderful climate, is already producing a great many seed, plants and bulbs that were formerly imported and that are important nursery and florist products. Tennessee, also with its fine climate, is already producing a great many plants and bulbs that luxuriate in its fertile soil.—Lilium candidum, gladiolia, spriea, etc. In the mountains, native azaleas and rhododendrons luxuriate. Here would probably be a fertile field for the production commerically of the finer hybrid varieties. Undoubtedly many sections of our country offer opportunity for the production of these plants on a profitable scale and it depends upon the enterprise and local initiative of our members to develop different plants particularly suited to their locality and climate. In Massachusetts, young rhododendrons, azaleas, and mountain laurel are being grown by the tens of thousands, and in various localities throughout New Jersey rhododendrons, azaleas and other plants of this character are being extensively propogated.

We have heretofore been dependent upon Germany and Europe for pot-grown lilacs, but some of the finest lilacs that have ever been grown are plants that have been especially grown and prepared here and have given much finer results than those usually obtained abroad. There is a gerat opportunity in this country for the development and improvement of different plants developed under our own climatic conditions. In introducting varieties from Europe, they were produced under different climatic conditions, which were not always suited to our climate. Take for instance in forcing roses; ten years ago most of the varieties were varieties of foreign origin, but today the most important varieties which are growing are of American origin and a great improvement over the kinds which we were growing a few years ago, showing the great opportunity that exists for the patient and intelligent production of improved varieties developed here, under our own climatic conditions and standards. A great improvement has also been made especially in the hybrid Wichuraiana roses which are particularly suited to our climate. Some wonderful results have been obtained along these lines showing the possibilitites which we believe are only the forerunner of what may still be accomplished. Gladioli offer a great field for improvement and have become one of our most important summer florist flowers owing to the greatly improved varieties that have been introduced, and we believe much more can be done along this line than has been accomplished. Dahlias are growing in popularity, and while a few men have been doing something with them, there is room for vast improvement. Some one who has the genius and time can do some good work along this line. There is nothing that would pay the American grower better than to produce new varieties suited to our climate, especially those that will bloom during our dry season and will produce long stems and keeping qualities.

Your committee wishes to call particular attention to the wonderful work of the Arnold Arboretum in connection with the Harvard university, Jamaica Plains, Mass., under Prof. Charles S. Sargent's direction. Through the work of Ernst H. Wilson there has been gathered a wonderful collection of new and rare plants from China, Japan and

SOCIETY OF AMERICAN FLORISTS AT MOUNT VERNON, AUGUST 19.



SOCIETY OF AMERICAN FLORISTS AT WASHINGTON, D. C., AUGUST 16-18.
General View of the Trade Exhibits.

the far east. It is fair to say that Mr. Wilson has secured more valuable new plants than all the collectors who have preceded him. This wonderful collection of new plants is available to anyone and the Arnold Arboretum should be a mecca for those who are interested in the development of new plants.

FRANK R. PIERSON,
E. G. HILL,
CHARLES L. BAUM,
Committee.

Report of Flower Show Committee.

Without detail I will briefly give you the facts regarding the big show to be held next spring in Cleveland, O. Our committee rejoices in the thought of once more staging, with the assistance of the may allied kindred organizations, the one big event of our industry. Try as we may, nothing else we do or have done arouses so much enthusiasm, and it is well that this is so. For only by the united support of all concerned, can we succeed in our venture. We held a wonderful exhibition in 1916 in Philadephia, Pa., the year of our last show. You are all acquainted with the history of the contemplated show that was to be staged in St. Louis, Mo., in 1918, and how after the expenditure of between $6,000 and $7,000, we were forced by the war to call off the planned exhibition. Fortunately we had a good sized balance in the national flower show fund from previous exhibitions, so that we did not have to ask the guarantors to pay any of the loss. And we still have a good sized working capital of about $4,000 in this fund.

And now for the next show. Cleveland, splendidly located geographically, wonderfully experienced in the conduct of big flower show. We have another important factor, and that is a city that is organized and has a reputation for doing things well. This means much. Each of its committees has its specific work to do, and is entirely responsible for the same, the chairman of each forming an executive committee that has control of all things necessary to promote and make possible the success of the show. Then there is our well organized committee who are all men of show experience, and who act as the guiding hand of the wonderful undertaking. Then we have Secretary Baur of the American Carnation Society, and also representatives of the American Rose Society, who by virtue of their financial interests, are members of our board. I attended a meeting in Cleveland last January and although the date of the show was over a year away, the committees without exception were all working and had reports of offer. And now a word about the wonderful building where we are going to stage this event. It is located on the Cleveland lake front and is in the heart of the business section. It is municipally owned and we hope to be one of the first to use it, if not the first. The building is a wonderful structure of steel, granite, marble, etc., and has two large floors connected by wide stairways that will enable us to keep the trade exhibit somewhat separated. We have arranged to have the exhibitors in this section use built-in booths, all uniform, so as to do away with the unsightly imaginary line, or make shift partitions we have been using in the past. Efforts will be made to make this floor beautiful. The upper floor, if our plans carry, we wish to form into one large complete garden. Those of you who have seen national shows in the past, can just about realize, how, with ideal surroundings such an exhibit would look. Premiums have been printed and circulated that contain the offer of over $20,000 in prizes. Just think, the entire expense of the first national flower show held in Chicago was just about this amount. Our budget of expense for the coming show is $55,000, this without considering what each exhibitor will expend. I maintain there is spent close to $150,000 in staging this show, which does not include the costs of the exhibits. Thus you will see the responsibility our committee shoulders. And thus we must have the support of all concerned, and no one should refuse to do his bit. We must have no refusals, for the success of these enormous exhibitions puts a stamp on our industry we cannot obtain in any other manner. By our actions they shall know us, and us is you. You have put the burden of this enormous task, and we in turn ask and demand your support. We must have exhibits. Would not you hold your head in shame should not we be able to do as we advertise? And that is—A grand national flower show under the auspices of the Society of American Florists, affiliated with combined horticultural and trade organizations in staging the grandest flower show ever held.

Now, you must grow for this event, not the ordinary, but the best you can produce. Do not "Let George do it," for if we did that, what a terrible calamity it would be. Every inducement has been made through the premium list to insure superfine exhibits. Just think, $5,000 for one class—more money than we formerly used for the entire premium list of the old fall shows, such as were staged in Chicago and elsewhere. Thus we are progressing. And, men, you must do your bit. Read the list carefully and prepare in advance. We do not want, nor can we expect Cleveland to supply the exhibits necessary. They must come from all parts of the country, coast to coast. We should have a larger number of men like our loyal and progressive president, Thomas Roland, who is willing to sacrifice thouands of dollars for the industry he loves, and which we all honor him for. Then there are the Piersons, Heacocks, Rohrers, Mandas, and so many I cannot mention them. A great many who live in Boston, Mass., should think of the wonderful things that have been accomplished there in the last two big shows. The guarantee fund is fully subscribed, space is being purchased, and a word on the latter to the prospective exhibitor. Statistics show us that the national flower show has the distinction of being attended by more than double the trade at our annual conventions. It also occurs at a time of the year when we are in a buying mood. And as there is only so much space, first come, first served. And now, in conclusion, put the following date down—no florist in the trade can afford to miss it: Next spring in Cleveland, March 25-April 1, inclusive.

GEO. ASMUS, Chairman,
National Flower Show Committee.

Report of the Entomologist.

Insect depredations, apparently, were not unusually severe throughout the country as a whole, during the past year. In fact, no reports were received of greater damage by any kind than in former years. Some appeared in fewer numbers in given localities than during the previous years. For example, the bag worm which did great damage during 1919-20 in St. Louis and vicinity has hardly been noticed this season. Chinch-bugs and grass hoppers have also done much less damage than the year before. The unusually warm weather of last winter caused many persons to predict the presence of an unusually large number of destructive insects during 1921. It was a wrong forecast, especially for the midwest regions. Various reasons have been attributed for the smaller number. The most common one being the fact that a killing frost occurred late in spring which was supposed to have destroyed a large number of insects. This may be true of the bag-worm as well as other kinds, or it may be possible that parasites caused the destruction of many injurious insects. So far as I know the cause for the smaller number this year is only a matter of conjecture. Likewise Aphidae have appeared in fewer numbers generally than last year, especially on out-door plants. On the other hand, the red spider has been more prevalent in my own locality than for several seasons. This may be due to the unusually long season of hot and dry weather.

While insect devastations may have been less this year, growers should not be less persistent in preventing their reappearance in great numbers. A season of neglect is sure to be followed by one with many new insect outbreaks. I believe we should spray and fumigate on the assumption that otherwise there will be trouble. The successful fruit grower must spray as a preventative as well as a cure for the fruit enemies. An orchard neglected for a year or two may require several years to effect a cure. My notice has been brought to the presence of the following insects during the year, mostly of interest to the florist:

Asparagus plumosus — Scale and some unidentified caterpillar; aster—blister beetle, tarnished plant-bug; bulbs—some species of mite; carnation—cut-worm, stem-borer; coleus and other foliage plants—mealy-bug; chrysanthemum—cut-worm, midge, borer, tarnish plant-bug; clover—clover-leaf beetle; corn—corn ear-worm, chinch-bugs, grasshopper; cyclamen—thrips, mites; delphiniums—cut-worm; fern—scale; geranium—mite; primula—white fly, and trees, various kinds—bag-worm, bark-borers.

STRAWBERRY ROOT WORM A MENACE.

Doubtless the strawberry root worm was one of the most serious in the whole list as a menace to rose growing under glass. So far as I have been able to learn, no satisfactory remedy has been found. The best that has come to my notice is thoroughly clearing away the mulch around the plants on top of the benches during January or February, at the same time shaking the plants, which will cause the beetles that may be on the plants to drop to the mulch, and most of them will be removed if the work is carefully done. The mulch may also be removed just before the second brood lays its eggs during July or August. I am satisfied that these insects have been removed from at least two houses which have been under my observation. It is to be hoped that a more practical and simpler method will be found to combat this trouble. The methods of combatting other injurious insects are well known and have been reported through the trade papers and agricultural press, where authentic accounts were usually given and practical remedies suggested. It is hardly wise in this report to repeat or elaborate upon all of these items. It seems important, however, to call special attention to the use of a so-called mash as a bait to destroy chinch bugs, grasshoppers and cutworms, because some such remedy may be found for the destruction of the strawberry root worm on the rose. A standard mash contains the following ingredients:

Bran, alfalfa meal or shorts, 20 pounds; cheap thin molasses, 10 quarts; paris green or arsenate of lead, 1 pound; juice of six lemons and water enough to make a moist mixture without becoming sloppy. This mixture is spread around the plants on the surface of the ground. Means for the prevention of insect depredations should be emphasized. Keep surroundings free from weeds and various kinds of rubbish which furnish breeding places for many of the worst pests. In the propagation of plants from cuttings, the greatest care need be taken in using only clean stock. It is much more economical to thoroughly treat a few stock plants and even the cuttings themselves than the whole new crop. The use of hydrocyanic acid gas has been and is still one of the important methods of combating such insects as the white fly, thrips and midges, as well as many other insects in the greenhouses. There appears to be a great difference of opinion doubtless due to the different conditions under which the gas is used. Some houses have fewer openings for the escape of gas while being used. It has been determined that most plants will not be injured by using the gas made from one ounce sodium cyanide, one ounce sulphuric acid, two ounces of water to 2,000 cubic feet of greenhouse space. This strength will check the white fly.

In my judgment, a publication dealing exclusively with insects injurious to ornamental plants would be very helpful as a reference work to florists and gardeners generally, and be a valuable addition to our entomological literature. I should be glad to assist in the compilation of such a work if the society authorizes its preparation. It should include a list of all insects known to be injurious to the chrysanthemum, carnation, rose and all other ornamental plants. Also lists of insecticides and all known methods of combating insect pests and treating different crops for insect troubles. Every grower having such a book could easily give first hand treatment to any suspicious intruder which he finds, and he might thus save a crop which would otherwise be a total loss. I desire also to call attention to the service that florists may render in the preservation of bird life. Nearly all birds are insect feeders and the more encouragement a person may give to protect birds around his establishment and encouraging their presence by the construction of bird houses and supplying proper feed, the safer his crops will be from insect attacks, especially those growing out of doors.

H. C. IRISH,
Entomologist.

Report Committee on President's Address

We, the committee having the privilege of reporting on the president's address, wish to present the following report:

After giving this strong address thorough consideration we believe it to be the most weighty paper, one that carries with it a number of the most vital considerations ever offered by a president of our national organization. We therefore most heartily endorse and advise the adoption of the recommendations as made under the headings of permanent fund, education, medal of honor, advisory council and annual report. We believe that recommendations with reference to a field worker also of great value, if not an entire necessity for gaining a much larger membership. This conclusion should also be referred to the board of directors for their serious consideration.

The several statements with reference to a field worker show clearly that this has been given detailed consideration and is particularly full of food for thought. We, therefore, must respectfully ask that all recommendations be adopted as a whole and that the president be empowered to appoint the necessary committees to carry out the provisions therein.

PHILIP BREITMEYER.
IRWIN BERTERMANN.
J. F. AMMANN,
P. WELCH,
C. P. MUELLER.

VAUGHAN'S SEED STORE EXHIBIT
At the Chicago Pageant of Progress, July 30-August 14.

CANADIAN FLORISTS AND GARDENERS' ASSOCIATION AT PETERBORO, ONT., AUGUST 8-10.

(See Issues of August 13 and 2 .)

The Mount Vernon Trip.

Friday's outing, which included the river trip to Mount Vernon, was most enjoyable, the weather being delightful. Immediately after landing, a visit to the Washington vault was made and a large wreath placed on the tomb. The party were then grouped on the lawn just below the mansion where they were photographed, making a beautiful and historic picture.

The presentation was then made by W. F. Gude to President Roland of a chest of beautiful silver dinner service. Mr. Gude's remarks were most appropriate, to which Mr. Roland, who was much moved, responded feelingly, stating that its reception on these historic grounds gave the gift an added value and one which would be handed down as a priceless heirloom in his family for generations. Mrs. W. F. Gude then on behalf of the Ladies' Society of American Florists presented Mrs. George Asmus, the retiring president, with a beautiful pearl and diamond ring, which was accepted very gracefully by the recipient. The mansion and gardens were then inspected, the feature of the latter being the boxwood edging of the paths and flower beds which was most luxurious. The return to Washington, where the party arrived at 7 p. m., was without incident.

Reception by President Harding.

The reception by President Harding arranged throuh the efforts of Miss Martha Gunterberg, of Chicago, president-elect of the Ladies' Society of American Florists, and first announced at Mt. Vernon, during the visit there, was interesting and enjoyable. The party gathered at the business offices of the White House at 1 o'clock, Saturday afternoon, where a wait of some 20 minutes, during which time they were joined by several delegations, they were graciously received by the President, who gave each person as introduced by William F. Gude, a warm smile and grasp of the hand. There were about 150 members who stayed over for this event. Two of the ladies of the party, Miss Martha Gunterberg and Mrs. Ella Grant Wilson, of Cleveland, O., had messages. Miss Gunterberg, in the following words, presented a large bunch of Pommert's pure white gladioli to the president.

MISS GUNTERBERG'S ADDRESS.

We, as ladies of the Society of American Florists, are glad to bring you our good wishes and expressions of loyalty, and as members of which profession, we are engaged in spreading happiness and good cheer and happiness and smiles along life's pathway. It seems only fitting that at a time like this we should pay a tribute to the mother whose guidance and Christian teachings has produced so noble a son to whom this country has extended its highest honors. May we ask you to place these few flowers before the picture of one of the best mothers that ever lived—your mother, and may these snowy blossoms in a silent but eloquent language shout their message to the house tops. Yes, may God grant that it reaches the farthermost corners of the earth, that message which came from on high more than 2,000 years ago, "Peace on earth, good will to men."

Mrs. Ella Grant Wilson, who never loses a publicity point, invited the President in well chosen words to open the Cleveland National Flower Show, as follows:

MRS. WILSON'S INVITATION.

"To the President and Mrs. Harding:

"Will you honor the City of Cleveland and the Society of American Florists with your presence at the opening of the fifth national flower show to be held in the new City auditorium in Cleveland, March 25, 1922? We hope to make this the most magnificent flower show ever held in America and can assure you of a welcome which will be genuine and in which we will be delighted to Say it with Flowers to both Mrs. Harding and yourself."

After the reception, although most of the party had dispersed, some twenty-five were gathered together on the lawn in the rear of the business offices and photographed with the President, making an interesting souvenir for those fortunate enough to be in the picture.

Committee on Final Resolutions.

Whereas, the florists of the country are indebted for the vast amount of good and progress accomplished at the annual gathering in Washington 1921, we feel obligated to the many who have contributed to our welfare and benefit in a city where hospitality and friendship are on every hand, therefore,

Be it resolved, that a vote of thanks be extended to our officers for their exceptional service, and

Be it further resolved, that our very best expression of thanks be extended to the Florists' Club of Washington and to the ladies who have assisted so much in the entertainment of our visitors.

We gratefully acknowledge the help and leadership of the Gude Brothers, W. F. and Adolph, also A. E. Gude, whose firm has extended so many courtesies. Also to the several other individual firms who have assisted. We are indebted to those whose privilege it was to provide the music of the United States Marine band and the wonderful garden party, Tuesday evening, August 16, at the Botanical gardens with the illuminated dome of the capitol in the background. We thank Geo. W. Hess in particular for this privilege. We gratefully acknowledge the kindness of Wm. H. Ernst for pottery; of Anton Stephan, contributing to the Convention hall management, of the Kiwanis Club for its deep interest manifested, the Optimist and Shrine Club for autos and of the police and fire department for their efficient services.

The daily and trade press rendered valuable assistance as has H. S. Davies, manager of the Washington hotel. The assistant secretary and force have also contributed splendidly.

We therefore further resolve to extend a rising vote of thanks to the

above and to any others who have made it possible to have the Washington convention enumerated among the successful gatherings of our splendid society.

IRWIN BERTERMANN,
I. S. HENDRICKSON,
ADAM GRAHAM,
FRANK H. TRAENDLY,
F. H. WEBER,
WM. K. HARRIS,
F. K. KILNER,

Ladies' Society of American Florists.

WASHINGTON MEETING, AUGUST 17.

The annual meeting of the Ladies' Society of American Florists was held August 17 at the Washington hotel, Washington. The visitors were heartily welcomed to the city by Mrs. Clara S. Taylor, a member of the district of Columbia rent commission. She made a plea to the women upon their return home to interest their townswomen in sending to the conference for disarmament their petition for peace and to "Say It With Flowers." Mrs. Taylor further suggested that it would add much to the beauty of the Lincoln highway if it would be planted with flowers instead of so many trees. In the absence of Mrs. A. L. Miller, of Jamaica, New York, because of illness, Mrs. Albert M. Herr, of Lancaster, Pa., read her response to the address of welcome. Mrs. Herr, the secretary, in her report, stated that the society had gained 15 new life and 53 new members up to July 31, inclusive. She strongly urged that members read their by-laws, especially the one in regard to loss of membership for non-payment of dues. The president and officers of the Society of American Florists and the trade press were extended her thanks for their courtesy and co-operation.

The treasurer reported a balance of $130.30 up to July 31, inclusive, with life membership receipts of $500. President Mrs. Geo. Asmus then presented her report, which contained many helpful suggestions. A letter from James McLaughlin, chairman of the special premium committee for the national flower show committee was read. After discussion, in conjunction with the recommendation of President Mrs. Asmus, it was voted that three prizes would be offered: one for the Society of American Florists' class to be decided later; one for the best bridal bouquet and one for the best table decoration, to be staged by any member of the Ladies' Society of American Florists. The recommendation to seek representation on the board of directors of the Society of American Florists was deemed impractical. A vote of thanks to the Washington committee, of which Mrs. Z. D. Blackstone was chairman, and to the Florists' Club of Washington, concluded the meeting. An automobile tour of the city was then taken, followed by the annual ladies' reception in the Hall of Nations, at the Washington hotel.

The following officers were elected for the coming year: Miss Martha Gunterberg, Chicago, president; Miss Olga Hubbard, Topeka, Kans., first vice-president; Miss Blanche Crump, Colorado Springs, Colo., second vice-president; Miss Perle B. Fulmer, Des Moines, Ia., treasurer, and Mrs. Albert M. Herr, Lancaster, Pa., secretary.

Convention Notes.

Six autos of florists left for Atlantic City, N. J., after President Harding's reception Saturday, a number remaining several days, including F. C. Weber and Otto Koenig, of St. Louis, Mo.; George Blackman and wife, Evansville, Ind.; J. C. Vaughan and wife, Chicago, and Miss Catherine Crump, Colorado Springs, Colo.

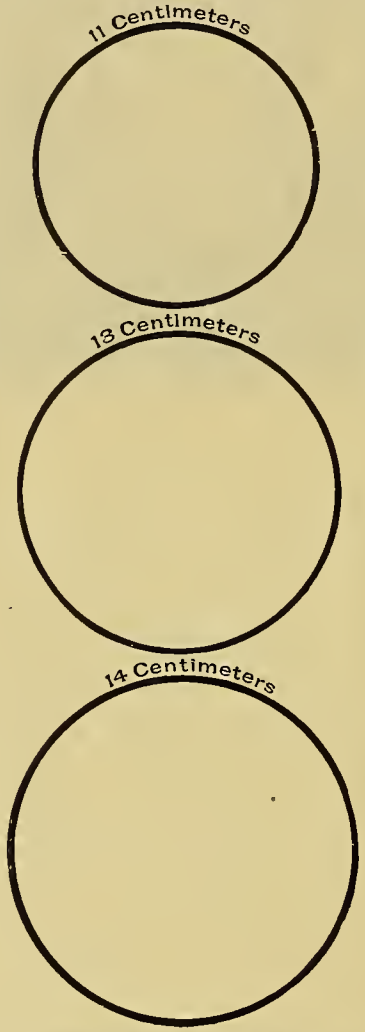
Cannas made a splendid showing in the national capital during the convention, the yellow Richard Wallace being especially fine. Other good kinds were in reds, King Humbert, The President, Uncle Sam, Meteor and Fanal; pink, Rosea Gigantea and City of Portland; and Yellow Humbert.

The number of members arriving by auto far exceeded that of any former meeting. Cars bearing the legend, "Say It with Flowers," could be seen all along the highways from the western line of Indiana, through that state, Ohio, Pennsylvania, the Virginias and Maryland.

There appeared a busy crowd of visitors about the display of Joseph G. Neidinger & Co., Philadelphia, and order books were seen filling up rapidly. Their large wreaths were very showy.

Treasurer J. J. Hess was an early arrival, coming in with Mrs. Hess, Monday morning, along with 25 California Foresters, who wore yellow poppies and were taken for florists.

The president's reception was a great success. Every feature was novel, the music of the Marine Band being most enjoyable.



French Bulb Measurements.

Paste on Heavy Cardboard and Cut Out the Holes With a Sharp Knife, Then Pass the Bulbs Through.

The Bowling Tournament.

This important event for the diversion of the members took place at the Recreation Bowling alleys, August 18. The ladies were the first on the programme and made a very creditable showing. There were 27 contestants who finished their three games each. Five men teams representing Chicago, New York, Cleveland, Washington and Baltimore finished in the order named. Washington took the lead in the first game, beating New York, its nearest competitor, by one pin. However, in the second game, New York forged ahead with 793 pins to its credit, 60 ahead of its closest competitor, Chicago. In the third game Chicago made a tremendous showing coming out with 45 pins more than New York, which had to take second place.

LADIES' CONTEST.

The following are the totals for the individual sets, arranged according to the scores made:

Mrs. H. F. Knoble	367
Mrs. Emily Olsem	348
Mrs. H. A. Klein	338
Mrs. Geo. Asmus	338
Mrs. Frank Traendly	314
Mrs. Mary Noonan	310
Mrs. Edw. Niedomanski	284
Mrs. Albert M. Herr	281
Mrs. Geo. H. Cooke	281
Mrs. G. F. Reichert	275
Mrs. Chas. McCauley	273
Mrs. F. C. Bauer	250
Mrs. Elmer C. Mayberry	241
Mrs. Z. D. Blackistone	240
Mrs. James B. Boone	232
Mrs. John Sibson	227
Mrs. B. H. Tracy	219
Mrs. Harvey Whittermore	219
Mrs. J. W. Keimel	217
Miss M. C. Gunterberg	207
Mrs. W. A. Kennedy	200
Mrs. J. H. Dodds	174
Mrs. Wm. F. Gude	168
Mrs. Carrie M. Quarles	165
Mrs. Rosina Stauff	155
Mrs. Fred Pontwig	190
Mrs. Annie M. Bunding	92

MEN'S SINGLES.

J. J. Beneke, 479—First prize; M. Rice & Co.'s prize, stand basket.

Chas. Seybold, 474—Second prize; Schloss Bros., Ribbons, Inc., prize, electric percolator.

Jos. Nickle, 459—Third prize; Whilden Pottery Co.'s prize, $10 in gold.

James Wilson, 445—Fourth prize; Burlington Willow Ware Co.'s prize, order for refrigerator basket.

L. L. Ridge, 440—Fifth prize; American Greenhouse Manufacturing Co.'s prize, umbrella.

O. A. C. Oehmler, 416—Sixth prize, American Bulb Co.'s prize, thermos bottle.

T. H. Dodds, 412—Seventh prize, A. G. Spaulding Bros.' prize, golf club.

Geo. Kuhnert, 393—Eighth prize; Lord & Burnham's prize, smoking stand.

OTHER INDIVIDUAL SCORES (MEN).

Jas. Wilson	445
Clarence Shaffer	385
Oscar Boehler	373
B. R. Herr	367
L. H. Klein	366
A. A. Hart	349
L. Baumann	343
Geo. Reichert	334
F. C. Bauer	331
Albert Esch	328
Geo. F. Ernest	323
C. Gersdorff	275
Z. D. Blackistone	266
L. Quarles	250
Henry Gibson	210
C. Forbach	210
Arthur Lamser	205

TEAM SCORES.

Chicago.

Foerster	165	200	134—499
Pollworth	127	130	116—373
Schram	161	158	145—464
Asmus	119	123	126—368
Olsem	173	156	201—530

Total, 2234.

First prize, $50, donated by the Florists' Club of Washington.

New York.

Irwin	165	161	134—460
Pierson	151	140	117—408
Brown	145	202	134—481
Traendly	114	146	126—386
Manda	154	144	156—454

Total, 2189.

Second prize, $25, donated by W. H. Ernest.

Cleveland.

Cook	151	121	147—419
Ponting	99	116	128—343
Bate	162	156	151—469
Graham	170	175	155—500

Total, 2098.

Washington.

Niedamanski	143	100	144—386
Wescott	126	142	117—385
Arthur Shaffer	154	121	146—421
MacLennan	157	128	165—450
George Shaffer	150	142	146—438

Total, 2090.

Baltimore.

Eberle	145	135	121—401
Perry	138	145	154—437
Moss	105	105	117—327
Boone	121	125	179—425
Ekas	137	104	147—388

Total, 1985.

HIGH SINGLE GAME.

J. M. Brown, 202; Bobbink & Atkins' prize, $10.

FIRST HIGH AVERAGE.

Peter Olsem, 530; Henry A. Dreer's prize, case of knives.

OTHER PRIZES CONTRIBUTED.

H. Bayersdorfer & Co., ladies' sewing basket.
Schloss Bros. Ribbons, Inc., electric percolator.
Zane Pottery Co., Harding Blue vase.
Roman J. Irwin, cut glass bowl.
Wertheimer Bros., Roman stripe silk sash.
A. L. Randall Co., auto refrigerator.
F. H. Kramer, tea tray and bowl.
Duro Paper Box Co., silver cup.
Henry I. Faust, silver cup.
Vaughan's Seed Store, tool kit.
W. F. Roberts, fishing reel.
A. G. Spaulding & Bro., golf club.
Z. D. Blackistone, five pound box candy.

Annual Golf Tournament.

The annual golf tournament, the first to be held by the society, brought out much keen competition. Walter S. Cook and James Fisher, the winners, were presented with silver loving cups.

	Out	In	Gross	Hdcp	Net
Z. D. Blackistone	52	56	108		108
G. Kuehlmer	62	62	124	15	109
T. Roberts	75	70	145	15	130
Walter E. Cook	51	57	108	10	98
F. R. Kilner	53	59	112	10	102
James Fisher	53	51	104		104

Additional Visitors.

In addition to the list printed in last week's issue, the following registered at the Convention hall:

J. R. Aiken, Pennsburg, Pa.
G. P. Ames, Mt. Ranier, Ind.
A. Anderson, Baltimore, Md.
H. M. Aughenbaugh, Manchester, Pa.
J. R. Aughenbaugh, York, Pa.

D. W. Babcock, Berlin, Md.
R. W. Baggott, Washington, D. C.
C. D. Ball, Philadelphia, Pa.
J. W. Batezel, Philadelphia, Pa.
W. M. Bauer, Govans, Md.
J. H. Baum, Wellsville, O.
H. Bayersdorfer, Philadelphia, Pa.
O. P. Berkley, Harrisburg, Pa.
J. Bernstein, New York.
E. W. Berry, Washington, D. C.
F. W. Bliese, Waukesha, Wis.
E. A. Bohnert, Charleston, W. Va.
J. W. Boone, Baltimore, Md.
Adolph Bowdler, Washington, D. C.
R. G. Bowersox, Lewistown, Pa.
James M. Brown, New York.
A. J. Bruman, Washington, D. C.
A. H. Burki, Pittsburgh, Pa.
Fred Burki, Pittsburgh, Pa.

O. G. Carlstedt, Indianapolis, Ind.
G. R. Clarke, Auburn, N. Y.
D. L. Connor, Philadelphia, Pa.
C. A. S. Cook, Wyncote, Pa.
W. J. Cowee, Berlin, N. Y.
J. W. Cox, Philadelphia, Pa.
J. R. Croom, Magnolia, N. C.

Fred R. Danker, Albany, N. Y.
A. DeJayeuski, Petrograd, Russia.
J. M. Deutscher, Philadelphia, Pa.
M. W Doty, Grand Lodge, Mich.

H. L. Elwell, Springfield, O.
A. F. Esch, Washington, D. C.
B. Eschner, Philadelphia, Pa.
G. W. Evenden, Williamsport, Pa.
J. S. Everett, Washington, D. C.

F. Fallon, Roanoke, Va.
J. J. Fallon, Roanoke, Va.
W. E. Fallstrom, Dixon, Ill.
E. Farenwald, Roslyn, Pa.
M. Fraile, Washington, D. C.

G. R. Gause, Richmond, Ind.
T. R. Gorton, Norwich, N. Y.
Harry Gould, Wyncote, Pa.
E. F. Gude, Washington, D. C.

J. P. Habermehl, Philadelphia, Pa.
L. Hamphug, Oshkosh, Wis.
O. K. Harris, Philadelphia, Pa.
A. H. Hathe, Richmond, Va.
Andrew Hauze, Fairmont, W. Va.
W. C. Hawley, Washington, D. C.
James W. Heacock, Wyncote, Pa.
H. F. Heck, Wyomissing, Pa.
G. R. Heine, Washington, D. C.

C. Hennan, Forsyth, Mo.
R. G. Hoppel, Cherrydale, Pa.
W. D. Howard, Milford, Mass.
C. H. Humphrey, Zanesville, O.

O. Jackson, Springfield, O.
J. Jamak, Washington, D. C.
Robert Jamison, Woodside, Pa.
T. M. Jamison, Philadelphia, Pa.

F. F. Kemper, Jr., Jersey City, N. J.
J. T. Kidwell, Washington, D. C.
J. F. H. Kramer, Washington, D. C.

Roger Lewis, Lockport, N. Y.
Fred G. Lewis, Lockport, N. Y.

Miss Maude Baum, Wellsville, O.
Miss N. T. Benninger, Washington, D. C.
Mrs. F. W. Bliese, Waukesha, Wis.
Mrs. J. G. Botkin, Urbana, O.
Miss E. Botkin, Urbana, O.
Mrs. Jess Botkin, Urbana, O.
Miss M. Caliebe, Wellsville, O.
Mrs. O. G. Carlstedt, Indianapolis, Ind.
Mrs. F. R. Danker, Albany, N. Y.
Mrs. F. A. Donnelly, Chicago.
Mrs. G. W. Evenden, Williamsport, Pa.
Mrs. E. Farenwald, Roslyn, Pa.
Mrs. G. R. Gause, Richmond, Ind.
Mrs. R. F. Gloede, Evanston, Ill.
Mrs. A. Hauze, Fairmont, W. Va.

EARLY ASTERS AT W. J. KRAMER'S, ROCKY RIVER, O.
The Picture Includes Mr. Kramer and His Two Sons and was Taken July 17, When the Asters Were at Their Best. Forty to Fifty Thousand Blooms Were Shipped to Cleveland That Week. The First Flowers Were Shipped This Year June 18, Last Year July 10. This Has Been a Very Good Aster Year With Mr. Kramer, the Entire Crop Being Cut by August 1.

G. A. Lewis, Philadelphia, Pa.
G. D. Leydic, Indianapolis, Ind.
C. Lomeurschmidt, Indianapolis, Ind.

M. J. McCabe, Washington, D. C.
J. P. McCarthy, Philadelphia, Pa.
E. W. McFrederick, Baltimore, Md.
G. H. McFrederick, Baltimore, Md.
W. E. McKissick, Baltimore, Md.
Robert McLennan, Washington, D. C.

T. Malhane, Johnstown, Pa.
James R. Mann, Chicago.
F. J. Michell, Philadelphia, Pa.
H. A. Miller, Philadelphia, Pa.
M. P. Mills, Baltimore, Md.
E. M. Morner, Shelbyville, Ind.

T. Ochridge, Bermuda.
N. C. Osborn, Hartford, Conn.
E. C. Palmer, Richmond, Va.
W. J. Palmer, Buffalo, N. Y.
John Paul, Cumberland, Md.
C. U. Plumb, Detroit, Mich.
John Pommert, Amelia, O.
H. Prichard, Washington, D. C.
Frank Purcell, Washington, D. C.
Robert Pyle, West Grove, Pa.

Howard Reid, Philadelphia, Pa.
L. V. Roak, Harrisburg, Pa.
A. E. Robinson, Lexington, Mass.
I. Rosnoskey, Chicago.
R. W. Ross, Dixmont, Pa.

Fred Schenkesla, Ashland, Va.
E. E. Scott, Providence, R. I.
John Seafest, Cherry Grove, Md.
Milton Selinka, Washington, D. C.
L. Seyleuhr, Wilkesbarre, Pa.
W. R. Shackelford, E. Pittsburgh, Pa.
C. C. Sieck, Baltimore, Md.
A. J. Smith, Hinsdale, Mass.
W. J. Spencer, Washington, D. C.
E. Stevenson, Baltimore, Md.

W. M. Turner, Wilkinsburg, Pa.

N. V. Vavilor, Petrograd, Russia.
J. S. Vincent, White Marsh, Md.
I. A. Vincent, Philadelphia, Pa.

F. L. Wertz, Roanoke, W. Va.
J. H. Whitt, Welch, W. Va.
A. Wintzer, West Grove, Pa.
R. E. Wieland, Chicago.
J. E. Wright, Williamsport, Pa.

THE LADIES

Mrs. H. M. Aughenbaugh, Manchester, Pa.
Mrs. J. R. Aughenbaugh, York, Pa.
Mrs. J. H. Baum, Wellsville, O.
Miss M. Baum, Wellsville, O.

Mrs. A. E. Hoblitzell, Baltimore, Md.
Mrs. C. E. Hubbard, Topeka, Kan.
Mrs. Fred G. Lewis, Lockport, N. Y.
Mrs. Roger Lewis, Lockport, N. Y.
Mrs. E. W. McFrederick, Baltimore, Md.
Miss McFrederick, Baltimore, Md.
Mrs. M. P. Mills, Baltimore, Md.
Miss Mary Noonan, Baltimore, Md.
Mrs. J. Paul, Cumberland, Md.
Miss C. Quarles, Louisville, Ky.
Mrs. H. Raske, Frederick, Md.
Mrs. L. Seyleuhr, Wilkesbarre, Pa.
Mrs. Robert B. Stiles, Petersburg, Va.
Miss Vincent, Philadelphia, Pa.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in date, time and place of meeting.]

Albany, N. Y., September 3, 8 p. m.—The Albany Florists' Club, at 611-13 Broadway. Wm. McGinn, secretary, Albany.

Buaffio, N. Y., August 30, 8 p. m.—Buffalo Florists' Club, at General Electric building. Wm. Legg, secretary, 889 West Delavan avenue, Buffalo.

Columbus, O., August 29, 8 p. m.—Columbus Florists' Association at the Neil House. E. A. Mnuk, secretary, 19 South High street, Columbus.

Kansas City, Mo., September 1, 8 p. m.—Kansas City Florists' and Allied Trades Club at members' place of business. M. Wade secretary, 1109 Grand avenue, Kansas City.

Milwaukee, Wis., September 1, 8:30 p. m.—Milwaukee Florists' Club at Kurtz Bros., Eleventh and Prairie streets. Eugene Oestreicher, secretary, 5630 North avenue, Milwaukee.

Pittsburgh, Pa., September 1, 7 p. m.—Pittsburgh Retail Florists' Club, at Seventh Avenue hotel. E. E. Ludwig, secretary, 710 East Diamond street, Pittsburgh.

Reading, Pa., September 1, 8 p. m.—Reading Florists' Association at home of members. Fulmer H. Lauck, secretary, 123 South Fifth street, Reading.

San Francisco, Calif., September 3, 8 p. m.—Pacific Coast Horticultural Society, at Sachem Hall, Red Men's building, 240 Golden Gate avenue. John R. Walsh, secretary, 417 Montgomery street, San Francisco.

Tacoma, Wash., September 2, 8 p. m.—Tacoma Florists' Association at Maccabee's Hall, 1116 Broadway. J. L. Simpson, secretary, 519 East Fiftieth street, Tacoma.

THE AMERICAN FLORIST

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We do not assume any responsibility for the opinions of our correspondents.

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NOW is the time to move peony roots.

GERANIUM growers are complaining of a shortage of cuttings.

FROST in exposed parts of the extreme north portion of the middle Atlantic states has been predicted for this week.

PROF. H. B. DORNER'S excellent paper in last week's issue deals with "Floricultural Education in the United States," not "Floriculture in the United States," as the title given it by our copy man indicates.

THE Society of American Florists very properly concluded its annual convention by a pilgrimage to Mount Vernon, where with appropriate ceremony, a memorial wreath was placed upon the tomb of Washington.

SAMUEL MURRAY, Kansas City, Mo., vice-president-elect of the Society of American Florists, says he has received many messages of congratulation from members in all sections of the country as well as from those in his own city. The members should back up their encouraging words by greeting Sam in person in Convention hall, Kansas City, next August.

John Low, Hero.

John Low, superintendent of the Cudahy estate, Lake Forest, Ill., died August 23, from burns received July 30 in saving the two young sons of his employer from death by fire. Mr. Low came from Scotland 15 years ago and has been in the employ of the Cudahys most of the time since.

Canadian Country of Origin Labels.

By the Canadian customs tariff amendment act, 1921, the customs tariff of 1907 was amended by inserting a section immediately after Section 12, which provides that all goods imported into the Dominion after October 1 next, which are capable of being marked, stamped, branded or labeled without injury shall be so marked in legible French or English words, in a conspicuous place to plainly show the country of origin. The markings shall also be as nearly indelible as the nature of the goods will permit. It is further provided that any goods improperly labeled after October 1 will be subject to an additional duty of 10 per cent ad valorem and will not be released until properly marked. Heavy penalties are provided for any violation of this law.

Fire at Rose Hill Nurseries.

A very destructive fire occurred at the Rose Hill Nurseries, New Rochelle, N. Y., August 15, which destroyed the large packing house, 25x68 feet, a two story, slate roof building which had a carpenter shop and storage room on the second floor, and a garage on the main floor, where a truck and Ford delivery car and Charles Siebrecht's Reo car were kept. This building also held many implements and tools and other supplies which could not be saved. The fire was so intense that the flames went up as high as the water tower, which is 85 feet and so very hot that the three-inch steam pipe, covered with asbestos, was bent and buckled. The two small 90-foot greenhouses adjoining were also a total loss with the contents therein, as well as one other house across the road, which had the corner burnt for about a distance of 20 feet, and some of the rare Strelitzia reginæ (Bird of Paradise plants) were scorched. The total loss is about $10,000 to $12,000. The garage was insured for $3,000. There were many other plants and bulbs destroyed.

Henry A. Siebrecht had just left for the convention of the Society of American Florists at Washington, where he enjoyed only the first day of the session and the wonderful reception of President Roland and his assistants, the past presidents. Then when Mr. Siebrecht received the news of the fire, he took the first train for Rose Hill, regretting most sincerely not to have a continuation of his pleasure in meeting so many of his acquaintances.

Lily Bulbs from Seed.

In growing Easter lilies from seeds, the time of planting depends upon how the florist intends to handle his stocks, and possibly upon when his seed becomes available, says the bureau of plant industry, United States Department of Agriculture, in discussing the results of experiments with growing the flowers from seed instead of from bulbs. Sowing, they say, can be done at any season if suitable moisture conditions for germination are maintained. In northern climates, if seed is planted out of doors, it should be sown in the late autumn for spring germination.

For the past six years, specialists of the Department of Agriculture have conducted experiments in the growing of Easter lilies from seed, thus making the raising of the flower in this country independent of bulbs, which are now imported principally from Japan. The lessons brought out by these experiments are now available to those interested in the work through the publication of Department Bulletin 962, entitled "The Production of the Easter Lily in Northern Climates." Until the trade produces seed of the lily and offers it for sale, it is pointed out, it will be necessary for the grower to raise his own seed. The best way to do this now is to procure imported bulbs either in the early winter, when they are generally offered for sale, or at Easter time, when most of the plants are in blossom, and grow seed for planting the following January.

Coal Profiteering.

Senator James A. Reed, of Missouri, in the course of an address on the coal problem in the senate recently said: "As to the retailers, I think it can be fairly deduced from the evidence that at many places in the United States the retailer charged profits on coal in excess of anything which can be regarded as fair. Indeed, it is difficult to understand how the prices which were charged could be maintained in certain cities of the United States unless there was a combination, express or implied, among the local dealers. This question, however, was not sufficiently investigated so that a comprehensive statement can be made. It must be apparent that combinations of the character referred to, if they exist, are violative of the laws of substantially every state of the union, that such combinations can be speedily broken up by the local authorities, and that the duty devolves upon them to act with expedition and effect."

Gerbera Jamesoni.

One of our patrons wants plants of the above. Anyone who can supply them will oblige by sending name and address to this office.

Coming Events.

September 7-8, Chattanooga, Tenn.—Annual meeting of the Southern Nurserymen's Association. O. J. Howard, Hickory, N. C., secretary.

September 13-15, Detroit, Mich.—Association of American Cemetery Superintendents. W. B. Jones, 2800 Brighton road, N. S., Pittsburgh, Pa., secretary-treasurer.

September 14, Syracuse, N. Y.—Annual meeting of the New York Federation of Horticultural Societies and Floral Clubs. E. A. White, Hammonton, N. J., secretary.

September 21-22, New Rochelle, N. Y.—Annual flower show of the Winchester and Fairfield Horticultural Society. Oscar E. Ador, Greenwich, Conn., secretary.

September 22-25, Boston, Mass.—Annual exhibition of the Massachusetts Horticultural Society. Wm. P. Rich, Horticultural Hall, Boston, Mass., secretary.

September 27-30, New York.—Annual meeting and exhibition of the American Dahlia Society at Hotel Pennsylvania. E. C. Vick, 205 Elwood avenue, Newark, N. J., secretary.

October 6-7, Sewickley, Pa.—Annual dahlia show under the auspices of the Alleghany Garden Club and the Sewickley Horticultural Society. Geo. W Kirk, Sewickley, secretary

October 11-13, Toronto, Ont.—Annual meeting of the Florists' Telegraph Delivery Association Albert Pochelon, Detroit, Mich., secretary.

October 20-23, Los Angeles, Calif.—Annual convention and exhibition of the California Association of Nurserymen. Henry W. Kruckeberg, Los Angeles, Calif., secretary-treasurer.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, $1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order For Plant Advs., See Ready Reference Section

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted — Grower roses, chrysanthemums, carnations and pot plants; middle age; single. Address
Key 570, care American Florist.

Situation Wanted — By single man; experienced in pruning trees, spraying, etc. Also can do greenhouse work.
Chas. Boone Saunders, Merom, Ind.

Situation Wanted—By orchid grower with life-long commercial experience; chiefly cattleya and spray varieties. Address
Key 573, care American Florist.

Situation Wanted—By refined young woman with five years' experience in retail florists business; bouquets and designing; capable of handling most refined trade. Best references as to capabilities and personality. Prefer modern store. Address
Key 568, care American Florist.

Situation Wanted—A man 47 years old; 30 years in retail stores, would like to hear from a retailer in the northwest; can give best of references. Address
Key 579, care American Florist.

Help Wanted — Florist for city greenhouse. Apply to **Superintendent of park, City Hall, Topeka, Kan.**

Help Wanted—Competent man as foreman for about 25,000 ft. of glass. General retail stock grown; no roses. Address,
W. H. Culp & Co., Wichita, Kan.

For Sale—Well established market garden and floral business. 29 hot beds, well, windmill and tank, 11-room house, also barn; four city lots. A snap at $3,600; $1,500 cash. Address
JOHN C. KRUEGER
Medford, Box 72, Wis.

Help Wanted

General Greenhouse Man in Ohio.

Experienced in bedding stock, roses, chrysanthemums, carnations, perennials, etc. $75 per month with room and board. Single ex-service man preferred. No firing. Hours 7 to 4.

Key 578, care American Florist.

Help Wanted

Reliable grower of roses, carnations and general pot plants, to take full charge; one who is looking for a future. Kindly give names of three last employers. This is a good place, in a nice town.

C. C. WONNEMAN & SONS, Mexico, Missouri

Wanted to Rent or Buy

By thoroughly experienced florist and decorator, a large florist establishment. Only high grade proposition considered. Must stand closest investigation. Give full particulars and price in first letter.

Address **Key 575, care American Florist**

Help Wanted

Experienced driver for White delivery truck. Must know city and come well recommended.

MANGEL,
17 East Monroe Street, CHICAGO

SITUATION WANTED

By all-round grower on commercial place where good results are desired; thoroughly experienced in growing roses, carnations, chrysanthemums and a general line of pot plants; specialist in roses and cyclamen; 16 years experience; Swedish; age 32; single; best of references; can come at once; please state wages and particulars in first letter.

Key 581, care American Florist.

Situation Wanted

By a first-class wholesale or retail florist; 25 years' practical experience in cut flowers, fancy potted plants, bedding stock, designing, etc.; capable of taking full charge and handle help; middle-aged, single man. Address

Key 577, care American Florist.

WANTED

Florist Refrigerator, about 9 ft. long, 9 ft. high, 4 ft. deep; knock-down type. Must be in good condition. Send best cash price, crated, F.O.B. shipping point, and photo.

JOSEPH BANCROFT & SON
Cedar Falls, Iowa.

Kaspar Mfg. Co.

Salesman Wanted

in every state calling on florists to sell wood easels. Commission only.

Kaspar Mfg Co.
3234 W. 30th St., Chicago

FOR SALE

Retiring from business—moving to California—florist and gardener's place; seven-room house; one greenhouse, 75 x 16 ft., hot water heat; lot, 46 x 196 ft.; stock and good will of good trade. Only $5,000.

H. F. REIFERT,
18 West 65th Street, CHICAGO

FOR SALE

Just a dandy, up-to-date Florist business, going stronger every day; big territory; greenhouse and dwelling combined; dandy down-town shop, and the only one; reasonable rent; steam heat; this proposition is sound, no old, worn-out business; for references write to any near-by florist in Dallas, Waco or Ft. Worth; one thing, to take hold of this you must be up to now, the people demand it, and make up your mind to go big; the business is here; population, 16,000; I am selling to go on my farm, after being in the business twenty years; $4,000.00 cash, $3,000.00 on time, almost to suit buyer. If interested, write

HOLM'S FLOWER SHOP,
Corsicana, Texas.

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾ x 5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $4.50; per 1000, $6.50. Samples on request. Electro of leaf, postpaid, $3.00. Cash with order.

American Florist Co.
440 S. Dearborn Street
CHICAGO

HOME - GROWN STOCK

Greatly Increased Demand

If you have any to offer, or are likely to have any soon,

advertise in these columns now.

AMERICAN FLORIST CO.
440 So. Dearborn Street, ... CHICAGO

Montgomery's Priscilla

That's the name of the new pink rose! The name will be Priscilla probably after the public has had it a while, but we have had to add the prefix to cover the rules of nomenclature.

In order to get someone who knows more about roses than we do to give an unbiased, honest opinion on the merits of this rose, we have placed 12 plants of it with each of the following growers:

E. G. Hill Co., Richmond, Ind.
Dailledouze Bros., Brooklyn, N. Y.
Albert F. Amling Co., Maywood, Ill.
Duckham-Pierson Co., Madison, N. J.
Rowayton Greenhouses, Rowayton, Conn.
Miller Floral Co., Farmington, Utah
Wellworth Farm Greenhouses, Downers Grove, Ill.
Poehlmann Bros. Co., Morton Grove, Ill.
Robert Pye, Nyack, N. Y.
John Coombs, Hartford, Conn.
A. S. Burns, Jr., Spring Valley, N. Y.
Robt. Simpson, Clifton, N. J.
Chas. H. Totty Co., Madison, N. J.
Noe-Ruzicka Co., Madison, N. J.
Wm. H. Elliott Co., Madbury, N. H.
Anthony Ruzicka, Madison, N. J.
W. J. Pilcher, Kirkwood, Mo.
Jos. Heacock Co., Roelofs, Pa.
Ferrari Bros., San Francisco, Calif.
Peirce Bros., Waltham, Mass.
Batavia Greenhouse Co., Batavia, Ill.
Wendland & Keimel Co., Elmhurst, Ill.
Joy Floral Co., Nashville, Tenn.
Roberts Rose Co., Denver, Colo.
Geo. C. Weiland, Evanston, Ill.
Lakeview Rose Gardens, Jamestown, N. Y.
Exeter Rose Conservatories, Exeter, N. H.
Bassett & Washburn, Hinsdale, Ill.
H. O. May, Summit, N. J.
Budlong Rose Co., Auburn, R. I.
Doemling-Schimmel Co., Mt. Clemens, Mich.
F. R. Pierson, Tarrytown, N. Y.
L. B. Coddington, Murray Hill, N. J.
Jos. H. Hill Co., Richmond, Ind.
S. Mortensen, Southampton, Pa.
Briar Cliff Gardens, Scarborough, N. Y.
John H. Dunlop & Son, Richmond Hill, Ont., Can.
J. J. Fallon Co., Lynchburg, Va.
Gullett & Sons, Lincoln, Ill.
Rolf Zetlitz Co., Lima, O.
Van Aken Bros. & Sons, Coldwater, Mich.
Premier Rose Gardens, Maywood, Ill.
Weiss & Meyer Co., Maywood, Ill.
Florex Gardens, North Wales, Pa.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.

Ask them about it, if you will, at any time. They have our permission to tell the truth. We are going to let this rose sell itself! We shall be simply order takers.

A. N. PIERSON, Inc., Cromwell, Conn.

Pittsburgh.

STOCK MOVING SLOWLY.

It is hard to write anything of interest at this season, as it is the same old story—nothing different from the previous week. The usual summer dullness continues with an occasional busy day, due to funeral work, which is the backbone of the business, as the box trade seems to have dropped into discard. The wholesale houses report a volume as good as last season, while the retail stores all report business much poorer than usual for August, but at that, compared to the other lines, we are better off than most of them. This district was one of the last to feel the depression and naturally we will be one of the last to get the benefits of any improvement. We depend on the steel and coal industries and as both of these are at their worst at the present time, it stands to reason that the people have not got the money to spend for flowers and to make matters worse the figures show an increase of 2½ per cent in the cost of living during July compared to the month of June. There has been a big improvement in the quality of roses received in this market, and most of the growers have started cutting the new stock. Columbia seems to be the best, and from all reports in this section, it is the best summer rose we have. Premier, Butterfly and Ophelia are also good. Other varieties include Pink and White Killarney, Dunlop, American Legion, Sunburst, Pilgrim and Richmond. American Beauties are more plentiful and of very good quality. Easter lilies are in short supply and clean up daily. Gladioli are more than plentiful, but the big majority of them are small and poor, and there is no difficulty in moving the good stock. The aster crop in this section has been very poor, and it is difficult to get enough good ones to fill orders with. Southern plumosa has been in over supply, while the first shipments of new crop galax and leucothia have been received.

NOTES.

A large delegation from this district attended the convention at Washington, among these being Messrs. McCallum, Usinger, Blend, Puryear, Niggle and Adgate of the McCallum Co.; Messrs. Hook, Wampler, Frishkorn and Shaffer of the Pittsburgh Cut Flower Co.; Ed McGrath, of McGrath & Langhans; Ed Blind of the Blind Floral Co.; Ed Weaver of Randolph & McClements; Fred Reigelmeyer and family, Wm. Loew, Albert Briggs and Joseph Thomas, Greensburg, Pa.

During the past week Randolph & McClements have featured a window of home-grown peaches. Several large branches laden with fruit were the center of attraction, with baskets of them forming the balance of the trim.

Harry Scheaff, of the E. A. Williams Co., Inc., has been on a two weeks' vacation. Chas. Ulmer has been in charge of the store during Mr. Scheaff's absence.

Arthur I. Hall, of the A. W. Smith Flower Stores Co., is enjoying the month of August at Atlantic City, N. J.

E. C. Ludwig and wife are spending their vacation at Atlantic City, N. J., and other seaside resorts.

E. C. T.

PANSY SEED

Finest Imported Winter-Flowering Benary's Giant.

All colors. ¼ oz., fully guaranteed, 2,500 seeds, free by mail, for $1.00.

Peter Hollenbach Seed Store

808 West Lake Street, CHICAGO, ILL.

Evansville, Ind.

STOCK IN FAIR DEMAND.

Trade has been fairly good with the florists here considering the time of the year. Gladioli are on the decline, and the supply will soon be exhausted. Good rains have fallen recently and the weather is much cooler. Roses have been fairly abundant and the demand is very good. With the vacation near an end, it is expected that business will improve and dealers are looking for a very good fall trade. Prices are quite satisfactory now and, in fact, have been all season. Funeral work during the past month has been fairly active, which has held up the volume of business to some extent. Corsages are only in fair demand at the present time, and dealers report that the call for plants has not been brisk during the past few weeks. September and October weddings in the tri-state sections are expected to increase the local trade to some extent. General industrial conditions here are better than they were a month ago.

Peter Morgan, for several years engaged in the floral business at Huntingburg, Ind., has gone to Roanoke, Va., where he accepted a position with a flower shop.

Geo. Blackman, of the Wm. Blackman Floral Co., and wife, attended the Washington convention last week.

W. B. C.

IMPORTED **Bohemia Hyacinth Glasses**

Best Quality. Tall or Tye Shape.

Prices on application.

Partridge Berry Bowls WITH COVERS.

Prices and sizes on application.

We also carry a complete line of **Aquariums** and Accessories for immediate delivery.

Catalogue on request.

N. WAPLER, 134 Duane St., New York

Mention the American Florist when writing

FALL "Book For Florists" NOW READY

ALL

Bulbs, Seeds, Supplies

That are **NOW** in season.
Stock Offered Below can be
Moved **AT ONCE.**

Narcissus Paper White Grandiflora

Cases Full Standard Sizes and Correctly Stenciled.

	F. O. B. New York Per 1000	F. O. B. Chicago Per 1000
12 ctms. bulbs (1400 to case)	$17.00	$17.50
13 ctms. bulbs (1250 to case)	21.00	22.00
14 ctms. bulbs (1000 to case)	25.00	25.00
NARCISSUS GRAND SOLEIL D'OR (Yellow Paper White)	62.50	65.00

FREESIAS

PURITY

	1000
7-16	$ 8.00
½-⅝	15.00

FISCHERII

Per 100, **$6.00** 50.00

COLORED

Gen. Pershing	30.00
Viola	30.00
Mixed	30.00

SPANISH IRIS

	1000
Named vars.	$50.00
Mixed	45.00

IRIS TINGITANA

Per 100, **$8.00** 70.00

LILIUM FORMOSUM

	Per case
6-8 inch (400 to case)	$55.00
7-9 inch (300 to case)	52.50
8-10 inch (225 to case)	60.00

LILIUM HARRISII

	Per case
6 to 7 inch (335 to case)	$60.00

WHITE CALLAS

	Per 100
1¼-1½ inch	$ 8.00
1½-2 inch	15.00

HYACINTHS PREPARED (For Early Forcing)

17 centimeter Bulbs Varieties, **Lady Derby, Gertrude, l'Innocence** and **Bismarck.** Per 100, **$8.00;** per 1000, **$75.00.**

DUTCH ROMANS L'INNOCENCE..per 100, **$4.00;** 1000, **$35.00**

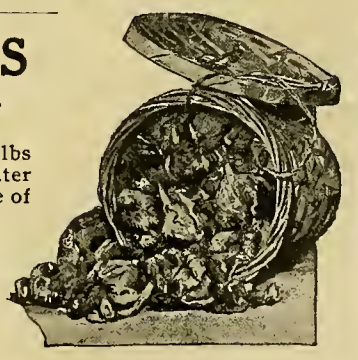
CHINESE NARCISSUS

Our Own Importation Direct From China.
Due About Sept. 5th.

This is undoubtedly one of the best selling bulbs for the retail counter trade, flowering in water and gravel in three to five weeks from time of planting.

	Basket 30 bulbs	Per 100	Per 1000
Select Size	$2.75	$8.00	$25.00
Mammoth Size	3.25	9.50	90.00

Book For Florists Now Ready.



CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

Choice Long **Columbia, Premier and Russell**

Roses have improved wonderfully for shipping purposes owing to the cooler weather and will arrive in good condition

Our Roses Have a National Reputation for Quality

You always get fresh flowers and a more even run of stock.

CURRENT PRICE LIST—Subject to Market Changes

RUSSELL	Per 100
Fancy Long	$16.00
Medium	8.00 to 12.00
Short	4.00 to 6.00

COLUMBIA	
Fancy Long	$16.00
Medium	8.00 to 12.00
Short	4.00 to 6.00

PREMIER	
Fancy Long	$16.00
Medium	8.00 to 12.00
Short	4.00 to 6.00

HOOSIER BEAUTY	Per 100
Long	$12.00
Medium	6.00 to 8.00
Short	3.00 to 4.00

OPHELIA	
Long	$10.00
Medium	6.00 to 8.00
Short	3.00 to 4.00

SUNBURST	
Long	$12.00
Medium	8.00 to 10.00
Short	3.00 to 6.00

WHITE KILLARNEY	
Long	$ 8.00 to $10.00
Medium	6.00
Short	3.00 to 4.00

ASSORTED ROSES

SPECIAL OFFERING

Good fresh Roses, our selection, in lots of 200 or more, as follows:

	Per 100
Good medium lengths	$6.00
Good short lengths	4.00
Good, very short lengths	2.50
New Fancy Ferns, per 1,000	$2.50
Adiantum, per 100	1.50 to 2.00
Sprengeri, per 100	3.00
Galax, green, per 1,000	2.00
Galax, bronze, per 1,000	2.00
Asparagus Sprays, per bunch	35 to .40

Of miscellaneous flowers now coming into market, we will procure for our customers the best at lowest market prices. A trial order solicited.

In buying direct of the grower you are assured of fresh stock at all times, and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONES:
CENTRAL 1457

Greenhouses: Hinsdale, Ill., and Gregg Station, Ill.

Notice:—We close at 5 o'clock week days.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.
Closed all day Sundays

Mention the American Florist when writing

Chicago.

BUSINESS IS SLOWLY IMPROVING.

Business is gradually showing signs of improvement, but the demand is not anywhere near as brisk as the wholesalers would like to see it. Roses are arriving in much better condition, especially Premier, Columbia and Mrs. Chas. Russell. Crusader is in good demand. Sunburst, Milady, Hearst, Ophelia, Double White Killarney, Ward, Montrose, Victor and all the other varieties grown for this market also have improved wonderfully in quality the past few weeks. American Beauty roses clean up almost as soon as they reach the market at prices ranging from $3 to $6 per dozen. Carnations are more plentiful and are quite a factor in the market. Asters are obtainable in quantity but the receipts have dropped off considerably. Gladioli are to be had in large supply and while some have sold in quantity at low prices, the market has been firm, considering conditions, and the returns have been satisfactory to the growers. Orchids are none too plentiful and the supply of lily of the valley is limited. Lilies are obtainable at a few of the stores. Cornflowers, strawflowers, feverfew, delphiniums, larkspur, zinnias, gypsophila and other miscellaneous indoor and outdoor stock is included in the offerings. Southern wild smilax is obtainable at a moment's notice and the supply of greens in general is large enough to meet all requirements. Vacation days are about over and everyone is devoting their attention to the fall business.

NOTES.

E. F. Winterson and Fritz Bahr leave this week on a visit to the Pacific coast, including an extended stopover in California.

THIS SPACE

is carried to attract attention; nothing more; for once your attention is gained far enough to produce an order its duty is done.

THE REST IS DONE BY OUR

Rose Growers

KENNICOTT BROTHERS Co
WHOLESALE FLORISTS

PETER REINBERG, INC.

WHOLESALE FLORISTS

30 East Randolph St., Long Distance Phones Central 601 and 2846 **CHICAGO**

ROSES-ASTERS-GLADIOLI

Buy Direct From the Grower — **CURRENT PRICE LIST** — Subject to change without notice

MRS. CHAS. RUSSELL		Per 100
Specials		$20.00
Select	$15.00 to	18.00
Medium	10.00 to	12.00
Short	5.00 to	8.00
COLUMBIA		
Specials		$ 20.00
Select	$15.00 to	18.00
Medium	10.00 to	12.00
Short	5.00 to	8.00
PREMIER		
Specials		$ 20.00
Select	$15.00 to	18.00
Medium	10.00 to	12.00
Short	5.00 to	8.00
SUNBURST, OPHELIA		Per 100
Specials		$15.00
Select		12.00
Medium	$ 8.00 to	10.00
Short	4.00 to	6.00

			Per 100
Killarney / White Killarney	Specials..		$15.00
	Select....		12.00
	Medium..	8.00 to	10.00
	Short....	4.00 to	6.00
ROSES, OUR SELECTION			$5.00
Asters		3.00 to	5.00
Gladioli		3.00 to	6.00
Adiantum			2.00
Asparagus, per bunch			50c to 75c
Ferns, per 1,000			$4.00
Galax, bronze and green; 1,000			2.00
Leucothoe Sprays			1.00

EXTRA SPECIAL STOCK BILLED ACCORDINGLY

PAUL R. KLINGSPORN, Manager.

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue L. D. Phone, Central 282 **CHICAGO**

At the Pageant of Progress the retailers made quite a showing and much interest was taken in the competitive classes. A. Lange won 12 prizes all told, including eight blue ribbons. Schiller won eight prizes with one blue ribbon. Henry Wittbold & Son were awarded 10 prizes with two blue ribbons. Tonner's were awarded two prizes with one blue ribbon Albert Hall entered the last few days and won eight prizes, including three blue ribbons. The Bohannon Floral Co., Smyth, M. C. Gunterberg, Wolf's Flower Shop, Redden Florist, Clody's Flower Shop and others entered in one or two classes to help make a showing more than anything else.

Dr. F. C. Honnold, secretary of the Illinois Coal Operator's Association, has issued warning of a possible coal famine on account of the dangerously low stocks of coal, even if the demands of a reasonably severe winter are to be met, inability of the railroads to handle more than the ordinary increase in coal tonnage when the normal time for winter coal movement starts. High prices are attributed to the high wages of the miners.

William J. Nissen, who had been employed as a bookkeeper at the store of the Chicago Flower Growers' Association for many years, died last week after being on the sick list for sometime. The funeral was held Wednesday, August 24, at Graceland chapel, at 2 p. m., and the wholesale market was well represented by many beautiful floral offerings. He is survived by a wife and daughter Magdalene.

John Fuhrmann recently sold his property on Broadway and Winnemac avenue, improved with stores and other buildings, for $150,000, incumbrance $50,000.

Mangel's ducks are attracting much attention in his Palmer House window where they furnish amusement to the tired crowds in the loop.

A. Henderson & Co. report a good demand for seasonable flower seeds.

Chris Pedersen is enjoying a well-earned vacation in Michigan.

Golden Yellow Sweet Peas

McClenahan's Yellow Flower Dye

Send for sufficient to make one quart.

Price, $1.00, prepaid.

McCLENAHAN'S GREENHOUSES

40th and Phillips Sts., Oklahoma City, Okla.

QUALITY CUT FLOWERS

Roses, Asters, Gladioli, Valley and all other miscellaneous seasonable stock including a complete line of Greens.

JOSEPH FOERSTER CO.

WHOLSESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

WIETOR BROS.

Wholesale Growers of Quality Cut Flowers

30 East Randolph Street, L. D. Phone Randolph 2081 **CHICAGO**

A. L. Vaughan & Co. never complain about poor business and always manage to find time to entertain the out-of-town visitors who drop in at the store. Mr. Vaughan acknowledges a pleasant visit this week from J. S. Wilson, Des Moines, Ia.; J. J. Hess, Omaha, Neb., and Arthur Newell, wife and daughter, Kansas City, Mo.

John Poehlmann and Walter Poehlmann, who are on a fishing trip in Wisconsin, sent Poehlmann Bros. Co. a nice shipment of pike one day last week, which proved quite an attraction to some of the visitors at the store.

Peter Hoefelder, with Kennicott Bros. Co., is enjoying a two weeks' vacation, most of which is being spent "flivvering" through the beauty spots of this city.

Peter Reinberg, Inc., is supplying choice roses to its customers, especially Columbia, Premier and Mrs. Chas. Russell, which are in better demand this week.

George Asmus and wife, Joseph Foerster and W. J. Keimel and wife visited the trade at New York after attending the Washington convention.

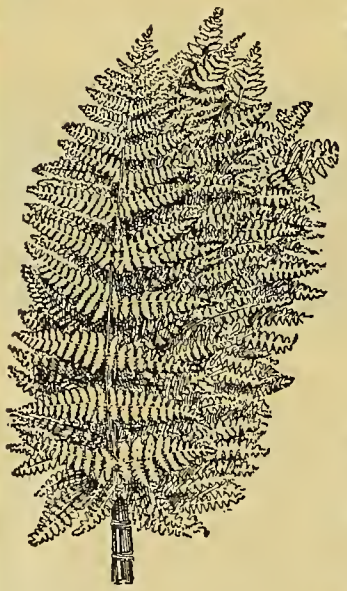
Vaughan's Seed Store fall "Book for Florists" is out. The firm reports its first lot of Dutch bulbs on the way from New York.

Bassett & Washburn report business as good, especially the shipping demand, which was unusually heavy August 22.

Miss Nelda Wolf is again attending to her duties at Zech & Mann's store after enjoying a pleasant vacation at Appakisic.

John Propps, of the Alpha Floral Co., is back on the job after enjoying a pleasant vacation in Michigan.

A new retail store will open in the neighborhood of Kedzie and Lawrence avenues in the near future.



FANCY CUT FERNS

Especially picked for our select trade, guaranteed best quality. Price till further notice—Per 1000, $3.00.

Galax Leaves

Choice Galax, fresh stock.
Price, per 1000.....$1.75

Complete list of many other items free.

One Floral Art Album given free with any order of $25.00 or more.

Geo. H. Angermueller Co.

Wholesale Florists

1324 Pine Street, ST. LOUIS, MO.

YOU GET ALL THREAD WHEN YOU BUY

Meyer's Silkaline

Weigh up our threads and then weigh up the other parties that you are buying from and you will notice that our threads run full two ounces of thread to the spool.

Good Supply of Roses

Order what you need from us, for we can furnish you with all the varieties grown for this market, including Columbia, Premier, Russell, Crusader, Ward, Ophelia, Sunburst, Hearst, Montrose, Milady, Etc.

Gladioli, Asters, Carnations, Orchids, Lilies, Valley, All Other Seasonable Cut Flowers and a Complete Line of Greens

A. L. VAUGHAN & Co.

NOT INC.

PHONES:
CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572
161 North Wabash Ave, Chicago

SEASONABLE FLOWER SEEDS.

WINTER FLOWERING SWEET PEAS

grown for us by expert seed growers, whose seed we have handled for years. We know they are right.

	Tr. Pkt.	Oz.	4 Oz.	Lb.
Asta Ohn, lavender	$0.35	$1.00	$3.00	$10.00
Blue Bird, fine blue	.40	1.25	3.50	12.00
Columbia, pink and white	.60	2.00	6.00	20.00
Cherry Ripe, glowing cherry	.40	1.25	3.50	12.00
Fordhook Pink	.25	.75	2.50	8.00
Glitters, orange scarlet	.60	2.00	6.00	20.00
Helen Lewis	.35	1.00	3.00	10.00
Heatherbell, mauve lavender	.35	1.00	3.00	10.00
Hercules, pink	.35	1.00	3.00	10.00
Lavender Nora	.25	.75	2.50	8.00
Liberty, crimson	.35	1.00	3.00	10.00
Melody, rose pink	.35	1.00	3.00	10.00
Melody, greenhouse grown	1.00	3.00	....	....
Miss E. Gude, shell pink	.25	.75	2.50	8.00
Mrs. Spanolin, white	.25	.75	2.50	8.00
Mrs. Skach, light pink	.25	.75	2.50	8.00
Morning Star, orange scarlet	.35	1.00	3.00	10.00
Orange Beauty, orange and scarlet	1.00	3.00	....	....
Pink and White Orchid	.25	.75	2.50	8.00
Rose Queen, pink	.40	1.25	3.50	10.00
Selma Swenson, soft pink	.25	.75	2.50	8.00
Improved Snowstorm, white	.40	1.25	3.50	12.00
Songster, lavender	.25	.75	2.50	8.00
Songbird, blush white	.25	.75	2.50	8.00
Snowflake, white	.35	1.00	3.00	10.0
Watchung, orchid white	.35	1.00	3.00	10.00
White Orchid	.25	.75	2.50	8.00
Wedgewood, clear blue	.35	1.00	3.00	10.00
Xmas Pink, orchid	.35	1.00	3.00	10.00
Yarrawa, rose pink	.25	.75	2.50	8.00
Blue Yarrawa	.35	1.00	3.00	10.00
Zvolanek's Rose	.75	2.50	8.00	25.00

NEW COLORED FREESIAS

The only colored Freesias that have made good when grown in quantity. Price now reduced low enough to make them a profitable bulb for everyone to grow.

Gen. Pershing (Frey)—Extra robust grower, 3 ft. in height, with 4 to 5 long side laterals; large open flowers of lavender pink, yellow lip and somewhat of a bronze cast. The cut flowers have created quite a sensation on the Chicago Market for several seasons, and command the highest market prices.

Viola (Frey)—Like a large wood violet, the lower petals of a deeper violet blue, a beautiful, distinct and valuable hybrid. The growth is about 30 inches in height, with 4 to 5 long side laterals, long enough for any floral work. Sold at good prices on the Chicago Market for several seasons.

Prices—**$3.50 per 100; $30.00 per 1000.**

CALENDULA, ORANGE KING

(For Greenhouse Forcing.)

A special selection of this popular annual, which we have sold for several years with excellent results. Growers for the Chicago market who used our seed last season obtained top prices for their cut, and we know quality is even better this season.

Tr. Pkt., **50c**; Oz., **$2.50**; ¼ lb., **$9.00.**

CYCLAMEN SEED

German Strain, American Grown.

Wandsbek Dark Salmon	Daybreak Pink
Wandsbck Light Salmon	Dark Pink
Brilliant Red	White with Eye
Dark Red	Pure White

Per 100, **$1.50**; 1,000, **$12.00.**

CINERARIA

Florists' prize mixture. Splendid large flowering strain. Tr. Pkt. (about 1,000 seeds) **$1.00.**

PANSY

New crop, combination mixed. First-class mixture for general florist use. Tr. Pkt., **$1.00**; oz., **$7.00.**

Narcissus Paper White Grandiflora now on hand. Write for prices.

A. HENDERSON & CO., 166 N. Wabash Ave., CHICAGO

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

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CHICAGO

Long Distance Phones Central 3283 Central 3284

Our Offerings Include:

LILIES

Absolutely the finest supply of Cut Lilies in this market.

ROSES

COLUMBIA

RUSSELL

White Killarney

Butterfly

Crusader Sunburst

Killarney Brilliant

Ward Ophelia

Premier

MISCELLANEOUS

Valley Cattleyas

ASTERS

Calendulas Cornflowers

Gladioli

GREENS

Plumosus Sprengeri

Bronze and Green Galax

Ferns

Adiantum Smilax

Mexican Ivy

Boxwood

The year book of the Forest Preserve District of Cook county is out, containing fine portraits and memorial sketch of the late Peter Reinberg, former president of the board. The preserve now includes more than 20,000 acres.

Paul R. Klingsporn, manager of the Chicago Flower Growers' Association, is visiting friends and relatives at Philadelphia, Pa., after attending the Washington convention.

Joe Einweck, of the E. C. Amling Co., and George Heidenrich, of the Bassett & Washburn force, are back from a fishing trip near Kankakee.

The Allied Florists' Association will take a prominent part in the Food and Household exposition to be held at the Coliseum, October 1-8.

Wietor Bros. are cutting a good supply of roses and carnations, which are moving better this week than they have for sometime.

Mrs. H. B. Kennicott, wife of the well-known and popular wholesaler, left this week to visit her folks at San Francisco, Calif.

Miss E. H. Heskett, of Vaughan's Seed Store, left the hospital last Saturday and is progressing favorably.

Allie Zech and wife left this week on an auto trip through Wisconsin in a brand new Patterson.

The American Bulb Co. is unusually busy with shipments of Japanese and French bulbs.

C. L. Washburn and wife have returned from a business trip to California.

A. T. Pyfer and family spent the week-end at Fox Lake.

Visitors: J. S. Wilson, Des Moines, Ia.; C. Loveridge, Peoria; J. Steinhauser and wife, Pittsburg, Kans.; J. J. Hess and wife, Omaha, Neb.; Arthur Newell, wife and daughter, Omaha, Neb.; Ove Gnatt, La Porte, Ind.

Kansas City, Mo.

The trade here welcomed the news of the coming of the Society of American Florists next August, and Samuel Murray has been the recipient of many congratulations on his election as vice-president. Our Convention hall has been the scene of many fine exhibitions in the past and will doubtless afford every convenience for the national society's meeting and exhibition, having seating capacity for 5,000 persons. Come and see us.

The Apollo Flower Shop turned out a large quantity of fine work, including casket cover and many handsome baskets for the recent funeral of one of our prominent clothiers.

The Kansas City Cut Flower Co. is offering some exceptionally fine Mrs. Chas. Russell and Premier roses.

Frank Payne, of Shawnee, Kans., is sending in large supplies of tritomas and celosias.

Henry Kusik & Co. have a fine line of gladioli.

Columbus, O.

LITTLE CALL FOR STOCK.

There is little call for flowers and plants, but trade is expected to show considerable improvement after September 1. Starting soon after the first of the month all of the universities and colleges begin their fall sessions, which is always reflected in the flower business to a large degree. Then again vacationists are returning from the mountains and the seashore at that time and this stimulates the demand for stock. There is a fairly good demand for dahlias, gladioli, asters, roses, Rubrum lilies and a large variety of garden flowers. Roses are still in good demand and the varieties are principally Columbia and Premier. There are some Mrs. Ward, Sunburst and other kinds also offered for sale. The prices vary from $3 to $8 per dozen. Gladioli are of excellent quality and sell in the neighborhood of $3 per dozen. Rubrum lilies are selling fairly well and the supply is good. Funeral work has been a little more active than formerly and all florists report a better trade along that line. Plants are not selling to any extent as very few are on the market. Ferns and greens find a ready sale. Florists generally are fairly well satisfied with conditions during the dull months, but are looking forward to a good steady trade.

NOTES.

The next meeting of the Flower Growers' and Retailers' Association will be held at the Deshler hotel, September 6. At that time the completed plans for the educational and publicity campaign to be waged, will be ready for approval by the organization. Subscriptions to finance the drive, as well as a committee to administer the funds and arrange for the campaign will be provided at that time. The large majority of the members of the organization are enthusiastic over the outlook for the educational and publicity campaign and it will undoubtedly be approved.

There was a decided betterment in industrial conditions during the month of August and this is expected to be reflected in the demand for flowers. Many of the manufacturing concerns which have been partially or fully suspended are gradually resuming operations and are putting on more men from time to time.

T. J. Ludwig, the florist at 82 North High street, reports a fairly good call for roses, gladioli and asters. Rubrum lilies are also selling well at this establishment, which is one of the important stands in the down-town business section. Mr. Ludwig believes that trade will gradually improve after September 1.

An excellent display of chrysanthemums from California, the first of the season, was recently made at the Wilson Seed & Floral Co.'s store, 23 East Town street.

J. W. L.

WHY STOP BUSINESS

In Summer and Let Your Trade Go Elsewhere?

We can furnish you with good Summer Roses and other Seasonable Stock with which you can retain your trade. **KEEP YOUR BUSINESS GOING**—it is easier to keep a business going steadily than it is to build it up again in the fall.

Russell, Columbia, Premier, Milady, Hearst, Ophelia, Sunburst, Butterfly, Double White Killarney, Crusader.

Now that Sweet Peas are about done for the season use **Nesbit Roses** they more than serve their purpose. If you are in want of a good White Rose for summer use our Double White Killarney the only good white rose obtainable in this market.

GLADIOLI White, Yellow, Light Pink, Deep Pink, Red **A1 Quality**

Exceptionally good for so late in the season.

Carnations, Valley, Larkspur, Daisies, Gypsophila, Gladioli, Lilies, Delphiniums and all other seasonable Cut Flowers. Ferns, Adiantum, Mexican Ivy, Plumosus, Sprengeri.

If you want good stock and good treatment, buy of

Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Wholesale Cut Flowers and Greens

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184-186 North Wabash Ave., Corner Lake St., **CHICAGO**

Roses, Valley and Carnations Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can reply upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

San Francisco.

FUNERAL WORK INCREASES TRADE.

There has been considerable activity in the stores the past week. A good call for funeral work and numerous decorations called for considerable stock. The roses arriving are exceptionally good. Mrs. Chas. Russell is fully the equal of the best winter stock. The flowers are large and the stems extra long, and the foliage is absolutely free from mildew. The same good quality is also to be had in Columbia, Hoosier Beauty, Hadley and Butterfly, bringing $3 to $4 per bunch of two dozen roses. Ulrich Brunner from outdoors is still very fine, and is being featured by the stores. The short stock is being handled by the street venders. Cecil Brunners are to be had in small lots only. There is a heavy cut of Mrs. Aaron Ward and short Ophelia. Asters, particularly the dark shades, are in oversupply, and move slowly. Light colored stock, however, sells better. The sweet peas now coming in from the late plantings are the best stock that has arrived this season, being large and of fine form and coloring. Spencers are the only ones offered and prices are satisfactory. There is no change in the carnation situation. Rubrum lilies are gradually increasing and the quality is becoming better. The supply of Auratums is very limited. Lily of the valley is increasing and it has an excellent call. Cattleyas are also scarce. The quality of gardenias is improving as well as the prices. Large flowered dahlias are becoming more prominent and are being displayed by many of the stores every color being represented therein. Pompons are in as much demand as ever and bring good prices, their chief use being for basket work and table decorations. Chrysolora, the forerunner of the large flowering chrysanthemums, came into the market early in the week and sold out quickly at $2.50 per dozen blooms. Where the blooms were fully developed and finished flowers were to be had their keeping qualities were all

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Preservers of Natural Foliages LA PORTE, IND.
Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties

that could be desired, but some stock that was cut too tight proved to be unsalable. However, great improvement is expected from now on. Golden Glow is becoming scarce, but Early Frost is increasing with no change in price. There is considerable shipping activity in chrysanthemums. Tritonias are being handled by all stores. Zinnias are scarce, but delphinimums, anthuriums and ageratums are plentiful. Cut cyclamens are arriving freely and find a ready market. The plant stock is confined principally to celosias, primulas and hydrangeas. Cut Citriodora eucalyptus is being handled as a novelty.

FLOWER SHOW COMMITTEES MEET.

An enthusiastic meeting of the flower show committees of the Retail Florists' Association and the Pacific Coast Horticultural Society was held at the offices of the Art Floral Co. August 11. Permanent officers to have charge of the show were elected as follows: P. Vincent Matraia, chairman; James T. Lynch, corresponding secretary; J. R. Walsh, financial secretary and Albert O. Stein, treasurer. William Kettlewell and H. Plath, of the prize committee, presented a revised schedule offering generous cash prizes for private gardener classes. The committee was later instructed to rearrange the entire schedule, giving liberal cash prizes to all exhibitors. It was voted to admit to the show manufacturers of garden furniture, garden statuary and pottery. Albert O. Stein, Richard Dennucci and J. Krose were appointed to work on the prize committee. The floor plan of the auditorium, prepared by the MacRorie-McLaren Co., was gone over thoroughly and adopted. B. M. Joseph, Charles W. Brown and Frederick Bertrand were selected to arrange the programme. The chairman of each committee was selected to work as the executive committee. A communication from John McLaren, superintendent of Golden Gate Park, was read pledging his support to the show and promising a large exhibit. Angelo J. Rossi, B. M. Joseph and Fred Bertrand will have charge of the publicity bureau. The rental for the auditorium, October 26-28 will amount to $1,237.50, which amount will be paid from the guaranty fund before the opening of the show.

NOTES.

Plans for the opening of the cooperative flower market are progressing steadily. Work on the interior of the building has been held up temporarily due to the builders' strike, but those in charge are confident that the market will be ready for occupancy September 1. Due to the delay of the corporation commissioner, incorporation papers have not yet been received, but are expected daily. The directors feel that the market is being opened at an opportune time as it is at this season of the year that the chrysanthemum shopping season opens.

F. C. Burns, San Rafael, secretary of the Dahlia Society of California, is very busy arranging final details for the dahlia show to be held September 15-17. The entry list, according to Mr. Burns, is much larger that last year. The adjoining parlors to the main hall have been secured in order to stage all the exhibits. An interesting feature of the show will be an exhibit of dahlias as sent by the inmates of the penitentiary at San Quentin.

An important real estate deal was consummated during the week whereby Charles Stappenback, proprietor of the American Florist, 1217 Polk street, becomes the owner of the building in which his store is located, the purchase price being $68,000. The deal was negotiated by wireless as the owner was at sea.

John A. Carbone, the Berkeley orchid grower, is supplying this market with a fine cut of gardenias. Mr. Carbone reports much difficulty in securing new cattleyas for carrying on his hybridization work. He reports eastern orchid growers as demanding high prices for desirable types with which to carry on this work.

Mrs. R. E. Darbee, 1036 Hyde street, who is a large shipper of cut flowers, is greatly pleased over the outlook for the shipping trade this coming season. She says inquiries as to the opening of the chrysanthemum season are very numerous, indicating that the demand will be heavier than last year.

Unless the rainy season should begin early the trade is assured of a fine chrysanthemum crop, for this season has been an ideal one. It is expected that the larger growers will be represented at the Los Angeles flower show which opens October 19.

Luther Burbank was made a Master Mason at a special meeting of the Santo Rosa Lodge of A. F. & A. M., August 13, in the presence of hundreds of members of the fraternity.

JAMES T. LYNCH.

Prepared Magnolia
Bronze, Violet, Green, Red.
Prepared Oak Sprays
Prepared Beech Sprays
Dyed Green Sheet Moss
Fancy and Dagger Ferns
Southern Wild Smilax
Write or wire
The Decorative Greens Co.
KINSTON, ALA.
H. C. Willis Duncan Jackson

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ARE YOU USING
Cut Evergreens
FOR FUNERAL WORK?
They are more satisfactory—they cost you less— it is fashionable to use them. Then why not get in line and order them from us? Place an order for shipment each 1st and 15th.
THUJA OCCIDENTALIS TSUGA CANADENSE
With or without fruit are the sellers. Order a sample shipment today.
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Albany, N. Y.

Thirteen members of the Florists' Club went in automobiles to the establishment of W. H. Van Hoesen, Round Lake, August 13. On account of the small number present it was decided not to hold an exhibit of seasonal flowers in the auditorium. There was some discussion and plans made for the annual clam bake of the club to be held at Henkes Brothers' grove, Newtonville, Albany county, on Saturday, August 27. The entertainment committee will have charge of the details.

Considerable interest is shown by parents, teachers and pupils of the city in the school garden exhibit to be held in Chancellor's hall, State Education building, this city, September 10. The public schools with the larger registratins will compete again for the cup offered by Mrs. Edward M. Cameron. The school winning the largest number of prizes will receive the cup. This year the Rotary Club has decided to award a special cup to the group of schools with the smaller registrations, the best school in this group to be awarded the cup. These school garden exhibits have been conducted for several years under the auspices of the Women's Club. A committee of the club with Mrs. J. Henry Johnson as chairman has for a number of days been inspecting the school gardens with a view to selecting the winners. The displays will include both flowers and vegetables in several classes.

Frederick A. Danker was the only member of the Florists' Club to attend the national convention of the Society of American Florists in Washington last week. He and Mrs. Danker reported the convention a profitable affair. The weather in Washington was delightful, and the many parks and public buildings a delight to the eye. After his return to the city Mr. Danker took pleasure in showing his many customers some of the new gladioli he imported some time ago from Holland and which were shown in this city for the first time. The display included: Pride of Hilegom, pink; Kerensky, cream; Princess Elizabeth, pink; Giant White; Pride of Haarlem, pink; Giant King, orange; and Prince of Orange, yellow. All of them are notable for their size and color. The bulbs were imported under the regulations of last year.

R. D.

Wholesale Flower Markets

Chicago
CURRENT PRICE LIST

		Dozen
Roses, Beauty		$ 3.00 to $ 6.00
		Per 100
"	Mrs. Chas. Russell	4.00 to 35.00
"	Butterfly	4.00 to 30.00
"	Columbia	4.00 to 30.00
"	Dunlop	4.00 to 30.00
"	Premier	4.00 to 30.00
"	Hoosier Beauty	4.00 to 30.00
"	Killarney Brilliant	4.00 to 30.00
"	White Killarney	4.00 to 30.00
"	Mrs. Geo. Shawyer	4.00 to 30.00
"	Milady	4.00 to 30.00
"	Mrs. Aaron Ward	4.00 to 20.00
"	Sunburst	4.00 to 20.00
"	Ophelia	4.00 to 20.00
"	Dhle. W. Killarney	4.00 to 20.00
"	Cecile Brunner	4.00
"	Our Selection	5.00
Calendulas		2.00 to 4.00
Daisies		2.00 to 3.00
Cattleyas, per doz		24.00
Gladioli		6.00 to 15.00
Valley		8.00
Carnations		2.00 to 4.00
Asters		4.00 to 8.00
Lilies, per 100		15.00 to 20.00
Adiantum		1.50 to 2.00
Ferns	per 1,000	3.00
Galax	per 1,000	2.00
Leucothoe		1.00
Sprengeri, Plumosus Sprays		35c to 50c per bunch
Mexican Ivy		1.00
Boxwood, 35c per lb., case		9.00
Huckleberry		7.50

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30 E. Randolph St., CHICAGO
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Mention the American Florist when writing

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Artificial Flowers for Summer Sales.
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The Best in Cut Flowers

You will find in

ROSES

The varieties we want to mention especially are

Russell and Columbia

Of these varieties we have an ample supply every day. All grades, from shorts to specials.

The quality is much better than we generally have in August.

Let us send you a sample shipment.

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CARNATIONS, EASTER LILIES and All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

BOSTON, AUG. 24. Per 100

Roses, American Beauty	6.00@	100.00
" Russell	4.00@	16.00
" Dunlop	4.00@	16.00
" Pilgrim	4.00@	16.00
" Crusader	4.00@	16.00
" White Killarney	6.00@	20.00
" Ward	4.00@	12.00
" Maryland	4.00@	10.00
" Hoosier Beauty	4.00@	16.00
" Columbia	4.00@	12.00
" Hadley	4.00@	16.00
" Ophelia	4.00@	16.00
" Premier	4.00@	16.00
Adiantum	1.50@	2.00
Asters	3.00@	4.00
Asparagus bchs., per bch.	.50@	1.00
Asparagus Strings, doz.		12.00
B. Buttons	1.00@	2.00
Cattleyas, per doz.		18.00
Delphinium		1.50
Lily of the Valley		12.00
Longiflorum Lilies	25.00@	30.00
Smilax, per doz.		6.00
Sweet Peas	1.50@	2.00
Gladioli	2.00@	4.00
Swansonia, per bch.	.50@	.75
Sweet Sultan	3.00@	4.00
Bouvardia, bch.	1.50@	2.00
Coreopsis	1.00@	1.50

BUFFALO, AUG. 24. Per 100

Roses, White Killarney	$3.00@	$10.00
" Dbl. Wht. Killarney	3.00@	10.00
" Richmond	3.00@	10.00
" Maryland	3.00@	10.00
" Sunburst	3.00@	10.00
" Columbia	3.00@	15.00
" Ophelia	3.00@	10.00
" Russell	4.00@	12.00
" Premier	4.00@	12.00
" Cecile Brunner	2.00@	3.00
Asters	2.00@	3.00
Calendulas	1.00@	2.00
Easter Lilies	15.00@	20.00
Mignonette	2.00@	3.00
Rubrum Lilies	6.00@	8.00
Snapdragons	1.00@	2.00
Sweet Peas	.40@	1 00
Gladioli	2.00@	6.00

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ROSES and All Popular Flowers.

Exceptional Service.

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CINCINNATI, AUG. 24. Per 100

Roses, Premier	4.00@	10.00
" Russell	4.00@	10.00
" Columbia	4.00@	10.00
" Butterfly	4.00@	10.00
" White Killarney	4.00@	10.00
" Pink Killarney	4.00@	10.00
" Sunburst	4.00@	10.00
" Mrs. Aaron Ward	4.00@	10.00
" Ophelia	4.00@	10.00
" Baby Doll	3.00@	4.00
Easter Lilies	15.00@	20.00
Ferns, per 1,000		4.00
Galax, per 1,000		1.50
Plumosus (south) per bch.		.25
Smilax, per string	.15@	.25
Valley		8.00
Rubrum	4.00@	8.00
Gladioli	4.00@	6.00
Leucothoe		5.00

Philadelphia.

STOCK IN PLENTIFUL SUPPLY.

Business has been quite in keeping with the last weeks in August, very dull, there being nothing to speak of in either the local or out of town trade. The market is well supplied with all kinds of seasonable flowers, particularly roses, which were never so plentiful at this season nor of such good quality. No. 12 or stock with 12-inch stems or shorter, is much the largest in quantity and has to be sold to the street men at about $5 per thousand to move it. It is astonishing what a quantity these sidewalk merchants can sell, although it is the fresh flowers presented on the crowded streets where quantities of people see them that makes the business. There is some really good high grade stock in the larger sizes that brings quite fair prices. There are very few American Beauty roses as yet, and it looks as if this old favorite will no longer be a factor in this market. Gladioli are a quantity product there being as high as 5,000 in a day's shipment from some growers. They are freely used by the stores in all kinds of decorative and design work, and in window displays. Asters are also coming freely but the quantity that grade up is small, all the houses say that many more good flowers could be sold at very fair prices. Easter lilies are about equal to the demand at last week's prices. Cattleyas are very scarce and have to be ordered in from the grower, there being but few carried in stock. Dahlias are commencing to arrive but wholesalers advise they be held back until the first week in September. The crop this season promises to be very fine.

THE CONVENTION.

There were about 75 visitors to the Washington convention from this district, which includes the salesmen in the exhibition, quite a difference in the count from the first convention held in Washington in 1892, when six special cars were required to carry the party, and there was not then more than half the glass around this city there is today. The exhibitors here are fairly well satisfied, although they would have liked to have seen more business. Most of them sold their exhibits entire or in part, in consequence of which there will not be much trade for the supply people there for some time to come. The M. Rice Co. took advantage of McCaw Bros.' large truck to send back some of its show pieces. Nearly all the stock in the exhibition was carried there in the trucks of the exhibitors who find such transportation much more satisfactory than depending on the railroads. All the craft in and about this city are highly gratified with the honor that one of their number, S. S. Pennock, received in being elected to the presidency of the Society of American Florists. He is the fourth Philadelphian to occupy this high post of honor. Robert Craig was the second president, Edwin Lonsdale the eleventh, and John Burton the eighteenth and nineteenth, serving two terms. Mr. Pennock is in every way equipped to maintain this greatest gift of the craft and under his guidance the society should enjoy a most prosperous year.

NOTES.

The Leo Niessen Co. is showing fine gladioli at this time, Chicago White being a feature. Choice Mrs. Chas. Russell roses and asters are quantity items. Mr. Niessen and family are enjoying the ocean breezes at Cape May, N. J.

The work on Chas. Meehan's New Mole street building is progressing, the old houses being now all down and cellar excavations under way. Mr. Meehan is spending the last weeks of August with his family at Ocean City, N. J.

The September 6 meeting of the Florists' Club will open the season with an exhibition of dahlias and a talk on the same by Lawrence K. Peacock. There will also be novelties by other growers.

H. Bayersdorfer & Co. is showing some wonderful hand painted lamps which have just arrived from France. They will make an artistic addition to some of the first class shops.

Daniel Keene will shortly open his new store on Christian street above Broad, in his own building, the upper floors of which he will rent out as apartments.

Berger Bros. are featuring Easter lilies, gladioli and asters. Something extra fine in dahlias is promised as soon as their season opens.

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462 Milwaukee St., Milwaukee, Wis.

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Choice Cut Flowers and Greens

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PLANTS, BULBS
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444-446 Milwaukee Street
MILWAUKEE, WIS.
Mention the American Florist when writing

Visitors: C. H. Hilbert, Durham, N. C.; E. C. Palmore, Richmond, Va.; J. G. Schattmair and Chas. Eble, New Orleans, La.; Geo. P. Kuehn and F. X. Gorly, St. Louis, Mo.; Geo. Wheelen and Paul R. Klingsporn, Chicago; Geo. E. M. Stumpp, and several others of the New York fraternity going to the Washington convention.

K.

Oklahoma City, Okla.

Weather conditions have practically ended the outdoor flowers. A few dahlias, gladioli, asters and marigolds are obtainable but are not choice quality. California asters have made their appearance and arrive in fair shape. Funeral work is fairly active, and is evenly distributed.

NOTES.

The Batten Floral & Seed Co. have leased five acres at the entrance of Wheeler park, which they will use to grow its outdoor perennials and annuals. The firm contemplates the erection of a house, possibly next fall.

Paul Worz, of Worz Bros., Ardmore, visited the retailers, after purchasing a new car, which he intends driving home. He has his carnation plantings completed and reports business prospects as favorable.

Mr. Cowan, of the Enid Floral Co., Enid, called on the local trade and reports business holding its own. He has 30 000 fine bench grown carnation plants which have been transplanted.

Furrow & Co. have just received a shipment of fine canaries. Trade at this store is holding its own and is increasing daily.

The Foster Floral Co. is showing some choice Colorado gladioli.

Mrs. Annis Gale is enjoying an overland trip to Galveston, Tex.

Danl. Keen of the Stiles Co., recently returned from his vacation.

PAUL RICHMOND.

Wholesale Flower Markets

PITTSBURGH, AUG. 24. Per 100

Roses, Beauty, spl., per doz.		6.00
" " fcy., per doz.		5.00
" " ex., per doz.		4.00
" " No. 1. per doz.		1.50
" Killarney	4.00@	12.00
" Maryland	4.00@	12.00
" Sunburst	4.00@	12.00
" Mrs. Aaron Ward	4.00@	12.00
" Russell	6.00@	20.00
" Columbia	6.00@	15.00
" Ophelia	6.00@	12.00
" Hilda	4.00@	12.00
" Premier	6.00@	15.00
" Madam Butterfly	4.00@	12.00
Asters	4.00@	6.00
Carnations	2.00@	3.00
" Laddie		10.00
Easter Lilies		25.00
Ferns, per 1,000		3.00
Galax, per 1,000		2.00
Plumosus, per bunch		.50
Sprengeri, per bunch		.60
Sweet Peas	1.00@	1.60
Smilax, per doz. strings		1.50
Valley	6.00@	8.00
Delphinium	4.00@	6.00
Cornflowers		2.00
Coreopsis		2.00
Gaillardia		3.00
Gladioli	6.00@	8.00

PHILADELPHIA, AUG. 24. Per 100

Roses, Beauty, special	30.00@	60.00
" " fancy	10.00@	20.00
" Mrs. Chas. Russell	6.00@	15.00
" Killarney	2.00@	3.00
" Hadley	10.00@	20.00
" Sunburst	2.00@	6.00
" Wards	2.00@	3.00
" Ophelia	2.00@	8.00
" Columbia	3.00@	15.00
" Premier	6.00@	15.00
Adiantum	1.50@	2.00
Asparagus, bunches		.60
Asparagus, strings	.75@	1.00
Asters	1.00@	6.00
Calendulas	1.50@	3.00
Carnations	2.00@	3.00
Cattleyas	1.00@	1.50
Easter Lilies	20.00@	25.00
Lily of the Valley	6.00@	8.00
Smilax		.35
Snapdragons, per doz.	.75@	1.60
Larkspur, per doz.	1.00@	160
Gladioli	4.00@	6.00

MOUNDSVILLE, W. VA.—The B. F. Miller flower store recently moved from its Jefferson avenue location to the corner of Second street and Baker avenue.

THE McCALLUM CO.
Manufacturers—Importers
FLORISTS' SUPPLIES
Headquarters: PITTSBURGH, PA.
Mention the American Florist when writing

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.
Mention the American Florist when writing

ST. LOUIS, AUG. 24. Per 100

Roses, Premier	3.00@	12.50
" White Killarney	2.00@	5.00
" Columbia	2.00@	12.50
" Ophelia	2.00@	8.00
" Killarney	2.00@	4.00
" Russell	3.00@	12.50
" Ward	2.00@	4.00
" Sunburst	3.00@	8.00
Ferns, per 1,000	2.50@	3.00
Valley		6.00
Galax, green, per 1,000		1.75
" bronze, per 1,000.		1.75
Gladioli	2.00@	6.00
Larkspur		.50
Delphinium		.50
Phlox	.50@	.75

MILWAUKEE, AUG. 24. Per 100

Roses, Kill'n'y, W. Kill'n'y	4.00@	12.00
" Premier	6.00@	20.00
" Ophelia	4.00@	12.00
" Columbia	6.00@	20.00
" Ward	4.00@	12.00
" Hoosier Beauty	4.00@	15.00
Asters	2.00@	4.00
Gypsophila, per bunch	.35@	.50
Larkspur, per bunch	.35@	.50
Fancy Ferns, per 1,000		2.50
Asparagus, per bunch	.50@	.75
Daisies	1.00@	1.50
Statice, per bch		.50
Snapdragons	3.00@	4.00
Gladioli, per dozen	.60@	.75
Lilies, per doz.	2.50@	3.00
Rubrums	6.00@	8.00

New York.

SUMMER DULLNESS CONTINUES.

If at the present time the average florist was asked for his opinion of the business outlook he would probably say in effect that the most cheering feature is that summer will soon be over. To paraphrase a saying that we often heard: "It has been a long, hard summer." But, as one wholesaler referring to the summers, recently remarked, they are very much alike so far as this business is concerned. But at that, there are degrees in summer dullness and for the past eight weeks the business thermometer seems to have been crawling toward zero. If there was any noteworthy feature in the wholesale district during the past week it was the large amount of outdoor stock that kept piling up. Gladioli were so plentiful that the pushcart men and others that had no pushcarts, were tempted to take a flyer, as they say in bucket shop circles. Dahlias and asters also arrived in quantity. It must be said for the dahlias that they are now arriving in better condiion and that fine specimens are seen. Since the aster broke into horticultural history, its blight and its bugs have, we believe, received more attention than the quality and usefulness of its flowers, but at this time of year the asters seem almost indispensable for funeral work and although there is the usual outcry about poor ones, there is enough of good quality to supply all demands. Other features in outdoor stock are heavy supplies of marigolds and larkspurs. This does not seem to be much of a year for yellow, so the marigolds are not popular. The larkspurs are handsome, but unfortunately they shake off easily.

August 22.—There is an abundant supply of stock, particularly in gladioli and dahlias. Asters of good quality are scarce and such as arrive bring good prices. There are more than enough roses to supply the demand, short stems from the new crop being in surplus. Little change is noted in orchids, lilies and lily of the valley.

THE S. A. F. TO KANSAS CITY.

The selection by the Society of American Florists of Kansas City as its place of meeting in 1922 should, and we believe will, give general satisfaction to the trade. Having been there, we feel qualified to give first-hand information. A city that within the memory of living men has risen from a stopping place for Missouri river steamers, a hamlet of less than a dozen houses, to be one of the greatest railroad and commercial centers of this country, is certainly deserving of consideration and a visit. In comparison with some of the conventions that have been held in Kansas City, we of the Society of American Florists will be but a "little people." Nevertheless we may feel certain of a warm welcome. And there will be so much to see. Its fine business buildings, beautiful homes, parks and boulevards will convince some of our New Yorkers that there is a high state of civilization west of Coney Island. We might fill pages in relating the achievements that have been wrought in Kansas City and in the country from which it has drawn its wealth and importance, but there is a year's time, and further, it is probable that our florist friends out there will say something for themselves.

NOTES.

The foregoing was the sentiment that inspired the representatives of two score Scottish organizations who gathered on the wall in Central park on the afternoon of August 14, to celebrate the 150th anniversary of the birth of Sir Walter Scott. The celebration was held at the Scott monument and was arranged by the New York Calendonian Club. Of the 25 or more floral wreaths placed at the base of the monument all were of natural flowers. The largest wreath, four feet in diameter, was principally made up with heather, lilies, asters and gladioli with suitable green, magnolia and palm leaves were the composition of a number of the pieces. The wreaths covered the base of the pedestal with some to spare, which appropriately, were placed on the monument to "Bobbie" Burns, that faces the monument to Sir Walter, whose faithful dog is also portrayed by his side. Possibly a reproduction of the dog that bit the baker and was so ashamed of it.

A receiver has been asked to operate the Grand Central palace, Lexington avenue and 46th street, in which the spring flower shows have been held. The complaint states that large sums of money have been squandered and that there has been failure to collect moneys due the controlling corporations. The Palace has at various times housed many different kinds of shows.

Introducing S. S. Pennock, president-elect of the Society of American Florists: Sam has brains and can use them. He has a thorough understanding of all the branches of the florist business. Being of Quaker stock we may expect him to show the qualities that have made the Quakers so highly respected wherever civilization prevails.

Herman Warendorff, proprietor of the Ansonia and a number of other retail stores, reached home, on August 18, from a visit of two months in France and England. He is looking well and enjoyed the trip. He states that on account of the drought flowers have been very scarce over there.

B. Hammond Tracy, Cedar Acres, Wenham, Mass., was in the wholesale district, August 19. He was returning from the Washington convention and gave the florists of that city credit for their efforts to entertain the delegates.

From accounts in the Washington papers, we assume that the delegates to the convention of the Society of American Florists now know the names of bugland's greatest enemies to man. "Should auld acquaintance be forgot
And never brought to mind?"

Fire at the range of the Julius Roehrs Co., Rutherford, N. J., early August 22, destroyed the carpenter's shop and damaged the garage. The origin of the fire is unknown and the estimated loss $20,000.

Peter Chatmas of Chatmas Bros., Eighth avenue and 145th street, recently spent several weeks in the Texas oil fields and has hopes of some day being an oil magnate.

Henry A. Siebrecht, New Rochelle, N. Y., was recalled from the Washington convention, August 17, by the news of a fire at his range.

Visitors: J. C. Vaughan and wife, P. J. Foley, wife and daughter Margaret, Geo. Asmus and wife, Joseph Foerster, Miss Martha Gunterberg, W. J. Keimel and family, all of Chicago; C. E. Critchell and wife, Cincinnati, O.; P. Holm, St. Paul, Minn.; C. A. Kuehn, Jr., and wife St. Louis, Mo.; E. Allan Peirce, Waltham, Mass.

A. F. F.

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Wholesale Flower Markets

NEW YORK, AUG. 24. Per 100

Roses, Beauty	$6.00 @	$60.00
" Columbia	1.00 @	15.00
" Pilgrim	1.00 @	6.00
" Hadley	1.00 @	5.00
" Dunlop	1.00 @	8.00
" Dbl. Wht. Killarney	1.00 @	6.00
" White Killarney	1.00 @	4.00
" Aaron Ward	1.00 @	8.00
" Ophelia	1.00 @	8.00
" Premier	1.00 @	8.00
" Scott Key	5.00 @	40.00
" Sunburst	1.00 @	6.00
Asters	3.00 @	6.00
Adiantum Croweanum and Hybrid	.75 @	1.00
Asp. Plumosus, per bunch	.26 @	1.00
Bouvardia, per bch		.50
Cattleyas	50.00 @	200.00
Hydrangeas, per doz.		.60
L. Rubrum	6.00 @	8.00
Lilies, white	15.00 @	20.00
Lily of the Valley	2.00 @	10.00
Smilax, doz. strings	1.00 @	2.00
Larkspurs, per dozen	.25 @	.50
Gladiolus, per doz.	.15 @	.50
Sweet Peas	.50 @	2.00
Dahlias	2.50 @	5.00
L. Auratum	15.00 @	20.00

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, NEW YORK
Between 26th and 27th Sts.
Telephones: 798 and 799 Watkins
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Fresh Cut Decorative Evergreens
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FROM BALTIMORE. Verentia. I. M. M. Lines (London).

August 31.

Adriatic, I. M. M. Lines (Southampton).
FROM BALTIMORE, Mississippi, I. M. M. Lines (London-Antwerp).
FROM BALTIMORE, Lord Downshire, I. M. M. Lines (Cork-Londonderry).
FROM PHILADELPHIA, Somland, I. M. M. Lines (Danzig).

September 1.

Lafayette, French Line (Havre).

September 3.

La Lorraine, French Line (Havre).
Rotterdam, Holland-America Line (Rotterdam).
Cedric, I. M. M. Lines (Liverpool).
Mesaba, I. M. M. Lines (London).
Valacia, Cunard-Anchor Line (London).
River Araxes, Cunard-Anchor Line (Constantinople).
Drottningholm, Swedish - American Line (Gothenburg).
FROM MONTREAL, Corinaldo, I. M. M. Lines (Liverpool-Glasgow).
FROM BALTIMORE, Verentia, I. M. M. Lines (London).
FROM BALTIMORE, Mississippi, I. M. M. Lines (London).
FROM BOSTON, Nortonian, I. M. M. Lines (Liverpool).
FROM MONTREAL, Caledonia, I. M. M. Lines (Liverpool).

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Hess & Swoboda
FLORISTS
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JOSEPH TREPEL
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Eleven Stores
Main Store— Lewis Ave. Cor. Hancock St.
Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.
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FLORAL FLORISTS
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10 EAST BROADWAY
250,000 Square Feet of Modern Glass
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Milwaukee, Wis.
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John Wolf
The Largest Grower of Cut Flowers in the South

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Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.
Members of Florists' Telegraph Delivery.

FREY & FREY
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Wholesale and Retail
Members of Florists' Telegraph Delivery.

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Penn, the Florist.
Boston, Mass.—Houghton Corney Fl. Shop.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Bohannon Flower Shop.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Congress Flower Shop.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Schiller, The Florist, W. Madison.
Chicago—G. Wittbold Co., Buckingham Pl.
Chicago—Henry Wittbold & Son.
Chicago—Mangel, 17 E. Monroe St.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The Park Floral Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
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Denver, Colo.—The Park Floral Co.
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Evanston, Ill.—Henry Wittbold & Son.
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Harrisburg, Pa.—Charles L. Schmidt.
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Kansas City, Mo.—Samuel Murray.
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Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
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La Crosse, Wis.—Salzer Floral Gardens.
Lincoln, Neb.—Frey & Frey.
Liverpool, Eng.—Bee's, Ltd.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses
Memphis, Tenn.—Memphis Floral Co.
Miami, Fla.—The Exotic Gardens.
Milwaukee, Wis.—Fox's Incorporated.
Montreal, Que., Can.—Dominion Floral Co.
Nashville, Tenn.—Joy Floral Co.
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Newark, N. J.—Phillips Bros.
New Britain, Conn.—Welch's Flower Shop.
New Orleans, La.—Metairie Ridge Nur. Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New Rochelle, N. Y.—New York Floral Co.
New York—A. Eckrich, 924 Madison Ave.
New York—Alexander, Florist.
New York—A. T. Bunyard, Madison Ave.
New York—Broadway Florist.
New York—N. Christatos.
New York—Dard's, 44th and Madison Ave.
New York—David Clarke's Sons.
New York—Henry Hart, Inc.
New York—Hession.
New York—Irene Hayes.

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Holm & Olson
20-22-24 W. Fifth St.
We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

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Seattle's Leading Flower Shop
1536 SECOND AVE.
Members of Florists' Telegraph Delivery.

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Baum's Home of Flowers
Personal attention given to orders For Knoxville and East Tennessee.
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New York—Kottmiller.
New York—Malandre Bros.
New York—Matthew A. Battista.
New York—A. Meyer, 1062 Madison Ave.
New York—Olympia Florist.
New York—G. E. M. Stumpp.
Oklahoma City, Okla.—Furrow & Co.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Salt Lake City, Utah—Evans Floral Co.
Salt Lake City, Utah—Miller Floral Co.
Staten Island, N. Y.—Alex S. George.
San Francisco—Podesta & Baldocchi.
Savannah, Ga.—John Wolf.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosala Bros.
Sheboygan, Wis.—J. E. Matthewson.
St. Louis, Mo.—F. H. Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heinl & Sons.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackstone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Wichita, Kan.—W. H. Culp & Co.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

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Quality Flowers

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NEW YORK. Telephone Audubon 6618 Established 1906

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FRESH CUT FLOWERS DAILY
Orders from Other Cities filled with promptness

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2077 Broadway, near 72nd St.
'Phone, Columbus 6883

The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.
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Largest Floral Establishment in America
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Quality Flowers Personal Service
Members F. T. D.

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Telegraph orders for Dayton will receive our immediate and careful attention.

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The Leading Florist for nearly Half a Century

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Albany, N. Y.

Danker

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F. T. D. Est. 1890

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"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.
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Randall's Flower Shop
Members of Florists' Telegraph Delivery

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Geo. C. Shaffer
FLORIST
900 Fourteenth Street

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BROOKLYN, N. Y.

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324 Fulton St., cor. Pierrepont
Telegraph orders receive our usual good care and prompt attention. Phones 270-271 Main.

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MICHIGAN. Orders will be carefully cared for by
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Wholesale and Retail Florists of Grand Rapids.

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WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co.
FLORISTS
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NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

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Send Telegraph, Telephone or Mail Orders for florist's service in this vicinity to
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484 St. Catherines St. West,
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Every order receives prompt and careful attention.

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14th and H Streets, N. W.
Exceptional Service

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A. Mercer
Telephones: Lenox 2352, Lenox 7019
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Orders from other cities promptly filled.

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TORONTO, CAN.
Canada's Best Known and Most Reliable Florist
Only the Best **Dunlop's**
8 and 10 West Adelaide Street
We deliver anywhere in Canada and guarantee safe arrival.

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Podesta & Baldocchi
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Mail or telegraphic orders promptly and most carefully executed.
Members of Florists' Telegraph Delivery

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Send your orders for flowers for delivery in this city and vicinity to
John A. Salzer Seed Co.
Quality and Service Assured

Nashville, Chattanooga and Atlanta — THREE STORES
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Out of Town and Steamer Orders Promptly Filled

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THE BEST THAT GROWS. EXPERTS TO ARRANGE THEM.

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SHOP OF QUALITY
Irene Hayes, Inc.
F. T. D.
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HENRY W. SHEPPARD
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Successor to the HILL FLORAL CO.
Good Stock and Good Service.

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924 Madison Ave., bet. 73rd & 74th Sts.
Phone: 9864 Rhinelander. Orders from Other Cities Promptly Filled

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WELCH'S Flower Shop

Also Store at New Britain, Conn.

Established 1885.

Members of Florists' Telegraph Delivery.

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Colorado Springs, Col.

Wholesale and Retail

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Orders Carefully Executed

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Pillsbury's Flower Stores

Your orders will receive careful attention.

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A. Newell
FLORIST

Established over 30 years
Southwest corner of 11th and McGee Sts.

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WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery.

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AUGUST R. BAUMER

MASONIC TEMPLE
Member of Florists' Telegraph Delivery.

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CHICAGO OPPOSITE FIELD'S — **DETROIT**

Central Floral Co.

132 N. State, CHICAGO
1331 Broadway, DETROIT

Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery.

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ROANOKE, VA.

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Finest floral studio in Northwest. Member F.T.D.

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EDWARD SCEERY

Passaic, N. J. F. T. D. Paterson, N. J.

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Washington, D. C.

GEO. H. COOKE
FLORIST

Connecticut Avenue and L Street

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FOR WISCONSIN DELIVERY
—OF—
"Home Grown Flowers"

Get in touch with

MATTHEWSON'S, SHEBOYGAN, WISCONSIN.

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NEWARK, N. J.

Philips Bros.

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LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE.

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IN THE HEART OF **Newark, N. J.**

The Rosery Floral Co.

167 Market St., at Broad St.

EVERYTHING IN FLOWERS

Prompt Deliveries to any town or city within 150 miles of Newark. Telephone Market 494

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Flowers Delivered Anywhere. Personal Attention.

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"WE NEVER SLEEP"

IDLEWILD GREENHOUSES **Memphis, Tenn.**

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"Up-to-the-Minute" Service and Execution.

Every Flower in Season.

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In the Heart of most exclusive residential section.

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The Seed Trade

American Seed Trade Association.

L. L. Olds, Madison, Wis., President; Alex. Forbes, Newark, N. J., First Vice-President; Louis B. Reuter, New Orleans, La., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, 73 Tremont Street, Boston, Mass., Counsel.

The fortieth annual meeting will be held June, 1922.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass, Counsel.

The next annual meeting will be held June, 1922.

CHINESE lily bulbs are due in Chicago September 5.

VISITED NEW YORK: J. C. Vaughan and wife, Chicago.

WASHINGTON, D. C.—G. Edward Schultz, seedsman, has been ill for some weeks.

CABLE advices of August 23 state Dutch bulb prices have advanced all through the list.

KANSAS CITY, Mo.—The J. G. Peppard Seed Co. has been incorporated, capital $100,000.

MILFORD, CONN.—F. H. Woodruff & Sons have acquired land at Hollister, Calif., for a growing station.

NEW YORK.—Large lots of Dutch bulbs recently received here are being distributed, some going west.

BOSTON, MASS.—The Hovey Seed Co., established in 1834, has been acquired by Carters Tested Seeds, Inc.

VISITED CHICAGO: Henry Field, Shenandoah, Ia.; W. B. Currie, of the Currie Bros. Co., Milwaukee, Wis.

CLARINDA, IA.—L. C. Bullock, formerly with the Henry Field Seed Co., Shenandoah, is now with the Clarinda Seed Co.

LOUISVILLE, KY.—Alfred Chescheir, G. Chescheir and Geo. M. Chescheir have incorporated as the Ross Seed Co., capital $250,000.

PRICE of bags at Chicago, August 24: Americans, 16 oz., $29.50 per bale, in bale lots or over; Railroads, 16 oz., $27.00; Crown, 12 oz., $20.50.

D. V. BURRELL left Woodward, Ia., and located at Rocky Ford, Colo., about 19 years ago an invalid, the change proving both healthful and lucrative.

MINNEAPOLIS, MINN.—G. S. Steward, for the past twelve years with the Albert Dickinson Seed Co., has resigned as manager of its Minnesota branch.

JOBBERS report Paper White narcissus bulbs scarce, and brisk demand from those who have not yet made distribution to growers for early planting.

SEATTLE, WASH. — The Woodruff-Boyce Seed Co. sustained a loss of about $10,000 when its selected seed stock was damaged by fire and water recently.

THE Utah Farm Bureau and the Idaho Farm Bureau through the organization of the Western Seed Growers' Marketing Co., affiliated with Northrup, King & Co., have made a plan for the marketing of seed involving the pooling of alfalfa and clover seed sales.

CORDELE, GA.—Edgar B. Pilcher, formerly with the N. L. Willet Seed Co., Augusta, is now covering southern Georgia territory for the Georgia-Florida Seed Co.

OATS.—Growers in eastern and northeastern Texas are selling Red Rustproof seed oats freely at 30 to 35 cents per bushel, the same prices as were offered earlier in the season.

Lupton Will.

The will of the late John M. Lupton, Mattituck, N. Y., has been filed for probate at Riverhead. The exact value of the large estate is not given. Mrs. Millie F. Lupton, the testator's widow, is given the residence and grounds surrounding it, the grove opposite, all motors, free use of the garage for life and income from all of the estate not specifically given to others. Robt. M. Lupton, the son, is bequeathed five shares of the Mattituck bank stock and at the death of the widow he is to have the farm as it now stands, except that part covered by the house and grounds. He is also given testator's interest in the seed business on condition that he pay to the widow each year one half of the net profits from the operation of the farm and business. The business is to be his on the death of Mrs. Lupton.

A. F. F.

Vegetable Seed Acreage Small.

The acreage of small vegetable seed crops this year is much less than last year and is below normal. Commercial vegetable seed growers state that seed dealers throughout the country have been reluctant to place growing contracts because of the larger carry-over than normal of many kinds of vegetable seeds, the decline in prices, and the difficulty experienced by dealers in obtaining sufficient working capital from bankers. The growing conditon of most of the crops, as reported to the bureau of markets and crop estimates around July 30, is fair to good. Although normal yields per acre are in prospect, the total production will be smaller than at any time during the past four years.

Beans.—The acreage of dwarf snap beans in Colorado is about 50 per cent of last year. Condition of the crop is 25 per cent better than last year and 15 per cent better than normal and a yield per acre of 1,000 pounds is in prospect. Garden pole beans in California give promise of yielding 500 pounds per acre on an acreage about one-half of 1920.

Garden Beet.—The growing condition of garden beets in Washington is good and a normal yield is anticipated. Although the acreage is conceded to be small, a few growers report a larger acreage than last year. An average yield per acre of 300 pounds is indicated by the condition of the reduced acreage in California. The acreage in Connecticut is about 50 per cent of, and the condition about the same as last year.

Cabbage. — The favorable growing season, following a mild winter, has resulted in a prospective normal yield per acre of cabbage seed in the Puget Sound district. Although the acreage planted was less than last year, the abandoned acreage is negligible and the total production probably will be larger.

Carrot.—The acreage of carrot is reported to be not over one-third of 1920, and a yield per acre of around 400 pounds is anticipated.

Lettuce.—The present crop condition indicates a yield per acre of 300 to 350 pounds per acre on a reduced acreage of lettuce seed. The average yield last year was 325 pounds.

Onion.—The production of onion seed will be much less than last year's total of 800,000 pounds. Reports indicate that the acreage is only 20 per cent of 1920. Based on the present fair condition of the crop the yield per acre is expected to be 200 to 250 pounds, compared with 340 pounds last year.

Parsnip and Parsley.—The acreage of parsnip is reduced one-half and that of parsley two-thirds from 1920. The condition of these crops is below normal, but yields per acre equal to last year are in prospect.

Radish.—The present condition of the radish seed crop in California forecasts a yield per acre of 300 to 600 pounds on an acreage about 50 per cent of last year. About the same reduction is reported for the Michigan acreage. The fair condition of the crop indicates an average yield per acre of around 300 pounds in that district.

Tomato.—Unfavorable weather conditions delayed the transplanting of tomato plants for seed in southern California, and the crop is late. The plants are growing rapidly under good conditions and a yield per acre equal to last year (180 pounds) is expected, although the acreage is reduced nearly one-half. The early tomato seed crop in New Jersey is reported to be normal,

Wholesale Growers
SELECT STOCKS
Beet
Carrot
Lettuce
Onion
Parsley
Parsnip
Radish
Sweet Peas
PIETERS-WHEELER SEED CO.
GILROY, CALIFORNIA

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Braslan Seed Growers Company, Inc.
Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY AND MIXED SWEET PEAS.
SAN JOSE, CALIFORNIA

while the acreage of the late crop is reduced 70 per cent.

Turnip.—The acreage of turnip seed, both English and Swedish, is reported to be about 10 per cent of last year. Heavy imports of this, as well as many other kinds of vegetable seed at prices lower than growers in this country felt they could afford to contract for, are largely responsible for the small acreages.

California Seed Crops.

The Pieters-Wheeler Seed Co., of Gilroy, Calif., writing August 15, report: The harvest of seed crops having progressed to sufficient extent that we are able to determine with some degree of accuracy the probable yield, we advise the present crop is one of the shortest which has been experienced in a great many years. The heat wave of early July cut down crops at least 50 per cent and from present indications, radish will not turn out over an average of 150 to 200 pounds to the acre, which is about 20 per cent of a crop. Lettuce is going about 150 to 200 pounds to the acre, which is not over one-third of a crop. Onion will not make over 150 pounds to the acre average, which is about 40 to 50 per cent of a crop. All crops are short including carrot, salsify, parsley, parsnip and sweet peas.

The acreage in this state does not average 20 per cent of what has been planted for the last five years, and with the very short yield it is a certainty that seed is going to clean up, and it is only from the fact that the dealers are buying very light and are carrying over considerable seed, that there is not a serious shortage this season. All the growers in this state are facing a heavy loss this season, and will hesitate to plant any heavy acreage next year. It is easily to be seen that higher prices must prevail at an early date. The new crop, particularly 1921 seed, will be selling at great deal higher figures the coming winter and next year's contracts must be more or growers can not plant.

Timothy Seed Production Lower.

A production of timothy seed approximately 75 per cent of last year's, because of a reduction in acreage and yield per acre, is indicated in data obtained by the bureau of markets and crop estimates during the week ending July 30. Most sections show a decrease in acreage, amounting to 15 per cent to 25 per cent for the United States as a whole. The differences between the 1920 and 1921 acreages range form a decrease in 1921 of about 35 per cent in southeastern Iowa and northeastern Missouri to an increase of 12 per cent in northeastern Iowa, as shown in the accompanying table:

ACREAGE, YIELD AND PRICES.

State or section	1921 acreage for seed compared with 1920	1921 yield per acre compared with 1920	Prices offered growers for country-run seed per 100 lbs. July 27, 1921	July 31, 1920	July 23, 1919
N. W. Iowa	95	88	$3.70	$9.00	$9.00
N. E. Iowa	112	102	3.70	9.00	9.50
S. W. Iowa	85	97	3.80	8.90	10.70
S. E. Iowa	67	83	3.90	9.85	10.60
N. W. Missouri	84	93	4.30	9.00	9.75
N. E. Missouri	62	81	4.05	9.30	11.10
S. Minnesota	89	90	3.90	8.50	8.90
Cen. and North Minnesota	105	93	4.25	8.30	9.10
N. E. South Dakota	94	94	3.50	8.00	8.50
North Dakota	72	98	4.00	8.00	8.15
No. Illinois	78	94	4.00	8.40	8.70
Cen. Illinois	64	81	4.05	8.75	9.45
S. Illinois	88	106	4.05	8.60	9.35
Indiana	66	76	4.30	9.00	9.85
No. Ohio	84	89	4.00	8.05	10.00
S. Ohio	87	108	4.25	9.00	9.75
Wisconsin	76	83	4.35	8.00	8.75

JEROME B. RICE SEED CO.
WHOLESALE SEED GROWERS
America's Largest Producers of Seed Peas
Also a Complete Line of
VEGETABLE SEEDS
Growing Stations Throughout America. Office: Cambridge, New York
Mention the American Florist when writing

VALLEY PIPS
FROM COLD STORAGE
$30.00 per 1000; $16.00 per 500; $8.00 per 250; $4.00 per 100.
H. N. BRUNS, 3032-42 W. Madison St., Chicago, Ill.

Garden Seed Beans
Growing Lima and pole varieties is my specialty.
My growing contract offer for fall delivery will be mailed upon request.
Henry Berrien Fish
Carpinteria, Calif.
Mention the American Florist when writing

Lily of the Valley Pips
EXTRA FINE STRAIN EXHIBITION Size GERMAN "LUBECK" PIPS FROM COLD STORAGE
Price, in cases of 1000, 500 or 250 each, on application.
Send us your list of Perennials wanted for quotations.
J. M. THORBURN & CO.
53 Barclay St., NEW YORK CITY

TOMATO SEED
Grown for the Wholesale Seed Trade
HAVEN SEED CO.
SANTA ANA, CALIFORNIA

KELWAY'S
Pedigree Strains of Florists' Flower Seeds
Write for prices to
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GIANT SHOW STRAIN	100 Seeds	1000 Seeds
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Glory of Wandsbek, Salmon red	2.25	17.50
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Pure White	2.00	15.00
Rose of Marienthal, Bright Pink	2.00	15.00
White with Carmine Eye	2.00	15.00
Mixed Colors	1.50	12.50

LARGE FLOWERING STRAIN	100 Seeds	1000 Seeds
Duke of Connaught, Crimson	$1.75	$14.00
Excelsior, white, red base	1.75	14.00
Grandiflora Alba, white	1.75	14.00
Princess of Wales, pink	1.75	14.00
Salmon Queen, salmon pink	1.75	14.00
St. George, delicate salmon	1.75	14.00
Mixed, all colors	1.25	11.00

Also All Other Seasonable Seeds, Bulbs and Supplies. Wholesale Price List Free.

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Immediate Shipment

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Orange, Conn., and New York City.

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VAUGHAN'S INTERNATIONAL PANSIES.
Trade pkt., 50c; ⅛ oz., $1.50; ½ oz., $5.00; oz., $10.00.

VAUGHAN'S GIANT PANSY MIXTURE.
Trade pkt., 50c; ⅛ oz., 75c; oz., $5.00; ¼ lb., $18.00.

VAUGHAN'S CUT FLOWER MIXTURE.
Trade pkt., 25c; ⅛ oz., 60c; oz., $4.00.

NEW EARLY-FLOWERING GIANT PANSIES.
Early Flowering Giant White, with eye, Yellow, with eye, Light Blue, Dark Blue, Purple, Cornflower Blue, Pure White, Black, and Mixed (eight colors). Trade pkt., (500 seeds) 25c; ⅛ oz., 50c; oz., $3.00.

PANSY—VAUGHAN'S GIANT SORTS.

	Trade pkt.	⅛ oz.	Oz.
Adonis, light blue, white center	$0.25	$0.45	$3.00
Auricula Colors, metallic shades	.25	.45	3.00
Aurora, pure white without blotches	.25	.35	2.60
Azure Blue	.25	.45	3.00
Beaconsfield, light lavender and rich purple	.25	.35	2.60
Black, large true black	.25	.35	2.60
Boulogne Giants	1.00	3.50	24.00
Bugnot, shades of red, bronze and reddish cardinal	.25	.50	3.60
Cassier, 3 and 5-spotted, an A-1 strain	.25	.50	3.60
Emperor Francis Joseph	.25	.50	3.40
Emperor William, dark navy blue	.25	.40	2.80
Eros. Purple, yellow border	.25	.45	3.20
Fiery Faces	.25	.35	2.60
Freya. Silver edged	.25	.40	3.00
Golden Queen, clear golden-yellow	.25	.45	3.00
Indigo King	.25	.50	....
Madame Perret, lovely shades of pink and rose	.25	.45	3.20
Masterpiece—Giant Curled or Spencer.	.35	.75	5.00
Orchid-Flowered, mixed	.25	.45	3.20
Paris Market, an improved strain of Trimardeau	.25	.40	2.60
Pheasant's Eye, sky blue edged, violet	.25	.50	3.60
Pink, lovely shades of pink	.25	.45	3.00
President Carnot, five blotched white	.25	.60	....
President McKinley, five blotched yellow	.25	.60	4.00
Prince Bismarck, bronze and light brown	.25	.45	3.00
Prince Henry. Darkest blue	.25	.45	3.00
Purple, very large, rich deep purple	.25	.45	3.00
Purple King	.25	.45	3.00
Striped, mahogany striped and flaked white	.25	.45	3.00
Ruby Red. Purplish red shades	.35	.60	4.00
Trimardeau, mixed ..... Lb. $32.00	.25	.35	2.40
Violet Blue, a very pleasing shade	.25	.45	3.00
Victoria. Wine red	.25	.60	4.00
Volcano	.35	.60	4.00
White, with dark eye, very large	.25	.40	2.60
Yellow, with dark eye, immense flowers	.25	.40	2.60

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FITCHBURG, MASS., U. S. A.

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TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.
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Seed Growers Philadelphia

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SEEDS
Flower, Vegetable and Farm
Send your inquiries to
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231-235 W. Madison St., Chicago

The Nursery Trade

American Association of Nurserymen.

M. R. Cashman, Owatonna, Minn., President; Paul C. Lindley, Pomona, N. C., Vice-President; John Watson 400 Nassau Street, Princeton, N. J., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

The forty-seventh annual convention will be held at Detroit, Mich., June, 1922.

PLAYGROUNDS should be cultivated; their crop is good citizenship.

WYCOFF, N. J.—De Baun & Co. are erecting two greenhouses, 20x100 feet, and will specialize in nursery stock.

DAYTON, O.—The Omo Gardens Co. has been incorporated with a capital of $625,000 to grow flowers, plants and trees of all kinds. The incorporators are Maxwell C. Whitmore, A. Dee Adams, J. D. Chamberlain, J. B. Coolidge and Melville Ritchie.—J. W. L.

PAINESVILLE, O.—The Storrs & Harrison Co. lost about 6,000 lights of large size glass in the hail and wind storm, August 13, and many blocks of nursery stock, including the big rose field, were badly damaged. Other sufferers were T. R. Norman & Son, Wilson's Flower Shop, Fred Endress & Son, C. C. Hallman, Wm. Dwyer and Henry Kohankie & Son.

Peter Youngers Dead.

The death is announced of Peter Youngers, head of the Geneva Nurseries, Geneva, Neb., as having occurred suddenly at Mercer, a Wisconsin summer resort, last week. Mr. Youngers was well known to the trade as former treasurer of the American Association of Nurserymen. He was also a banker and former congressman.

Ohio State University.

ANNUAL HORTICULTURAL FESTIVAL.

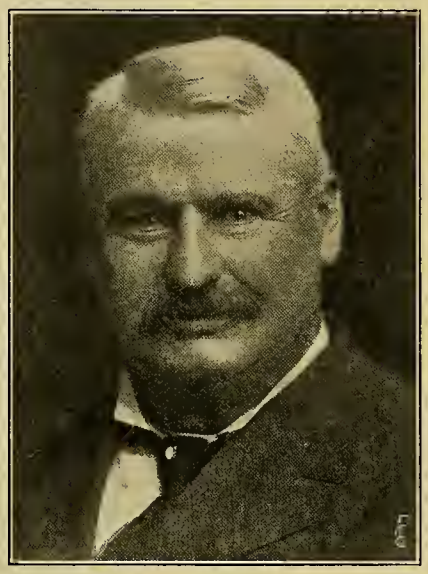
The annual horticultural festival of the Ohio State university, department of horticulture, will be held at Columbus early in November. The show will include displays of apples, vegetables, chrysanthemums, foresty, landscape architecture and by-products. The show is controlled and operated exclusively by students of the department of horticulture, with the object of creating interest among themselves and growers in the production of first class fruits, vegetables and flowers. The attendance includes not only a large number of interested students but also many growers and townspeople who appreciate displays of this nature. Over 25,000 people visited the festival last year.

The 30 page premium list in connection with the festival compares favorably with that of state shows, and is widely read by Ohio fruit and vegetable growers. As the exhibition is financed in part by the advertising space in the premium list, a splendid opportunity is presented the trade in placing themselves before the students who will be Ohio's future horticulturists. September 20 is the closing date for securing advertising space in the premium list. H. M. Wells, department of horticulture, Ohio State university, Columbus, O., is manager of the horticultural festival.

Connecticut Nurserymen's Association.

ANNUAL OUTING, AUGUST 18.

A pleasant day and the largest crowd that ever attended a summer outing of the Connecticut Nurserymen's Association, at Bristol, combined to make August 18 a memorable one in the annals of the organization. The entertainment committee composed of Paul Hubbard and Walter Campbell made an effort to secure the use of the new state park at Madison, but lack of facilities there made it necessary for the members to meet at Lake Compounce, Bristol. Of special interest on the programme of sports was a baseball game between two teams captained by President Henry W. Gottschalk and Secretary F. J. Rippin. The latter could not get his spit ball in working order and the result was that the other team easily won. However, it was hinted that the umpire might have been fixed, as it was noticed that she was taking in all the attractions after the game.



The Late Peter Youngers.

At a short business session it was decided to hold the annual winter meeting at New Haven. The enthusiasm instilled into the association by its present officers is certain to reflect itself once more by a record breaking winter attendance.

F. J. RIPPIN, Sec'y.

Summer Flowering Trees.

Here in the north not many trees except lindens can be grown which flower in summer. These are all valuable, however, for they add interest and variety to parks and gardens at the season when the flowers of trees and shrubs are not abundant. All the summer flowering trees here are interesting, and the flowers of some of them are conspicuous. After the Lindens the first of these trees to open its flowers is the sorrel tree (Oxydendrum arboreum). This tree is the only representative of a genus of the Heath family, and one of the few genera of eastern America trees which is not represented in eastern Asia. The sorrel tree is a common tree of the forests of the Appalachian mountains from southwestern Pennsylvania southward; it grows also but less abundantly from southern Ohio and Indiana to northern Florida, southern Alabama and Mississippi and in eastern Louisiana.

Growing under the most favorable conditions the Oxydendrum is a tree from 50 to 60 feet high, with a tall straight trunk sometimes 20 inches in diameter. The leaves are dark green, very lustrous and seven or eight inches long, and the bright scarlet of their autumn color is not surpassed by that of any other American tree. The leaves are pleasantly acidulous, a character to which the tree owes its vernacular name. The white flowers, which are shaped like those of an andromeda, are erect on the branches of spreading or drooping clusters, and these are followed by pale capsular fruits which are conspicuous in contrast with the brilliant colors of the autumn foliage. Here in the north the sorrel tree begins to flower when only five or six feet high, and it is not probable that it will ever grow here to the size this tree attains in the rich coves found on the lower slopes of the high southern mountains in which several of the trees of eastern North America grow to their greatest size. The Arboretum sorrel trees are planted among the laurels (Kalmia) at the northern base of Hemlock hill, and during the last two weeks have been covered with flowers.—Arnold Arboretum Bulletin, August 2, 1921.

GRANITE CITY, ILL.—A new flower shop, to be known as the Wright Floral Co., opened August 11, at 2201 Madison avenue.

EVANSTON, ILL.—Richard F. Gloede, 1405 Central street, entertained about 250 friends at a garden festival recently. Illuminated floral displays and dancing were features.

MUSCATINE, IA.—The monthly meeting of the Tri-Cities Florists' Club was held August 11, when plans were formulated for the placing of an exhibit at the Davenport fair, to be held at an early date.

Dutch and French Bulbs

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Sizes for growing on. Specimen Evergreens for landscape work. Complete assortment of choice Evergreens for window boxes and tubbing. Send for catalog.

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—Evergreen Specialists—
Largest Growers in America.
Box 404, DUNDEE, ILLINOIS

STAR BRAND ROSES

"American Pillar" and nearly every other good hardy climber.

Send for our list.

The CONARD & JONES CO. Robert Pyle, Pres. | WEST GROVE PENNA. Ant. Wintzer, Vice-Pres.

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You Grow Pansy Plants For Sale?

DOUBLE YOUR PROFIT AND SALES

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New Early Flowering Giant Pansies

They are three to four weeks earlier than other Pansies, in coldframes or field; they have four or five large blossoms, when other Pansies planted at the same time are only showing bud. The richly colored, large, well formed flowers, on long, stiff stems, are very fragrant.

TRY SOME AND YOU WILL BE SATISFIED

4. **Jove.** Lower petals violet, upper one light blue.
5. **Mars.** Cornflower blue.
6. **North Pole.** Pure snow white.
7. **Woden.** Quite black.
8. **Helios.** Pure yellow.
14. **Winter Sun.** Golden yellow, with dark eye.
15. **Ice King.** Silvery white, with dark blue eye.
16. **Celestial Queen.** Light or sky blue.
17. **Charm of March.** Dark velvety blue.
18. **Mixed.** The above nine colors.

500 Seeds, 25c.; 1000 Seeds, 40c.; ⅛ oz., $1.10; ¼ oz., $2.00; 1 oz., $7.50

For list and price of other Kenilworth Pansy Seed, see my ad of July 23rd.

Chas. Frost
Kenilworth, N. J.

Elmer D. Smith & Co.

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Chrysanthemum Specialists

Catalogue Free.

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REX BEGONIAS

3-inch, $2.00 per dozen.

GERANIUMS (Our Specialty)

Nutt, Buchner, Ricard, Poitevine, Viaud

Good short jointed plants from 2-inch pots, at $3.50 per 100; $35.00 per 1000.

We ship safe anywhere

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Robert Craig Co.

HIGH CLASS PALMS

and Novelties in Decorative Plants

NORWOOD, Delaware County, PA.

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Fall Stock For Florists

PRIMULA Obconica, Gigantea, Rosea, Kermesina and Oculata, **$5.00** per 100, **$45.00** per 1,000.

PRIMULA Obconica, Grandiflora, Rosea, Kermesina, Coerulea, Alba and Mixed, **$5.00** per 100, **$45.00** per 1,000.

HYDRANGEA, French varieties, 2½", Baby Bimbinette, **$8.00** per 100; Mad. Chautard, Mme. Hamar, Mme. E. Mouillere, Gen. de Vibray and E. G. Hill, **$6.00** per 100.

HYDRANGEA, French varieties, 4-in. pot plants, **$20.00** per 100; 5-in. pot plants, **$30.00** per 100. Fall shipment; Mme. E. Mouillere, Mme. Hamar, Mme. Chautard, Gen. de Vibray, Lily Mouillere, Rene Gaillard, Bouquet Rose. Baby Bimbinette, 4-in. pot plants, **$25.00** per 100; 5-in. pot plants, **$35.00** per 100.

ASPARAGUS Plumosus, 2-in. bushy, **$5.00** per 100, **$45.00** per 1,000.

ASPARAGUS Sprengeri, 1½-in. pots, **$3.50** per 100; **$30.00** per 1,000.

BEGONIA, 2½-in. Metallica, **$6.00** per 100.

OTAHEITE ORANGE, 3-in. fine stock to grow on, **$10.00** per 100; **$85.00** per 1,000.

KENTIA Forsteriana, 2½-in. **$12.00** per 100; 3-in., **$20.00** per 100; 4-in. **$50.00** per 100.

POINSETTIA, Strong 2¼-in., grand for pans, **$8.00** per 100; **$70.00** per 1,000.

DISH FERNS, good standard varieties, 2¼-in. pots, **$5.00** per 100; **$40.00** per 1,000.

BEGONIA Pink Profusion, 2½-in. Fine pink semperflorens, **$7.00** per 100.

GENISTA Racemosa, 4-in. (ready August 20th), **$20.00** per 100.

The Storrs & Harrison Co., Painesville, Ohio

Mention the American Florist when writing

CYCLAMEN

We must have room and offer for one week,
2,500 2¼-in. Cyclamen, at $10.00 per 100; $90.00 per 1000.
3,000 2-in. Cyclamen, at $20 and $25 per 100.
1,000 4-in. Cyclamen, at $40.00 per 100.

Ask for our prices of Easter Greeting Pelargoniums and Ferns

GEO. A. KUHL, Wholesale Grower PEKIN, ILL.

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Alonzo J. Bryan

WHOLESALE FLORIST

Abundance of Stock

Always on hand. Correspondence solicited.

WASHINGTON, NEW JERSEY

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Market Gardeners

Vegetable Growers' Association of America.

Louis F. Miller, Toledo.O., President; H. A. Dooley, Cleveland, O., Vice-President; S. W. Severance, Louisville Ky., Secretary; H. J. Cheney, Grand Rapids, Mich., Treasurer. The next annual meeting will be held at Albany, N. Y., November 1-5, 1921.

POTATO prices have advanced sharply under decreasing supplies.

COLORADO round type cabbage was sold at $80 to $85 per ton in Cincinnati.

THE various markets are well supplied with vegetables as the summer wanes.

CALIFORNIA Elberta peaches declined considerably in mid-western cities, closing at $1.25 to $1.65 per box.

NEW YORK head lettuce in crates of two dozen was in excellent demand at New York city, closing at $3 to $3.50.

YELLOW TRANSPARENT apples from Michigan and Illinois have been sold to Chicago jobbers at $2 to $2.50 per bushel basket.

PRESIDENT HARDING was recently the recipient of a watermelon forwarded by a grower from Turlock, Calif., to Washington, D. C., weighing 76 pounds and measuring 30 inches in length and 32 inches in circumference.

TOM WATSON watermelons from Maryland and Georgia brought $550 to $650 per car for 30 to 32 pound stock at New York. No change of price was noted at Chicago, although movement throughout the country has fallen off 50 per cent.

EARLY OHIO potatoes from Kansas advanced $1 per 100 pounds at Kansas City and Chicago, closing at $3 to $3.25, August 13. New Jersey Irish cobblers have been sold to New York jobbers at $3 to $3.50. Shipments showed an increase of 1,316 cars.

CANTALOUPE movement has increased considerably in eastern producing centers, causing prices to decline from $1.50 to $2 per standard crate at Boston and Philadelphia. California Turlocks sold lower at Chicago because of a weakened demand. The total shipments were 1,371 cars.

Prices of Indoor Fruits and Vegetables.

Chicago, August 23. — Cucumbers, bushel basket, 75 cents to $1; leaf lettuce, per box, 30 to 40 cents.

New York, August 19.—Cucumbers, 40 cents to $1 per dozen; mushrooms, per basket, $2.50 to $3.50; radishes, 100 bunches, $1 to $2; tomatoes per pound, 3 to 8 cents.

Co-Operative Association.

The development of nation-wide farmer co-operative associations was first conceived by Aaron Shapiro, a San Francisco attorney, who was the most active leader in developing the farmers' organizations of California. Mr. Shapiro was the first to conceive the idea of applying national co-operation to wheat, cotton and tobacco. Some idea of the strength of the movement may be gathered when it is known that more than 35,000 farmers in Oklahoma alone have joined the Cotton-growers' Association and this is but one of the nine cotton states which are organizing.

Vegetable Growers' Ass'n. of America.

ANNUAL MEETING, NOVEMBER 1-5.

A tentative programme for the annual convention of the Vegetable Growers' Association of America, to be held at Albany, N. Y., November 1-5, has been announced by George Curran, president of the Albany Market Growers' Association, and chairman of the committee on arrangements. This committee is composed of farm bureau managers from Albany, Rensselaer and Schnectady counties, representatives of vegetable growers' associations in that section of New York, and representatives of the Albany Chamber of Commerce, 15 in all. The following programme has been arranged for the occasion:

Tuesday, November 1.

10 A. M.—General session.
2 P. M.—Afternoon session.
Evening—Special addresses.

Wednesday, November 2.

9 A. M.—Sessions of the market garden, canning crops and truck crops and muck crops sections.
2 P. M.—General session.
Evening—Entertainment.

Thursday, November 3.

9 A. M.—Sessions of the market garden, canning crops and truck crops, and greenhouse sections.
2 P. M.—Entertainment.
Evening—Banquet.

Friday, November 4.

9 A. M.—General programme.
2 P. M.—Business meeting.
Trip to New York on Hudson river steamer.
Evening—Inspection of marketing operations in New York.

Saturday, November 5.

Continuation of inspection of marketing operations in New York.

Mexican Tomatoes.

Tomato growers in the State of Sinaloa, Mexico, exported 923 carloads of tomatoes to the United States during the harvest season which began early in January and ended the latter part of May. There was an average of about 825 crates per carload, the crates averaging about 28 pounds each. There was, therefore, an average of about 23,300 pounds of tomatoes per carload, or a total of 21,455,900 pounds of tomatoes exported to the United States during the tomato season just closed.

The average gross price paid per crate in United States market was $2.62. The cost of production, freight, etc., totaled about $1.83 per crate, giving a net profit per crate of 79 cents to the growers. Taking these figures, which have been carefully obtained from the best sources of information available on the subject, it is apparent that the total net profits realized by the tomato growers on tomatoes exported to the United States during the season was $601,565.

Nearly all of the tomatoes exported from the State of Sinaloa are marketed west of the Mississippi river, and for that reason as well as the fact that the harvest begins during the first days of January, this crop is not a serious competitor of the Florida product which is sold in the east, but it is quite impossible for Sinaloa producers to export at a profit 10 days after the California and Texas crops begin to flow to the markets. When the harvest of these crops begins the Sinaloa producers are forced to cease operations, no matter what quantity and quality of tomatoes they have on hand, as the freight and customs charges are so high and the selling price so low that they could only operate at a loss. Ninety-four cars of Sinaloa tomatoes were marketed in Texas before the crop in that state matured.

Vegetables at New York.

Shipments of cauliflower from the Catskill sections were light during the week of August 15. Most of the stock was of poor quality. On Friday crates containing form 12 to 20 heads ranged in price from $2 to $5.50. Most of the cabbage came from Long Island. White cabbage sold at from 10 cents to 18 cents per head wholesale. Last year, at this time, the best cabbage sold for three cents per head wholesale. Two years ago the best cabbage brought eight cents per head wholesale. The supply of red-tipped radishes was plentiful. There was a scarcity of the black kind. Most of the black radishes sold at from 10 cents to 12 cents per bunch wholesale. Red radishes sold for 1½ cents to two cents per bunch. Most of the peas coming to the city markets are of poor quality, and in some instances sold as low as $1.00 per bushel on Friday. Some of the large well-filled peas sold at four times this price on the same day.

LEBANON, N. H.—The Haskell Floral Co. sustained considerable loss when a fire, which started in its engine house, spread to a portion of the greenhouses. The loss is partially covered by insurance.

"Market Gardening"

An elementary text book containing 102 pages, 5x7, with 36 illustrations, by F. L. Yeaw, manager of the Oasis Farm & Orchard Co., Roswell, N. M.
Cloth Bound. $1.00.

American Florist Co.
440 S. Dearborn St., Chicago.

Miscellaneous Stock

Cleveland Cherries, field.....25c, 35c, 50c
Xmas Peppers, 4 in.....15c
Primula Obconica, 3 in.....10c
Primula Obconica, 4 in.....20c
Cyclamen, 4 in.....40c
Stevia, dwarf, 2 in.....4c
Forget-Me-Nots, 2 in., winter-flowering...4c
Per 100
1000 Matchless Carnation plants.....$10.00
1000 Hardy Phlox, all colors.....10.00
Sprengeri, 2 in.....3.00
Swainsona, 3 in.....10.00

Rosendale Greenhouses
DELANSON, N. Y.

Multiflora Japonica Rose Seedlings
Best American Rose Stock for Budding and Grafting.
New England grown, well rooted.
No. 1. 4-6 mm.....$15.00 per 1000
No. 2. 2-4 mm.....10.00 per 1000
Ready for delivery after November 1st.
C. R. BURR & COMPANY, - Manchester, Conn.

Ready Reference Section

15 CENTS, NET, PER LINE

ASPARAGUS.

Asparagus plumosus and Sprengeri seedlings, $1.25 per 100; $12.00 per 1,000; 2¼-in. pots, $6.00 per 100; $50.00 per 1,000; 3-in. pots, $10.00 per 100.
ROMAN J. IRWIN,
43 West 18th St. New York.

Asparagus Sprengeri,, 1½-in., $3.50 per 100; $30.00 per 1,000. A plumosus, 2-in., bushy, $5.00 per 100; $45.00 per 1,000. The Storrs & Harrison Co., Painesville, O.

Asparagus plumosus and Sprengeri seedlins. A few hundred at $1.00 per 100. EDGAR EASTERDAY, Nokomis, Ill.

Asparagus Sprengeri, 2½-inch, 5c each. ODOR GREENHOUSES, Iola, Kans.

ASPLENIUM.

Asplenium Nidus Avis (Bird's Nest Fern). Good strong healthy stock, 3-in. pots at 35c each. Packing material charged for at cost. WM. K. HARRIS, 55th and Springfield Ave., W. Philadephia, Pa.

BEGONIAS.

Begonias, Melior, Cincinnati. Mrs. J. A. Peterson, 2¼-in. pots from top cuttings at $30.00 per 100; Chatelaine, 2¼-in. pots at $7.00 per 100; Patten, 2¼-in. pots at $8.00 per 100, and Pride of Newcastle, 2¼-in. pots at $10.00 per 100. Begonia Rex, best varieties, mixed. 2¼-inch pots, $16.00 per 100.
ROMAN J. IRWIN,
43 West 18th St. New York.

Begonia Prima Donna and Tuminosa. Extra fine stocky plants in bloom; 4-inch, $25.00 per 100. THE PARK FLORAL CO., 1643 Broadway, Denver, Colo.

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CALLA, ÆTHIOPICA.
LARGE FLOWERING WHITE CALLA.
Home-grown Bulbs Free from Dry Rot.

	100	1,000
1 -1¼-inch	$ 8.00	$ 75.00
1¼-½-inch	12.00	110.00
1½-1¾-inch	16.00	150.00
1¾-2 -inch (Mammoth Bulbs)	20.00	185.00
2 -2½-inch (Jumbo Bulbs)	25.00	.....

Ask for prices on Freesias and other bulbs.
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FIELD GROWN CARNATION PLANTS.
Ready Now.

	100	1,000
Matchless	$12.00	$100.00
White Enchantress	12.00	100.00
Pink Enchantress	12.00	100.00
Ward	12.00	100.00
Thenanthes	12.00	100.00
Aviator	12.00	100.00
Beacon	12.00	100.00
Enchantress Supreme	14.00	120.00

M. C. GUNTERBERG,
Randolph and State Street, Chicago.

CARNATIONS.

FIELD-GROWN CARNATION PLANTS
MRS. C. W. WARD
$9.00 per 100; $80.00 per 1,000
WIETOR BROS.
30 East Randolph St. Chicago

3,000 fine Matchless, to close, $6.00 per 100; $57.50 per 1,000; packing included. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

FIELD GROWN CARNATIONS.
2,000 Enchantress, $7.50 per 100, $70.00 per 1,000. Packing free. Medium plants.
WRIGHT'S GREENHOUSES,
Pittsburg, Kan.

Carnations. Write for price list of latest varieties. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

CHRYSANTHEMUMS AND POMPOMS.
Good Clean Stock.
Marigold and Polly Roses.
Pompons.

Mary Richardson	Sour, d'Or
Golden Climax	Lily
Fairy Queen	Skibo
Xmas Gold	Rufus
Helen Newberry	Kate Manning
Leoto	Mensa White
Ida	Lady Lee
Acto	Quinola
Minto	

2-inch, $20.00 per 1,000. Cash, please.
MRS. SCHNEIDER, FLORIST,
22 E. High Street. Springfield, O.

Chrysanthemum novelties for 1921. Preliminary list free. Elmer D. Smith & Co., Adrian, Mich.

CINERARIAS.

Very best large-flowering Cinerarias; finest colors and imported strain. 2½-inch, $7.00 per 100; 3-inch, $15.00 per 100; 4-inch, $25.00 per 100. THE PARK FLORAL CO., 1643 Broadway, Denver, Colo.

CLEVELAND CHERRIES.

Cleveland Cherries, fine plants, well berried, out of 5-in. pots that have been plunged in field; no set backs; $20.00 per 100. Cash.
BRILL CELERY GARDENS,
Kalamazoo Mich.

Cherries. Orange Queen and Cleveland, 2¼-in., frame grown, vigorous plants, $7.00 per 100, $65.00 per 1,000. Paper pots, securely cleated. Cash with order. PETER PEARSON, 5732 Gunnison St., Chicago, Ill.

CYCLAMEN.

CYCLAMEN
From German seed, 3-in., ready for 4-in $20.00 per 100; $180.00 per 1,000. Assorted colors except white. In paper pots. Cash with order.
PETER PEARSON
5736 Gunnison St., Chicago

CYCLAMEN.

CYCLAMEN GIGANTEUM
SEED NOW READY.
Glory of Wandsbek, dark and light shades of salmon.
Daybreak, delicate shade of salmon.
Brilliant Red, large and fine.
Pure White, extra select.
White—Pink Eye, very large and fine.
Rosea Superba, deep shell pink.
Rose of Marienthal, light pink, dark eye.
Magnifica, dark rosy pink, very fine.
Lavender, very beautiful.
Above varieties, $12.00 per 1,000 net.
For novelties, price list and cultural directions, sent on application.
J. A. PETERSON & SONS
Westwood, Cincinnati, O.

Cyclamen for one week only. 2¼-in., $10.00 per 100; $90.00 per 1,000. 3-in., $20.00 and $25.00; 4-in., $40.00 per 100. Geo. A. Kuhl, Pekin, Ill.

CYCLAMEN PLANTS.
4-inch .....$35.00 per 100
Extra heavy stock.
PETER PEARSON,
5736 Gunnison St., Chicago.

Cyclamen. Strong, clean, healthy plants, ready to shift to 5-in., $35.00 per 100. J. W. Davis Co., Terre Haute, Ind.

Cyclamen, 2½-in., good assortment, leading varieties, $12.00 per 100. MATTHEWSON'S, Sheboygan, Wis.

FERNS.

FERNS—Strong 2¼-in., $6.50 per 100; $55.00 per 1,000. Boston, Roosevelt, Teddy, Jr., Verona, Whitmanii, New Macawii, $10.00 per 100; $95.00 per 1,000. Larger sizes, ask for prices.
Table fern seedlings, $3.00 per flat; best varieties, Pteris Wimsetti, Wilsonii, Cyrtomium (Holly), Aspidium, Albo Lineata, etc.
ROMAN J. IRWIN
43 West 18th St. New York

BOSTON FERNS.
Good, strong bushy stock.

5-in.	$0.40
6-in.	.75
7-in.	.90
10-in.	2.00

Packing charges free.
DAVIS FLORAL CO.,
Davenport, Ia.

Boston Ferns. Extra strong, good color, best we ever had. 4-inch, $20.00 per 100; 5-inch, $35.00 per 100; 6-inch, $60.00 per 100. This is a bargain. PETERSON FLORAL CO., Gibson City, Ill.

Table ferns, standard varieties, 2¼-in., $5.00 per 100.
HENRY SMITH FLORAL CO., INC.
Grand Rapids, Mich.

Hardy Ferns, Ill. descriptive list mailed. L. MOSBAEK, Ferndale, Askov, Minn.

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Geraniums, Nutt Buchner, Ricard, Poitevine and Viaud. Good short jointed plants. 2-in., $3.50 per 100; $35 per 1,000. Elmer Rawlings, Allegany, N. Y.

Geraniums, rooted cuttings only, send for prices. ALBERT M. HERR, R. F. D. 8, Lancaster, Pa.

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Decorative Greens. Magnolia leaves, beech and oak sprays. Write for samples and prices. The Decorative Greens Co., Kinston, Ala.

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French Hydrangeas, 2¼-inch pots, $8.00 and $10.00 per 100. Best varieties. See previous issue. ROMAN J. IRWIN, 43 West 18th St., New York.

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Hardy English Ivy. Exceptionally good stock. 2-in., $2.75 per 100, $25.00 per 1000; 3-in., $3.75 per 100, $35.00 per 1,000. R. Vincent, Jr., & Sons Co., White Marsh, Md.

KENTIAS.

Kentia Belmoreana, 3-in. pot plants, $20.00 per 100. K. Foresteriana, 2½-in., $12.00 per 100; 3-in., $20.00 per 100; 4-in., $50.00 per 100. The Storrs & Harrison Co., Painesville, O.

LILY OF THE VALLEY.

Valley pips. From cold storage. $30 per 1,000; $16 per 500; $8 per 250; $4 per 100. H. N. Bruns, 3032-42 W. Madison street, Chicago.

Lily of the Valley. London Market Strain. From ice storage. Case of 500 pips, $18.00; case of 1,000 pips, $35.00. Vaughan's Seed Store, Chicago and New York.

Lily of the Valley pips. Extra fine strain, exhibitive size. German "Tubeck pips." Write for prices. J. M. THORBURN & CO., 53 Barclay St., New York.

NARCISSI.

Narcissi. Sir Watkin's bulbs, bound to bloom, $3.00 per 100. Cash. HUGH C. SCHMITT, Evansville, Ind.

ORCHIDS.

HASSALL & CO., orchid growers and raisers. Southgate, London, England. Cattleyas. Laelio-Cattleyas our specialty. One trial order solicited.

OTAHEITE ORANGES.

Otaheite Oranges, 2½-in., fine stock to grown on. $7.00 per 100; $60.00 per 1,000. The Storrs & Harrison Co., Painesville, O.

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PANSY PLANTS — Steele's Greenhouse Special and Private Stock, also Vaughan's International Mixed; strong, large, stocky plants, none better. These plants and strains will please you. $4.00 per 100; 3,000 for $11.25; 5,000 for $17.50. Cash. Ready Sept. 1. Orders booked now.
BRILL CELERY GARDENS
Kalamazoo Mich.

PEONIES

Six Beautiful peonies and 12 gorgeous irises, $3.50, postpaid. ALICE CUTHCART, Bristol, Ind.

PRIMULAS.

PRIMULA OBCONICA GIGANTEA, 2¼-in., grown from best Ronsdorfer strain. $7.00 per 100; $60.00 per 1,000. Following Colors—red, rose, apple blossom, lavender, salmon, white, oculata and compacta. Primula Chinensis, Malacoides and Townsendii, 2¼-in., same price.
New Primula Malacoides Conspicua. Large flowering, clear rose with large yellow center, 2-in pots., $8.00 per 100.
ROMAN J. IRWIN
43 West 18th Street New York

Primula Obconica Gigantea. Our own strain and our reputation for this strain warrants us in saying that it is the best obtainable. This stock is in very fine shape, ready to be transferred to larger sizes. 2¼ inch, $7.00 per 100; 3-inch, $15.00 per 100; 4-inch, $25.00 per 100. Primula Malacoides Townsendii, 2-inch, $7.00 per 100. Ready Sept. 10. THE PARK FLORAL CO., 1643 Broadway, Denver, Colo.

Home Grown Stock

Greatly Increased Demand

Because of the Federal embargo against the importation of most kinds of Garden Plants, Roots and Bulbs, home grown stock is now in greatly increased demand.

If you have any to offer or are likely to have it soon, advertise in these columns now.

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Primula obconica, 2¼-in., good strong plants at $6.00 per 100; $55.00 per 1,000; 4-in. at 25c; 5 in. at 50c; 6-in. at 75c; Malacoides, 2½-in., $5.00 per 100.
HENRY SMITH FLORAL CO., INC.
Grand Rapids, Mich.

Primula Obconica Gigantea, Kermesina, red; and Rosea, pink; extra good 2½-inch, ready for 4-inch, $4.50 per 100. Cash. Immediate delibery.
BRILL CELERY GARDENS
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Primula Obconica, Gigantia Rosea, Kermisina and Oulata. $5.00 per 100; $45.00 per 1,000. The Storrs & Harrison Co., Painesville, O.

ROSES.

Multiflora Japonica Rose Seedlings. Best American Rose stock for budding and grafting. 4-6 mm., $15.00 per 1,000; 2-4 mm., $10.00 per 1,000. C. R. Burr & Co., Manchester, Conn.

ROSES.

INCREASE YOUR PROFITS!
Order Bench Rose Plants Now!
Big Demand!
Fine Stock!

	100	1,000
Sunburst Bench Plants.....	12.00	115.00
American Beauty.....	20.00	190.00

M. C. GUNTERBERG
Wholesale Florist
8 East Randolph St. Chicago, Ill.

SUNBURST BENCH ROSE PLANTS.
Ready for shipment.
$10.00 per 100.
No order for less than 100 accepted.
BASSETT & WASHBURN
Wholesale Florists
178 North Wabash Ave., Chicago
L. D. Phone Central 1457

FRANK W. DUNLOP
The 1920 Wonder!
Own-root stock ready for immediate delivery.
$35.00 per 100; $300.00 per 1,000.
CHARLES H. TOTTY CO.
Madison, N. J.

ROSES.
1,000 Columbia Roses, own root. 2¼-inch pot, $10.00 per 100, $90.00 per 1,000. Can ship at once.
ELI CROSS
150 Monroe Ave., Grand Rapids, Mich.

Roses. Own root. 1,000 Dunlop, 3-in., good stock at $18.00 per 100. THE PARK FLORAL CO., Denver, Colo.

SEEDS.

Seeds: Winter-flowering Sweet Peas. Carefully grown for us by an expert seed grower. For varieties and prices see advertisement on front cover page of this issue. A. Henderson & Co., 166 N. Wabash Avenue, Chicago.

Seed. Cyclamen. Best English and German strain, separate colors. Salmon-Wandsbek and Salmon King. $15.00 per 1,000. All other colors, $12.00 per 1,000. S. S. SKIDELSKY & CO., 50 Park Place, New York.

Seeds. Flower in all seasonable varieties. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co., 516-518 Market St., Philadelphia, Pa.

Seeds. Pedigree and selected stocks of rutabaga, turnip, cabbage, Savoy cabbage, beet and mangel; flower seeds. Write for special prices. Kelway & Sons, Langport, Eng.

Seeds. Sweet peas, Spencer's grandiflora, etc. Asters and flower seeds in general. Tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds. The largest French cultures of Primulus. Ask for prices 1921 crop. Malacoides, $22.69 per lb. JH. PAQUET, bd., Magnan, Nice (France).

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds. The Kenilworth Giant Pansy: For varieties and prices see display advertisement elsewhere in this issue. Chas. Frost, Kenilworth, N. J.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

SEEDS.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seed. Cyclamen. For varieties and prices see advertisement on front cover page of this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

Seeds. Sweet Peas. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

Seeds. Specialties: Pepper, eggplants, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seeds. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seed growers for the trade. Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Peas, beans, corn and vegetables of all kinds in quantity and highest quality. Jerome B. Rice Seed Co., Cambridge, N. Y.

Seeds. Specialties: Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seed, Pansy. Finest imported winter-flowering Benary's Giant. ¼-oz., $1.00. Peter Hollenbach Seed Store, Chicago.

Seed. Lawn mixtures and field, wholesale. Write for prices. Atlantic Grass Seed Co., 46 W. Broadway, New York.

Seed. Flower and Garden seeds. Sweet pea and nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seeds. Choice sweet peas, nasturtium and flower. L. D. Waller Seed Co., Guadalupe, Calif.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Seed. For the wholesale trade only. Braslan Seed Growers' Co., San Jose, Calif.

Garden Seeds. All varieties. I. N. Simon Son, 438 Market Street, Philadelphia, Pa.

SEEDS.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

SWEET PEAS.

Yellow Sweet Peas. See display advertisement elsewhere in this issue. McClenahan Greenhouses, 40th and Philips streets, Oklahoma City, Okla.

MISCELLANEOUS.

TOBACCO PRODUCTS.
Fine clean dust, 100 lb. bag, $2.00; 500 lbs., $10.00. Fresh, dry stems, 300 lb. bale, $4.00. F. O. B. Lanc., Pa. Write for samples and quantity prices. TOBACCO PROD. CO., Box 282 D., Lancaster, Pa.

Seed packets for 1921. All packet sizes and larger bags up to two pounds or more, also catalogues, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Concrete bench legs, 16-in. high. Shipment made from our Joliet plant at Joliet, Ill. Write for particulars and prices. DAVIS-JOLIET CO., Davenport, Iowa.

Gold letters of best quality. Prices greatly reduced. Write today for samples and prices. J. Lichtenberger, 1560 Avenue A., New York.

Thomson's celebrated manure. Sold by all dealers or from sole makers. Wm. Thomson & Sons, Ltd., Clovenfords, Scotland.

MISCELLANEOUS.

Meyers' Green Florists' Thread is the best for all florists' purposes. Write for prices. John C. Meyer, Florist Thread Works, Lowell, Mass.

Imported Bohemia Hyacinth glasses and Partridge berry bowls. Prices and catalog on application. N. Wapler, 134 Duane St., New York.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, O.

1,000 letterheads and 1,000 envelopes, $8.50. Good stock. Cash please. Gorham Printery, Inc., 542 S. Dearborn St., Chicago.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Dreer's Peerless Glazing Points. Write for samples and price. Henry A. Dreer, 713 Chestnut St., Philadelphia, Pa.

Peach trees, roses and evergreens a specialty with us. Write for prices. SOUTHERN NURSEY CO, Winchester, Tenn

Florist specialties and supplies of every description. Sam Seligman, 116 W. 28th St., New York.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks. 10,000, $2.50; 50,000, $11.00. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 452 Erie St., Chicago.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia, Pa.

CARNATION STAPLES.

Carnation staples, 35c per 1,000; 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c. 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

FERTILIZERS.

Ground tankage delivered to your railway station for $60.00 per ton. Hardwood ashes for $30.00 per ton. Terms: Your check when goods arrive. GEORGE STEVENS, Peterborough, Ontario.

Magic fertilizers for the florist. Write for prices. Chicago Feed and Fertilizer Co., 809 Exchange Ave., U. S. Yards, Chicago.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

FERTILIZERS.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Fertilizer for flowers. Premier Brand pulverized poultry manure. Poultry Feed Co., 431 So. Dearborn St., Chicago, Ill.

Wizard Brand Manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

FLORISTS' SUPPLIES.

Florists' supplies; baskets, chiffons and novelties. Write or wire your orders. Will ship same day order is received. Pittsburgh Cut Flower Co., Pittsburgh, Pa.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia, Pa.

Everything in florists' supplies and staples. The McCallum Co., 137 Seventh St., Pittsburgh, Pa.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moniger Co., 908 Blackhawk St., Chicago.

Greenhouse glass, paint and putty. Hooker's Dolesco brand. Big stock, priced right, good brands. H. M. Hooker Paint & Glass Co., 651-659 W. Washington Blvd., Chicago.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouses, superior in construction, durable and inexpensive. Write for estimates. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

INSECTICIDES.

Hammond's Thrip Juice. A concentrated liquid insecticide for use against sucking insects on plants, trees, vines. Sold by seedsmen. Hammond Paint and Slug Shot Works, Beacon, N. Y.

Aphine, $1 per qt., $2.50 per gal. Fungine, $1 per qt., $3.50 per gal. Vermine, $1 per qt., $3 per gal. Aphine Manufacturing Co., Madison, N. J.

LABELS.

LABELS for nurserymen and florists. Benjamin Chase Co., Derry Village, N. H.

POTS AND PANS.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

Pots. Florists'. Prices low and quality guaranteed. The Progressive Clay Co., 9th floor, Marbridge Bldg., New York.

DREER'S "RIVERTON SPECIAL" PLANT TUBS

No.	Diam.	Ea.	Doz.	100	No.	Diam.	Ea.	Doz.	100
10	20 in.	$4.95	$54.45	$412.50	50	12 in.	$1.45	$16.50	$126 50
20	18 in.	3.65	39.60	322.30	60	10 in.	1.00	10.90	85 25
30	16 in.	2.60	28.60	220.00	70	8 in.	.85	8.80	67.10
40	14 in.	2.10	23.65	187.00					

The Riverton Tub is sold exclusively by us, and is the best ever introduced.

The neatest, lightest and cheapest. Painted green and bound with electric welded hoops. The four largest sizes are equipped with drop handles.

Henry A. Dreer, Seeds, Plants, Bulbs and Supplies, **714-716 Chestnut St., Philadelphia, Pa.**

Mention the American Florist when writing

H·M·Hooker Glass & Paint Company
Serving Greenhouse Men for Over 65 Years
Chicago, Ill.

Mention the American Florist when writing

POTS AND PANS.

Florists' red pots, all sizes, moss aztec ware, fern pans, vases, etc. The Zane Pottery Co., South Zanesville, O.

Florists' red pots. Write us for prices before buying. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

WHOLESALE CUT FLOWERS.

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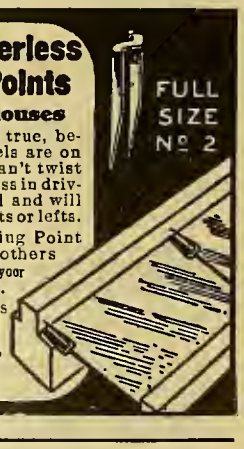

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS—THOMAS ROLAND, Nahant, Mass., President; ADOLPHUS GUDE, Washington, D. C., Vice-President; JOHN YOUNG, 41-43 West 18th St., New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer.

OFFICERS-ELECT—S. S. PENNOCK, Philadelphia, Pa., President; SAMUEL MURRAY, Kansas City, Mo., Vice-President; JOHN YOUNG, New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer.

The thirty-eighth annual convention will be held at Kansas City, Mo., August, 1922.

Fifth National Flower Show.

The Fifth National Flower Show will be held at Cleveland, O., March 25 to April 1, 1922.

FLORISTS' TELEGRAPH DELIVERY ASSOCIATION.

Next annual meeting at Toronto, Ont., October 11-13, 1921. OFFICERS: PHILIP BREITMEYER, Detroit, Mich., President; H. G. DILLEMUTH, Toronto, Ont., Vice-President; ALBERT POCHELON, Detroit, Mich., Secretary; WM. L. ROCH, Kansas City, Mo., Treasurer.

CHRYSANTHEMUM SOCIETY OF AMERICA

Next annual convention and exhibition at Chicago, November 16-17, 1921. OFFICERS: S. S. PENNOCK, Philadelphia, Pa., President; N. J. WIETOR, Chicago, Vice-President; C. W. JOHNSON, 141 Summit Street, Rockford, Ill., Secretary; CHAS. H. TOTTY, Madison, N. J., Treasurer.

ASSOCIATION OF AMERICAN CEMETERY SUPERINTENDENTS.

Next annual meeting at Detroit, Mich., September 13-15, 1921. OFFICERS: F. H. ROTHERFORD, Hamilton, Ont., President; W. B. JONES, 2800 Brighton Road, N. S., Pittsburgh, Pa., Secretary-Treasurer

AMERICAN DAHLIA SOCIETY.

Next annual meeting and exhibition, at Hotel Pennsylvania, New York, September 27-30, 1921: OFFICERS: RICHARD VINCENT, JR., White Marsh, Md., President; E. C. VICK 205 Elwood Ave., Newark, N. J., Secretary.

American Gladiolus Society.

Annual Meeting and Exhibition, St. Thomas, Ont., August 24-25.

A Highly Successful Meeting.

The annual exhibition and meeting of the American Gladiolus Society, was held at St. Thomas, Ont., August 24-25, in conjunction with the St. Thomas Horticultural Society. The exhibition, which was staged at Alma college, presented a solid field of bloom in approximately 500 named varieties and a wonderful blaze of color. So numerous were the exhibitors that practically every available foot of spaec in the college building was occupied, and tents were erected on the campus for the convenience of those who wished to take special care of their entries. In the open class, 69 prizes were offered, several special awards having been contributed by St. Thomas business firms and organizations. There were 36 awards given in the non-commercial and four in the amateur class. The American Gladiolus Society offered its bronze medal for the spike of gladiolus bloom adjudged to be the best exhibited at the show, which was won by the St. Thomas Horticultural Society for Kunderd's Purple Glory. The show was officially opened by Hon. Dr. S. F. Tolmie, Dominion Minister of Agriculture, at 2 p. m., Wednesday, August 24, who was introduced by Dr. F. E. Bennett, president of the St. Thomas Horticultural Society. Dr. Tolmie, commenting upon the international aspect of the American Gladiolus Society, extended a cordial welcome to the United States visitors, stating that it was just such conventions as this that is needed to more closely bind the ties of good fellowship between the two countries. President H. E. Meader, of Dover, N. H., responded in well chosen words and reciprocated the feeling expressed by Dr. Tolmie. A large public reception was held at the college building in the evening.

Madison Cooper, of Calcium, N. Y., secretary-treasurer of the organization, had the honor of winning the highest number of awards, 27 first prizes, four seconds and one third, in the non-commercial class. He brought a large display of 700 choice blooms, in 107 varieties, capturing the prize awarded by the St. Thomas Board of Trade, for the best three vases, five spikes each, in red, white and blue varieties. The prizes donated by C. H. Hepinstall & Sons, were also awarded to Mr. Cooper. Mrs. M. B. Hawks, Bennington, Vt., was another big winner in this class. Vice-President C. R. Hinkle, St. Joseph, Mich., showed a beautiful sport of Mrs. Francis King, coloring similar to apple blossom pink, and won the prize of the R. M. Anderson Co., Ltd., for the best display of primulinus hybrids. He exhibited a new primulinus seedling, Elizabeth Tabor. C. Zeestratten, Chautauqua, N. Y., brought a huge display, winning the society's silver medal for the best collection and 20 first prizes in the non-commercial section. The United Bulb Co., Mt. Clemens, Mich., represented by A. B. DeGroot, was presented with a bronze medal by the St. Thomas Horticultural Society and a prize offered by the St. Thomas Times-Journal. The beautiful silver candelabra by the Ontario Horticultural Society for the best display of 10 varieties and a cut glass vase awarded by the city of St. Thomas for the best 20 kinds were won by R. F. Cameron, St. Catherines, Ont. The Hamilton Horticultural Society captured the first prize and silver medal of the American Gladiolus Society for the best display of gladioli blooms shown by a horticultural society or floral club.

Vaughan's Seed Store, Chicago and New York, won prizes donated by the St. Thomas Times-Journal for the best collections of crimson and red varieties, who also won the Kiwanis Club of St. Thomas prizes for the best blue or lavender gladioli. In class 66, prizes donated by J. C. Crombie, St. Thomas, for the most artistic display in combination with other plants and foliage were won by J. Gammage & Sons, London, Ont., 1st, and R. V. Smith, St. Thomas, 2nd, Mr. Smith was awarded first prize in classes 14 and 15, for the best vase containing six spikes of pink gladioli, and for the most artistically arranged vase of 25 spikes, winning also a first on Gladioli E. J. Shaylor and third on Mary Pickford.

Dr. F. E. Bennett's fine display from the 35,000 in his trial grounds at St. Thomas, occupied two large rooms but were not in competition. This collection included many noteworthy varieties, new and old.

President Meader, A. H. Austin, Wayland, O., and Prof. Hutt, Georgetown, Ont., were the judges.

ANNUAL MEETING.

The annual meeting of the society was held Thursday afternoon, August 25. Secretary-Treasurer Cooper presented his report showing that the society had 279 paid-up members. He urged that an energetic membership campaign be waged during the coming year and hoped that the membership would be increased to 1,000. His suggestion met with the hearty approval of the delegates present, all pledging to secure at least five new members during the year. Dr. F. E. Bennett extended a cordial invitation to the society to hold its next exhibition and convention in St. Thomas, which was referred to the executive committee. Retiring President Meader thanked Dr. Bennett for the invitation and expressed the delight and satisfaction of all the members in the co-operation shown and stated that the exhibition and meeting had been the most successful in the history of the organization. Resolutions were unanimously adopted at the session thanking Rev. Perry S. Dobson and the other officials of the Alma college for the use of the buildings, and also thanking Dr. Bennett and other members of the St. Thomas Horticultural Society and citizens of that city for their cordiality and assistance.

The following officers were elected for the coming year: C. R. Hinkle, St. Joseph, Mich., president; Dr. Frank E. Bennett, St. Thomas, Ont., vice-president; David Tyndall, Brockton, Mass., secretary, and Madison Cooper, Calcium, N. Y., treasurer. H. E. Meader, Dover, N. H., for two years and J. J. Prouty, Baldwinsville, N. Y., for three years, were elected to serve on the executive committee. Jos. Coleman, Ravenna, O., is the other member of the executive committee.

The banquet held Thursday evening, in the Japanese Tea room, Port Stanley, was attended by nearly 300 delegates and citizens of St. Thomas, and brought to a fitting close the successful exhibition and meeting.

CHATTANOOGA, TENN.—At a recent meeting of local florists, the Chattanooga Florists' Club was formed and the following officers elected for the ensuing year: G. A. Kimmer, president; John Kosten, vice-president; James A. Farrell, secretary, and Mrs. Edith Gietz, treasurer.

THE RETAIL TRADE

Conducted by Robt. Kift. Phila., Pa.

Wash. Floral Co's Attractive Window.

J. Harper Hetherington, manager of the Washington Floral Company, at Fourteenth street and New York avenue, Washington, D. C., is being complimented on the effectiveness of what he terms a very inexpensive window decoration. He took a stuffed deer, a miniature log cabin, borrowed a couple of live alligators and then called on David G. Grillbortzer, president of the company, to send in a wagon load of brush, to make the deer appear at home; some logs and stones to make the log cabin appear in a realistic setting, and some aquatic plants for the small pond for the alligators and, presto! the job was done.

Flowers have been scarce here for the most part this summer and to keep cut stock in vases in the windows means a huge expense, so Mr. Hetherington decided on a "woods window." Many hundreds of people stopped to look at the window during the period the display was in, and especially to watch the movements of the alligators. It was noised about that one of these had become so wild that it had become necessary to send him out to the Zoo, whereupon interest increased.

B. F. L.

Freesias in Floral Work.

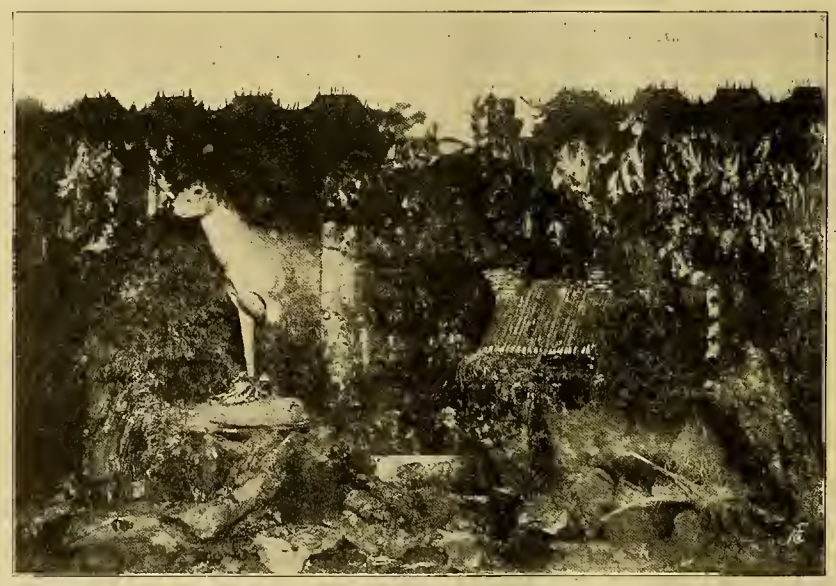
One of the most welcome of the winter's bulbous flowers is the freesia. Its beautifully formed long stemmed flowers of exquisite fragrance produced in graceful sprays, make it desirable for all kinds of floral work. Several varieties showing great vigor with larger flowers of the purest white, have been recently introduced and find great favor with the retail florists, being adaptable for all kinds of choice floral arrangements. Selected sprays with stems 15 to 18 inches long will of themselves make a beautiful vase, their graceful tapering clusters of bell shaped flowers, held erect on slightly flexible stems, with a supply of their own foliage or light sprays of asparagus, presenting a very artistic appearance. They are especially adapted for all kinds of sprays in connection with the use of other flowers, their wiry stems holding the heads of blooms at any angle and well above, to lighten and give grace to the composition.

Freesias are frequently seen in wedding bouquets. The bride's shower bunch can be composed entirely of them, making a beautiful and artistic arrangement. They are also used in combination with white roses, sweet peas, orchids and lilies of the valley for different types of bride's bouquets. They are especially adapted to lighten and give color contrast to the table decorations or for ladies' luncheons, combining well with sweet peas, single daffodils, Ward and other of the smaller roses. Freesias are also good corsage flowers, either by themselves or in combination with others. Coming as they do in the early days of January when almost all other stocks are scarce, they add a much needed variety and are first choice with all lovers of flowers.

In sprays of long stemmed roses a cluster of freesias tied in at the base with the ribbon gives a color contrast and finish that is always admired. They also arrange artistically with cattleyas in the spraying of wreaths and other designs. In their season no box of cut flowers is complete without a few sprays of these lovely blossoms to top it off. Shorter stemmed sprays are used to advantage in combination with other flowers in the filling of small vase baskets. Smaller flower bowls with glass block holders, show the freesia either by itself or with other flowers to good advantage. A few sprays in a bud vase add variety to the decoration of my lady's writing desk. In fact, there is no end of uses to which the freesia may be put, it being in its season one of the most dependable of flowers.

Next Week in the Flower Shop.

Summer is past, the dull season is over and September, with the opening of the schools, which brings the majority of the people back from their outings and summer homes to their residences in the cities and towns where there is the real home life and social activities. There is now the busy season to be looked forward to, a period when all the plans for the betterment of the business that have been made



WASHINGTON FLORAL CO'S WINDOW, WASHINGTON, D. C.
Featuring Inexpensive Display.

for the past four months, must be carried out. The shop in its new dress, rearranged furniture and fittings, presents a fine decorative effect and it must have a choice stock of plants in variety to give it a good artistic finish, showing their beauty off to such advantage that customers will want just such a touch of nature in their own homes.

The Welcome Home circular with its good cheer and a list of house plants that add life to every decorative interior, should be in every patron's home by this time, and also sent to the list of prospects that surely buy flowers somewhere, and you are determined shall know of your store and its advantages. Your shop has or should have advantages. The better it is in service, in well selected stocks of plants and flowers, in their arrangement, in the assortment of baskets and vases, in ribbons and in fact all the supplies that are so essential for the up-to-date business of today, the greater will be its success. If it falls short in any of these qualifications which, I assure you are vital, correct them at once; for always remember that you are not the only one, and that others are fighting and trying to control the same new business, and as the best equipped man wins, see to it that the other fellow does not beat you out.

THE DAHLIAS ARE COMING.

Get ready for the dahlias, they are a splendid flower to open the season with, because they are capable of being used in so many different ways. A few choice flowers make a cheerful Welcome Home box which it pays to send to all good customers on their arrival from the resorts, which important event is not difficult to keep track of by means of a record made for the purpose. Customers like these little courtesies and take the first opportunity to repay them. The opening special sale of the season can be with dahlias. Select a variety such as Minnie McCullough or Gypsy Girl, filling the window with a number of small vase baskets filled with these autumn tinted flowers, of which a number together will make a very striking display. Then the prominent special sale price card which shows them to have good value will not only be read but immediately start them on their mission of good cheer and usefulness. In all these arrangements make liberal use of all kinds of wood foliage, laurel, oak leaves, pine, spruce, cedar, golden privet and the green as well. Such green saves flowers, is lasting and picturesque.

Now, at the commencement of the season impress on every one the importance of punctuality, get the hour, and when it is once on the order sheet see to it that the difference in minutes are before and not behind the time specified. Don't delay preparations until the last minute; many things happen on a busy day to eat up the time thought available for this or that order, throwing it into a delay that could have been avoided with a little foresight. Always plan the layout of the known busy day the night before, the work will be carried out much better when with the stock in hand each employe follows out the orders as given.

A vest pocket notebook in which may be jotted down at the moment such things that are seen or happen every hour, in which repairs are to be made, or stock of this or that is about out and should be ordered, or the hundred and one things that one wants to remember but which pass away unless jotted down at the time. Remember that one of the most effective means of publicity is the street front of the store. It is especially important to have it doubly attractive at this time when business is just opening up. The entire front should have a real live vigorous punch to it, that almost shouts halt! to the passersby. It may cost a trifle to make it effective, but if it interests those who otherwise have passed without a look, it will prove a splendid investment. It is the first page, big head-line stuff that gets the once over from the busy man, and if he is interested he reads on. It is this once over from the hurried pedestrians that is so important. They stop, they look, a favorable impression has been made and they may go in or pass on, but they have noticed the place, and will not pass it by the next time without a look, and perhaps with more time to spare, they will step in and take a glance at the interior, when the obliging salesman may sell them just what they had been looking for.

FREESIA SPRAY.

Birds in the Flower Shop.

Whether or not birds can be carried in a flower shop with profit to the owner is a question to be considered. I have had all kinds of birds in my store for the last six months and found that they have netted me a fairly good profit, although in spite of all I can do, some birds will die. Now when flowers begin to go bad they can be used in some way, but a dying bird is useless. There is also the watering, feeding and cleaning, all of which requires considerable time and labor. So you see there are many things for the florist to consider before he stocks up with birds. I am stating these points for the benefit of other florists, who are interested in the subject, and not to discourage anybody.

I have had and still have a large variety of birds, such as the cardinal, paroquet, parrots, canaries, etc., and found through experience that the canary is the best seller.

Any florist wishing further information on the above subject, kindly communicate with me at 144 Massachusetts avenue, Boston, Mass., and I will be more than pleased to give further details.

A. S. CAPLAN.

American Ass'n. of Park Superintendents

DETROIT CONVENTION, AUGUST 23-25.

The twenty-second annual convention of the American Association of Park Superintendents was held at Detroit, Mich., August 23-25. The meeting was held in the Hotel Tuller, and a representative assemblage of 70 members was at the opening session. When President Henry W. Bush called the meeting to order, Park Commissioner Edw. G. Heckel, Detroit, graciously welcomed the delegates to the city and Vice-President J. V. Burgevine, New York, responded in the name of the association. President Busch then presented his address. This was followed by a report of Secretary-Treasurer Emmett P. Griffin, East St. Louis, Ill. W. O. Doolittle, chairman of the editorial board, read the address of the committee that was appointed for the work of gathering data in connection with the official organ of the association, Parks and Recreation. This publication, heretofore published quarterly, was by the editorial board recommended for monthly or bi-monthly issues. Action on the suggestion was left in the hands of the executive board, which later adopted the bi-monthly publication of the organ with a salary allowed the editor, W. O. Doolittle, who will have the assistance of A. A. Fisk and Emmett P. Griffin in its publication.

Tuesday afternoon, "Essentials of Organization," was ably presented by A. A. Fisk, Chicago. The evening session was featured by an address by Richard E. Follet, on "Conservation of Wild Life," and the "Care of Trees," by C. E. Smith, Detroit. "Playgrounds," by C. E. Brewer, of the convention city, was very interesting. Wednesday morning's session the "Value of Parks to Posterity," was presented by L. P. Jensen, St. Louis, and "Parks a Memorial," by O. W. Douglas, Chicago. "Woods as Parks," by Dr. Filbert Roth, Ann Arbor, Mich., was received with much enthusiasm and approval. At the evening session the election of officers resulted as follows: Geo. H. Hollister, Hartford, Conn., president; C. A. Bossen, Minneapolis, Minn., vice-president; Emmett P. Griffin, East St. Louis, Ill., secretary-treasurer; directors, one year, H. W. Busch, Detroit, Mich.; Theodore Wirth, Minneapolis, Minn.; directors, two years, Wm. H. Dunn, Kansas City, Mo.; John Meisenbacher, Tulsa, Okla.; directors, three years, L. P. Jensen, St. Louis, Mo.; Geo. A. Parker, Hartford, Conn. The members of the editorial board, Will O. Doolittle, Minot, N. D.; A. A. Fisk, Chicago, and L. P. Jensen, were re-elected.

The selection of Minneapolis, Minn., for the next anual meeting of the association was unanimous. Resolutions were unanimously adopted advocating that the shores of all lakes and rivers be controlled by government ownership for 300 yards back from the water for public park purposes. The greater development of parks and their proper maintenance throughout the country received the undivided support of the delegates who deplored the disfigurement of such places by unsightly billboards and ruthless destruction of forests and other natural features. At the Wednesday evening session the secretary read the address on "A National Botanic Garden," by F. L. Mulford, Washington, D. C., who was unavoidably absent from the meeting. Thursday, T. Glenn Phillips, Detroit, presented a paper on "City Planning in Relation to Parks and Boulevards."

The visitors on Thursday afternoon viewed the pageant "The Gift of the Ages," on Belle Isle, by the Detroit playground children. The local managers, under the able direction of President H. W. Busch, made ample arrangements for the pleasure of all the visitors, which included boat rides on the beautiful Detroit river and auto trips through the whole park system, including the boulevards. This was done without in any way detracting from the more serious and interesting work of the convention, which was by all pronounced a distinct success from every viewpoint.

NOTES.

The association was reorganized as the American Institute of Park Executives, with a new constitution and bylaws. The original association was organized at the Hotel Brunswick, Boston, Mass., April 6-7, 1898, as the New England Association of Park Superintendents, extending to a national sphere at the New Haven, Conn., meeting of 1904, under the name of the American Association of Park Superintendents.

The association recommended the Mount Hamilton site for the new national botanic garden, provided there is additional adjacent land obtainable to give the institution 800 to 1000 acres.

Theodore Wirth was appointed chairman of the committee in charge of the programme for next year's convention. The previous Minneapolis convention was held in 1908.

The membership dues have been advanced from $5 to $10 per annum.

THE REGISTER.

G. X. Amrhyn, New Haven, Conn.
O. D. Arp, Council Bluffs, Ia.
J. V. Bergerin, New York.
R. F. Bertch, Minneapolis, Minn.
W. Bintz, Lansing, Mich.
James Borton, Sioux City, Ia.
C. R. Brewer, Detroit, Mich.
John A. Brooks, Detroit, Mich.
H. W. Busch, Detroit, Mich.
P. A. Cogland, Davevette, Ill.
C. W. Davis, Memphis, Tenn.
L. A. DeSansure, Memphis, Tenn.
W. O. Doolittle, Minot, Minn.
W. H. Dunn, Kansas City, Mo.
D. H. Elles, Saginaw, Mich.
L. Evans, Youngstown, O.
E. L. Finney, St. Paul, Minn.
H. Fischer, Chicago.
W. E. Fischer, Chagrin Falls, O.
E. A. Fisk, Chicago.
Edward Fornof, Columbus, O.
V. Grant Forrer, Harrisburg, Pa.
J. W. Freeman, Lansing, Mich.
E. P. Griffin, E. St. Louis, Ill.
C. H. Hager, Toledo, O.
G. A. Heyer, Dubuque, Ia.
Chas. A. Hogan, Boston, Mass.
Geo. H. Hollister, Hartford, Conn.
R. Walter James, Indianapolis, Ind.
L. P. Jenson, St. Louis, Mo.
E. W. Johnson, St. Paul, Minn.
Max Kannowski, Mitchell, S. D.
W. J. Lawrence, Columbus, O.
J. B. Lemer, Racine, Wis.
G. Lindlicry, Oak Park, Ill.
Karl Lony, Chicago.
J. N. Lowry, Indianapolis, Ind.
Ernest Luhle, St. Louis, Mo.
J. D. McCallum, Flint, Mich.
C. V. McGrath, Detroit, Mich.
Edward R. Mack, Wilmington, Del.
D. L. Mackintosh, Alpine, N. J.
C. H. Meeds, Cincinnati, O.
John Meisenbacher, Tulsa, Okla.
M. L. Moore, Toledo, O.
H. J. Neale, New Orleans, La.
Seymour G. Nelson, Chicago.
F. W. Pape, St. Louis, Mo.
G. A. Parker, Hartford, Conn.
A. P. Perley, South Bend, Ind.
E. D. Philbrick, Newark, N. J.
J. Q. Phillips, Chisholm, Minn.
R. B. Raymond, Minneapolis Minn.
H. H. Richard, Chicago.
Fred A. Robinson, Detroit, Mich.
M. O. Rohner, Council Bluffs, Ia.
I. C. Root, Flint, Mich.
W. S. Rowlings, Vancouver, B. C.
Frank Schumacher, Milwaukee, Wis.
Harold D. Shaft, Minot, Minn.
W. L. Skoglund, St. Joseph, Mo.
T. J. Smith, Hamilton, O.
J. H. Stoepler, Hibbing, Minn.
Ernest Strehle, St. Louis, Mo.
J. F. Sullivan, Detroit, Mich.
D. J. Sweeney, Schenectady, N. Y.
A. F. Thayer, Virginia, Minn.
G. R. Thomason, Chicago.
W. C. Trout, Jackson, Mich.
James Underwood, Columbus, O.
A. R. VonKeller, Newark, N. J.
Dr. H. R. Werrick, Hibbing, Minn.
C. B. Whitnall, Milwaukee, Wis.
John Williamson, Detroit, Mich.
Theo Wirth, Minneapolis, Minn.
Conrad B. Wolf, Hibbing, Minn.

THE LADIES.

Miss Althea Busch, Detroit, Mich.
Mrs. H. W. Busch, Detroit, Mich.
Mrs. C. M. Brownson, Detroit, Mich.
Mrs. O. A. Campbell, Detroit, Mich.
Mrs. C. W. Davis, Memphis, Tenn.
Mrs. W. H. Dunn, Kansas City, Mo.
Mrs. D. H. Elles, Saginaw, Mich.
Mrs. L. Evans, Youngstown, O.
Miss L. Evans, Youngstown, O.
Miss M. J. Evans, Youngstown, O.
Mrs. E. L. Finney, St. Paul, Minn.
Mrs. L. H. Gunk, Detroit, Mich.
Mrs. C. H. Hager, Toledo, O.
Mrs. J. N. Lowry, Indianapolis, Ind.
Mrs. D. MacKintosh, Alpine, N. J.
Mrs. J. Meisenbacher, Tulsa, Okla.
Mrs. M. L. Moore, Toledo, O.
Mrs. F. W. Pape, St. Louis, Mo.
Mrs. J. Q. Phillips, Chisholm, Minn.
Mrs. Robinson, Detroit, Mich.
Mrs. G. R. Thomason, Chicago.
Mrs. C. E. Smith, Detroit, Mich.
Miss I. Stoepler, Louisville, Ky.
Mrs. J. H. Stoepler, Louisville, Ky.
Mrs. D. J. Sweeney, Schenectady, N. Y.

J. F. S.

SOCIETY OF AMERICAN FLORISTS, WASHINGTON, D. C.

Wm. F. Gude, Washington Representative of the S. A. F.; Miss Martha C. Gunterberg, of Chicago, President-Elect Ladies' S. A. F., and Other Florists at the White House, August 20.

THE S. A. F.

A Few of the Convention Novelties.

Almost the first question asked the exhibitor was "What have you got that is new?" Below will be found the answer to this question from a number of the various plant and supplymen, greenhouse builders and others:

Vaughan's Seed Store featured vases of seedling gladioli, a beautiful lavender with white throat being most conspicuous; also a seedling of purest white.

Roman J. Irwin staged a potted plant in full flower, somewhat resembling a justicia. None of the experts were able to name it. For want of a better, Mr. Irwin called it Mothers' Day plant.

H. F. Michells Co.'s display was worthy of a world's fair. A novelty was a simple hand worked spray bottle to take the place of the rubber sprinkler for spraying cut flowers.

The Excello Manufacturing Co.'s novelty was the "Oh Boy," gun filler for charging it with glazing cement.

John Pommert's pure white sport of America gladiolus may be the long looked for white. It has all the earmarks of a winner.

The all blue tins in the baskets of the Quincy Art Willow Co. gave them a very distinctive look.

The Foley Greenhouse Manufacturing Co. were distinctive in that, as the great Mr. Foley himself said, all the orders that the other fellow did not get came his way.

The human plant stand called so because it almost thinks, was the novelty of the McCallum Co. Neat brass signs with mottoes and trade suggestions for florists' windows were also featured.

The American Greenhouse Manufacturing Co.'s novelty was a reinforced sash bar which contains a strip of steel in the center of each bar. No nails are used in erection, all parts being bolted.

A. L. Randall Co's cabinet work counter and table for the retail store, is a practical novelty. Its souvenir fans were very popular

The American Legion button and emblem of C. S. Ford was a well designed and valuable novelty.

The gilt edged silverware and basket ribbon, of the Wertheimer Bros. made a hit with many retailers.

Ove Gnatt Co.'s decorative wreaths with a metallic finish were very striking.

The vase of electrically lighted porcelain roses, of H. Bayersdorfer & Co. for florists' window displays was most attractive. Miniature wooden roses in various colors were also a feature.

The M. Rice Co.'s large display was very novel in arrangement. A new orange gilt shade in a line of baskets and decorated wreath of feathers were outstanding effects.

The Henshaw Floral Co.'s novelty was a line of enameled brass flowers and small plants very natural in appearance.

The owbrea silver sheen ribbons in halftone shades shown for the first time was the novelty of the S. S. Pennock Co.

The cactus table of W. A. Manda, together with his trained dwarf ivies, were both novel and attractive.

Henry A. Dreer's outstanding feature was the brilliantly colored crotons, exceptionally perfect stock.

The made up plant baskets of the Robert Craig Co. were most artistic. Well colored dracaenas were also prominent.

The Saint Paulia or African violet was the novelty shown by C. U. Liggit.

A black and gold combination was a color that attracted the attention of the men of the flower stores to the baskets of the Burlington Willowware Shops.

W. Rehder's table of sarracenias and Diona Musiphela (Venus fly trap) was at all times the center of attraction.

The Raedlein Basket Co.'s miniature metal cut flower baskets, together with colored bouquet papers, made two interesting novelties.

The cold storage peony cut flowers of the Benton Harbor Bulb Farms, offered a novelty that attracted much attention.

Jos. G. Niedinger Co.'s display of wreaths in great variety of decoration and coloring was most novel and effective.

The Pittsburgh Cutflower Co.'s line of small vase baskets contained several practical novelties, both in form and coloring.

American grown araucarias were a feature of the Bobbink & Atkins collection. These were quite the equal of the former imported stocks.

The new holder of the Chicago Printed String Co. makes the handling of its tying tape much easier.

A vase of Carnation Red Matchless was seen in the W. F. Kastings Co.'s exhibit. This was grown by Henry Eicholtz, Hoynesboro, Pa. A new soil pulverizer (model of the machine), invented by Stephen A. Kost was another feature.

Soil Fertility in the Greenhouse.

Address by James H. Beattie, of the United States Department of Agriculture, Washington, D. C., Before the Society of American Florists, at Washington, D. C., August 16-18, 1921.

Greenhouse soil fertility maintenance is a problem that demands the most careful consideration and it can be discussed in only a general way today. It is hoped that these remarks will lead to a discussion and interchange of ideas that will be mutually profitable. I would have considerable hesitancy in attempting to give a rose or a carnation grower specific directions as to how to feed his plants, for we have long since learned that long range directions for the feeding of plants cannot be made, but that each man's problem is distinct in itself and influenced by soil, temperature, moisture supply and many other factors. What we can reasonably hope to accomplish in this discussion is to call attention to some of the broad principles affecting the fertility of the soil in the greenhouse, and general methods whereby the soil can be kept in a high state of productivity. Without this explanation I would feel reluctant to occupy the time of the members of the Society of American Florists.

The soil fertility problem in the greenhouse is very different from that of the outdoor grower. According to available statistics there were in 1918 about 2,750 acres in the United States covered by greenhouses, these producing crops worth over $46,000,000, or over $16,000 worth of flowers, vegetables, etc., on every acre enclosed. The modern greenhouse represents an investment of $25,000 to $50,000, or even more per acre, and it requires from 250 to 500 tons of coal per annum to maintain an acre of glass at temperatures suitable for the production of floral crops. With interest charges of from $1,500 to $3,000 per acre and fuel charges of from $1,250 to $5,000 per year per acre, it is necessary to keep greenhouse space fully occupied at all seasons. As a consequence no opportunity is afforded for soil improvement by crop rotations and other practices commonly followed by outdoor growers working on land that represents a total investment in most cases of not over $1,000 per acre. Fertility must be maintained at the same time that crops are being produced, and the problem is further complicated by the fact that the conditions in the greenhouse are particularly favorable to the development of diseases necessitating soil sterilization, or other control measures that consume time, which could otherwise be devoted to the crops.

WHERE SOIL IS CHANGED EACH SEASON

Growers who make a practice of changing the soil each season have a different problem than those who use the same soil year after year. When the soil is changed every season the grower has an opportunity to select virgin soils well supplied with organic matter, and free from diseases liable to injure his crops. Such soil can be composted months in advance of the time it is needed and many growers make a practice of adding the phosphate and potash fertilizers to the mixture before placing it in the greenhouse. The renewing of the soil in large houses is a huge task, consequently growers have, whenever possible, availed themselves of the use of greenhouses where the area enclosed is treated much the same as land devoted to the intensive production of outdoor crops. In such houses the soil is used year after year, and to secure results it must be maintained in a high state of fertility. The question confronting every grower is: How can this best be accomplished? No single method or combination of methods of soil improvement seems best adapted to all conditions. As in the case of the use of commercial fertilizers, it is impossible to make suggestions that will fit every grower's conditions. Let us briefly discuss some of the promising methods for maintaining and improving greenhouse soils.

STABLE MANURE.

Good manure is becoming harder to secure each year. Where the large cities formerly supplied thousands of tons annually, the supply has now dwindled until it is very small. Moreover, manure from cities as a rule includes large quantities of street sweepings containing considerable percentages of oil and tarry matter from the streets. Investigations made in Washington several years ago, when automobile traffic was but a small fraction of what it now is, showed that manure swept from the streets of this city contained as much as four per cent oil, and that such manure when used on plants was detrimental instead of beneficial. The investigations further showed that the oil remained in the material after it had decayed, and that even in cases where no harmful effects arose from the use of manure containing small quantities of oil, this remained in the soil, and when augmented by later applications of similar manure, became harmful and in many cases fatal to the crops planted on the soil. The greenhouse operator must be very sure as to the quality of the manure he is using, and the present supplies from our cities are not only small in quantity but of doubtful value.

Under the intensive cultural methods followed in the greenhouse, the soil must be kept supplied with organic matter and available plant food, and this can perhaps best be accomplished through the use of manure. When used

as a top dressing or a mulch, it retains moisture and its plant food reaches the roots by leaching. Nearly every rose grower uses liquid manure and deems it essential to success. Many large establishments have leaching platforms, where the manure is placed and sprayed with water which is collected in tanks and pumped to the houses. Others digest the manure with steam and pump the whole mass to the beds. Some greenhouse operators, to insure themselves a constant supply of manure, have embarked in the dairy and stock business. It has been found that one dairy cow when kept where the major portion of the manure can be saved, will produce from 10 to 13 tons per annum. Based on applications of from 20 to 25 tons per acre, 10 animals would produce sufficient manure for a five-acre range. Manure is beneficial not only for the organic matter and plant food contained, but for its bacterial action as well. As far as the actual nitrogen, phosphoric acid and potash are concerned, it would be far cheaper to supply these in the chemical form, as a ton of the average manure contains less than 25 pounds of all these elements. Work done by the office of horticultural and pomological investigations has shown that increases in yield of such crops as celery, lettuce, onions, etc., due to small applications of manure are out of all proportion to the plant food supplied, and explained only by the action of the bacteria contained in the manure. In the light of our present information we are forced to the conclusion that manure is essential to the greenhouse man, but there are many ways in which the meager supply can be used to better advantage.

SUBSTITUTES FOR MANURE.

Decaying vegetable matter in the form of sod, leaves, etc., is a valuable form of organic matter, and may be used to good advantage in the greenhouse. Old pastures covered with a thick blue grass sod are ideal sources of supply and the material is usually composted with manure, if available, and placed in the houses just before the crops are planted. Three or four inches of this material per annum makes it possible to maintain the soil in good physical condition. Commercial fertilizers must be depended on for most of the plant food. When following this practice, it is of course necessary to remove a few inches of soil every year or two. Another method sometimes followed where it is impossible to secure fresh supplies of sod compost, is to prepare the soil by devoting an outdoor tract to clover, cow peas or other soil improving crops, and at the same time making liberal applications of high-grade commercial fertilizers, the whole idea being to put the soil in the best possible condition for the greenhouse crops. After a season or two of this treatment, it is ready for use in the houses either on the benches or on ground beds. It must be confessed, however, that some manure is highly desirable also.

USE OF MUCK SOILS AS A SUBSTITUTE.

Large areas of mucks and peats are to be found in many sections of the country, and as this material is high in organic matter, and much of it is high in nitrogen, its use has been advocated as a substitute for manure in the greenhouse. Work done several years ago by the office of horticultural and pomological investigations, the results of which were published in the Journal of the American Peat Society, Vol. XIV, January, 1921, showed that mixtures of one-fourth muck and three-fourths soil gave results comparable with ordinary practices in using manure in the greenhouse. This work is being continued at the present time, and the past season's work gave results similar to those secured in the earlier studies. The present work is with Indiana muck, analyzing about 3.6 per cent nitrogen, and using carnations and roses as the interpreting crops. An area 30x50 feet is devoted to each crop, each area being divided into five plats 10x30 feet. Plot 1 consists of ordinary greenhouse soil, of manure, and sod compost. Plot 2 the same, with manure at the rate of 25 tons per acre. Plot 3 is one-fourth muck by volume and three-fourths soil. Plot 4 is one-half muck, and Plot 5 is three-fourths muck. One year's results are available for carnations, as the work on this crop started in 1920. The first blooms were gathered on December 23, and the last on March 22. The plot with no treatment yielded 558 blooms, the manure plot 709, the one-fourth muck plot 679, the one-half muck plot 620, and the three-fourths muck plot 582 blooms. It will be noticed that the yield from the plot with one-fourth muck was nearer that of the manure plot than any other, and that the yield decreased as the proportion of muck was increased. Most muck soils are deficient in both potash and phosphoric acid, and in using this material it would, of course, be necessary to supplement it with commercial fertilizers, but it does supply organic matter, so essential to the intensive production of greenhouse crops. Its use will probably be limited to sections near deposits where suitable muck can be secured at low cost. Ton for ton, it most certainly is not as valuable as manure, although it does contain a higher percentage of nitrogen than most manure, for the nitrogen of muck is largely in the unavailable form. The material has great economic possibilities and we are continuing the work to the extent of our resources.

COMMERCIAL FERTILIZERS.

Even with abundant supplies of manure, compost, prepared soil or muck available, it is necessary to supplement these with properly selected fertilizing elements to correct the deficiencies of the manure, soil, etc. Moreover, many growers prefer to depend on potash and phosphate from chemical sources rather than to make frequent applications of manure, as too heavy and too frequent dosages of manure seem to give a weak, succulent growth to such crops as carnations. In the light of our present information it would seem that we must depend on manure, decaying sod, muck or peat and similar materials for maintaining our greenhouse soils in physical condition, and a large extent on the commercial fertilizers, such as bone meal, dissolved bone, acid phosphate, sulphate and muriate of potash and wood ashes for the most of the plant food. The amounts of the various fertilizers that can be used with safety is dependent on the crop, the soil, etc., and can be determined only by the man in immediate charge. Applications of bone meal at the rate of a ton to the acre or about a pound to each 20 square feet are common. The purely chemical fertilizers must be used with a great deal of caution, or damage will result, but with proper handling, applications of high grade commercial fertilizer aggregating a ton and a half per acre each year can be profitably made. For most crops the mixture should be low in nitrogen and high in phosphoric acid and potash. A mixture containing two to three per cent nitrogen, eight per cent phosphoric acid and six to eight per cent potash will usually give good results.

The production of greenhouse crops is highly intensive, and owing to the great investment per acre in houses, and to the high operating costs the space must be fully utilized at all seasons. In houses where the soil is changed each year fresh soil high in organic matter and available plant food and free from diseases can be utilized. Changing the soil is expensive and many growers use houses where the soil is used year after year. In such cases it is necessary to use manure, compost, muck, etc., to keep the soil supplied with organic matter. Commercial fertilizers must be depended on for the supplying of most of the plant food needed by greenhouse crops, and owing to the intensiveness of the operations, heavy applications are usually made. In preparing this paper I have been impressed by the great need for careful investigational work to determine more fully the economic possibilities of using manure substitutes, such as muck and peat, and for accurate commercial scale experiments to determine the action of commercial fertilizers on the various crops. There is a great lack of information on these subjects, and it is felt that an industry with an annual production of about $50,000,000 should have more definite information on these subjects.

What Most Florists Neglect.

It is a common occurrence for automobilists touring through the country and in passing greenhouses, to say to each other, "I wonder who owns those greenhouses and what do they grow in them?"

Recently, on an automobile trip, the writer noticed that about 90 per cent of the florists who are located near a main road or directly on one, do not display any signs above or alongside the greenhouses indicating whose houses they are, or, at least, indicating that they are open for business. It is a fact that there is no cheaper or better advertisement than a nice, attractive sign with your name and line of business painted thereon, and suspended above or alongside the greenhouses in a position where it will be plainly seen from the road.

Why do big business houses pay out yearly large sums of money for their ads along main highways? It must pay them to do it. True, they are mostly firms who do a national business, but many local business men also find this class of advertising very profitable. Nearly every florist can do the same thing without the same expense, so why not get in line with the great national advertising campaign and put "Say It With Flowers" on your own greenhouses? The progressive florist, who has already done this, has, no doubt, reaped the benefit of increased sales from year to year, and don't forget—touring by auto is increasing every day.

There is nothing like keeping your name, line of business and specialties before the public constantly, as keeping everlastingly at it brings success, according to one of America's largest advertising agencies. Florists everywhere should adopt the ideas which have brought success to other tradesmen, so why not get busy right now and have a few signs made up similar to the following: "Stop Here for That Bouquet," "Fresh Flowers at All Times," "Flowers for All Occasions," or just "Say It With Flowers?"

F. ELY.

Pittsburgh.

BUSINESS AT A STANDSTILL

Last week's business was even worse than the preceding week if possible. Heavy arrivals of everything seasonable with a very light demand, in fact it was about the worst week of the summer. American Beauty roses are in increased supply, but move slowly. The offering of roses is also on the increase, and while the quality is excellent, they are hard to move at any price. Gladioli arrivals are the heaviest of the season, with most of them small and not of much account. Asters are plentiful and the quality is of the best, long stems and perfect flowers, but the demand is light and it is impossible to move them all. It is not so bad to see stock go to waste when the quality is poor, but when it is impossible to move good stock—it certainly hurts. The supply of lilies is small and they are one item that clean up daily. A few dahlias are seen but they will not be a factor for at least two weeks. Lily of the valley moves slowly. A few carnations arrive daily, but it is impossible to move them with the market loaded with good asters. Golden Glow chrysanthemums have made an appearance but the supply is light.

FLORISTS' CLUBS MEET, SEPTEMBER 20.

What promises to be the largest meeting of florists ever brought together in this city will take place September 20, when the three local florists' clubs combine for their September meeting. Out-of-town speakers will be Albert Pochelon, Detroit, Mich., and Herman P. Knoble of Cleveland, O. The committee wishes to make it plain that florists who are not members of these clubs are especially invited to this meeting, and it is hoped that all members will be there and that each member will bring at least one non-member with them.

NOTES.

The McCallum Co. will again handle the crop of the Dahliadel Nurseries Co., Vineland, N. J., and from all reports this season's crop will be the best of all, as the cool weather during August has brought the plants around to perfection. W. W. Maytrott, owner of the nurseries, says that shipments will start in about 10 days.

Ross Adgate, of the McCallum Co., and family, motored through this city from Johnstown, Pa., where they had been spending their vacation, to their home at Niles, O. When not on the road for The McCallum Co. Mr. Adgate is helping his father in their store at Niles.

The Pittsburgh Cut Flower Co. is cutting some very good Golden Glow chrysanthemums at their Bakerstown range.

Randolph & McClements' large East End store is undergoing extensive alterations, among other things they are installing a new refrigerator system.

E. C. T.

Detroit, Mich.

FLORISTS' CLUB MEETING.

The club meeting August 26 was held at the Michigan Cut Flower Exchange and was attended by 17 members. Herman Knope, the new president, with the other officers, was duly installed. Ex-President John Warricke in retiring wished the president and the club great success the ensuing year and promised his support. Peter Reuss, the new secretary, took on his work in good shape and Treasurer A. Sylvester warned all delinquent members to pay up. Vice-President Rohl. Plumb was unavoidably absent. President Knope postponed the appointment of his committees until the next meeting when he will outline a tentative programme for the season. The meeting of the club will be held at the Hotel Statler the second Wednesday evening of every month and special meetings will be announced by notice from the secretary. It was regretted that for the first time in over 20 years no one was present to report on the work of the Society of American Florists' at Washington, D. C., and it is hoped that one of the few who attended from here will be able to give a report at the next meeting of the club, September 14. Sixteen new applicants were elected to membership in the club as follows: M. Newkirk, F. G. Benbok, Geo. Peekus, J. E. Wittick, F. Becker, H. Denouden, Howard Knope, Wm. Schmidt, M. Ritter, M. Ritter, Jr., W. S. Wells, Wm. E. Hulscher, J. D. Niser, Jr., Otto Gruinn, John Novak and August Fisher. M. Bloy gave an interesting talk on the great development of the Florist Telegraph Delivery Association. His figures showed surprising results achieved during the past two years, especially. The annual meeting to be held this year in Toronto, Ont., he predicted, would be largely attended and most successful in all respects. Already he assures an attendance from here of fully 15 florists, including present members.

J. F. S.

Lancaster County Florists' Association.

With the June meeting, a trip to the DuPont estate and the July meeting, a picnic at Rocky Springs, we came pretty near to proving the old adage, that "What is twice is thrice," by a corn roast at the home of our past president, B. F. Barr, August 25. Mr. Barr's home is a 90-acre farm situated about a mile and a half from Lancaster, Pa., on the Marietta pike, with a stately house surrounded by a lawn filled with magnificent trees, but the greatest attraction to the florist is the acres of evergreens in all stages of growth, from the ones just out of the propagating beds to the finished $100 specimen tree. Along with the nursery stock there are some five or six acres of peonies and as many acres of the various shrubbery used by the firm in their landscape work. Some 20 acres of tobacco are being grown and about this number planted to corn for feeding a herd of registered cattle, that makes it an interesting place for farmers to visit as well as florists.

Mrs. Barr, Master Lewis Barr and B. F. himself, acted as hosts and we were conducted to an outlying field where a huge fire was under way, ably directed by our T. J. Nolan, and he proved himself almost as good a fireman as he is a greenhouse salesman. The bed of hot ashes was right and we soon had the pleasure of pulling out the ears of corn from them well done, and, better enjoyed, along with the corn, was plenty of hot dogs and rolls. If ever a crowd ate until it could hold no more it was this one. Autos were used to throw their light into the ring.

After the entertainment the gathering returned to the home and the meeting was called to order by B. F. Barr, who first read a letter from our president, W. B. Girvin, who asked to be excused from presiding at this session on account of the very recent death of his father. Messrs. M. J. Brinton, Walter Markley and Elmer Weaver were appointed a committee to draw up a set of resolutions expressing our sympathy for President Girvin in his recent bereavement.

The various members who attended the Society of American Florists' convention in Washington were called upon, and T. J. Nolan confirmed the fact that this club had the largest representation of any club in the United States, and not only had the greatest number but that they attended the meetings and the exhibition, which was more than could be said of many of the florists who came to Washington all right, but saw little of the convention. Harry K. Rohrer congraatulated the club on having one of our members, S. S. Pennock, elected to the presidency of the Society of American Florists, and the secretary, Albert M. Herr, elected to membership on the board of directors. B. F. Barr remained for President Harding's reception Saturday, and learned that Lancaster county can boast of close connection with the president, as it was the home of his grandfather. Mr. Barr was one of the few who saw the gardens at the White House and was much impressed with the fine quality of both the pink and the red Radiance roses. A. M. Herr spoke on the advantages of belonging to the Society of American Florists and the benefit it is to the trade in general, and Mrs. A. M. Herr brought the message from Miss Taylor that the women of the United States should "Say it With Flowers," and on the day set for the discussion of the disarmament project should deluge the place with flowers as their expression of the desire for permanent peace. Mrs. Herr complimented the Lancaster women for their 100 per cent affiliation with the Ladies' Society of American Florists. Messrs. H. K. Rohrer, Ira Landis and Edward Rohrer commented on the delightful time they had and the hospitality of the Washington florists.

The coming flower show at the Heimanez auditorium, November 10-12, was discussed from every angle. The programme committee reported that an invitation had been extended from Chas. B. Herr, Strasburg, to make his place the rendevous for the next meeting, beginning promptly at 6 p. m. The session adjourned at 10 o'clock, with a hearty vote of thanks to our host and hostess.

ALBERT M. HERR, Sec'y.

The Late John Dunn.

John Dunn, Sr., who died August 25 at Lake Forest, Ill., was a resident of that place 53 years and gardener to E. J. Warner 27 years. He is survived by 11 children, 54 grandchildren and 14 great grandchildren. He was 90 years of age.

TARRYTOWN, N. Y.—F. R. Pierson is taking a week's vacation up state.

MOBERLY, MO.—Frank Elston recently opened a new flower and fruit store at 107 West Reed street. He is also operating a greenhouse.

MASON CITY, IA.—Herman Knudson, of Osage, Ia., has purchased the Kemble interest in the floral establishment of Kemble & Goodman.

ELKHART, IND.—The wedding is announced August 13 of O. L. Bullock, son of Mrs. E. M. Bullock, and Miss Mildred Lucille Crull, of Osceola, Ind.

CHARLESTON, ILL.—Miss Bertha B. Newby, who recently conducted a flower store in Chicago, has returned to this city to resume active management of the Ingleside Flower Shop.

UTICA, N. Y.—Frank J. Baker is adding a two-story addition, 20x26 feet, to the office building at his greenhouse establishment on Cornelia street, to be used as display rooms.

BILLINGS, MONT.—The Billings Floral Co., operated by R. W. Soule for the past year, was sold to Mrs. H. H. Smith, the former owner, August 1, who will continue the business.

TOLEDO, O.—A new flower store to be know as the Avery Flower Shop, will be opened in the near future in the residential district on Delaware avenue.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.50 a year; Canada $2.50; Europe and Countries in Postal Union, $3.00.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

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A GOOD addition to outdoor stock is snapdragon grown in prepared beds. Such high grade stock is certain of a market during the entire summer.

CITIZENS embarking for foreign ports no longer need sailing permits. Such permits, however, are still required by all aliens leaving the country.

THERE is a wide difference between things as they are and things as they ought to be, and the man whose eyes become open to the distinction, is soon on the road to success.

THE American Dahlia Society from a comparatively small membership, now numbers between 2,000 and 3,000 members, thanks to the industry of President Vincent and Secretary Vick.

Labor Day.

On account of the holiday next week, we would be pleased to have the trade news and advertisements for the next issue as early as possible.

CARNATION plants are in strong demand at many points.

Florists' Telegraph Delivery Association

REDUCED RATES TO TORONTO MEETING.

The Florists' Telegraph Delivery Association has been granted reduced rates of a fare and one-half on all trunk lines for the annual convention, to be held at Toronto, Ont., October 11-13. The certificate plan will be in effect for this convention under the following regulations:

Members will purchase one way tickets at regular one-way fare. The agent selling ticket will, upon request, issue a certificate of standard form for each ticket purchased. The fare for the return trip will be one-half of the adult one-way fare, applying from place of meeting to the original starting point by the route used on going trip, as shown on the certificate, providing that certificate presented has been properly validated at the meeting by the agent appointed for that purpose. The reduction returning will apply providing there are not less than 350 members in attendance at the meeting, including dependent members of families holding certificates or regular round trip tickets sold at not less than regular one-way fare. An authorized agent will be in attendance during he last two days of the meeting to validate certificates.

Dahlia Society of California.

ANNNUAL EXHIBITION, SEPTEMBER 15-17.

The sixth annual exhibition of the Dahlia Society of California will take place at the Palace hotel, San Francisco, September 15-17. With the entrants already numbering 200, both amateur and professional, the show is an assured success. A new and unique kind of competition is offered the amateur grower this year by which any grower in the vicinity of San Francisco bay can enter his entire garden for the prize. A committee of judges named by the society will visit the gardens entered in the competition, September 14, and will make their decision on the general appearance of the garden, and not on any individual flower. The winner will be announced at the show. Gardens for this class must be entered with Secretary Frank C. Burns, San Rafael, before September 7.

Other officers of the society in charge of the exhibition are: J. W. Davies, president; Wm. Kettlewell and H. T. Henning, vice-presidents; F. D. Pelicano, treasurer; T. A. Burns, A. Twitchett, Mrs. Jessie Seal, R. Lohrmann, James Radford, L. Kesting and P. Durbrow, directors.

Floricultural Education in the U. S.

ED. AMERICAN FLORIST:

For the information of the trade at large, I wish to rectify the statement of Professor Dorner's in his article "Floricultural Education in the United States," appearing in the August 20, issue, in which he states that only six state institutions in the United States are giving commercial courses in floriculture. That number should be increased to seven for the Pennsylvania State college offers a commercial course in floriculture covering a period of two full years, or four semesters. In these courses the same fundamentals are given as at any other institution which offers a course in floriculture.

E. I. WILDE,
Professor of Floriculture,
State College, Pa., August 24.

Plant Notes.

Delphinium Zalil or D. sulphureum, the beautiful yellow larkspur of Persia, has caused growers and seedsmen much trouble because of the difficulty usually experienced in germinating the seeds. The plant is a perennial and the seeds should be sown outdoors in fall, requiring a year to germinate.

The best forcing gladioli, according to one specialist, are Chicago White, Mrs. Francis King, Augusta, Schwaben, Mrs. Frank Pendleton, America, Niagara, Halley, Pink Beauty and Pink Perfection.

Rose Ophelia in England is recognized not only as a superior greenhouse variety, but also as a high class favorite outdoors.

Do not bruise the skin of the root of Calla Elliotiana or it will rot when potted.

Asparagus Deflexus is said to be far superior to A. Sprengeri.

Window Glass Workers' Wages.

Joseph Neenam, president of the National Window Glass Workers, met the labor committee of the National Association of Window Glass Manufacturers at Pittsburgh, Pa., August 22, in an an effort to decide upon a wage scale for the coming year. Factories affected by the decision are known as hand factories, and are widely scattered throughout the middle west.

Don't

Don't delay heavy shipments of tender stock, especially where the run exceeds 12 hours.

Fail to replace all broken glass before cold weather sets in.

Don't neglect to pile the soil for next year's benches.

Overseas.

There is under construction at Belfast, Ire., a new 32,000 ton Holland-America liner.

London is still the largest city in the world, nearly seven and one-half millions.

State Fairs.

The following is a list of coming state fairs with the names and addresses of the superintendents of the floricultural and horticultural departments as far as obtainable:

September 3-10, St. Paul. — Minnesota State Fair. J. V. Bailey, Dayton's Bluff station, St. Paul, superintendent of horticulture; Prof. Le Roy Cady, University farm, St. Paul, superintendent of floriculture.

September 5-9, Hartford. — Connecticut Fair Association. Louis Chauvy, Hartford, superintendent of horticulture; Frank Roulier, Hartford, superintendent of floriculture.

September 6-11, Indianapolis. — Indiana State Fair. A. F. J. Baur, 3800 Rookwood avenue, Indianapolis, superintendent of floriculture.

September 12-17, Syracuse. — New York State Fair. David Lumsden, care Walter Reed General hospital, Washington, D. C., superintendent of floriculture.

September 12-17, Louisville.—Kentucky State Fair. Ben E. Niles, Henderson, superintendent of horticulture.

September 13-17, West Kingston.—Rhode Island State Fair. Thos. P. Brayman, West Kingston, R. I., superintendent of horticulture. Peter S. Byrnes, Wickford, R. I., superintendent of floriculture.

September 17-23, Hutchison.—Kansas State Fair. Carl Snyder, Topeka, superintendent of horticulture. O. F. Whitney, Topeka, superintendent of floriculture.

September 26-30, Pueblo.—Colorado State Fair. J. L. Beaman, Pueblo, manager.

October 3-8, Birmingham.—Alabama State Fair. Lyle Brown, Auburn, Ala., superintendent of horticulture. J. L. Dent, Birmingham, superintedent of floriculture.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, $1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order For Plant Advs., See Ready Reference Section

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted — Grower roses, chrysanthemums, carnations and pot plants; middle age; single. Address

Key 570, care American Florist.

Situation Wanted — By single man; experienced in pruning trees, spraying, etc. Also can do greenhouse work.

Chas. Boone Saunders, Merom, Ind.

Situation Wanted—By orchid grower with life-long commercial experience; chiefly cattleya and spray varieties. Address

Key 573, care American Florist.

Situation Wanted—By gardener and florist; single; thoroughly experienced. Wishes to make a change; good references. Address,

P. O. Box 3, Hardwick, Ga.

Situation Wanted—A man 47 years old; 30 years in retail stores, would like to hear from a retailer in the northwest; can give best of references. Address

Key 579, care American Florist.

Situation Wanted—By refined young woman with five years' experience in retail florists business; bouquets and designing; capable of handling most refined trade. Best references as to capabilities and personality. Prefer modern store. Address

Key 568, care American Florist.

Help Wanted — Florist for city greenhouse. Apply to **Superintendent of park, City Hall, Topeka, Kan.**

Help Wanted—Competent man as foreman for about 25,000 ft. of glass. General retail stock grown; no roses. Address,

W. H. Culp & Co., Wichita, Kan.

Help Wanted

General Greenhouse Man in Ohio.

Experienced in bedding stock, roses, chrysanthemums, carnations, perennials, etc. $75 per month with room and board. Single ex-service man preferred. No firing. Hours 7 to 4.

Key 578, care American Florist.

Help Wanted

Reliable grower of roses, carnations and general pot plants, to take full charge; one who is looking for a future. Kindly give names of three last employers. This is a good place, in a nice town.

C. C. WONNEMAN & SONS, Mexico, Missouri

Wanted to Rent or Buy

By thoroughly experienced florist and decorator, a large florist establishment. Only high grade proposition considered. Must stand closest investigation. Give full particulars and price in first letter.

Address **Key 575, care American Florist**

Help Wanted

Experienced driver for White delivery truck. Must know city and come well recommended.

MANGEL,

17 East Monroe Street, CHICAGO

SITUATION WANTED

By all-round grower on commercial place where good results are desired; thoroughly experienced in growing roses, carnations, chrysanthemums and a general line of pot plants; specialist in roses and cyclamen; 16 years experience; Swedish; age 32; single; best of references; can come at once; please state wages and particulars in first letter.

Key 581, care American Florist.

Situation Wanted

By a first-class wholesale or retail florist; 25 years' practical experience in cut flowers, fancy potted plants, bedding stock, designing, etc.; capable of taking full charge and handle help; middle-aged, single man. Address

Key 577, care American Florist.

Situation Wanted

As a grower of cut flowers and potted plants in general; first-class all-around man; life experience in the trade; would prefer around Chicago or middle west; can come at once; single, middle-aged man. Please state full particulars in first letter. Address

Key 801, care American Florist.

Kaspar Mfg. Co.

Salesman Wanted

in every state calling on florists to sell wood easels. Commission only.

Kaspar Mfg Co.

3234 W. 30th St., Chicago

WANTED

Florist Refrigerator, about 9 ft. long, 9 ft. high, 4 ft. deep; knock-down type. Must be in good condition. Send best cash price, crated, F.O.B. shipping point, and photo.

JOSEPH BANCROFT & SON

Cedar Falls, Iowa.

FOR SALE

Just a dandy, up-to-date Florist business, going stronger every day; big territory; greenhouse and dwelling combined; dandy down-town shop, and the only one; reasonable rent; steam heat; this proposition is sound, no old, worn-out business; for references write to any near-by florist in Dallas, Waco or Ft. Worth; one thing, to take hold of this you must be up to now, the people demand it, and make up your mind to go big; the business is here; population, 16,000; I am selling to go on my farm, after being in the business twenty years; $4,000.00 cash, $3,000.00 on time, almost to suit buyer. If interested, write

HOLM'S FLOWER SHOP,
Corsicana, Texas.

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $4.50; per 1000, $6.50. Samples on request. Electro of leaf, postpaid, $3.00. Cash with order.

American Florist Co.
440 S. Dearborn Street
CHICAGO

HOME - GROWN STOCK

Greatly Increased Demand

If you have any to offer, or are likely to have any soon,

advertise in these columns now.

AMERICAN FLORIST CO.

440 So. Dearborn Street, ... CHICAGO

Montgomery's Priscilla

That's the name of the new pink rose! The name will be Priscilla probably after the public has had it a while, but we have had to add the prefix to cover the rules of nomenclature.

In order to get someone who knows more about roses than we do to give an unbiased, honest opinion on the merits of this rose, we have placed 12 plants of it with each of the following growers:

E. G. Hill Co., Richmond, Ind.
Dailledouze Bros., Brooklyn, N. Y.
Albert F. Amling Co., Maywood, Ill.
Dockham-Pierson Co., Madison, N. J.
Rowayton Greenhouses, Rowayton, Conn.
Miller Floral Co., Farmington, Utah
Wellworth Farm Greenhouses, Downers Grove, Ill.
Poehlmann Bros. Co., Morton Grove, Ill.
Robert Pye, Nyack, N. Y.
John Coombs, Hartford, Conn.
A. S. Burns, Jr., Spring Valley, N. Y.
Robt. Simpson, Clifton, N. J.
Chas. H. Totty Co., Madison, N. J.
Noe-Ruzicka Co., Madison, N. J.
Wm. H. Elliott Co., Madbury, N. H.
Anthony Ruzicka, Madison, N. J.
W. J. Pilcher, Kirkwood, Mo.
Jos. Heacock Co., Roelofs, Pa.
Ferrari Bros., San Francisco, Calif.
Peirce Bros., Waltham, Mass.
Batavia Greenhouse Co., Batavia, Ill.
Wendland & Keimel Co., Elmhurst, Ill.
Joy Floral Co., Nashville, Tenn.
Roberts Rose Co., Denver, Colo.
Geo. C. Weiland, Evanston, Ill.
Lakeview Rose Gardens, Jamestown, N. Y.
Exeter Rose Conservatories, Exeter, N. H.
Bassett & Washburn, Hinsdale, Ill.
H. O. May, Summit, N. J.
Budlong Rose Co., Auburn, R. I.
Doemling-Schimmel Co., Mt. Clemens, Mich.
F. R. Pierson, Tarrytown, N. Y.
L. B. Coddington, Morray Hill, N. J.
Jos. H. Hill Co., Richmond, Ind.
S. Mortensen, Southampton, Pa.
Briar Cliff Gardens, Scarborough, N. Y.
John H. Dunlop & Son, Richmond Hill, Ont., Can.
J. J. Fallon Co., Lynchburg, Va.
Gullett & Sons, Lincoln, Ill.
Rolf Zetlitz Co., Lima, O.
Van Aken Bros. & Sons, Coldwater, Mich.
Premier Rose Gardens, Maywood, Ill.
Weiss & Meyer Co., Maywood, Ill.
Florex Gardens, North Wales, Pa.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.

Ask them about it, if you will, at any time. They have our permission to tell the truth. We are going to let this rose sell itself! We shall be simply order takers.

A. N. PIERSON, Inc., Cromwell, Conn.

San Francisco.

PRICES DECLINE CONSIDERABLY.

Trade was very quiet last week and as a consequence prices dropped sharply in the wholesale market. Roses suffered more than any other item. The best grades of Mrs. Chas. Russell, Ophelia, Columbia and Premier fell off about one-half and other goods declined accordingly. The offerings were of excellent quality but lack of buying forced the price down. There is a large surplus of short stemmed Ophelia and Ward. This stock is hard to move at any price. Cecil Brunner is coming in slowly and prices for this variety continue firm. Ulrich Brunner is showing the effects of a long season and is not so good as formerly. Carnations are plentiful and very cheap. There is a heavy cut of red varieties. There is much room for improvement in the quality of the flowers. Very little new crop stock is expected before October. The aster cut is now at its height, and great quantities are coming into the market. Prices average about $1 per bunch. The dark colors are hard to move at any price. A large amount of this stock is sold by the street peddlers. Lily of the valley has been scarce for the past few weeks. Gardenias of excellent quality are now coming in and find a ready market. Orchids of nearly every variety are practically out of the market. Dahlias are plentiful and some fine commercial varieties are being offered. Pompons seem to be in much more favor than the larger flowering varieties and for this reason all offerings are eagerly sought by buyers. As a basket flower at this season of the year they have few equals. There has not been much increase in the chrysanthemum supply with the possible exception of Chrysolora. This variety is very fine and all sales are made at $2.50 per dozen blooms. Golden Glow is nearly over for the season and whatever stock arrives is being neglected in favor of Chrysolora. October Frost is still the only white kind to be had with previous quotations remaining unchanged. There is a strong shipping demand reported for these early varieties. A good cut of late flowering gladioli is coming in with satisfactory prices being the rule. Fairly good zinnias also add to the variety. Snapdragon is plentiful but of poor quality. Larkspur is in good demand for basket and decorative work. There is a strong market for cyclamen blooms now that lily of the valley is scarce. Lilium album and auratum are the only lilies to be had and these in limited quantities only. Several varieties of flowering eucalyptus are coming in now and sell readily. There is no change in the flowering plant situation, celosias being the leaders at present. Ferns and asparagus are in ample supply for all requirements.

NEW MARKET FOR WHITE GROWERS.

The stockholders of the new wholesale co-operative market held a meeting at the Market building, Bush street, August 18. There was a splendid attendance. The object of the meeting was to acquaint the members with the workings of the corporation, and to deliver to each subscriber his stock in the concern. The company is purely a co-operative undertaking and at present is composed of 68 florists and growers. It is incorporated for $25,000, the par value of the shares being $1 each. No stockholder is permitted to hold more than 500 shares and every subscriber has an equal voting privilege, irrespective of the amount of stock owned. P. V. Matraia made a fine address to the trade in which he urged every member to trust and be trusted and to co-operate in every way to make the market a great success. Too much credit cannot be given Mr. Matraia, the president of this new enterprise, for his long and arduous work to make the market a success. He overcame many obstacles that would have disheartened a less determined man. The market will open September 1, all the floor space having been applied for by the growers. The affairs of the corporation will be in the hands of the board of directors, the stockholders being assured of a business-like administration. The following officers were elected for the coming year: P. V. Matraia, president; H. Plath, vice-president; Chas. W. Brown, secretary; W. W. Cameron, assistant secretary, and Jos. P. Haywood, treasurer.

PANSY SEED

Finest Imported Winter-Flowering Benary's Giant.

All colors. ¼ oz., fully guaranteed, 2,500 seeds, free by mail, for $1.00.

Peter Hollenbach Seed Store

808 West Lake Street, CHICAGO, ILL.

This Immigrant Just Arrived

Imported Grass Growing Heads. Three subjects. A novelty that sells on sight.

$4.80 per dozen. $35.00 per case of 100 assortsd

No charge for cases on orders for $20.00 or over.

We also carry a complete line of Aquariums and Access ries for immediate delivery. Catalogue on request.

N. Wapler. 134 Duane Street New York.

FALL "Book For Florists" NOW READY

ALL

Bulbs, Seeds, Supplies

That are **NOW** in season.
Stock Offered Below can be
Moved **AT ONCE.**

Dutch Bulbs Are Here

FREESIAS

PURITY 1000

7-16 ..... $ 8.00
½-⅝ 15.00

FISCHERII

Per 100, $6.00 .... 50.00

COLORED

Gen. Pershing 30 00
Viola 30.00
Mixed 30.00

French Roman Hyacinths

Per 1000

11-12 ctm $55 00
12-15 ctm 65 00

Narcissus Paper White Grandiflora

Cases Full Standard Sizes and Correctly Stenciled.

	F. O. B. New York Per 1000	F. O. B. Chicago Per 1000
12 ctms. bulbs (1400 to case)	$17.50	$18 50
13 ctms. bulbs (1250 to case)	21.00	22.00
14 ctms bulbs (1000 to case)	25.00	25.00
NARCISSUS GRAND SOLEIL D'OR (Yellow Paper White)	62.50	65.00

LILIUM FORMOSUM

Per case

7-9 inch (300 to case) $52.50

LILIUM HARRISII

Per case

6 to 7 inch (335 to case) ... $60.00

WHITE CALLAS

1¼-1½ inch ..... per 100, $8 00 | 1½-2 inch ..... per 100, $15.00

HYACINTHS PREPARED (For Early Forcing)

17 centimeter Bulbs Varieties, **Lady Derby, Gertrude, l'Innocence** and **Bismarck.** Per 100, **$8.00;** per 1000, **$75.00.**

DUTCH ROMANS L'INNOCENCE .. per 100, **$4.00;** 1000, **$35.00**

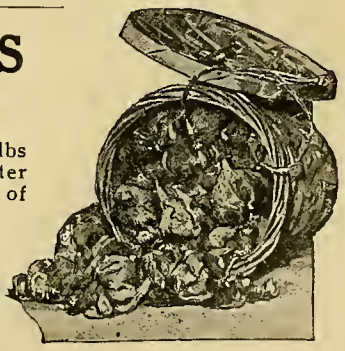
CHINESE NARCISSUS

Our Own Importation Direct From China.
Due About Sept. 5th.

This is undoubtedly one of the best selling bulbs for the retail counter trade, flowering in water and gravel in three to five weeks from time of planting.

	Basket 30 bulbs	Per 100	Per 1000
Select Size	$2.75	$8.00	$75.00
Mammoth Size	3.25	9.50	90.00

Book For Florists Now Ready.



CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

AUCTION SALES

Holland and French Grown Bulbs

On Tuesday, Sept. 20th, at Noon

We will offer at auction consignments of Holland and French Grown Bulbs. The Holland Bulbs will consist of **Hyacinths, Tulips, Narcissus** and **Crocus;** the French of **French grown Narcissus, Paper White Grandiflora** and **Lilium Candidum.**

We have been advised by our Holland shippers that they are sending us very large shipments of Choice Bulbs for our Fall Auction Sales.

If you have not already ordered bulbs for the fall season, we would suggest that you wait for these auction sales, as you will be enabled to secure bulbs at prices considerably lower than those for which they can be imported on direct orders.

We will also offer on above date local consignments of Potted Plants, such as Palms, Ferns, Rubbers, Dracaenas, Etc., and of Nursery Stock, such as California Privet, Home Grown Acclimated Evergreens, Etc.

Send us your name and address if you wish copies of our auction circulars mailed to you.

The MacNiff Horticultural Co., Ltd.

196 Greenwich Street, Between Fulton and Vesey Streets, Telephones: 8238-8239-8729 Cortlandt **NEW YORK**

NOTES.

The meeting of the Dahlia Society of California August 18 at the Palace hotel drew a very large attendance of dahlia growers. Show space for the large exhibition in September was allotted. There was keen competition for the best dahlia bloom of the evening. First prize being awarded to W. J. Wintjen for a fine specimen. Secretary Frank C. Burns, San Raphael, announced that the largest and most valuable collection of prizes ever offered by the society will be awarded the winners at the show which is to be held September 15-17. An entirely new type of competition is offered the amateur grower this year by the addition of a special class in which any bay district grower is eligible to enter his entire dahlia garden for the prize. The society will name a committee of judges who will visit all the gardens entered the day before the show opens and announce the winners at the show. Judging will not be made on prize flowers but on the general appearance of the garden. Entries for this competition must be made to the secretary before September 7.

Miss Bertha Cohen, long and favorably known in trade circles in this city, and a member of the staff of A. O. Stein, in Sutter street, died suddenly, August 20. Her death came as a great shock to a large circle of friends. Miss Cohen was a woman of great refinement and splendid accomplishments. Her passing is deeply felt by all who had the good fortune to be numbered among her friends. Many beautiful floral offerings gave mute testimony to the esteem in which the deceased was held. Interment took place August 23 and was private.

Joseph Scatena, for many years with the E. W. McLellan Co. as head packer, and for the last few years with the Art Floral Co., has been named head of the packing and shipping department of the new flower market. No better selection could have been made for this work as he has long been regarded as an expert in this particular line.

The flower show committees of the Pacific Coast Horticultural Society and the San Francisco Retail Florists' Association held a meeting on August 25 at the store of the Art Floral Company. The various committees reported on that evening and a revised schedule was presented.

Frank Schlautzhauer, of the Francis Floral Co., has been making large shipments of his novelty baskets to eastern points. At this writing he has enough orders booked ahead to keep his force busy for two years. He has also been a consistent advocate of the new flower market.

Visitors: Robt. Newcomb, of the Burlington Willow Ware Shops, Burlington, Ia.; H. E. Ebel, of Sacramento.

JAMES T. LYNCH.

Rochester, N. Y.

SUMMER DULLNESS CONTINUES.

Summer trade conditions still continue and there is a dullness in business that is felt by all florists, with an occasional rush of funeral and wedding work. Asters are excellent in quality and are in heavy supply. Carnation arrivals are few and those seen are very small. Garden flowers are seen in profusion, such as larkspur, coreopsis, physostegias, gaillardia, etc. Roses are very plentiful and of excellent quality. Sweet peas and lily of the valley are scarce, as are orchids. In pot plants, begonias, celosias and Rubrum lilies are the leaders.

NOTES.

Work on the flower show at Exposition park is progressing favorably and will be completed before the opening day, September 5. George Kramer is in charge of the work with Frank Mahoney and Robt. Havill assisting.

The prize cups for the exposition flower show are on display at Geo. T. Boucher's Main street window. Miss A. Schwind, bookkeeper of the above firm, has returned from Cincinnati, O., where she spent two weeks.

E. R. Frey has filled his hangers with chrysanthemums and Boston ferns for the fall trade. His new store will be in readiness for occupancy at an early date.

Edwin P. Wilson, made up an unusual floral design in the shape of a trade mark of the Hetig Drug Co., for its opening, which occurred recently.

Chas. Suhr and Herbert Stringer were the two representatives from this city who attended the Washington convention.

F. J. Keller has returned from a motor trip to Atlantic City, N. J., and Philadelphia, Pa.

Miss Lillian Wheeler, of H. E. Wilson's, has returned from Star Lake, Adirondack mountains.

Frank Mahoney has returned from Hammondsport, N. Y., where he spent his vacation.

Visitor: Jay E. Dayton, of the Burlington Willowware Shops, Burlington, Ia.

CHESTER.

SAN FRANCISCO, CALIF.—Brown & Kennedy, florists at 3091 16th street, have enlarged their establishment by purchasing an adjacent store building.

DES MOINES, IA.—James S. Wilson returned from the Washington convention this week and with Mrs. Wilson is making an auto tour of Minnesota.

Introducing—

HALL'S
NICOTINE INSECTICIDES

—an improved group of tobacco products designed to completely control plant-lice, thrips and similar soft-bodied insects. Nicotine percentages guaranteed.

SPECIAL scientific processes of manufacture and a large supply of raw materials, permanently assured, enable us to offer this unusually effective group of insecticides.

Whether your problem is one of fumigating or vaporizing, spraying or dusting, you can absolutely rely upon one of the four Hall products.

Hall's Nicotine Insecticides are:

Hall's Nicotine Fumigator (12½% nicotine guaranteed) for fumigating greenhouses.

Hall's Free Nicotine (40% nicotine guaranteed) for greenhouse spraying.

Hall's Nicotine Sulphate (40% nicotine guaranteed) for outdoor spraying.

Hall's Tobacco Dust (1% nicotine guaranteed) for dusting.

As a florist, you are probably most interested in

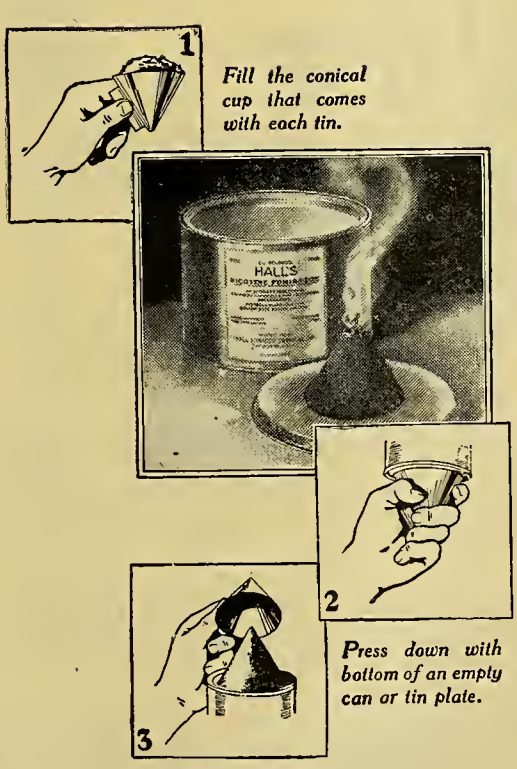
Hall's Nicotine Fumigator

A specially prepared tobacco powder saturated with 12½% pure nicotine—*guaranteed*, which is the correct amount for economical and effective fumigation.

Simple to use. A measuring cup comes with each tin. That is all you need in the way of equipment. (See illustration.)

Hall's Nicotine Fumigator is packed in air-tight tins and retains its strength indefinitely. It lights quickly, burns evenly and will not go out. In addition to these improvements, Hall's is cheaper per ounce of nicotine content than any other fumigator.

1 pound tins, $1.25—2½ pound tins, $2.50—10 pound tins, $8.50. If your dealer cannot supply you write us direct.



Fill the conical cup that comes with each tin.

Press down with bottom of an empty can or tin plate.

Invert, set on floor, remove cup and light.

HALL TOBACCO CHEMICAL CO
St. Louis, Mo.

CHOICE ROSES All Our Own Growth

Roses have improved wonderfully for shipping purposes owing to the cooler weather, and will arrive in good condition

Our Roses Have a National Reputation for Quality

You always get fresh flowers and a more even run of stock.

CURRENT PRICE LIST—Subject to Market Changes

RUSSELL	Per 100
Fancy Long	$16.00
Medium	8.00 to 12.00
Short	4.00 to 6.00
COLUMBIA	
Fancy Long	$16.00
Medium	8.00 to 12.00
Short	4.00 to 6.00
PREMIER	
Fancy Long	12.00
Medium	6.00 to $ 8.00
Short	4.00

CRUSADER AND HOOSIER BEAUTY	Per 100
Long	$12.00
Medium	6.00 to 8.00
Short	3.00 to 4.00
OPHELIA	
Long	$10.00
Medium	6.00 to 8.00
Short	3.00 to 4.00
SUNBURST	
Long	$12.00
Medium	8.00 to 10.00
Short	3.00 to 6.00
WHITE KILLARNEY	
Long	$ 8.00 to $10.00
Medium	6.00
Short	3.00 to 4.00

ASSORTED ROSES

SPECIAL OFFERING

Good fresh Roses, our selection, in lots of 200 or more, as follows:

	Per 100
Good medium lengths	$6.00
Good short lengths	3.00
Short lengths, good stock	2.00
New Fancy Ferns, per 1,000	$2.50
Adiantum, per 100	1.50 to 2.00
Sprengeri, per 100	3.00
Galax, green, per 1,000	2.00
Galax, bronze, per 1,000	2.00
Asparagus Sprays, per bunch	35 to .40

Of miscellaneous flowers now coming into market, we will procure for our customers the best at lowest market prices. A trial order solicited.

In buying direct of the grower you are assured of fresh stock at all times, and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONES:
CENTRAL 1457
Greenhouses: Hinsdale, Ill., and Gregg Station, Ill.
Notice:—We close at 5 o'clock week days.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.
Closed all day Sundays

Chicago.

STOCK IS IN LARGE SUPPLY.

Stock is in large supply and there is more than enough in almost all items to go around with the exception of orchids, which are exceedingly scarce. Lily of the valley is none too plentiful and appears to be holding its own. Roses are in large supply and choice stock is obtainable in quantity lots at attractive prices. The quality of the roses in general has improved considerably the past few weeks, especially Premier, Columbia and Mrs. Chas. Russell, Crusader, Sunburst, Milady, Hearst, Double White Killarney, Ward, Montrose, Ophelia and all the other varieties grown for this market, are arriving in better condition. Phantom and Golden Ophelia are two new kinds that are commanding much attention and promise to be big factors in this market. American Beauty roses are holding their own and find ready buyers. Gladioli are in large supply and considerable pushing is needed to move them even at reduced prices. Asters are to be had in quantity at attractive prices with some very choice stock obtainable. Lilies are to be had and dahlias have made their appearance. Carnations are quite a factor in the market and are moving fairly well. Cornflowers, strawflowers, feverfew, delphiniums, marigold, milkweed, tritomas and other miscellaneous indoor and outdoor stock is obtainable and offer the buyer a large variety to select from. Greens are plentiful in almost all items and southern wild smilax is to be had at a moment's notice. Business is not as brisk as it should be, but the demand is gradually improving and a few brisk days would find a decided change in the general market conditions.

NOTES.

A. Rennie, of A. Henderson & Co., returned last week from an extended tour of the east.

Appreciation

We have a pardonable sense of satisfaction in the public announcement of our good friends, Poehlmann Bros. Co., that they have been using, for a year, a price list of roses giving prices by inches.

Those who have been receiving our price list know that pricing roses by inches was an innovation which we devised more than four years ago and have advocated since.

Our Vice-President, Mr. Kohout, having observed the use of this system so long, realizes its advantage and spoke with authority when he publicly advocated its adoption.

We trust and have always believed that this rational system will ultimately become the standard price list form.

KENNICOTT BROTHERS CO

WHOLESALE FLORISTS

PETER REINBERG, INC.

WHOLESALE FLORISTS

30 East Randolph St., Long Distance Phones Central 601 and 2846 **CHICAGO**

ROSES-ASTERS-GLADIOLI

Buy Direct From the Grower — **CURRENT PRICE LIST** — Subject to change without notice

MRS. CHAS. RUSSELL		Per 100
Specials		$20.00
Select	$15.00 to	18.00
Medium	10.00 to	12.00
Short	5.00 to	8.00
COLUMBIA		
Specials		$ 20.00
Select	$15.00 to	18.00
Medium	10.00 to	12.00
Short	5.00 to	8.00
PREMIER		
Specials		$ 20.00
Select	$15.00 to	18.00
Medium	10.00 to	12.00
Short	5.00 to	8.00
SUNBURST, OPHELIA		Per 100
Specials		$15.00
Select		12.00
Medium	$ 8.00 to	10.00
Short	4.00 to	6.00

			Per 100
Killarney / White Killarney	Specials..		$15.00
	Select....		12.00
	Medium..	8.00 to	10.00
	Short....	4.00 to	6.00
ROSES, OUR SELECTION			$5.00
Asters		3.00 to	5.00
Gladioli		3.00 to	6.00
Adiantum			2.00
Asparagus, per bunch			50c to 75c
Ferns, per 1,000			$4.00
Galax, bronze and green; 1,000			2.00
Leucothoe Sprays			1.00

EXTRA SPECIAL STOCK BILLED ACCORDINGLY

PAUL R. KLINGSPORN, Manager.

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue L. D. Phone, Central 282 **CHICAGO**

There will be a special meeting of the Florists' Club at the Hotel Randolph, September 8 at 8 p. m., to consider matters connected with the annual exhibition of the Chrysanthemum Society of America, to be held in this city November 16-17. There will be an exhibition of asters, dahlias and gladioli at the club meeting and growers are requested to ship their exhibits to T. E. Waters, care Hotel Randolph, Chicago, express prepaid.

Wietor Bros. are cutting particularly fine carnations for so early in the season, with Ward attracting much favorable attention. Their roses are also arriving in fine condition, particularly Premier, which does unusually well with them.

J. G. A. Johnson, of Johnson & Chronis, and family are making an auto trip through Canada and some of the eastern states. They will spend several days in New York city.

Eugene Oestreicher, of the Heitman-Oestreicher Co., Milwaukee, Wis., was in town August 25, in search of field grown carnation plants. "Gene" is well known here and his many friends are always glad to see him.

The E. F. Winterson Co. is having a good call for fancy Schwaben gladioli which are arriving in heavy supply every day from the proprietor's farm at Highland Park.

Peter Olsem and family and George Lepper are back from their auto trip to the Washington convention and report having had a most delightful time.

A. H. Schneider, Oak Park, is erecting four new houses on his property at Harlem and Schneider avenues, in the place of one recently torn down.

Miss Nettie Parker is again attending to her duties as secretary at A. T. Pyfer & Co.'s store after spending her vacation in northern Michigan.

Miss Zandra Anderson has returned from a pleasant vacation at Kankakee and is again attending to her duties at the John Kruchten Co.'s store.

O. A. Tonner writes that she is having a delightful time at Pelican Rapids, Minn., where she is spending her vacation.

Golden Yellow Sweet Peas

McClenahan's Yellow Flower Dye

Send for sufficient to make one quart.

Price, $1.00, prepaid.

McCLENAHAN'S GREENHOUSES

40th and Phillips Sts., Oklahoma City, Okla.

CUT FLOWERS

The Best the Market Affords.

All the leading Roses, Asters, Gladioli, Valley, Lilies and other miscellaneous seasonable stock, including a complete line of Greens.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

Mention the American Florist when writing

WIETOR BROS.

Wholesale Growers of Quality Cut Flowers

30 East Randolph Street, L. D. Phone Randolph 2081 **CHICAGO**

Mention the American Florist when writing

Wendland & Keimel had the new pink rose, Priscilla, on exhibition at the E. C. Amling Co.'s store this week, where it attracted much favorable attention. They received a number of plants from A. N. Pierson, Inc., Cromwell, Conn., to grow on trial, and judging from the stock they are cutting and what Mr. Keimel thinks of this variety, there is no question about it being grown on a large scale in this vicinity next season.

Mrs. Joseph L. Raske, Fred Ronsley, A. I. Simmons and other members of the Ronsley family, have the sympathy of the trade in the loss of their father, Isaac Ronsley, whose death occurred last week. There were many beautiful floral offerings, including a large number from the trade at the funeral held from the chapel at 934 East Forty-seventh street, August 29, with interment at Waldheim cemetery.

The forest preserve commissioners bought a 27-acre tract along the north bank of the Chicago river, and a mile north of the city limits, for $21,000 last week from Belshe & McKellar. The McKellar referred to is none other than Charles W., who was formerly engaged in the wholesale commission business in the local cut flower market.

Edwin Hoth, a promising 17-year-old Evanston golfer, drove down the fairway August 25, at the Community Golf Club. He landed on the green in one, but it took him twenty-five to get out. The youth's shot landed in the greenhouse owned by R. G. Gloede, 1907 Central avenue. Justice Boyer wrote the 25 score in dollars.

C. L. Washburn, of Bassett & Washburn, and wife, who returned from a visit at Los Angeles, Calif., last week, report a most enjoyable trip with ideal weather all along the route. They acknowledge a pleasant visit while at Los Angeles from J. F. Kidwell and wife, who are making a tour of the Pacific coast.

Adam Casper, of the E. C. Amling Co., Los Angeles, Calif., will leave for home in about a week. He will be accompanied by R. E. Dressell, better known as "Circus Sally," who has been a familiar figure in the wholesale market for almost a quarter of a century.

The J. A. Budlong Co. is handling a large supply of choice roses in addition to a complete line of all other stock. Business has been very good at this establishment all summer, especially from out-of-town points.

John Michelsen and George Wienhoeber and their families have returned from a delightful auto trip through northern Wisconsin and Michigan. Miss Peterson of the office force, was with them.

Paul R. Klingsporn, manager of the Chicago Flower Growers' Association, is back on the job after attending the Washington convention and visiting relatives and friends at Philadelphia.

YOU GET ALL THREAD WHEN YOU BUY

Meyer's Silkaline

Weigh up our threads and then weigh up the other parties that you are buying from and you will notice that our threads run full two ounces of thread to the spool.

GREEN SHEET MOSS

Fadeless, per bag, $3.50
Natural, " " 1.75

KNUD NIELSEN

Evergreen, Ala.

Joseph Foerster and George Asmus are expected home from their auto trip in the east sometime this week.

Vaughan's Seed Store is still shipping French bulbs and the Dutch stock is now going out.

The George Wittbold Co. had a wedding advertisement in the Tribune August 31.

Roses in Quantity

Try us on Premier, Russell, Columbia, Crusader, Ward, Sunburst, Hearst, Montrose, Milady, Ophelia, etc. You can always get what you want from us if it is obtainable in this market. **WE DELIVER BEST.**

Splendid Supply of Gladioli

Asters, Carnations, Lilies, Valley, Orchids. All the Seasonable Cut Flowers and a Complete Line of Greens

A. L. VAUGHAN & Co.
NOT INC.
PHONES:
CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572
161 North Wabash Ave. Chicago

Mention the American Florist when writing

Peter Reinberg, Inc., added a new rose grower to its list of consignors this week. Fred Price, who is a member of the firm, entered upon his duties August 29.

The Angel Guardian greenhouses on Devon avenue has installed a new refrigerator, 10x10x25 feet, cooled by an ice machine. Nick Schmidt is in charge at the greenhouses and is always pleased to show the visitors about.

Peter Hoefelder is again on duty at Kennicott Bros. Co.'s store after enjoying a two weeks' vacation. Joe Steckstal is enjoying his vacation at Morton Grove, fishing for whales in the Des Plaines river.

Martin Nielson, formerly with A. Lange, is now operating his new store near Kedzie and Lawrence avenues. Mrs. Strail, another former employe of Lange's, is with him.

Zech & Mann are moving a large quantity of asters and gladioli this week. Roses are in good supply here and the receipts of carnations are steadily increasing.

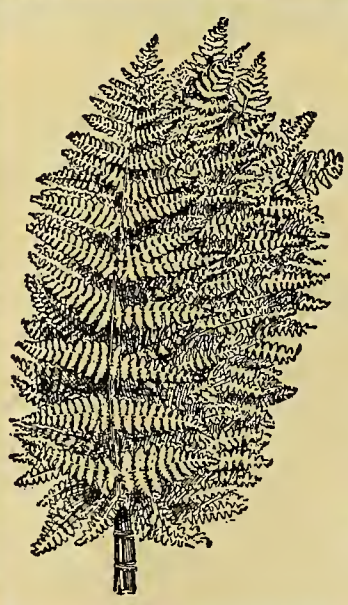
A. L. Vaughan & Co. report business as good with the total summer sales showing a great increase over that of the corresponding period of 1920.

George Blackman and wife, of Evansville, Ind., stopped off here a few days this week on their way home from the Washington convention.

Mangel has had very attractive windows the past week in which artistically arranged baskets of cut flowers played an important part.

The American Bulb Co. shipped the last of its Formosum lilies this week, two cars, and is now busy with Dutch and other bulbs.

Miss M. C. Gunterberg is spending her vacation after the convention at Martha's Vineyard and on Long Island.



FANCY CUT FERNS

Especially picked for our select trade, guaranteed best quality. Price till further notice — Per 1000, $3.00.

Galax Leaves

Choice Galax, fresh stock.
Price, per 1000.....$1.75

Complete list of many other items free.

One Floral Art Album given free with any order of $25.00 or more.

Geo. H. Angermueller Co.
Wholesale Florists
1324 Pine Street, ST. LOUIS, MO.

Fred Holton, of the Holton & Hunkel Co., Milwaukee, Wis., was a visitor in the wholesale market last week.

John Poehlmann and Walter Poehlmann are back from a successful fishing trip in northern Wisconsin.

George Wienhoeber's store presents a most inviting appearance in its new fall dress of paint.

Chris Pedersen, who is spending his vacation at Watervliet, Mich., is expected home in a few days.

Retailers say August business is quite as good as that of the same month last year.

The Joseph Foerster Co.'s store is in the hands of the painters this week.

John Enders and family recently spent a week at Silver Lake, Wis.

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.

CHICAGO

Long Distance Phones Central 3283 Central 3284

Our Offerings Include:

LILIES

Absolutely the finest supply of Cut Lilies in this market.

ROSES

COLUMBIA

RUSSELL

White Killarney

Butterfly

Crusader Sunburst

Killarney Brilliant

Ward Ophelia

Premier

MISCELLANEOUS.

Valley Cattleyas

ASTERS

Calendulas Cornflowers

Gladioli

GREENS

Plumosus Sprengeri

Bronze and Green Galax

Ferns

Adiantum Smilax

Mexican Ivy

Boxwood

A. Henderson & Co. report excellent business in their various bulb specialties and fine displays of gladiolus blooms are now a regular feature at the store.

Henry Wehrmann and Max Awizzus spent the week-end at Michigan City, Ind.

Visitors: Henry Smith, Grand Rapids, Mich.; Julius Dilloff, representing Wertheimer Bros., New York; William Rayner, Oconomowoc, Wis.; W. F. Behring, Newton, Ia.; Jas. H. Dale, Hancock, Mich.; E. W. Hommel, Vicksburg, Miss.; Mrs. Sallie McClendon, Mayfield, Ky.

Columbus, O.

INCREASING SUPPLY MOVES BETTER.

The past week was a little more active in the florist business in this city. While there was not a great deal of improvement from the dull period in July and early August, still some better business was reported from the down-town shops. It is believed that the worst of the slump is over and that there will be a gradual improvement from this time on. Vacationists are now returning and that makes a difference in the demand. With the opening of the various schools and institutions of learning there is expected to be quite an increase in the call for corsages, loose flowers and in fact almost every line. Funeral work has been rather active and this has been one of the best features. There is no demand for parties or receptions. The supply of seasonable flowers has been rather good and the quality is excellent. There has been good growing weather during the past few weeks. The supply of flowers now tends largely to garden varieties such as dahlias, zinnias, marigolds and asters. Roses are still in good demand and the supply is adequate. The principal varieties are Premier, Sunburst and Columbia. Prices range from $3 to $8 per dozen. Gladioli are still one of the best features of the market and a plentiful supply is obtainable. Plants are not moving well but preparations are being made for a good fall supply of plants. Greens and ferns are selling well.

NOTES.

T. J. Blinco, who has been florist at the Columbus State hospital for four years, has submitted his resignation to Dr. Pritchard, superintendent, effective September 1. At that time he will open a growers' and retail business, associated with his two brothers. Mr. Blinco has been known as the master florist of the state because of his success in producing new species through experimentation. The greenhouses at the hospital have been developed into what is known as the finest of any state institution since he took charge. His successor will be named after a competitive examination.

Underwood Bros., who operate a greenhouse and a retail establishment at Fair avenue and 21st street, report a good supply of seasonable flowers with a fair demand. This concern specializes in ferns and finds a good steady demand for all varieties. A number of improvements at the greenhouses at this place will be made before winter.

McKellar the Florist is now in charge of two retail stores, one located on North High street and the other in the James Theater building. The new shop in the latter building is under the personal direction of H. A. Thompson, who has been with the company for a number of years.

The Wilson Seed Co., which is now housed in its new retail store at 23 East Town street, has been having a good demand for seeds and plants for the fall season. The new place of business is fitted up in excellent taste and is one of the show places of the city.

The Neil House Flower shop, under the management of Herman Kropp is having a good demand for roses, gladioli and other flowers, according to the manager. This stand is one of the best in the city as it is in the heart of the business district.

J. W. L.

Chicago Florists' Club.

President Kohout has called a special meeting of the Chicago Florists' Club, to be held at the Randolph hotel, Thursday evening, at 8 o'clock, September 8. There will be an exhibition of asters, dahlias and gladioli. Growers of asters, dahlias, gladioli and other novelties are invited to send displays. Send the exhibit to D. E. Waters, care Randolph hotel, Randolph and Wells streets, Chicago, express prepaid. Our committee will stage the exhibit to the best advantage.

An invitation is being extended to the trade of Chicago to attend this exhibition. The special order of business will be the fall flower show in connection with the exhibition of the Chrysanthemum Society of America.

F. LAUTENSCHLAGER, Sec'y.

GLEN COVE, N. Y.—The Nassau County Horticultural Society will stage a dahlia show, October 4-5, and a chrysanthemum show, November 1-2.

COLUMBUS, O.—T. J. Blinco, formerly florist at the Columbus State hospital, resigned September 1, and is planning to engage in the wholesale and retail florist business at an early date.

SPRINGVILLE, N. Y.—Frank S. Chesbro, formerly of Attica, N. Y., recently purchased a greenhouse and adjacent property from Mrs. Roderick Simpson, and is erecting another greenhouse. He also purchased one acre of land on Carolina street.

WHY STOP BUSINESS

In Summer and Let Your Trade Go Elsewhere?

We can furnish you with good Summer Roses and other Seasonable Stock with which you can retain your trade. **KEEP YOUR BUSINESS GOING**—it is easier to keep a business going steadily than it is to build it up again in the fall.

Russell, Columbia, Premier, Milady, Hearst, Ophelia, Sunburst, Butterfly, Double White Killarney, Crusader.

Now that Sweet Peas are about done for the season use **Nesbit Roses** they more than serve their purpose. If you are in want of a good White Rose for summer use our Double White Killarney the only good white rose obtainable in this market.

GLADIOLI White, Yellow, Light Pink, Deep Pink, Red **A1 Quality**

Exceptionally good for so late in the season.

Carnations, Valley, Larkspur, Daisies, Gypsophila, Gladioli, Lilies, Delphiniums and all other seasonable Cut Flowers. Ferns, Adiantum, Mexican Ivy, Plumosus, Sprengeri.

If you want good stock and good treatment, buy of

Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Wholesale Cut Flowers and Greens

Quality Speaks Louder Than Prices.

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can reply upon orders sent us receiving such benefite

WE ARE CLOSED ALL DAY SUNDAY.

Indianapolis, Ind.

INDIANA STATE FLORISTS' OUTING.

Despite unfavorable weather conditions more than 200 members of the Indiana State Florists' Association were present at a picnic and outing of the organization recently at Bertermann's grove, three miles east of Irvington. The programme arranged by a committee of which Adolph F. J. Baur was chairman, consisted of games and athletic events including a baseball game between two teams picked from among the members. A basket dinner was served at 6 o'clock. L. E. Hitz, of Madison, is president of the association and Oscar G. Carlstedt of this city is secretary.

NOTES.

The trade here is vitally affected by a recent ruling in the Superior court to the effect that the Indiana motor vehicle registration law, enacted by the last legislature, is constitutional. In addition to all regular fees and assessments, users of trucks, with the exception of farmers, are required to pay a special fee of $15 per ton capacity on each truck. A test case backed by commercial haulers was fought out in court and the truck users lost. It was undecided whether the case would be appealed to the state supreme court. The users of trucks in Indiana declare that 95 per cent of the truck traffic is on city streets and not country roads. The special fee collected goes for the maintenance of country roads.

G. Hershey, florist, who established the industry in Clinton, beginning seven years ago, died at his home in Fairview Park, recently. Death resulted from the lingering effects of an attack of influenza two years ago. Mr. Hershey was 40 years of age and leaves a widow and adopted son, also a sister and father and mother, who live at Piqua, O., where the father is a minister.

Irwin Bertermann, of Bertermann Bros., is named as one of the stockholders of the East Side State bank, which was recently organized and granted a charter by the state.

E. B.

Tonner

CUT FLOWERS
Supplies
30 E. Randolph St.
Telephone Central 6284
Chicago

Mention the American Florist when writing

Southern Wild Smilax, $7.50 per case

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ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street L. D. Phone, Randolph 6578. CHICAGO, ILL.

The Ove Gnatt Co., Inc.

Preservers of Natural Foliages LA PORTE, IND.

Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties

St. Louis, Mo.

HEAVY SUPPLY MOVES WELL.

Business has been good during the past week. Stock seems to be arriving in better quality than heretofore, the weather having been extremely cool during that time. The cool nights are helpful in hardening pot plants and also beneficial to the young greenhouse bench stock. Considerable outdoor material has arrived which is of good quality. Asters of a good grade are very plentiful, and they clean up daily, being obtainable in shades of white, blue and lavender. Gladioli of very fine quality are to be had in quantity, the fancy grades being especially numerous. A flood of second-grade stock is being disposed of by the street venders and small florists for practically nothing. The supply of tuberoses is still large and the quality good. They are being sold at five cents per stalk. Second grade stock of this variety is also being offered, but it does not keep well. Lilium Harrisii of excellent quality is arriving but the demand is limited, although the stock is bringing a good price. The grade of the present roses is superior to that of a few weeks ago, whites and yellows being scarce, but pinks and reds are quantity items. Mrs. Chas. Russell, Sunburst, Crusader, Hearst, Ophelia, Ward, Killarney, Columbia, Milady and Premier are the principal varieties and have a good call. Carnations in limited offerings are making their fall appearance and are of inferior grade, having small blooms and flowers. The supply of lily of the valley is increasing and prices are holding their own. Orchids are limited with little demand. The season for this stock is expected to open later in the autumn. Clematis Jackmanii in limited quantity was seen on the market last week and went quickly. Celosia had little call. The arrivals of helianthus was small but it has little demand, as most people grow it in their gardens. Greens, plumosus and sprengeri have a good call and are plentiful. Boston ferns and galax are in good supply and the quality is excellent. In pot stock begonias and Bostons are plentiful but move slowly, although the quality is excellent. Dracaenas, pandanus and cibotiums are obtainable at good prices, the supply being heavy. With the return of the people from their vacations, the trade anticipates quite a jump in business, as they are the principal buyers.

NOTES.

The St. Louis Wholesale Cut Flower Co. report a very good business. Mr. Gettys and Mr. Hoerr, of the concern, motored to Washington to attend the convention. They had a most delightful trip, both going and returning. Mr. Gettys stated that the convention was one of the best, if not the best he had ever attended and also that the florists of Washington surely will be remembered for their hospitality.

The Bourdet Floral Co. has let a contract for the erection of six new greenhouses. Two of these are nearly completed, while two more are under construction, the others not being started as yet. This firm specializes in wholesale pot plants and does a large business, maintaining a retail store. They have a field of good Jerusalem cherry plants which will be placed on the winter market.

Grimm & Gorly report a good trade during the past week in cut flowers. Funeral designs, however, are slow. Mrs. Noland, an efficient saleslady of the firm, completed her first year of service September 1. Frank Gorly returned last Thursday from the convention at Washington. A limited quantity of Clematis Jackmanii was quickly disposed of last week by the firm.

The street venders are increasing in number here and they exhibit a large quantity of roses of second grades, asters, tuberoses and a few carnations with plenty of greens.

A few Gomphrena globosas were seen in Ayres Floral Co.'s window during the past week. Cosmos were also used in connection with gladioli in a basket decoration.

Fred H. Weber continues to exhibit an excellent collection of cibotiums, dracaenas, Boston ferns and pandanus.

Mulanphy, Florist, Inc., have a fine collection of ferns and greens.

J. K. M.

CUSHING, OKLA.—C. E. Wedin is planning the erection of a commercial greenhouse here.

LOUISVILLE, KY.—Edith V. Walker & Bros., formerly trading under the above name as a partnership, was recently incorporated with a capital of $10.000. Edith V. Walker, Wm. G. Walker and J. D. Walker are the incorporators.

Prepared Magnolia

Bronze, Violet, Green, Red.

Prepared Oak Sprays
Prepared Beech Sprays
Dyed Green Sheet Moss
Fancy and Dagger Ferns
Southern Wild Smilax

Write or wire

The Decorative Greens Co.

KINSTON, ALA.

H. C. Willis Duncan Jackson

Mention the American Florist when writing

ARE YOU USING

Cut Evergreens

FOR FUNERAL WORK?

They are more satisfactory—they cost you less— it is fashionable to use them. Then why not get in line and order them from us? Place an order for shipment each 1st and 15th.

THUJA OCCIDENTALIS TSUGA CANADENSE

With or without fruit are the sellers. Order a sample shipment today.

BOTANICAL NURSERY CO.
WILD FLOWERS
1103 Court St., LAPEER, MICH.

H. Bayersdorfer & Co.

The Wholesale Supply House of America . . .

EVERYTHING THE BEST IN FLORISTS' SUPPLIES

1127 Arch St., Philadelphia, Pa.

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

A. T. Pyfer & Co.

WHOLESALE FLORISTS
164 N. Wabash Avenue
CHICAGO, ILL.
Long Distance Telephone, Central 3373.

WEILAND-RISCH CO.

FLOWER GROWERS
TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located
WHOLESALE
CUT FLOWER HOUSE
IN CHICAGO
169-75 N. Wabash Ave., CHICAGO
L. D. Phones: CENTRAL 1977 1978

Mention the American Florist when writing

Milwaukee, Wis.

BUSINESS SLOWLY IMPROVING.

While the volume of business for the past week was slowly going up grade, market conditions cannot be said to be good. The favorable growing weather of late has brought in a good supply of all kinds of cut flowers, including roses, gladioli, asters, delphinum and numerous outdoor annuals. A few dahlias have made their appearance and soon this line with its great variety of color and form will again be a leader.

HAIL DAMAGE.

A few very hot days last week were followed by a severe wind, rain and hail storm at 8:30 p. m., August 26. The area visited by hail was streaked, going from southwest to northeast. Those growers in this path who suffered broken glass were Holton & Hunkel Co.'s Humboldt avenue plant, 1,000 to 1,500 lights; Gust A. Pohl, 800; A. F. Kellner Co., about 200, and Benjamin Gregory, who was badly hit, amount unknown. At all these places the damage done was on the south exposure.

NOTES

Many plant men were busy all day Sunday, August 28, getting their exhibits in condition at the fair grounds for the opening day, August 29. Undoubtedly several out-of-town florists will be with us during this week.

The writer paid a visit to the range of the Haentze Floral Co., Fond du Lac, Wis., last week and found this up-to-date place in first class shape, both inside and outside. It's always a pleasure to see a tidy establishment.

Art Leidiger of the Edlefsen-Leidiger Co., returned from his annual vacation in time to look after his duties as assistant superintendent of the Horticultural building at the Wisconsin State Fair.

Gust Rusch & Co. report the arrival of good dahlias last week. They handle large quantities of this line every season. The recent rains should make this year's quality very good.

The C. C. Pollworth Co. say they did not suffer any damage from hail at the Wauwatosa plant August 26. None of the growers who consign to them were hit.

With the aid of cement and white paint Richard Heitz is getting his two greenhouses, work and boiler shed in the rear of his store, in good shape.

The Cudahy Floral Co. is the second largest local concern to stop growing the Mrs. Chas. Russell rose. They discarded them this spring.

Fred H. Holton, wife, and daughter Ruth, motored to Chicago August 24, to be the guest of the Adam Zender family over the week-end.

E. O.

Wholesale Flower Markets

Chicago
CURRENT PRICE LIST

	Dozen	
Roses, Beauty	$ 3.00 to	$ 6.00
	Per 100	
" Mrs. Chas. Russell	4.00 to	30.00
" Butterfly	4.00 to	30.00
" Columbia	4.00 to	30.00
" Dunlop	4.00 to	30.00
" Premier	4.00 to	30.00
" Hoosier Beauty	4.00 to	25.00
" Killarney Brilliant	4.00 to	20.00
" White Killarney	4.00 to	20.00
" Mrs. Geo. Shawyer	4.00 to	20.00
" Milady	4.00 to	30.00
" Mrs. Aaron Ward	4.00 to	20.00
" Sunburst	4.00 to	20.00
" Ophelia	4.00 to	20.00
" Dhle. W. Killarney	4.00 to	20.00
" Cecile Brunner		2.00
" Our Selection		5.00
Calendulas	2.00 to	4.00
Daisies	2.00 to	3.00
Cattleyas, per doz.		30.00
Gladioli	4.00 to	8.00
Valley		8.00
Carnations	2.00 to	3.00
Asters	2.00 to	8.00
Lilies, per 100	15.00 to	20.00
Adiantum	2.00 to	3.00
Ferns per 1,000	2.50 to	3.00
Galax per 1,000		2.00
Leucothoe		1.00
Sprengeri, Plumosus Sprays	35c to 50c per bunch	
Mexican Ivy		1.00
Boxwood, 35c per lb., case		9.00
Southern Wild Smilax, per case		7.50

ZECH & MANN

WHOLESALE FLORISTS
30 E. Randolph St., CHICAGO
Telephone Central 3284

THE
CHRYSANTHEMUM MANUAL
By Elmer D. Smith

FOURTH EDITION
Price 60 Cents. Cash with Order
American Florist Co.
440 S. Dearborn St., Chicago

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave., and Lake St.
CHICAGO, ILL.
Wholesale Cut Flowers, Florists' Supplies.

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George Reinberg

WHOLESALE FLORISTS

Extra fancy Ophella, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Ave. CHICAGO

Mention the American Florist when writing

NEW IMPORTATION
MINIATURE VELVET PANSIES
$3.60 per gross.
MINIATURE RED POPPIES..... $1.80 per gross
CLOTH CARNATIONS
White, Ward, Dark, Red Pink.... $25.00 per 1000
SAM SELIGMAN
116 West 28th Street, NEW YORK

Mention the American Florist when writing

The Best in Cut Flowers

You will find in

ROSES

The varieties we want to mention especially are

Russell and Columbia

Of these varieties we have an ample supply every day. All grades, from shorts to specials.

The quality is much better than we generally have in September.

Let us send you a sample shipment.

The Leo Niessen Co.

1201 Race Street

PHILADELPHIA, - PA.

Branches: Baltimore, Washington.

EDWARD REID

CHOICE ROSES, All Grades.

CARNATIONS, EASTER LILIES and All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

BOSTON, AUG. 31.	Per 100
Roses, American Beauty	6.00@100.00
" Russell	4.00@ 12.00
" Dunlop	4.00@ 12.00
" Pilgrim	4.00@ 12.00
" Crusader	4.00@ 16.00
" White Killarney	4.00@ 16.00
" Ward	4.00@ 12.00
" Maryland	3.00@ 10.00
" Hoosier Beauty	4.00@ 12.00
" Columbia	4.00@ 12.00
" Hadley	4.00@ 16.00
" Ophelia	4.00@ 12.00
" Premier	4.00@ 12.00
Adiantum	1.50
Asters	2.00@ 4.00
Asparagus bchs., per bch.	.50
Asparagus Strings, doz.	12.00
B. Buttons	1.00@ 2.00
Cosmos	1.00@ 2.00
Coreopsis	1.00@ 1.50
Cattleyas, per doz	18.00@ 24.00
Delphinium	1.50
Lily of the Valley	12.00
Longiflorum Lilies	25.00@ 35.00
Smilax, per doz.	6.00
Gladioli	2.00@ 4.00
Swansonia, per bch.	.50@ .75
Sweet Sultan	3.00@ 4.00

BUFFALO, AUG. 31.	Per 100
Roses, White Killarney	$3.00@$10.00
" Dbl. Wht. Killarney	3.00@ 10.00
" Richmond	3.00@ 10.00
" Maryland	3.00@ 10.00
" Sunburst	3.00@ 10.00
" Columbia	3.00@ 15.00
" Ophelia	3.00@ 10.00
" Russell	4.00@ 12.00
" Premier	4.00@ 12.00
" Cecile Brunner	2.00@ 3.00
Asters	1.00@ 3.00
Calendulas	1.00@ 2.00
Easter Lilies	15.00@ 20.00
Mignonette	2.00@ 3.00
Rubrum Lilies	6.00@ 8.00
Snapdragons	1.00@ 2.00
Sweet Peas	.40@ 1.00
Gladioli	2.00@ 5.00

Write For Our

Price List On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Mention the American Florist when writing

Berger Bros.

The Choice of the Market in

EASTER LILIES,

ROSES and All Popular Flowers.

Exceptional Service.

1609 Sansom St., PHILADELPHIA, PA.

CINCINNATI, AUG. 31.	Per 100
Roses, Premier	4.00@ 10.00
" Russell	4.00@ 10.00
" Columbia	4.00@ 10.00
" Butterfly	4.00@ 10.00
" White Killarney	4.00@ 10.00
" Pink Killarney	4.00@ 10.00
" Sunburst	4.00@ 10.00
" Mrs. Aaron Ward	4.00@ 10.00
" Ophelia	4.00@ 10.00
" Baby Doll	3.00@ 4.00
Cosmos, per dozen	2.50
Easter Lilies	15.00@ 20.00
Ferns, per 1,000	3.00
Galax, per 1,000	1.50
Plumosus (south) per bch.	.25
Smilax, per string	.15@ .25
Valley	8.00
Rubrum	4.00@ 8.00
Gladioli	2.00@ 8.00
Leucothoe	5.00

Philadelphia.

HEAVY SUPPLY WEAKENS PRICES.

Supply has overcome all obstacles, such as hot and dry weather, etc., and is away ahead of demand, in fact has it beaten to a standstill, with a consequent demoralization of prices that is very discomforting to all concerned. From all accounts it has been the worst week of the season. Those who are in a position to know say there is no help for it, that the situation must right itself. Great quantities of flowers seem to have been thrown on the market all at once and this at the very dullest season of the year. The stock in all the various lines appears to be above the average for the season, but the demand is so light that it is impossible to find sale for it. The prospects are not bright as the dahlia growers are holding back with difficulty and could ship hundreds of boxes daily if they were not restrained by the situation and the counsel of their commission dealers. Local asters are much improved and the offering is augmented by very good stock from New York state but which adds to the heavy supply. Gladioli are still a quantity stock, with zinnias, summer cosmos, marigolds, achileas, larkspurs, hydrangeas and other outdoor flowers to swell the supply. On top of this come the roses; all the spring planting appears to be in at once and there is no end to them. One wholesale house reports receipts of 50,000 a day, and they simply do not know just what to do with them. The street men are taking advantage of the situation and working their stands and sidewalk privileges to the limit but even they are unable to keep the surplus down.

FORCING THE SALES.

All the large dealers believe it is the province of the retailer to jump in at such periods as these and by pushing sales with displays of the stock at special low prices, circularizing their trade, etc., they could add new customers and increase the list of flower buyers very materially. One wholesaler says the average retailer cannot see beyond his nose; he buys when he has orders, but laying in stock in anticipation of new business or doing anything in the way of display or suggestion in order to create an increased demand, is beyond him. He simply will not take a chance. If I were to sell him 500 of these good roses for $5, as I would be glad to do today, he would not think of selling them in his store for less than from $1 to $1.50 per dozen, while the street man two blocks away sells thousands of them at 25 cents a dozen. He could have this same trade and probably get 50 cents a dozen if he would display them properly and let his customer know of the bargains he had to offer them. Referring to publicity as a way out he said that he believed the growers and wholesale dealers would subscribe liberally to local newspaper campaigns, run at times of over-production, provided the retail prices, such figures as would move the stock, were the features of the publicity.

DAHLIAS.

Dahlias are coming fast, although the wholesalers are trying all they can to discourage shipments, some of the retailers are beginning to feature the choicer varieties in their windows. While the dahlia is not in any sense a greenhouse flower, and comes in direct competition with the earliest of the greenhouse products, yet on account of its gorgeous colorings, unique form, long stems and low price, it is a great factor the last two weeks of September and the first seven to 10 days of October, and the inside growers have to make the best of the situation.

FLORISTS' TELEGRAPH DELIVERY ASS'N.

This live wire organization will hold its annual convention in Toronto, Ont., October 11-13. Would it not be a good idea for the Florists' Telegraph Delivery Association members in this city to get together, go in a body to Toronto and bring this important order of live wire retailers to this city in 1922. It is due to visit the east the coming year, and no place needs its enthusiasm more than does this staid old Quaker City. With North Broad street Charlie, Chas. H. Grakelow, as chief spokesman, the best known retailer in the society; seconded by South Broad street Charlie, Charles Henry Fox, also prominent in the organization and backed by a goodly following of the local craft, there would be a showing that would be hard to overcome. Go after it boys, we need it, and it is ours for the asking, if we only urge it strong enough.

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers and Greens

C. C. POLLWORTH CO.
CUT FLOWERS
PLANTS, BULBS
FLORISTS' SUPPLIES
MILWAUKEE, - WIS.

Wholesale Florists' Supplies
THE HOUSE OF MERIT
Staple Baskets and Seasonable Novelties in Quantity
JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St., Phila., Pa.

Pittsburgh Cut Flower Co.
WHOLESALE FLORISTS
Growers of Quality Flowers
116-118 Seventh Street,
PITTSBURGH, - PA.
Mention the American Florist when writing

GUST. RUSCH & CO.
WHOLESALE FLORISTS
Jobbers in Florists' Supplies
Headquarters of the Cudahy Roses
Phone Main 1245. P. O. Box 506
444-446 Milwaukee Street
MILWAUKEE, WIS.
Mention the American Florist when writing

NOTES.

David Anderson, Garrettford, was persuaded by Edward Reid to replace My Maryland with Premier last year and in his wonderful success with this latter variety wishes now he had had his eyes opened the season before.

The Leo Niessen Co. are strong on all grades of roses, fine asters and gladioli. Mr. Niessen thinks the present slump will not last long as the cool nights coming will shorten crops and quicken the demand.

J. G. Niedinger says no one need worry about the coming season, every fellow who really wants business and goes after it as if he wanted it, will get all he can do and more.

Gladioli, asters and roses were quantity products of the Berger Bros. market the past week. Business was—well, the least said about it the better.

Excellent asters, first crop roses as well as specials together with gladioli were features of the Edward Reid stock the past week.

Carl Corts is spending his vacation with his family in Maryland where they are enjoying the sylvan life.

J. Duetscher and wife motored to Ocean City, N. J., on Saturday last, where they spent the week-end.

K.

Providence, R. I.

Trade the past week has been rather quiet, stock being more than plentiful. Gladioli are coming in faster than they can be used up, and the asters this year are unusually poor, only a very few of the growers bringing real good asters into the market. Some snapdragon is arriving, but is rather short.

J. Trottier, of the Westminster greenhouse, is back from the Washington convention. H. A. T.

PANA, ILL.—Adolph Nielson recently added three greenhouses to his establishment, and now has 80,000 square feet under glass devoted to roses.

Wholesale Flower Markets

PITTSBURGH, AUG. 31.	Per 100	
Roses, Beauty, spl., per doz.		6.00
" " fcy., per doz.		5.00
" " ex., per doz.		4.00
" " No. 1, per doz.		1.60
" Killarney	4.00@	12.00
" Maryland	4.00@	12.00
" Sunburst	4.00@	12.00
" Mrs. Aaron Ward	4.00@	12.00
" Russell	6.00@	20.00
" Columbia	6.00@	15.00
" Ophelia	6.00@	12.00
" Hilda	4.00@	12.00
" Premier	6.00@	15.00
" Madam Butterfly	4.00@	12.00
Asters	2.00@	4.00
Carnations	1.00@	2.00
Easter Lilies		25.00
Ferns, per 1,000		3.00
Galax, per 1,000		2.00
Plumosus, per bunch		.50
Sprengeri, per bunch		.50
Smilax, per doz. strings	1.50@	3.00
Valley	6.00@	8.00
Delphinium	4.00@	6.00
Cornflowers		2.00
Coreopsis		2.00
Gaillardia		3.00
Gladioli	6.00@	8.00
Tritoma		12.00

PHILADELPHIA, AUG. 31.	Per 100	
Roses, Beauty, special	30.00@	60.00
" " fancy	10.00@	20.00
" Ophelia	2.00@	8.00
" Columbia	3.00@	15.00
" Mrs. Chas. Russell	6.00@	15.00
" Killarney	2.00@	3.00
" Hadley	10.00@	20.00
" Sunburst	2.00@	6.00
" Wards	2.00@	3.00
" Premier	6.00@	16.00
Adiantum	1.50@	2.00
Asparagus, bunches		.50
Asparagus, strings	.75@	1.00
Asters	1.00@	6.00
Calendulas	1.50@	3.00
Carnations	2.00@	3.00
Cattleyas	1.00@	1.50
Easter Lilies	20.00@	25.00
Lily of the Valley	6.00@	8.00
Smilax		.35
Snapdragons, per doz.	.75@	1.50
Larkspur, per doz.	1.00@	150
Gladioli	4.00@	6.00

AUBURN, IND.—Ten Eyck & Son are adding three houses to their establishment on W. Second street, which will cover nearly 3,200 square feet of space or 15,000 feet of glass.

THE McCALLUM CO.
Manufacturers—Importers
FLORISTS' SUPPLIES
Headquarters: PITTSBURGH, PA.
Mention the American Florist when writing

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.
Mention the American Florist when writing

ST. LOUIS, AUG. 31.	Per 100	
Roses, Premier	4.00@	10.00
" White Killarney	2.00@	6.00
" Columbia	2.00@	10.00
" Ophelia	2.00@	8.00
" Killarney	2.00@	4.00
" Russell	3.00@	12.50
" Ward	2.00@	4.00
" Sunburst	3.00@	8.00
Ferns, per 1,000		2.50
Valley		6.00
Galax, green, per 1,000		1.75
" bronze, per 1,000		1.75
Gladioli	2.00@	6.00
Delphinium		.50

MILWAUKEE, AUG. 31.	Per 100	
Roses, Kill'n'y, W. Kill'n'y	4.00@	12.00
" Premier	6.00@	20.00
" Ophelia	4.00@	12.00
" Columbia	6.00@	20.00
" Ward	4.00@	12.00
" Hoosier Beauty	4.00@	16.00
Asters	2.00@	4.00
Gypsophila, per bunch	.35@	.50
Larkspur, per bunch	.35@	.60
Fancy Ferns, per 1,000		2.60
Asparagus, per bunch	.50@	.75
Daisies	1.00@	1.60
Statice, per bch		.50
Snapdragons	3.00@	4.00
Gladioli, per dozen	.50@	.75
Lilies, per doz	2.50@	3.00
Rubrums	6.00@	8.00

New York.

TRADE AT LOW EBB.

It had been thought that the bottom of summer dullness had been reached during the hot weather of July, but a lower depth was sounded last week. There was an ever increasing supply of roses, asters and dahlias with a surplus of gladioli and miscellaneous flowers hanging on. Price fixing has not been on the programme, as the wholesalers were glad to clean up, if such was possible, at a sacrifice. There has been no reason to complain of the weather as August was generally cool. The simple facts are that excepting a limited demand for funeral work the buying of cut flowers, considering the population of this city and its environs, seems to have fallen to the minimum. It has been more discouraging to the wholesalers because they are handling quantities of really good stock. Roses are improving in quailty and fine asters and dahlias are now plentiful. New crop carnations have also made their appearance. The supply of orchids, lilies and lily of the valley is not heavy but in the condition of business there is more than enough to supply the demand. But it must be acknowledged that considering the general depression in almost all other lines of business, the florists, up to the last few weeks, have fared remarkably well and it is hoped that with the return of the great army of summer tourists, business will take a new lease of life.

CENTRAL PARK TREES.

For a number of years there has been much discussion over the death of the trees in Central park. Various theories have been advanced. It has been said that the soil was too shallow in some places and too stiff in others. It has also been stated that along the thoroughfares the sub-surface water supply is shut off. Now comes Warren H. Manning, a landscape architect and tree expert long associated with Frederic Law Olmsted who laid out the park 50 years ago, who says that: "Central park needs to have some good husky woodmen march in there with axes some fine day soon and start to work chopping down trees." He further stated in an interview for the Times that: "Fewer and larger trees would produce just as much shade as a host of smaller trees, and the removal of the smaller ones would open up views and vistas—which is just what Olmsted sought in planning Central park. The trees would be larger, and, although the treatment seems harsh and rigorous at first, the results are shown in better landscapes, more shade and finer trees." Mr. Manning cited some instances of what he termed judicious use of the axe in parks and in private estates, and asserted that the weeding out of trees where they were too thick or did not grow well was one of the first steps for a landscape architect to take. He said that this had been done successfully on the McCormick estate near Chicago and in the Boston public park system. "One of the next steps would be to select the trees that have had hardy growths in Central park and replant them when necessary so that the spot would become a forest of flourishing trees rather than a forest where some flourish and some languish," he added. "Some of the trees could be transplanted from crowded spots to less crowded spots and enabled to attain a more vigorous growth, so that the park would become more beautiful. When Olmsted and his men planned the park more than a half century ago, it was easier for them to get foreign trees than native American trees, and some of the foreign trees seem to be doing exceptionally well in the park—some of them, in fact, seem to be doing better than some of our native species. It would be wise to select these more hardy trees, trees that seem to thrive in the soil of Central park and under city conditions, and plant them whenever additional planting is necessary. Some of them may be foreign trees, that is, not native here, and others may be American trees. It would be a process of selecting the best trees for the conditions." One of the trees found by Mr. Manning to be doing exceptionally well in the park was the Norway maple, and he suggested that these might be planted in more abundance, although he found also that these trees did not fare well if planted too closely together. He found most of these trees to be sturdy specimens, but not at all averse to stealing nourishment from neighbors to their detriment. Francis D. Gallatin, commissioner of parks, agrees with Mr. Manning, but adds: "The chief trouble is too little money for the work. We need more men and more money, not only for the removal of those trees that should come out, but also for the care and cultivation of newly planted trees, for fertilization work and general care that would lengthen the life of the individual trees and make the park more beautiful. In the beginning the park planners planted four times as many trees as were intended to remain when the saplings had attained full growth, with the intention that the saplings and trees should be weeded out as growth went on. This thinning out has never been carried on scientifically, largely because of shortage of funds." The trees have been dying at the rate of 3,500 a year and the replanting has been 1,000 a year, less than the death rate. We believe that Commissioner Gallatin and possibly all of his predecessors have been blameless. There is too much politics in the city government. That is what is the matter.

NOTES.

B. S. Slinn, Jr., has received a postal from Miss Mollie Sims, his bookkeeper, who is spending part of her vacation in Canada. However, she seems quite willing to return to the United States.

Charles H. Totty, Madison, N. J., was in town last week showing the sights to Phil Foley and other visiting florists, and Charles H. is well qualified to do that work.

Harry Charles is handling an exceptionally fine stock of asters, large blooms and long stems. He is also well stocked with other seasonable flowers.

Vaughan's Seed Store moved two carloads of French and Dutch bulbs this week.

Frank Millang, Sr., and wife have been spending the summer in California. Their son, August, Jr., recently left here to visit them.

William P. Ford is receiving fine blooms for the season, of the yellow carnation, Maine Sunshine.

A. Warendorf has leased for 10 years, 20 feet of Broadway frontage in the Hotel Astor.

James McHutchison broke his vacation again for another tariff hearing in Washington.

J. J. Soar, the well known plantsman of Little River, Fla., was a visitor last week.

Midsummer heat returned Tuesday, booming Delaware watermelon trade.

E. H. Hartland, of Vaughan's Seed Store, is back from his vacation.

Commodore Scott returned August 27 with a big string of sea fish.

Stumpp & Walter have issued an attractive fall catalogue. A. F. F.

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" Columbia	1.00@ 15.00
" Pilgrim	1.00@ 6.00
" Hadley	1.00@ 5.00
" Dunlop	1.00@ 8.00
" Dbl. Wht. Killarney	1.00@ 6.00
" White Killarney	1.00@ 4.00
" Aaron Ward	1.00@ 8.00
" Ophelia	1.00@ 8.00
" Premier	1.00@ 8.00
" Scott Key	5.00@ 40.00
" Sunburst	1.00@ 6.00
Asters	3.00@ 6.00
Adiantum Croweanum and Hybrid	.75@ 1.00
Asp. Plumosus, per bunch	.25@ 1.00
Bouvardia, per bch	.50
Cattleyas	50.00@200.00
Hydrangeas, per doz.	.50
L. Rubrum	6.00@ 8.00
Lilies, white	15.00@ 20.00
Lily of the Valley	2.00@ 10.00
Smilax, doz. strings	1.00@ 2.00
Larkspurs, per dozen	.25@ .50
Gladiolus, per doz.	.15@ .50
Sweet Peas	.50@ 2.00
Dahlias	2.50@ 5.00
L. Auratum	15.00@ 20.00

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FROM NORFOLK, Mississippi, I. M. M. Lines (Antwerp).
FROM PHILADELPHIA, Mackinaw, I. M. M. Lines (Hamburg).

September 9.

Bergensfjord, Norwegian-American Line (Kristiania).
FROM BALTIMORE, Maasdyk, Holland-America Line (Rotterdam).

September 10.

Ryndam, Holland-America Line (Rotterdam).
La Savoie, French Line (Havre).
Strathlorne, French Line (Bordeaux).
Zeeland, I. M. M. Lines (Antwerp).
Melford Hall, I. M. M. Lines (Manchester).
Maine, I. M. M. Lines (London).
Nortonian, I. M. M. Lines (Liverpool).
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Omaha, Neb.—Lewis Henderson.
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St. Louis, Mo.—F. H. Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heinl & Sons.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackstone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Wichita, Kan.—W. H. Culp & Co.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

BUNYARD, NEW YORK, 413 Madison Ave.

Bellevue Avenue, NEWPORT, R.
Summer Season.

Hession

Madison Ave. and 76 St.
NEW YORK

Quality Flowers

BEST IN THE MARKET
AT REASONABLE PRICES

Plant Specialists Phones: Rhinelander 107—420—775

Member of Florists' Telegraph Delivery.

Chicago

Congress Flower Shop

CONGRESS HOTEL
520 South Michigan Ave.

NEW YORK. Telephone Audubon 6618 Established 1906

Olympia Florist

(PETER LAMBOS & CO.)
3799 Broadway, S. W. Cor. 158th St.
FRESH CUT FLOWERS DAILY
Orders from Other Cities filled with promptness

MEMPHIS, TENN.

Memphis Floral Company

MAIN AND UNION
WIRE US

Oklahoma City

OKLAHOMA

FURROW & CO.

205 W. Main St.

Members of Florists' Telegraph Delivery.

Randolph & McClements

Floral Experts

5936 Penn Ave., Pittsburgh, Pa.

GRAND RAPIDS, MICH.

GRAND RAPIDS FLORAL CO

ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

BRANCHES: RITZ-CARLTON and VANDERBILT HOTELS

KOTTMILLER

426 Madison Ave., NEW YORK

Mention the American Florist when writing

NEW YORK.

Malandre Brothers

2077 Broadway, near 72nd St.
'Phone, Columbus 6883

The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.
Members of Florists' Telegraph Delivery.

New York's Favorite Flower Shop

G. E. M. Stumpp

Fifth Avenue at 58th Street
Member F. T. D. Ass'n.

PITTSBURGH, PA.

A. W. Smith Co.

KEENAN BLDG.
Largest Floral Establishment in America
Established 1874 Incorporated 1909

NEW YORK.

BROADWAY FLORIST

2094 Broadway, S. E. Cor., 72d St.
Phone Columbus 5468
Branch: 840 Westchester Ave., Bronx.
Phone: Intervale 4990.

WICHITA, Kansas Shipments for Kansas and Oklahoma.

W. H. CULP & COMPANY

Quality Flowers Personal Service — Members F. T. D.

El Paso, Texas

Potter Floral Co.

Members of Florists' Telegraph Delivery.

Kansas City, Mo.

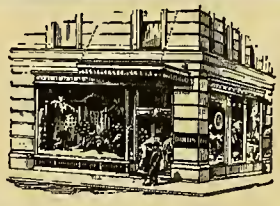
W. J. Barnes FLORIST K.C.MO.

Kansas and Western Missouri.
Up-to-date Service.
F. T. D. Est. 1890

J. W. RODGERS

Elks' Building
South Jefferson Street
Dayton, O.

Telegraph orders for Dayton will receive our immediate and careful attention.



DARDS

341 Madison Ave.
Opp. Hotel Biltmore
New York

The Leading Florist for nearly Half a Century

Mention the American Florist when writing

Albany, N. Y.

Danker

FLORIST

The Best Service

Mention the American Florist when writing

Kansas City, Mo.

Samuel Murray

1017 Grand Avenue
Member Florists' Telegraph Delivery

NEW YORK Established 1849

David Clarke's Sons

2139-2141 Broadway, Cor. 75th St.
Orders by Telegraph Promptly Filled
Phones 1552-1553 Columbus

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Leading Florists

JOHN BREITMEYER'S SONS

1314 Broadway

PHILIP BREITMEYER, - President

Mention the American Florist when writing

Boston, Mass.

Penn The Florist

"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.
124 TREMONT STREET

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Worcester, Mass.
Randall's Flower Shop
Members of Florists' Telegraph Delivery

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Orders in or around **Washington, D.C.**
Geo. C. Shaffer
FLORIST
900 Fourteenth Street

Mention the American Florist when writing

BROOKLYN, N. Y.

JAMES WEIR, Inc.
FLORIST
324 Fulton St., cor. Pierrepont
Telegraph orders receive our usual good care and prompt attention. Phones 270-271 Main.

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MICHIGAN. Orders will be carefully cared for by
Henry Smith Floral Co., Inc.
Wholesale and Retail Florists of Grand Rapids.

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WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co's
FLORISTS
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

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Send Telegraph, Telephone or Mail Orders for florist's service in this vicinity to

The Dominion Floral Co.
484 St. Catherines St. West,
Montreal, Que., Canada
Every order receives prompt and careful attention.

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WASHINGTON, D. C.

BLACKISTONE, Inc.
14th and H Streets, N. W.
Exceptional Service

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A. M. Lathan
Telephones: Lenox 2352 Lenox 7019
1062 Madison Ave., Near 80th St.
NEW YORK
Orders from other cities promptly filled.

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TORONTO, CAN.
Canada's Best Known and Most Reliable Florist
Only the Best **Dunlop's**
8 and 10 West Adelaide Street
We deliver anywhere in Canada and guarantee safe arrival.

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San Francisco
Podesta & Baldocchi
224-226 Grant Avenue
Mail or telegraphic orders promptly and most carefully executed.
Members of Florists' Telegraph Delivery

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LA CROSSE, WIS.

Send your orders for flowers for delivery in this city and vicinity to

John A. Salzer Seed Co.
Quality and Service Assured

Nashville, Chattanooga and Atlanta — THREE STORES

MEMBER Florists' Telegraph Delivery

Joy's

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New York

Matthew A. Battista
FLORIST
44 Carmine Street
Phone 1274 Spring
Out of Town and Steamer Orders Promptly Filled

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Cincinnati, O.
HARDESTY & CO.
150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

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New York's
SHOP OF QUALITY
Irene Hayes, Inc.
F. T. D.
799 Park Avenue
Telephone Rhinelander 0202 and 0203

Mention the American Florist when writing

CINCINNATI
HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO.
Good Stock and Good Service.

Mention the American Florist when writing

NEW YORK.

A. ECKRICH
(Successor to Charles E. Grunewald)
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924 Madison Ave., bet. 73rd & 74th Sts.
Phone: 9864 Rhinelander. Orders from Other Cities Promptly Filled

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

HARTFORD, CONN.

WELCH'S Flower Shop

Also Store at New Britain, Conn.

Established 1885.

Members of Florists' Telegraph Delivery.

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Colorado Springs, Col.

Wholesale and Retail

Pikes Peak Floral Co.

Orders Carefully Executed

Members of Florists' Telegraph Delivery.

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DENVER, COLO.

The Park Floral Co.

J. E. GILLIS, President.
J. P. NEIMAN, Secretary.

Mention the American Florist when writing

GALESBURG, ILL. AND CENTRAL ILLINOIS

Pillsbury's Flower Stores

Your orders will receive careful attention.

Members of Florists' Telegraph Delivery.

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KANSAS CITY, MO.

A. Newell
FLORIST

Established over 30 years
Southwest corner of 11th and McGee Sts.

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WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery.

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LOUISVILLE, KY.

AUGUST R. BAUMER

MASONIC TEMPLE
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

CHICAGO OPPOSITE FIELD'S — **DETROIT**

Central Floral Co.

132 N. State, CHICAGO
1331 Broadway, DETROIT

Best service to both cities and adjoining territory. Member of Florists' Telegraph Delivery.

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ROANOKE, VA.

FALLON, Florist.

Mention the American Florist when writing

Seattle-Rosaia Bros.

Finest floral studio in Northwest.
Member F.T.D.

Mention the American Florist when writing

EDWARD SCEERY

Passaic, N. J. F. T. D. Paterson, N. J.

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Washington, D. C.

GEO. H. COOKE
FLORIST

Connecticut Avenue and L Street

Mention the American Florist when writing

FOR WISCONSIN DELIVERY
—OF—
"Home Grown Flowers"

Get in touch with

MATTHEWSON'S, SHEBOYGAN, WISCONSIN.

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NEWARK, N. J.

Philips Bros.

938 BROAD STREET

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LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE.

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IN THE HEART OF **Newark, N. J.**

The Rosery Floral Co.

167 Market St., at Broad St.

EVERYTHING IN FLOWERS

Prompt Deliveries to any town or city within 150 miles of Newark. Telephone Market 494

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BROOKLYN, N. Y.

HUGO H. JAHN
—FLORIST—

710 Nostrand Ave., cor. Prospect Place
Phone: 1952 Lafayette.

Flowers Delivered Anywhere. Personal Attention.

Mention the American Florist when writing

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES **Memphis, Tenn.**

89 South Main St.

"Up-to-the-Minute" Service and Execution.

Every Flower in Season.

New York. Telephone Lenox 3822

HENRY HART, Inc.
FLORIST

1000 Madison Avenue
In the Heart of most exclusive residential section.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

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The Seed Trade

American Seed Trade Association.

L. L. Olds, Madison, Wis., President; Alex. Forbes, Newark, N. J., First Vice-President; Louis B. Reuter, New Orleans, La., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, 73 Tremont Street, Boston, Mass., Counsel.

The fortieth annual meeting will be held June, 1922.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass, Counsel.

The next annual meeting will be held June, 1922.

FRENCH bulb prices in New York are firmer this week.

THE tariff bill will not be ready for some time, possibly not before November 1.

SOME of the big fertilizer operators are showing deficits in their last year's business.

ONION SETS in the Chicago district are being housed in fine condition. Prices remain firm.

ALBERT DICKINSON and wife, Chicago, who have spent the late summer at Bar Harbor, Me., are expected home September 15.

PRICE of bags at Chicago, August 31: Americans, 16 oz., $29.50 per bale, in bale lots or over; Railroads, 16 oz., $27.00; Crown, 12 oz., $20.50.

BOARD OF TRADE—Prices for grass seed on the Chicago Board of Trade, August 31, were as follows: Timothy, $4.00 to $4.75 per 100 pounds; Red Clover, $11.00 to $17.00.

BROOKLYN, N. Y.—The owners of the firm of Andrew Varialle are reported to have gone to Italy, leaving a large list of interested creditors. Nitrate agencies are reported looking into their Italian affairs.

BALTIMORE, MD.—G. W. Stisser, president of the Meyer-Stisser Co., has sold his interests in the firm to his partner, John F. Meyer, who will continue the business. Mr. Stisser has returned to Bremen, Germany, his former home.

CARL CROPP, of Vaughan's Seed Store, Chicago, has returned from Michigan where he and Mrs. Cropp greatly enjoyed the past two weeks motoring through that state in their auto. Mrs. Cropp expects to remain in Michigan until the return of cool weather.

NEW YORK.—A petition in bankruptcy was filed against Arthur T. Boddington & Co., Inc., 128 Chambers street, August 26. The petitioner is H. Langeler, 26 Cortlandt street, whose claim is for $747. Mr. Langeler is known as the agent and manager of M. Van Waveren & Sons.

THE warehouse of the California Seed Growers' Association of San Jose, Calif., which was destroyed by fire August 9, as noted in our issue of August 20, contained among other items, approximately, 50,000 pounds onion seed, 20,000 pounds beet, 15,000 pounds carrot and 15,000 pounds lettuce. It is reported no part of the 1921 crop was in this warehouse. Insurance was carried to the amount of $55,000.

WASHINGTON, D. C.—At the senate finance committee hearing August 31, Kirby B. White appeared for the American Seed Trade Association, William G. Scarlet for the Wholesale Grass Seed Dealers' Association, James McHutchison and William F. Gude for the Society of American Florists.

LEONARD H. VAUGHAN, of Vaughan's Seed Store, Chicago, escorted a party to the firm's gladiolus and seed farm at Ovid, Mich., August 27, including A. Johnson, Kenneth Salzer, N. C. Helms, Charles Hollenbach, Robert F. Leesley, William C. Bruce, James H. Burdett and Edward Goldenstein. Those visiting the farm for the first time were agreeably surprised at the large extent and thoroughness of the seed trials and the fine condition of the many large blocks of gladioli in leading commercial varieties.

California Seed Crops.

GOVERNMENT FIGURES TOO HIGH.

Gilroy, Calif., August 20.—We notice the government report, of August 13, gives estimates on the crops of vegetable seeds grown in California. We do not know where they secured their information, but same is far from being correct. They report lettuce from 300 to 350 pounds to the acre, we do not think it will average 250 pounds. In fact, 200 pounds would be nearer the figure. Onions will probably go under 200 pounds, rather than over. The acreage is very light, we doubt if there will be anything like 150,000 pounds harvested in the whole state this year. Parsnips and parsley are both away below 1920 yield. Radish will hardly go 250 pounds to the acre. In fact, we would place it under, rather than above that, while they mention 300 to 600 pounds, which is away off. This information is based on actual observation and conversation with the various seed growers of the state, and we think we are much nearer to the facts than the government report.

PIETERS-WHEELER SEED CO.,
L. W. Wheeler, President.

Grass Seed.

Kentucky Blue Grass.—The movement of Kentucky bluegrass seed from growers' hands in Kentucky during the past three weeks was slower than earlier in the season. Up to July 30 about 75 per cent of the crop had been sold by growers and this was increased to 80 or 85 per cent by August 20. Prices of $2.15 to $2.25 per bushel being paid for rough, cured seed during the week ending August 20 averaged 10 cents or 15 cents less per bushel than during the week ending July 30. The cleaners confirmed the former reports that the quality is inferior to that of last year because of a greater percentage of light-weight seed. In the Missouri district $2 to $2.25 per bushel were being offered for the few scattered lots of Kentucky bluegrass seed remaining unsold. Most of the growers in this district as well as in Kentucky sold their crop freely.

Redtop.—Good progress in thrashing the redtop seed crop was made in the more important areas during the week ending August 13, and about 10 per cent of the crop had moved by the close of that week. In these areas the movement is above normal for that date because of the earliness of the harvest, permitting thrashing to be done about two weeks earlier than last year and because the prevailing price of 14 cents per pound for recleaned seed seems to be satisfactory to growers. This is one or two cents over the price paid the previous week. The quality of the seed that has already been thrashed is equal to or slightly better than that of the 1920 crop.

Orchard Grass.—The movement of orchard grass seed in Kentucky recently became active and by August 20 about 75 per cent of the crop had been sold by growers. A uniform price of $2 per bushel, basis clean seed, which is the same as prevailed shortly after harvest, was paid to the Kentucky growers. During the three weeks ending August 20 approximately 278,000 pounds of orchard grass seed arrived at New York, all but 28,000 pounds coming from Denmark. The exportable surplus of this seed in Denmark is considered to be smaller than normal because of the drought during the spring.

Meadow Fescue.—Approximately 95 per cent of the 1921 crop of meadow fescue seed, estimated at 1,000,000 pounds of clean seed compared with 500,000 pounds produced in 1920, was sold by growers prior to August 20. The movement this season has been considerably above normal, much of the seed having been bought before harvest. Prices offered to growers recently ranged from 10 to 12½ cents per 100 pounds, basis clean seed. These prices were somewhat lower than those of a week or two ago. The reports relative

Wholesale Growers
SELECT STOCKS
Beet
Carrot
Lettuce
Onion
Parsley
Parsnip
Radish
Sweet Peas
PIETERS-WHEELER SEED CO.
GILROY, CALIFORNIA

Alfred J. Brown Seed Co.
Growers of
Peas and
Beans
Grand Rapids, Mich.

Braslan Seed Growers Company, Inc.
Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY AND MIXED SWEET PEAS.
SAN JOSE, CALIFORNIA

Garden Seed Beans

Growing Lima and pole varieties is my specialty.

My growing contract offer for fall delivery will be mailed upon request.

Henry Berrien Fish
Carpinteria, Calif.

Mention the American Florist when writing

I. N. Simon & Son
Garden Seeds
438 MARKET STREET
Philadelphia - - Pa.

Mention the American Florist when writing

to the quality of the seed received during the week ending August 20 confirmed the earlier ones to the effect that the seed would be darker than last year's crop because of rains occurring when the crop was in shock.

Imports at New York.

S. S. Rotterdam from Rotterdam, August 26.—Vandorvoort & Co., 1,067 cases bulbs; American Bulb Co., 899 cases bulbs; R. F. Lang, 522 cases bulbs; F. W. Woolworth & Co., 119 cases bulbs; Van Oppen & Co., 355 cases bulbs; Maltus & Ware, 126 cases bulbs; Van Menen & Tegelaar, 46 cases bulbs; G. W. Sheldon & Co., 27 cases bulbs; International Forwarding Co., 421 cases bulbs; Van Waveren & Sons, 525 cases bulbs; P. Henderson Co., 311 cases bulbs; F. Rynveld & Sons, 99 cases bulbs; American Shipping Co., 136 cases bulbs; F. B. Vandegrift & Co., 176 cases bulbs; Chas. Schworake, 19 cases bulbs; F. D. Downs, 334 cases bulbs; American Express Co., 19 cases bulbs; Stumpp & Walter Co., 110 cases bulbs; Schupers, Inc., 12 cases bulbs; McHutchison & Co., 72 cases bulbs; F. W. Gertzen & Co., 9 cases bulbs; W. E. Marshall & Co., 23 cases bulbs; Hogewoning & Son, 129 cases bulbs; Bernard Judea & Co., 95 cases bulbs; W. Van Doorn, 449 cases bulbs, 7 boxes of spinach seeds, 1 bag flower seed.

S. S. Westerdyk from Rotterdam, August 22.—Vaughan's Seed Store, 336 cases bulbs; Maltus & Ware, 147 cases bulbs; American Shipping Co., five cases bulbs; W. A. Foster & Co., 281 cases bulbs; J. W. Hampton, Jr., & Co., 27 cases bulbs; F. Rynveld & Sons, 88 cases bulbs; Stumpp & Walter Co., 75 cases bulbs; R. F. Lang, 626 cases bulbs; W. E. Marshall & Co., 115 cases bulbs; International Forwarding Co., 307 cases bulbs; Bernard, Judea & Co., 206 cases bulbs; R. M. Ward Co., 54 cases bulbs; M. Van Waveren & Sons, 152 cases bulbs; P. Henderson & Co., 43 cases bulbs; M. Schling, 46 cases bulbs; Hogewoning & Sons, 202 cases bulbs; J. A. Van Doorn & Co., 514 cases bulbs; C. J. Spedman & Sons, 681 cases bulbs; W. Van Dorn, 158 cases bulbs.

JEROME B. RICE SEED CO.
WHOLESALE SEED GROWERS
America's Largest Producers of Seed Peas
Also a Complete Line of
VEGETABLE SEEDS
Growing Stations Throughout America. Office: **Cambridge, New York**

Mention the American Florist when writing

VALLEY PIPS
FROM COLD STORAGE
$30.00 per 1000; $16.00 per 500; $8.00 per 250; $4.00 per 100.
H. N. BRUNS, 3032-42 W. Madison St., Chicago, Ill.

KELWAY'S
Pedigree Strains of
Florists Flower Seeds
Write for prices to
KELWAY & SON
Wholesale Seed Growers,
LANGPORT, ENGLAND.
300 Medals for Flowers, etc.
Hundreds of First-Class Certificates

Lily of the Valley Pips
EXTRA FINE STRAIN EXHIBITION
Size GERMAN "LUBECK" PIPS
FROM COLD STORAGE
Price, in cases of 1000, 500 or 250 each, on application.
Send us your list of Perennials wanted for quotations.
J. M. THORBURN & CO.
53 Barclay St., NEW YORK CITY

ROUTZAHN SEED CO.
Arroyo Grande, Calif.
Sweet Pea and Nasturtium Specialists.
Wholesale Growers of full list of
FLOWER and GARDEN SEEDS

—THE—
J. C. ROBINSON SEED CO.
WATERLOO, NEBRASKA
ROCKY FORD, COLORADO
Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.

TOMATO SEED
Grown for the Wholesale Seed Trade
HAVEN SEED CO.
SANTA ANA, CALIFORNIA

Seed Bags, Packets,
Write for Particulars. **Specialties.**
Of all descriptions made by
The Miller Brothers Co.
Manufacturers PAPER GOODS For the Horticultural Trade.
NEWARK, 224 High St. NEW JERSEY

JAMES VICK'S SONS
Growers of
Flower and Vegetable Seeds
Get the benefit of our 72 years' experience
All Seasonable Varieties.
Our stocks are very complete.
ROCHESTER, N. Y. The Flower City

Catalogues Received.

Barteldes Seed Co., Lawrence, Kans., Oklahoma City, Okla., and Denver, Colo., bulbs; H. G. Hastings Co., Atlanta, Ga., fall seeds; Otto Katzenstein, Atlanta, Ga., tree seeds; A. T. Ferrell, Saginaw, Mich., clipper seed cleaners. R. Vincent Jr. & Sons Co., White Marsh, Md., florists' plants; Vaughan's Seed Store, Chicago and New York, bulbs, plants and seeds; Peter Henderson & Co., New York, bulbs, plants and seeds.

Samuel McGredy & Sons, Portadown, Ireland, roses; Jos. Paquet, Nice France, seeds; A. & R. Hasslach, La Floriculture, Avignon, France, seeds.

SEASONABLE FLOWER SEEDS.

WINTER FLOWERING SWEET PEAS

grown for us by expert seed growers, whose seed we have handled for years. We know they are right.

	Tr. Pkt.	Oz.	4 Oz.	Lb.
Asta Ohn, lavender	$0.35	$1.00	$3.00	$10.00
Blue Bird, fine blue	.40	1.25	3.50	12.00
Columbia, pink and white	.60	2.00	6.00	20.00
Cherry Ripe, glowing cherry	.40	1.25	3.50	12.00
Fordhook Pink	.25	.75	2.50	8.00
Glitters, orange scarlet	.60	2.00	6.00	20.00
Helen Lewis	.35	1.00	3.00	10.00
Heatherbell, mauve lavender	.35	1.00	3.00	10.00
Hercules, pink	.35	1.00	3.00	10.00
Lavender Nora	.25	.75	2.50	8.00
Liberty, crimson	.35	1.00	3.00	10.00
Melody, rose pink	.35	1.00	3.00	10.00
Melody, greenhouse grown	1.00	3.00	....	....
Miss E. Gude, shell pink	.25	.75	2.50	8.00
Mrs. Spanolin, white	.25	.75	2.50	8.00
Mrs. Skach, light pink	.25	.75	2.50	8.00
Morning Star, orange scarlet	.35	1.00	3.00	10.00
Orange Beauty, orange and scarlet	1.00	3.00	....	....
Pink and White Orchid	.25	.75	2.50	8.00
Rose Queen, pink	.40	1.25	3.50	10.00
Selma Swenson, soft pink	.25	.75	2.50	8.00
Improved Snowstorm, white	.40	1.25	3.50	12.00
Songster, lavender	.25	.75	2.50	8.00
Songbird, blush white	.25	.75	2.50	8.00
Snowflake, white	.35	1.00	3.00	10.00
Watchung, orchid white	.35	1.00	3.00	10.00
White Orchid	.25	.75	2.50	8.00
Wedgewood, clear blue	.35	1.00	3.00	10.00
Xmas Pink, orchid	.35	1.00	3.00	10.00
Yarrawa, rose pink	.25	.75	2.50	8.00
Blue Yarrawa	.35	1.00	3.00	10.00
Zvolanek's Rose	.75	2.50	8.00	25.00

NEW COLORED FREESIAS

The only colored Freesias that have made good when grown in quantity. Price now reduced low enough to make them a profitable bulb for everyone to grow.

Gen. Pershing (Frey)—Extra robust grower, 3 ft. in height, with 4 to 5 long side laterals; large open flowers of lavender pink, yellow lip and somewhat of a bronze cast. The cut flowers have created quite a sensation on the Chicago Market for several seasons, and command the highest market prices.

Viola (Frey)—Like a large wood violet, the lower petals of a deeper violet blue, a beautiful, distinct and valuable hybrid. The growth is about 30 inches in height, with 4 to 5 long side laterals, long enough for any floral work. Sold at good prices on the Chicago Market for several seasons.

Prices—**$3.50 per 100; $30.00 per 1000.**

CALENDULA, ORANGE KING

(For Greenhouse Forcing.)

A special selection of this popular annual, which we have sold for several years with excellent results. Growers for the Chicago market who used our seed last season obtained top prices for their cut, and we know quality is even better this season.

Tr. Pkt., **50c**; Oz., **$2.50**; ¼ lb., **$9.00.**

CYCLAMEN SEED

German Strain, American Grown.

Wandsbek Dark Salmon	Daybreak Pink
Wandsbek Light Salmon	Dark Pink
Brilliant Red	White with Eye
Dark Red	Pure White

Per 100, **$1.50**; 1,000, **$12.00.**

CINERARIA

Florists' prize mixture. Splendid large flowering strain. Tr. Pkt. (about 1,000 seeds) **$1.00.**

PANSY

New crop, combination mixed. First-class mixture for general florist use. Tr. Pkt., **$1.00**; oz., **$7.00.**

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A Giant Strain, which for size of bloom, heavy texture and varied colors and shades cannot be excelled. Per ½ trade pkt., 30c; 50c per trade pkt.; ⅛ oz., $1.25; $2.00 per ¼ oz.; oz., $7.00; $26.00 per ¼ lb.

Giant Trimardeau Mixed

Large flowering and choice colors. Tr. pkt., 30c; $2.25 per oz.; ¼ lb., $8.00.

GIANT PRIZE: SEPARATE COLORS

	Tr. Pkt.	Oz.	¼ Lb
Azure Blue	$0.40	$3.00	$11.00
Black Blue	.40	3.00	11.00
Emperor William	.40	3.00	11.00
Hortensia Red	.40	4.00	14.50
King of the Blacks	.40	3.00	11.00
Lord Beaconsfield	.40	3.00	11.00
Peacock	.40	4.00	14.50
Snow Queen	.40	3.00	11.00
Striped and Mottled	.40	3.00	11.00
White with Eye	.40	3.00	11.00
Pure Yellow	.40	3.00	11.00
Yellow with Eye	.40	3.00	11.00

Also regular sorts in separate colors.

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No. 12. Kenilworth Giant Prize. Each sort: 1000 seeds, 50c.; ⅛ oz. $1.35; ¼ oz., $2.50; 1 oz., $10.00.

No.	No.
22. Kenilworth Mixture	34. Bronze Shades
30. Blotched	36. Triumph of Giants
32. Parisian	70. Orchid-flowered

Price of the preceding 6 sorts: 1000 seeds, 35c.; ⅛ oz., 90c.; ¼ oz., $1.65; ½ oz., $3.00; oz., $6.00.

No.	No.
24. Kenilworth Show	28. Masterpiece

1000 seeds, 40c.; ⅛ oz., $1.10; ¼ oz., $2.00; ½ oz., $3.75; oz., $7.50.

Giant Trimardeau in mixture or separate colors: 1000 seeds, 30c.; 4 pkts., $1.00; ¼ oz., $1.30; oz., $5.00.

Early Flowering or Winter Blooming Giant Pansies: 1000 seeds, 40c.; ⅛ oz., $1.10; ¼ oz., $2.00; oz., $7.50.

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	Oz.	Lb.
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Apricot Orchid. A delightful and charming shade	.65	8.00
Asta Ohn. A clear lavender	.65	8.00
Aviator. This is to our knowledge the best scarlet winter flowering sweet pea	.80	10.00
Blue Bird. A charming mid-blue self. A heavy producer. One of the best sellers in the Chicago market	.65	8.00
Cherry Ripe. Glowing cherry or salmon-cerise self	.65	8.00
Columbia. This is the most profitable pink and white winter-flowering sweet pea	1.00	15.00
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Glitters. Standard a bright, fiery orange and the wings deep orange. The flowers are large, of good substance, and are borne on long, strong stalks	1.00	15.00
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Liberty. Brilliant red	.65	8.00
Melody. Rose pink on white ground	.65	8.00
Miss Louise Gude. One of the largest and best in the shell pink class	.80	10.00
Morning Star. Deep orange scarlet or flame color in standard, with rich orange pink wings	.65	8.00
Mrs. A. A. Skaach. Flowers bright shell pink	.65	8.00
Mrs. Chas. A. Zvolanek. One of the largest and best clear lavenders	.80	10.00
Mrs. M. Spanolin. Black-seeded white	.65	8.00
Mrs. William Sim. Apricot pink	.65	8.00
Othello. Rich deep maroon	.90	12.00
Pink and White. Blanche Ferry type, extra	.65	8.00
Princess. Clear lavender, with good stems	.65	8.00
Rose Charm. Bright rose, same color as Rosabelle the late Spencer class ¼ oz., 40c	1.50	20.00
Spring Maid. Light pink on a cream ground	.65	8.00
Rose Queen. A splendid commercial pink, best seller on Chicago market. Sow in summer for winter blooming	.90	12.00
Songster. Giant early lavender	1.00	
Song Bird. Pale pink with a distinct tint of buff	.65	8.00
Snow Flake. The best early-flowering white-seeded Spencer	.65	8.00
Snow Storm. Improved. A good early pure white for late planting	.90	12.00
Venus. Standard white, slightly blushed pink wings	.65	8.00
Warbler. Rich mauve purple	.65	8.00
Wedgewood. Magnificent clear blue; intermediate	.65	8.00
White Orchid. White flowers of good substance	.50	6.00
Yarrawa	.50	6.00
Zvolanek's Blue. Very large, of the brightest blue	.80	10.00

Vaughan's Special Mixture Winter Spencer made up of the best white, pink, rose, lavender pink and white and blue. Florists who do not have sufficient room for separate colors will find this a very fine assortment. **Oz. 90c; ¼ lb., $3.20; lb., $12.00.**

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All White. This is an early King White, and compared to other varieties grown in 1920 proved the best white seeded variety. **Oz., $1.50; lb., $20.00.**

Fair Maid. Finest blush pink suffused salmon, on white ground, of robust growth, with long stems carrying fours regularly. Exact counterpart of Elfrida Pearson in the late Spencer class. **Oz., $1.50; lb., $20.00.**

Harmony (Early Masterpiece). The best clear lavender self waved. **Oz., $1.00; lb., $15.00.**

Madonna. Black seeded white. Result of a cross between late Constance Hinton and Early Asta Ohn, unlike other black seeded white; it has no trace of a pink tinge. Owing to its being crossed on the lavender Early Asta Ohn, it has increased the opaque whiteness of the blooms and size of flowers. **Oz., $1.50; lb., $20.00.**

Nightingale. Bluish lavender. Similar to Florence Nightingale in the late Spencer class. **Oz., 90c; lb., $12.00.**

Torch. Salmon orange. Same shade as Illuminator in the late Spencers. **Oz., $1.00; lb., $14.00.**

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M. R. Cashman, Owatonna, Minn., President; Paul C. Lindley, Pomona, N. C., Vice-President; John Watson 400 Nassau Street, Princeton, N. J., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

The forty-seventh annual convention will be held atDetroit, Mich., June, 1922.

RODEO, CALIF.—An attempt to murder J. J. Duane was made August 19, by an unknown party.

CULVER CITY, CALIF.—Frank T. Manahan, formerly of Greenwich, Conn., has located in this city, where he will establish a nursery and landscape business.

VAN NUYS, CALIF.—A. F. Pegram and Wm. Boytor will plant five acres to asters on land recently purchased here, and will remain permanently in the nursery business.

TOLEDO, O.—The Indian Hills Nursery Co. was recently incorporated with a capital of $50,000. The incorporators are J. J. Watson, Geo. Marsh, R. T. Anderson, H. K. Heister and F. A. Armstrong.—J. W. L.

HITCHCOCK, TEX.—L. Dahne recently sold his nursery and home to H. C. Curran, Galveston, Tex., who will continue operation and make his residence in this city.

PROVIDENCE, R. I.—Wm. A. Bowers, Jr., Inc., was incorporated August 9, to deal in nursery stock and flowers. Wm. A. Bowers, Jr., Elizabeth H. Bowers and Samuel Resnick are the incorporators.

REPORT of the important Detroit meeting of the American Association of Park Superintendents will be found elsewhere in this issue. The American Institute of Park Executives is the new name of this organization.

ASHLAND, O.—More than 200 orchardists from all parts of the state attended the annual summer meeting of the Ohio State Horticultural Society here. Sessions were held at the orchards of T. E. Thornburg and sons, which lie in the district of the wanderings of Johnny Appleseed, an eccentric who from 1811 to 1857 distributed apple seed among the settlers and the Indians.

VISITED CHICAGO: Henry B. Chase, of Chase, Ala., returning from a two months' vacation, during which he visited Yellowstone Park, Seattle, Mt. Ranier, Alaska up to Seward, Vancouver and home via the Canadian Rockies, Banff, Lake Louise and Winnipeg. The party of four, including Mrs. Chase and W. C. Reed and wife, of Vincennes, Ind., visited Hood River and Yakima fruit districts, where there is a fine crop of apples and pears bringing good prices.

Peach Borer.

Delayed returns on borer control research at the New Jersey experiment station correct the initial finding that topsoil girdles of paradichlorbenzene should be laid down around peach trees this month. Wait until September or early October, advised T. H. Parks, extension entomologist of the Ohio State university, transmitting the corrected finding to peach growers of the state. This new chemical is expected to revolutionize peach orchard practices in respect to borer eradication. Tests in eastern orchards show 95 per cent control at a cost of three cents a tree.

Provided they use not more than three-quarters of an ounce of the chemical to a tree and treat only trees over six years old, Ohio peach growers need not fear hurting their orchards by the new method, Professor Parks says. The chemical comes in powdered form. Laid in a ring on the ground around the trunk, it slowly releases a gas which sinks into the soil, killing the borers far more easily and effectively than does worming with a knife. Demonstrations of the method will be held in four lake counties during September, and specific descriptions of the process disseminated about the state.

Southern Nurserymen's Association.

ANNUAL MEETING, SEPTEMBER 7-8.

The twenty-third annual convention of the Southern Nurserymen's Association will be held at the Hotel Patten, Chattanooga, Tenn., September 7-8. An interesting programme has been arranged for the occasion, which will include the election of officers. A preliminary session of the legislative and executive committees has been called to meet at 2 p. m., September 6, and all members interested in the future of the organization are urged to attend and bring their state entomologists.

The association will be welcomed to the city by Robert S. Walker, at Wednesday morning's session at 10 o'clock, H. C. Caldwell of Atlanta, Ga., responding. Other interesting addresses that will be presented include: "Farm Life Studies," by Dr. C. J. Galpin, United States Department of Agriculture, Washington, D. C.; "Nursery Stock Investigations," by Prof. L. B. Scott, Department of Agriculture, Washington; "Horticultural Possibilities of Seedling Apples for Nursery Stocks," by Prof. C. M. Watson, University of Tennessee; "Nursery Advertising," by John Watson, Princeton, N. J.; "Value of Inoculation in Soil Building," by A. H. Mason, New York; "Items From Iowa," by F. J. Wright, of Successful Farming, Des Moines, Ia.; "Which? Winchesters or Budding Knives," by W. A. Easterly, Cleveland, Tenn.; "Topics from Texas," by J. R. Mayhew, Waxahachie, Tex., and a general discussion of "Cost Figures of Nursery Stock to be Used in Preparing Inventory Figures for Income Tax Report," by E. W. Chattin, A. L. Ligon, and John Frazer, Jr.

Chestnuts Disease Proof.

J. F. Rock, agricultural explorer of the United States Department of Agriculture, left Washington, D. C., August 20 on a three-year trip through little explored regions of southeastern Asia in search of useful varieties of trees and plants which are unknown to plantsmen of the western world. One of the special objectives of this expedition is a search for chestnuts worthy of introduction to the eastern United States. There are known to be chestnuts in western China and southward into Siam and Burma and even as far south as Java which form immense forest trees. The resistance of these trees to the bark disease is unknown, but since certain seedlings of a dwarf chestnut sent in by Meyer in 1906 from China have shown a high degree of resistance to the blight, it is deemed important to secure all the chestnuts of that region, both for experimental introduction as timber and nut-bearing trees and for the purpose of breeding up a blight-resistant hybrid chestnut tree which will take the place of the American chestnuts, now rapidly dying out. Southeastern Asia is the home of the chestnut and its relative, the castanopsis. There are more kinds there than in all the rest of the world together, and since Dr. Van Fleet, one of the department's plant breeders, has already successfully made hybrids between the American, Japanese and Chinese chestnuts, there is good ground to believe that through hybridization it will be possible to produce a disease resistant chestnut forest tree to replace the American vanishing species.

In connection with this, his major work, Mr. Rock will complete his studies of the chaulmoogra oil tree—source of the leprosy cure—of the warmer portion of that region and study the various wild and cultivated plants which are worthy of being brought more forcibly to the attention of the botanists and plantsmen of America.

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DUTCH BULBS, Tulips, Hyacinths, Narcissus, Etc.; **MANETTI STOCKS**, English French, Dutch; **VALLEY PIPS**, German or Dutch; **CHINESE SACRED LILIES**, "Selects"; **JAP. LILY BULBS**, F. O. B. New York, Chicago, Toronto, Denver, Seattle, Etc.; **ROSES** and **LILACS**, field-grown, for forcing, prices ready now; **CALLA** Godfrey, Elliotiana; **T.R. BEGONIAS** and **GLOXINIAS**, all sizes and colors; **IRIS**, Tingitana and Spanish; **DRACAENA CANES**.

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4 -inch at $25.00 per 100
3 -inch at 10.00 per 100
2½-inch at 5.00 per 100

Cash with order.
No charge for packing.

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Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.

Correspondence Solicited.

WHOLESALE SEED GROWERS

Abundance of Stock

	Per 100	Per 1000
2¼-inch **Asparagus Sprengeri**	$ 5.00	$45.00
2¼-inch **Calendula Orange King**	4.50	40.00
2¼-inch **Snapdragons**, 5 varieties	5.00	45.00
4 -inch **Ferns**, 6 varieties	25.00	
Vinca Variegata, large field-grown	10.00	95.00

Liberal extras. Correspondence solicited.

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PRIMULA Obconica, Kermesina, Coerulea, Alba and Mixed, $5.00 per 100, $45.00 per 1,000.

HYDRANGEA, French varieties, 2½", Baby Bimbinette, $8.00 per 100; Mad. Chautard, Mme. Hamar, Mme. E. Mouillere, Gen. de Vibray and E. G. Hill, $6.00 per 100.

HYDRANGEA, French varieties, 4-in. pot plants, $20.00 per 100; 5-in. pot plants, $30.00 per 100. Fall shipment; Mme. E. Mouillere, Mme. Hamar, Mme. Chautard, Gen. de Vibray, Lily Mouillere, Rene Gaillard, Bouquet Rose. Baby Bimbinette, 4-in. pot plants, $25.00 per 100; 5-in. pot plants, $35.00 per 100.

ASPARAGUS Sprengeri, 1½-in. pots, $3.50 per 100; $30.00 per 1,000.

BEGONIA, 2½-in. Metallica, $6.00 per 100.

BEGONIA Pink Profusion, 2½-in. Fine pink semperflorens, $7.00 per 100.

OTAHEITE ORANGE, 3-in. fine stock to grow on, $10.00 per 100; $85.00 per 1,000.

KENTIA Forsteriana, 2½-in. $12.00 per 100; 3-in., $20.00 per 100; 4-in. $50.00 per 100.

POINSETTIA, Strong 2¼-in., grand for pans, $8.00 per 100; $70.00 per 1,000.

DISH FERNS, good standard varieties, 2¼-in. pots, $5.00 per 100; $40.00 per 1,000.

GENISTA Racemosa, 4-in. (ready August 20th), $20.00 per 100.

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3,000 2-in. **Cyclamen**, at $20 and $25 per 100.
1,000 4-in. **Cyclamen**, at $40.00 per 100.

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3-inch, $2.00 per dozen.

GERANIUMS (Our Specialty)
Nutt, Buchner, Ricard, Poitevine, Viaud
Good short jointed plants from 2-inch pots, at $3.50 per 100; $35.00 per 1000.
We ship safe anywhere

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Market Gardeners

Vegetable Growers' Association of America.

Louis F. Miller, Toledo.O., President; H.A. Dooley, Cleveland, O., Vice-President; S. W. Severance, Louisville Ky., Secretary; H. J. Cheney, Grand Rapids, Mich., Treasurer. The next annual meetiog will be held at Albany, N. Y., November 1-5, 1921.

ST. LOUIS, MO., gets 2,943 cars of potatoes annually.

EAST PALESTINE, O.—Apple growers in this vicinity met in the Board of Trade rooms August 22, and were addressed by C. W. Ward, of the state farm bureau, on "The Grading and Marketing of Apples."

Prices of Indoor Fruits and Vegetables.

Chicago, August 30.—Cucumbers, bushel basket, 75 cents to $1; leaf lettuce, per box, 30 to 40 cents.

New York, August 26.—Cucumbers, 40 cents to $1 per dozen; mushrooms, per basket, $1.25 to $3.50; radishes, 100 bunches, $1 to $2; tomatoes, per 15-lb. basket, $1.

Mexican Bean Beetle.

Thorough scouting by agents of the United States bureau of entomology has established the fact that the Mexican bean beetle, a destructive insect pest discovered last fall in Alabama, has now been found in an area covering more than 5,000 square miles in both northwestern Georgia and southeastern Tennessee, and field men of the Department of Agriculture are at work on means for controlling the pest. A reported outlying infestation in Whitley county, Ky., is also being investigated.

Only small sums are at present available for quarantine and control measures by the states of Alabama and Georgia, it is said, but every effort is being made to curb the attacks of the pest and to exterminate it if possible. The quarantine areas now in force will, however, be extended to include the infestations in Tennessee and Georgia, and attempts will be made to restrict the further spread of the beetle from these outlying points of infestation. It is likely that a branch research station will be established in the vicinity of Chattanooga, Tenn., for a comparison of the conditions there with those found at Birmingham, Ala., where the department already has established field headquarters for the work.

Packing Fruits for Foreign Shipment.

The frailty of packages used in shipping American fruits to other countries is pointed to by the United States Department of Agriculture as a real cause for complaint. True, it is not always known at packing time whether the fruit is to be exported or not, and it would not be practicable always to employ special export packing methods even if such methods were adopted, but at the same time, improved packing methods might well be used in the purely domestic trade, for the necessity exists there as well, even if in lesser degree.

Compared with the results secured by other countries in export trade, American shippers have much to learn in packing fruits for foreign shipment. Australian apples require about two months in transit to England, but the fruit generally arrives in good shape with little or no loss or decay. The same is true of South African oranges. Even such tender fruits as apricots and peaches are brought to England from South Africa, not only sound, but free even from the little dents and marks which the American shipper has come to accept as inevitable. Belgian hothouse grapes arrive in England with every berry perfect and the bloom almost untouched.

Barrels are not entirely satisfactory as containers for apples in export shipment, says the department, and it might be worth while to experiment rather extensively with third and half-barrels or with some form of box or crate as a possible and acceptable substitute for the barrel in eastern distrcits. In any event, there is little excuse for using barrels on which some of the hoops are not fastened, or in which nails protrude to puncture and ruin the fruit.

The department states that the practice of wiring export apple and pear boxes has done much to cut down excessive breakage in transit.

Sweet Potato Marketing.

The rapid deterioration of sweet potatoes between the time they are dug and the day they reach the consumer can be checked in several ways, say specialists of the bureau of markets and crop estimates of the United States Department of Agriculture. To show right methods of handling this perishable product, a new motion-picture film, "Sweet Potatoes from Storehouse to Market," has been prepared under the supervision of the bureau.

Since storage is essential if the grower is to sell to advantage, wrong and right ways of storing are shown first. When the bank or pit method is used, the loss due to decay runs from 50 to 75 per cent. When the potatoes are properly cured in a good storage house, carefully handled at all stages to prevent bruising, and kept at the right temperatures—80° F. while curing, 50° F. afterwards—the loss may be less than five per cent.

The film shows first a model storage house of frame construction on concrete pillars, with details of walls, roofing, ventilation and heating. Then the potatoes are seen stored, to be later shipped in crates, not in bulk, after a preliminary grading. Inside views of a regular storage house show the details of each stage in the progress of the sweet potatoe crates, which are finally loaded on a refrigerator car for shipment. An inspector certifies the state of the car, and the last detail is the bracing of the crates to prevent their slipping. The damage caused by failure to brace a shipment properly closes the story.

While the motion pictures prepared by the United States Department of Agriculture are intended primarily for the use of extension and field workers, arrangements may sometimes be made to borrow them or to buy copies at approximately $40 a reel of 1,000 feet, upon application to the Department of Agriculture.

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The bureau of markets and crop estimates, United States Department of Agriculture, thus sums up the results of their study of methods and practices which have given the greatest satisfaction in commercial operations. Full details of the work are contained in Farmers' Bulletin 1204, Northwestern Apple Packing Houses, recently issued by the department.

Apple packing houses may be classified in two groups, individual packing houses, which are more commonly known as ranch packing houses, and community houses, operated either by co-operative associations or by individuals. The percentage of the crop packed in community houses is increasing steadily, and though no definite figures are available, careful estimates show that the amount increased from about one-fourth of the total crop in 1916 to approximately one-half of the crop in 1919.

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SEEDS.

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Carnation staples, 35c per 1,000; 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

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Ground tankage delivered to your railway station for $60.00 per ton. Hardwood ashes for $30.00 per ton. Terms: Your check when goods arrive. GEORGE STEVENS, Peterborough, Ontario.

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Florists' supplies; baskets, chiffons and novelties. Write or wire your orders. Will ship same day order is received. Pittsburgh Cut Flower Co., Pittsburgh, Pa.

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Greenhouses, superior in construction, durable and inexpensive. Write for estimates. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

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Hammond's Thrip Juice. A concentrated liquid insecticide for use against sucking insects on plants, trees, vines. Sold by seedsmen. Hammond Paint and Slug Shot Works, Beacon, N. Y.

INSECTICIDES.

Hall's Nicotine Fumigator. A specially prepared tobacco powder saturated with 12½ per cent pure nicotine—guaranteed. 1 lb., $1.25; 2½ lbs., $2.50; 10 lbs., $8.60. Hall Tobacco Chemical Co., St. Louis, Mo.

Aphine, $1 per qt., $2.50 per gal. Fungine, $1 per qt., $3.50 per gal. Vermine, $1 per qt., $3 per gal. Aphine Manufacturing Co., Madison, N. J.

LABELS.

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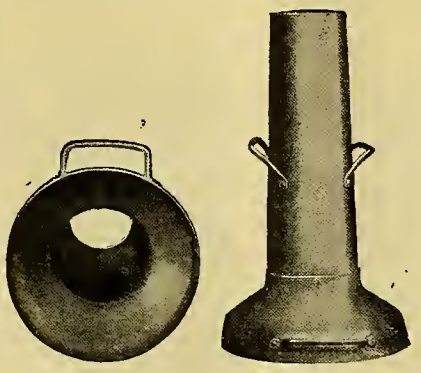

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ROSES IN FRANCE.

By S. S. Pennock, Philadelphia, Pa., American Representative on the Board of Judges at the Bagatelle Trials, in Paris.

The Judges at Bagatelle.

In company with J. Edward Moon we left the hotel in Paris June 15, taking the Metro to Porte Maillot, then trammed to the Bagatelle Gardens. Unfortunately, we got off two stops too soon and had quite a walk, reaching the gardens a trifle after nine o'clock, when we should have been there at nine. J. Edward Moon acted as my valet, carried my camera, tripod and took pictures for me. He did his part very well as if he was used to it and not usually the boss. We found most of the jurors assembled, and soon met Monsieur Forestier, who introduced us to the jurors, among them the English representatives.

Paris, and the vicinity, has had an extremely dry season, with very little rain, if any, since last July; only showers, and of that nature, not really good rain. Consequently, the roses were not quite up to their usual standard, although they were well mulched and, no doubt, had been well watered by hand, but this does not take the place of nature.

The judging was commenced very promptly, and each juror was handed a printed list of all the roses to be judged, this list giving the names of the roses, the parentage, the class and the introducer. One list was for the roses of 1920-1921, with the scores of 1920 marked up against them; another list was for the roses of 1921-1922. This is a very excellent way of judging all new roses, not only the fact of giving them two years' scoring, but having them in printed form with the results of the previous year.

Probably a good many of the roses would have scored higher, had conditions been more favorable for them. American jurors, like myself, seemed a little more conservative in the giving of points than the French, and oftentimes a vote was necessary to decide. Ten points was the maximum given, and only two roses of 1920-1921 scored 10 points, and the highest that scored of 1921-1922 roses was one rose, eight points, and others ranging from three to seven points. A number of them were not in extra good shape, and were put down as reserve, as the French would put it, which is an excellent plan, as next year they may show up in much better shape.

Each class was judged separately—first, the 1920-1921, and then the 1921-1922. To some of us, the judgment seemed to be in some instances rather hurriedly done, although, taken as a whole, we believe each rose was given what it should receive.

Arthur Turner was the only one among the English speaking who could speak French, but fortunately five or six of the French could speak English, which helped the English speaking members along very materially; in fact, it was surprising how well those who did not understand French got along.

The rose that stood out in the gardens, head and shoulders above any other, was a bed of Pernet-Ducher's H. T. Gold Medal rose of last year, Souvenir de Claudius Pernet, named in honor of his son, whom he lost in the war. There were also a few plants mixed in the bed of Pernet-Ducher's H. T. rose, Mme. William Marcel Delanney, a medium pink, with very full large flowers.

Claudius Pernet is certainly a wonderful rose, a rich canary yellow, fading out as it gets older to a lighter shade; large, full; long well-shaped bud, as large as any H. T. rose in the garden. These flowers were borne on fair length stems, well foliaged, holding their heads perfectly erect. It certainly was a joy to see this bed and it was well worthy of the name it bore. It is unfortunate that this rose is not a forcer, but the consensus of opinion seemed to be that it was not, and would go to sleep in the winter time. In fact, I saw it growing at W. T. H.

Kordes' father's greenhouse in Elmshorn, Germany, the middle of April, and it was just coming into bloom then and had been dormant nearly all winter. Probably there is too much Pernetiana blood in it to make it a winter forcer.

The rose that captured the foreign gold medal this year was Howard & Smith's H. T. rose, No. 252, and Pernet-Ducher's Souvenir de Georges Pernet, won the French gold medal. Howard & Smith's rose, No. 253, is a pronounced Indian yellow color. The outer petals fade out some, is a good size rose, full, very double, shape when more than one-half open not quite as pleasing as when in bud or full open, a good grower, splendid foliage, good stems and a rose that attracted the judges immediately and well worthy of the gold medal.

Pernet-Ducher's H. T. rose, Souvenir de Georges Pernet, named after his second son, whom he also lost in the war, is large, well formed, fairly dark pink, very promising rose, and a good free grower. I do not think it has quite the possibilities as a garden rose as Claudius Pernet, although a very splendid pink rose it is. Both these roses of Pernet-Ducher are in a class by themselves.

Each year, four certificates are awarded—three for H. T.'s and one for climbing or polyantha rose. The first certificate was awarded to Pernet-Ducher's rose, Etoile de Feu, which scored 9½ points, very similar in color to Herriott. I should think it was an improvement as to growth and size of flower, but not so striking in color.

The second certificate was awarded to a hybrid tea seedling of Chambard, Huguette Vincent, with a dark green foliage, carrying on an erect stalk a big flower, half double, with very large petals, the color carmine. The quality of this rose is its strength, the foliage, the rigidness of the stalks, the striking color of its flower, and the rich and constant blooming of same; scoring nine points.

The third certificate was awarded to Leander's H. T. Aspirant Marcel Rouyer, one of the parentages being Sunburst and the other unknown. This, to my mind, seemed like the best rose of the three that were awarded certificates. Apparently a free, easy grower, very similar in shape to Mrs. Aaron Ward, flowers much the same color, possibly a shade lighter, much larger and longer bud, and to me it looked like a good, forcing rose. If it proved to be a better rose than Ward as a greenhouse rose from a grower's standpoint, it would certainly be a very valuable acquisition for the commercial man, and would fill a gap which is badly needed in America—that of a yellow rose. It impressed me probably far more than any of the rest of the judges, and the reason for this was, the others were not looking at it so much from the forcing standpoint as I was.

The fourth certificate, unfortunately, was not awarded as there was nothing in either climbers or polyanthas that seemed to be worthy of this certificate.

Among the H. T. roses that were scored was Cornelius Timmermans, one of Timmermans, a shade much like the old Carnot, but quite a little darker, a very attractive flower, indeed. Probably a good garden rose, but not so much of a forcer, although I could not tell. This variety scored eight points, a 1920-1921 rose.

Rev. Williamson, a 1921-1922 rose, moderate flower, free flowering, a shrimp pink color, good form, rather promising, scored six points.

Venus 1921-1922, a coppery apricot. This variety did not appear at its best, the Dicksons saying that they had seen it in very much better shape.

No. 308, a seedling of Looymans, 1921-1922, had a wonderful new and brilliant color, probably best described as a bright flame cerise, very vivid, nothing very much outside of its color, and that was really very distinct. A number of others showed up fairly well, but nothing more than one would call promising.

Clarice Goodacre, Admiral Ward, F. Bidet Raymond and Madame Jules Bouche were fine. These are older roses, not of last year's introduction.

W. E. Wallace spoke of Ethel Somerset, an H. T. pink in color that he thought would be a good forcing rose, one of Alexander Dickson's, and also Mrs. Wemyss Quin was a very promising yellow that might fill a gap for an American yellow forcer. This is an English rose, one of Alexander Dickson & Sons.

S. S. Pennock, Philadelphia, Pa.
American Representative at the Bagatelle Rose Trials in Paris.

In the climbers Paul's Scarlet Climber stood out in the garden by far the best among the climbers and they said that it had been in bloom for over two weeks, was still in fine shape and attracted the public probably more than any other one rose in the gardens. There were several plants of Paul's Scarlet Climber, and one group of four plants, trained up in pyramid shape, made a wonderful show. This is rather an attractive way to train Climbers, especially where they are as free bloomers as Paul's Scarlet Climber, which presented almost a solid, vivid red mass.

Aimile Nerine, one of Nonin's seedlings, much on the order of Excelsa, but light in color and which comes into bloom much earlier, was very attractive and looked like a promising climber. The public admired it very much.

The judging took about two hours, and we then adjourned to what is used as the cold house for palms during the winter, where they had a long table, pencils, pens and paper for each judge. The meeting was organized and officers elected. M. Cherious, chief counsel of Paris, president of the third committee of the Conseil Municipal (avenues and parks) was chosen president. There are two committees for the Conseil Municipal in Paris, which take care of the competition in new roses, the third committee, under whose care are the avenues and gardens, and the fourth committee of the Conseil Municipal that cares for the fine arts.

The Rev. Mr. Pemberton, of England, was elected vice-president, representing the English, and Samuel S. Pennock, vice-president, representing America. The minutes of last year's meeting were read and approved, and then the awards of the gold medals and certificates were made, each award being voted upon separately. Each award was given due deliberation and everyone was given opportunity to discuss the rose.

Among the jurors were quite a number of Paris officials, among them M. Le Corbellier, who used to be president of the Conseil Municipal of Paris; M. Leallier, president of the police court; M. Deville, president of the fourth committee of the Conseil Municipal; M. Autrand, president of the Department of the Seine; M. Aucoc, syndicus of the Conseil Municipal of Paris; M. Malherbe, general director for the work in Paris; M. Garnier, administrative director of architecture and avenues; M. Bois, professor of the museum for natural history and also a prominent botanist.

Among the prominent men of the trade were: Rene Barbier, Cochet-Cochet, Auguste Nonin, Pernet-Ducher, Alexander Dickson, Alexander Dickson, Jr., Arthur Turner, W. W. Wallace, Henri Gravereaux, proprietor of La Roseraie de l'Hay, rose gardens, and Charles E. Pearson, editor of the English Horticultural Advertiser.

After our meeting, we adjourned to the Chateau de Madrid, where we enjoyed a very splendid, well-served luncheon amid delightful surroundings. M. Forestier was very much in evidence as really the one who was directing everything, our deliberations in the field, at the counsel and also at the luncheon. He is very efficient, thoroughly knows roses, is a splendid gentleman to meet, and it is an honor to be numbered as one of his friends.

Altogether this day was a wonderful experience for me, meeting a most delightful body of men, and it was certainly a great honor to be numbered among them—an experience I hope and trust I will be able to repeat again at some future time. They had a few speeches, not very many, and short. We were welcomed by the president, M. Cherious, and both Mr. Pemberton and myself were asked to say a few words, which we were glad to do. I extended an invitation to any who could come and join the American Rose Society on their pilgrimage to the northwest in June, 1922. They are very anxious that the American Rose Society have a representation each year at the Bagatelle Gardens, two representatives if possible.

Mr. Nonin and Mr. Barbier gave us a very pressing invitation to visit them, so that the next day, Alexander Dickson, Senior and Junior, Mr. Wallace, Mr. and Mrs. Moon and myself visited Mr. Nonin's place at Chatillon, Paris. Here we found Auguste Nonin and his son, Henri. The latter spoke very good English and showed us around the place. They had several very excellent roses, grown from one of their seedlings, a red Polyantha La Fayette, which is to be introduced this coming year in America by Howard & Smith. This is apparently an exceptionally fine polyantha, large red flowers and a good, free grower and bloomer. Another of their seedlings, Chatillon, a polyantha, dark pink,

large cluster and single, very free, is a beautiful thing.

Aimile Nerini, a climber, another one of their seedlings, showed in excellent shape. Another climber, Ile de France, is very much like the American Pillar, but more double and freer. Aaurinville, another of his climbers, looked very promising, somewhat like Van Fleet, but not quite so much like a tea rose as Van Fleet. It throws a few blooms in the autumn months. Besides roses, he is a well-known introducer of other things, among them, hydrangeas and chrysanthemums.

THE VISIT TO ORLEANS

The next day, Mr. and Mrs. Moon and myself went to Orleans, where we had a very profitable visit with Barbier & Co., and were shown around by Rene Barbier and his brother, Leon; also, Rene's son, Pierre. All three spoke excellent English. Among their roses of note was Leontine Gervias, a light apricot pink, a Wichuriana and very free bloomer, a promising variety. Another Wichuriana is Francis Guillot, a large, white-flowering variety. In H. T.'s, they had an apricot pink, No. 1939, very free, and good size flowers. Benedicte Sedum is a rich yellow copper, about the size of Ophelia, dark reddish, green foliage. Madame Collette Martaret, a coppery yellow, is much like Mrs. Aaron Ward, but darker. It might be a forcer. Champagne, similar to Pharisaer, is large, and free, with dark foliage.

A polyantha of a distinct color, a very dark crimson is Eblouissant, flower about the size of Amie Muller but a very distinct color, something that we do not have in other roses. Eugene Barbier, a hybrid perpetual, looked very promising with very large flowers of a dark canary-yellow color, fading out to a lighter yellow.

We visited Chanault & Co., also Turbat, but unfortunately found them away as they were having a horticultural meeting. These nursery establishments in Orleans are along the Avenue de Olivet, about a mile from the centre of town, extending along each side of the avenue, a narrow street, all walled in along the front walls and buildings with no sight of vegetation, trees or otherwise, only through the doors and gateways. Then when one enters you find, beyond the buildings, a wide expanse of well-kept nurseries, very orderly arranged and free of weeds. Everything is splendidly plotted in blocks and labeled. There are also some wonderful, fine specimens of trees, evergreens, shrubs, etc.

In their propagating work and forcing, early in the season, they use bell glasses to a very large extent. They use them the same as we use hot beds and houses in America. This, in some ways, seems desirable, and other ways not.

From Paris, we went to Chalons-sur-Marne for a day, visiting the French hospital which is being built by the Friends, and also the hospital which the Friends are helping to conduct. On Sunday, we visited the battlefield of Verdun, not a very enjoyable day, as it gave us the horrors and made us realize more than ever the wrongs of war.

From Verdun, we went to Nancy to visit the firm of Victor Lemoine & Son. We found Emile Lemoine there, his father Victor having passed away 10 years ago. He talked a little English and we got along very well. He is an enthusiast on hybridizing, having introduced many new varieties of plants. Probably he is better known as a hybridizer of peonies, lilacs and mockoranges. He has also done considerable work on deutzias, pyrethrums, pentstemons, cannas and gladioli. He had some fine varieties of mockorganges, seedlings of his, still in bloom, which were very attractive indeed.

PICTURE FRAME IN FLORAL ARRANGEMENT.
The Frame Can Be Used Either Perpendicular or Horizontal.

The next day, we visited Peter Lambert, at Trier, and found him in his usual good health and humor. One of the most promising things we saw with him was one of his seedlings, a Wichuriana climber, Frau von Bauer, an extremely free, semi-double, very strong growth and beautiful sprays of flowers. Certainly a very good climber. Another climber, Graf Sylvan Tarouca, similar to climbing American Beauty, larger flower, very fragrant, a deeper color, is certainly attractive. Henrith Conrad Soeth, an improvement over Leuchtstern, is a polyantha crossed with Austrian Briar. Another white climber, No. 9010, very free, really a bush climber and semi-double, looked promising. Gruss au Frundorf, very dark crimson, is about the size of Excelsa. A seedling climber, it is an improvement on climbing American Beauty. Grafin M. Henrietta Chotek was also a promising climber.

This was the third time I had visited his place, and we found it, this time, in much better shape than any of the other visits. He has had labor trouble the same as others of us, but he seemed happy in the thought that he was getting things in shape now, but still he has his troubles: for instance, one is that Trier is in the occupied zone, and all goods that go out of this zone are subject to a tax on all plants with balls of earth, 15 marks per 100 kg. Duty is charged on all fruit trees, 20 marks per 100 kg.; on all rose bushes, 40 marks per 100 kg. So this only gives him a very limited area to sell and not have export duties to pay. But with it all, he seemed to be happy, and is looking forward to the future with confidence that is really surprising.

On our way to Barmen, June 24, to attend the farewell party which Dr. Hoffa was giving to our Essen staff, we visited the gardens of George Arends at Ronsdorf near Barmen. The gardens were on high ground, 1,100 feet high, where there is a great lot of rain, about 1½ meters a year, which is very unusual, giving a humid climate that is very beneficial in growing hardy perennial plants, which he makes a specialty of.

Everything was in very neat order and splendidly labeled and systematic all through. He had some good delphiniums, Corry, dark blue, very large, and Belladonna Musis Secrum, light blue; Carnegie, pale pink and blue, very large flowers. He is probably better known by his spireas than anything else—Rhineland, a dark pink; Deutschland, a white; Hybrid Crispa, rosy white, feathery, fern-like foliage. These will probably be introduced next year. All are good forcing varieties and should appeal to our greenhouse men in America. Then he has a great number of outdoor hybrids; Arendsi, which are wonderful flowers and will make splendid plants for garden work, borders, etc.

Cost System Dangers.

Uniform cost accounting by trade associations is not only legal but highly beneficial. This is the personal view of Nelson B. Gaskill, acting chairman of the federal trade commission, as expressed, unofficially, to E. W. McCullough, manager of the fabricated production department of the Chamber of Commerce of the United States. The commission heartily favors such work, "provided it is done scientifically and accurately."

Only when cost accounting is used for "ulterior purposes," such as finding averages or otherwise being made the basis of price-fixing, is it illegal.

Trade association members have long realized the importance of cost accounting information, and some of them have attempted to deal with the problem from an educational standpoint; but apparently not all of them have restricted their activities to the educational angle, and so have aroused criticism by the Federal Trade Commission and the Department of Justice. This has checked the efforts of others who were innocent of wrong-doing. It was to clarify the situation that Mr. McCullough wrote recently to Mr. Gaskill, asking for his opinion regarding uniform cost accounting as used by the producers of a certain line whereby they figured their cost under the same rules, including in them the same elements, and differing only in results because of variance in the size of plants, equipment, efficiency and local conditions. Such a standard plan would be uniform as to fundamentals.

THE COMMISSION'S ATTITUDE.

In reply Mr. Gaskill said: "There has been much misunderstanding and unfortunately not a little misrepresentation of the attitude of this commission on the subject of uniform methods of cost accounting. In fact it seems to be difficult to secure, even for the most carefully worded statement, a proper appreciation of the commission's position, yet it is really very simple, namely, that it is strongly in favor of such work provided it is done scientifically and accurately and is not used for ulterior purposes in violation of the law.

"No governmental agency in this country, except possibly the Treasury Department, has had so much occasion to observe the existing defects in cost accounting methods, but the commission is glad to record its opinion that there has been, on the whole, a considerable improvement in recent years. The work of this commission would be greatly facilitated by further improvement in cost accounting methods and also, in fact, by a greater uniformity in methods provided proper methods are chosen as the models.

"There has been a good deal of indifference and ignorance shown by individual companies regarding the methods of ascertaining costs. Accurate cost finding in some cases, however, appears to involve an expense that some business men regard as greater than the benefits, while in some industries the technical or theoretical difficulties in getting accurate costs are no doubt very great.

"As long as the principles of cost accounting are sound and the methods used are adapted to secure accuracy of individual results, and provided that the results are not used directly or indirectly for ulterior purposes of an illegal character, the Federal Trade Commission is in favor of the study and development of uniform cost accounting by trade associations, or otherwise.

"There is evidently nothing illegal in such a practice, but it is always well to remember that though innocent in itself, it has sometimes been perverted to serve the ends of collusive price control, and, when it is so used, no matter whether directly or indirectly, then restraint of trade is involved.

Few questions are more vital to trade associations than the government's attitude toward collective study and use of rules for determining costs; here is an unofficial opinion on the matter by a member of the Federal Trade Commission.

How far may a trade association go in a uniform cost-accounting system?

In putting this question to the acting chairman of the Federal Trade Commission, the fabricated production department of the national chamber made this explanation:

"We refer to a standard plan or methods which may be developed and used by the producers of a certain line whereby they figure their costs by the same rules, including in them the same elements and differing only in results because of the variance in size of plants, equipment and local conditions —uniform as to fundamentals.

"Is there any reason why such a system may not be developed and used lawfully by an industry? Again, if conversion costs only be dealt with, is there any legal bar to the collective study of costs by the members of an industry using such a uniform cost system?"

The reply, made unofficially, is that such a collective study is not only permissible but beneficent so long as no ulterior use of it is intended. At a time when the trade associations are in considerable perplexity as to what course of conduct they may pursue, this clarification of the cost-accounting problem should prove extremely helpful.—The Editor.

"With respect to uniform methods of determining conversion costs the same principles and conclusion would also apply."

In elaborating this statement, Mr. Gaskill wrote further a little later: "Stated in another way, the conception of the commission is that the efforts of a trade association to educate the individual member in the application of sound principles of cost accounting in his individual business, are proper. But that any subsequent effort of the association to reduce the individual costs to an average or uniform cost basis and to procure the use of the group standard as a basis of price making by each of the individuals in the group, is improper. The individual must fix his own cost and his own margin. The group may not attempt to substitute a group average or standard either of cost or margin for the individual's figures without being in peril of becoming an unlawful combinatin.

"Applying this statement to your interpretation of our letter of the 25th, it may be said that for a trade association to set up and induce the use by its members of a scientific and accurate plan of cost accounting is not only legal but highly beneficial to the individual members of the association. The use of this legal and highly beneficial information by each individual in establishing his own production cost and determining his own margin, is entirely proper. If thereafter the association attempts to induce its members to disregard their own varying figures and use a common average or uniform figure of cost or margin or both, it has departed from its proper position of instructor and may easily take on the appearance of a price-fixing combination in restraint of trade or in suppression of competition.

"How far the association can lawfully go in acting as the medium of exchange of cost data among its members can only be determined after the decision by the United States Supreme Court in the pending action against the American Column and Lumber Co., et al., in which this question is involved.

"In such an expression as this, nothing is 'condemned' by the commission. The commission renders judgment only after the trial of an issue of fact upon a complaint, after hearing. Such letters as this are advisory only, suggestions and nothing more, written in the hope that they may be helpful."

THE "CANS" AND "CAN'TS."

Commenting on this correspondence, Mr. McCullough says: "Believing that the chief function of a trade organization is the education of its members along proper lines, it is apparent that there is no bar, legal or otherwise, to their promoting cost accounting among their members within the restrictions mentioned in the correspondence. But I can not too strongly emphasize what is also pointed out as to using this valuable information in a way which is clearly unobjectionable."

The fabricated production department of the Chamber of Commerce of the United States has made a great deal of progress in its efforts to develop uniform cost accounting within the various industries, and has accumulated information concerning about 70 such systems. Mr. McCullough urged that other trade lines not so supplied develop similar systems for the benefit of their members.—The Nation's Business.

CINCINNATI, O.—Alfred Forder and wife were at Havana, Cuba, August 26 and expect to return by way of the Panama canal and San Francisco.

DES PLAINES, ILL.—Fletcher C. James and daughter Phyllis have returned from Baltimore, Md., where they were visiting the former's father and mother.

SCRANTON, PA.—The autumn flower show of the Scranton Florists' Club will be staged at the Armory building, November 8-11, with numerous classes opened to competition. Francis J. Moran, 302 North Main avenue, is the secretary of the club.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Florists' Telegraph Delivery Association.

Without doubt the greatest single factor in the retailing of cut flowers is the association of wide-awake retail florists which, in the initialed form of its name, is called the F. T. D. This organization, formed some 30 years ago by men with vision, men who saw a perfected system and tried to get the assistance of the rank and file of their retail brothers all over the country to help them make it a success, were in their enthusiasm a decade or more ahead of their time. In their labor of love, for they receive no remuneration, they worked and struggled year after year and almost gave up in despair. Then came that memorable meeting in Chicago when some of the leading lights of the trade were brought together, and by their enthusiasm, together with that of their invincible leader, Secretary Pochelon, the organization was given a rebirth and from that time on has progressed by leaps and bounds. The meetings at Detroit, Mich., Buffalo, N. Y., and Indianapolis, Ind., which followed, were inspiring and enthusiastic to a degree and wonderfully improved the standing of the association.

Its indefatigable secretary, Alfred Pochelon, has by his great personality kept up the interest to the top notch of efficiency and at the same time managed a membership campaign that has raised the representatives in the various communities to near the 3,000 mark. It is very difficult at times for men to see the good things that are immediately before them. They will work hard to secure advantages which they may or may not attain, and do not begrudge the time or the expense, because they think "hit or miss" it is worth the effort. There are hundreds, yes, thousands, in this country today who would be benefited by tying up with this organization, but for this or that trivial excuse or reason they put it off until "It's too late this season, but I think I'll go in next year."

SUCCESS OF A MAINE FLORIST

Several years ago a florist in a small town in Maine, in which there was a large factory, thought a membership in the association might bring him some business and after getting all the details from the secretary and putting it off several months after that, finally became a member. Some two months later an official in the factory died and his telegraph orders, on account of the funeral, amounted to over $600. Many in the larger cities hesitate, their stock argument being there are too many from this city in now, I would not get anything out of it. Such conclusions show a misunderstanding of the organization and its object, which is to interest and prove a benefit to all members of the trade, large or small. Every one has a chance and will succeed according to his ability. The small dealer did not hesitate to open up his shop, notwithstanding there were a number of others already well established. He had faith in his ability to build up a trade against such competition, as he figured the city was growing and there would be enough for all, and the man who made the best bid for business would get it.

It is this making a bid for the business that counts and is the greatest factor for success in securing orders in the Florists' Telegraph Delivery Association. There are far too many of its membership that as soon as they are secure in the fold, sit down and expect the business to come rolling in. As to setting about to plan for and secure orders in their own store by featuring the system, and getting their own patrons and prospects interested, by telling them how it is now possible to deliver flowers or arrangements of the same by telegraph through 2,500 members of the association within one or two hours, to any city or community in the United States, or Canada, or even in Europe, is something they have not thought about. Their business and profit was to come from the other out-of-town membership. This belief is far too prevalent as many do not even take the trouble to place their F. T. D. membership sign in their window or store. Some run a line of small type on their letter and billheads that they are members of the F. T. D. and let it go at that. When such are asked as to what business it has brought them they are not very enthusiastic.

F. T. D. CREATES NEW BUSINESS.

There are others, however, who say their incoming orders average from eight to 10 a day, with an almost equal business secured in their own store. They do not, however, sit down and wait for it to come in, but are most energetic in their endeavors to create new business in every legitimate way. "We send flowers by telegraph" is the feature of all their local newspaper ads with frequent elaborate window displays showing the working out and extent of the system. To encourage incoming orders they run half page ads in the trade journals and circularize the entire list of members, to insure that their name will come first to mind when orders for delivery in their city have been received. No single movement for increasing the sale of plants and cut flowers has ever been considered that can compare with this instantaneous, within the hour, country-wide system of delivery of plants and cut flowers. It is never asleep, but is in action night and day, not only on holidays, but every day in the year.

Every florist, large or small, should become a unit of this system. He will go to considerable trouble to secure a good customer and then do all he can to hold the trade, while he can affiliate with the F. T. D. over night and find the new business, when worked up, greater in volume than any half dozen customers. His narrow local field is immediately widened to include the whole country, and his membership in such an association of representative florists in all the large cities and communities is bound to greatly increase his prestige.

PICTURE FRAME IN FLORAL ARRANGEMENT.
Basket of Blue Hydrangeas, Pink Ramblers and Spiraea Leaves in Gilt Frame.

The Picture Frame.

One of the most useful decorative window accessories is the old-fashioned, gilt picture frame. It may be used time and time again, and appears to be just as attractive today as the first time it encircled a picture of live flowers. There should be a stout easel, such as will hold it in an erect, perpendicular position, which will allow the use of vases filled with water.

A box, the size of the frame, with one side open, is fitted to the back and lined with black cloth or painted the same color. The top of this box should be hinged, which will admit the placing of various colored velvet cloths that are attached or hung from a wire form that fits the interior. These backgrounds are used to bring out the best effect with the various colors of the flowers used.

An electric light should be so placed that the picture is illuminated at night. Set in a corner of the window, with a powerful spotlight reflector which projects its rays entirely on the frame from the front is the best position, as there the heat from the lamp does not reach the flowers, as is the case when the lamp is attached to the frame.

More than one size frame will be found useful, so as to be in keeping with the picture. While beautiful at all times, these live floral pictures are especially attractive at night after the store is closed, when, illuminated with the spot light, they are very noticeable, and all passersby are almost sure to stop, admire and comment on the artistry.

The subjects are innumerable; vases and flower holders of all designs, filled with mixed or all one kind of flowers, or small fancy baskets, artistically arranged, are good features. A stork picture will be admired and bring business, as will a convalescent basket of fruit and flowers. A dainty corsage or a small colonial bouquet are sure to be noticed. There are many other effects that can be made the subject of these nature pictures. A painter's palette, with various dabs of color, and brushes suspended below the frame, gives a realistic finish, suggesting the artist.

A simpler arrangement, to take the place of the box at the back of the frame, is a piece of stout, brass wire, on which to hang or suspend the material for the background. This can be curved or take the outlines of the box, the extreme ends, for a length of three inches, being bent at right angles so as to fit into a pair of screw eyes at the back of either side of the frame near the top, but not to show above. The various background cloths should be long enough when slipped over this wire, to hang to the bottom of the frame. While velvets are fine to get good color contrast, other thinner materials may be used. Two-tone shades give good effects, but all backgrounds should be plain without figures or designs of any kind. Such a frame may be stood, resting on a wooden support, which consists of a hollow square, with two upright pieces set back from the front at the ends to provide space for, and which are concealed by the frame, when placed in position. A board lies across the support on which is built up the picture supporting a choice plant, a vase, basket or other receptacle, filled with flowers. This is covered with velvet or cloth of some kind to present a smooth or ruffled surface as desired. Blocks of various sizes can be used under the cloth to elevate the subject. When completed, the support, with the frame, can be placed as one piece on a table in the window.

Old-fashioned gilt frames, without glass, may be bought from almost any second hand furniture store for a dollar or two; 18x24, 24x30 and 30x36 are good sizes. These can be used either in an upright or horizontal position as best suits the picture.

Next Week in the Flower Shop.

With everything in readiness there should now be a strenuous bid for business in all lines. Suggestion has much to do with selling, give an ordinary plant, either foliage or flowering, a little decorative effect by placing in a jardiniere or basket cover, and it is at once especially noticeable and attractive.

Nothing is more dressy for a flowering plant than to cover the pot with a square sheet of white paper; place the plant in the center on a saucer, draw the paper up around the sides and tie at the upper edge with a piece of tape the color of the flower. The sheet should be large enough for the edges to come well above the top of the pot, these can then be forced out or worked in with the foliage to fill in scant places and give the plant a full generous appearance. A smaller piece of paper the color of the flower or a good contrasting shade could be tied inside at the top of the pot, which materially strengthens the combination.

Plants given this decorative finish look worth more than the plain pot; they appear larger and are unquestionably more attractive and salable. It takes a practiced hand but a minute or two to transform an ugly red pot with a rather unshapely plant into a well finished salable article that can be priced 25 per cent higher for this artistic finish. Best of all, it is now in the gift class and brings to the mind of the observer a shut-in or other friend who would enjoy it, and the sale is made.

Cut flowers given a little artistic handling in the hundred and one ways possible, are made much more attractive and salable. Customers like to see and admire pretty color combinations of flowers and foliage in baskets and vases. It costs no more to display them in this way than if they remained in the storage jars in the case, but there is certain to be a noticeable difference in the cash receipts at the close of the day. Every little detail in the artistic display of plants and flowers for sale, that helps to make them more noticeable and attractive, is well worth while, as it broadens their field and makes them available for purposes that were not thought possible before.

WINTER WINDOW BOX CAMPAIGN.

This is the season to plan for a winter window box campaign. There need be no drudgery in such a sale if it is worked out in all its details so that the store shall be but the order taker. What is needed is enthusiasm and a well grounded belief that every dwelling, store and club will be the better for such winter decoration. There must be no question in the mind of the prospect or customer after the matter has been put up to him but that the advantages of such a decoration are worth much more than the cost, which by the way, must be such as to show a good profit. The store front should be decorated with well filled boxes which can be used as samples and at the same time give an idea of how much such a decoration adds to the appearance of any property. A good salesman should be able to quote prices as soon as measurements are taken as he would know the per foot price of any type of box with supports, and the number of evergreens it would take to fill it. It is a great advantage to understand the work thoroughly in all its details. One can then quote prices immediately and strike while the iron is hot. There is frequently a psychological moment when the customer is worked up to the point of giving the order, the deal should then be closed as if for some reason there is delay for additional information, etc., it may result in a change of mind and a lost sale is the result.

Most nurserymen will be glad to call for and fill boxes with any of their lines of evergreens and deliver same when several orders together make it worth while. There is a large field

PICTURE FRAME IN FLORAL ARRANGEMENT.
Japanese Bamboo Vase with Rambler Roses in Picture Frame for Show Window.

for pavement and bulk decoration with high class retail shops of all kinds. It is a business which, however, has to be worked up by good salesmen, who with photographs showing examples and advantages in this form of decorated store exterior, can frequently secure good orders and help build this trade up as a factor and paying proposition.

FEATURE ATTRACTIVE WINDOW SIGNS.

Write up some catchy window signs, have your show card man get these up in good style, not too large but a bit novel in form and coloring. There is something compelling in these little notices, people will stop and read them and there is no question but sales are quickened and made that would have been missed, particularly when articles they call attention to are priced.

Don't be squemish about showing prices. All the best shops in other lines make a point of advertising the price, as being next to quality, the most essential and necessary thing in the sale of their goods. The information given by the price card is that it only costs this figure and is splendid value for the money.

Are you a member of the Florists' Telegraph Delivery Association? If not, why not? You would go to a great deal of trouble to secure the patronage of the best buyers of flowers in your city or community, because of the prestige and profit that would naturally occur. If you join the association, and feature its service in your business as you will then have the opportunity to do, it will add more to your income and fame than any business move you have ever made. Any one of 2,000 of the best retail florists of the country are liable to have an order for your town any day in the week, and you should be in a position to receive it and reciprocate with business secured in your own store. You receive and allow 20 per cent discount from your clientele, which, when there has been worked up a good outgoing line of orders, evens up the volume, so that practically the full line of orders is secured without discount. Join at once and add this untold advantage to your business.

PICTURE FRAME IN FLORAL ARRANGEMENT.
White and Gilt Vase with Hiawatha Rambler Sprays in Gilt Frame for the Window.

Salesmanship and Policy.

Paper by Robert C. Kerr, Houston, Tex. Presented at the Annual Meeting of the Texas State Florists' Association, San Antonio, July 12-14, 1921.

I believe I am safe in making this statement that the average flower shop has a very poor sales policy. There are, of course, a few who are more modern and up-to-date in their methods. These concerns have built a big business on their progressive methods; but the small concerns which adopt the antiquated methods, and never attempt to improve in any way, will always be small. We have heard remarks from some of our florists, wondering how certain concerns have built such a big business, and very often they use the alibi that some friend with money was pulling wires to develop their trade; not willing to give credit to the individual concern itself. There are a few cases, of course, where this is true, but it is an exception rather than the rule.

I believe the time is coming when it will be the case of "the survival of the fittest." The old days when a man could put a refrigerator in his store, with other fixtures, and open his doors and say, "Here I am," are a thing of the past. The concerns in the future which adopt modern-day methods and modern-day equipment are the ones that will survive. The old type of florists must go. Many times I have walked into a flower shop and possibly gotten back into the workroom before anyone attempted to find out who was in the front. Someone is trying to finish up a design or spray, before they can wait on a customer. I think this is a serious mistake. We should meet the customer half way to wait upon him and lead him to believe that we stand ready to wait upon him instantly, and by all means greet him with a smile and good morning, or good afternoon, as the case might be. Get interested in that particular customer's wants, whether they be large or small. One of the largest and most successful merchants made a statement in a talk before one of our organizations, that he would give anything in the world if he could influence his employes to "warm up" to the customers, and that phrase has a wide meaning, and I think our flower shops need a thorough drilling along this line.

ATTITUDE TOWARD PUBLIC.

Indifference on the part of the salesman, or saleslady, is one of the greatest liabilities in connection with our business. The customers should be made to feel that we are anxious to serve them. And, as to personality and personal contact, the salesman with a pleasing disposition, and with a smile in his or her voice, is worth untold value to a store. All we need to do is to put ourselves in the customer's place, or recall our relations with other concerns. Who are the salesmen that you prefer to wait on you in the different stores? It is the salesman that is pleasing, obliging and anxious to serve, and I know that salesmen of this caliber are few and far between in the vast majority of our flower shops. As a usual thing, there is an air of indifference about us. As I stated before, the time has come when this method must change.

PERSONALITY OF SALESMAN.

Possibly more orders are taken over the 'phone than any other medium and there are so many more things that enter into salesmanship over the 'phone than if the customer was in the store. Promptness in answering the 'phone; second—a smile in the voice; third—showing a disposition to give the customer full information and doing it willingly. An attitude that indicates that the salesman is in a hurry, and short snappy answers, leave the impression that we are doing the customer a favor by keeping open our front doors. This is one of the gravest mistakes in salesmanship.

There are many angles to this subject, and volumes could be written; but, as indicated by our president that he does not want our papers too long, but short, snappy and to the point, therefore, I will not go into a lengthy discussion.

Another great evil which exists among our craft, in the retail business, is the pricing of our stock. I can remember in the old days when we made a spray for $1, and designs for $1.50. We thought it always good policy, if we had a policy at that time, to quote our prices from the lowest price up. For instance, when a customer entered our

store desiring a wreath, and made inquiries as to prices, we would say that our wreaths were from $1.50 up in price, and sprays from $1 up. The result was that we found the majority of our orders ranged among the lowest prices. We have found it best to strike upon the medium price. For illustration, our average size design ranges from $6, $8 and $12, and our average spray from $5, $7.50 and $10. When a customer walks into our store and makes an inquiry as to the price of a design, we state to him that our average sizes range in price from $6, $8 and $12, and more handsome designs run from $15, $20 and $25 and up. However, if they desire something smaller, we are prepared to make the design as cheap as $5. We recommend the average size, if they desire something along that line, and, of course we recommend the larger designs, if they want something more elaborate. This is only as an illustration.

Now there are a number of salesmen who are good judges of human nature and close students of salesmanship, and who can size up their customers from the introductory conversation, and understand how to quote them prices. There are also certain customers who have been on our books for a number of years, and we always know the size of their pocketbook and of course have no trouble in arriving at the proper charge. We sometimes misjudge a customer, even though we may be a good salesman. For illustration, a very wealthy man telephoned us for an order for a design to some eastern city. He stated that he wanted a very handsome piece, but hesitated about giving us the amount, so we wired a $50 design. We thought it covered his needs, but when he received the bill he was very much embarrassed that we sent such a shoddy design for him. He then stated he felt that anything from $150 to $250 should have been the amount of the design. Of course this was a very unusual case, and I want to assure you that he was not half as disappointed as we were, because we certainly would have liked very much to have ordered a $250 design for him.

One phase of this subject is covered by another subject in our programme, and that is, the matter of prices for holidays, and this is in itself a big subject, and I hope will be thrashed out from every angle at this convention.

STOCK AS SALESMEN.

We believe that our concern has a salesforce that is progressive, but there are many faults to find, and there are many things to be improved upon. But one of the biggest assets we find to be the most profitable is to have a complete stock at all times in our store.

When a customer enters the store and sees an empty ice box, he immediately comes to the conclusion that we cannot fill his needs satisfactorily. When we have a large assortment to select from, it certainly inspires more confidence in our customer. The day is rapidly approaching in Texas when we will be in a better position to carry a bigger and better stock, because of the fact that there are more concerns who are growing more flowers than ever before. It is far easier to keep a full ice box and a better assortment, if you have a greenhouse in the suburbs within truck haul, or if the stock can reach you over night. It is a very easy matter to keep a larger assortment and a bigger stock than in the old days, when we were forced to have our stock shipped from 36 to 48 hours, which condition is passing rapidly, thanks to our organization of Texas florists. I am just wondering how many florists throughout the state appreciate the rapid strides we are making in this direction.

Another important item which possibly comes under the head of salesmanship is that of our show windows—"Our Silent Salesmen." How many up-to-date dry goods and other merchandising concerns allow their front show windows to get unsightly, and yet how many florists make it their business to see that their windows are attractive? It is true our stock is perishable and requires considerable attention, but that is all the more reason why we should give our windows special and careful attention. What is more attractive to the public than a well arranged front florist show window! The same applies to the interior of the florist's store. In our line of business it is necessary to be constantly changing stock in the front of the store. In the filling of orders, that stock should be immediately replaced by something else that will add to the attractiveness of the store. The flowers in the ice box should be attractively arranged at all times, irrespective of whether the business is rushing or quiet. I have noticed more particularly during the big rushes that employes will rush to the ice box, grab out some flowers and not take time to re-arrange them. The customer takes particular notice of this condition, and we should bear this in mind. How many times has a customer walked out of our store without making a purchase, and you could not understand the reason? In many cases, this is the cause. Something either in the show case, or in the store, did not appeal to him.

DIVISION OF SALESROOM AND WORKROOM.

Now the next important thing (and I find quite a difference of opinion on the subject) is that of the workroom and the salesroom being entirely open, so that the customers may see the workroom. The old method that our workroom remain in full view of our customers, which leaves the impression that business is good and that we are all busy, is rapidly passing. I stepped into one of the most prominent flower concerns in Chicago, doing a big flower business, and there were two or three salesmen in front waiting on the trade. I saw no one making up. I wondered where they did their work, and upon introducing myself, telling them I was a florist from the big plains of Texas, and wanted to get some pointers, the manager took the trouble to show me through the establishment. After looking through the store, I was taken to the basement, and there 12 or 15 workmen were hard at work. I then went down the street and another equally large concern had their workroom in full view of the front, but they all appeared to be mighty busy, and indications were that they were doing an enormous business.

Now, if I had been a customer and had not had the privilege of going down into the workroom of the first store, I believe that I would have been impressed with the second store as doing more business than the first; but being in the business myself, I was anxious to learn which store was doing the most business. In the first one things were neat and trim, and customers were waited on without confusion, and I believe that they would come nearer satisfying their customers in the first store than in the second, because the salesmen were trained along the particular lines of waiting on trade. The workmen in the first establishment, whose duty it was to make up designs, were specializing along that particular line. I believe that if the salesmen and workmen are drilled for their particular work, there will be a greater efficiency. In the second store there was more or less confusion, and I noticed particularly that no certain one waited upon the trade. It is true that business looked better in the second store, but this is the day of specializing, and our force should be drilled along these lines. Therefore, as I stated in the beginning of this subject, the day of the combined storeman and designer of the retail flower shop is rapidly passing.

DELIVERY SERVICE.

Now as to the delivery service, which I expect to make short and snappy. So much has been said upon the subject that I feel that time does not justify an elaboration. The concern that adopts the slogan and actually puts it into practice, of "Service on the Minute," is, to my mind, the concern which is getting ahead. The old system of running into the rear of the hearse in making a funeral must cease in the future. The same applies in making other deliveries. We all should adopt the slogan of "Service on the Minute," and put it into practice. If a few deliveries should happen to cost possibly a little more than the sale, and delivery should be made immediately, call a messenger. I think this is good business. Just for illustration: this case happened several years ago, and possibly I have told this before. We had an order for 50 cents worth of bedding plants for delivery in the suburbs several miles out. We delayed the delivery of this order awaiting other orders which would go in that same direction. Consequently, the order was cancelled. Several months later it so happened that there was a wedding in that same family, and we approached them to place the wedding work with us, and were advised that if we could not fill a 50 cent order on time we could not fill a $500 order on time. Prompt deliveries, and a driver who is polite and courteous and attends to business is very essential to our business.

Now, in summing up these few points of salesmanship—methods, old and new, attitude, pricing, personality, stock arrangement, division of workroom and salesroom and deliveries; what we need today is an atmosphere in our stores that we are conducting our business along progressive lines; ready and anxious, at all times, to serve, extremely desirous of pleasing our customers, and with a desire to make a friend out of every man and woman who enters our store, always carrying out the golden rule—"He profits most who serves best," always bearing in mind that a customer who passes through our doors or gives us a call over the 'phone pays us a compliment.

SANTA FE, N. M.—R. V. Boyle is adding two new houses 28x150 feet each, with new boilers and equipment. The J. C. Moninger Co., Chicago, has the contract.

JAMESTOWN, N. Y.—The Chas. N. Cotter Co., Inc., has been incorporated with a capital of $25,000, to deal in horticultural products. Chas. N. Cotter and Ethel Schurman, this city, and Stanley G. Barnes, Binghamton, N. Y., are the incorporators.

Pittsburgh.

MARKET IS OVERSUPPLIED.

Business continues slow with a large lot of seasonable stock. It seems as though every farmer in this district has some gladioli or asters which seem to have no value to them, and they sell so cheaply that it is almost impossible for the wholesale houses to compete with them. American Beauty roses are plentiful but they move slowly. Roses are of fine quality, especially the Columbia, but the demand is light and the most of them have to be sacrificed. The quality of the asters and gladioli is of the best, but there are entirely too many for this market to use to advantage and a large part of them are lost. Lilies is the one item that is holding its own and cleans up daily at good prices. Outside of the items mentioned, there is very little coming in.

ALLIED CLUBS TO MEET SEPTEMBER 20.

Plans are progressing rapidly for the big consolidated meeting, September 20, of the Retail Florists' Association, the Florists' and Gardeners' Club, and The Sewickley Horticultural Society. The English room at the Fort Pitt hotel has been secured for the session. Speakers will talk only on subjects that are of vital interest to the florists whether he be store man or grower. The committee has worked hard to obtain only high class representative speakers and after months of effort along this line announce that the speakers will be: Albert Pochelon, Detroit, Mich.; Herman P. Knoble, Cleveland, O.; Prof. Wilde of Pennsylvania State College, and J. H. Weisman, this city. A banquet at 6:30 p. m. will precede the speakers. Every florist, whether a member of the club or not, is invited and requested to bring the ladies. Further particulars can be obtained from the wholesale houses.

NOTES

Randolph & McClements report that its fruit trade has grown to such large proportions that the cut flower end of the business is forced to second place.

John Mitchell, of The Alpha Floral Co., and family have just returned from a six weeks' auto trip through northern New York and Canada.

E. C. Tipton, of The McCallum Co., and family are spending a short vacation at Canfield, O.

Last week's weather was so warm that it reminded one of what we went through in July.

The Pittsburgh Cut Flower Co.'s new and elaborate catalogue of florists' supplies is out. E. C. T.

Wisconsin State Fair.

The Wisconsin State Fair held from August 29-September 3, at Milwaukee, was not from an attendance or financial standpoint, due undoubtedly to present business conditions, the success it was in 1920. Nevertheless the showing made in the horticultural classes was the best ever; the interior decorations of the Horticultural building were artistically arranged by the Aug. F. Kellner Co., and with the cooperation of numerous retailers and growers the building was well filled with creditable exhibits; the table decorations being competitive this year, brought out clever work and a great improvement over that of the year previous.

THE AWARDS.

The awards amounting to $1,044.25, and open to commercial growers only, were distributed as follows:

Display of greenhouse plants not less than 25 varieties to cover 50 square feet—Holton & Hunkel Co., Milwaukee, 1st; C. C. Pollworth Co., Milwaukee, 2nd; Aug. F. Kellner Co., Milwaukee, 3rd.

Display of palms to cover 50 square feet—A. F. Kellner Co., 1st; Chas. Menger, Milwaukee, 2nd; C. C. Pollworth Co., 3rd; Holton & Hunkel Co., 4th.

Display of plants in variety to cover 50 square feet and to be arranged for effect—A. F. Kellner Co., 1st; Holton & Hunkel Co., 2nd; E. J. Hamme, Milwaukee, 3rd.

Display of ferns in variety arranged for effect to cover 50 square feet—Holton & Hunkel Co., 1st; A. F. Kellner Co., 2nd; E. J. Hamme, 3rd.

Display of nephrolepis to cover 50 square feet—Holton & Hunkel Co., 1st; C. C. Pollworth Co., 2nd; A. F. Kellner Co., 3rd; E. Haasch, 4th.

Display of plants in bloom to cover 25 square feet—A. F. Kellner Co., 1st; Chas. Menger, 2nd; E. Hamme, 3rd.

Most artistically arranged basket of cut flowers—E. Welke Co., Milwaukee, 1st; Chas. Menger, 2nd; E. Eberhardt, 3rd; Wm. C. Zimmerman, 4th.

Display of foliage plants to cover 50 square feet—Holton & Hunkel Co., 1st; C. C. Pollworth Co., 2nd; A. F. Kellner Co., 3rd; E. Hamme, 4th.

Specimen Nephrolepis—E. Hamme, 1st; A. F. Kellner Co., 2nd; C. C. Pollworth Co., 3rd; Holton & Hunkel Co., 4th.

Specimen, any other fern—Holton & Hunkel Co., 1st; E. Hamme, 2nd; A. F. Kellner, 3rd.

The Late John Low.

The Late John Low, as Stated in Our Issue of August 27, Page 322, Was Superintendent of the Cudahy Estate, Lake Forest, Ill., and Died August 23, from Burns Received July 30 in Saving the Two Young Sons of His Employers from Death by Fire. Mr. Low Came from Scotland Fifteen Years Ago and Had Been in the Employ of the Cudahys Most of the Time Since.

Specimen palm—A. F. Kellner Co., 1st; Holton & Hunkel Co., 2nd; C. C. Pollworth Co., 3rd.

Best 25 white roses—C. C. Pollworth Co., 1st; Holton & Hunkel Co., 2nd.

Best 25 pink roses—C. C. Pollworth Co., 1st; Holton & Hunkel Co., 2nd.

Best 25 red roses—C. C. Pollworth Co., 1st; Holton & Hunkel Co., 2nd.

Best 25 Premier or Mrs. Chas. Russell roses—C. C. Pollworth Co., 1st; Holton & Hunkel Co., 2nd.

Best 25 any other color roses—Holton & Hunkel Co., 1st; C. C. Pollworth Co., 2nd.

Best 24 Easter lilies—C. C. Pollworth Co., 1st; Holton & Hunkel Co., 2nd.

Best display of asters, not less than 100 blooms to a variety—J. Rugowski, 1st; Ward Davis, 2nd.

Best vase of asters, 12 any one color—J. Rugowski, 1st; Ward Davis, 2nd; E. Hamme, 3rd.

Best display of pansies—J. Rugowski, 2nd.

Best display of herbaceous perennials, correctly named, not less than 10 varieties—J. Hauser, 1st; E. Eberhardt, 2nd.

Display of not less than 200 gladioli blooms in variety—E. Eberhardt, 1st; J. Hauser, 2nd.

Display of not less than 150 dahlia blooms in variety—E. Eberhardt, 1st; J. T. Fitchet, Janesville, 2nd; J. Hauser, 3rd.

Best bridal shower boquet—E. Welke Co., 1st; Ward Davis, 2nd; E. Hamme, 3rd; Wm. Nero & Son, Cedarburg, 4th.

Best floral design—Wm. Zimmerman, 1st; Chas. Menger, 2nd; E. Haasch, 3rd; E. Hamme, 4th.

Dining room table decoration, eight covers, without china or silver, for four days beginning August 31, to be changed once—Wm. Zimmerman, 1st; Baumgarten Floral Co., Inc., Milwaukee, 2nd; J. Livingstone, 3rd; E. Welke Co., 4th; Ward Davis, 5th.

OBITUARY.

John Adikes.

John Adikes, known throughout this city as a civic worker, died at his home in Jamaica, L. I., on Sunday, August 28, from stomach trouble, which prevented him from using food. The firm of J. & T. Adikes, of which he was a member, is well known even to the oldest workers in the seed stores here, for in addition to groceries and feed they sold seeds. The business was established by the father of the present owners in 1855, when Jamaica was a village in a farming locality. Farmers in those days bought narrow fat peas by the bag, for that was a favorite market variety until well into the 70's. The firm also handled seed potatoes in large quantities. About 25 years ago another store was opened at Flushing, L. I.

Mr. Adikes is survived by his widow, Mose McCauley Adikes; two sons, James W. and Thomas; three daughters, the Misses Margaret, Anna M. and Rose, all of Jamaica, and his brother Thomas, of Flushing. The funeral services were held August 31 from his late home, 211 Fulton street, thence to St. Mary's Church, where a solemn mass or requiem was offered at 10 o'clock a. m.

D. K.

Eliot W. Sperry.

Eliot Winslow Sperry, son of Joseph H. Sperry, New York representative of the Florists' Exchange, and Caroline C. Sperry, died August 22 at New London, Conn., from pneumonia contracted after an operation for appendicitis. The deceased was 30 years of age, and was employed by the American Railway Express Co. in that city, Mr. Sperry served through the war as a sergeant in the Coast Artillery corps. The funeral services were held from the home of his fiancee, Miss Josephine M. Beckwith, of New London, and the floral offerings were profuse and beautiful. A firing squad from Fort Mitchell attended the burial, firing the salute, and sounding taps at the grave.

D. K.

State Fairs.

The following is a list of coming state fairs with the names and addresses of the superintendents of the floricultural and horticultural departments as far as obtainable:

September 12-17, Syracuse — New York State Fair. David Lumsden, care Walter Reed General hospital, Washington, D. C., superintendent of floriculture.

September 12-17, Louisville. — Kentucky State Fair. Ben E. Niles, Henderson, superintendent of horticulture; Wm. Rabe, Versailles, superintendent of floriculture.

September 13-17, West Kingston.—Rhode Island State Fair. Thos. P. Brayman, West Kingston, R. I., superintendent of horticulture. Peter S. Byrnes, Wickford, R. I., superintendent of floriculture.

September 17-23, Hutchinson. — Kansas State Fair. Carl Snyder, Topeka, superintendent of horticulture. O. F. Whitney, Topeka, superintendent of floriculture.

September 26-30, Pueblo.—Colorado State Fair. J. L. Beaman, Pueblo, manager.

September 26-30, Trenton—New Jersey Inter-State Fair. Arthur J. Farley, N. J. Experiment station, New Brunswick, superintendent of horticulture and floriculture.

September 19-25, Yakima.—Washington State Fair. Chas. L. Robinson, Olympia, Wash., superintendent of horticulture. Miss Mary Remy, R. F. D. 1, Yakima, Wash., superintendent of floriculture.

October 3-8, Birmingham.—Alabama State Fair. Lyle Brown, Auburn, Ala., superintendent of horticulture. J. L. Dent, Birmingham, superintendent of floriculture.

October 24-29, Columbia.—South Carolina State Fair. T. J. Cunningham, Chester, S. C., and G. P. Hoffman, Clemson college, S. C., superintendents of horticulture.

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When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

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COLLIER'S now appears to be among the burbanked.

WE are in receipt of the Transactions of the National Chrysanthemum Society of England, containing papers on "Raising Chrysanthemum Seedlings," by Percy A. Cragg, and "The Best Chrysanthemums," by Thomas Stevenson.

CHAS. H. TOTTY, of Madison, N. J., in his address at the Washington convention of the Society of American Florists last month, said the flower show is one of the best ways to advertise flowers and promote their extended use. If plans for the local fall show are not already made, no time should be lost in completing them now and it is not too early to start work on the spring exhibition.

Straws.

Lead shows a slight advance in price, but not enough to affect the price of tinfoil.

Linseed oil is 74 cents; last year's price this time was $1.34.

ONE keenly observant wholesale florist says the flower business is always good when trade in other lines is dull.

Florists' Telegraph Delivery Association.

REDUCED RATES TO TORONTO MEETING.

The Florists' Telegraph Delivery Association has been granted reduced rates of a fare and one-half on all trunk lines for the annual convention, to be held at Toronto, Ont., October 11-13. The certificate plan will be in effect for this convention under the following regulations:

Members will purchase one way tickets at regular one-way fare. The agent selling ticket will, upon request, issue a certificate of standard form for each ticket purchased. The fare for the return trip will be one-half of the adult one-way fare, applying from place of meeting to the original starting point by the route used on going trip, as shown on the certificate, providing that certificate presented has been properly validated at the meeting by the agent appointed for that purpose. The reduction returning will apply providing there are not less than 350 members in attendance at the meeting, including dependent members of families holding certificates or regular round trip tickets sold at not less than regular one-way fare. An authorized agent will be in attendance during the last two days of the meeting to validate certificates.

Florists' Hail Association.

At the annual meeting of the Florists' Hail Association, Washington, D. C., the following resolutions on the retirement of E. G. Hill, of Richmond, Ind., from the presidency of the association were unanimously adopted:

RESOLUTIONS ON E. G. HILL'S RETIREMENT.

We, your committee on resolutions in respect of E. G. Hill's services to this association, appointed at the Cleveland, O., meeting, offer herewith the following:

Whereas, E. G. Hill has for over a quarter of a century faithfully served this association as its president and is now voluntarily retiring, therefore, be it

Resolved, That the officers, directors and members of the Florists' Hail Association of America, now in session at Washington, D. C., herewith express our heartfelt appreciation and gratitude to Mr. Hill for his services these many years and for his untiring and successful efforts on behalf of this association, and be it further

Resolved, That while we most sincerely regret Mr. Hill's decision in not again accepting the presidency of this association, we do, out of respect for his long services, hesitate to further urge this duty upon him, and therefore wish for him with his retirement, Almighty God's richest blessings for his future good health and happiness.

CHAS. P. MUELLER,
JAS. S. WILSON,
Committee.

The officers of the association are as follows: J. F. Ammann, Edwardsville, Ill., president; James S. Wilson, Des Moines, Ia., vice-president; James W. Heacock, Wyncote, Pa., treasurer; John G. Esler, Saddle River, N. J., secretary; J. C. Vaughan, Chicago; J. S. Wilson, Des Moines, Ia.; Samuel Murray, Kansas City, Mo.; Julius Roehrs, Rutherford, N. J.; Anders Rasmussen, New Albany, Ind.; Chas. P. Mueller, Wichita, Kans.; Chas. L. Washburn, Chicago, and Albert M. Herr, Lancaster, Pa., directors.

Canadian Inspection.

A notice from the Dominion Department of Agriculture states that several exporters of cut flowers and vegetables to the United States have had their shipments held up by the United States customs' officials at the border as the shipments were not accompanied by a certificate of inspection. On July 21, the United States Department of Agriculture placed an embargo on the province of Ontario on account of the European corn borer, and prohibited the importation of certain vegetables and flowers unless they were certified as being free from this pest.

Market gardeners, florists, etc., intending to export to the United States, should apply to the entomological branch of the Department of Agriculture, Ottawa, for information regarding this quarantine before shipping. The embargo affects celery, green beans, beets with tops, spinach, oat and rye straw, chrysanthemums, asters, cosmos, zinnias, hollyhocks, gladioli and dahlias.—Canadian Florist.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in date, time and place of meeting.]

Baltimore, Md., September 12, 8 p. m.—Gardeners' and Florists' Club of Baltimore at Royal Arcanum hall. Robt. T. Paterson, 934 East Preston street, Baltimore, secretary.

Chicago, September 15, 8 p. m.—Commercial Flower Growers of Chicago at Randolph hotel. Otto H. Amling, Maywood, secretary.

Chicago, September 14, 8 p. m.—Gardeners' and Florists' Union, No. 10,615, at 180 West Washington street. Bernard Wahlstead, 851 North Trumbull avenue, Chicago, secretary.

Cincinnati, O., September 12, 8 p. m.—Cincinnati Florists' Society at 532 Race street. Alex. Ostendarpt, 14 East Third street, Cincinnati, secretary.

Des Moines, Ia., September 13, 8 p. m.—Des Moines Floral Arts Club. L. E. Foglesong, Des Moines, secretary.

Hartford, Conn., September 13, 8 p. m.—Hartford Florists' Club. Geo. Marchant, 13 Huntington street, Hartford, secretary.

Helena, Mont., September 17, 8 p. m.—Florists' and Nurserymen's Association of Montana. E. A. Calmettes, Helena, secretary.

Knoxville, Tenn., September 13, 7:30 p. m.—Knoxville Florists' Society at stores of various members. Robt. E. Mapes, Box 116, Knoxville, secretary.

Lake Geneva, Wis., September 17, 8 p. m.—Lake Geneva Gardeners' and Foremen's Association at Horticultural hall. J. R. Clarke, Lake Forest, secretary.

Lancaster, Pa., September 15, 7:30 p. m.—Lancaster County Florists' Association at Chamber of Commerce. Albert M. Herr, Lancaster, secretary.

Lenox, Mass., September 14, 8 p. m.—Lenox Horticultural Society at Town hall. Hy. Heeremans, Lenox, secretary.

Louisville, Ky., September 14, 8 p. m.—The Kentucky Society of Florists at Y. M. H. A. hall. Joseph Abele, Louisville, secretary.

Madison, N. J., September 14, 8 p. m.—Morris County Gardeners' and Florists' Society at Masonic hall. Edw. Reagan, Morristown, secretary.

New Orleans, La., September 11, 2 p. m.—Gardeners' Mutual Protective Association at 5001 Rampart street. John Parr, 4539 Rampart street, New Orleans, secretary.

New York, September 12, 7:30 p. m.—New York Florists' Club at Engineering building, 33 West 39th street. John Young, 43 West 18th street, New York, secretary.

New York, September 13, 8:30 p. m.—Greek-American Florists' Association at 119 East 23rd street. Spiros Sakas, 260 Third avenue, New York, secretary.

Poughkeepsie, N. Y., September 14, 2 p. m.—Dutchess County Horticultural Society at Fallkill building. Theo. H. De Groff, Hyde Park, N. Y., secretary.

Seattle, Wash., September 13, 8 p. m.—Seattle Florists' Club at Henry building. Thos. Wylie, Holly street, Seattle, secretary.

Seattle, Wash., September 11, 8 p. m.—Florists' and Gardeners' Union No. 16,667 at I. O. C. T. hall, Virginia and Bowen streets. E. Popp, Fort Steilacoom, Wash., secretary.

Springfield, O., September 12, 7:30 p. m.—Springfield Florists' Club. Arthur Leedle, Springfield, secretary.

St. Louis, Mo., September 12, 8 p. m.—Retail Florists' Association of St. Louis. Oscar Ruff, 3119 South Grand avenue, St. Louis, secretary.

Coming Exhibitions.

[Secretaries are requested to supply any omissions from this list and to correct any dates tha have been altered since the last advices.]

September 15-17, San Francisco, Calif.—Annual exhibition of the Dahlia Society of California. Frank C. Burns, San Rafael, Calif., secretary.

September 19-24, Cedar Rapids, Ia.—Annual Fall Festival of Cedar Rapids. D. Wilcox, care Wilcox Flower Shop, Cedar Rapids, chairman of the floral department.

September 21-22, New Bedford, Mass.—Annual dahlia show of the New Bedford Horticultural Society. J. M. Tabor, 888 Rockdale avenue, New Bedford, Mass., secretary.

September 21-22, New Rochelle, N. Y.—Fall show of the Westchester and Fairfield Horticultural Society. J. Adair, Greenwich, Conn., secretary.

September 22-25, Boston, Mass.—Annual exhibition of the Massachusetts Horticultural Society. Wm. P. Rich, Horticultural Hall, Boston, Mass., secretary.

September 27-30, New York.—Annual exhibition of the American Dahlia Society at Hotel Pennsylvania. E. C. Vick, 205 Elwood avenue, Newark, N. J., secretary.

October 4-5, Glencove, N. Y.—Chrysanthemum show of the Nassau County Horticultural Society. Wm. McKinnon, secretary, Glen Cove.

October 6-7, Sewickley, Pa.—Annual dahlia show under the auspices of the Alleghany Garden Club and the Sewickley Horticultural Society. Geo. W. Kirk, Sewickley, secretary.

October 20-23, Los Angeles, Calif.—Annual exhibition of the California Association of Nurserymen. Henry W. Kruckeberg, Los Angeles, Calif., secretary-treasurer.

November 2-4, Tarrytown, N. Y.—Fall exhibition of the Tarrytown Horticultural Society. E. W. Neubrand, Tarrytown, N. Y., secretary.

November 7-9, Philadelphia, Pa.—Annual exhibition of the Pennsylvania Horticultural Society. David Rust, 606 Finance building, Philadelphia, Pa., secretary.

November 8-10, Scranton, Pa.—Fall show of the Scranton Florists' Club. Francis J. Moran, 302 North Main street, Scranton, secretary.

November 9-11, New York.—Annual exhibition of the American Institute of the city of New York at Engineering building, 33 West 39th street. Dr. J. W. Bartlett, 324 West 23rd street, New York, secretary.

November 16-17, Chicago.—Annual exhibition of the Chrysanthemum Society of America. C. W. Johnson, 141 Summit street, Rockford, Ill., secretary.

January, 1922, Hartford, Conn.—Annual exhibition of the American Carnation Society. A. F. J. Baur, 38th street and Rockford avenue, Indianapolis, Ind., secretary.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, $1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order For Plant Advs., See Ready Reference Section

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—By gardener and florist; single; thoroughly experienced. Wishes to make a change; good references. Address,

P. O. Box 3, Hardwick, Ga.

Situation Wanted—Young man having one year experience, now wishes position with retail florist to thoroughly learn the business. Lawndale 8065. Address

Key 802, care American Florist.

Wanted to Rent or Buy

By thoroughly experienced florist and decorator, a large florist establishment. Only high grade proposition considered. Must stand closest investigation. Give full particulars and price in first letter.

Address **Key 575, care American Florist**

Help Wanted

Experienced driver for White delivery truck. Must know city and come well recommended.

MANGEL,

17 East Monroe Street, CHICAGO

Help Wanted

Experienced lady to work in retail store. Must be capable to do design and bouquet work. State wages.

Key 803, care American Florist.

SITUATION WANTED

By all-round grower on commercial place where good results are desired; thoroughly experienced in growing roses, carnations, chrysanthemums and a general line of pot plants; specialist in roses and cyclamen; 16 years experience; Swedish; age 32; single; best of references; can come at once; please state wages and particulars in first letter.

Key 581, care American Florist.

Situation Wanted

By a first-class wholesale or retail florist; 25 years' practical experience in cut flowers, fancy potted plants, bedding stock, designing, etc.; capable of taking full charge and handle help; middle-aged, single man. Address

Key 577, care American Florist.

Situation Wanted

As a grower of cut flowers and potted plants in general; first-class all-around man; life experience in the trade; would prefer around Chicago or middle west; can come at once; single, middle-aged man. Please state full particulars in first letter. Address

Key 801, care American Florist.

FOR SALE

Florist Ice Box, mahogany finish, 8 ft. 9 in high, 6 ft. wide, 3 ft. deep; beveled plate mirrors on ice chamber; glass on three sides; used three years. Price $250 cash, F. O. B. Chicago. Can be seen at **110 East South Water St., Chicago.**

For Sale or For Rent

Ten long and eight short greenhouses, with a large barn, house and other means which belong with the florist; in excellent location, near city, and on reasonable terms. Place will be vacant next spring.

HERMAN C. KROSEBERG,

628 Grand Avenue, MILWAUKEE, WIS.

FOR SALE

Just a dandy, up-to-date Florist business, going stronger every day; big territory; greenhouse and dwelling combined; dandy down-town shop, and the only one; reasonable rent; steam heat; this proposition is sound, no old, worn-out business; for references write to any near-by florist in Dallas, Waco or Ft. Worth; one thing, to take hold of this you must be up to now, the people demand it, and make up your mind to go big; the business is here; population, 16,000; I am selling to go on my farm, after being in the business twenty years; $4,000.00 cash, $3,000.00 on time, almost to suit buyer. If interested, write

HOLM'S FLOWER SHOP,
Corsicana, Texas.

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $4.50; per 1000, $6.50. Samples on request. Electro of leaf, postpaid, $3.00. Cash with order.

American Florist Co.
440 S. Dearborn Street
CHICAGO

HOME-GROWN STOCK

Greatly Increased Demand

If you have any to offer, or are likely to have any soon,

advertise in these columns now.

AMERICAN FLORIST CO.

440 So. Dearborn Street, ... CHICAGO

Montgomery's Priscilla

That's the name of the new pink rose! The name will be Priscilla probably after the public has had it a while, but we have had to add the prefix to cover the rules of nomenclature.

In order to get someone who knows more about roses than we do to give an unbiased, honest opinion on the merits of this rose, we have placed 12 plants of it with each of the following growers:

E. G. Hill Co., Richmond, Ind.
Dailledouze Bros., Brooklyn, N. Y.
Albert F. Amling Co., Maywood, Ill.
Duckham-Pierson Co., Madison, N. J.
Rowayton Greenhouses, Rowayton, Conn.
Miller Floral Co., Farmington, Utah
Wellworth Farm Greenhouses, Downers Grove, Ill.
Poehlmann Bros. Co., Morton Grove, Ill.
Robert Pye, Nyack, N. Y.
John Coombs, Hartford, Conn.
A. S. Burns, Jr., Spring Valley, N. Y.
Robt. Simpson, Clifton, N. J.
Chas. H. Totty Co., Madison, N. J.
Noe-Ruzicka Co., Madison, N. J.
Wm. H. Elliott Co., Madbury, N. H.
Anthony Ruzicka, Madison, N. J.
W. J. Pilcher, Kirkwood, Mo.
Jos. Heacock Co., Roelofs, Pa.
Ferrari Bros., San Francisco, Calif.
Peirce Bros., Waltham, Mass.
Batavia Greenhouse Co., Batavia, Ill.
Wendland & Keimel Co., Elmhurst, Ill.
Joy Floral Co., Nashville, Tenn.
Roberts Rose Co., Denver, Colo.
Geo. C. Weiland, Evanston, Ill.
Lakeview Rose Gardens, Jamestown, N. Y.
Exeter Rose Conservatories, Exeter, N. H.
Bassett & Washburn, Hinsdale, Ill.
H. O. May, Summit, N. J.
Budlong Rose Co., Auburn, R. I.
Doemling-Schimmel Co., Mt. Clemens, Mich.
F. R. Pierson, Tarrytown, N. Y.
L. B. Coddington, Murray Hill, N. J.
Jos. H. Hill Co., Richmond, Ind.
S. Mortensen, Southampton, Pa.
Briar Cliff Gardens, Scarborough, N. Y.
John H. Dunlop & Son, Richmond Hill, Ont., Can.
J. J. Fallon Co., Lynchburg, Va.
Gullett & Sons, Lincoln, Ill.
Rolf Zetlitz Co., Lima, O.
Van Aken Bros. & Sons, Coldwater, Mich.
Premier Rose Gardens, Maywood, Ill.
Weiss & Meyer Co., Maywood, Ill.
Florex Gardens, North Wales, Pa.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.

Ask them about it, if you will, at any time. They have our permission to tell the truth. We are going to let this rose sell itself! We shall be simply order takers.

A. N. PIERSON, Inc., Cromwell, Conn.

St. Louis, Mo.

BUSINESS IS IMPROVING.

There has been a heavy supply of all stock the past week. Gladioli, asters and roses have been arriving in large quantities and of very good quality. Stock of all kinds is easily disposed of, bringing fair prices. Fall stock is making its appearance and is of very good quality. In roses, fancy Premier and Columbia are arriving in excellent condition, good blooms and long stems. Butterfly, which is taking the place of Ophelia, is seen, having short stems but fairly good blooms. Mrs. Chas. Russell and Milady are also seen on the market in good quantity. Sunburst, Killarney and Ward are arriving in small lots, but are short-stemmed and small flowered. Carnations are making their fall appearance; the blooms are small and have short stems and are in limited quantities in whites and pinks. Red is scarce. The quality stock is in excellent condition and a large supply of good blooms is promised. Gladioli of excellent quality are flooding the market but move slowly, and are to be had in pink, red and white. Tube roses are in oversupply, the stalks bearing many large blooms. Asters are plentiful this week and are bringing good prices, and are obtainable in white, pink and lavender. They are being used in funeral designs, taking the place of carnations, and their keeping qualities are excellent. Dahlias of good quality are seen in quantty. Both single and double varieties are to be had in shades of red, pink, yellow and white. They are bringing good prices. Orchids and lily of the valley are in over supply. Clematis Jackmanii appears in profusion and is quickly disposed of, as the fragrance is very attractive. The supply of marigolds and helianthus is large, but they are quickly disposed of. Zinnias, snapdragons and gypsophila are scarce. Ferns have considerable demand although the supply is large. Asparagus, plumosus and sprengerii, are plentiful. Sword ferns are cheap. Galax, potted ferns and begonias are still numerous and inexpensive.

NOTES.

A. W. Gunz, who has been an assistant at the Windler Wholesale Floral Co., has resigned his position and has opened a wholesale store of his own at 1314 Pine street. This city is well supplied with wholesalers as Mr. Gunz makes seven. We all wish him success.

The Mullanphy Floral Co. is featuring a small windmill and lake in a very attractive window decoration. Ferns and ivies are disposed of to advantage.

The Missouri Botanical Gardens have an excellent collection of water lilies in display in the outdoor water gardens and are well worth a trip to view them.

Grimm & Gorly report a good business the past week. Mr. Klanger of the firm recently underwent an operation. His services are greatly missed.

A number of soldiers' bodies, killed in France, arrived September 2 for reburial. Many floral pieces have been ordered for their funerals.

The St. Louis County Growers' Association will hold its annual picnic at Little Creve Coeur Lake, September 15.

The Florists' Club held a meeting September 1 at the Albert Singer establishment.

The park department employes will give a picnic at Forest Park September 10.

A limited quantity of snapdragons has been sold by the Foster Floral Co.

Geo. W. Waldhart exhibited some good dracaenas, ferns and ivies.

The St. Louis Wholesale Cut Flower Co. report a good trade. J. K. M.

Halifax, N. S.

The commercial florists of Halifax are as prosperous as can be expected at this season of the year and as almost all of them have greenhouses, fine stocks of chrysanthemums are coming forward. One of our first visits was to F. W. Killam, proprietor of the Nova Scotia Nurseries. At the time of the great explosion of 1917, which snuffed out the lives of 2,000 people and wounded many others. Mr. Killam's range of 17 houses was demolished. But he is now fairly well re-established, has less glass, but is growing fine stock in his nursery. He has been doing good work on the grounds of the Walgwoltic Club, of which Marston Guillod is the very efficient secretary and resident manager. These grounds are beautifully situated on the northwest arm of the harbor. There are many fine and large trees, oaks, maples, spruce and other conifers. The flower beds are attractive, particularly tuberous, rooted begonias and King Humbert cannas. I cannot recall ever having seen such fine flowers on begonias of this variety, numbers of them being seven inches in diameter. The boating on the Arm, the swimming and high-diving of the youngsters and other features connected with this club are noteworthy and commendable as orderly and healthful sports.

The Fraser Floral Co., Ltd., has a good retail store, called the Rosery, on Barrington street, which is managed by R. L. Derbyshire, a lad from London, Eng. The greenhouses located on Fenwick street, are managed by Charles Stephens, also an Englishman. Fine chrysanthemums, carnations, palms, ferns and foliage plants are grown at this range. The headquarters of the Fraser concern are at Moncton, N. B., where we learn they have a fine business. In this city, the firm superseded the Fenwick Nursery.

Z. Bellefontaine is another local florist well worthy of mention and his place repays a visit. He has been established here for 36 years. In addition to a considerable glass area, he has one of the finest landscaped gardens I have ever noted in connection with a commercial establishment. There can be no better advertisement for a florist than such a garden. Mr. Bellefontaine has been prosperous and in addition to his range and gardens, he owns a number of dwellings that are rented.

R. Magerrall, proprietor of the Quinpol Road Nursery, is a native of this city. His fahter was a florist and he has followed in his footsteps. He grows a variety of stock, cyclamens now being noteworthy. A. F. F.

IMPORTED
Bohemia Hyacinth Glasses
Best Quality.
Tall or Tye Shape.

Prices on application.

Partridge Berry Bowls
WITH COVERS.

Prices and sizes on application.

We also carry a complete line of **Aquariums** and Accessories for immediate delivery.

Catalogue on request.

N. WAPLER, 134 Duane St., **New York**

FALL "Book For Florists" NOW READY

ALL

Bulbs, Seeds, Supplies

That are **NOW** in season.
Stock Offered Below can be
Moved **AT ONCE.**

Dutch Bulbs Are Here

FREESIAS

PURITY

	1000
7-16	$ 8.00
½-⅝	15.00

FISCHERII

Per 100, $6.00	50.00

COLORED

Gen. Pershing	30.00
Viola	30.00
Mixed	30.00

French Roman Hyacinths

	Per 1000
11-12 ctm	$55.00
12-13 ctm	65.00

Narcissus Paper White Grandiflora

Cases Full Standard Sizes and Correctly Stenciled.
All French Prices Subject to Change without Notice.

	F. O. B. New York Per 1000	F. O. B. Chicago Per 1000
12 ctms. bulbs (1400 to case)	$17.50	$18.50
13 ctms. bulbs (1250 to case)	21.00	22.00
14 ctms. bulbs (1000 to case)	25.00	25.00
NARCISSUS GRAND SOLEIL D'OR (Yellow Paper White)	62.50	65.00

LILIUM FORMOSUM

	Per case
7-9 inch (300 to case)	$52.50

LILIUM HARRISII

	Per case
6 to 7 inch (335 to case)	$60 00

WHITE CALLAS

1¼-1½ inch.....per 100, **$8.00** | 1½-2 inch.....per 100, **$15.00**

HYACINTHS PREPARED (For Early Forcing)

17 centimeter Bulbs Varieties, **Lady Derby, Gertrude, l'Innocence** and **Bismarck.** Per 100, **$8.00;** per 1000, **$75.00.**

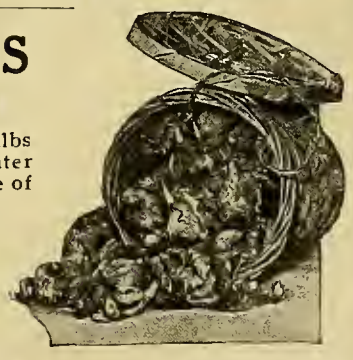
DUTCH ROMANS L'INNOCENCE..per 100, **$4.00;** 1000, **$35.00**

CHINESE NARCISSUS

Our Own Importation Direct From China.

This is undoubtedly one of the best selling bulbs for the retail counter trade, flowering in water and gravel in three to five weeks from time of planting.

	Basket 30 bulbs	Per 100	Per 1000
Select Size	$2.75	$8.00	$75 00
Mammoth Size	3.25	9.50	90.00



Book For Florists Now Ready.

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

Supreme Quality Roses

B. & W. Roses are second to none. Get the best by ordering from us.

Our Roses Have a National Reputation for Quality

You always get fresh flowers and a more even run of stock.

CURRENT PRICE LIST—Subject to Market Changes

RUSSELL	Per 100
Fancy Long	$16.00
Medium	8.00 to 12.00
Short	4.00 to 6.00
COLUMBIA	
Fancy Long	$16.00
Medium	8.00 to 12.00
Short	4.00 to 6.00
PREMIER	
Fancy Long	12.00
Medium	6.00 to $ 8.00
Short	4.00

CRUSADER AND HOOSIER BEAUTY	Per 100
Long	$12.00
Medium	6.00 to 8.00
Short	3.00 to 4.00
OPHELIA	
Long	$10.00
Medium	6.00 to 8.00
Short	3.00 to 4.00
SUNBURST	
Long	$12.00
Medium	8.00 to 10.00
Short	3.00 to 6.00
WHITE KILLARNEY	
Long	$ 8.00 to $10.00
Medium	6.00
Short	3.00 to 4.00

ASSORTED ROSES

SPECIAL OFFERING

Good fresh Roses, our selection, in lots of 200 or more, as follows:

	Per 100
Good medium lengths	$6.00
Good short lengths	3.00
Short lengths, good stock	2.00
New Fancy Ferns, per 1,000	$2.50
Adiantum, per 100	1.50 to 2.00
Sprengeri, per 100	3.00
Galax, green, per 1,000	2.00
Galax, bronze, per 1,000	2.00
Asparagus Sprays, per bunch	35 to .40

Of miscellaneous flowers now coming into market, we will procure for our customers the best at lowest market prices. A trial order solicited.

In buying direct of the grower you are assured of fresh stock at all times, and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONES:
CENTRAL 1457

Greenhouses: Hinsdale, Ill., and Gregg Station, Ill.

Notice:—We close at 5 o'clock week days.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.
Closed all day Sundays

Chicago.

DEMAND IS MORE ACTIVE.

Business was very quiet the past week when the total sales were disappointing and the returns to the growers very discouraging. The demand is better at this writing but there is plenty of stock in practically all lines to go around with sufficient to spare at reduced prices to those who are willing to buy in quantity and take a chance on moving it. Gladioli are in heavy supply and obtainable in thousand lots at attractive prices. Peace, War, Schwaben, Pendleton, America, King and all the other sorts grown in this vicinity are to be had in this market with choice stock attracting attention in some of the varieties. Asters are arriving in quantity at several of the stores where the shipments contain very choice stock. Lilies are a trifle more plentiful with the best selling at $18 to $20 per 100. Lily of the valley is holding its own and orchids are exceedingly scarce. Carnations are improving and are in good demand considering the large supply of other stock offered. American Beauty roses are in good demand and clean up nicely each day at high summer prices. Premier, Russell, Columbia, Crusader, Milady, Montrose, Sunburst, Ophelia, Double White Killarney, Victor, Golden Rule, Butterfly, Dunlop, Phanton, Ward and Cecile Brunner are obtainable in the rose offerings, not to mention a limited supply of Nesbit. Shasta daisies, strawflowers, delphiniums, zinnias, feverfew, tritomas, marigolds and other miscellaneous seasonable indoor and outdoor stock is on the bill of fare. Greens are plentiful. The shipping trade is holding up remarkably well while the city demand is shot to pieces but showing some signs of life. Wedding orders are numerous for this month with a few calling for a large quantity of stock.

THE MAN BEHIND

The production of the stock interests you. He is the one essential factor in this line of merchandise.

THE GROWER.

No painstaking service can take up the slack if he is a dub.
No device for selling can, of itself, produce a repeat order.

THE REPEAT is the sustaining life of any business, and the repeat is to be posted to the credit of

THE GROWER

NINETY-FIVE PER CENT OF OUR BUSINESS IS REPEATS: SATISFIED CUSTOMERS.

KENNICOTT BROTHERS CO.
WHOLESALE FLORISTS

PETER REINBERG, INC.

WHOLESALE FLORISTS

30 East Randolph St., Long Distance Phones Central 601 and 2846 CHICAGO

ROSES-ASTERS-GLADIOLI

Buy Direct From the Grower — CURRENT PRICE LIST — Subject to change without notice

	Per 100
MRS. CHAS. RUSSELL	
Specials	$18.00
Select	12.00
Medium	8.00 to 10.00
Short	4.00 to 6.00
COLUMBIA	
Specials	$18.00
Select	12.00
Medium	8.00 to 10.00
Short	4.00 to 6.00
PREMIER	
Specials	$18.00
Select	12.00
Medium	8.00 to 10.00
Short	4.00 to 6.00
SUNBURST, OPHELIA	
Specials	$12.00
Select	10.00
Medium	6.00 to 8.00
Short	4.00

		Per 100
Killarney, White Killarney	Specials	$12.00
	Select	10.00
	Medium	6.00 to 8.00
	Short	4.00
ROSES, OUR SELECTION		$ 3.00
Asters		2.00 to 5.00
Gladioli		3.00 to 6.00
Adiantum		2.00
Asparagus, per bunch	35c to 50c; extra fancy 75c	
Ferns, per 1,000	$3.00	
Galax, bronze and green, 1,000	2.00	
Leucothoe Sprays		1.00

EXTRA SPECIAL STOCK BILLED ACCORDINGLY

PAUL R. KLINGSPORN, Manager.

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue L. D. Phone, Central 282 CHICAGO

NOTES.

George Hampton, formerly a member of the Joseph G. Neidinger Co., Philadelphia, Pa., who has been visiting the leading Pacific coast cities for several months, was a visitor September 2. He has signified his intention of going into the supply business for himself and will probably locate at Philadelphia.

Fred Nelson, manager of the George Wittbold Co.'s retail department, reports business as good the past week with a large call for funeral work. The Wittbold Co. has booked several large wedding orders for this month.

Miss Jeanette Clair and John Weiland, Jr., were married Wednesday, September 7, at St. Nicholas' church and have the best wishes of the trade for a pleasant and successful voyage on the sea of matrimony.

William F. Schofield and family visited relatives at Janesville, Wis., this week. His efficient store manager, Victor Young, is back on the job after a pleasant vacation at Detroit, Mich., and Cleveland, O.

Wietor Bros. point with pride to the splendid roses they are cutting, especially Premier, which are unsurpassed for quality in this market.

Jack Byers says that D. E. Freres Co. is receiving regular shipments of Premier, Columbia, Ophelia and Mrs. Chas. Russell roses.

Allie Zech and Matt Mann are expected home in a few days from Tomahawk Lake, Wis., where they are spending their vacation.

The Joseph Foerster Co. is receiving regular shipments of choice sweet peas, the first of the season arriving last week.

Golden Yellow Sweet Peas

McClenahan's Yellow Flower Dye

Send for sufficient to make one quart.

Price, $1.00, prepaid.

McCLENAHAN'S GREENHOUSES

40th and Phillips Sts., Oklahoma City, Okla

Mention the American Florist when writing

Tom Rodgers, of Spring Lake, Mich., is visiting friends here this week. He was formerly with the Weiland-Risch Co.

The American Bulb Co. reports continued brisk demand for all its specialties in bulbs.

A. T. Pyfer & Co. is receiving regular shipments of sweet peas.

FANCY ASTERS

Large supply of Fancy Asters, in addition to choice Gladioli, Roses, Lilies, Valley, Carnations, Etc. Complete line of Greens.

JOSEPH FOERSTER CO.

WHOLSESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

Mention the American Florist when writing

WIETOR BROS.

Wholesale Growers of Quality Cut Flowers

30 East Randolph Street, L. D. Phone Randolph 2081 **CHICAGO**

Mention the American Florist when writing

O. J. Friedman has acquired a 30-year lease on a block of land opposite the Drake hotel on Michigan boulevard for a 3-story building 85x105 feet, to contain shops, with offices and studios on the two upper floors. The lease calls for $7,000 the first year, $8,500 the next, $9,500 the third, $10,000 annually the fourth and fifth, $12,000 the next six, $13,000 the next 14, and $15,000 yearly for the last five.

"All things considered, the volume of the more necessary articles of merchandising being distributed throughout the middle west is remarkably good, especially at retail," the local federal reserve bank says. "This indicates a buying power worthy of notice. Temporarily at least, the credit situation reflects improvement. Repayment of debts, both at the banks and elsewhere, is proceeding slowly."

John Mangel, the Palmer House Florist, returned home this week from Marquette, Mich., where he had charge of the funeral flowers at the Kaufmann home. His firm had a large number of orders for this funeral, including a blanket of lily of the valley, Ward roses and lavender asters.

Poehlmann Bros. Co.'s new rose Phantom is making new friends every day and it is now quite a factor in this market. Many of the leading retailers are using it extensively in their best corsage work.

George Asmus and wife, P. J. Foley and wife and daughter, and Joseph Foerster have returned home from the far east by auto, motoring thither after the Washington convention.

The J. A. Budlong Co. is having its share of the business, especially from out-of-town points. Roses are arriving in good supply at this establishment.

Bassett & Washburn are cutting a fine supply of roses, which are in good demand at the store, especially from out-of-town points.

The J. C. Moninger Co. reports considerable activity in new greenhouses, the work being well scattered throughout the country.

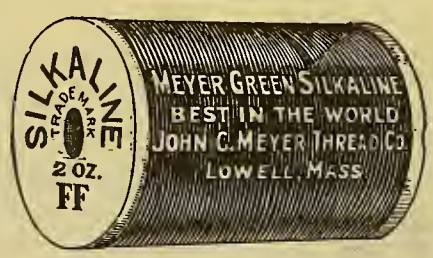
One of the loop department stores advertised a special sale of 50,000 roses, September 2, at 12 cents per dozen.

Kennicott Bros. Co.'s total sales so far during 1921 show an increase over those of the same period of 1920.

A large user of Pocahontas coal received word September 1 of a reduction of 50 cents per ton.

Vaughan's Seed Store is taxed to capacity in the movement of French and Dutch bulbs.

Miss O. A. Tonner is back from a pleasant vacation at Pelican Rapids, Minn.



YOU GET ALL THREAD WHEN YOU BUY

Meyer's Silkaline

Weigh up our threads and then weigh up the other parties that you are buying from and you will notice that our threads run full two ounces of thread to the spool.

Mention the American Florist when writing

GREEN SHEET MOSS

Fadeless, per bag, $3.50
Natural, " " 1.75

KNUD NIELSEN

Evergreen, Ala.

Mention the American Florist when writing

George Ball of Glen Ellyn is suffering from a severe attack of hay fever.

George Mohn joined the E. C. Amling Co. force September 6.

HEAVY SUPPLY ROSES

Premier, Russell, Columbia, Milady, Ophelia, Crusader, Sunburst, Hearst, Montrose, Etc.

Large Quantity of Gladioli

All the leading commercial varieties grown for cut flower purposes. Special prices on large lots.

Asters, Carnations, Lilies, Valley, Orchids. All the Seasonable Cut Flowers and a Complete Line of Greens

A. L. VAUGHAN & Co.
NOT INC.
PHONES:
CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572
161 North Wabash Ave. Chicago

Mention the American Florist when writing

Valentine Seng was drowned last week at Twin Lakes, Wis., while boating. He was a son-in-law of Adam Zender, well-known grower at Rogers Park. The young man was about 28 years of age and highly respected in the community in which he lived.

A. L. Vaughan & Co. are pleased with business so far this month and have no complaint whatever to make in regard to the total summer of sales, which are away ahead of those over the same period of 1920.

Peter Reinberg, Inc., reports business as good with the outlook very encouraging for this fall as many new customers have been secured recently. Roses are in heavy supply at this house.

Wietor Bros. are pleased with the outlook for a heavy cut of chrysanthemums for this fall, judging from the splendid condition of the stock at their greenhouses.

B. Baaker, representing A. Henderson & Co., returned from a successful trip early this week and is now calling on the trade at St. Louis, Mo.

The Chicago Flower Growers' Association is moving a large supply of gladioli in addition to its usual complete line of all other stock.

Edward Sceery, of Paterson and Passaic, N. J., with Mrs. Sceery and daughters, are visitors this week, returning from California.

Walter Amling and wife have returned to their home at Pana after spending a few weeks' vacation with relatives at Maywood.

A. Henderson & Co. are showing some extra fine Dutch bulbs this season, especially in tulips, narcissi and jonquils.

Permanite
(Prepared Putty)

Permanite is a well known product and highly recommended for glazing greenhouse sash; also used to prevent leaks in gutters, etc.

Per 1 gallon can.....$2.00
Per 5 gallon can..... 9.50
Machine for using "Permanite," each..... 6.50
Rubber Putty Bulb, each..... 1.40

PERMANITE THINNER

Used to thin "Permanite" when same is too heavy for use.
Price, per gal.....$1.50

Glazing Points

The Perfection Glazing Points (double pointed) are very desirable for florists' use. Per box of 1000, $0.60

Cane Sticks

	Per 100	Per 500	Per 1000
5 to 7 feet long...	$1.75	$8.00	$14.50

Rubber Aprons

Good, large size, best quality, can be used either for store or greenhouse work. Price, each $1.25

Complete list of many other items free.

One Floral Art Album given free with any order of $25.00 or more.

GEO. H. ANGERMUELLER CO.,
Wholesale Florists **1324 Pine Street, ST. LOUIS, MO.**

Mention the American Florist when writing

The E. F. Winterson Co. is supplying its trade with excellent cut blooms of War, Peace and Schwaben gladioli.

A. S. Brouton and family have returned from a few days' camping trip at Starved Rock.

The John Kruchten Co. is offering a choice supply of lilies in addition to many asters.

Visitors: H. G. McGowan, Columbia, Miss.; Walter Amling and wife, Pana; H. W. Allersma, Grand Rapids, Mich.

UTICA, N. Y.—The Utica Florists' Club held a clam bake at Casino park, September 1, many florists from nearby cities being in attendance.

EVANSVILLE, IND.—George Blackman, of the Wm. Blackman Floral Co., and wife have returned from the Washington convention and Atlantic City, spending a week at the latter place after the meeting. Mr. and Mrs. Blackman both report a pleasant and instructive outing.

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.
CHICAGO

Long Distance Phones Central 3283 Central 3284

Our Offerings Include:

LILIES

Absolutely the finest supply of Cut Lilies in this market.

ROSES

COLUMBIA
RUSSELL
White Killarney
Butterfly
Crusader Sunburst
Killarney Brilliant
Ward Ophelia
Premier

MISCELLANEOUS

Valley Cattleyas
ASTERS
Calendulas Cornflowers

GLADIOLI

GREENS

Plumosus Sprengeri
Bronze and Green Galax
Ferns
Adiantum Smilax
Mexican Ivy
Boxwood

San Francisco.

NOTICEABLE INCREASE IN FUNERAL WORK.

Business is commencing to show much improvement of late. There has been a noticeable increase in funeral work, although social affairs are making little demand for stock. That autumn business will be good is evidenced by the fact that many of the stores report advance orders booked for weddings and other functions that will call for a large amount of stock. We are still receiving a fine grade of the best roses. Premier is especially good and so is Mrs. Chas. Russell. Excellent Columbias are also plentiful. Prices on high grade stock are not so good as a month ago owing largely to the increased supply and that this class of stock is not in demand for funeral work. There are plenty of Ophelia Hadley and Hosier Beauty. Butterfly is to be had in small lots only. There is the usual oversupply of short stemmed roses from the new crop. This moves somewhat slowly and at low figures. The best Ulrich Brunners from outdoors still bring good prices. The offerings however are getting shorter every day. Aaron Ward is plentiful. Cecil Brunner is on the short side at advanced prices. Chrysanthemums are rapidly coming into their own as the season advances and fine displays are being carried by all the stores. Chrysolora is by far the finest yellow variety on the market, at $2.50 per dozen blooms. It is a fine shipper. The first Monrovia came in last week. This old time favorite has been forced into the background by Chrysolora and brings much lower prices as it is not popular as a shipper. There are practically no more Golden Glow to be had. October Frost is the only white variety available and it cleans up nicely at fair prices. The over supply of asters still continues. Prices obtainable bring the growers very meager returns. All colors are arriving in quantities so large that it is practically impossible to dispose of all of it. The street vendors are large buyers of this annual. There is very little change in the carnation situation. Sweet peas of very good quality are arriving in small lots and find a ready market. We still have a good cut of gladioli to draw upon and there can be no complaint as to the quality offered. More dahlias are coming in this year than ever before. There is a limited demand for the large flowering kinds. Pompons are in good demand and the great variety of colorings in which this type may be obtained render it indispensable for table decorations and basket work. The violet season opened this week with the arrival from Colma of small lots of Princess of Wales and Marie Louise. The bunches were somewhat small but the flowers were very fair and they immediately took their old place in popular favor. It will be some little time yet before they are plentiful enough to be a factor in the shipping trade. Cattleyas are still out of the market, although florists report a constant call for them from customers. An increased cut of lily of the valley was very acceptable to the trade as the demand for this flower is very strong now that we have no orchids. Gardenias of the finest quality are to be had and are in great favor at good prices. Lilium auratum and rubrum continue to arrive but not in such large quantities as in former years. There is a plentiful and cheap supply of all outdoor stock of every description. Cut blooms of cyclamens have advanced in price owing to a good call. In flowering plants, celosias and primulas are most in evidence. Cyclamen are being noted by way of variety but do not meet with much response from the public. Asparagus is in strong demand both for the local and shipping trade. Ferns are plentiful. Most of the stores are showing Ecualyptus Ficifolia branches in full bloom. They are very beautiful and bring good prices.

NOTES.

Wm. Uvinack has been engaged by the Dahlia Society of California as director of publicity for the coming exhibition of the society, September 15-17. He has been in charge of this work for the last two dahlia shows and his efforts were so successful that he was again engaged this year. Frank D. Pelicano, treasurer of the society, feels confident that the coming show will contain finer blooms than any other held by the society. He will have a large exhibit of his own novelties. The Bessie Boston Dahlia Farm, San Mateo, will be another large exhibitor of new varieties not yet in commerce. Space has been applied for by the inmates of the state penitentiary, San Quentin, who in former shows have made one of the most interesting exhibits. The show will be held as usual in the Palace hotel.

A special meeting of the Retail Florists Association met August 30 at the new Wholesale Co-operative Market building, on Bush street. Cards of admission to the market were distributed to the members who compose the stockholders. It is planned to give all members of the association, and this means practically every florist in this city, the first opportunity to purchase their daily requirements of flowers and plants, in preference to those who are not stockholders. This was one of the principal reasons for making this a co-operative market in every sense of the word. The work of equipping the flower market is completed and it was opened for business September 1. As yet no selection has been made as to the manager.

The flower show committees of the Pacific Coast Horticultural Society and the Retail Florists' Association met August 25 at the offices of the Art Floral Co. to hear the reports of the various committees. Various publicity concerns had representatives on hand to offer their services but no action was taken. Robert Newcomb, of the Burlington Willow Ware Shops, Burlington, Ia., told of the plans being

WHY STOP BUSINESS

In Summer and Let Your Trade Go Elsewhere?

We can furnish you with good Summer Roses and other Seasonable Stock with which you can retain your trade. **KEEP YOUR BUSINESS GOING**—it is easier to keep a business going steadily than it is to build it up again in the fall.

Russell, Columbia, Premier, Milady, Hearst, Ophelia, Sunburst, Butterfly, Double White Killarney, Crusader.

If you are in want of a good White Rose for summer use our Double White Killarney the only good white rose obtainable in this market. Use Nesbit Roses they serve the purpose of Sweet Peas.

GLADIOLI White, Yellow, Light Pink, Deep Pink, Red **A1 Quality**

Exceptionally good for so late in the season.

Carnations, Valley, Daisies, Gypsophila, Gladioli, Lilies, Delphiniums and all other seasonable Cut Flowers. Ferns, Adiantum, Mexican Ivy, Plumosus, Sprengeri.

If you want good stock and good treatment, buy of

Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Wholesale Cut Flowers and Greens

Quality Speaks Louder Than Prices.

184-186 North Wabash Ave., Corner Lake St., **CHICAGO**

Roses, Valley and Carnations Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can reply upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

carried out in Los Angeles towards making the show in that city a success. These committees will meet together every two weeks until the date of the show.

The Midsummer Flower Show which was held in Santa Cruz last week was a decided success. Although a little early for dahlias which grow to great perfection in this locality there was a very creditable display of that flower. Two of the judges were prominent members of the Dahlia Society of California, namely Frank D. Pelicano of this city and F. C. Burns, San Rafael. Santa Cruz now boasts of a street named Dahlia street which shows that this flower is popular in the beach city.

Frank C. Burns is introducing a new strain of delphiniums in 1922, the colors being unusual and very striking. The flowers are nearly all double, the outer row of petals being light blue and the inner, pale lilac. Mr. Burns is also making an educational film on the dahlia and expects to have it finished this fall. This film will show the history of the dahlia, methods of propagation and the various types and also showing some of the leading gardens.

The rose houses of Henry Avansino, San Lorenzo, have made a fine growth this summer and promise a fine crop of high grade flowers during the coming winter. This is Mr. Avansino's first season as a grower, he being formerly manager of the wholesale store of the E. W. McLellan Co., Bush street.

September will be a very busy month at the A. O. Stein store, Sutter street. Mr. Stein says he has already booked 10 large wedding decorations, many of them being out of town. All are requiring a large amount of fall flowers and plants.

Tonner

Wholesale
CUT FLOWERS
Supplies
30 E. Randolph St.
Telephone Central 6284
Chicago

Frank D. Pelicano, H. Plath and J. R. Walsh paid an inspection trip to the new Richmond pottery at Richmond during the week. The first flower pots were turned out on that day and these directors of the company expressed themselves as greatly pleased over the fine quality produced.

Richard Lohrmann, San Rafael, announces that he will be a large exhibitor of dahlias at the Los Angeles show in October. JAMES T. LYNCH.

Southern Wild Smilax, $7.50 per case

THE E. F. WINTERSON CO., 166 N. Wabash Avenue, Long Distance Telephone, Central 6004 Chicago, Ill.

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street L. D. Phone, Randolph 6578. CHICAGO, ILL.

The Ove Gnatt Co., Inc.

Preservers of Natural Foliages LA PORTE, IND.

Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties

Cincinnati, O.

MARKET SHOWS IMPROVEMENT.

Market conditions during the past week showed a slight improvement over the previous one. Stock is plentiful and moves well. Roses are arriving in larger quantities and are in better condition than formerly. Asters are seen in greater quantities than at any time this season, which was unexpected, due to the extreme heat. Zinnias, a popular flower, move well because of their exceptional quality and stem. The first dahlias are very large and move well, but do not hold because of the heat which is intense at present. Miscellaneous stock, including cosmos, physostegia, gaillardias, snapdragons and helianthus, have a good call. Greens goods are in demand.

NOTES.

The fruits of hard work in erecting a large new greenhouse to grow roses are showing up for Chas. Murphy, Price Hill. He is well known as a first-class carnation and chrysanthemum grower, but this is his first attempt in growing roses and they certainly look like the stock of our best rose producers, and include Madame Butterfly, Columbia and Premier.

Mrs. H. W. Sheppard underwent an operation for appendicitis last week, which was successful. Trade has been very brisk at the H. W. Sheppard store lately and next week promises to be a banner one, judging from the amount of wedding orders already booked.

E. Buschle, of C. E. Critchell's, led Mrs. C. Piccard to the altar August 30, and they are now spending their honeymoon motoring through the east. Mr. Buschle was recipient of a very beautiful present from the employes of the firm.

Another supply house has been opened at 311 Sycamore street, a few blocks from the market, by Benj. Fern, formerly of the A. L. Randall Co., Chicago, who will specialize in refrigerators, seed work and supplies.

The Cincinnati Cut Flower Exchange is receiving some excellent Easter lilies and America gladioli from Chas. Windram, Cold Springs, Ky.

The Wm. Murphy Co. has been receiving some very good dahlias from Wm. Taylor, Price Hill, and some exceptional asters.

C. E. Critchell is receiving some very good Peace and White America gladioli from Chas. Pommert, Amelia, O.

Visitors: P. O. Coblentz and son, New Madison, O.; Jos. H. Hill and Peter Bly, Richmond, Ind.; Miss Hafe, of Honaker Bros., Lexington, Ky.; Mr. Hiller, of Cohen & Hiller, New York.

G. K.

Columbus, O.

DEMAND STEADILY INCREASING.

A steady increase in the demand for flowers is reported by the downtown florists. During the week ending September 3 the Ohio State Fair was in progress and this stimulated business to a certain extent. Out-of-town guests were entertained in large numbers, which helped business considerably, more than 125,000 visitors being in attendance. Funeral work has been rather good. There is also some demand in anticipation of the opening of various schools and colleges and a few social events are scheduled for the near future. The tone of the market shows a good improvement over the dull weeks of late in July and early in August. Roses are in good supply and find a ready sale, the principal varieties being Premier, Sunburst and Columbia. The usual prices range from $3 to $8 per dozen. There is also a good demand for gladioli and dahlias. Zinnias are selling fairly well and there is a fair demand for the usual seasonable garden flowers. Storage Easter lilies are still selling fairly well. The prospects for the future are exceedingly bright and September is expected to be one of the best fall months of the season.

STATE FAIR.

The display of cut flowers at the Ohio State Fair which closed September 3 was unusually large. Among the florists of this city who aided in making the display were the Fifth Avenue Floral Co., Underwood Bros., The Rolf Zitlitz Co., and the Rose Gardens. There were a number of handsome pieces, designed for funeral work which attracted a good deal of attention on all sides.

J. W. L.

TUSCORORA, ILL. — E. Mauerman's three-acre dahlia farm, with 300 varieties in bloom, is proving a great attraction to visitors from surrounding cities. He also has 4,000 aster and marigold plants in flower which are in excellent condition, despite the recent dry weather.

Prepared Magnolia

Bronze, Violet, Green, Red.

Prepared Oak Sprays
Prepared Beech Sprays
Dyed Green Sheet Moss
Fancy and Dagger Ferns
Southern Wild Smilax

Write or wire

The Decorative Greens Co.

KINSTON, ALA.

H. C. Willis Duncan Jackson

Mention the American Florist when writing

ARE YOU USING

Cut Evergreens

FOR FUNERAL WORK?

They are more satisfactory—they cost you less— it is fashionable to use them. Then why not get in line and order them from us? Place an order for shipment each 1st and 15th.

THUJA OCCIDENTALIS TSUGA CANADENSE

With or without fruit are the sellers. Order a sample shipment today.

BOTANICAL NURSERY CO.

WILD FLOWERS

1103 Court St., LAPEER, MICH.

H. Bayersdorfer & Co.

The Wholesale Supply House of America . . .

EVERYTHING THE BEST IN FLORISTS' SUPPLIES

1127 Arch St., Philadelphia, Pa.

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

A. T. Pyfer & Co.

WHOLESALE FLORISTS
164 N. Wabash Avenue
CHICAGO, ILL.
Long Distance Telephone, Central 3373.

Mention the American Florist when writing

WEILAND-RISCH CO.

FLOWER GROWERS
TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing

Milwaukee, Wis.

No change in market conditions has taken place during the past week. Enormous cuts of roses, asters and gladioli come in daily and some of them must be moved at cut rate prices to make room for more. Vacation time is over and with the return of the summer resorters, due to the opening of the public schools, we have a right to expect some improvement soon.

NOTES.

Joseph S. Zawodny, who for several years conducted a floral store at 16th avenue and Mitchell street, left with his wife and daughter Irene, August 31. for Poland, where he intends to establish himself permanently. His daughter will continue her study of music in Paris.

The C. C. Pollworth Co. is busy these days laying in their supply of bulbs. Wm. A. Kennedy of this firm, who with his wife is motoring through the east, since the Washington convention, arrived home September 5.

John C. Arnold, who returned from Texas a short time ago after more than a year's absence, has bought his old stand at 784 Third street from the Bell flower shop and will again join the local retail craft.

The regular meeting of the Florists' Club was held September 1, that being State Fair week; the attendance was light and only routine business was transacted.

Steve Verga, who up to a short time ago operated the Alexander Klokner place at 289 East Milwaukee avenue, Wauwatosa, is building new greenhouses on the Blue Mound road.

Harold Baumgarten, who motored to Chicago August 31, had his machine stolen while parked in the heart of that city; some consolation that they have dropped in price since then.

Fred McDonald of the Holton & Hunkel Co. store force reports the arrival of an eight-pound boy, September 3. It is the first heir, hence the rejoicing.

Herbert Sebastian, with Gust Rusch & Co., has our sincere sympathy in the loss of his 18-months-old child who was laid to rest September 5.

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located
WHOLESALE
CUT FLOWER HOUSE
IN CHICAGO
169-75 N. Wabash Ave., CHICAGO
L. D. Phones: CENTRAL 1977 1978

Mention the American Florist when writing

Wholesale Flower Markets

Chicago
CURRENT PRICE LIST

		Dozen
Roses, Beauty	$ 3.00 to	$ 6.00
		Per 100
" Mrs. Chas. Russell	4.00 to	30.00
" Butterfly	4.00 to	30.00
" Columbia	4.00 to	30.00
" Dunlop	4.00 to	30.00
" Premier	4.00 to	30.00
" Hoosier Beauty	4.00 to	25.00
" Killarney Brilliant	4.00 to	20.00
" White Killarney	4.00 to	20.00
" Mrs. Geo. Shawyer	4.00 to	20.00
" Milady	4.00 to	30.00
" Mrs. Aaron Ward	4.00 to	20.00
" Sunburst	4.00 to	20.00
" Ophelia	4.00 to	20.00
" Dble. W. Killarney	4.00 to	20.00
" Cecile Brunner		2.00
" Our Selection		5.00
Calendulas	2.00 to	4.00
Daisies	2.00 to	3.00
Cattleyas, per doz.		30.00
Gladioli	4.00 to	8.00
Valley		8.00
Carnations	2.00 to	3.00
Asters	2.00 to	8.00
Lilies, per 100	15.00 to	20.00
Adiantum	2.00 to	3.00
Ferns per 1,000	2.50 to	3.00
Galax per 1,000		2.00
Leucothoe		1.00
Sprengeri, Plumosus Sprays	35c to 50c per bunch	
Mexican Ivy		1.00
Boxwood, 35c per lb., case		9.00
Southern Wild Smilax, per case		7.50

ZECH & MANN

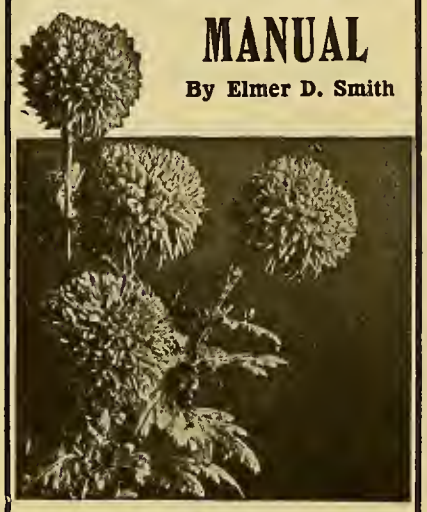
WHOLESALE FLORISTS
30 E. Randolph St., CHICAGO
Telephone Central 3284

Edwin J. Hamme is erecting a new retail store in the heart of Wauwatosa, which should increase his business considerably.

Fox's, Inc., executed three good sized wedding orders within the past two weeks. E. O.

THE
CHRYSANTHEMUM MANUAL

By Elmer D. Smith



FOURTH EDITION
Price 60 Cents. Cash with Order
American Florist Co.
440 S. Dearborn St., Chicago

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave., and Lake St.
CHICAGO, ILL.
Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORISTS

Extra fancy Ophelia, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Ave. CHICAGO

Mention the American Florist when writing

NEW IMPORTATION
MINIATURE VELVET PANSIES

$3.60 per gross.
MINIATURE RED POPPIES..... $1.80 per gross
CLOTH CARNATIONS
White, Ward, Dark, Red Pink. $25.00 per 1000
SAM SELIGMAN
116 West 26th Street, NEW YORK

Mention the American Florist when writing

The Best in Cut Flowers

You will find in

ROSES

The varieties we want to mention especially are

Russell and Columbia

Of these varieties we have an ample supply every day. All grades, from shorts to specials.

The quality is much better than we generally have in September.

Let us send you a sample shipment.

The Leo Niessen Co.

1201 Race Street

PHILADELPHIA, - PA.

Branches: Baltimore, Washington.

EDWARD REID

CHOICE ROSES, All Grades.
CARNATIONS, EASTER LILIES and All Seasonable Flowers.
This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

BOSTON, SEPT. 7.	Per 100
Roses, American Beauty	6.00@100.00
" Russell	4.00@ 12.00
" Dunlop	4.00@ 12.00
" Pilgrim	4.00@ 12.00
" Crusader	4.00@ 16.00
" White Killarney	4.00@ 16.00
" Ward	4.00@ 12.00
" Maryland	3.00@ 10.00
" Hoosier Beauty	4.00@ 12.00
" Columbia	4.00@ 12.00
" Hadley	4.00@ 16.00
" Ophelia	4.00@ 12.00
" Premier	4.00@ 12.00
Adiantum	1.50
Asters	2.00@ 4.00
Asparagus bchs., per bch.	.50
Asparagus Strings, doz.	12.00
B. Buttons	1.00@ 2.00
Cosmos	1.00@ 2.00
Coreopsis	1.00@ 1.50
Cattleyas, per doz.	18.00@ 24.00
Delphinium	1.50
Lily of the Valley	12.00
Longiflorum Lilies	25.00@ 36.00
Smilax, per doz.	6.00
Gladioli	2.00@ 4.00
Swansonia, per bch.	.50@ .75
Sweet Sultan	3.00@ 4.00

BUFFALO, SEPT. 7.	Per 100
Roses, White Killarney	$3.00@$10.00
" Dbl. Wht. Killarney	3.00@ 10.00
" Richmond	3.00@ 10.00
" Maryland	3.00@ 10.00
" Sunburst	3.00@ 10.00
" Columbia	3.00@ 15.00
" Ophelia	3.00@ 10.00
" Russell	4.00@ 12.00
" Premier	4.00@ 12.00
" Cecile Brunner	2.00@ 3.00
Asters	1.00@ 3.00
Calendulas	1.00@ 2.00
Easter Lilies	16.00@ 20.00
Mignonette	2.00@ 3.00
Rubrum Lilies	6.00@ 8.00
Snapdragons	1.00@ 2.00
Sweet Peas	.40@ 1.00
Gladioli	2.00@ 5.00

Write For Our

Price List On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Mention the American Florist when writing

Berger Bros.

The Choice of the Market in
EASTER LILIES,
ROSES and All Popular Flowers.
Exceptional Service.

1609 Sansom St., PHILADELPHIA, PA.

CINCINNATI, SEPT. 7.	Per 100
Roses, Premier	4.00@ 10.00
" Russell	4.00@ 10.00
" Columbia	4.00@ 10.00
" Butterfly	4.00@ 10.00
" White Killarney	4.00@ 10.00
" Pink Killarney	4.00@ 10.00
" Sunburst	4.00@ 10.00
" Mrs. Aaron Ward	4.00@ 10.00
" Ophelia	4.00@ 10.00
" Baby Doll	3.00@ 4.00
Cosmos, per dozen	2.50
Easter Lilies	15.00@ 20.00
Ferns, per 1,000	3.00
Galax, per 1,000	1.50
Plumosus (south) per bch.	.25
Smilax, per string	.15@ .25
Valley	8.00
Rubrum	4.00@ 8.00
Gladioli	2.00@ 8.00
Leucothoe	6.00

Philadelphia.

POOR DEMAND FOR STOCK.

It is hot, frightfully hot, "Summer lingering in the lap of fall," not only lingering but forcing out every atom of its burden of heat for September to carry. A new record has been marked up by the weather bureau for nearly every day of the past week. As for business, well, nobody is buying flowers except they feel they actually have to have them, which condition, together with the usual light demand of the first of the month makes a very poor record with which to start the season. There is a great abundance of stock which piles up and is very hard to move, only the best having a chance. There are quantities of short roses cut from the early spring plantings, far too many for the light demand, not one-fourth being sold at anything like a price. Butterfly is to be a factor this season as it has replaced Ophelia with many growers and is seen in most of the shipments. Asters are overstocked, particularly the lower grades, which are hard to move and only clean up in junk lots at the close of the week. Dahlias are pushing in, notwithstanding the efforts of the wholesalers to discourage early shipments. All dahlia growers are well pleased with their plants so far and predict a record crop, particularly in quality, rapid root action and hurried growth when the buds are setting. Cattleyas are scarce. There is plenty of lily of the valley, the demand being principally for choice funeral flowers.

THE DAHLIA.

One of the large wholesalers referring to the coming month's business said that, "Retailers could not do better than push dahlias, making them a leader in their window displays and special feature sales. This will not detract the least from the sale of other flowers, as, if a vigorous dahlia campaign is put on and supported by the whole trade it will attract many to the Easter lily growers are having a hard time of it these hot days, it being impossible to hold crops back and maintain an average production. Fewer flowers to the plant is also attributed to the heat as there is too stores, greatly increasing the number of customers, who will then buy other flowers as well." Dahlias at their comparatively low price make a wonderful display for the money invested and if retailers will in this way force business on their customers instead of waiting until they are in the humor to come and buy, they will benefit not only themselves but the entire trade. When the various branches of the business co-operate—grower, wholesaler and particularly the retailer, who he said, as a body do not buy flowers until they have to, then will full page ads in the newspapers count, and the business reach undreamed of prosperity.

NOTES.

Looking forward with somewhat of a dread to the next month or more of dahlias, a wholesaler said, "It would be all right if we could only get it into the growers' heads to keep their junk at home. Half the flowers in the best varieties, well selected, stems filled with water, properly graded and packed, will bring much more money than twice the quantity that is hurriedly prepared for market without any of these up-to-date preparations. Not only are first results better but the flowers give much greater satisfaction to flower buyers and in this way increase their popularity.

George D. Clark, head of the Henry A. Dreer, Inc., flower seed department, who has returned from a tour of the California and other seed farms, finds their sources of supply to be in most cases very satisfactory. There has been a splendid demand for all kinds of florists' seeds during the early fall season, particularly sweet pea and cyclamen, in both of which they have had a large run of orders. Their Holland bulb stock, Mr. Clark states, was this year exceptionally fine and selling well up, both to their catalogue and wholesale trade.

The Henry F. Michell Co. report that the fall business is opening up with good prospects; there has been a heavy sale of their large flowering strain of cyclamen and other florists' seeds and bulbs, that shows that the growers have confidence in the trade prospects of the coming winter. The Dutch bulbs seen here are of excellent quality.

Those who make a specialty of cyclamen are also up against it, although shade cloths, white-washed roofs and frequent syringing are a great help. When a large grower was asked how he was pulling through, he

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said, "All right, but it required hourly vigilance and all the resources gained by long experience to get them over safely."

One of the sights of the Robert Craig Co.'s greenhouses, Norwood, Pa., is its frames of Oteheite oranges. These long beds contain splendidly formed plants, loaded down with fruit, which is just now commencing to color. These are the most highly prized of the holiday novelties.

Rose growers are complaining that the intense heat in the houses the past week has scorched the foliage of the young growth, it being almost impossible even with frequent syringing to keep the temperature below the danger point.

The stores have commenced to stock up with the various standard house plants. Teddy Jr. ferns are leaders everywhere, their luxurious growth making one of the best for house decoration.

Mrs. Chas. Russell, Butterfly and Columbia roses of high grade for the season are leaders with the Leo Niessen Co. Asters, gladioli and lily of the valley are also features.

Berger Bros. are now receiving the first of their choice dahlias. They are exceptionally fine flowers. Asters gladioli, Easter lilies and roses are also leading articles of stock.

K.

Kansas City, Mo.

AMATEUR FLOWER GARDENERS' A'SSN.

The fifth annual flower show of the Amateur Flower Gardeners' Association will be held at Drexel hall, September 17. The show will commence at noon and continue until 6 o'clock. There are 68 classes open to competition for amateurs only, and a large number of exhibitors is anticipated.

Wholesale Flower Markets

PITTSBURGH, SEPT. 7.	Per 100
Roses, Beauty, spl., per doz.	6.00
" " fcy., per doz.	5.00
" " ex., per doz.	4.00
" " No. 1, per doz.	1.50
" Killarney	4.00@ 12.00
" Maryland	4.00@ 12.00
" Sunburst	4.00@ 12.00
" Mrs. Aaron Ward	4.00@ 12.00
" Russell	6.00@ 20.00
" Columbia	6.00@ 15.00
" Ophelia	6.00@ 12.00
" Hilda	4.00@ 12.00
" Premier	6.00@ 15.00
" Madam Butterfly	4.00@ 12.00
Asters	1.00@ 4.00
Ferns, per 1,000	3.00
Galax, per 1,000	2.00
Plumosus, per bunch	.50
Sprengeri, per bunch	.60
Smilax, per doz. strings	3.00
Valley	6.00@ 8.00
Delphinium	4.00@ 6.00
Gladioli	3.00@ 6.00
Tritoma, per doz	1.50

PHILADELPHIA, SEPT. 7.	Per 100
Roses, Beauty, special	30.00@ 50.00
" " fancy	10.00@ 20.00
" Ophelia	2.00@ 8.00
" Columbia	3.00@ 15.00
" Mrs. Chas. Russell	6.00@ 15.00
" Killarney	2.00@ 3.00
" Hadley	10.00@ 20.00
" Sunburst	2.00@ 6.00
" Wards	2.00@ 3.00
" Premier	6.00@ 15.00
Adiantum	1.50@ 2.00
Asparagus, bunches	.50
Asparagus, strings	.75@ 1.00
Asters	1.00@ 6.00
Calendulas	1.50@ 3.00
Carnations	2.00@ 3.00
Cattleyas	1.00@ 1.50
Easter Lilies	20.00@ 25.00
Lily of the Valley	6.00@ 8.00
Smilax	.36
Snapdragons, per doz.	.75@ 1.60
Larkspur, per doz.	1.00@ 150
Gladioli	4.00@ 6.00

Entry lists must be filled out and sent to Miss Harriet Buchanan, 3744 Washington street, this city, secretary, on or before September 15.

Among the awards to be presented are silver vases for the best display of dahlias and the best variety of zinnias, and ribbons for the other classes.

E. J. B.

THE McCALLUM CO.
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Wholesale Florists and Supplies
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Send list in for quotations.
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ST. LOUIS, SEPT. 7.	Per 100
Roses, Premier	3.00@ 10.00
" White Killarney	2.00@ 6.00
" Columbia	2.00@ 8.00
" Ophelia	2.00@ 8.00
" Russell	3.00@ 12.50
" Ward	2.00@ 4.00
" Sunburst	2.00@ 8.00
Asters	2.00@ 8.00
Dahlias	4.00
Ferns, per 1,000	2.50
Leucothoe	1.00
Valley	6.00
Galax, green, per 1,000	1.75
" bronze, per 1,000.	1.75
Gladioli	2.00@ 6.00
Delphinium	.50

MILWAUKEE, SEPT. 7.	Per 100
Roses, Kill'n'y, W. Kill'n'y	4.00@ 12.00
" Premier	6.00@ 20.00
" Ophelia	4.00@ 12.00
" Columbia	6.00@ 20.00
" Ward	4.00@ 12.00
" Hoosier Beauty	4.00@ 15.00
Asters	2.00@ 4.00
Gypsophila, per bunch	.35@ .50
Larkspur, per bunch	.35@ .50
Fancy Ferns, per 1,000	2.50
Asparagus, per bunch	.50@ .75
Daisies	1.00@ 1.50
Statice, per bch	.50
Snapdragons	3.00@ 4.00
Gladioli, per dozen	.50@ .75
Lilies, per doz	2.50@ 3.00
Rubrums	6.00@ 8.00

New York.

Asters and gladioli were seen in quantity in the wholesale market during the latter part of the week, with practically no buyers. The weather is extremely warm.

NOTES.

The dahlias are now in bloom in Bronx park. The planting scheme follows the arrangement of seats at the circus, which is well, for 800 plants composed of 500 varieties is quite a number to review. Twenty-five of the varieties have been contributed by Josiah T. Mareau, a retired justice of the New York Supreme Court. One of them, a yellow rose to salmon shades, is named after him. The variety Patrick O'Mara stands up as bold as a sunflower. One kind is named Big Ben. How does this strike you?

Prizes for exhibitors in the Amityville, L. I., dahlia show to be held September 15 under the auspices of the Village Improvement Society, have been announced. This flower is no newcomer on Long Island as those who remember the exhibits of Burgess, from Glen Cove, at the Queen's County Agricultural Fairs of 40 years ago can testify.

Monday evening, September 12, is the date for the next meeting of the Florists' Club. This is the first session after the summer recess and is Long Island night as well. The exhibition committee is trying to arrange a good display of plants and cut blooms.

One of our scientific men says that Mars is making signals to us with a desire to be helpful. We suggest that it is Salvia Bonfire, which ought to be in bloom there now. Say It With Flowers everywhere.

The local federal reserve bank in its review says the decline in prices was arrested in July, but adds that this evidence does not indicate a complete stabilization. Retail trade in New York is considered good.

Roman J. Irwin has left for a cruise along the New England coast and Canada. His objective is the Saguenay river, which, according to landscape lovers, "Says It With Scenery."

An account of the death of Eliot W. Sperry, of New London, Conn., son of Joseph H. Sperry, local representative of the Florists' Exchange, appears in the obituary column.

John Adikes, a well known seedsman of Jamaica, L. I., died at his home in that city, August 28. See obituary column for further particulars.

With high rentals prevailing on important down town streets, florists have to be content with narrow shops, often only 10-12 foot front.

The Astoria Florist has been incorporated, with $5,000 capital, incorporators C. and J. M. Nitzschke and B. Berkowitz.

Gladiolus Mrs. Francis King is a leader among these flowers in the retail stores the first week of September.

The MacNiff Horticultural Co. will have an auction sale of French and Dutch bulbs September 20.

Vaughan's Seed Store had 541 cases on the S. S. Edward Luckenbach this week, all Dutch bulbs.

Visitors: L. W. Acheson, Pittsfield, Mass., enroute from Detroit, Mich., by automobile to his home; John T. Travison and wife, Albany, N. Y.

D. K.

AURORA, MINN.—At a sweet pea show held at the First National Bank building, August 27, Mrs. H. C. Doerr was awarded the silver loving cup, for one year only, for the most attractive display.

Notice to Florists!

There is Gold in Goldfish

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Albany Florists' Club.

One of the items of business at the September 3 meeting of the Florists' Club held at the establishment of Frederick A. Danker, 744 Central avenue, Albany, N. Y., was a report on the annual clam bake held at Henkes Brothers', Newtonville, August 27. William J. McGinn, the secretary, reported there were 117 persons at the bake and bills to the amount of $203.87 were audited. The secretary added that after paying all expenses the club would clear about $45, which will be added to the treasury. The club extended a vote of thanks to the Henkes Brothers for the use of their grounds and the assistance they gave in the conduct of the bake. W. C. Gloeckner made a report on a proposed flower show to be held under the auspices of the club in the fall. He said the subject did not elicit much enthusiasm among the members; that the work would probably devolve upon one or two. After a short discussion the members decided to drop the flower show for the present. Frederick A. Danker, Edward P. Tracey, and Thomas F. Tracey were named a committee to purchase a cup from the funds in the club treasury to be presented to the Troy florists for the excellent float they made up for a "Say It With Flowers" week held some time ago. The delay in ordering the cup was due principally to the high prices that prevailed until lately for such trophies. The secretary was instructed to go over his books and to report at the next meeting the names of those who have been most regular in attendance and have brought in the most members, in accordance with a resolution adopted last fall. A prize will be awarded to the member ranking highest in each class.

The club camp, "Say It With Flowers," at Kinderhook Lake, will be closed September 18 when a visit will be made by the members in a body. Arrangements have been made for refreshments through the day and there will be opportunities for fishing and bathing for those who like those pastimes. Secretary McGinn reported that the use of the camp had not been up to expectations. It was after the secretary's report that the members decided to make an eleventh hour amend by going to the camp in a body on the closing day. The trip will be in automobiles. After the meeting refreshments were served by Host Danker and a social hour enjoyed. Among those present at the meeting and who entered heartily into all that went on was James J. Kairns, representing Henry A. Dreer, Inc., Philadelphia, Pa. Mr. Kairns was making one of his regular visits to the trade in this section and, as usual, booking some good orders. One of the features of the session was an exhibit of new dahlias which Mr. Danker brought in from his gardens before the meeting. The varieties on display that attracted admiration were: George Walters, salmon; Kalif, red; Margaret Bouchon, pink cactus; Princess Mary, pink; Attraction, mauve; King of Autumn, yellow; Dupont, crimson; and Princess Pat, pink; also a fine white gladiolus, Giant White. The size and beauty of the dahlias brought out favorable comment.

The October meeting of the club will be held at the establishment of William Hannell, Watervliet. R. D.

ROCKFORD, ILL.—Alexander Nagus, formerly of Chicago, has purchased the interests of the Alpha Floral Co., at 310 West Main street, and will continue the business.

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Wholesale Flower Markets

NEW YORK, SEPT. 7.	Per 100
Roses, Beauty	$1.00 @ $35.00
" Columbia	.50 @ 10.00
" Pilgrim	1.00 @ 6.00
" Hadley	.50 @ 8.00
" Dunlop	1.00 @ 8.00
" Dbl. Wht. Killarney	1.00 @ 8.00
" White Killarney	.50 @ 1.00
" Aaron Ward	1.00 @ 4.00
" Ophelia	.75 @ 10.00
" Premier	1.00 @ 8.00
" Scott Key	2.00 @ 30.00
" Sunburst	1.00 @ 4.00
Asters	.50 @ 4.00
Adiantum Croweanum and Hybrid	1.00 @ 1.50
Asp. Plumosus, per bunch	1.00 @ 2.00
Bouvardia, per bunch	.50 @ .50
Cattleyas	100.00 @ 200.00
Hydrangeas, per doz.	.50
L. Rubrum	3.00 @ 6.00
Lilies, white	16.00 @ 20.00
Lily of the Valley	2.00 @ 10.00
Smilax, doz. strings	1.00 @ 2.00
Larkspurs, per dozen	.25 @ .50
Gladiolus, per doz.	.75 @ 2.00
Sweet Peas	.50 @ 2.00
Dahlias	1.00 @ 4.00
L. Auratum	15.00 @ 20.00

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FROM NEW YORK EXCEPT AS NOTED.

September 13.

Aquitania, Cunard-Anchor Line (Cherbourg-Southampton).

September 14.

Providence, Fabre Line (Marseilles).
Paris, French Line (Havre).
FROM BOSTON, Soestdyk, Holland-America Line (Rotterdam).
FROM NEWPORT NEWS, Maasdyk, Holland-America Line (Rotterdam).
FROM BOSTON, Lexington, Furness Lines (Glasgow).

September 15.

Calio Espartel, Ybarra Line (Marseilles-Cadiz).
Moncalieri, Lloyd Sabaudo Line (Naples).
Chetopa, Seager Line (Copennagen-Helsingfors).
FROM SEATTLE, West Ivis, Struthers & Dixon Line (Yokohama-Singapore).
Rolf Jarl, Stray Line (Christianssand).
Glenaffric, Prince Line (Rio de Janeiro).
Mount Clay, Hamburg-American Line (Hamburg).
Londonier, Belgian Line (Havre-Antwerp).
FROM NEW ORLEANS, Fairfield City, Isthmian S. S. Line (Marseilles, India).
FROM NEW ORLEANS, City of Weatherford, Lykes Lines (London).
FROM MONTREAL, Grey County, Intercontinental Transports (London-Havre).

September 16.

FROM BALTIMORE, Collingsworth, Black Diamond Lines (Antwerp-Rotterdam).

September 17.

Oscar II, Scandinavian-American Line (Germany-Scandinavia).
Willkeno, U. S. Navigation Co. (Hamburg).
San Giorgio, Italian Lines (Genoa, Naples).
American Legion, Munson Lines (South America).
New Amsterdam, Holland-America Line (Rotterdam).
La Touraine, French Line (Havre).
Michigan, I. M. M. Lines (London).
Vasconia, Cunard-Anchor Line (London).
Saxonia, Cunard-Anchor Line (Hamburg-Danzig).
FROM BALTIMORE, Corenco, Oriole Lines (Liverpool).
FROM PHILADELPHIA, Haverford, I. M. M. Lines (Liverpool).
FROM MONTREAL, Manchester Corporation, Furness Lines (Manchester).
FROM SEATTLE, Silver State, Admiral Line (Hong Kong-Manila).

ENGLAND

You can "Say It With Flowers" to anyone in the British Isles through Bees' Flower Service.
(*Members F. T. D.*)

Ye Busy Bees
Bees Ltd
Bold Street
LIVERPOOL

Steamers arriving at or leaving any port can be served at a few hours' notice.
(*Members F. T. D.*)

OMAHA, NEB.
Hess & Swoboda
FLORISTS
1415 Farnum St. PHONES: 1501 and L1582
Members of Florists' Telegraph Delivery.

BROOKLYN, N. Y.
JOSEPH TREPEL
BROOKLYN'S LARGEST FLORIST
Eleven Stores
Main Store— Lewis Ave. Cor. Hancock St.
Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.
Member of Florists' Telegraph Delivery.

CHICAGO
75 E. Adams St.
HENRY Wittbold and Son
FLORAL DECORATORS FLORISTS
EVANSTON, ILL. 3025 Central St.
Members of Florists' Telegraph Delivery.

ST. LOUIS, MO.
F. H. WEBER
N. E. Cor. Taylor and Olive Sts.
Flowers delivered in City and State on Short Notice.
Member of Florists' Telegraph Delivery.

SALT LAKE CITY.
Miller Floral Co.
10 EAST BROADWAY
250,000 Square Feet of Modern Glass
First-class stock and service. Usual discount.
We reach the whole of Utah and to Central part of Nevada and Idaho
Members of Florists' Telegraph Delivery.

Kansas City, Mo.
Samuel Murray
1017 Grand Avenue
Member Florists' Telegraph Delivery.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Largest Retail Florists in Westchester County.
Members F.T.D. Established 1908.

New York Floral Co.

Yonkers, N. Y. Cor. Manor House Square
New Rochelle, N.Y. 542 Main St

KANSAS CITY, MISSOURI.
ROCK'S FLOWERS
Members of Florists' Telegraph Delivery

Mention the American Florist when writing

KANSAS CITY, MO.
The Apollo Flower Shop
4 East 11th Street
We Carry the Largest Stock of Cut Flowers in the City. We Please the People.
Home Ph.: Main 3652 Bell Ph.: Main 1034
Mention the American Florist when writing

Pittsburgh, Pa.
MRS. E. A. WILLIAMS
621 Penn Ave.
Members of Florists' Telegraph Delivery.

Milwaukee, Wis.
FOX'S
Incorporated
437-39-41 Milwaukee Street
Members of Florists' Telegraph Delivery.

SAVANNAH, GA.
John Wolf
The Largest Grower of Cut Flowers in the South

Lang Floral & Nursery Co.
1214 Main Street, Dallas, Texas.
Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.
Members of Florists' Telegraph Delivery.

FREY & FREY
1338 O Street, LINCOLN, NEB.
Wholesale and Retail
Members of Florists' Telegraph Delivery.

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Penn, the Florist.
Boston, Mass.—Houghton Gorney Fl. Shop.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Bohannon Flower Shop.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Congress Flower Shop.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Schiller, The Florist, W. Madison.
Chicago—G. Wittbold Co., Buckingham Pl.
Chicago—Henry Wittbold & Son.
Chicago—Mangel, 17 E. Monroe St.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The Park Floral Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—Central Floral Co., B'way.
Detroit, Mich.—John Breitmeyer's Sons.
El Paso, Tex.—Potter Floral Co.
Evanston, Ill.—Henry Wittbold & Son.
Galesburg, Ill.—Pillsbury's Flower Stores.
Grand Rapids, Mich—Grand Rapids Fl. Co.
Grand Rapids, Mich.—Henry Smith Floral Co., Inc.
Hartford, Conn.—Welch's Flower Shop.
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—Apollo Flower Shop, The.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
Knoxville, Tenn.—Baum's Home of Flowers.
La Crosse, Wis.—Salzer Floral Gardens.
Lincoln, Neb.—Frey & Frey.
Liverpool, Eng.—Bee's, Ltd.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses
Memphis, Tenn.—Memphis Floral Co.
Miami, Fla.—The Exotic Gardens.
Milwaukee, Wis.—Fox's Incorporated.
Montreal, Que., Can.—Dominion Floral Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—The Rosery Floral Co.
Newark, N. J.—Phillips Bros.
New Britain, Conn.—Welch's Flower Shop.
New Orleans, La.—Metairie Ridge Nur. Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New Rochelle, N. Y.—New York Floral Co.
New York—A. Eckrich, 924 Madison Ave.
New York—Alexander, Florist.
New York—A. T. Bunyard, Madison Ave.
New York—Broadway Florist.
New York—N. Christatos.
New York—Dard's, 44th and Madison Ave.
New York—David Clarke's Sons.
New York—Henry Hart, Inc.
New York—Hession.
New York—Irene Hayes.
New York—Kottmiller.
New York—Malandre Bros.
New York—Matthew A. Battista.
New York—A. Meyer, 1062 Madison Ave.
New York—Olympia Florist.
New York—G. E. M. Stumpp.
Oklahoma City, Okla.—Furrow & Co.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermeni's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Salt Lake City, Utah—Evans Floral Co.
Salt Lake City, Utah—Miller Floral Co.
Staten Island, N. Y.—Alex S. George.
San Francisco—Podesta & Baldocchi.
Savannah, Ga.—John Wolf.

St. Paul, Minn.
Holm & Olson
20-22-24 W. Fifth St.
We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.
Mention the American Florist when writing

SEATTLE, WASH.
HOLLYWOOD GARDENS
Seattle's Leading Flower Shop
1536 SECOND AVE.
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

NEW ORLEANS, LA.
CHAS. EBLE
Oldest Florist South
121 BARONNE STREET
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

KNOXVILLE, TENN.
Baum's Home of Flowers
Personal attention given to orders For Knoxville and East Tennessee.
Member F. T. D.
Mention the American Florist when writing

FOR ST. LOUIS
WIRE
Grimm & Gorly
Mention the American Florist when writing

Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosaia Bros.
Sheboygan, Wis.—J. E. Matthewson.
St. Louis, Mo.—F. H. Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heinl & Sons.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackstone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Wichita, Kan.—W. H. Culp & Co.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

BUNYARD, NEW YORK, 413 Madison Ave.

Bellevue Avenue, NEWPORT, R.
Summer Season.

Hession

Madison Ave. and 76 St.
NEW YORK

Quality Flowers

BEST IN THE MARKET
AT REASONABLE PRICES

Plant Specialists Phones: Rhinelander 107—420—775

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Chicago

Congress Flower Shop

CONGRESS HOTEL
520 South Michigan Ave.

Mention the American Florist when writing

NEW YORK. Telephone Audubon 6618 Established 1906

Olympia Florist

(PETER LAMBOS & CO.)
3799 Broadway, S. W. Cor. 158th St.
FRESH CUT FLOWERS DAILY
Orders from Other Cities filled with promptness

Mention the American Florist when writing

MEMPHIS, TENN.

Memphis Floral Company

MAIN AND UNION
WIRE US

Mention the American Florist when writing

Oklahoma City

OKLAHOMA

FURROW & CO.

205 W. Main St.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

GRAND RAPIDS, MICH.

GRAND RAPIDS FLORAL CO

ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

Mention the American Florist when writing

BRANCHES: RITZ-CARLTON and VANDERBILT HOTELS

KOTTMILLER

426 Madison Ave., NEW YORK

Mention the American Florist when writing

NEW YORK.

Malandre Brothers

2077 Broadway, near 72nd St.
'Phone, Columbus 6883

The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

PITTSBURGH, PA.

A.W. Smith Co.

KEENAN BLDG.
Largest Floral Establishment in America
Established 1874 Incorporated 1909

Mention the American Florist when writing

NEW YORK.

BROADWAY FLORIST

2094 Broadway, S. E. Cor., 72d St.
Phone Columbus 5468
Branch: 840 Westchester Ave., Bronx.
Phone: Intervale 4990.

Mention the American Florist when writing

WICHITA, Kansas Shipments for Kansas and Oklahoma.

W. H. CULP & COMPANY

Quality Flowers
Personal Service
Members F. T. D.

Mention the American Florist when writing

El Paso, Texas

Potter Floral Co.

Members of Florists' Telegraph Delivery.

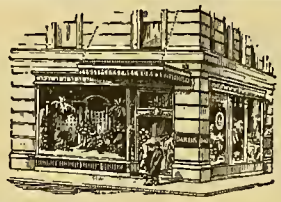
Mention the American Florist when writing

Kansas City, Mo.

W. J. Barnes FLORIST K.C.MO.

Kansas and Western Missouri.
Up-to-date Service.
F. T. D. Est. 1890

Mention the American Florist when writing



DARDS

341 Madison Ave.
Opp. Hotel Biltmore
New York

The Leading Florist for nearly Half a Century

MEMBER

Mention the American Florist when writing

Albany, N. Y.

Danker FLORIST

The Best Service MEMBER

Mention the American Florist when writing

NEW YORK Established 1849

David Clarke's Sons

2139-2141 Broadway, Cor. 75th St.
Orders by Telegraph Promptly Filled
Phones 1552-1553 Columbus

Mention the American Florist when writing

J. W. RODGERS

Elks' Building
South Jefferson Street
Dayton, O.

Telegraph orders for Dayton will receive our immediate and careful attention.

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

DETROIT'S
Leading Florists
JOHN BREITMEYER'S SONS
1314 Broadway
PHILIP BREITMEYER, - President

Mention the American Florist when writing

Boston, Mass.

"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.
124 TREMONT STREET

Mention the American Florist when writing

Worcester, Mass.
Randall's Flower Shop
Members of Florists' Telegraph Delivery

Mention the American Florist when writing

Orders in or around **Washington, D.C.**
Geo. C. Shaffer
FLORIST
900 Fourteenth Street

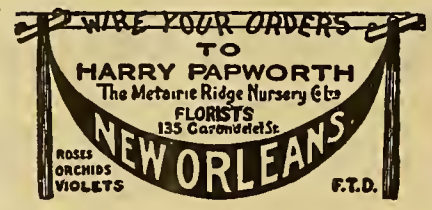
Mention the American Florist when writing

BROOKLYN, N. Y.
JAMES WEIR, Inc.
FLORIST
324 Fulton St., cor. Pierrepont
Telegraph orders receive our usual good care and prompt attention. Phones 270-271 Main.

Mention the American Florist when writing

MICHIGAN. Orders will be carefully cared for by
Henry Smith Floral Co., Inc.
Wholesale and Retail Florists of Grand Rapids.

Mention the American Florist when writing



Mention the American Florist when writing

Send Telegraph, Telephone or Mail Orders for florist's service in this vicinity to
The Dominion Floral Co.
484 St. Catherines St. West,
Montreal, Que., Canada
Every order receives prompt and careful attention.

Mention the American Florist when writing

WASHINGTON, D. C.
BLACKISTONE, Inc.
14th and H Streets, N. W.
Exceptional Service

Mention the American Florist when writing

Telephones:
Lenox 2352
Lenox 7019
1062 Madison Ave.,
Near 80th St.
NEW YORK
Orders from other cities promptly filled.

Mention the American Florist when writing

TORONTO, CAN.
Canada's Best Known and Most Reliable Florist
Only the Best **Dunlop's**
8 and 10 West Adelaide Street
We deliver anywhere in Canada and guarantee safe arrival.

Mention the American Florist when writing

San Francisco
Podesta & Baldocchi
224-226 Grant Avenue
Mail or telegraphic orders promptly and most carefully executed.
Members of Florists' Telegraph Delivery

Mention the American Florist when writing

LA CROSSE, WIS.
Send your orders for flowers for delivery in this city and vicinity to
John A. Salzer Seed Co.
Quality and Service Assured

Nashville, Chattanooga and Atlanta — THREE STORES

Mention the American Florist when writing

New York

44 Carmine Street
Phone 1274 Spring
Out of Town and Steamer Orders Promptly Filled

Mention the American Florist when writing

Cincinnati, O.
HARDESTY & CO.
150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

Mention the American Florist when writing

New York's
SHOP OF QUALITY
Irene Hayes, Inc.
F. T. D.
799 Park Avenue
Telephone Rhinelander 0202 and 0203

Mention the American Florist when writing

CINCINNATI
HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO.
Good Stock and Good Service.

Mention the American Florist when writing

NEW YORK.
A. ECKRICH
(Successor to Charles E. Grunewald)
FLORIST
924 Madison Ave., bet. 73rd & 74th Sts.
Phone: 9864 Rhinelander. Orders from Other Cities Promptly Filled

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

HARTFORD, CONN.

WELCH'S Flower Shop

Also Store at New Britain, Conn.

Established 1885.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Colorado Springs, Col.

Wholesale and Retail

Pikes Peak Floral Co.

Orders Carefully Executed

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

DENVER, COLO.

The Park Floral Co.

G. E. GILLIS, President.
E. P. NEIMAN, Secretary.

Mention the American Florist when writing

GALESBURG, ILL. AND CENTRAL ILLINOIS

Pillsbury's Flower Stores

Your orders will receive careful attention.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

KANSAS CITY, MO.

A. Newell
FLORIST

Established over 30 years

Southwest corner of 11th and McGee Sts.

Mention the American Florist when writing

WASHINGTON D. C.

GUDE BROS. CO.
FLORISTS
1214 F ST. N.W.
WASHINGTON, D.C.

Gudes'

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

LOUISVILLE, KY.

AUGUST R. BAUMER

MASONIC TEMPLE

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

CHICAGO OPPOSITE FIELD'S — **DETROIT**

Central Floral Co.

132 N. State, CHICAGO
1331 Broadway, DETROIT

Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

ROANOKE, VA.

FALLON, Florist.

Mention the American Florist when writing

Seattle-Rosaia Bros.

Finest floral studio in Northwest. Member F.T.D.

Mention the American Florist when writing

EDWARD SCEERY

Passaic, N. J. F. T. D. Paterson, N. J.

Mention the American Florist when writing

Washington, D. C.

GEO. H. COOKE
FLORIST

Connecticut Avenue and L Street

Mention the American Florist when writing

FOR WISCONSIN DELIVERY
—OF—
"Home Grown Flowers"

Get in touch with

MATTHEWSON'S, SHEBOYGAN, WISCONSIN.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

NEWARK, N. J.

Philips Bros.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE.

Mention the American Florist when writing

IN THE HEART OF **Newark, N. J.**

The Rosery Floral Co.

167 Market St., at Broad St.

EVERYTHING IN FLOWERS

Prompt Deliveries to any town or city within 150 miles of Newark.

Telephone Market 494

Mention the American Florist when writing

BROOKLYN, N. Y.

HUGO H. JAHN
—FLORIST—

710 Nostrand Ave., cor. Prospect Place

Phone: 1952 Lafayette.

Flowers Delivered Anywhere. Personal Attention.

Mention the American Florist when writing

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES **Memphis, Tenn.**

89 South Main St.

"Up-to-the-Minute" Service and Execution.

Every Flower in Season.

New York. Telephone Lenox 3822

HENRY HART, Inc.
FLORIST

1000 Madison Avenue

In the Heart of most exclusive residential section.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

The Seed Trade

American Seed Trade Association.

L. L. Olds, Madison, Wis., President; Alex. Forbes, Newark, N. J., First Vice-President; Louis B. Reuter, New Orleans, La., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, 73 Tremont Street, Boston, Mass., Counsel.

The fortieth annual meeting will be held June, 1922.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass, Counsel.

The next annual meeting will be held June, 1922.

THE summer trade in flower seeds is reported good.

THE first new crop giganteum lily bulbs are due October 1.

SEED stores report better business the past July and August than in 1920.

IT IS said the French wheat crop is almost sufficient to supply the home demand.

THE market is well cleared of Formosum lilies and there is good demand for all French bulbs.

FRENCH bulbs received in the United States to date are 5,000 cases short of last season's imports.

STOKES Bulletin No. 2 gives some interesting data on the De Giorgi, Council Bluffs, bankruptcy.

CHINESE lily bulbs have been distributed on the Pacific coast and are expected in Chicago this week.

SEATTLE, WASH.—The affairs of the Randall-McLoughlin Co. have been placed in the hands of a receiver.

BLUE GRASS seed is now being quoted at 42 cents for 21-pound seed and 19-pound seed 39 cents, in car lots.

ONION SETS in the Chicago district will be housed this week to the extent of about half the crop. Prices show an upward trend.

ONE of the South American steamers arriving at New York recently brought 1,000 sacks of alfalfa and 200 sacks canary seed.

ROCHESTER, N. Y.—M. Cushman & Co., seedsmen, filed a petition in bankruptcy, August 22, with liabilities of $11,415.08, assets $106,046.48.

JOHN ADIKES, a well known seedsman of Jamaica, L. I., died at his home in that city August 28. See obituary column for further particulars.

PRICE of bags at Chicago, September 7: Americans, 16 oz., $29.50 per bale, in bale lots or over; Railroads, 16 oz., $27.00; Crown, 12 oz., $20.50.

CHAS. P. GUELF, of the Jerome B. Rice Seed Co., Cambridge, N. Y., is making a tour of the larger eastern cities and will then repair to his cottage at Hamlin, N. Y., for catalogue work.

TAX BILL.—The senate finance committee has decided to draft an entirely new bill on taxation, taking those sections out of existing law which it is not proposed to change and adding such amendments as may be adopted so that the taxpayers may have the complete system of taxation before them in one measure. The bill will be reported to the senate when it meets after recess, September 21.

BOARD OF TRADE—Prices for grass seed on the Chicago Board of Trade, September 7, were as follows: Timothy, $4.00 to $4.75 per 100 pounds; Red Clover, $11.00 to $17.00.

CRAWFORDSVILLE, IND.—Ed. Reynolds, of the Crabb, Reynolds, Taylor Co., who attended the Washington tariff hearings, did it at considerable inconvenience, as he has been feeling none too well during the hot weather.

VISITED CHICAGO: Arthur L. Deal, of W. W. Johnson & Son, Boston, Eng.; Mrs. J. W. Begbie, Shreveport, La., with her son James, Jr., and niece Miss Mary Jane White; James Lamb, representing Cooper, Tabor & Co., London.

UNDER the title, "Growing the Idaho Potato," the extension division of the University of Idaho has issued a 48-page booklet describing the best methods of potato culture in that state. The bulletin may be had upon application to the division at Boise.

VISITED NEW YORK: Kirby B. White, of D. M. Ferry & Co., Detroit, Mich., returning from Washington, D. C., via Philadelphia, Pa.; A. C. Drake, of the J. Chas. McCullough Co., Cincinnati, O.; Howard M. Earl, of the Jerome B. Rice Seed Co., Cambridge, N. Y.

GEORGE B. BELL, of Jamaica, N. Y., formerly with B. F. Avery & Sons, Louisville, Ky., and later with Bateman & Co., Grenlock, N. J., has been appointed chief of the new agricultural implements and vehicles division of the Bureau of Foreign and Domestic Commerce.

ABERDEEN, S. D.—J. B. Taylor, proprietor of the Northern Seed & Nursery Co., Ipswich, S. D., has purchased the establishment of the Loebs Seed Co. and took possession September 1. The transaction, which involved $60,000, includes the retail store, garden seed business, poultry and stock foods, feed grinding mill, elevator and other accessories. Otto Wolter, the former owner, will remain with Mr. Taylor for six months or more.

WASHINGTON, D. C.—W. P. Wood, of Richmond, Va.; W. G. Scarlett, Baltimore, Md.; Curtis Nye Smith, Boston, Mass.; A. C. Drake, of the J. Chas. McCullough Co., Cincinnati, O.; Ed. Reynolds, Crawfordsville, Ind.; Francis C. Stokes, Moorestown, N. J., and Kirby B. White, Detroit, Mich., attended the tariff hearings here. Mr. Scarlett presented the grass seed dealers' case to the senate committee, while Mr. White spoke for the garden seedsmen. It is thought by some, the grass seeds will not finally be made dutiable, but will remain in their old place on the free list.

Wholesale Growers
SELECT STOCKS
Beet
Carrot
Lettuce
Onion
Parsley
Parsnip
Radish
Sweet Peas
PIETERS-WHEELER SEED CO.
GILROY, CALIFORNIA

Colorado Seed Crops.

The J. C. Robinson Seed Co., Waterloo, Neb., writes September 2 as follows: "We have just received advice from Rocky Ford, Colo., that conditions as far as seed crops are concerned, are in critical shape. There is no available water in the Arkansas river for irrigation purposes and vine crops, especially cucumber, are in very bad shape. Our houses wire there is no chance for improvement, and all districts are affected equally."

Tomato Seed Crops.

ED. AMERICAN FLORIST:

Santa Ana, Calif., August 30.—We note a news item in your issue of August 27, page 344, stating about tomato acreage and conditions of the crop with respect to production of seed this season. This is correct with the exception that since that information went out the tomato crop has gone off considerably and at the present time it does not promise nearly as heavy a yield as reported.

HAVEN SEED CO.

[The news item on California tomato seed in our issue of August 27, to which reference is made, was taken from the government report.—ED.]

Washington State Seed Law.

The Washington state legislature, of 1921, passed a law requiring all seed dealers doing a regular seed business in the state to take out a license, the fee being $10. As introduced, it provided also for local merchants and others to be licensed and pay a fee of $1. This latter provision was struck from the bill, with the idea in mind of relieving the country dealer of any responsibility in the matter. No change was made in the wording of the $10 license, so as to make it apply strictly to wholesalers.

On July 13 the attorney-general ruled that all seed dealers, large or small, would have to take out a license in order to comply with the law. Under date of August 4, he also handed down a ruling that dealers licensed under the act could sell seed through agents and that, whether or not a small retail dealer is acting

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Growers for the Wholesale Trade only.
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$30.00 per 1000; $16.00 per 500; $8.00 per 250; $4.00 per 100.
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Hundreds of First-Class Certificates

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EXTRA FINE STRAIN EXHIBITION Size GERMAN "LUBECK" PIPS FROM COLD STORAGE
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Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.

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Growers of
Flower and Vegetable Seeds
Get the benefit of our 72 years' experience
All Seasonable Varieties.
Our stocks are very complete.
ROCHESTER, N. Y. The Flower City

for himself or as an agent for a seed house in the sale of seed, is a question of fact and not one of law. If in fact, he is not subject to the license law.

New York Seed Trade.

Trade generally has hardly opened. There is no sign of frost, nobody back from vacation, and not expected until after Labor Day, September 5. It is evident fall bulb trade will hardly speed up until September 10 or 15, or until frosts tell the gardeners bulb time is at hand.

The S. S. Edward Luckenbach docked September 5, with a heavy cargo of Dutch bulbs. The S. S. Ryndam brought 6,380 cases.

A large mid-west importing firm will no longer use the port of New York because of excess lighterage, trucking and other charges.

Seed stores generally closed early September 3 and employes had practically a three-day holiday.

Arthur Boddington is reported operating independently of the corporation of that name.

A reorganization of J. M. Thorburn & Co. is reported.

A. Hogewoning is making another California trip.

Crimson Clover Seed.

There has been a free movement of crimson clover seed in Tennessee, Alabama, and Maryland producing sections during the past three weeks, and only about 10 per cent to 15 per cent of the supply produced is still in the hands of growers. The price being paid to growers, according to reports submitted to the bureau of markets and crop estimates about August 23, ranged from $8.50 to $9.50 per 100 pounds in Tennessee, $9 in Alabama, and $10 in Maryland, basis clean seed, which is $1 to $2 per 100 pounds higher than three weeks ago.

Crimson clover seed in the chaff is selling freely at $8 to $9 per 100 pounds in North Carolina, $10 in South Carolina, and $7.50 in Georgia; most of it is out of growers' hands. Reports indicate that more crimson clover seed will be sown in practically all seed-porducing sections this year than last year and, with the exception of Tennessee and Alabama, more than normal. Imported seed of fair to good quality is being shipped into producing sections and sold to farmers at $10 to $11.50 per 100 pounds. A few counties in Tennessee report that a sufficient quantity of imported seed was carried over to meet their 1921 requirements.

SEASONABLE FLOWER SEEDS.

WINTER FLOWERING SWEET PEAS

grown for us by expert seed growers, whose seed we have handled for years. We know they are right.

	Tr. Pkt.	Oz.	4 Oz.	Lb.
Asta Ohn, lavender	$0.35	$1.00	$3.00	$10.00
Blue Bird, fine blue	.40	1.25	3.50	12.00
Columbia, pink and white	.60	2.00	6.00	20.00
Cherry Ripe, glowing cherry	.40	1.25	3.50	12.00
Fordhook Pink	.25	.75	2.50	8.00
Glitters, orange scarlet	.60	2.00	6.00	20.00
Helen Lewis	.35	1.00	3.00	10.00
Heatherbell, mauve lavender	.35	1.00	3.00	10.00
Hercules, pink	.35	1.00	3.00	10.00
Lavender Nora	.25	.75	2.50	8.00
Liberty, crimson	.35	1.00	3.00	10.00
Melody, rose pink	.35	1.00	3.00	10.00
Melody, greenhouse grown	1.00	3.00	....	....
Miss E. Gude, shell pink	.25	.75	2.50	8.00
Mrs. Spanolin, white	.25	.75	2.50	8.00
Mrs. Skach, light pink	.25	.75	2.50	8.00
Morning Star, orange scarlet	.35	1.00	3.00	10.00
Orange Beauty, orange and scarlet	1.00	3.00	....	....
Pink and White Orchid	.25	.75	2.50	8.00
Rose Queen, pink	.40	1.25	3.50	10.00
Selma Swenson, soft pink	.25	.75	2.50	8.00
Improved Snowstorm, white	.40	1.25	3.50	12.00
Songster, lavender	.25	.75	2.50	8.00
Songbird, blush white	.25	.75	2.50	8.00
Snowflake, white	.35	1.00	3.00	10.00
Watchung, orchid white	.35	1.00	3.00	10.00
White Orchid	.25	.75	2.50	8.00
Wedgewood, clear blue	.35	1.00	.3.00	10.00
Xmas Pink, orchid	.35	1.00	3.00	10.00
Yarrawa, rose pink	.25	.75	2.50	8.00
Blue Yarrawa	.35	1.00	3.00	10.00
Zvolanek's Rose	.75	2.50	8.00	25.00

NEW COLORED FREESIAS

The only colored Freesias that have made good when grown in quantity. Price now reduced low enough to make them a profitable bulb for everyone to grow.

Gen. Pershing (Frey)—Extra robust grower, 3 ft. in height, with 4 to 5 long side laterals; large open flowers of lavender pink, yellow lip and somewhat of a bronze cast. The cut flowers have created quite a sensation on the Chicago Market for several seasons, and command the highest market prices.

Viola (Frey)—Like a large wood violet, the lower petals of a deeper violet blue, a beautiful, distinct and valuable hybrid. The growth is about 30 inches in height, with 4 to 5 long side laterals, long enough for any floral work. Sold at good prices on the Chicago Market for several seasons.

Prices—**$3.50 per 100; $30.00 per 1000.**

CALENDULA, ORANGE KING

(For Greenhouse Forcing.)

A special selection of this popular annual, which we have sold for several years with excellent results. Growers for the Chicago market who used our seed last season obtained top prices for their cut, and we know quality is even better this season.

Tr. Pkt., **50c**; Oz., **$2.50**; ¼ lb., **$9.00.**

CYCLAMEN SEED

German Strain, American Grown.

Wandsbek Dark Salmon	Daybreak Pink
Wandsbek Light Salmon	Dark Pink
Brilliant Red	White with Eye
Dark Red	Pure White

Per 100, **$1.50**; 1,000, **$12.00.**

CINERARIA

Florists' prize mixture. Splendid large flowering strain. Tr. Pkt. (about 1,000 seeds) **$1.00.**

PANSY

New crop, combination mixed. First-class mixture for general florist use. Tr. Pkt., **$1.00**; oz., **$7.00.**

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Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.

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Alfalfa Seed.

Thrashing of alfalfa seed was just beginning in the Pecos valley of New Mexico and Texas during the week ending August 27. The third crop instead of the second one will contribute the bulk of the 1921 production of alfalfa seed not only in this section but in Kansas and Oklahoma as well. The quality of the 1921 crop gives promise of being better than that of last year. Offers of $12 or $13 per 100 pounds, basis clean seed, were being made to growers but not much seed has been sold.

In the Yuma, Ariz., project growers were selling their seed a little more freely because of recent increases in the prices offered. On August 24 about $15 to $16 were being offered for Hairy Peruvian and alfalfa. The movement to date has been above normal because of obligations that growers have had to meet. The demand has been somewhat better than expected due to the lateness of the seed harvest in the most important producing sections which usually supply much of the fall sowing demand from the current season's seed production.

During the four weeks ending August 27 approximately 570,000 pounds of alfalfa seed arrived at New York from Argentina. Middle western and eastern seedsmen are offering their best brands of new-crop American-grown alfalfa seed at $19 to $21 per 100 pounds, and the latter are quoting imported seed at $13 to $14.

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Giant Pansy Seed

No. 10. Kenilworth Giant Exhibition is the very finest mixture

No. 12. Kenilworth Giant Prize, Each sort: 1000 seeds, 50c.; ⅛ oz. $1.35; ¼ oz., $2.50; 1 oz., $10.00.

No.	No.
22. Kenilworth Mixture	34. Bronze Shades
30. Blotched	36. Triumph of Giants
32. Parisian	70. Orchid-flowered

Price of the preceding 6 sorts: 1000 seeds, 35c.; ⅛ oz., 90c.; ¼ oz., $1.65; ½ oz., $3.00; oz., $6.00.

No.	No.
24. Kenilworth Show	28. Masterpiece

1000 seeds, 40c.; ⅛ oz., $1.10; ¼ oz., $2.00; ½ oz., $3.75; oz., $7.50.

Giant Trimardeau in mixture or separate colors: 1000 seeds, 30c.; 4 pkts., $1.00; ¼ oz., $1.30; oz., $5.00.

Early Flowering or Winter Blooming Giant Pansies: 1000 seeds, 40c.; ⅛ oz., $1.10; ¼ oz., $2.00; oz., $7.50.

CHAS. FROST Kenilworth N. J.

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Wholesale Price List for Florists and Market Gardeners.

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SWEET PEAS

Winter-Flowering--Spencer Varieties
Early or Christmas Flowering

	Oz.	Lb.
Amethyst. This is the nearest to Royal Purple in color in the early-flowering class	$0.80	$10.00
Apricot Orchid. A delightful and charming shade	.65	8.00
Asta Ohn. A clear lavender	.65	8.00
Aviator. This is to our knowledge the best scarlet winter flowering sweet pea	.80	10.00
Blue Bird. A charming mid-blue self. A heavy producer. One of the best sellers in the Chicago market	.65	8.00
Cherry Ripe. Glowing cherry or salmon-cerise self	.65	8.00
Columbia. This is the most profitable pink and white winter-flowering sweet pea	1.00	15.00
Cream. Identical in color and size of blossoms to Dobbie's Cream. It has immense blossoms very frilled and duplexed	.65	8.00
Fire King. Deep orange scarlet	.80	10.00
Glitters. Standard a bright, fiery orange and the wings deep orange. The flowers are large, of good substance, and are borne on long, strong stalks	1.00	15.00
Gorgeous. Charming soft salmon cerise	.80	10.00
Heather Bell. The color is a rich but pleasing mauve, but after standing in water the color becomes a beautiful mauve lavender	.65	8.00
Hercules. Of the same lovely shade of pink as Countess Spencer. Long stem and a free producer	.80	10.00
Liberty. Brilliant red	.65	8.00
Melody. Rose pink on white ground	.65	8.00
Miss Louise Gude. One of the largest and best in the shell pink class. (The nearest to Zvolanek's Rose)	.80	10.00
Morning Star. Deep orange scarlet or flame color in standard, with rich orange pink wings	.65	8.00
Mrs. A. A. Skaach. Flowers bright shell pink	.65	8.00
Mrs. Chas. A. Zvolanek. One of the largest and best clear lavenders	.80	10.00
Mrs. M. Spanolin. Black-seeded white	.65	8.00
Mrs. William Sim. Apricot pink	.65	8.00
Othello. Rich deep maroon	.90	12.00
Pink and White. Blanche Ferry type, extra	.65	8.00
Princess. Clear lavender, with good stems	.65	8.00
Rose Charm. Bright rose, same color as Rosabelle the late Spencer class ¼ oz., 40c	1.50	20.00
Rose Queen. A splendid commercial pink, best seller on Chicago market. Sow in summer for winter blooming	$0.90	$12.00
Songster. Giant early lavender	1.00	
Song Bird. Pale pink with a distinct tint of buff	.65	8.00
Snow Flake. The best early-flowering white-seeded Spencer	.65	8.00
Snow Storm. Improved. A good early pure white for late planting	.90	12.00
Spring Maid. Light pink on a cream ground	.65	8.00
Venus. Standard white, slightly blushed pink wings	.65	8.00
Warbler. Rich mauve purple	.65	8.00
Wedgewood. Magnificent clear blue; intermediate	.65	8.00
White Orchid. White flowers of good substance	.50	6.00
Yarrawa	.50	6.00
Zvolanek's Blue. Very large, of the brightest blue	.80	10.00

Vaughan's Special Mixture Winter Spencer made up of the best white, pink, rose, lavender pink and white and blue. Florists who do not have sufficient room for separate colors will find this a very fine assortment. **Oz. 90c; ¼ lb., $3.20; lb., $12.00.**

NEW VARIETIES

All White. This is an early King White, and compared to other varieties grown in 1920 proved the best white seeded variety. **Oz., $1.50; lb., $20.00.**

Fair Maid. Finest blush pink suffused salmon, on white ground, of robust growth, with long stems carrying fours regularly. Exact counterpart of Elfrida Pearson in the late Spencer class. **Oz., $1.50; lb., $20.00.**

Harmony (Early Masterpiece). The best clear lavender self waved. **Oz., $1.00; lb., $15.00.**

Madonna. Black seeded white. Result of a cross between late Constance Hinton and Early Asta Ohn, unlike other black seeded white; it has no trace of a pink tinge. Owing to its being crossed on the lavender Early Asta Ohn, it has increased the opaque whiteness of the blooms and size of flowers. **Oz., $1.50; lb., $20.00.**

Nightingale. Bluish lavender. Similar to Florence Nightingale in the late Spencer class. **Oz., 90c; lb., $12.00.**

Torch. Salmon orange. Same shade as Illuminator in the late Spencers. **Oz., $1.00; lb., $14.00.**

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Pansy Seed

Michell's Giant Exhibition Mixed

A Giant Strain, which for size of bloom, heavy texture and varied colors and shades cannot be excelled. Per ½ trade pkt., 30c; 50c per trade pkt.; ⅛ oz., $1.25; $2.00 per ¼ oz.; oz., $7.00; $26.00 per ¼ lb.

Giant Trimardeau Mixed

Large flowering and choice colors. Tr. pkt., 30c; $2.25 per oz.; ¼ lb., $8.00.

GIANT PRIZE: SEPARATE COLORS

	Tr. Pkt.	Oz.	¼ Lb
Azure Blue	$0.40	$3.00	$11.00
Black Blue	.40	3.00	11.00
Emperor William	.40	3.00	11.00
Hortensia Red	.40	4.00	14.50
King of the Blacks	.40	3.00	11.00
Lord Beaconsfield	.40	3.00	11.00
Peacock	.40	4.00	14.50
Snow Queen	.40	3.00	11.00
Striped and Mottled	.40	3.00	11.00
White with Eye	.40	3.00	11.00
Pure Yellow	.40	3.00	11.00
Yellow with Eye	.40	3.00	11.00

Also regular sorts in separate colors.

Also All Other Seasonable Seeds, Bulbs and Supplies. Wholesale Price List Free.

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The Nursery Trade

American Association of Nurserymen.

M. R. Cashman, Owatonna, Minn., President; Paul C. Lindley, Pomona, N. C., Vice-President; John Watson 400 Nassau Street, Princeton, N. J., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

The forty-seventh annual convention will be held atDetroit, Mich., June, 1922.

NORWALK, O.—The Norwalk Rose Garden Co., has been incorporated with a capital of $50,000 to operate a greenhouse and nursery. The incorporators are Charles A. McCutcheon, Ivon A. Stockwell, Otis L. Peat, E. E. King and Hoyt D. Stockwell.—J. W. L.

STATE Forester R. B. Miller, Urbana, Ill., calls attention to the fact that since Illinois is a fruit and vegetable section it is very essential for the prosperity of the industry that there be a local supply of bottomland timber such as elm, sycamore, cottonwood, gum, etc., for the making of packages for shipping fruit. Farmers will find a good market for these woods.

American Institute of Park Executives.

We present herewith the portrait of George H. Hollister, assistant superintendent of parks, Hartford, Conn., first president of the American Institute of Park Executives, which is the new name of the reorganized American Association of Park Superintendents. The original association was organized at the Hotel Brunswick, Boston, Mass., April 6-7, 1898, as the New England Association of Park Superintendents, extending to a national sphere at the New Haven, Conn., meeting of 1904, under the name of the American Association of Park Superintendents. The annual meetings of the association have been held as follows: Providence, R. I., 1899; Worcester, Mass., 1900; Hartford, Conn., 1901; Boston, Mass., 1902; Albany, N. Y., 1903; New Haven, Conn., 1904; Buffalo, N. Y., 1905; Washington, D. C., 1906; Toronto, Ont., 1907; Minneapolis, Minn., 1908; Seattle, Wash., 1909; Harrisburg, Pa., 1910; Kansas City, Mo., 1911; Boston, Mass., 1912; Denver, Colo., 1913; Newburgh, N. Y., 1914; San Francisco, Calif., 1915; New Orleans, La., 1916; St. Louis, Mo., 1917; no convention in 1918 on account of the war; Hartford and New Haven, 1919; Louisville, Ky., 1920; Detroit, Mich., 1921.

Damping Off Control.

The best method of controlling damping off in forest nursery stock appears to be the disinfectant treatment of the seed bed, say specialists of the United States Department of Agriculture, who have recently completed a series of investigations to work out control measures. A report of their investigation has just been published as Department Bulletin 934, Damping-Off in Forest Nurseries. Sulphuric acid, they say, has been found very useful for conifers, as they are apparently especially tolerant of acid treatment.

In most nurseries, if the minimum effective quantity of acid is used, there is no need of any special precautions to prevent injury to the seedlings. The minimum quantity must be determined for each locality, for the specialists say that no single treatment can be found that can be universally applied without change of details.

The most serious losses in conifers, according to the bulletin, are from the root-rot type of damping-off, which occurs after the seedlings appear above the ground. This type of the disease is most serious under extremely moist atmospheric conditions. The type of damping-off which appears later when the stems become too rigid to decay easily is ordinarily less important than the earlier type. Seedlings more than two months old are, as a rule, able to recover from infections. The specialists believe that thick sowing favors the disease, and that soil acidity is in general unfavorable to it.

George H. Hollister.
Assistant Superintendent of Parks, Hartford, Conn. President-Elect American Institute of Park Executives.

Fruit Tree Feeding.

Members of the Ohio State Horticultural Society who attended its midsummer meeting at Ashland, recently saw an orchard which, according to fruit specialists of the Ohio State University extension staff, has not missed a crop in 11 years. It has not fallen off in yield even this year, when the apple crop of the state is barely a third. T. E. Thornburg, the proprietor of this orchard, played host to the fruit-growers. Asked how he got trees to yield so well and so steadily, he said it was by feeding them. For 25 years, Mr Thornburg said, he has been applying to his orchards 15 tons of manure to the acre, and to each tree during the blossom-pink period five pounds of ammonium sulphate, five pounds of 20 per cent acid phosphate, and five pounds of muriate of potash.

Mr. Thornburg further impressed on visiting growers that the stuff which makes apples comes out of the air as well as up from the ground, that trees need a large leaf surface properly to build up large crops; and that it does not pay to prune young trees severely. Included in the Thornburg orchards are 10 Baldwin trees, now in their tenth year, which produced 97 bushels last year. A Grimes Golden tree in its 25th year has produced a total of 267 bushels since 1914, with never an off-season.

Brooklyn Trees.

John N. Harman, park commissioner for the borough of Brooklyn, N. Y., recently said the trees in the streets of that city were threatened with extinction unless steps were taken to save them. The high cost of labor and materials and lack of funds to meet these costs menace Brooklyn's supremacy as the community having the greatest number of street trees among cities of its class. Lacking the watering, fertilizing, pruning, spraying and general care needed, that city is confronted with the possibility of becoming an entirely treeless city within 25 years.

In his report on the accomplishments of the Brooklyn Park department for the year, Mr. Harman said 3,000 dead trees had been removed from Prospect park and the park reforested; 10 acres of marsh land at Dyker Meadows had been reclaimed, the old Dreamland Park pier had been removed and several new playgrounds opened. The cost of operating the Brooklyn parks this year will be $1,220,579. Mr. Harman's budget for next year calls for $1,184,984.

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"American Pillar" and nearly every other good hardy climber.
Send for our list.
The CONARD & JONES CO. WEST GROVE PENNA.
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HILL'S EVERGREENS
Sizes for growing on. Specimen Evergreens for landscape work. Complete assortment of choice Evergreens for window boxes and tubbing. Send for catalog.
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VALLEY PIPS, Dutch or German type, in case lots of 250c pips. **LILIUM MAGNIFICUM,** 9-11, from N. Y. **KENTIA Belmoreana** and **Forsteriana Seeds,** in bushel lots. **BAMBOO CANES,** natural and dyed green, all sizes, bale lots. **RAFFIA,** natural and colored, 25 lbs. up.

FALL SHIPMENT.

DUTCH BULBS, Tulips, Hyacinths, Narcissus, Etc.; **MANETTI STOCKS,** English French, Dutch; **VALLEY PIPS,** German or Dutch; **CHINESE SACRED LILIES,** "Selects"; **JAP. LILY BULBS,** F. O. B. New York, Chicago, Toronto, Denver, Seattle, Etc.; **ROSES** and **LILACS,** field-grown, for forcing, prices ready now; **CALLA** Godfrey, Elliotiana; **T.R. BEGONIAS** and **GLOXINIAS,** all sizes and colors; **IRIS,** Tingitana and Spanish; **DRACAENA CANES.**

Write for prices, stating your requirements.

McHUTCHISON & CO.,
95 Chambers St., NEW YORK

Special Sacrifice Sale

—OF—

CYCLAMEN

ALL FIRST-CLASS STOCK

Consisting of the Best Named Varieties, Including Reds, Salmons, Pinks, Etc.

While stock lasts we offer

4 -inch at $25.00 per 100
3 -inch at 10.00 per 100
2½-inch at 5.00 per 100

Cash with order.
No charge for packing.

MATTHEWSON'S
Sheboygan, Wisconsin.

Before Placing Orders for

SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

GEORGE R. PEDRICK & SON

PEDRICKTOWN, N. J.

Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.

Correspondence Solicited.

WHOLESALE SEED GROWERS

Abundance of Stock

	Per 100	Per 1000
2¼-inch **Asparagus Sprengeri**	$ 5.00	$45.00
2¼-inch **Calendula Orange King**	4.50	40.00
2¼-inch **Snapdragons,** 5 varieties	5.00	45.00
4 -inch **Ferns,** 6 varieties	25 00	
Vinca Variegata, large field-grown	10.00	95.00

Liberal extras. Correspondence solicited.

ALONZO J. BRYAN,
Wholesale Florist, Washington, New Jersey

Mention the American Florist when writing

Fall Stock For Florists

PRIMULA Obconica, Kermesina, Coerulea, Alba and Mixed, **$5.00** per 100, **$45.00** per 1,000.

HYDRANGEA, French varieties, 2½", Baby Bimbinette, **$8.00** per 100; Mad. Chautard, Mme. Hamar, Mme. E. Mouillere, Gen. de Vibray and E. G. Hill, **$6.00** per 100.

HYDRANGEA, French varieties, 4-in. pot plants, **$20.00** per 100; 5-in. pot plants, **$30.00** per 100. Fall shipment; Mme. E. Mouillere, Mme. Hamar, Mme. Chautard, Gen. de Vibray, Lily Mouillere, Rene Gaillard, Bouquet Rose. Baby Bimbinette, 4-in. pot plants, **$25.00** per 100; 5-in. pot plants, **$35.00** per 100.

ASPARAGUS Sprengeri, 1½-in. pots, **$3.50** per 100; **$30.00** per 1,000.

BEGONIA, 2½-in. Metallica, **$6.00** per 100.

BEGONIA Pink Profusion, 2½-in. Fine pink semperflorens, **$7.00** per 100.

OTAHEITE ORANGE, 3-in. fine stock to grow on, **$10.00** per 100; **$85.00** per 1,000.

KENTIA Forsteriana, 2½-in. **$12.00** per 100; 3-in., **$20.00** per 100; 4-in. **$50.00** per 100.

POINSETTIA, Strong 2¼-in., grand for pans, **$8.00** per 100; **$70.00** per 1,000.

DISH FERNS, good standard varieties, 2¼-in. pots, **$5.00** per 100; **$40.00** per 1,000.

GENISTA Racemosa, 4-in. (ready August 20th), **$20.00** per 100.

The Storrs & Harrison Co., Painesville, Ohio

Mention the American Florist when writing

Hogewoning & Sons, Inc.

Wholesale Bulb Growers and Importers

299 Broadway, New York

Mention the American Florist when writing

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Robert Craig Co.

HIGH CLASS PALMS

and Novelties in Decorative Plants

Market and 49th Sts., PHILADELPHIA, PA.

Mention the American Florist when writing

CYCLAMEN

We must have room and offer for one week,
2,500 2¼-in. **Cyclamen,** at $10.00 per 100; $90.00 per 1000.
3,000 2-in. **Cyclamen,** at $20 and $25 per 100.
1,000 4-in. **Cyclamen,** at $40.00 per 100.

Ask for our prices of **Easter Greeting Pelargoniums and Ferns**

GEO. A. KUHL, Wholesale Grower PEKIN, ILL.

Mention the American Florist when writing

Elmer D. Smith & Co.

ADRIAN, MICH.

Chrysanthemum Specialists

Catalogue Free.

Mention the American Florist when writing

CARNATIONS

F. Dorner & Sons Co.

Lafayette, Ind.

Mention the American Florist when writing

REX BEGONIAS

3-inch, $2.00 per dozen.

GERANIUMS (Our Specialty)

Nutt, Buchner, Ricard, Poitevine, Viaud
Good short jointed plants from 2-inch pots, at $3.50 per 100; $35.00 per 1000.
We ship safe anywhere

Elmer Rawlings, Wholesale Grower, ALLEGANY, N. Y.

Mention the American Florist when writing

Market Gardeners

Vegetable Growers' Association of America.

Louis F. Miller, Toledo, O., President; H. A. Dooley, Cleveland, O., Vice-President; S. W. Severance, Louisville Ky., Secretary; H. J. Cheney, Grand Rapids, Mich., Treasurer. The next annual meeting will be held at Albany, N. Y., November 1-5, 1921.

EARLY grapes from Michigan were in little demand at Pittsburgh and Cincinnati, closing at 40 to 50 cents per 4-quart basket.

COLORADO Bartlett pears have been sold to Kansas City jobbers at $3 per bushel, a decline of 50 cents. At Minneapolis, Texas Kieffers brought $2.50 to $2.65. Shipments totaled about 1,000 cars.

PEACH movement has increased considerably in recent weeks with a consequent falling off in prices. Michigan Elbertas were sold in Chicago at $3 to $3.25 per bushel basket. California Elbertas brought $1 to $1.25 per box at Detroit.

COLORADO domestic cabbage fell off $1 per 90-pound crate at Chicago, selling to jobbers at $1.50 to $1.85. Virginia Wakefields in 100-pound crates brought $3.25 in New York. The total movement was 320 cars, Colorado leading with 139.

ONION shipments have fallen off one-half compared with 1920, which is reflected in an advance of 50 to 75 cents per 100 pounds, at Connecticut valley shipping points. Yellow varieties from Washington brought $2.50 to $2.75 at Chicago, a gain of 25 cents.

SWEET-potato prices have shown a marked decline in the past year, Eastern Shore of Virginia bringing $4.50 per barrel compared with $9 to $10 in 1920. North Carolina stock has been sold to Pittsburgh jobbers at $5 to $5.25. Movement has greatly increased.

NEW YORK Greening apples showed no change in price at New York. California Gravensteins brought $3.50 to $3.75 per box in eastern cities. Shipments from New York state have increased 100 per cent, totaling 326 cars, 802 cars being moved from all sections.

SALMON TINT cantaloupes from the Turlock section of California declined 25 to 50 cents per crate, reaching a level of $1.50 to $1.75, August 27. Delaware and Maryland green meat standard 45's have been sold at 90 cents to $1.75. Shipments declined 300 cars.

FRANKLIN, MICH.—Fruit growers of Monroe, Macomb, Washtenaw and Wayne counties met with the Oakland County Horticultural Society, August 29, to consider plans for establishing community markets on or near the principal thoroughfares in the residential districts of Detroit, where growers may sell direct and consumers and grocers buy.

POTATO movement has increased considerably in recent weeks, with a consequent decline in prices. Kansas Early Ohios have been sold to Kansas City jobbers at $1.50 to $1.75 per 100 pounds. Colorado and Idaho white varieties have fallen off 60 to 65 cents, closing at $2.65 to $2.75. The bulk of the shipments are from Maine, New York, Kansas and Idaho.

HEAD lettuce, in crates of two dozen heads, brought good prices at St. Louis, Cleveland and Chicago, closing at $2.25 to $2.50. Washington Icebergs sold at $5 to $6 per crate of four to five dozen heads in middlewestern centers.

Prices of Indoor Fruits and Vegetables.

Chicago, September 6.—Cucumbers, bushel basket, 75 cents to $1; leaf lettuce, per box, 15 to 20 cents.

New York, September 2.—Cucumbers, 50 cents to $1 per basket; mushrooms, per basket, 50 cents to $2.50; radishes, 100 bunches, $1 to $2; tomatoes, per 15-lb. basket, 35 cents to $1.

New York Vegetable Market.

All New York state shipping points contributed to heavy receipts of lettuce during the week. Supplies were so great that there was but moderate demand for the best stock. Prices ranged from three to nine cents per head, wholesale. The superior lettuce from further up state netted higher returns than that from Orange county; crates contain 24 heads each. The first small shipment of cauliflower from Long Island arrived recently. On September 2, Long Island cauliflower was quoted at $3 to $5 per crate, containing from 12 to 18 heads.

The supply of green corn from Long Island is also heavy, with a good demand for large, well selected stock, but practically no call for poor ears. Wholesale prices ranged from one to three cents per ear. Values are about the same as during 1920.

Horse Radish Insect Enemies.

Even the pungent and tear-starting qualities of horse-radish are not sufficient to discourage insect enemies. In addition to two other specific and two incidental pests preying upon this plant, entomologists of the United States Department of Agriculture report a third specific enemy, known as the European horse-radish webworm and described in a bulletin of that title, Department Bulletin No. 966, just issued. The caterpillar, which does the most destruction, is of medium size and is also known as the purple-backed webworm, as well as by its regular name. While favoring horse-radish, it is also known to attack turnip and cabbage, and after feeding on the lower surface of the leaves sometimes webs them together near the ground. When abundant, it attacks the stalks even down to the roots.

It was first discovered in injurious numbers in Virginia, near the District of Columbia in 1919, and occasional attacks have been noted in Massachusetts, New York, New Jersey, and Wisconsin. The moth of the species is rather a bright ocher yellow, with a wing pread of about one inch, peculiarly spotted. The eggs are deposited in compact masses containing from half a dozen to a score. They are a little brighter green than the leaf, and each egg is surrounded by an irregular ring of yellow spots. At least two generations a year are produced in Virginia.

The webworm may be controlled by arsenicals and by hand-picking on horse-radish, and more readily on other crops by fall and spring plowing and frequent cultivation.

Boston, Mass.

WEDDING FLOWERS IN GOOD DEMAND.

Business this week has been almost at a standstill. The only feature was the call for wedding flowers. Lily of the valley, orchids, white roses, swainsonia, and sweet peas were in good demand. Sweet peas and orchids are very scarce with not nearly enough to go around. Orchids are selling at $18 to $24 a dozen. Other stock coming in is meeting with poor demand. The best roses selling at eight to 10 cents, asters at two and three cents, and gladioli at three and four cents. A few chrysanthemums came to market this week but they were of rather poor quality and sold at $1.50 to $2 per dozen. The opinion of most of the retailers is that business will be good this fall owing to the numerous wedding orders which they are booking every day.

NOTES.

Philip L. Carbone, proprietor of one of the largest florist and art stores in the city, suffered a cerebral hemmorrhage, September 2 and is in a critical condition.

Eric Laurentz, who has been confined to the hospital with appendicitis, is now able to be at work again.

John P. Fitzgerald opened his new store on Huntington avenue, September 3. E. F. S.

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty.

Mention the American Florist when writing

Miscellaneous Stock

Cleveland Cherries, field.....25c, 35c, 50c
Xmas Peppers, 4 in 15c
Primula Obconica, 3 in..... 10c
Primula Obconica, 4 in.....20c
Cyclamen, 4 in.....40c
Stevia, dwarf, 2 in 4c
Forget-Me-Nots, 2 in., winter-flowering...4c
Per 100
1000 **Matchless Carnation** plants $10.00
1000 Hardy **Phlox,** all colors..... 10.00
Sprengeri, 2 in..... 3.00
Swainsona, 3 in..... 10.00

Rosendale Greenhouses

DELANSON, N. Y.

Mention the American Florist when writing

Multiflora Japonica Rose Seedlings

Best American Rose Stock for Budding and Grafting.
New England grown, well rooted.

No. 1. 4-6 mm.....$15.00 per 1000
No. 2. 2-4 mm..... 10.00 per 1000

Ready for delivery after November 1st.

C. R. BURR & COMPANY, - Manchester, Conn.

Ready Reference Section

15 CENTS, NET, PER LINE

ASPARAGUS.

Asparagus plumosus and Sprengeri seedlings, $1.25 per 100; $12.00 per 1,000; 2¼-in. pots, $6.00 per 100; $50.00 per 1,000; 3-in. pots, $10.00 per 100.
ROMAN J. IRWIN,
43 West 18th St. New York.

Asparagus plumosus and Sprengeri seedlins. A few hundred at $1.00 per 100. EDGAR EASTERDAY, Nokomis, Ill.

Asparagus Sprengeri, 1½-in., $3.50 per 100; $30.00 per 1,000. The Storrs & Harrison Co., Painesville, O.

Asparagus Sprengeri, 2½-in., 4½c each. ODOR GREENHOUSES, Iola, Kan.

ASPLENIUM.

Asplenium Nidus Avis (Bird's Nest Fern). Good strong healthy stock, 3-in. pots at 35c each. Packing material charged for at cost. WM. K. HARRIS, 55th and Springfield Ave., W. Philadephia, Pa.

BEGONIAS.

Begonias, Melior, Cincinnati. Mrs. J. A. Peterson, 2¼-in. pots from top cuttings at $30.00 per 100; Chatelaine, 2¼-in. pots at $7.00 per 100; Patten, 2¼-in. pots at $8.00 per 100, and Pride of Newcastle, 2¼-in. pots at $10.00 per 100. Begonia Rex, best varieties, mixed. 2¼-inch pots, $16.00 per 100.
ROMAN J. IRWIN,
43 West 18th St. New York.

Begonia Prima Donna and Tuminosa. Extra fine etocky plants in bloom; 4-inch, $26.00 per 100. THE PARK FLORAL CO., 1643 Broadway, Denver, Colo.

BULBS.

Lilium Formosum. New crop, fine sound bulbs, well ripened. 7 to 9 in. (300 to case), $20.00 per 100; $56.00 per case; 11 to 13 in. (120 to case), $55.00 per 100; $60.00 per case. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

CALLAS.

CALLA, ÆTHIOPICA.
LARGE FLOWERING WHITE CALLA.
Home-grown Bulbs Free from Dry Rot.

	100	1,000
1 -1¼-inch	$ 8.00	$ 75.00
1¼-½-inch	12.00	110.00
1½-1¾-inch	16.00	150.00
1¾-2 -inch (Mammoth Bulbs)	20.00	185.00
2 -2½-inch (Jumbo Bulbs)	25.00	.....

Ask for prices on Freesias and other bulbs.
ROMAN J. IRWIN
43 West 18th St. New York

CALLA BULBS.
Calla Aethiopica, the popular white calla, clean, sound bulbs, all with crown shoots.

Size. Diameter.	Per 100	Per 1000
1¼ to 1½-inch	$6.00	$50.00
1½ to 2 -inch	8.00	75.00
2-inch and up	15.00	125.00

Satisfaction guaranteed.
SEVIN-VINCENT CO.
512 Washington St. San Francisco, Calif.

CARNATIONS.

FIELD GROWN CARNATION PLANTS.
Ready Now.

	100	1,000
Matchless	$12.00	$100.00
White Enchantress	12.00	100.00
Pink Enchantress	12.00	100.00
Ward	12.00	100.00
Thenanthes	12.00	100.00
Aviator	12.00	100.00
Beacon	12.00	100.00
Enchantress Supreme	14.00	120.00

M. C. GUNTERBERG,
Randolph and State Street, Chicago.

Carnations, Matchless, fine bushy stock, $6.00 per 100, $58.50 per 1,000; Aviator, good plants, but not so heavy, $8.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

3,000 fine Matchless, to close, $6.00 per 100; $57.50 per 1,000; packing included. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

FIELD GROWN CARNATION PLANTS.
WHITE ENCHANTRESS.
$9.00 per 100; $80.00 per 1,000.
WIETOR BROS.
30 East Randolph St. Chicago

2,000 Enchantress, $8.00 per 100; $76.00 per 1,000.
NIC REDING
6731 Ridge Ave. Chicago

Carnations. Write for price list of latest varieties. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

Chrysanthemum novelties for 1921. Preliminary list free. Elmer D. Smith & Co., Adrian, Mich.

CINERARIAS.

Very best large-flowering Cinerarias; finest colors and imported strain. 2½-inch, $7.00 per 100; 3-inch, $15.00 per 100; 4-inch, $25.00 per 100. THE PARK FLORAL CO., 1643 Broadway, Denver, Colo.

CLEVELAND CHERRIES.

Cleveland Cherries, 3½-inch in bloom and fruit, $6.00 per 100; 4-in., $8.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

Cherries. Orange Queen and Cleveland, 2¼-in., frame grown, vigorous plants. $7.00 per 100, $65.00 per 1,000. Paper pots, securely cleated. Cash with order. PETER PEARSON, 5732 Gunnison St., Chicago, Ill.

CYCLAMEN.

CYCLAMEN
From German seed, 3-in., ready for 4-in $20.00 per 100; $180.00 per 1,000. Assorted colors except white. In paper pots. Cash with order.
PETER PEARSON
5736 Gunnison St., Chicago

CYCLAMEN.

CYCLAMEN GIGANTEUM
SEED NOW READY.
Glory of Wandsbek, dark and light shades of salmon.
Daybreak, delicate shade of salmon.
Brilliant Red, large and fine.
Pure White, extra select.
White—Pink Eye, very large and fine.
Rosea Superba, deep shell pink.
Rose of Marienthal, light pink, dark eye.
Magnifica, dark rosy pink, very fine.
Lavender, very beautiful.
Above varieties, $12.00 per 1,000 net.
For novelties, price list and cultural directions, sent on application.
J. A. PETERSON & SONS
Westwood, Cincinnati, O.

Cyclamen for one week only. 2¼-in., $10.00 per 100; $90.00 per 1,000. 3-in., $20.00 and $25.00; 4-in., $40.00 per 100. Geo. A. Kuhl, Pekin, Ill.

CYCLAMEN PLANTS.
4-inch ..... $35.00 per 100
Extra heavy stock.
PETER PEARSON,
5736 Gunnison St., Chicago.

Cyclamen. See our special offer of 2½-in., 3-in. and 4-in. in our display ad on page 437. MATTHEWSON'S, Sheboygan, Wis.

DAISIES.

Daisies, fine bushy stock, 4-inch pots, fine for planting on bench, $10.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Iowa.

FERNS.

FERNS—Strong 2¼-in., $6.60 per 100; $55.00 per 1,000. Boston, Roosevelt, Teddy, Jr., Verona, Whitmanii. New Macawii, $10.00 per 100; $95.00 per 1,000. Larger sizes, ask for prices.
Table fern seedlings, $3.00 per flat; best varieties. Pteris Wimsetti, Wilsonii, Cyrtomium (Holly), Aspidium, Albo Lineata, etc.
ROMAN J. IRWIN
43 West 18th St. New York

BOSTON FERNS.
Good, strong bushy stock.

5-in.	$0.40
6-in.	.75
7-in.	.90
10-in.	2.00

Packing charges free.
DAVIS FLORAL CO.,
Davenport, Ia.

Table ferns, etandard varieties, 2¼-in., $5.00 per 100.
HENRY SMITH FLORAL CO., INC.
Grand Rapids, Mich.

Hardy Ferns, Ill. descriptive list mailed. L. MOSBAEK, Ferndale, Askov, Minn.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

FREESIAS.

Freesias. Purity, fine stock, ½ to ⅝, $11.00 per 1,000; ⅝ to ¾, $17.00 per 1,000. S. S. Skidelsky & Co., 50 Park Place, New York.

Freesia, Improved Purity, ½ to ⅝-in., $9.00 per 1,000. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

GERANIUMS.

Geraniums, Nutt Buchner, Ricard, Poitevine and Viaud. Good short jointed plants. 2-in., $3.60 per 100; $36 per 1,000. Elmer Rawlings, Allegany, N. Y.

Geraniums, rooted cuttings only, send for prices. ALBERT M. HERR, R. F. D. 8, Lancaster, Pa.

GINSENG.

BIG PROFITS.
Growing Ginseng.
We can supply Roots and Seeds
THAT ALWAYS GROW.
Established 1870.
WM. RENNIE CO., Limited
Cor. Adelaide and Jarvis Sts.
Toronto, Canada

GREENS.

Decorative Greens. Magnolia leaves, beech and oak sprays. Write for samples and prices. The Decorative Greens Co., Kinston, Ala.

HYDRANGEAS.

French Hydrangeas, 2¼-inch pots, $8.00 and $10.00 per 100. Best varieties. See previous issue. ROMAN J. IRWIN, 43 West 18th St., New York.

IRISES.

IRISES.
87 varieties, true to name; nice young stock, special prices, write for list. GILBERT H. WILD, Sarcoxie, Mo.

IVIES.

Hardy English Ivy. Exceptionally good stock. 2-in., $2.75 per 100, $25.00 per 1000; 3-in., $3.75 per 100, $35.00 per 1,000. R. Vincent, Jr., & Sons Co., White Marsh, Md.

KENTIAS.

Kentia Forsteriana, 2½-in., $12.00 per 100; 3-in., $20.00 per 100; 4-in., $50.00 per 100. The Storrs & Harrison Co., Painesville, Ohio.

LILY OF THE VALLEY.

Valley pips. From cold storage. $30 per 1,000; $16 per 500; $8 per 250; $4 per 100. H. N. Bruns, 3032-42 W. Madison street, Chicago.

Lily of the Valley pips. Extra fine strain, exhibitive size. German "Tubeck pips." Write for prices. J. M. THORBURN & CO., 53 Barclay St., New York.

NARCISSI.

Narcissi. Sir Watkin's bulbs, bound to bloom, $3.00 per 100. Cash. HUGH C. SCHMITT, Evansville, Ind.

ORCHIDS.

HASSALL & CO., orchid growers and raisers. Southgate, London, England. Cattleyas. Laelio-Cattleyas our specialty. One trial order solicited.

OTAHEITE ORANGES.

Otaheite Oranges, 3-in., fine to grow on, $10.00 per 100; $85.00 per 1,000. The Storrs & Harrison Co., Painesville, O.

PANSIES.

PANSY PLANTS — Steele's Greenhouse Special and Private Stock, also Vaughan's International Mixed; strong, large, stocky plants, none better. These plants and strains will please you, $4.00 per 1,000; 3,000 for $11.25; 5,000 for $17.50. Cash. Ready Sept. 1. Orders booked now.
BRILL CELERY GARDENS
Kalamazoo Mich.

PRIMULAS.

Primula obconica, 2¼-in., good strong plants at $6.00 per 100; $55.00 per 1,000; 4-in. at 25c; 5 in. at 50c; 6-in. at 75c; Malacoides, 2½-in., $5.00 per 100.
HENRY SMITH FLORAL CO., INC.
Grand Rapids, Mich.

Home Grown Stock

Greatly Increased Demand

Because of the Federal embargo against the importation of most kinds of Garden Plants, Roots and Bulbs, home grown stock is now in greatly increased demand.

If you have any to offer or are likely to have it soon, advertise in these columns now.

PRIMULA OBCONICA GIGANTEA, 2¼-in., grown from best Ronsdorfer strain. $7.00 per 100; $60.00 per 1,000. Following Colors—red, rose, apple blossom, lavender, salmon, white, oculata and compacta. Primula Chinensis, Malacoides and Townsendii, 2¼-in., same price.
New Primula Malacoides Conspicua. Large flowering, clear rose with large yellow center, 2-in pots., $8.00 per 100.
ROMAN J. IRWIN
43 West 18th Street New York

Primula Obconica Gigantea. Our own strain and our reputation for this strain warrants us in saying that it is the best obtainable. This stock is in very fine shape, ready to be transferred to larger sizes. 2¼ inch, $7.00 per 100; 3-inch, $15.00 per 100; 4-inch, $25.00 per 100. Primula Malacoides Townsendii, 2-inch, $7.00 per 100. Ready Sept. 10. THE PARK FLORAL CO., 1643 Broadway, Denver, Colo.

Primula Obconica Gigantea, Kermesina, red; and Rosea, pink; extra good 2½-inch, ready for 4-inch, $4.50 per 100. Cash. Immediate delivery.
BRILL CELERY GARDENS
Kalamazoo Mich.

PRIMULAS.

Primula Obcomia, Kermesina, Coerulea, Alba and mixed, $5.00 per 100; $45.00 per 1,000. The Storrs & Harrison Co., Painesville, O.

PRIVET.

Privet. Ibola and Amoor River. R. C., 75c per 100. ODOR GREENHOUSES, Iola, Kans.

ROSES.

Multiflora Japonica Rose Seedlings. Best American Rose stock for budding and grafting. 4-6 mm., $15.00 per 1,000; 2-4 mm., $10.00 per 1,000. C. R. Burr & Co., Manchester, Conn.

FRANK W. DUNLOP
The 1920 Wonder!
Own-root stock ready for immediate delivery.
$35.00 per 100; $300.00 per 1,000.
CHARLES H. TOTTY CO.
Madison, N. J.

ROSES.
1,000 Columbia Roses, own root. 2¼-inch pot, $10.00 per 100, $90.00 per 1,000. Can ship at once.
ELI CROSS
150 Monroe Ave., Grand Rapids, Mich.

Roses. Bench plants. 250 White Killarney, 100 Pink Killarney, 250 Champ Weiland, 100 Milady, at $10.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Iowa.

Roses. Own root. 1,000 Dunlop, 3-in., good stock at $18.00 per 100. THE PARK FLORAL CO., Denver, Colo.

SEEDS.

Seeds: Winter-flowering Sweet Peas. Carefully grown for us by an expert seed grower. For varieties and prices see advertisement on front cover page of this issue. A. Henderson & Co., 166 N. Wabash Avenue, Chicago.

Seed. Cyclamen. Best English and German strain, separate colors. Salmon-Wandsbek and Salmon King. $15.00 per 1,000. All other colors, $12.00 per 1,000. S. S. SKIDELSKY & CO., 50 Park Place, New York.

Seeds. Flower in all seasonable varieties. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co., 516-518 Market St., Philadelphia, Pa.

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Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seed. Cyclamen. For varieties and prices see advertisement on front cover page of this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

Seeds. Sweet Peas. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

Seeds. Specialties: Pepper, eggplants, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

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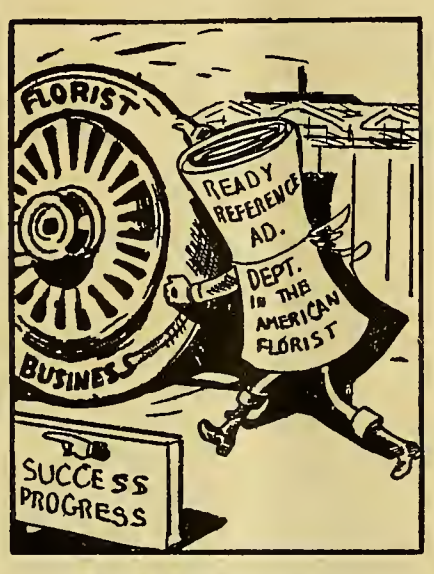

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Vol. LVII. **CHICAGO AND NEW YORK, SEPTEMBER 17, 1921.** **No. 1737**

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS—THOMAS ROLAND, Nahaut, Mass., President; ADOLPHUS GUDE, Washington, D. C., Vice-President; JOHN YOUNG, 41-43 West 18th St., New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer.

OFFICERS-ELECT—S. S. PENNOCK, Philadelphia, Pa., President; SAMUEL MURRAY, Kansas City, Mo., Vice-President; JOHN YOUNG, New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer.

The thirty-eighth annual convention will be held at Kansas City, Mo., August, 1922.

Fifth National Flower Show.

The Fifth National Flower Show will be held at Cleveland, O., March 25 to April 1, 1922.

AMERICAN DAHLIA SOCIETY.

Next annual meeting and exhibition, at Hotel Pennsylvania, New York, September 27-30, 1921: OFFICERS: RICHARD VINCENT, JR., White Marsh, Md., President; E. C. VICK 205 Elwood Ave., Newark, N. J., Secretary.

FLORISTS' TELEGRAPH DELIVERY ASSOCIATION.

Next annual meeting at Toronto, Ont., October 11-13, 1921. OFFICERS: PHILIP BREITMEYER, Detroit, Mich., President; H. G. DILLEMUTH, Toronto, Ont., Vice-President; ALBERT POCHELON, Detroit, Mich., Secretary; WM. L. ROCK, Kansas City, Mo., Treasurer.

CHRYSANTHEMUM SOCIETY OF AMERICA

Next annual convention and exhibition at Chicago, November 16-17, 1921. OFFICERS: S. S. PENNOCK, Philadelphia, Pa., President; N. J. WIETOR, Chicago, Vice-President; C. W. JOHNSON, 141 Summit Street, Rockford, Ill., Secretary; CHAS. H. TOTTY, Madison, N. J., Treasurer.

ASSOCIATION OF AMERICAN CEMETERY SUPERINTENDENTS.

Next annual meeting at Detroit, Mich., September 13-15, 1921. OFFICERS: F. H. RUTHERFORD, Hamilton, Ont., President; W. B. JONES, 2800 Brighton Road, N. S., Pittsburgh, Pa., Secretary-Treasurer

TARIFF HEARING.

Trade Changes Proposed.

Recommendations that changes be made in the paragraphs of the Fordney tariff bill affecting florists and nurserymen were voiced by James McHutchison, of New York, on behalf of the tariff committee of the Society of American Florists, at a hearing granted by the senate finance committee. He asked that the wording of paragraph 751 be changed to read as follows:

"Tulip, and narcissus bulbs, and lily of the valley pips, $2 per 1,000. Hyacinth bulbs, $4 per 1,000. Lily of the valley clumps, $10 per 1,000. Crocus bulbs, $1 per 1,000. Lily bulbs, $6 per 1,000. Gladioli bulbs, $5 per 1,000. All other bulbs, roots, root stocks, corms, tubers and herbaceous perennials, which are imported for horticultural purposes, 20 per centum ad valorem; cut flowers, fresh or preserved, 25 per cent ad valorem."

That, he says, increases the range so as to make the paragraph definite. He told the committee that the house bill proposes rates of duty on some articles that are lower than necessary, while on other articles the rates are so high as to make importations thereof prohibitive. Further, the phraseology is loose and indefinite and would result in loss of revenue. The house bill proposes a rate on tulip bulbs of $4 per 1,000 as against 50 cents per 1,000 in the existing law. The proposed raise of 800 per cent would prevent the importation of all but high-priced varieties of tulips and would result in decreased revenue to the government. A duty of $1 or $2 per 1,000, four times as much as the present duty, will not materially decrease the return to the government.

Narcissus bulbs are now dutiable at $1 per 1,000, Mr. McHutchison stated, but it is proposed to increase the rate to $4. As with tulip bulbs, a 400 per cent raise would prevent the importation of the cheaper varieties, thus reducing the total revenue to be derived from such imports. The florists recommended a rate of $2 per 1,000. This same applies to lily of the valley pips. The $4 rate would prevent the recovery of this line dislocated by the war, thus reducing the revenue.

The witness declared that the rate proposed on lily bulbs could be increased without fear of reducing either revenue or imports. The rate in the Underwood law is $5; the rate proposed in the Fordney bill is $4 per 1,000. He thought that the rate could well be increased to $8, and did recommend a rate of $6 per 1,000. He declared that under no circumstances should this item be made dutiable on an ad valorem basis. The paragraph written as suggested, he said, would clarify the verbiage and prevent leakage and consequent loss of revenue to the government.

The wording of paragraph 752, it was contended, should be changed so as to prevent a serious loss of revenue. Rose stocks are increased 100 per cent over the present tariff, but this is acceptable. Rose stocks, however, should be differentiated from rose plants. Under the proposed law both would be made dutiable at $2 per 1,000, whereas the latter are now dutiable at $40 per 1,000. The recommendation made by the florists is as follows:

"Seedlings and cuttings of manetti, multiflora, briar, rugosa, and other rose stocks, three years old or less, $2 per 1,000 stocks; rose plants, budded, grafted, or on own roots, $40 per 1,000 plants; cuttings, seedlings, or grafted or budded plants of other deciduous or ornamental or evergreen trees, shrubs, or vines, including greenhouse plants, 20 per cent ad valorem."

"That makes that paragraph very much more comprehensive and more definite," declared Mr. McHutchison. "We have been having to hire lawyers for years to interpret the tariff, and we want a tariff so that we can understand it without having to hire a lot of lawyers to interpret it.

"Above all, we recommend that the items mentioned above which are now dutiable on a specific, or per thousand, basis be retained on specific basis. There is no market value on such items, and as several hundred varieties each of tulip and narcissus and hyacinth bulbs are imported, an ad valorem duty causes loss of revenue by the changing of varieties on consular invoice. We want a specific duty on everything that can come in under that heading.

"While the American valuation plan of the house bill is perhaps practicable on manufactured articles, it is wholly unworkable on the horticultural items we are interested in. Such items are imported only because they can not be commercially produced in this country. Hence there is no American value except the cost price after the duty and importation expenses are added; and, being raw materials, they do not compete with other items of American production but are required by American producers. Ad valorem duties on bulbs would result in loss of revenue to the United States through the substitution of varieties by dishonest foreign exporters, making it difficult for honest American importers to compete with them."

B. F. L.

Fordney Tariff Bill.

The peak of trouble breeding inconsistency in the Fordney tariff bill is reached in the American valuation plan, according to F. W. Kelsey, of the F. W. Kelsey Nursery Co., New York. This plan authorizes the valuation and reassessment of duty by customs officials at any time within a year after entries have been made of the goods. Even as modified, this unworkable monstrosity as applied to all importations surpasses, anything heretofore known in tariff legislation, and attempts to restrict importattions to the minimum point. The practical effect, Mr. Kelsey believes, will be to make all importations pure and simple gambling, for no one for a year can possibly ascertain what any article passing through a United States custom house will cost. The result of its enforcement would further demoralize present business conditions, for appraisers at different ports would fix a different valuation on the same articles at the same time.

A practical test of the actual working of such a law became known in congress and the courts as the Steel Blooms case, which occurred during the period of 1879-1882, when railroad construction was going rapidly forward. Steel blooms were largely imported for supplying the demand for rails, and although the ad valorem duty in the then tariff law was specifically 30 per cent, a clause in the act gave the Secretary of the Treasury the right to revise or classify this item. On the arrival of the importations the owners were coolly informed that if they did not pay a duty of 45 per cent without protest, the steel would be reclassified at two and one-fourth cents per pound, making the duty 180 per cent. As this rate spelled ruin to many of the owners, the 45 per cent was thereupon paid. The amount involved in this excess of 15 per cent totaled $856,070.18. The matter was then taken up by congress, the only remedy for refund resting in this body, a United States court previously having decided that the legal rate was 30 per cent. Soon afterwards the Treasury Department, on full investigation, recommended the refund bills be passed and paid. Notwithstanding these records of facts the bills in congress for the return of this illegal duty became a veritable play of battledore and shuttlecock between the senate and the house, and it was not until the spring of 1921 that the claims amounting to $142,552.18 were paid.

The Fordney bill, Mr. Kelsey says, is more of a prohibitive than a protective measure. The Payne-Aldrich law with its fatal consequences to the Republican party, was like a free trade law in comparison. Tulip bulbs are raised from $1 to $4 per thousand, an increase of 300 per cent. This is an article that cannot be grown successfully in this country. Lily of the valley is increased from $2.50 to $10 per 1,000, and so on throughout the list and other schedules. Under the operation of Quarantine No. 37, an effective barrier is raised against all trees, shrubs, vines and plants, and only bulbs, a few seedlings and cuttings are admitted. It will be interesting to observe how the Fordney bill, as finally passed, will tend to complete the embargo on all planting and forestry material.

LANCASTER, O.—Geo. W. Wells sustained a loss by fire recently, when his boiler house and packing room were damaged to the extent of $3,000, with no insurance.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Dahlias in Floral Work.

It is good policy to make the most of every flower in its season, therefore, it is in order now to feature and in every way keep this popular fall favorite to the front as the flower for the time being. It has many attractions that make it valuable to the florist. First, its comparatively low cost, then the great variety of form, size and color of the flowers, from which can be selected material for all kinds of design, spray or decorative work. It is also salable for cut flowers in dozens over the counter and if properly handled in the house will give as much satisfaction as anything at this season.

It is only in the past decade that the dahlia has become a factor in the business. For many years growers fought hard for recognition; very good stock was peddled about at 50 cents per 100, but there was not much variety, methods of packing were also crude, the stock being always more or less bruised. Finally newer varieties began to appear, growers began disbudding and grading the stock, producing quality not possible before. Then followed the order system by

DAHLIA BASKET.

means of which the retailer was assured of the varieties he wanted packed for him by the grower and delivered in the original cases without further handling. These business-like methods added at least 24 hours to the life of the flower and greatly increased its popularity.

Dahlias are especially suited for all kinds of funeral work, the slender stemmed cactus, when wired, as well as many other types are much used for sprays, where they are as showy as full bloom roses. The light and dark shades of pink, and the pure white in self colors or combined, produce splendid color effect, artistically arranged and finished with ribbon or chiffon. They are sure to give satisfaction and leave a margin of profit that is scarcely equalled by any other flower. Baskets are now quite a popular arrangement for funeral remembrances, for there is the advantage of having the stems in water which insures their being fresh to the end of the service. Arranged baskets are also beautiful as gifts for weddings, birthday and other anniversaries. When it is desired to quicken up a bit, small vase baskets filled with all one variety and displayed in quantity will make a striking window. A well written card or two and the price prominently featured will soon start them on their mission.

Small boxes nicely arranged, one dozen to a box, displayed in quantity with a price card will be sure to start something. When such windows have been featured for a day or two and it is desired to make a change, the sale should be carried on in a smaller way in the store with fewer quantities, a small table being given to each, so that those who call for arrangements shown earlier in the week can still be supplied.

EFFECTIVE FOR SMALL TABLE DECORATIONS.

As dahlias are so much used for small table decorations it is well to keep a few arranged in flower bowls, vases and low baskets, showing how they can be displayed to the best advantage. Such information is helpful to customers and appreciated. A large and two small rose bowls used as center and half centers for a long table, will make a showy decoration which if connected together with graceful curves of the same flowers, will add considerably to the effect.

In house and church decorations for the wedding, dahlias are very decorative and effective. In the dwelling, colors that will combine and add artistic finish to the furnishings of the various rooms are red, all pink, or shades of orange or pure yellow, white, etc., giving each a separate decorative effect that will be very noticeable. Half baskets or wall pockets are most useful to cover wall spaces in rooms where there are not vantage points on which to rest vases. The pockets and baskets can be placed in any desired position by means of a cord from the picture moulding above.

Mantles can be made very showy with vases and low rose bowls by means of which an undulating decorative effect of one or two colors relieved with sprays of southern smilax or tasselled ferns is obtained. Used in connection with a festooning of southern smilax over mirrors, doorways, arches, bannister railings, etc., the dahlia can be used to produce wonderful color effects. Vases of selected flowers are also suitable for guest rooms. The breakfast or buffet tables can have a gorgeous center of high colored flowers, while that for the bridal party can be most

DAHLIA VASE.

artistically decorated with varying sizes of all white flowers from the largest to the most miniature.

BRIDAL BOUQUETS.

Very exquisite bridal bunches or baskets are possible with selected flowers of the dahlia. The loose fluffy forms of the cactus section are best, their thin wiry stems while not strong can be wired and made to stay put as the artist desires. With the bride's as a rule white, the maids can be all yellow, all orange or in various shades of pink. These latter can take the form of a cluster or ribboned shower effect or made into hats or handle baskets to carry on the arm. Staffs can also be decorated with the same flowers and make a good showing. Pompon boutonnieres of miniature white dahlias are as pretty as if made of any other flower.

THE CHURCH DECORATION.

Long stemmed choice dahlias can be made almost as decorative as chrysanthemums in the decoration of the church. Tall floor vases and large pot covers artistically filled and raised on pedestals can be distributed to light up the palm and fern background with any color desired. Smaller vase baskets without handles placed on standards at regular intervals along the main aisle and filled with a loose shower effect will furnish a flower decked avenue for the bridal procession, and without which no such decoration is really complete. A decorated prie dieu or similarly decked chancel rail is an important feature which should always be in place at the chancel or pulpit end of the center aisle.

Next Week in the Flower Shop.

The extreme heat of the past two weeks has made displays of inside cut flowers difficult, but hydrangeas, gladioli, asters and golden glow have been so plentiful that a very good showing with such stock can be made. Whether business is good or bad, it pays to have the shop always in a state of readiness, and inviting, the various baskets and vases of flowers each with a little artistic touch that makes them at once noticeable. A mass of golden glow in a large vase or basket, the flowers well placed with appropriate green and a ribbon or chiffon bow will look very striking. Selected flowers of the wild carrot also make a very pretty vase. Hydrangeas are also very showy and as they are now beginning to take on their fall tints, they are doubly effective. Golden rod is another of the wayside flowers that is well worth handling, if put up in a dozen or more sprays it will be found to have quite a sale.

Dahlias are now here in all their glory. Of all the fall flowers there is nothing to compare with them in form and coloring. They require careful handling, however, from the time they are cut in the field through the various stages of curing, grading, packing, delivery, until they finally arrive in the retail store. They must never at

any period be allowed to stand in a draft, as this will take the life out of them in a short time. A little printed card of instructions stating how best to care for them and restore life to any wilted blooms, should accompany every order. They are a splendid flower for a "welcome home" box to good customers as they arrive in town. Such little attentions pay, as they are almost sure to be appreciated. Run a special of small vase baskets filled with all one variety, such as Minnie McCullough or Jack Rose. A window full of these will be certain to start something. A conspicuous special sale price card must not be forgotten, it being as effective in their sale as the flowers themselves.

Keep an eye on the newspapers; there are many store openings at this time which will interest those who make a specialty of small decorations. Regular orders may also be obtained from stores, who if the suggestion is made and a vase or two tried out on their counters or in the window, may make a showing of dahlias as long as they last. A choice fern or two will give a decorative artistic effeot in most retail stores, it requiring but the suggestion in many cases to make the sale.

It is time to be looking after the fall weddings, a window display with a decorated kneeling stool, bride's shower bouquet, one or two for the maids, and baskets for the flower girls will suggest the wedding. The newer type of dolls with suitable costumes will give a representation of the bridal party with miniature bouquets that with the proper setting will be sure to attract attention. Just a well made shower bunch will of itself suggest the wedding and is likely to bring in interested persons, which leads, should be assiduously followed up. Advance information is hard to get and should be made the most of, as first come, if the matter is well presented, generally secures the job.

Make the most of the flowers as they appear, the first of the season of anything is always worth featuring, and as such is sure to attract attention from flower lovers. First chrysanthemums, violets, or other flowers, gardenias and something choice in roses, are all worth a special setting; these are certain to be admired and show that the store is up to date. Be sure to see that the lady visitor or customer does not go out without a flower to carry or wear; also, whenever possible, a boutonier for all gentlemen who can be persuaded to wear them. The cost of this personal service will be trifling, but if all the trade would co-operate in making this the custom, the daily number of customers for boutoniers would mount rapidly and sales in other store stocks could not help but be benefited.

It is the number of customers, whether the amount purchased be large or small, that counts. Each satisfied person will have something good to say of the shop at every opportunity, so it is important to send every customer or visitor away with a smile and an assured welcome when they come again.

A small box of flowers, nicely arranged, displayed in the case or window, will in its beauty suggest a use to the observer, and a sale is made that without this attractive arrangement would have been missed.

Flowers are unquestionably beautiful in themselves, but the art in their presentation has much to do with their sale. This, that or the other form, presents a use or purpose recalling to the mind how appropriate it is, as a gift, much better possibly than something else almost decided on. Follow up such a line, as this in the presentation of your stock and see the immediate results.

As this is the wedding season, anniversaries of events long gone before are now occurring daily. There should be a recognition of these in the form of baskets suitably made, for the wooden, tin, glass, silver and golden wedding anniversaries, showing one or two at a time. These are all good features for the window and will undoubtedly bring business.

Gude Bros. Make Changes.

Adolph Gude and his three sons have withdrawn from the Gude Bros. Co., and have formed a new corporation, styled A. Gude & Sons Co. Announcement to this effect was made to the Washington correspondent of THE AMERICAN FLORIST in a statement, September 5. That the announcement comes as a great surprise to all who know this firm, is to put it very mildly. However, the action was taken in a friendly spirit, there apparently being no strife between the brothers or others in or employed by the original corporation.

The Gude Bros. Co. was formed in 1906 as a corporation. The business prior to that time was known as A. Gude & Bro., having been established in 1887 by Adolph Gude when he began the purchase and sale of flowers. His little undertaking grew, and the following year he purchased four acres of land and erected three greenhouses in order to be able to sell his own productions. He built the houses himself and the Anacostia range has grown until now there are 30 acres of ground with 200,000 feet of glass.

In 1889 he took his brother, William F. Gude, into the business. The latter has been in charge of the distribution of the firm's stocks, while Adolph Gude has devoted himself entirely to production. He will continue doing so, assisted by his sons, Edgar R. and Edwin N., who will be general manager and secretary, respectively, of the new corporation. His daughter, Miss Esther C. M. Gude, will be treasurer. Another son, Adolph E. Gude, will be vice-president.

The property at 1318 Eye street, Northwest, has been acquired as the home of the new corporation, at an estimated cost of $25,000. This building is to be entirely remodeled to meet the needs of the concern. Modern ice boxes will be installed and these will be cooled by a large refrigerating plant. An automobile service will also probably be maintained for quick delivery to local customers and for the prompt dispatch of flowers for out of town consignment. The concern is to engage strictly in a wholesale business. The store will be managed by Adolph E. Gude.

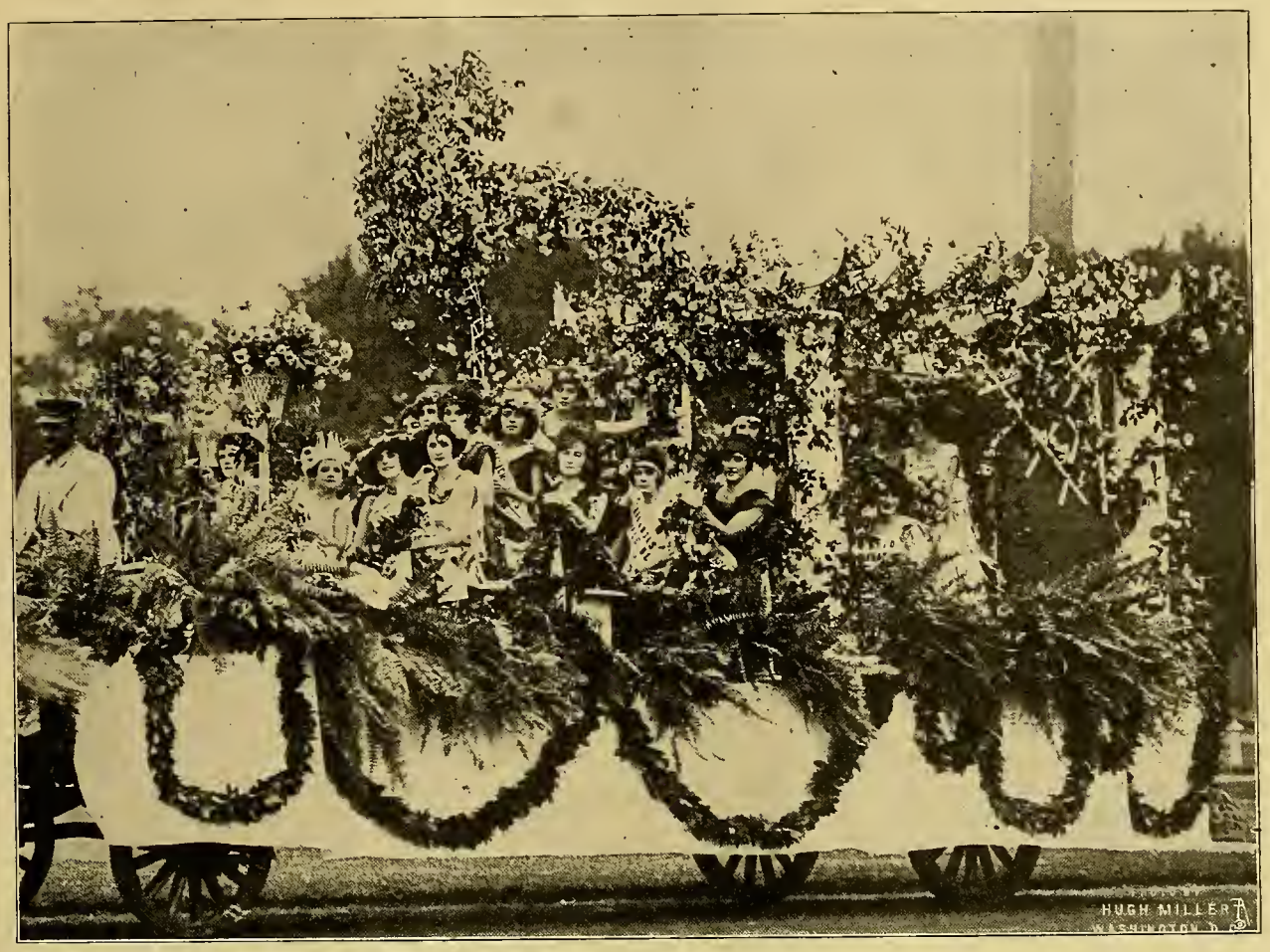
The new wholesale establishment will be able to boast that it has the largest single range of glass in this locality, and it will also be able to supply all its own stock. Father and sons are well known throughout the industry and so favorably that there is no doubt they will be successful from the start. The former was vice-president last year of the Society of American Florists, and has held office in many other organizations. He is very prominent in Masonic circles, holding various offices within the gift of the Masons of Washington. His son, Adolph E. Gude, is a member of the board of directors of the Washington Chamber of Commerce. William F. Gude will have his two sons, Ernest and Granville, and his daughter, Amelia, associated with him. They will continue the F street store and will operate the large range of greenhouses on Bladensburg road.

B. F. L.

Gude Honored.

William F. Gude was recently honored by the French Economic Mission for services rendered to its members while in the United States. Their appreciation was manifested in a medal designed by S. E. Vernier, the French artist. The medal is oblong in shape, three inches long and two inches wide, is of bronze and bears Mr. Gude's name on the obverse side. It is quite an attractive medal and deeply cherished by its recipient. B. F. L.

GUDE HONORED.
Medal Presented to Wm. F. Gude, Washington, D. C., by the French Economic Mission.



FLOAT BY GUDE BROTHERS, WASHINGTON, D. C.

Gude Bros.' Float.

The accompanying illustration shows a view of the Gude Bros. float which won the first prize as the finest non-government float in the pageant held in Washington, D. C., August 31, in honor of Theodore Roosevelt's mother. It was known as the "Beauty Float," the name having a double significance, since the original beauty of the design was enhanced by its cargo of 25 young women, consisting of those who ranked highest in the two beauty contests held by the Roosevelt Memorial Organization, July 27. B. F. L.

Homes of English Nobility.

There are about a thousand fine old homes of English nobility in Great Britain. There are 70 of the first class, requiring a permanent staff of 200 to 500 men, and 200 of the second class requiring from 100 to 200 men, the remainder employing from 50 to 100 men. Take Chatsworth, for instance. This place requires 70 gardeners and the general upkeep of the grounds cost the duke more than $70,000 last year. Its park is 11 miles in circumference. Owners of these historic estates are selling off many acres and reducing expenses.

HAMILTON, O.—The affairs of Nelson O. Selby, florist, were recently closed by the referee, who filed his final record in the United States court at Cincinnati, O., September 2. The liabilities were $2,414.27, no assets.

CHRYSANTHEMUMS

Taking the Bud.

The bench grown plants being grown for cut flower purposes are now fast forming their buds and taking or selection of the buds to produce the blooms is the most important part of the care of the plants at the present time. Generally speaking it requires from six to eight weeks between the time of taking the buds and that in which the blooms will be ready to cut. Favorably cool weather conditions at time of flowering will permit of the blooms being held on the plants for a longer period, but six to eight weeks from time of taking the buds is a safe period in which to time the crop. This work on the early varieties intended to come in the first part of October should have been attended to two weeks ago and the buds by this time should be of good size and expanding rapidly, but the buds that form in the early part of September are the safest to take on the varieties that mature late in October or early in November. From now on every bud should be taken as it appears. It will be two weeks or more before those of the later varieties will be ready to receive attention, which will be the right time for them.

As quickly as the buds are formed and become large enough to safely handle without damage they should receive attention and not permitted to be neglected for the side growths to sap their strength. The buds now forming appear at the apex of the plant's growth with side growths on each side, and on some varieties they have the appearance of being a bunch of new growths, but upon examination it will be found that the center one is the bud and the two sides shoot growths. Remove the side shoots, allowing the center bud to remain, being careful not to pinch or damage it in any way. After taking the bud much of the plant's growth will be concentrated into the bud or any side shoots that are left remaining down the stem of the plant. The plants should be gone over carefully and if there are any of these side shoots remaining, remove them so as to throw the strength of the plant's growth into the fast developing bud. It is very important that the plants be allowed to grow as naturally as possible at this period. Do not force them by excessive waterings or by feeding with fertilizers. After the buds have become more hardened and further developed the plants can be fed with greater safety.

SUPPORTING THE PLANTS.

It would seem hardly necessary to dwell on the importance of properly supporting the plants, but it is a part of the care of the plants that is often neglected and the plant's stems allowed to become crooked before giving them attention. It is much easier to keep the tying done up closely, according to the growth of the plants. They develop better and there is less trouble in attending to their general routine care. It makes little difference what method is used in supporting the plants,

whether by stakes, wires or strings, as long as it fulfills the plant's needs, is properly done and completed on time.

WATERING.

Plants benched in May or June are now in vigorous growth, well established in the soil and require quantities of water to keep them in active growth; and while it is not advisable to suggest watering the plants daily, at the same time during periods of bright weather there will be very few days that some parts of the beds will not need attention. The dense foliage of the plants together with the heavy dews of night prevents syringing as much as when the plants were smaller and it is much better for the health of the plants to do less syringing and allow the foliage to harden up. It will not be as susceptible to mildew or any other disease.

FEEDING.

The feeding or applying extra nourishment to the plants by the means of liquid manure or commercial fertilizers should be governed according to the condition of the plants and the richness of the soil in which they are growing. Plants that are in vigorous growth will be greatly benefited by applications of liquid cow or stable manure about twice a week after the buds are formed to the size of a pea. A fine dressing of pulverized cattle or sheep manure will also improve them greatly, but unless the plants are vigorous and consequently able to assimilate the fertilizer properly it is folly to attempt any feeding. Plants of weak or stunted growth will not respond to feeding at this stage of their growth and if applied will only have a tendency to cause a soft petalage in the blooms.

SINGLE AND POMPON VARIETIES.

The bench grown plants of these types, of which large quantities are grown, need the same attention as regards their needs of tying, watering, etc., as do the large flowered varieties. Not any more pinching back of the growths should be done after this date, but the shoots allowed to go on to make fine sprays. After the buds commence to form it is then a good plan to thin out the buds a little so that the flowers in the sprays will be of good size and fine form.

CARE OF POT PLANTS.

These plants being now well established require close attention as regards watering and must not be allowed to suffer for the want of water and should be properly supported and have ample room to develop themselves and grow into shapely specimens. They should be given full sunlight and plenty of ventilation at all times, and the same close attention by frequent spraying with the nicotine preparations to keep down the insects as is given the bench grown plants.

C. W. JOHNSON.

Chrysanthemum Midge.

The chrysanthemum midge or chrysanthemum gall midge, as it is sometimes called, is a European insect which was first recognized in this country in 1915, and now appears to have attained a wide distribution by the aid of commercial agencies, particularly the shipment of infested plants. It multiplies freely under greenhouse conditions upon certain species of chrysanthemums and may cause very serious, if not total loss, in certain varieties. This midge occurs or breeds in Chrysanthemum leucanthemum, C. corymbosum, C. atratum, C. japonicum and C. myconis, in Europe the first named, at least, being deformed as seriously as the cultivated chrysanthemum in this country. Most cultivated chrysanthemums appear to be susceptible, however, and owing to the apparently local habits of the midges, the infestation is apt to be very uneven.

Observations in Ottawa, Ont., indicate that the following varieties are freely attacked: Chrysolora, Naomah, Radoelii, Ramapo, Hortus Tolsoms, Mrs. Clay Frick, December Gem, Madam G. Rivol, Dr. Enguehardt, Anna, Pacific Supreme, Early Snow, Elberon, Ursula Griswold, Aesthetic and Etherington. The blended varieties of Chrysanthemum indicum and C. morifolium, such as Bob Pulling, Gertrude Peers, Daily Mail, Oconta, Mrs. G. C. Kelly, W. Wood Mason, F. T. Quilleton and E. T. Quittington were fairly free from injury. In Victoria, B. C., greenhouses, Smith's Advance, Halliday, Ivory, Polepheum, Chrysolora, Bonnafon, Wm. Turner, Western King, Mrs. Thompson, Englehart and various Pompons were infested. Smith's Advance, Ivory, Bonnafon, Wm. Turner, Western King and Englehart being practically ruined.

The damage is caused by a small, reddish midge about one-fifteenth of an inch long, which deposits its eggs to the number of 80 to 150 upon the young growing parts of the host plant. The subsequent infestation may be so severe in young plants three to five inches high as to result in greatly enlarged, irregularly swollen stems (these sometimes being twice their normal diameter), deformed rudiments of leaves caused by an arrested development, and a failure to produce blossoms, the infested plants making an ill-shaped head. A less serious infestation, especially if this occurs after the plants have secured a good start, may result in a few comparatively insignificant swellings or galls on the stems or leaves and more or less deformation of the flowers. One of the easiest methods of detecting the young, inconspicuous galls is to allow the leaf to slip through loosely closed fingers, a process which will readily disclose the presence of slight swellings. The small developing gall appears as a slight nodular elevation with a darker center protected to some extent by an unusual abundant mass of short, white hairs, while the fully developed gall has comparatively few of these short hairs and the discolored apical portion makes it relatively conspicuous.

It is by all means advisable to avoid the introduction of infested plants, hence the directions for the recognition of a slight infestation. It is much easier to keep the pest from establishing itself than to control an infestation. Badly infested plants should be removed and destroyed, particularly if the stems are seriously affected, since the chances are decidedly against their producing satisfactory blossoms. A few galls on the leaves or scattering ones on the stems would probably not affect the vitality of the plants to any great extent. Systematic fumigation with burning tobacco paper or spraying with a black leaf 40, 1 to 500 and fish oil soap at three or four days intervals, preferably toward midnight since 95 per cent of the flies emerge after midnight, has given very satisfactory results provided the treatment is continued until the insect is practically eliminated.

Chrysanthemum midges are breeding freely at the present time and there should be a close watch kept for their appearance, if the grower would avoid possibly serious loss.

E. P. FELT,
New York State Entomologist.

Boston, Mass.

FUNERAL WORK HELPED TRADE.

Business has not undergone any change this week, business is just as as quiet as it has been all summer. Asters and gladioli are still arriving in large quantities though not so many as a month ago. Roses are not so plentiful but there is still an oversupply for the trade. White roses and lily of the valley are still in good demand and will likely hold so the balance of this month. Golden Glow chrysanthemums have made their appearance but not in any great quantity so they sell quite readily at $2.50 to $3 per dozen. Carnations are poor and have no real value owing to the amount of other stock on hand.

ANNUAL DAHLIA SHOW.

The annual dahlia show of the Massachusetts Horticultural Society was held at Horticultural hall, September 11. Several new varieties were shown, among them a beautiful yellow, called President Harding. Ther was also an orchid-colord one named for Mrs. Calvin Coolidge, from the Breck nurseries, Lexington. W. D. Hathaway was a winner under the John Allen French fund for 12 blooms, named varieties, and G. L. Fish was awarded a certificate of merit for a collection of seedling dahlias.

NOTES.

The funeral of Harry Johnson, of the Endicott Johnson Shoe Co., was quite a factor for a few retail stores this week. There were more flowers there than was seen at any funeral near this city since the funeral of Ex-Governor Curtis Guild. Thos. F. Galvin, Jr., alone had $3,500 worth of orders, including all the immediate family pieces.

Perry Green, who a few years ago was a well known grower here, died at his home at West Dennis, Mass., September 9. Recently he had conducted a hotel and also grew considerable vegetables which he sent to this city. The funeral services were held at Mt. Auburn cemetery, September 12.

E. F. S.

Minnesota State Fair.

The florists and amateur flower growers were very well represented at the Minnesota State Fair, held September 3-10, at St. Paul. Holm & Olson, of St. Paul, Swanson's, Inc., Minneapolis, and the Chicago Avenue Floral Co., Minneapolis, furnished the principal professional flower exhibits. Their displays were of excellent quality and made a fine showing in the Horticultural building. Holm & Olson put up a very interesting miniature of home grounds and also an exhibit of shrubs and other nursery plants besides a very fine display of florist plants. The West Side Floral Co. took first in one lot of roses. Due to changes in their greenhouses, they were not able to show more this season.

Pauline Windmiller, of the Windmiller Co., Mankato, showed a very pretty basket of flowers in the commercial class. Other out-of-town exhibitors were the Pfeiffer Nursery Co., Winona, with an excellent showing of gladioli; George Black & Son, Albert Lea; W. E. Fryer, Mantorville, and F. F. Farrar, Birch Lake, who also made good showings of gladioli. Holm & Olson, J. S. Crooks, St. Paul, and the Chicago Avenue Floral Co. had excellent exhibits of gladioli. Other features of the floriculture section were a fine collection of wild flowers, which was correctly labeled by Dr. Rosendahl of the State university. This was very interesting and instructive during the week.

The amateur show of garden flowers was not quite as large as usual, but was of very excellent quality for the season. Several new exhibitors put in fine displays and altogether they featured an exceedingly attractive show. The 15 tables of wild flower decorations and the 12 tables of garden flower decorations were interesting features of the fair. This exhibit was located in the same building with fruits and vegetables and, taken altogether, made one of the most attractive, if not the most attractive display on the grounds.

THE AWARDS.

Decorative plants covering 100 square feet.—Holm & Olson, St. Paul, 1st; Swanson's, Inc., Minneapolis, 2nd; Chicago Avenue Floral Co., Minneapolis, 3rd.

Decorative plants covering 50 square feet.—Holm & Olson, 1st; Chicago Avenue Floral Co., 2nd.

Blooming plants covering 100 square feet.—Holm & Olson, 1st; Chicago Avenue Floral Co., 2nd; Swanson's Inc., 3rd.

Blooming plants covering 50 square feet.—Holm & Olson, 1st; Swanson's, Inc., 2nd; Chicago Avenue Floral Co., 3rd.

Collection of ferns covering 100 square feet.—Holm & Olson, 1st; Chicago Avenue Floral Co., 2nd.

Collection of ferns covering 50 square feet.—Holm & Olson, 1st; Chicago Avenue Floral Co., 2nd.

Collection of Nephrolepis ferns.—Holm & Olson, 1st; Chicago Avenue Floral Co., 2nd.

Collection of fancy leafed caladium covering 25 square feet.—Holm & Olson, 1st.

Collection of coleus covering 25 square feet.—Holm & Olson, 1st; Swanson's, Inc., 2nd; Chicago Avenue Floral Co., 3rd.

Specimen pandanus.—Chicago Avenue Floral Co., 1st.

Specimen pair standard bay trees.—Holm & Olson, 1st.

Exhibit of ornamentals, shrubs and perennials.—Holm & Olson, 1st.

Exhibit of miniature home grounds.—Holm & Olson, 1st.

Collection of perennials.—Holm & Olson, 1st; Pfeiffer Nursery Co., Winona, Minn., 2nd.

Collection of gladioli.—Holm & Olson, 1st; Pfeiffer Nursery Co., 2nd; J. S. Crooks, St. Paul, 3rd.

Chrysanthemums, 12, any variety.—Swanson's, Inc., 1st; Chicago Avenue Floral Co., 2nd; Holm & Olson, 3rd.

Gladioli, 6 light pink.—Holm & Olson, 1st; R. F. Farrar, 2nd; J. S. Crooks, 3rd.

Dark pink.—Holm & Olson, 1st; R. F. Farrar, 2nd; Pfeiffer Nursery Co., 3rd.

Light red.—Holm & Olson, 1st; R. F. Farrar, 2nd; Pfeiffer Nursery Co., 2nd.

Dark red.—Holm & Olson, 1st; Pfeiffer Nursery Co., 2nd; R. F. Farrar, 3rd.

Blue or purple—Holm & Olson, 1st; F. F. Farrar, Birch Lake, 2nd; J. S. Crooks, 3rd.

Lavender—Holm & Olson, 1st; Pfeiffer Nursery Co., 2nd; R. F. Farrar, 3rd.

Yellow.—Pfeiffer Nursery Co., 1st; Holm & Olson, 2nd; R. F. Farrar, 3rd.

White.—Holm & Olson, 1st; R. F. Farrar, 2nd; J. S. Crooks, 3rd.

Gladiolus, primulinus.—Holm & Olson, 1st; R. F. Farrar, 2nd; J. S. Crooks, 3rd.

Gladiolus, variegated.—Holm & Olson, 1st; R. F. Farrar, 2nd; Pfeiffer Nursery Co., 3rd.

Window box, five feet x eight inches, filled—Swanson's, Inc., 1st; Holm & Olson, 2nd; Chicago Avenue Floral Co., 3rd.

Bridal bouquet.—Holm & Olson, 1st; Chicago Avenue Floral Co., 2nd.

Corsage bouquet.—Holm & Olson, 1st; Swanson's Inc., 2nd; Chicago Avenue Floral Co., 3rd.

Collection of perennial phlox.—Holm & Olson, 1st.

Dinner table decoration of garden flowers.—Holm & Olson, 1st; Chicago Avenue Floral Co., 2nd.

Roses, Mrs. Chas. Russell.—Holm & Olson, 1st.

Columbia.—Holm & Olson, 1st; Chicago Avenue Floral Co., 3rd.

Premier.—Chicago Avenue Floral Co., 1st; Holm & Olson, 2nd.

Ophelia.—Holm & Olson, 1st; Chicago Avenue Floral Co., 2nd.

Any other pink rose.—Chicago Avenue Floral Co., 1st; Holm & Olson, 2nd.

Red variety.—Holm & Olson, 1st; Chicago Avenue Floral Co., 2nd.

Kaiserin.—West Side Floral Co., 1st; Holm & Olson, 2nd.

Any other white.—Holm & Olson, 1st; Chicago Avenue Floral Co., 2nd.

Yellow variety.—Holm & Olson, 1st; Chicago Avenue Floral Co., 2nd.

Original design.—Holm & Olson, 1st; Swanson's, Inc., 2nd; Chicago Avenue Floral Co., 3rd.

Dinner table decoration.—Holm & Olson, 1st; Swanson's, Inc., 2nd; Chicago Avenue Floral Co., 3rd.

Wreath on easel, frame not to exceed 30 inches in diameter.—Holm & Olson, 1st; Swanson's, Inc., 2nd; Chicago Avenue Floral Co., 3rd.

Basket of cut flowers.—Holm & Olson, 1st; Chicago Avenue Floral Co., 2nd; Swanson's, Inc., 3rd. A. B.

Dahlia Society of Colorado.

DENVER SHOW, SEPTEMBER 2-3.

The first annual exhibition of the Dahlia Society of Colorado, held at Denver, September 2-3, was a sucess in every way, the large Broadway skating rink where the exhibits were placed being filled to overflowing with excellent displays. Both professional and amateur growers were well represented, 71 prizes being offerd in the different classes. Three awards were given for the best collection of dahlias and seedlings. Other exhibitors in the professional class who had good displays were W. W. Wilmore, R. T. Davis and F. W. Carlson.

W. W. Wilmore, Denver, president; W. C. Borst, vice-president, and P. C. Messersmith, secretary-treasurer, are the officers of the society.

A. S. G.

Rochester Flower Show.

The annual exposition flower show held at Rochester, N. Y., September 5-10, was a success in every way. The main building where the exhibits were placed was elaborately decorated, the walls being banked with arbor vitae, which extended to the ceiling. White lattice work supported wild smilax on the sides and ceiling, and from the latter numerous gilt baskets of dahlias were suspended. Alexander Lothian, landscape architect, exhibited a miniature garden, surrounding an electrically lighted house. Walks, shrubbery and a playing fountain made it all seem realistic. A very handsome set of dinner ware, with a center piece of asters, and roses was shown by Dudley & Given. The Rochester Rose Society displayed 50 vases of roses, many kinds being represented. A good showing of named varieties of gladioli and dahlias was staged by H. B. Schnell, 131 Lark street. Harold D. Phelps had a fine grouping of shrubbery, rustic furniture, etc. A huge crescent shaped bed of red celosia by Hans Miller, attracted much favorable comment. Geo. T. Boucher had a fine exhibit of Boston, Piersonii and other ferns Numerous vases of Columbia, Premier, Pilgrim, Ophelia and Crusader roses were shown by G B. Hart, from his greenhouses at Fairport, N. Y.

Hart & Vick had a wonderful bed of zinnias of various colors, and a table of choice dahlias and gladioli. The firm's collection of helianthus, buddleias, gaillardias, coreopsis, etc., was noteworthy. Thos. Cogger, Melrose, Mass., showed 40 varieties of gladioli and many excellent kinds of dahlias. The bed of Pride of Goshen and Augusta gladioli of J. Thoman & Sons covered considerable space and caused much comment. Frank Schlegel's Sons' splendid collection of named gladioli varieties, zinnias and Boston ferns were noteworthy. Arthur M. Newborn had a good exhibit of helichrysums, amaranth, statice, gypsophila everlastings, etc. David McGregor displayed a table covered with blue silk cloth and attractively arranged upon it were baskets of flowers, bride's and colonial bouquet, and other table decorations arranged in a very attractive manner. Veranda boxes of ferns, with primulas, cibotiums, Lilium Auratum and montbretia and other baskets of flowers comprised the interesting exhibit of Felix Alberts.

The collection of annuals of James Vick's Sons comprised such stock as asters, scabiosa, corn flowers, mignonette, zinnias, helichrysums, and others. Coreopsis, helianthus and phlox were some of the perennials displayed by this firm. C. W. Curtis, Irondequoit, displayed some excellent begonias, coleus, zinnias and vases of gladioli. The standing heart of red roses by Max the Florist, brought out much favorable comment. Schramm Bros. had many named varieties of gladioli and dahlias. The display of 100 unusual kinds of dahlias and 30 selected varieties of gladioli was part of an interesting display by A. Hallauer, Ontario, N. Y. His Rochester White gladioli and 18 unnamed varieties of seedlings were noteworthy. The Osborn House staged a unique display of vegetable flowers, cut from different vegetables, and the Rochester Park board had its usual collection of ferns, plants, flowers, etc.

PRIZES DONATED

Best collection of annuals—A silver cup by Hart & Vick.

Best general collection of roses—A silver cup by the Rochester Rose Society.

Best collection of dahlias—A silver cup by J. B. Keller & Sons.

Separate entries of asters that made the best general collection of asters—A silver cup by James Vick's Sons.

Best display of zinnias—A basket of straw flowers by Geo. Cramer.

CRESTER

OBITUARY.

Herman H. Kuhn.

Herman H. Kuhn, a retired florist, died at his home, 2 West 94th street, New York, September 11, age 64. He came to this country from Germany 40 years ago and opened a flower store at 896 Sixth avenue, from which he retired about a year ago. He is survived by his wife, Elizabeth, a son William and one daughter, Gertrude E. Sitzredt.

The funeral services were conducted at the Campbell church, Broadway and 66th street, Wednesday, September 14, at 11 a. m.

Charles Werner.

Charles Werner, florist of Shelbyville, Ind., died recently at the age of 61, from heart trouble. Mr. Werner had been in business in that city for over 30 years. He is survived by his widow, Mrs. Edna Werner; five daughters, Mrs. Lula Harrell, Mrs. Frances Shelton, Mrs. Grace Munsel, Mrs. Christine Harrell and Mrs. Louisa Teirol, and one son, Walter, all of Shelbyville.

CLEVELAND, O.—George Bate, receiver of the Smith & Fetters Co., has made a first payment of 30 per cent of its creditors' claims.

DES MOINES, IA.—James S. Wilson, writing from Lake Vermilion, Minn. says the fishing is fine and records the landing of an 11-pound pike.

MCPHERSON, KANS.—C. E. Charlson, Kearney, Neb., who recently purchased the florist business of Chas. Simonson, took possession September 1.

CHICO, CALIF. — The Misses Louise Wilson and H. Burk recently opened a flower store at 4436 Fourth street, the style of the business being the Park Floral Shop.

PANA, ILL.—The W. A. Amling Co. will erect seven new greenhouses on a 20-acre tract where ground was recently broken. This addition will make 21 houses for the company.

XENIA, O.—Edw. Lampert, owner of the Engle Floral Co., won a prize of $50 for the best decorated car in an automobile parade, September 2. The machine was artistically decorated with cosmos, asters and palms.

THE AMERICAN FLORIST

ESTABLISHED 1885.

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When sending us change of address always send the old address at the same time.

Advertisiug rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

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DIGGING young gladiolus stock has begun.

CANNAS, where well cared for as to soil and water, have been very satisfactory bedding plants this hot season.

POT plants for the holidays are already reported in short supply and it is freely stated there will not be sufficient French bulbs and lilies to go around.

THE man who specializes is the winner; concentrate your efforts on one line, achieve success, and the quality of the stock will not only sell it but command the highest market price.

CHICAGO is faced with 350,000 unemployed the coming winter, and more for the rest of Illinois. City, county and state boards have authorized the expenditure of more than $100,000,000 for public improvements, which it is proposed to use at once, $40,000,000 going to labor.

Mail Addresses.

The Post Office Department has requested everyone, in order to avoid lost or delayed mail, to furnish a complete address, whether street and number, R. F. D. and number, or P. O. Box number. A complete address should appear on every letterhead and envelope.

American Rose Society.

The following rose has been offered for registration and passed upon by the registration committee of the American Rose Society. If no objection to such registration is filed with the secretary of the society within three weeks after this publication, the registration will become permanent.

Name—William Wright Walcott. Class, H. T. forcing. Parentage—sport from Richmond and Ophelia. Description—Habit of plant, vigorous upright. Character of foliage—dark green, no black spots. Freedom of growth and hardiness, grows free, hardiness not tested. Flower—full. Color, two shades pink, outer petals, deep pink, inner light. Form—Outer petals reflexing. Fragrance and bud—very fragrant, good bud. Petalage, 45 to 56. Freedom of bloom and lasting quality—very free, good keeper, good winter rose. Offered for registration by Robert T. McGorum, Natick, Mass.

JOHN C. WISTER, Sec'y.

Society of American Florists.

NATIONAL PUBLICITY CAMPAIGN.

Renewed interest is being taken in the campaign now that the summer season is passing. The publicity committee is planning to resume national advertising in October, and judging from the general opinion expressed in the trade such resumption will be most timely. The secretary is sending out to about 200 of the live wires interested in the campaign, subscription books such as were circulated at the Washington convention, containing subscription blanks, which they are urged to place before florist non-subscribers in their different territories, with explanations as to the advisability of contributing to the fund. The return of these blanks completed is hopefully looked for by the committee by October 15, when there will be need for all available funds. All doubt as to the efficacy of national advertising was long ago removed, and if the committee is provided with a sufficiency of funds, the advantages previously obtained can be materally increased for the good of all in the trade.

The following subscriptions are of record since the last report:

Louis A. Kintzele, Denver, Colo...	$ 2.00
J. H. Playdon, Andover, Mass....	10.00
Edward Towill, Roslyn, Pa.....	20.00
E. H. Carey, Brighton, Pa.....	10.00
Saginaw-Bay City Flori. Soc., Saginaw, Mich.	25.00
Allied Florists Assn. of Chicago...	639.47
Abram Stevens, Spring Valley, N. Y.	10.00
	$ 716.47
Previously reported	28,080.68
	$28,797.15

NATIONAL FLOWER SHOW.

The preliminary work of promotion of the big show to be held in Cleveland, O., next spring is in active progress. The various local committees are sparing no effort to complete the details entrusted to them, and everything is moving along harmoniously toward the object in view, the biggest and best show of the series.

The supply and auxiliary trades are reminded that if floor plans of the trade section are not at hand, copies may be obtained promptly upon application to the secretary. The latest addition to the list of applicants for space in this section is the W. Atlee Burpee Co., of Philadelphia, Pa., who have made a liberal reservation. The new building in which the show is to be held is rapidly approaching completion. Its finish is so far assured that it has been leased for the use of the American Building exposition, which is to open on January 4, and run for 10 days.

JOHN YOUNG, Sec'y.

Chicago to Toronto.

The Michigan Central-Canadian Pacific railroads have been chosen for the trip of the Chicago Florists' Club and friends to the annual convention of the Florists' Telegraph Delivery Association at Toronto, Ont., October 11-13. The party will leave the Illinois Central station, Twelfth street and Michigan avenue, at 5:40 p. m., standard time (6:40 p. m. Chicago time), Monday, October 10, due Toronto the following morning at 8:30 o'clock.

A rate of a fare and one-half for the round trip, on the certificate plan, has been authorized, making the fare $30.22 including war tax. The one-way rate is $20.57, including tax. Tickets will be on sale October 7-12, inclusive, returning to reach destination at or before midnight October 17. Pullman fares including surcharge and war tax are: Lower berth, $6.08; upper berth, $4.86; compartment, $17.01; drawing room, $22.68.

Other trains for those unable to accompany the party are given below:

MICHIGAN CENTRAL-CANADIAN PAC. RYS.

Leave Chicago,	Due Toronto,
12:05 midnight.	4:45 p. m.

GRAND TRUNK RAILROAD.

The International Limited, leaving Dearborn station at 5:00 p. m., due Toronto the following morning at 9 o'clock, and a train leaving at 11:15 p. m., due Toronto at 4:10 o'clock the next afternoon.

Delegations from the north, south and west are invited to join the party at Chicago.

CERTIFICATE PLAN.

To secure the reduced rate, everyone going to the convention must purchase ticket to Toronto at full one-way fare and obtain certificate from the selling agent when buying ticket. The fare for the return trip will be one-half of the adult one-way fare applying from place of meeting to the original starting point by the route used on going trip as shown on the certificate, provided that certificate presented has been properly validated at the convention by the agent appointed for that purpose.

To join the Chicago party, see that tickets read via the Michigan Central and Canadian Pacific railroads, making all necessary reservations with Edward D. Jennings, city passenger agent Canadian Pacific railroad, 140 S. Clark street, Chicago, telephone State 5600.

State Fairs.

The following is a list of coming state fairs with the names and addresses of the superintendents of the floricultural and horticultural departments as far as obtainable:

September 17-23, Hutchinson.—Kansas State Fair. Carl Snyder, Topeka, superintendent of horticulture. O. F. Whitney, Topeka, superintendent of floriculture.

September 26-30, Pueblo.—Colorado State Fair. J. L. Beaman, Pueblo, manager.

September 26-30, Trenton—New Jersey Inter-State Fair. Arthur J. Farley, N. J. Experiment station, New Brunswick, superintendent of horticulture and floriculture.

September 19-25, Yakima.—Washington State Fair. Chas. L. Robinson, Olympia, Wash., superintendent of horticulture. Miss Mary Remy, R. F. D. 1, Yakima, Wash., superintendent of floriculture.

October 3-8, Birmingham.—Alabama State Fair. Lyle Brown, Auburn, Ala., superintendent of horticulture. J. L. Dent, Birmingham, superintendent of floriculture.

October 24-29, Columbia.—South Carolina State Fair. T. J. Cunningham, Chester, S. C., and G. P. Hoffman, Clemson college, S. C., superintendents of horticulture.

Coming Exhibitions.

[Secretaries are requested to supply any omissions from this list and to correct any dates that have been altered since the last advices.]

September 19-24, Cedar Rapids, Ia.—Annual Fall Festival of Cedar Rapids. D. Wilcox, care Wilcox Flower Shop, Cedar Rapids, chairman of the floral department.

September 21-22, New Bedford, Mass.—Annual dahlia show of the New Bedford Horticultural Society. J. M. Tabor, 888 Rockdale avenue, New Bedford, Mass., secretary.

September 21-22, New Rochelle, N. Y.—Fall show of the Westchester and Fairfield Horticultural Society. J. Adair, Greenwich, Conn., secretary.

September 22-25, Boston, Mass.—Annual exhibition of the Massachusetts Horticultural Society. Wm. P. Rich, Horticultural Hall, Boston, Mass., secretary.

September 27-30, New York.—Annual exhibition of the American Dahlia Society at Hotel Pennsylvania. E. C. Vick, 205 Elwood avenue, Newark, N. J., secretary.

October 4-5, Glencove, N. Y.—Chrysanthemum show of the Nassau County Horticultural Society. Wm. McKinnon, secretary, Glen Cove.

October 6-7, Sewickley, Pa.—Annual dahlia show under the auspices of the Alleghany Garden Club and the Sewickley Horticultural Society. Geo. W. Kirk, Sewickley, secretary.

October 20-23, Los Angeles, Calif.—Annual exhibition of the California Association of Nurserymen. Henry W. Kruckeberg, Los Angeles, Calif., secretary-treasurer.

November 2-4, Tarrytown, N. Y.—Fall exhibition of the Tarrytown Horticultural Society. E. W. Neubrand, Tarrytown, N. Y., secretary.

November 7-9, Philadelphia, Pa.—Annual exhibition of the Pennsylvania Horticultural Society. David Rust, 606 Finance building, Philadelphia, Pa., secretary.

November 8-10, Scranton, Pa.—Fall show of the Scranton Florists' Club. Francis J. Moran, 302 North Main street, Scranton, secretary.

November 9-11, New York.—Annual exhibition of the American Institute of the city of New York at Engineering building, 33 West 39th street. Dr. J. W. Bartlett, 324 West 23rd street, New York, secretary.

November 16-17, Chicago.—Annual exhibition of the Chrysanthemum Society of America. C. W. Johnson, 141 Summit street, Rockford, Ill., secretary.

January, 1922, Hartford, Conn.—Annual exhibition of the American Carnation Society. A. F. J. Baur, 38th street and Rockford avenue, Indianapolis, Ind., secretary.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, $1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order For Plant Advs., See Ready Reference Section

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—By gardener and florist; single; thoroughly experienced. Wishes to make a change; good references. Address,

P. O. Box 3, Hardwick, Ga.

Situation Wanted—Young man having one year experience, now wishes position with retail florist to thoroughly learn the business. Lawndale 8065. Address

Key 802, care American Florist.

Help Wanted—Assistant for greenhouses and garden; institution work; willing to work. State experience and wages wanted in first letter, with board, room and washing. Address

G. H. Minx, Logansport, Ind.

Wanted to Rent or Buy

By thoroughly experienced florist and decorator, a large florist establishment. Only high grade proposition considered. Must stand closest investigation. Give full particulars and price in first letter.

Address **Key 575, care American Florist**

Help Wanted

Experienced driver for White delivery truck. Must know city and come well recommended.

MANGEL,

17 East Monroe Street, CHICAGO

Help Wanted

Experienced lady to work in retail store. Must be capable to do design and bouquet work. State wages.

Key 803, care American Florist.

SITUATION WANTED

By all-round grower on commercial place where good results are desired; thoroughly experienced in growing roses, carnations, chrysanthemums and a general line of pot plants; specialist in roses and cyclamen; 16 years experience; Swedish; age 32; single; best of references; can come at once; please state wages and particulars in first letter.

Key 581, care American Florist.

Situation Wanted

By a first-class wholesale or retail florist; 25 years' practical experience in cut flowers, fancy potted plants, bedding stock, designing, etc.; capable of taking full charge and handle help; middle-aged, single man. Address

Key 577, care American Florist.

Situation Wanted

As a grower of cut flowers and potted plants in general; first-class all-around man; life experience in the trade; would prefer around Chicago or middle west; can come at once; single, middle-aged man. Please state full particulars in first letter. Address

Key 801, care American Florist.

FOR SALE

Florist Ice Box, mahogany finish, 8 ft. 9 in high, 6 ft. wide, 3 ft. deep; beveled plate mirrors on ice chamber; glass on three sides; used three years. Price $250 cash, F. O. B. Chicago. Can be seen at **110 East South Water St., Chicago.**

HELP WANTED

Competent man as assistant florist and gardener at Iowa State College greenhouses. Single man preferred. Good opening for the right man Apply to

E. C. VOLZ, Pro of Horticulture,

Iowa State College, Ames, Iowa.

FOR SALE

Just a dandy, up-to-date Florist business, going stronger every day; big territory; greenhouse and dwelling combined; dandy down-town shop, and the only one; reasonable rent; steam heat; this proposition is sound, no old, worn-out business; for references write to any near-by florist in Dallas, Waco or Ft. Worth; one thing, to take hold of this you must be up to now, the people demand it, and make up your mind to go big; the business is here; population, 16,000; I am selling to go on my farm, after being in the business twenty years; $4,000.00 cash, $3,000.00 on time, almost to suit buyer. If interested, write

HOLM'S FLOWER SHOP,
Corsicana, Texas.

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $4.50; per 1000, $6.50. Samples on request. Electro of leaf, postpaid, $3.00. Cash with order.

American Florist Co.
440 S. Dearborn Street
CHICAGO

HOME - GROWN STOCK

Greatly Increased Demand

If you have any to offer, or are likely to have any soon,

advertise in these columns now.

AMERICAN FLORIST CO.

440 So. Dearborn Street, ... CHICAGO

San Francisco.

CONTINUED IMPROVEMENT IN MARKET.

A much better tone was noticeable in market conditions during the past week in the demand for flowers, especially roses, for weddings and social affairs, showing that the autumn trade is going to open early this season. Prices have shown improvement all along the line. Holders of good Mrs. Chas. Russell, Premier and Columbia advanced prices for first grade flowers. Ophelia and Butterfly just about equal the demand. Hadley and Hoosier Beauty continue in moderate supply and meet with ready sale. We have not such a heavy supply of short roses as was the case a few weeks ago. Cecile Brunner is getting scarce and Wards are now in more demand than for some time. Quite a good cut of Ulrich Brunner is still arriving and commands good figures. Wholesalers report that the out-of-town demand for roses has shown a decided increase. A few carnations of the new crop are arriving but are too short-stemmed to bring good figures. There is plenty of old stock to be had, most of which is bringing $2 per 100. While the offerings of asters has been cut down considerably, owing to the lateness of the season, there is still a large enough supply for all demands, with no change of prices. The light colors continue to move first while the darker shades drag. Chrysanthemums are rapidly taking their place as the leading fall flower. There is quite a large amount of blooms coming in and the greater part of the arrivals is of excellent quality. The strong shipping demand keeps the market well cleaned up and there is no carry-over. Fine Crystal Gems are now to be had, which makes this the best white variety on the present market. October Frost is becoming scarce. Chrysolora is the best offering in yellow and prices for this kind remain the same as last week. Monrovia is quite plentiful and sells well. Gladioli continue to be largely featured by all the stores. Some splendid stock is being handled and all light colored varieties are in strong demand. Dahlias are now at the height of the season. For some reason the large-flowered varieties are not in much evidence in the stores this season. Certainly they are not so plentiful as in former years. The call for pompons in all shades, however, is very good and all available stock is eagerly sought for by the retailers. It goes without saying that this type of dahlia will be more extensively planted next season for cut flower purposes. There has been no appreciable increase in the arrivals of violets. The stock coming in is from certain favored sections. Growers report that it will be several weeks yet before the cut will be heavier. Both Marie Louise and Princess of Wales are seen. While sweet peas are to be had in moderate lots only, the flowers are of the very best as to form, size and coloring. Growers sending in this annual are receiving good prices. Lilium Rubrum is coming in more freely and of much better quality, although it is short of supply. Lily of the valley is in strong demand at good prices. Gardenias are in great favor now and move quickly. The market is still without orchids and none are expected until next month. Eucalyptus Ficifolia is occupying a prominent place in all the store windows and is very attractive. The cut blooms of cyclamen find ready buyers for corsage and wedding bouquets. Outdoor perennials are plentiful and cheap, their chief use being for basket work. Ferns and asparagus are also in good supply. There is no change in the plant market. Bostons continue to lead all the varieties. Hardly any flowering plants are obtainable.

FORMAL OPENING OF WHOLESALE MARKET.

The most notable event of the week in trade circles was the formal opening of the new co-operative flower market. This market is established in commanding quarters in the heart of the wholesale district at 430 Bush street, and is owned and occupied solely by white growers of cut flowers and plants. Growers already report a decided increase in business in this market over old conditions. All available space in the building has been rented. The first issue of capital stock is reported by President P. V. Matraia to be over-subscribed. The demand for stock in the market is so strong now that it will be necessary to apply to the corporation commission for a permit to issue more stock, as the directors feel that it will be advisable to always carry a working capital of $10,000. A special meeting of the Retail Florists' Association was held at the market building, August 30, when the rules and regulations were explained in detail to the members. The meeting was large and much enthusiasm displayed.

BURBANK PARK TO BE DEDICATED.

Ground-breaking of the new Burbank park at Santa Rosa will take place in that city, September 23. The 30-acre site for Burbank park, recently acquired by that city, is now being made ready for the ground-breaking ceremonies, in which Mr. Burbank himself will officiate. Governor Stephens will be among the speakers. Santa Rosa plans to make its new park the most important thing of its kind in the west. Mr. Burbank has agreed to design the gardens himself. They will when completed, represent an expenditure of $300,000 and it is hoped to make them to northern California what the famous Busch gardens have been to southern California.

NOTES.

The various committees of the Pacific Coast Horticultural Society and the Retail Florists' Association are working hard to make the allied flower show in October a huge success. A meeting of these committees was held September 8 at the office of the Art Floral Co. Hereafter these sessions will take place every two weeks. Chairman H. Plath of the schedule committee had the revised premium list ready. It shows very generous cash prizes in all classes. All money realized from the proceeds of the show will be spent for advertising purposes. Many large applications for space from growers and allied industries have been received.

The daily papers gave much valuable publicity to the show of the Dahlia Society of California held September 15-17, in the Palace hotel. Wm. Unwack, who had charge of the publicity campaign last year, was again in charge this season. Frank D. Pelicano of Pelicano, Rossi & Co., had one of the largest exhibits at the show, besides entering all his 192 seedlings. The Bessie Boston Dahlia Farm, San Mateo, and C. C. Morse & Co. also had large entries.

John R. Daly, secretary of the Menlo Park Horticultural Society, advises that members of his society will be well represented among the exhibitors at the great flower show in this city in October. Many notable private growers are members of this old established society and it will be no surprise if many of the best prizes are carried away by these veteran exhibitors.

Shellgrain & Ritter have been displaying a splendid lot of seedling dahlias at their Kearney street store during the past week. They attracted quite a lot of attention owing to their great size and fine coloring. Chas. Shellgrain of this firm has returned from a vacation spent in Seattle, Wash.

Gonzales & Sons are busy at work on their flowering plants for this coming season. Ericas, which are one of their leaders, are being grown here in large quantities and sizes. More Melanthera is being grown than any other variety, as it seems to be the best commercial erica for this market.

John Schlotzhauer, son of Frank T. Schlotzhauer, proprietor of the Francis Floral Co., is the youngest stockholder in the new co-operative flower market. This enterprising young florist is an advocate of a market for white growers and has backed his conviction with his dollars.

Haywood & Peterson, Burlingame, are sending in a large cut of Lilium Rubrum to the new flower market. The stock is well grown and is in fine demand. Joseph Haywood of this firm says their orchid houses will soon be producing a heavy cut of Phalaenopsis amabilis.

Hereafter all meetings of the Retail Florists' Association will be held at the new Market building, 430 Bush street. JAMES T. LYNCH.

Kansas City Florists' Club.

The Kansas City Florists' Club held its monthly meeting September 8, President T. J. Noll in the chair. There was a splendid attendance due no doubt to the expected election of officers. Wm. McCune, of the A. L. Randall Co., Chicago and Mr. Gabriel head city gardener were new members inducted into the club. Considerable discussion was brought out regarding the convention of the Society of American Florists to be held in this city in 1922. Some thought that if the Florists' Telegraph Delivery Association meeting was held here the two could be arranged to hold forth during the same week. W. L. Rock, however, was against the plan because he did not think it would work out satisfactorily, so the matter was given up. It was decided that in view of the ability and experience of the former officers, it would be feasible to allow them to continue in office for another year, and a motion made by Samuel Murray that the rules be suspended, and all nominees of the August meeting withdraw in favor of the present officers, was carried. Treasuirer L. R. Bohanon presented a very creditable report, which was accepted by a vote of the club. He suggested that the members get busy at once in regard to the Society of American Florists' convention, and the officers meet at least once a week.

There were several excellent displays of plants, the English begonias by Mr. Masson, celosia shown by S. Bryson Ayres and dahlias from the Liberty Dahlia farm. The session then adjourned, after which refreshments were served. E. J. B.

Providence, R. I.

STOCK DIFFICULT TO MOVE.

Trade the past week has been very quiet. Stock is more than plentiful, roses selling at a very low figure. Asters are good but do not sell. Some carnations are coming in and are almost impossible to move. Gladioli are still good, but the over supply has brought prices to the bottom.

NOTES.

The Rhode Island Horticultural Society will hold its exhibition in the Narragansett hall ball room September 15-16, having one of the finest fall exhibitions that they have ever had.

The C. H. Monroe Co. of Westerly, owners of the old S. J. Reuter greenhouses, are growing some excellent stock for the trade.

Several out-of-town salesmen have been visiting the trade the past week. H. A. T.

ALL FALL BULBS

NOW READY

Fall "BOOK FOR FLORISTS" with complete lists ready. ASK FOR IT.

Narcissus Paper White Grandiflora

Cases Full Standard Sizes and Correctly Stenciled.
All French Prices Subject to Change without Notice.

F. O. B. Chicago

	Per 1000
12 ctms. bulbs (1400 to case)	$18.50
13 ctms. bulbs (1250 to case)	22.00
14 ctms bulbs (1000 to case)	25.00
NARCISSUS GRAND SOLEIL D'OR (Yellow Paper White)	75.00

FREESIAS

PURITY

	1000
7-16	$ 8.00
½-⅝	15.00

FISCHERII

Per 100, $6.00	50.00

COLORED

Gen. Pershing	30.00
Viola	30.00
Mixed	30.00

French Roman Hyacinths

	Per 1000
11-12 ctm	$55.00
12-13 ctm	65.00

CHINESE NARCISSUS

Our Own Importation Direct From China.

This is undoubtedly one of the best selling bulbs for the retail counter trade, flowering in water and gravel in three to five weeks from time of planting.

	Basket 30 bulbs	Per 100	Per 1000
Select Size	$2.75	$8.00	$75.00
Mammoth Size	3.25	9.50	90.00

LILIUM HARRISII

Per case

6 to 7 inch (335 to case) $60.00

WHITE CALLAS

1¼-1½ inch....per 100, $8.00

HYACINTHS PREPARED

(For Early Forcing)

17 centimeter Bulbs

Varieties—**Lady Derby, Gertrude, Bismarck** and **l'Innocence.**

Per 100	$ 8.00
Per 1000	75.00

DUTCH ROMANS L'INNOCENCE

Per 100	$ 4.00
Per 1000	35.00

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

St. Louis, Mo.

COOLER WEATHER STIMULATES TRADE.

The market has been very good all week. There is a noticeable advance in quality of the stock and also an advance in prices, no doubt due to the cooler weather, together with an abundant amount of rain. Roses are coming in in much better condition than they have since spring. Better blooms and longer stems are now seen on the market. Columbia is still the leading variety, the blooms being of excellent quality. They are to be had in several lengths of stem. Premier is coming in in large quantities, but the blooms are not as good as the Columbia. Mostly short stemmed stock is all one can obtain. Both Butterfly and Ophelia are seen in good condition and supply the call for yellow blooms. Mrs. Charles Russell, Milady, Killarney and Ward are on the market in limited quantities. Carnations are improving in quality and are seen with more compact blooms and longer stems. The blooms still are undersized, however, obtainable in reds, pinks and white, at good prices. Gladioli are on the decline, after a very good season. Blooms are small with few flowers to the spike. They are obtainable in limited quantities in pinks, whites, yellows and reds. Lilies are to be had in small lots, both Harrisii and Formosum are obtainable. Lily of the valley is in much better condition, due to the cool weather. The call is irregular, though good at times. Orchids are in good demand and are bringing $2 apiece. The quality is good, Gigas being the chief variety. They are used principally in corsage work. Chrysanthemums are making an appearance with an excellent grade of white and yellow blooms. Florists here rely mostly on this flower during the fall, however, as there is too much outdoor material on the market at present. Delphinums are arriving in limited quantities in both light and dark blue and clean up daily. The blooms are in good condition. Dahlias are in good demand. The blooms received are of excellent quality. Nearly all types—cactus, single and double, are to be had in various colors, as red, yellow, pink and white. Cosmos are plentiful and their quality has improved. Greens are in abundance and clean up daily. Asparagus plumosus and sprengeri, are plentiful, and sword ferns have a good call. Begonias in pots and ferns are plentiful and supply a good demand. Macawii, Whitmanii and Roosevelt being the most popular. Dyed oak foliage is being sold in large quantites for store decoration. Galax, strawflowers and dyed grasses are much sought after.

NOTES

F. H. Weber reports a very good business. He has an unusually attractive store and features his stock to its best advantage. There is an excellent display of Kentia palms together with good specimens of cibotiums. He expects a shipment of crotons from Henry Dreer, Inc., Philadelphia, Pa., at an early date. He says they are of excellent quality, having seen and bought them on his return from the

Montgomery's Priscilla

That's the name of the new pink rose! The name will be Priscilla probably after the public has had it a while, but we have had to add the prefix to cover the rules of nomenclature.

In order to get someone who knows more about roses than we do to give an unbiased, honest opinion on the merits of this rose, we have placed 12 plants of it with each of the following growers:

E. G. Hill Co., Richmond, Ind.
Dailledouze Bros., Brooklyn, N. Y.
Albert F. Amling Co., Maywood, Ill.
Duckham-Pierson Co., Madison, N. J.
Rowayton Greenhouses, Rowayton, Conn.
Miller Floral Co., Farmington, Utah
Wellworth Farm Greenhouses, Downers Grove, Ill.
Poehlmann Bros. Co., Morton Grove, Ill.
Robert Pye, Nyack, N. Y.
John Coombs, Hartford, Conn.
Frank Schramm, Crystal Lake, Ill.
A. S. Burns, Jr., Spring Valley, N. Y.
Robt. Simpson, Clifton, N. J.
Chas. H. Totty Co., Madison, N. J.
Noe-Ruzicka Co., Madison, N. J.
Wm. H. Elliott Co., Madbury, N. H.
Anthony Ruzicka, Madison, N. J.
W. J. Pilcher, Kirkwood, Mo.
Jos. Heacock Co., Roelofs, Pa.
Ferrari Bros., San Francisco, Calif.
Peirce Bros., Waltham, Mass.
Batavia Greenhouse Co., Batavia, Ill.
Doemling-Schimmel Co., Mt. Clemens, Mich.
Wendland & Keimel Co., Elmhurst, Ill.
Joy Floral Co., Nashville, Tenn.
Roberts Rose Co., Denver, Colo.
Geo. C. Weiland, Evanston, Ill.
Lakeview Rose Gardens, Jamestown, N. Y.
Exeter Rose Conservatories, Exeter, N. H.
Bassett & Washburn, Hinsdale, Ill.
H. O. May, Summit, N. J.
Budlong Rose Co., Auburn, R. I.
Dept. of Agriculture, Washington, D. C.
Gude Bros., Washington, D. C.
F. R. Pierson, Tarrytown, N. Y.
L. B. Coddington, Murray Hill, N. J.
Jos. H. Hill Co., Richmond, Ind.
S. Mortensen, Southampton, Pa.
Briar Cliff Gardens, Scarborough, N. Y.
John H. Dunlop & Son, Richmond Hill, Ont., Can.
J. J. Fallon Co., Lynchburg, Va.
Gullett & Sons, Lincoln, Ill.
Rolf Zetlitz Co., Lima, O.
Van Aken Bros. & Sons, Coldwater, Mich.
Premier Rose Gardens, Maywood, Ill.
Weiss & Meyer Co., Maywood, Ill.
Florex Gardens, North Wales, Pa.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Zetlitz Floral Products Co., Dayton, Ohio.

Ask them about it, if you will, at any time. They have our permission to tell the truth. We are going to let this rose sell itself! We shall be simply order takers.

A. N. PIERSON, Inc., Cromwell, Conn.

convention at Washington, D. C. He recently featured an odd combination of wild snake root with golden colored zinnias in his window.

Business has been good with Grimm & Gorly, especially in funeral designs. They had on display an excellent Lilium Formosum in pots. Mr. Klanger remains on the sick list and is missed very much at the store.

Mullanphy, Florists, Inc., featured an attractive basket display consisting of pink roses, tuberoses, pink gladioli and Asparagus sprengerii. Bittersweet is making its appearance and was displayed very attractively.

F. C. Weber reports a good business the past few weeks. He had an attractive window decoration of pink roses, pink gladioli and orange zinnias together with some good greens.

The Park Department employes were entertained September 10 with a picnic and an old-fashioned barbecue at Forest Park.

Some dyed Arctium Lappa have been on sale by the Ayres Floral Co., together with good greens, gladioli and roses.

The St. Louis Wholesale Cut Flower Co. report a good trade the past week, with an increase of prices.

The St. Louis county nurserymen expect a big business this fall and are well able to meet it.

Young's Floral Co., Olive street, disposed of some excellent crotons, and decorative baskets.

Street vendors display a large quantity of roses, asters, tuberoses, gladioli and greens.

Some lemon trees bearing fruit were seen recently at the George Waldbart store. J. K. M.

Field-Grown Hydrangeas

Heavy two-year plants, well pinched, 8 to 10 good shoots. Ready for 8-inch pots or tubs.

GRAND FOR SPRING SALES

$7.00 per dozen; $50.00 per 100

Mme. Chautard, Mme. E. Mouliere, Bouquet Rose, Lily Mouliere, Baby Bimbinet.

The Storrs & Harrison Co., Painesville, Ohio

Nashville, Tenn.

TRADE IS GRADUALLY IMPROVING.

Prospects have brightened considerably with the ushering in of September with cooler weather. The vacationists are returning from various watering places and outings, the schools are all opening, bringing a great influx of students, and the State Fair, which is scheduled for September 19-24, will greatly stimulate business. The social world will soon begin its activities and all will be in readiness for another excellent season. Weddings have kept up surprisingly well throughout the summer and funeral trade has also been active. Flowers of the summer variety continue plentiful and move well. Roses are improving daily, but from the size and length of stem one can tell that they are the new roses for next winter. The first carnations are arriving and have excellent prospects. Chrysanthemum plants are doing nicely. In narcissi, Paper White, Emperor and Sol d' Or are now on sale.

NOTES

Lem Geny and his family are back from their summer trip which lasted one month. They went in their own car and carried an auto trailer and camped all the way, going through Louisville, Ky., Cincinnati, O., Wheeling, W. Va., Philadelphia, Pa., and on to New York, traveling over 3,000 miles. All enjoyed the experience greatly. They found Oscar Geny suffering very seriously with his old complaint, augmented somewhat by a touch of malaria.

The State Fair has a premium list for flowers in pots and cut flowers, but it is hardly likely any of the commercial growers will compete, though an effort is being made to have the fair the best in every particular that has ever been held.

Thomas H. Joy, who attended the Washington convention, has returned and included in his trip a visit to New York. M. C. D.

Oklahoma City, Okla.

Cooler weather has increased the supply of outdoor roses, asters and sweet peas. Funeral work has been heavy and equally divided.

NOTES.

The Batten Floral and Seed Co. has installed a handsome ice box, and a new window which makes a neat and attractive store. The firm's business has increased daily.

The Stiles Co. had a very handsome wedding decoration this week, requiring the efforts of the entire store force.

The McClennehan greenhouses are now ready for planting, which will be in full swing at an early date.

The Oklahoma Nursery has the iron work up for their new greenhouse and are awaiting the glass.

Mrs. Paul Richmond and daughter have arrived from Chicago.

Glen M. Felt of the Foster Floral Co. is vacationing. PAUL RICHMOND.

W. I. LYMAN
Vice-Pres. and Manager

GEORGE KINGSLEY
Treasurer

ROYAL FERN EXTENSION CORPORATION

FROM CONSERVATORY TO FLORIST

TWENTY-FIVE ACRES ASPARAGUS PLUMOSUS NANUS

ALTAMONTE SPRINGS, FLORIDA

September 1, 1921.

TO THE RETAIL FLORIST TRADE:

It is not necessary for us to tell you anything about the ASPARAGUS FERN—you know that it is more perfect and beautiful, and therefore better adapted to your use than any other fern grown. We believe that the "ROYAL FERN"—grown out in the open under half shade—to be superior in every way to that grown in the North; it is more hardy, luxuriant, of a deeper and richer color, and is of finer texture and body than any greeenhouse-grown fern can be.

For ten years this company has been growing the ROYAL FERN, and during that time we have enjoyed the patronage of a selected line of customers whom we are still shipping, and practically all our output has been taken by the retail trade.

We especially cater to the RETAIL FLORIST; our packing, refrigerating and shipping facilities are especially designed to meet his needs and to put the ROYAL FERN into his store in first class condition. Our price of $4.50 for a minimum box of 300 assorted ferns, or $9.00 for box containing 600 sprays, F.O.B. Altamonte Springs, is the same the year around, and to all alike.

We have recently added 15 acres to our original 10, and now have 25 acres devoted exclusively to the growing of the true ASPARAGUS PLUMOSUS NANUS. But even with this increased output we can take on only a limited number of additional regular customers, as with us the demand has usually been greater than the supply.

We suggest that if you have not heretofore bought your plumosus direct from the grower, or if you have not already arranged for your supply for the fall and winter trade, you investigate the ROYAL FERN and the ROYAL SERVICE by writing or wiring us to ship you a sample box at above prices. We guarantee that our ferns will reach you in good condition, and that your shipments will be made on the day you order them made. We shall never attempt to handle more business than we can do with absolute satisfaction to our trade; therefore if we accept your orders for shipment on stated days you can count on their being made.

Soliciting a trial order which we are sure will convince you it will pay to get your supply of plumosus satisfactorily arranged for the coming season, and that the ROYAL FERN offers the highest possible grade and service, we are, Yours very truly,

ROYAL FERN EXTENSION CORPORATION

W. I. LYMAN

Manager.

"ASPARAGUS PLUMOSUS, THE MOST BEAUTIFUL AND LUXURIANT FERN KNOWN"—U. S. Dept. Agriculture.

Supreme Quality Roses

Our Roses are second to none. Get the best by ordering from us.

Our Roses Have a National Reputation for Quality

You always get fresh flowers and a more even run of stock.

CURRENT PRICE LIST—Subject to Market Changes

	Per 100
RUSSELL	
Fancy Long	$16.00
Medium	8.00 to 12.00
Short	4.00 to 6.00
COLUMBIA	
Fancy Long	$16.00
Medium	8.00 to 12.00
Short	4.00 to 6.00
PREMIER	
Fancy Long	$12.00 to $16.00
Medium	8.00 to 10.00
Short	4.00 to 6.00
CRUSADER	
Long	$12.00 to $16.00
Medium	8.00 to 10.00
Short	4.00 to 6.00
OPHELIA	
Long	$10.00
Medium	6.00 to 8.00
Short	3.00 to 4.00
SUNBURST	
Long	$12.00
Medium	8.00 to 10.00
Short	3.00 to 6.00
WHITE KILLARNEY	
Long	$ 8.00 to $10.00
Medium	6.00
Short	3.00 to 4.00

ASSORTED ROSES

SPECIAL OFFERING

Good fresh Roses, our selection, in lots of 200 or more, as follows:

	Per 100
Good medium lengths	$6.00
Good short lengths	4.00
Short lengths, good stock	3.00
New Fancy Ferns, per 1,000	$2.50
Adiantum, per 100	1.50 to 2.00
Sprengeri, per 100	3.00
Galax, green, per 1,000	2.00
Galax, bronze, per 1,000	2.00
Asparagus Sprays, per bunch	36 to .40

Of miscellaneous flowers now coming into market, we will procure for our customers the best at lowest market prices. A trial order solicited.

In buying direct of the grower you are assured of fresh stock at all times, and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONES:
CENTRAL 1457

Greenhouses: Hinsdale, Ill., and Gregg Station, Ill.

Notice:—We close at 5 o'clock week days.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Closed all day Sundays

Chicago.

BUSINESS IS BETTER.

Business is better at this writing than it has been for sometime but there is much room for improvement. Roses are in large supply and are obtainable in quantity at attractive prices. Premier, Russell, Columbia and Crusader are having a fairly good call. Sunburst, Ophelia, Ward, Milady, Hoosier Beauty, Hearst, Montrose, Butterfly, Killarney Brilliant, Double White Killarney, Victor, Golden Rule, Phantom, Nesbit and Cecile Brunner are included in the rose offerings. American Beauty roses are holding their own at good prices. Carnations are quite a factor in the market and fairly good stock is obtainable in some varieties. Sweet peas have made their appearance at a few of the stores and are moving well. Lilies are in strong demand with the best selling at $25 per 100. Lily of the valley is none too plentiful and orchids continue to be scarce. Asters and gladioli are arriving in large supply and are being sold at low prices in order to keep the stock moving. Feverfew, strawflowers, larkspur, delphiniums, pond lilies, cornflowers, zinnias and other indoor and outdoor stock is obtainable. Home-grown Golden Glow chrysanthemums are in the market. Greens are plentiful in almost all items. Wedding orders are more numerous with the retailers and decorations are again in order at the State street stores.

NOTES.

Poehlmann Bros. Co. is cutting heavily in roses, especially Premier, Russell and Columbia of splendid quality and particularly suitable for the exhibition table. This firm's new corsage rose Phantom is going to be a big factor in the market in the near future owing to its popularity.

Miss Frances Ludlow, of Vaughan's Seed Store flower seed department, is away on vacation.

INTEGRITY

FOUNDED BY FLINT KENNICOTT 1st

STABILITY

IT is not difficult to find prospects, nor to induce them to make a trial. For American business men, like the Athenians of old, are always trying some new thing.

Flirting.

The thing is to hold them; to make permanent friends.

For it is the repeat order that builds, and no art can force a repeat. It comes of itself.

QUALITY AND SERVICE.

KENNICOTT BROTHERS CO.

WHOLESALE FLORISTS

PETER REINBERG, INC.

WHOLESALE FLORISTS

30 East Randolph St., Long Distance Phones Central 601 and 2846 **CHICAGO**

ROSES-ASTERS-GLADIOLI

Buy Direct From the Grower — **CURRENT PRICE LIST** — Subject to change without notice

	Per 100
MRS. CHAS. RUSSELL	
Specials	$18.00
Select	12.00
Medium	8.00 to 10.00
Short	4.00 to 6.00
COLUMBIA	
Specials	$18.00
Select	12.00
Medium	8.00 to 10.00
Short	4.00 to 6.00
PREMIER	
Specials	$18.00
Select	12.00
Medium	8.00 to 10.00
Short	4.00 to 6.00
SUNBURST, OPHELIA	
Specials	$12.00
Select	10.00
Medium	6.00 to 8.00
Short	4.00

		Per 100
Killarney, White Killarney	Specials	$12.00
	Select	10.00
	Medium	6.00 to 8.00
	Short	4.00
ROSES, OUR SELECTION		$ 3.00
Asters		2.00 to 5.00
Gladioli		3.00 to 6.00
Adiantum		2.00
Asparagus, per bunch		35c to 50c;
extra fancy		75c
Ferns, per 1,000		$3.00
Galax, bronze and green, 1,000		2.00
Leucothoe Sprays		1.00

EXTRA SPECIAL STOCK BILLED ACCORDINGLY

PAUL R. KLINGSPORN, Manager.

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue L. D. Phone, Central 282 **CHICAGO**

Guy French, of the American Bulb Co., and family returned September 6 from a pleasant auto trip to Port Arthur, Ont..

Vaughan's Seed Store retail fall catalogue is out. featuring tulips on the front and peonies on the back, in colors.

George Wienhoeber has had an unusually large number of wedding orders this month, many of them good sized jobs.

Kroeschell Bros. Co. has booked an order for a new Kroeschell boiler for Schiller's west side establishment.

W. N. Rudd and family have returned from Wisconsin where they greatly enjoyed their vacation.

L. Hoeckner, manager of Peter Reinberg, Inc., has returned from a business trip to Michigan.

The J. A. Budlong Co. is handling a fine supply of roses in addition to all other seasonable stock.

YOU GET ALL THREAD WHEN YOU BUY

Meyer's Silkaline

Weigh up our threads and then weigh up the other parties that you are buying from and you will notice that our threads run full two ounces of thread to the spool.

Mention the American Florist when writing

The John Kruchten Co. reports a strong call for lilies with a cleanup in this item each day.

Reinhold Schiller is spending his vacation in learning how to drive his new Ford sedan.

J. G. A. Johnson, of Johnson & Chronis, and family, are back from an auto trip to Canada.

M. H. Levine, of New York, called on the trade last week and reports business as good.

Quality Cut Flowers

Sweet Peas, Roses, Carnations, Lilies, Valley and all other seasonable stock. Complete line of Greens. Discriminating buyers place their orders with us. **There's a reason.**

JOSEPH FOERSTER CO.

WHOLSESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

WIETOR BROS.

Wholesale Growers of Quality Cut Flowers

30 East Randolph Street, L. D. Phone Randolph 2081 **CHICAGO**

Mention the American Florist when writing

Peter Grosse, superintendent of the Poehlmann Bros. Co., pot plant department and cyclamen specialist, will start on his vacation shortly, visiting friends in the south, also some of the trade in nearby cities. Peter's stock is always good to look upon and although the summer has been a hard and trying one on all pot plants, his specialties all show unmistakable evidence of his superior skill and hard work.

Paul R. Klingsporn received a card the other day from J. S. Wilson, of Des Moines, Ia., who is fishing at Lake Vermilion, Minn., on which he stated he had caught an 11-pound pike. Phil Foley read the card so if he is found to be missing very long, nine chances out of ten you will find him up there.

James R. Paul, the well known landscape gardener, is now in business on his own account at 1112 Lawrence avenue, the style of the concern being the James R. Paul Co.

H. E. Elliott, formerly of Oak Park, but now located at La Jolla, Calif., called on some of his old friends in the trade this week. He will leave for home in a few days.

E. F. Winterson and Fritz Bahr were at Banff, Canada, on their return trip from California when last heard from and expect to reach home this week.

The E. F. Winterson Co. is moving a large supply of choice out-door stock, especially asters, which are attracting the attention of the leading city buyers.

Wietor Bros. are cutting exceptionally fine carnations, especially Mrs. C. W. Ward, which are in strong demand at the store.

Darling & Co. say the two fires at their fertilizer plant last week caused no serious damage to buildings or materials.

A. L. Vaughan & Co. are doing a splendid shipping business and the local demand is showing signs of improvement.

Miss Crosswaite, of the Schiller force, left this week to visit friends and relatives at San Francisco, Calif.

Mrs. Nevins, of the Flower Shop, Hot Springs, Ark., was here September 13 buying stock for her fall trade.

A. Miller, of the American Bulb Co., reports good demand for Dutch bulbs.

A new retail store may open on Michigan avenue in the near future.

Drive Your Slogan Home

THE NEW WRAPPING PAPER

Made especially for Florists

WATERMARKED

"Say it with Flowers"

Carries your dynamic slogan right into the homes of your trade

and

adds just the proper touch to your service

Orchard Paper Company
758 Spruce Street
SAINT LOUIS

Mention the American Florist when writing

GOOD SUPPLY ROSES

Premier, Russell, Columbia, Ward, Hearst, Crusader, Montrose, Milady, Sunburst, Ophelia, Hoosier Beauty.

Splendid Supply of Gladioli

Asters, Carnations, Lilies, Valley, Orchids. All the Seasonable Cut Flowers and a Complete Line of Greens

Your order will be taken care of promptly if sent to us.

A. L. VAUGHAN & Co.
NOT INC.
PHONES:
CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572
161 North Wabash Ave. Chicago

A. Henderson & Co. are distributing their Chinese lilies this week and Mr. Henderson says they are the finest bulbs he has seen for many years.

Walter J. Pasvogel, who sold his range at Park Ridge recently, is planning on building a new place to be devoted to sweet peas.

The Alpha Floral Co. had the window decorations at the Fair this week consisting of large baskets of chrysanthemums and gladioli.

Allie Zech is back on the job at Zech & Mann's store, after enjoying his vacation in northern Wisconsin.

Mrs. E. O. Weissinger of the Beaumont Floral Co., Beaumont, Tex., was a visitor this week.

William Feniger of Toledo, O., was here looking for a storeman September 13.

A. F. Pyfer & Co. are offering local grown Golden Glow chrysanthemums.

Visitors: Ray Holt, Des Moines, Ia.; J. K. Rugowski, Manitowoc, Wis.

INDEPENDENCE, MO.—Robt. E. Tindall, of the Tindall Greenhouse, Main and White Oak streets, states that business compares very favorably with last year, with prices remaining at former levels.

NORTH ADAMS, MASS.—The Robt. Groves Fern Co., because of increasing demand, has taken possession of a building on Depot street, 54x98 feet, capable of storing 40,000,000 fronds, a year's supply.

AKRON, O.—The South Main Gardens Co. has been incorporated with a capital of $10,000 to operate flower gardens and greenhouses. The incorporators are L. O. Beck, R. S. Grant, C. A. Barbian, L. J. Callinan and L. W. Harter.—J. W. L.

Permanite
(Prepared Putty)
Permanite is a well known product and highly recommended for glazing greenhouse sash; also used to prevent leaks in gutters, etc.
Per 1 gallon can.. .....$2.00
Per 5 gallon can..... 9.50
Machine for using "Permanite," each..... 6.50
Rubber Putty Bulb, each..... 1.40

PERMANITE THINNER
Used to thin "Permanite" when same is too heavy for use.
Price, per gal $1.50

Glazing Points
The Perfection Glazing Points (double pointed) are very desirable for florists' use. Per box of 1000, $0.60

Cane Sticks

	Per 100	Per 500	Per 1000
5 to 7 feet long...	$1.75	$8.00	$14.50

Rubber Aprons
Good, large size, best quality, can be used either for store or greenhouse work. Price, each $1.25

Complete list of many other items free.
One Floral Art Album given free with any order of $25.00 or more.

GEO. H. ANGERMUELLER CO.,
Wholesale Florists 1324 Pine Street, ST. LOUIS, MO.

Mention the American Florist when writing

Tennessee State Horticultural Society.

The Tennessee State Horticultural Society will hold its annual convention at Nashville during State Fair week, the date being September 22. A most successful state-wide meeting of the organization is predicted, and commercial growers from all sections are expected to attend.

A meeting of the executive committee was held recently, which was addressed by Captain T. F. Peck, former state agricultural commissioner, and a number of important steps were taken looking to the betterment of the society. N. D. Peacock was appointed as field agent. A committee was appointed to revise the constitution and by-laws of the society. The society was organized in 1905 and now has a membership of over 500 from all parts of the state and nearby states. It is claimed that no southern state has a fruit organization its equal in size or work accomplished.

M. C. D.

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECHMAN & MANN

30 E. Randolph St.
CHICAGO

Long Distance Phones Central 3283 Central 3284

Our Offerings Include:

LILIES

Absolutely the finest supply of Cut Lilies in this market.

ROSES

COLUMBIA
RUSSELL
White Killarney
Butterfly
Crusader Sunburst
Killarney Brilliant
Ward Ophelia
Premier

MISCELLANEOUS

Valley Cattleyas
ASTERS
Calendulas

GLADIOLI

GREENS

Plumosus Sprengeri
Bronze and Green Galax
Ferns
Adiantum Smilax
Mexican Ivy
Boxwood

Chicago Florists' Club.

A special meeting of the Chicago Florists' Club was held at the Randolph hotel, September 8, President Kohout in the chair. The special business before the club was the postponement of the entertainment plans for the October meeting. By a unanimous vote it was decided to hold this entertainment in connection with the banquet to be given in honor of the Chrysanthemum Society of America, November 16, at the Auditorium hotel, at the time of its annual convention and show.

The chairman of the transportation committee presented his report relative to the routes of travel to the Florists' Telegraph Delivery Association convention at Toronto, Ont., October 11-13, and it was decided by the members of the club to travel via the Michigan Central-Canadian Pacific railroads. The chairman stated that the most convenient train was the one leaving the Illinois Central station, Twelfth street and Michigan avenue, Monday, October 10, at 5:40 p. m., standard time (6:40 p. m., Chicago time), due Toronto the following morning at 8:30 o'clock. A rate of a fare and one-half, on the certificate plan, had been authorized, he said, for the round trip, making the fare $30.22, including tax. Those attending would purchase a full one-way ticket to Toronto, obtaining a certificate from the selling agent. Upon reaching Toronto the certificate should be properly validated at the convention by an agent appointed for that purpose, and a rate of one-half the regular adult fare would be granted, the purchaser returning over the same route to reach destination at or before midnight, October 17. Pullman fares, including surcharge and war tax, are: Lower berth, $6.08; upper berth, $4.86; compartment, $17.01; drawing room, $22.68.

The president then called upon those present to stand in silent tribute to the late W. W. Barnard, J. K. M. L. Farquhar and Geo. F. Sykes, former members of the club.

The secretary said that he had requested President W. J. Keimel of the National Flower Growers' Association to call a conference of growers at the time of the meeting of the Chrysanthemum Society of American, November 16-17. President Kohout informed the members that the matter had been acted upon.

George Asmus, in speaking of his experiences at the Washington convention of the Society of American Florists, told of the many courtesies that had been extended by members of the Florists' Club of Washington to members of the Chicago Florists' Club, and moved that a vote of thanks be sent to the members of that club. Mr. Asmus emphasized the importance of every grower of Chicago making a special effort to place an exhibit at the Cleveland National Flower Show to be held March 25-April 1, next. He stated that Chicago had not done her share at national shows in the past, and Cleveland was depending upon our city to send numerous displays. T. E. Waters moved that the Cleveland show be made a special topic for the October meeting. J. K. Rugowski, of Manitowoc, Wis., concluded the programme with a talk about his special strain of asters and methods of their cultivation.

James Hamilton, of the Madson Seed Co., Manitowoc, Wis.; P. W. Peterson, of Joliet, Ill., and Morris Levine, New York, were visitors.

THE EXHIBITS.

Vaughan's Seed Store had an excellent collection of 35 varieties of gladioli. Its seedling No. 129, a pure white, and Martha Washington, a deep salmon with cerise throat, were both awarded certificates of merit. For Mrs. H. A. Caesar, a rose pink with yellow and amaranth throat, and Floral, pure yellow, with five to six flowers open, honorable mention. A display of cannas by the firm was noteworthy, consisting of Brightness, Seedling No. 1,000, The President, Firebird, Yellow King Humbert and King Humbert, all being awarded honorable mention.

J. K. Rugowski, Manitowoc, Wis., displayed an excellent collection of asters, receiving a certificate of merit for Rose Manitowoc, Meritorious Pink and unnamed seedlings of Meritorious Pink. For Designer's Choice, well formed; Pink Beauty, good form and color; Crimson Beauty, full flower, and Pink Manitowoc, good form and color, honorable mention. His Gladious Big Multipliers, an elegant deep salmon pink, was also given honorable mention. Albert T. Hey, who exhibited the same kind of asters as Mr. Rugowski, was awarded honorable mention.

For an orchid-flowering gladioli named Louise, a cattleya pink with strong stems, dark throat and very fine flowers which open well, The American Bulb Co. received a certificate of merit.

The Chicago Carnation Co., of Joliet, was awarded a certificate of merit for an exhibit of Giant zinnias.

Pittsburgh.

ALLIED CLUBS TO MEET SEPTEMBER 20.

The big florists' meeting scheduled for September 20, of the Sewickley Horticultural Society, the Florists' and Gardeners' Club and the Retail Florists' Association, promises to be a greater success than even at first anticipated, as practically every florist in the city is showing a lively interest in it. From the manner in which banquet tickets are being bought, it seems certain that almost every florist will attend. Everyone realizes that the speakers engaged are men who can tell florists some things worth while knowing. The banquet is to begin promptly at 6:30 p. m., in the English room, at the Fort Pitt hotel. Music is being furnished by the well-known fun-making colored Homer Lindsey quartette.

Fall Business is opening up strong for those who

Use Budlong's Flowers

Line Up with the Progressive Element of the Trade and Make Your Business Grow

Rose Specials for This Week Good assorted stock, $20.00 to $25.00 per 1000

RUSSELL COLUMBIA PREMIER MILADY HEARST OPHELIA

Autumn Roses

Do you want a good White Rose? If so, order our
Double White Killarney, the only good white on the Chicago market.

SUNBURST BUTTERFLY DUNLOP MONTROSE NESBIT

Use **Nesbit Roses**; they more than serve the purpose of Sweet Peas

CARNATIONS Stems a Trifle Short, but Flowers of Good Keeping Quality **in Good Supply**

ASTERS—In good supply; White, Pink, Purple and Lavender

GLADIOLI—Very fine White, Light Pink, Yellow, Deep Pink, Red
and All Other Seasonable Cut Flowers

Use Our Valley for Your Wedding Work
Once Tried You Will Not Be Satisfied with Any Other

All Greens: Ferns, Adiantum, Plumosus, Sprengeri, Mexican Ivy

If you want good stock and good treatment, buy of
Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can reply upon orders sent us receiving such benefits
WE ARE CLOSED ALL DAY SUNDAY.

insuring liveliness throughout the meeting. The speakers will then be called on for their messages. James McLaughlin, president of the Cleveland, O., Florists' Club, has announced he will accompany Herman P. Knoble to the meeting, and possibly Carl Hagenburger, president of the Ohio district of the National Flower Growers' Association, will also attend, so the event is taking on national appearances. Florists who have not yet secured their tickets can do so through wholesale florists.

NOTES.

Randolph & McClements are busy as usual. The past week had several large weddings, some out of town. Ed. Weaver says as soon as the new ice box and ice machine is installed, they will have one of the finest stores in

ERNE & COMPANY
—WHOLESALE FLORISTS—
30 E. Randolph Street L. D. Phone, Randolph 6578. CHICAGO, ILL.

Southern Wild Smilax, $7.50 per case
THE E. F. WINTERSON CO., 166 N. Wabash Avenue, Long Distance Telephone, Central 6004 Chicago, Ill.

The Ove Gnatt Co., Inc.
Preservers of Natural Foliages LA PORTE, IND.
Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties

the country. Mr. Weaver should know; he believes in traveling and calling on the other fellow.

C. Warren Kinder, Charleroi, has taken over his father's business in that city. Mr. Kinder, Sr., was fatally wounded in a battle with berry pickers on his estate. The best wishes of the trade go with his successor. The store has been entirely remodeled, which makes it much more attractive than formerly.

McClements, 535 Wood street, are showing some new fruit in pleasing combinations of fruit and flowers. The windows of this store continue to attract city-wide attention, as patrons are always sure of a splendid array of novelties.

Ed McCallum is one of the busiest men in the city these days arranging the details of the big florists' meeting.

Wm. Turner, Wilkinsburg, is in the political limelight, as he is running for the position of burgess in that city.

E. C. T.

Columbus, O.

FUNERAL DEMAND IS EXCELLENT.

There was an extra good demand for flowers the past week, due in part to several large funerals, which trade has been especially active lately. In other lines trade has been rather quiet, but business is expected to show increased activity when the Ohio State university opens. The supply of flowers is good and the quality excellent. Prices show no change from the levels which have prevailed for some time. Roses are selling fairly well at $3 to $8 per dozen, the principal kinds being Columbia, Wards, Sunburst and Premiers. Gladioli are also selling fairly well. Garden flowers, including dahlias, asters, marigolds, zinnias and others, go at moderate prices. Plants are coming into prominence to a limited extent and ferns are in fairly good demand.

FLOWER GROWERS' AND DEALERS' ASS'N

The meeting of the Flower Growers' and Dealers' Association, which was scheduled for September 6, was postponed for two weeks, until September 20, due to the fact that a number of the growers were out of the city. A full attendance is desired at the coming session which will take up the question of the publicity campaign for flower growers and retailers. It is planned to name a committee to have charge of the campaign at the coming meeting.

NOTES.

The Munk Floral Co. is receiving some extra nice roses which are the porduct of its greenhouses on West Fifth avenue. The concern is also growing some excellent asters and dahlias. Business is improving rapidly and the fall season has opened auspiciously. The company has recently completed the sinking of an 8-inch well to the depth of 125 feet for a better water supply. This, with the electrical equipment to have an automatic supply, means an expenditure of $2,000. In addition, a coal bin constructed of cement has been completed. H. M. Munk, head of the concern, E. R. Munk and E. A. Munk, recently returned from the national convention at Washington, D. C.

The funeral of the late William A. Miller, president of the H. C. Godman Co., which operates eight large shoe factories, stimulated orders for many floral emblems and pieces. One of the features was an immense wreath, furnished by S. F. Stephens & Son Co., for factory No. 1, for which the company received a letter of commenda-

GREEN SHEET MOSS
Fadeless, per bag, $3.50
Natural, " " 1.75
KNUD NIELSEN
Evergreen, Ala.

Golden Yellow Sweet Peas
McClenahan's Yellow Flower Dye
Send for sufficient to make one quart.
Price, $1.00, prepaid.
McCLENAHAN'S GREENHOUSES
40th and Phillips Sts., Oklahoma City, Okla

Prepared Magnolia
Bronze, Violet, Green, Red.
Prepared Oak Sprays
Prepared Beech Sprays
Dyed Green Sheet Moss
Fancy and Dagger Ferns
Southern Wild Smilax
Write or wire
The Decorative Greens Co.
KINSTON, ALA.
H. C. Willis Duncan Jackson

Mention the American Florist when writing

ARE YOU USING
Cut Evergreens
FOR FUNERAL WORK?
They are more satisfactory—they cost you less— it is fashionable to use them. Then why not get in line and order them from us? Place an order for shipment each 1st and 15th.
THUJA OCCIDENTALIS TSUGA CANADENSE
With or without fruit are the sellers. Order a sample shipment today.
BOTANICAL NURSERY CO.
WILD FLOWERS
1103 Court St., LAPEER, MICH.

H. Bayersdorfer & Co.
The Wholesale Supply House of America . . .
EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

A. T. Pyfer & Co.

WHOLESALE FLORISTS
164 N. Wabash Avenue
CHICAGO, ILL.
Long Distance Telephone, Central 3373.

Mention the American Florist when writing

WEILAND-RISCH CO.

FLOWER GROWERS
TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing

Tonner

Wholesale
CUT FLOWERS
Supplies
30 E. Randolph St.
Telephone Central 6284
Chicago

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located
WHOLESALE
CUT FLOWER HOUSE
IN CHICAGO
169-75 N. Wabash Ave., CHICAGO
L. D. Phones: CENTRAL 1977 1978

tion from the factory. The other large funeral was that of Z. L. White, head of the Z. L White Co., a large department store.

Walter Stephens, of S. F. Stephens & Son, florists at the Greenlawn cemetery, has returned from a three weeks' trip by automobile along Lake Erie. He was one of a party who made a tour from Cleveland to Toledo, camping out at many places. The S. F. Stephens & Son has recently put into service a touring car to permit the members of the company to get around with more rapidity.

Claude K. Siebert, president of the Fifth Avenue Floral Co., reports a good demand for flowers, which was especially noticeable during the past week. Outside of the funeral work there were several weddings of consequence and others are scheduled for the future. The plant of the company, located on West Fifth avenue, is being repainted throughout.

The Columbus Automobile Club has donated $1,000 for the beautification of the Circle on East Broad street, a spot on the national road just outside of the city limits. Recently the roadway was cut through the circle to avoid accidents and now flowers and shrubbery will be used for beautification.

When Wm. M. Ginder, county treasurer, took office September 6, his office in the court house was a veritable bower of flowers. Mr. Ginder served several terms as city auditor and is especially popular. Among the flowers were large offerings and pieces from his many political friends.

William Metzmaier of the firm of Emil Metzmaier, florists and growers, at 1384 South Fourth street, recently returned from a month's fishing trip in Canada. He spent the greater part of the time on Lake Edwards.

J. W. L.

Wholesale Flower Markets

Chicago
CURRENT PRICE LIST

		Dozen
Roses, Beauty	$ 3.00 to	$ 6.00
	Per 100	
" Mrs. Chas. Russell	4.00 to	30.00
" Butterfly	4.00 to	30.00
" Columbia	4.00 to	30.00
" Dunlop	4.00 to	30.00
" Premier	4.00 to	30.00
" Hoosier Beauty	4.00 to	26.00
" Killarney Brilliant	4.00 to	20.00
" White Killarney	4.00 to	20.00
" Mrs. Geo. Shawyer	4.00 to	20.00
" Milady	4.00 to	30.00
" Mrs. Aaron Ward	4.00 to	20.00
" Sunburst	4.00 to	20.00
" Ophelia	4.00 to	20.00
" Dble. W. Killarney	4.00 to	20.00
" Cecile Brunner		2.00
" Our Selection		6.00
Calendulas	2.00 to	4.00
Daisies	2.00 to	3.00
Cattleyas, per doz.		30.00
Gladioli	4.00 to	8.00
Valley		8.00
Carnations	2.00 to	3.00
Asters	2.00 to	8.00
Lilies, per 100	16.00 to	20.00
Adiantum	2.00 to	3.00
Ferns per 1,000	2.60 to	3.00
Galax per 1,000		2.00
Leucothoe		1.00
Sprengeri, Plumosus Sprays	35c to 60c per bunch	
Mexican Ivy		1.00
Boxwood, 36c per lb., case		9.00
Southern Wild Smilax, per case		7.60

ZECH & MANN

WHOLESALE FLORISTS
30 E. Randolph St., CHICAGO
Telephone Central 3284

BUFFALO, N. Y.—The Flower Houses, 1503 Hertel avenue, are erecting greenhouses and a retail shop at 3026 Delaware avenue, Kenmore.

HUDSON, N. Y.—The Forest Greenhouse & Flower store recently added one greenhouse to its establishment, 30x150 feet.

THE
CHRYSANTHEMUM MANUAL

By Elmer D. Smith

FOURTH EDITION
Price 60 Cents. Cash with Order
American Florist Co.
440 S. Dearborn St., Chicago

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave., and Lake St.
CHICAGO, ILL.
Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORISTS

Extra fancy Ophelia, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Ave. CHICAGO

Mention the American Florist when writing

NEW IMPORTATION
MINIATURE VELVET PANSIES

$3.60 per gross.
MINIATURE RED POPPIES..... $1.80 per gross
CLOTH CARNATIONS
White, Ward, Dark, Red Pink. $25.00 per 1000

SAM SELIGMAN
116 West 28th Street, NEW YORK

Mention the American Florist when writing

FOR
September
WE RECOMMEND
CHRYSANTHEMUMS
Golden Glow and Smith's Advance.
VALLEY
of a very fine quality.
ROSES
of extra fine quality in
Russell, Columbia, Ophelia, Butterfly and Aaron Ward.
It is a big advantage to place your order where you always find what is in season.
Try us out on a shipment.
The Leo Niessen Co.
1201 Race Street
PHILADELPHIA, - PA.
Branches: Baltimore, Washington.

EDWARD REID
CHOICE ROSES, All Grades.
CARNATIONS, EASTER LILIES and All Seasonable Flowers.
This is the exclusive shop, only one block from Express Depots.
1619-1621 Ranstead Street, PHILADELPHIA, PA.

Philadelphia.

NO CHANGE IN BUSINESS.

Business results the past week have not bettered conditions over the seven days previous. It was thought with cooler weather and a week's advance in the season matters would improve, but little if any increase developed and reports from both wholesaler and storekeeper are that the demand is very light and disappointing. Production, however, is if anything ahead of the season, the weather appears to have been favorable for all kinds of outside flowers particularly asters, with which the market has been largely overstocked, in fact very good flowers have sold as low as two cents per bunch of twenty-five flowers. The asking price is from $1 to $2 per 100, but any disposition to take a quantity immediately brings a lot price that is very attractive to the buyer. There are plenty of gladioli and very good stock it is, colors are mostly dark. Hydrangea and cosmos are quantity products. The real dahlia season has now set in and they are to be had in quantities in all grades, from make up sizes through al the various types to real exhibition blooms as large as chryanthemums. By the present improved economic method of ordering, packing and delivery, they reach the retailer in the best possible condition and give the flowers an additional 24 hours life over the old haphazard way of doing things. Roses are not quite so plentiful as last week, the growers, most of them, waking up to the fact that they had better strengthen their bushes for the later demand when prices would warrant longer stems. Easter lilies are about equal to the demand and in the competition hold up very well in price. There is very good lily of the valley and a demand for it for fine funeral work. Cattleyas are scarce, selling as high as $2.

Wholesale Flower Markets

BOSTON, SEPT. 14.	Per 100
Roses, American Beauty	6.00@100.00
" Russell	4.00@ 12.00
" Dunlop	4.00@ 12.00
" Pilgrim	4.00@ 12.00
" Crusader	4.00@ 16.00
" White Killarney	4.00@ 16.00
" Ward	4.00@ 12.00
" Maryland	3.00@ 10.00
" Hoosier Beauty	4.00@ 12.00
" Columbia	4.00@ 12.00
" Hadley	4.00@ 16.00
" Ophelia	4.00@ 12.00
" Premier	4.00@ 12.00
Adiantum	1.50@ 2.00
Asters	2.00@ 3.00
Asparagus bchs., per bch.	.50@ 1.00
Asparagus Strings, doz.	12.00
B. Buttons	1.00
Cosmos	1.00@ 2.00
Coreopsis	1.00@ 1.50
Cattleyas, per doz.	13.00@ 24.00
Delphinium	1.50
Lily of the Valley	12.00@ 16.00
Longiflorum Lilies	25.00@ 35.00
Smilax, per doz.	6.00
Gladioli	3.00@ 4.00
Swansonia, per bch.	.50@ .75
Sweet Sultan	3.00@ 4.00
Chrysanthemums	3.00@ 3.50

BUFFALO, SEPT. 14.	Per 100
Roses, White Killarney	$3.00@$10.00
" Dbl. Wht. Killarney	3.00@ 10.00
" Richmond	3.00@ 10.00
" Maryland	3.00@ 10.00
" Sunburst	3.00@ 10.00
" Columbia	3.00@ 15.00
" Ophelia	3.00@ 10.00
" Russell	4.00@ 12.00
" Premier	4.00@ 12.00
" Cecile Brunner	2.00@ 3.00
Asters	1.00@ 3.00
Calendulas	1.00@ 2.00
Easter Lilies	15.00@ 20.00
Mignonette	2.00@ 3.00
Rubrum Lilies	6.00@ 8.00
Snapdragons	1.00@ 2.00
Sweet Peas	.40@ 1.00
Gladioli	2.00@ 5.00

THE COMING SEASON'S OUTLOOK.

A large dealer when asked as to any increase in the production of the coming season thought it was quite likely, even to as much as 15 to 20 per cent. While there had been little if any perceptable increase in the glass area he had noticed in a recent tour of his growers a general tidiness and better kept appearance to most of the places than had existed for several years past. Repairs and painting had been done, that before on account of the lack of help had not been possible. It was this labor factor that was going to make a wonderful difference, for now it was easy to get all the competent help necessary at a reduction of about 25 per cent over war peak prices, and also of a better grade, men who were willing to work and anxious to hold their jobs. Twelve men now instead of nine a year ago, the wage total being the same, while the efficiency is 20 per cent better, will certainly allow the grower to handle his plant to the highest point of production. If the market will take this increased production at last year's prices the grower will be greatly benefitted and even in the event that the market is lower and his returns are no greater than the year before, he will stand pat as his cost of production has not been increased.

FLORISTS' CLUB MEETING.

Dahlias were the attraction at the September meeting held at the City Club, September 6, there being a splendid exhibition of these autumn beauties. The Peacock Dahlia farms, Berlin, N. J., staged 30 commercial sorts in vases holding 25 fine flowers. These made a splendid showing. Richard Vincent & Son's Co., White Marsh, Md., sent a dozen magnificent flowers of its new variety Patrick O'Mara, which were much admired. The New Jersey Cut Flower & Evergreen Co., 30 vases, three of a kind, choice flowers, and Hugo Kind, Hammonton, N. J., also showed a fine display of commercial sorts. L. K. Peacock, the speaker of the evening, made a fine address giving cultural directions in growing dahlias so as to retain their vitality when cut. He said dahlias require but little fertilizer, which latter induces a rank growth making the flowers too soft to carry or handle commercially. He went back to the time when it was difficult to get 50 cents per 100 for the flowers; now they readily bring from $3 to as high as $10 for selected stock. New varieties and improved methods of handling had contributed to bring about these results. Three large baskets arranged by Pennock Bros., 1514 Chestnut street, were exhibited by Mr. Peacock, to show their possibility as a florist's flower. Mr. Peacock's new kinds are now crossed in Florida where there is little contamination with other varieties. Officers to be elected at the October meeting were nominated as

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The Choice of the Market in
EASTER LILIES,
ROSES and All Popular Flowers.
Exceptional Service.
1609 Sansom St., PHILADELPHIA, PA.

CINCINNATI, SEPT. 14.	Per 100
Roses, Premier	4.00@ 10.00
" Russell	4.00@ 10.00
" Columbia	4.00@ 10.00
" Butterfly	4.00@ 10.00
" White Killarney	4.00@ 10.00
" Pink Killarney	4.00@ 10.00
" Sunburst	4.00@ 10.00
" Mrs. Aaron Ward	4.00@ 10.00
" Ophelia	4.00@ 10.00
" Baby Doll	3.00@ 4.00
Asters	1.00@ 4.00
Cosmos, per dozen bchs.	1.50@ 2.00
Easter Lilies	15.00@ 20.00
Ferns, per 1,000	3.00
Galax, per 1,000	1.50
Plumosus (south) per bch.	.25
Smilax, per string	.15@ .25
Rubrum	4.00@ 8.00
Gladioli	2.00@ 4.00
Leucothoe	6.00

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Pittsburgh Cut Flower Co.
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PITTSBURGH, - PA.
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follows: Alfred M. Campbell, president; Fred. J. Mitchell, Jr., vice-president; Robert Kift, secretary, and George Craig, treasurer.

RETAILER'S OPPORTUNITY.

A wholesaler in discussing present market conditions stated that retailers were missing a grand opportunity to open the season with a good showing of flowers which would cost so little comparatively. Two-thirds of them he said will not buy a flower until they get the order and then only enough for the job. Business in summer is now very much better than it used to be; there are 1,000 gladioli sold now to 100 ten years ago. Easter lilies are now handled in quantity every day where there were practically none a decade ago; roses of all kinds are much more plentiful, and there is a market for them, not made by the retailers but in spite of them. The way to success in selling flowers is to carry stock and display it, let people see how beautiful it is and how cheap it can be sold at such times as these. Get them in the way of buying flowers so that they will feel they cannot do without them, then they will keep coming when they are scarce and higher. Flowers are like all other commodites, they have to be sold by modern business methods, such as a good stock well displayed. The dull store window and the almost empty flower case offer no inducements to the visitor, and in nine cases out of 10 they leave their order elsewhere.

Wallace R. Pierson, Cromwell, Conn., and Chas. H. Totty, Madison, N. J., visited rose growers in this section on Tuesday and Wednesday last.

Carl Corts has returned from a three weeks' vacation and reports that the rose houses at Roelfs, Pa., of the Jos. Heacock Co., are in splendid condition.

K.

Wholesale Flower Markets

PITTSBURGH, SEPT. 14.

		Per 100
Roses, Beauty, spl., per doz.		6.00
" " fcy., per doz.		5.00
" " ex., per doz.		4.00
" " No. 1, per doz.		1.50
" Killarney	4.00@	12.00
" Maryland	4.00@	12.00
" Sunburst	4.00@	12.00
" Mrs. Aaron Ward	4.00@	12.00
" Russell	6.00@	20.00
" Columbia	6.00@	15.00
" Ophelia	6.00@	12.00
" Hilda	4.00@	12.00
" Premier	6.00@	15.00
" Madam Butterfly	4.00@	12.00
Asters	1.00@	4.00
Ferns, per 1,000		3.00
Galax, per 1,000		2.00
Plumosus, per bunch		.50
Sprengeri, per bunch		.60
Smilax, per doz. strings		3.00
Valley	6.00@	8.00
Delphinium	4.00@	6.00
Gladioli	3.00@	6.00
Tritoma, per doz		1.50

PHILADELPHIA, SEPT. 14.

		Per 100
Roses, Beauty, special	30.00@	60.00
" " fancy	10.00@	20.00
" Ophelia	2.00@	8.00
" Columbia	3.00@	10.00
" Mrs. Charles Russell	5.00@	20.00
" Killarney	2.00@	3.00
" Hadley	10.00@	20.00
" Sunburst	2.00@	6.00
" Wards	2.00@	3.00
" Premier	6.00@	15.00
Adiantum	1.00@	1.50
Asparagus, bunches		.60
Asparagus, strings	.75@	1.00
Asters	1.00@	4.00
Calendulas	1.50@	3.00
Carnations	2.00@	3.00
Cattleyas	1.50@	2.00
Easter Lilies	20.00@	26.00
Lily of the Valley	6.00@	8.00
Smilax		.35
Snapdragons, per doz.	.75@	1.50
Larkspur, per dozen	4.00@	8.00
Gladioli	3.00@	6.00

SADDLE RIVER, N. J.—Miss Nola Kesler has returned from a three-months' vacation on the continent, visiting Italy and the French battlefields.

MINNEAPOLIS, MINN.—The first car of Dutch bulbs from A. Henderson & Co., Chicago, was distributed here. The stock was very satisfactory and the best in years.

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ST. LOUIS, SEPT. 14.

		Per 100
Roses, Premier	3.00@	10.00
" White Killarney	2.00@	6.00
" Columbia	2.00@	10.00
" Ophelia	2.00@	6.00
" Russell	3.00@	12.50
" Ward	2.00@	4.00
" Sunburst	2.00@	8.00
Asters	2.00@	4.00
Dahlias, per doz.	2.00@	3.00
Ferns, per 1,000		2.50
Leucothoe		1.00
Valley		6.00
Galax, green, per 1,000		1.76
" bronze, per 1,000		1.75
Gladioli	3.00@	6.00
Delphinium		.50

MILWAUKEE, SEPT. 14.

		Per 100
Roses, Kill'n'y, W. Kill'n'y	4.00@	12.00
" Premier	4.00@	18.00
" Ophelia	4.00@	12.00
" Columbia	4.00@	18.00
" Ward	4.00@	6.00
" Hoosier Beauty	4.00@	15.00
" Butterfly	4.00@	15.00
Asters	2.00@	4.00
Gypsophila, per bunch	.25@	.35
Larkspur, per bunch	.25@	.35
Fancy Ferns, per 1,000		2.50
Asparagus, per bunch	.50@	.75
Dahlias, per doz	.35@	.50
Gladioli	2.00@	4.00
Lilies, per doz	2.50@	3.00

New York.

HEAVY SUPPLY ON MARKET.

There are so many asters, dahlias and gladioli coming in now that they give the Eighteenth street market a flower show appearance, with few buyers. This impression was heightened one day last week when an organ grinder wandered in and played all the tunes in his repertoire. While this did not make business hum, those musically inclined joined in with a noise that sounded like the humming of bees.

NOTES.

A. Mirring of Edgemont station, East St. Louis, Ill., who has just returned from Europe, reports traveling there as disagreeable owing to the passport regulations. He is enamored with the four varieties of dahlias which he saw in Holland; they are of the decorative type, suited to his work in the cut flower trade. He says that the African marigolds are larger in the Berlin market, only the orange color is used there. Aster flowers also are larger, the climate suits both and there are no aster diseases. Mr. Mirring also visited Austria and England. It is necessary to give close attention when he talks finance in Austrian currency, small values run to big figures.

One hundred residents of Bayside, L. I., have petitioned the park commissioner to protect the trees in the widening of Bell avenue. The trees include some large oaks and maples. To the older florists, Bayside is reminiscent of the Taylor place, with its large Marechal Niel rose house which was much visited by florists 40 years ago. The John Taylor place is now the grounds of the Oakland Golf Club.

A brand new sign over the main entrance of what was the Siegel Cooper building, Eighteenth street, informs the public that it is now the Central Mercantile building. The wholesale flower market occupies half of the main floor. The offices of the Inter Church Movement were in this building and a dry goods firm in the Sixth avenue end uses the sign The Big Store.

E. W. Holt visited the flower market last week. He wants to put the hose into auto tires now; some new patent which puts ginger into speed. He has been 31 years on the membership roll of the Florists' club. He would like to go to California this autumn to meet J. Austin Shaw. It's wonderful how some of the old fellows love each other.

A massive floral heart costing $600 was used at the funeral of Angelo Giordano, executed at Sing Sing for murder. Forty autos carried the mourners to Fairview cemetery.

Harry F. Good, of Good & Reese Co., Springfield, O., a recent visitor, reports the 65 acres of peonies which the firm is growing as developing nicely.

Local stores are rapidly distributing Dutch bulbs into bins for order filling, but it will be September 20 before orders are going out freely.

Herman H. Kuhn, a retired florist of this city, died at his home, 2 West 94th street, September 11. See obituary for further particulars.

Suburban florists and seedsmen are quite willing for Jack Frost to play havoc with summer stock, so that fall business may open.

Louis Vetault, Easthampton, L. I., gets away from his landscape work occasionally to survey the sky line of Manhattan island.

Green caterpillars are reported as destroying the foliage of California privet, at Maspeth, L. I.

The Julius Roehrs Co., Rutherford, N. J., has opened a city office at 43 West Eighteenth street.

There has been an excellent demand for French bulbs this week and liberal sales have been made.

Eugene Dailledouze is making plans for a winter auto trip to Florida.

Dahlia blooms are in full perfection throughout the city.

Visitors: J. B. Coddington, Murray Hill, N. J.; George W. Hess, director of the National Botanical Garden, Washington, D. C.

D. K.

New York Florists' Club.

The monthly meeting of the Florists' Club was held September 12 at the Engineering Societies building, President Hendrickson in the chair. It was the first session after the summer recess, and because of it being Long Island night there was an attendance of 90 members, 44 being from Long Island. J. Fenimore Cooper in one of his tales mentions Long Island in geographical terms only, but during the last 200 years the nurserymen, florists and seedsmen have shared in the work of making it a commercial neighborhood of New York. So when President Hendrickson, a native son, decided to name a night in honor of Long Island he chose the first one after the summer vacation.

After the minutes of the last meeting had been approved, Chas. H. Totty, chairman of the flower show committee, intimated that the secretary had an interesting communication to make on the subject. Secretary Young then read a report from the joint committee of the New York Horticultural Society and the Florists' Club to the effect that the Grand Central palace can be secured for the flower show next year, March 13-19. It was then ordered that the flower show committee be reappointed to arrange for the spring exhibition. A. T. De La Mare, chairman of the good of the club committee, submitted a written report to the secretary which brought out that the members were taking a luke-warm interest in the questionnaires sent to all the members. The replies that were received indicated a preference for lectures, talks and prearranged discussions. Ballots were then distributed upon which those present could write the subject desired for the coming meeting. The chairman of the transportation committee to the Society of American Florists' convention, submitted his final report, which was accepted.

After a short recess Miss Barnett of the Allied Florists' Trade Association addressed the club on advertising and considerable discussion followed. She was presented with an armful of flowers and given a standing vote of thanks. Subscription blanks for the publicity fund were then distributed. The secretary told of the pleasure that the members of the Long Island night committee had enjoyed when meeting at the home of the president at Flowerfield. September 7, when arrangements were completed for the present session. A. L. Miller also had an enjoyable time and remembered particularly the clam chowder which was mentioned so often, that took on a mysterious significance. However it did not hurt anyone.

On motion of Paul Rigo, a committee was appointed consisting of A. L. Miller, M. Lowther and Mr. Rigo to arrange a sight-seeing tour in connection with the trip to the Society of American Florists' convention at Kansas City, Mo., in 1922.

THE EXHIBITS.

The exhibits were excellent and the committee on awards in its report gave each exhibitor a vote of thanks, except where otherwise noted below. John Lewis Childs, Inc., received a silver medal for its excellent collection of gladioli, and a vote of thanks for dahlias. A. L. Miller showed some fine cannas, and A. L. Hughes, Flushing, L. I., dahlias, gladioli, roses and a vase of buddleias. Joseph Manda had a new variety of croton, named Marie Manda, for which he received favorable mention. A specimen Cibotium Schroederi by Anton Schultheis attracted much attention.

D. K.

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Wholesale Flower Markets

NEW YORK, SEPT. 14. Per 100

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" Columbia	.50 @	8.00
" Pilgrim	1.00 @	6.00
" Hadley	.50 @	6.00
" Dunlop	1.00 @	8.00
" Dbl. Wht. Killarney	1.00 @	6.00
" White Killarney	.50 @	2.00
" Aaron Ward	.50 @	2.00
" Ophelia	.75 @	10.00
" Premier	1.00 @	8.00
" Scott Key	2.00 @	25.00
" Sunburst	.50 @	4.00
Asters	.50 @	2.00
Adiantum Croweanum and Hybrid	1.00 @	1.50
Asp. Plumosus, per bunch	1.00 @	2.00
Bouvardia, per bunch		.60
Cattleyas	100.00 @	200.00
Hydrangeas, per doz.		.50
L. Rubrum		3.00
Lilies, white	20.00 @	25.00
Lily of the Valley	5.00 @	8.00
Smilax, doz. strings	1.25 @	1.50
Larkspurs, per dozen	.25 @	.60
Gladiolus, per doz.	.50 @	2.00
Sweet Peas	.50 @	2.00
Dahlias	.50 @	2.00
L. Auratum	15.00 @	20.00

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LITTLEFIELD, Florist

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Mention the American Florist when writing

CLEVELAND, O. AND VICINITY.

BRAMLEY & SON

1811 E. 71st St.

The Largest Growers of Flowers in the City

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders. Will be delivered for the trade in other cities by

CHICAGO.

Wittbold FLORIST

745 Buckingham Place
L. D. Phone, Graceland 1112
Send us your retail orders.
We have the Best Facilities in the City
No. branch stores. Established 1857.
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

Randolph & McClements
Floral Experts
5936 Penn Ave., Pittsburgh, Pa.
Mention the American Florist when writing

ROCHESTER, N. Y.

J. B. KELLER SONS,
FLORISTS
25 Clinton Avenue N
Rochester ph. 506. Long Dist. Bell ph. 2189
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

LOS ANGELES, CALIF.

Wolfskill Bros. and Morris Goldenson
Cut Flower Merchants
We solicit telegraph orders. Regular trade discount.
229 WEST THIRD STREET
Mention the American Florist when writing

WASHINGTON, D. C.

Louise Flower Shop
Connecticut Ave., at N. St., N. W.
Miss Louise W. Daugherty, Proprietress
Phones—Franklin 3579, 3841, 3842
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

New York's Favorite Flower Shop
G. E. M. Stumpp
Fifth Avenue at 58th Street
Member F. T. D. Ass'n.
Mention the American Florist when writing

CHICAGO.

A. Lange
77-79 E. Madison Street

Orders in or around **Washington, D.C.**
Geo. C. Shaffer
FLORIST
900 Fourteenth Street

Kansas City, Mo.
Samuel Murray
1017 Grand Avenue
Member Florists' Telegraph Delivery

FROM NEW YORK EXCEPT AS NOTED.

September 20.

Bankdale, Fabre Line (Marseilles).

September 22.

Bolivian, I. M. M. Lines (Liverpool).
Berengeria, Cunard-Anchor Line (Cherbourg-Southampton).
FROM BALTIMORE, Vardulia, Cunard-Anchor Line (London).
FROM BALTIMORE, Michigan, I. M. M. Lines (Hamburg).

September 23.

Vasconia, Cunard-Anchor Line (London).

September 24.

Noordam, Holland-America Line (Rotterdam).
Baltic, I. M. M. Lines (Liverpool).
Caronia, Cunard-Anchor Line (Liverpool).
Cameronia, Cunard-Anchor Line (Glasgow).
San Juan, Porto Rico Line (San Juan).
FROM MONTREAL, Verbania, Cunard-Anchor Line (London).
FROM BOSTON, Mahopac, I. M. M. Lines (London).
FROM MONTREAL, Cornishman, I. M. M. Lines (Avonmouth).
FROM NEWPORT NEWS, Vechtdyk, Holland-America Line (Rotterdam).

ENGLAND

You can "Say It With Flowers" to anyone in the British Isles through Bees' Flower Service.
(*Members F. T. D.*)

Ye Busy Bees
Bees Ltd
Bold Street
LIVERPOOL

Steamers arriving at or leaving any port can be served at a few hours' notice.
(*Members F. T. D.*)

Mention the American Florist when writing

OMAHA, NEB.

Hess & Swoboda
FLORISTS
1415 Farnum St. PHONES: 1501 and L1582
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

BROOKLYN, N. Y.

JOSEPH TREPEL
BROOKLYN'S LARGEST FLORIST
Eleven Stores
Main Store— Lewis Ave. Cor. Hancock St
Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

CHICAGO
75 E. Adams St.
HENRY Wittbold and Son
FLORAL DECORATORS FLORISTS
EVANSTON, ILL. 3025 Central St.
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

ST. LOUIS, MO.

F. H. WEBER
N. E. Cor. Taylor and Olive Sts.
Flowers delivered in City and State on Short Notice.
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

SALT LAKE CITY.

Miller Floral Co.
10 EAST BROADWAY
250,000 Square Feet of Modern Glass
First-class stock and service. Usual discount.
We reach the whole of Utah and to Central part of Nevada and Idaho
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Largest Retail Florists in Westchester County.
Members F.T.D. Established 1908.

New York Floral Co.

Yonkers, N. Y. Cor. Manor House Square
New Rochelle, N.Y. 542 Main St

KANSAS CITY, MISSOURI.

ROCK'S FLOWERS

Members of Florists' Telegraph Delivery

Mention the American Florist when writing

KANSAS CITY, MO.

The Apollo Flower Shop

4 East 11th Street

We Carry the Largest Stock of Cut Flowers in the City. We Please the People.

Home Ph.: Main 3652 Bell Ph.: Main 1034

Mention the American Florist when writing

Pittsburgh, Pa.

MRS. E. A. WILLIAMS

621 Penn Ave.

Members of Florists' Telegraph Delivery.

Milwaukee, Wis.

FOX'S

Incorporated
437-39-41 Milwaukee Street
Members of Florists' Telegraph Delivery.

SAVANNAH, GA.

John Wolf

The Largest Grower of Cut Flowers in the South

Lang Floral & Nursery Co.

1214 Main Street, Dallas, Texas.

Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

Members of Florists' Telegraph Delivery.

FREY & FREY

1338 O Street, LINCOLN, NEB.
Wholesale and Retail

Members of Florists' Telegraph Delivery.

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Penn, the Florist.
Boston, Mass.—Houghton Gorney Fl. Shop.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Bohannon Flower Shop.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Congress Flower Shop.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Schiller, The Florist, W. Madison.
Chicago—G. Wittbold Co., Buckingham Pl.
Chicago—Henry Wittbold & Son.
Chicago—Mangel, 17 E. Monroe St.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The Park Floral Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—Central Floral Co., B'way.
Detroit, Mich.—John Breitmeyer's Sons.
El Paso, Tex.—Potter Floral Co.
Evanston, Ill.—Henry Wittbold & Son.
Galesburg, Ill.—Pillsbury's Flower Stores.
Grand Rapids, Mich—Grand Rapids Fl. Co.
Grand Rapids, Mich.—Henry Smith Floral Co., Inc.
Hartford, Conn.—Welch's Flower Shop.
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—Apollo Flower Shop, The.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
Knoxville, Tenn.—Baum's Home of Flowers.
La Crosse, Wis.—Salzer Floral Gardens.
Lincoln, Neb.—Frey & Frey.
Liverpool, Eng.—Bee's, Ltd.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses
Memphis, Tenn.—Memphis Floral Co.
Miami, Fla.—The Exotic Gardens.
Milwaukee, Wis.—Fox's Incorporated.
Montreal, Que., Can.—Dominion Floral Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—The Rosery Floral Co.
Newark, N. J.—Phillips Bros.
New Britain, Conn.—Welch's Flower Shop.
New Orleans, La.—Metairie Ridge Nur. Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New Rochelle, N. Y.—New York Floral Co.
New York—A. Eckrich, 924 Madison Ave.
New York—Alexander, Florist.
New York—A. T. Bunyard, Madison Ave.
New York—Broadway Florist.
New York—N. Christatos.
New York—Dard's, 44th and Madison Ave.
New York—David Clarke's Sons.
New York—Henry Hart, Inc.
New York—Hession.
New York—Irene Hayes.
New York—Kottmiller.
New York—Malandre Bros.
New York—Matthew A. Battista.
New York—A. Meyer, 1062 Madison Ave.
New York—Olympia Florist.
New York—G. E. M. Stumpp.
Oklahoma City, Okla.—Furrow & Co.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermenl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Salt Lake City, Utah—Evans Floral Co.
Salt Lake City, Utah—Miller Floral Co.
Staten Island, N. Y.—Alex S. George.
San Francisco—Podesta & Baldocchi.
Savannah, Ga.—John Wolf.

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

Mention the American Florist when writing

SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop
1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

NEW ORLEANS, LA.

CHAS. EBLE

Oldest Florist South
121 BARONNE STREET

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

KNOXVILLE, TENN.

Baum's Home of Flowers

Personal attention given to orders For Knoxville and East Tennessee.
Member F. T. D.

Mention the American Florist when writing

FOR ST. LOUIS
WIRE

Grimm & Gorly

Mention the American Florist when writing

Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosaia Bros.
Sheboygan, Wis.—J. E. Matthewson.
St. Louis, Mo.—F. H. Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heinl & Sons.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackstone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Wichita, Kan.—W. H. Culp & Co.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

BUNYARD, NEW YORK, 413 Madison Ave.

Bellevue Avenue, NEWPORT, R.
Summer Season.

Hession

Madison Ave. and 76 St.
NEW YORK

Quality Flowers

BEST IN THE MARKET
AT REASONABLE PRICES

Plant Specialists Phones: Rhinelander 107—420—775

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Chicago

Congress Flower Shop

CONGRESS HOTEL
520 South Michigan Ave.

Mention the American Florist when writing

NEW YORK. Telephone Audubon 6618 Established 1906

Olympia Florist

(PETER LAMBOS & CO.)
3799 Broadway, S. W. Cor. 158th St.
FRESH CUT FLOWERS DAILY
Orders from Other Cities filled with promptness

Mention the American Florist when writing

MEMPHIS, TENN.

Memphis Floral Company

MAIN AND UNION
WIRE US

Mention the American Florist when writing

Oklahoma City

OKLAHOMA

FURROW & CO.

205 W. Main St.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

GRAND RAPIDS, MICH.

GRAND RAPIDS FLORAL CO

ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

Mention the American Florist when writing

BRANCHES: RITZ-CARLTON and VANDERBILT HOTELS

KOTTMILLER

426 Madison Ave., NEW YORK

Mention the American Florist when writing

NEW YORK.

Malandre Brothers

2077 Broadway, near 72nd St.
'Phone, Columbus 6883

The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

PITTSBURGH, PA.

A.W. Smith Co.

KEENAN BLDG.
Largest Floral Establishment in America
Established 1874 Incorporated 1909

Mention the American Florist when writing

NEW YORK.

BROADWAY FLORIST

2094 Broadway, S. E. Cor., 72d St.
Phone Columbus 5468
Branch: 840 Westchester Ave., Bronx.
Phone: Intervale 4990.

Mention the American Florist when writing

WICHITA, Kansas Shipments for Kansas and Oklahoma.

W. H. CULP & COMPANY

Quality Flowers
Personal Service
Members F. T. D.

Mention the American Florist when writing

El Paso, Texas

Potter Floral Co.

Members of Florists' Telegraph Delivery.

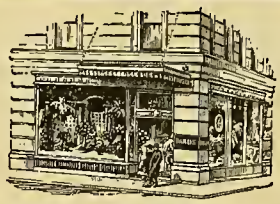
Mention the American Florist when writing

Kansas City, Mo.

W. J. Barnes FLORIST, K.C.Mo.

Kansas and Western Missouri.
Up-to-date Service.
F. T. D. Est. 1890

Mention the American Florist when writing



DARDS

341 Madison Ave.
Opp. Hotel Biltmore
New York

The Leading Florist for nearly Half a Century

Mention the American Florist when writing

Albany, N. Y.

Danker FLORIST

The Best Service

Mention the American Florist when writing

NEW YORK Established 1849

David Clarke's Sons

2139-2141 Broadway, Cor. 75th St.
Orders by Telegraph Promptly Filled
Phones 1552-1553 Columbus

Mention the American Florist when writing

J. W. RODGERS

Elks' Building
South Jefferson Street
Dayton, O.

Telegraph orders for Dayton will receive our immediate and careful attention.

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

DETROIT'S
Leading Florists

JOHN BREITMEYER'S SONS

1314 Broadway

PHILIP BREITMEYER, - President

Mention the American Florist when writing

Boston, Mass.

Penn The Florist

"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.
124 TREMONT STREET

Mention the American Florist when writing

Worcester's Shop of Quality and Service

Randall's Flower Shop
22 Pearl St.,
WORCESTER, MASS.
Member F. T. D.

Mention the American Florist when writing

BROOKLYN, N. Y.

JAMES WEIR, Inc.
FLORIST
324 Fulton St., cor. Pierrepont
Telegraph orders receive our usual good care and prompt attention. Phones 270-271 Main.

Mention the American Florist when writing

MICHIGAN. Orders will be carefully cared for by
Henry Smith Floral Co., Inc.
Wholesale and Retail Florists of Grand Rapids.

Mention the American Florist when writing

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co.
FLORISTS
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

Mention the American Florist when writing

Send Telegraph, Telephone or Mail Orders for florist's service in this vicinity to

The Dominion Floral Co.
484 St. Catherines St. West,
Montreal, Que., Canada
Every order receives prompt and careful attention.

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WASHINGTON, D. C.

BLACKISTONE, Inc.
14th and H Streets, N. W.
Exceptional Service

Mention the American Florist when writing

A. M. Fatzer
Telephones: Lenox 2352, Lenox 7019
1062 Madison Ave., Near 80th St.
NEW YORK
Orders from other cities promptly filled.

Mention the American Florist when writing

TORONTO, CAN.
Canada's Best Known and Most Reliable Florist
Only the Best **Dunlop's**
8 and 10 West Adelaide Street
We deliver anywhere in Canada and guarantee safe arrival.

Mention the American Florist when writing

San Francisco
Podesta & Baldocchi
224-226 Grant Avenue
Mail or telegraphic orders promptly and most carefully executed.
Members of Florists' Telegraph Delivery

Mention the American Florist when writing

LA CROSSE, WIS.

Send your orders for flowers for delivery in this city and vicinity to

John A. Salzer Seed Co.
Quality and Service Assured

Nashville, Chattanooga and Atlanta — THREE STORES

MEMBER Florists' Telegraph Delivery

Joy's

Mention the American Florist when writing

New York

Matthew A. Battista FLORIST
44 Carmine Street
Phone 1274 Spring
Out of Town and Steamer Orders Promptly Filled

Mention the American Florist when writing

Cincinnati, O.
HARDESTY & CO.
150 East Fourth Street
THE BEST THAT GROWS. EXPERTS TO ARRANGE THEM.

Mention the American Florist when writing

New York's
SHOP OF QUALITY
Irene Hayes, Inc.
F. T. D.
799 Park Avenue
Telephone Rhinelander 0202 and 0203

Mention the American Florist when writing

CINCINNATI
HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO.
Good Stock and Good Service.

Mention the American Florist when writing

NEW YORK.

A. ECKRICH
(Successor to Charles E. Grunewald)
FLORIST
924 Madison Ave., bet. 73rd & 74th Sts.
Phone: 9864 Rhinelander. Orders from Other Cities Promptly Filled

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DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

HARTFORD, CONN.

WELCH'S Flower Shop

Also Store at New Britain, Conn.

Established 1885.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Colorado Springs, Col

Wholesale and Retail

Pikes Peak Floral Co.

Orders Carefully Executed

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

DENVER, COLO.

The Park Floral Co.

B. E. GILLIS, President.
E. P. NEIMAN, Secretary.

Mention the American Florist when writing

GALESBURG, ILL. AND CENTRAL ILLINOIS

Pillsbury's Flower Stores

Your orders will receive careful attention.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

KANSAS CITY, MO.

A. Newell
FLORIST

Established over 30 years

Southwest corner of 11th and McGee Sts.

Mention the American Florist when writing

WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

LOUISVILLE, KY.

AUGUST R. BAUMER

MASONIC TEMPLE

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

CHICAGO OPPOSITE FIELD'S — **DETROIT**

Central Floral Co.

132 N. State, CHICAGO
1331 Broadway, DETROIT

Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

ROANOKE, VA.

FALLON, Florist.

Mention the American Florist when writing

Seattle-Rosaia Bros.

Finest floral studio in Northwest. Member F.T.D.

Mention the American Florist when writing

EDWARD SCEERY

Passaic, N. J. F. T. D. Paterson, N. J.

Mention the American Florist when writing

Washington, D. C.

GEO. H. COOKE
FLORIST

Connecticut Avenue and L Street

Mention the American Florist when writing

FOR WISCONSIN DELIVERY
—OF—
"Home Grown Flowers"

Get in touch with

MATTHEWSON'S, SHEBOYGAN, WISCONSIN.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

NEWARK, N. J.

Philips Bros.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE.

Mention the American Florist when writing

IN THE HEART OF **Newark, N. J.**

The Rosery Floral Co.

167 Market St., at Broad St.

EVERYTHING IN FLOWERS

Prompt Deliveries to any town or city within 150 miles of Newark. Telephone Market 494

Mention the American Florist when writing

BROOKLYN, N. Y.

HUGO H. JAHN
—FLORIST—

710 Nostrand Ave., cor. Prospect Place

Phone: 1952 Lafayette.

Flowers Delivered Anywhere. Personal Attention.

Mention the American Florist when writing

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES **Memphis, Tenn.**

89 South Main St.

"Up-to-the-Minute" Service and Execution.

Every Flower in Season.

New York. Telephone LENOX 3822

HENRY HART, Inc.
FLORIST

1000 Madison Avenue

In the Heart of most exclusive residential section.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

The Seed Trade

American Seed Trade Association.

L. L. Olds, Madison, Wis., President; Alex. Forbes, Newark, N. J., First Vice-President; Louis B. Reuter, New Orleans, La., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, 73 Tremont Street, Boston, Mass., Counsel.

The fortieth annual meeting will be held June, 1922.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass, Counsel.

The next annual meeting will be held June, 1922.

ALASKAS are 12 cents.

ONION SETS in the Chicago district were recently bought at $1.25.

JERSEY CITY, N. J.—The Doughten Seed Co. is at 279 Provost street, here.

THE Pieters-Wheeler Seed Co., Gilroy, Calif., report business as improving.

ARTHUR BODDINGTON, New York, is making a New England journey this week.

WASHINGTON believes the passage of the new tariff act will not occur for a long period.

THE seed stores are impatient for a frost to indicate the interest of buyers of fall bulbs.

VISITED NEW YORK: S. F. Willard, Wethersfield, Conn.; Ed. Reynolds, Crawfordsville, Ind.

PROVIDENCE, R. I.—E. A. Hartland, of Vaughan's Seed Store, New York, was a visitor this week.

THE S. S. New Amsterdam docked at New York Thursday with liberal consignments of Dutch bulbs.

BUYERS of French exchange were favored and surprised at a half cent decline per franc this week.

TIMOTHY seed prices this year are $3.60 to $3.85 compared with $6.50 to $7 last year and $9.65 to $11.25 two years ago.

RUMORS of a short crop of Lilium giganteum in Japan continue with advancing prices, such rumors being very difficult to verify.

THE available supply of French bulbs is being rapidly taken, half of those that remain being under graded or packed in baby cases.

LONDON, ENG.—James Bridgeford, managing director of Watkins & Simpson, has returned from America after a very enjoyable trip.

PRICE of bags at Chicago, September 14; Americans, 16 oz., $29.50 per bale, in bale lots or over; National, 16 oz., $27.00; Crown, 12 oz., $20.50.

CORN, which suffered an estimated loss in July of about 91,000,000 bushels, made a gain of 154,000,000 bushels during August, according to the government report. The forecast September 1, places the yield at 3,186,000,000. Wheat, oats, rye and barley decreased 54,000,000 bushels in August, spring wheat losing but 3,000,000 bushels with an estimated crop of 210,000,000 bushels. The total estimated yield of these grains is 2,067,000,000 bushels.

THE National Seed Co. received 800 bags of grass seed from Hamburg this week.

LARGE users of choice lawn seed are anxious over the higher prices of blue grass and red top. They fear home owners will not take kindly to a 50 per cent advance.

SAN FRANCISCO reports D. M. Ferry & Co., Detroit, Mich., have acquired the commission box business of C. C. Morse & Co., formerly for many years carried on by Bowen & Co.

BOARD OF TRADE — Prices for grass seed on the Chicago Board of Trade, September 14, were as follows: Timothy, $4.00 to $4.75 per 100 pounds; Red Clover, $11.00 to $17.00.

JULIUS LOEWITH, INC., grass seed dealers, formerly Loewith, Larsen & Co., 150 Nassau street, N. Y., filed a voluntary petition in bankruptcy September 12, assets $6,000, liabilities, $30,000.

ROCHESTER, N. Y.—Mrs. H. K. Mandeville, widow of the late W. J. Mandeville, former president and founder of the Mandeville & King Co., died August 31. Mrs. Mandeville was vice-president of the company.

F. H. HENRY, of Henry & Lee, New York, and family are making a vacation motor trip up the old post road, Hudson river, via Albany, Plattsburg and Trois Riverie to Montreal. They will return via Breton Woods.

REDTOP seed advanced during the last week of August, present prices ranging from 15 cents to 16 cents per pound, for recleaned seed. Growers who carried over old seed are selling this along with the new crop seed. The quality of the new crop seed is equal to or slightly better than last year.

VISITED CHICAGO: George C. Thomson, of Northrup, King & Co., Minneapolis, Minn.; Wilber Brotherton, of the Jerome B. Rice Seed Co., Detroit, Mich.; Karl Sevaldsen, Minneapolis, Minn., representing L. Daehnfeldt, Denmark; Paul H. Baermann and wife, Milwaukee, Wis.; A. Hogewoning, New York.

WHITE CLOVER seed production in Wisconsin is about half of that of last year on the same acreage. Growers were receiving $25 to $33 per 100 pounds, country-run basis, and $33 to $40 per 100 pounds, recleaned, the last of August. Fairly large quantities of seed are being imported and said to be offered at $38 c. i. f. New York.

Wholesale Growers
SELECT STOCKS
Beet
Carrot
Lettuce
Onion
Parsley
Parsnip
Radish
Sweet Peas
PIETERS-WHEELER SEED CO.
GILROY, CALIFORNIA

WICHITA, KANS.—The Ross Bros. Seed Co., filed a voluntary petition in bankruptcy September 6. M. E. Garrison, manager of the Wichita Association of Credit Men, has been appointed temporary receiver. Approximate figures give liabilities of $55,000 with assets near the same amount. The firm has a record of nearly 40 years of successful business.

Red Clover Seed.

Red clover seed production is estimated at 30 to 40 per cent below the 1920 crop. In almost every important section the acreage cut for seed and the yield per acre are less than last year. Drought and hot weather during the summer were the predominating factors in causing these reductions although in some sections winter killing and green worms thinned the stands materially.

The average prices offered growers in various sections August 25 for country-run seed ranged from $12.50 to $17.50 per 100 pounds compared with $19 to $26.70 last year and $32.40 to $42.25 two years ago. The prices for cleaned seed were from $14.20 to $18.90.

During July and August of this year 1,676,500 pounds of seed were imported from Germany, France and Chili, compared with 298,400 pounds for the two months last year. During the week ending September 3, approximately 383,000 pounds arrived at New York.

Peruvian Alfalfa.

According to a Yuma grower, "Peruvian alfalfa does best in mild climates, as it requires about nine degrees more frost than the other varieties to make it dormant. At Yuma it grows 11 months out of the year. It will winterkill in severe climates, and if required for fields to remain seeded a long time, should not be used, but for one or two years it is all right. I have seen it doing well in Kentucky, southern Illinois, Indiana and northern Kentucky. With their freezing and thawing, these locations are about the northern limit of reliability. To date, the supply of seed has not been sufficient to meet the southern demand."

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Braslan Seed Growers Company, Inc.
Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY AND MIXED SWEET PEAS.
SAN JOSE, CALIFORNIA

Garden Seed Beans

Growing Lima and pole varieties is my specialty.

My growing contract offer for fall delivery will be mailed upon request.

Henry Berrien Fish
Carpinteria, Calif.

I. N. Simon & Son
Garden Seeds
438 MARKET STREET
Philadelphia - - Pa.

GEORGE R. PEDRICK & SON
PEDRICKTOWN, N. J.
Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.
Correspondence Solicited.
WHOLESALE SEED GROWERS

BURPEE'S SEEDS GROW
Wholesale Price List for Florists and Market Gardeners.
W. Atlee Burpee Co.
Seed Growers Philadelphia

Imports at New York.

S.S. Oscar II, from Copenhagen.—T. Maden & Co., 26 bags spinach, 54 bags mangel, 79 bags turnip, 22 bags rutabaga seed; United States Seed Co., 25 packages turnip seed; Nungesser, Dickinson Seed Co., 50 bags clover seed; Chambers Seed Co., 300 bags grass seed; Louisville Seed Co., 511 bags grass seed; Ross Seed Co., 311 bags seed; American Express Co., 1,500 bags grass seed.

S.S. Hague—Maru from Kobe, Japan. A. Dickinson Co., 625 bags hemp seed.

Catalogues Received.

Vaughan's Seed Store, Chicago and and New York, retail bulbs, seeds and plants; Pittsburgh Cut Flower Co., Pittsburgh Pa., florists' supplies; Huntsville Wholesale Nurseries, Inc., Huntsville, Ala., nursery stock; Frazer Nursery Co., Inc., Birmingham, Ala., nursery stock; Thos. J. Grey, Boston, Mass., bulbs, plants and seeds; John Lewis Childs, Inc., Floral Park, N. Y., bulbs, plants and seeds; Henderson's seed store, Chicago, bulbs, plants and seeds; D. Hill Nursery Co.,Dundee, Ill., florists' evergreens.

Stuart Low Co., London, Eng., nursery stock.

ROCHESTER, N. Y.—The Nathan R. Graves Co., trade photographers, has disposed of its collection of photos and plates to the A. T. De La Mare Co., New York, and the A. B. Morse Co., St. Joseph, Mich.

JEROME B. RICE SEED CO.
WHOLESALE SEED GROWERS
America's Largest Producers of Seed Peas
Also a Complete Line of
VEGETABLE SEEDS
Growing Stations Throughout America. Office: Cambridge, New York

Mention the American Florist when writing

VALLEY PIPS
FROM COLD STORAGE
$30.00 per 1000; $16.00 per 500; $8.00 per 250; $4.00 per 100.
H. N. BRUNS, 3032-42 W. Madison St., Chicago, Ill.

KELWAY'S
Pedigree Strains of
Florists Flower Seeds
Write for prices to
KELWAY & SON
Wholesale Seed Growers,
LANGPORT, ENGLAND.
300 Medals for Flowers, etc.
Hundreds of First-Class Certificates

Mention the American Florist when writing

Lily of the Valley Pips
EXTRA FINE STRAIN EXHIBITION Size GERMAN "LUBECK" PIPS FROM COLD STORAGE
Price, in cases of 1000, 500 or 250 each, on application.
Send us your list of Perennials wanted for quotations.
J. M. THORBURN & CO.
53 Barclay St., NEW YORK CITY

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ROUTZAHN SEED CO.
Arroyo Grande, Calif.
Sweet Pea and Nasturtium Specialists.
Wholesale Growers of full list of
FLOWER and GARDEN SEEDS

Mention the American Florist when writing

TOMATO SEED
Grown for the Wholesale Seed Trade
HAVEN SEED CO.
SANTA ANA, CALIFORNIA

Mention the American Florist when writing

—THE—
J. C. ROBINSON SEED CO.
WATERLOO, NEBRASKA
ROCKY FORD, COLORADO
Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.

Mention the American Florist when writing

Waldo Rohnert
GILROY, CAL.
WHOLESALE SEED GROWER
Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish.
Correspondence Solicited.

Mention the American Florist when writing

Before Placing Orders for
SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write
JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

JAMES VICK'S SONS
Growers of
Flower and Vegetable Seeds
Get the benefit of our 72 years' experience
All Seasonable Varieties.
Our stocks are very complete.
ROCHESTER, N. Y. The Flower City

SEASONABLE FLOWER SEEDS.

WINTER FLOWERING SWEET PEAS

grown for us by expert seed growers, whose seed we have handled for years. We know they are right.

	Tr. Pkt.	Oz.	4 Oz.	Lb.
Asta Ohn, lavender	$0.35	$1.00	$3.00	$10.00
Blue Bird, fine blue	.40	1.25	3.50	12.00
Columbia, pink and white	.60	2.00	6.00	20.00
Cherry Ripe, glowing cherry	.40	1.25	3.50	12.00
Fordhook Pink	.25	.75	2.50	8.00
Glitters, orange scarlet	.60	2.00	6.00	20.00
Helen Lewis	.35	1.00	3.00	10.00
Heatherbell, mauve lavender	.35	1.00	3.00	10.00
Hercules, pink	.35	1.00	3.00	10.00
Lavender Nora	.25	.75	2.50	8.00
Liberty, crimson	.35	1.00	3.00	10.00
Melody, rose pink	.35	1.00	3.00	10.00
Melody, greenhouse grown	1.00	3.00	....	....
Miss E. Gude, shell pink	.25	.75	2.50	8.00
Mrs. Spanolin, white	.25	.75	2.50	8.00
Mrs. Skach, light pink	.25	.75	2.50	8.00
Morning Star, orange scarlet	.35	1.00	3.00	10.00
Orange Beauty, orange and scarlet	1.00	3.00	....	....
Pink and White Orchid	.25	.75	2.50	8.00
Rose Queen, pink	.40	1.25	3.50	10.00
Selma Swenson, soft pink	.25	.75	2.50	8.00
Improved Snowstorm, white	.40	1.25	3.50	12.00
Songster, lavender	.25	.75	2.50	8.00
Songbird, blush white	.25	.75	2.50	8.00
Snowflake, white	.35	1.00	3.00	10.00
Watchung, orchid white	.35	1.00	3.00	10.00
White Orchid	.25	.75	2.50	8.00
Wedgewood, clear blue	.35	1.00	3.00	10.00
Xmas Pink, orchid	.35	1.00	3.00	10.00
Yarrawa, rose pink	.25	.75	2.50	8.00
Blue Yarrawa	.35	1.00	3.00	10.00
Zvolanek's Rose	.75	2.50	8.00	25.00

NEW COLORED FREESIAS

The only colored Freesias that have made good when grown in quantity. Price now reduced low enough to make them a profitable bulb for everyone to grow.

Gen. Pershing (Frey)—Extra robust grower, 3 ft. in height, with 4 to 5 long side laterals; large open flowers of lavender pink, yellow lip and somewhat of a bronze cast. The cut flowers have created quite a sensation on the Chicago Market for several seasons, and command the highest market prices.

Viola (Frey)—Like a large wood violet, the lower petals of a deeper violet blue, a beautiful, distinct and valuable hybrid. The growth is about 30 inches in height, with 4 to 5 long side laterals, long enough for any floral work. Sold at good prices on the Chicago Market for several seasons.

Prices—**$3.50 per 100; $30.00 per 1000.**

CALENDULA, ORANGE KING

(For Greenhouse Forcing.)

A special selection of this popular annual, which we have sold for several years with excellent results. Growers for the Chicago market who used our seed last season obtained top prices for their cut, and we know quality is even better this season.

Tr. Pkt., **50c**; Oz., **$2.50**; ¼ lb., **$9.00.**

CYCLAMEN SEED

German Strain, American Grown.

Wandsbek Dark Salmon	Daybreak Pink
Wandsbek Light Salmon	Dark Pink
Brilliant Red	White with Eye
Dark Red	Pure White

Per 100, **$1.50**; 1,000, **$12.00.**

CINERARIA

Florists' prize mixture. Splendid large flowering strain. Tr. Pkt. (about 1,000 seeds) **$1.00.**

PANSY

New crop, combination mixed. First-class mixture for general florist use. Tr. Pkt., **$1.00**; oz., **$7.00.**

DUTCH BULBS NOW ARRIVING. Write for Prices.

A. HENDERSON & CO., 166 N. Wabash Ave., CHICAGO

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Immediate Shipment

VALLEY PIPS, Dutch or German type, in case lots of 2500 pips. **LILIUM MAGNIFICUM,** 9-11, from N. Y. **KENTIA Belmoreana** and **Forsteriana Seeds,** in bushel lots. **BAMBOO CANES,** natural and dyed green, all sizes, bale lots. **RAFFIA,** natural and colored, 25 lbs. up.

FALL SHIPMENT.

DUTCH BULBS, Tulips, Hyacinths, Narcissus, Etc.; **MANETTI STOCKS,** English French, Dutch; **VALLEY PIPS,** German or Dutch; **CHINESE SACRED LILIES,** "Selects"; **JAP. LILY BULBS,** F. O. B. New York, Chicago, Toronto, Denver, Seattle, Etc.; **ROSES** and **LILACS,** field-grown, for forcing, prices ready now; **CALLA** Godfrey, Elliotiana; **T.R. BEGONIAS** and **GLOXINIAS,** all sizes and colors; **IRIS,** Tingitana and Spanish; **DRACAENA CANES.**

Write for prices, stating your requirements.

McHUTCHISON & CO.,
95 Chambers St., NEW YORK

Hogewoning & Sons, Inc.

Wholesale Bulb Growers and Importers

299 Broadway, New York

Seed Bags, Packets,

Write for Particulars. **Specialties.**

Of all descriptions made by

The Miller Brothers Co.

Manufacturers PAPER GOODS For the Horticultural Trade.

NEWARK, 224 High St. NEW JERSEY

Giant Pansy Seed

No. 10. Kenilworth Giant Exhibition is the very finest mixture

No. 12. Kenilworth Giant Prize. Each sort: 1000 seeds, 50c.; ⅛ oz. $1.35; ¼ oz., $2.50; 1 oz., $10.00.

No.	No.
22. Kenilworth Mixture	34. Bronze Shades
30. Blotched	36. Triumph of Giants
32. Parisian	70. Orchid-flowered

Price of the preceding 5 sorts: 1000 seeds, 35c.; ⅛ oz., 90c.; ¼ oz., $1.65; ½ oz., $3.00; oz., $6.00.

No.	No.
24. Kenilworth Show	28. Masterpiece

1000 seeds, 40c.; ⅛ oz., $1.10; ¼ oz., $2.00; ½ oz., $3.75; oz., $7.50.

Giant Trimardeau in mixture or separate colors: 1000 seeds, 30c.; 4 pkts., $1.00; ¼ oz., $1.30; oz., $5.00.

Early Flowering or Winter Blooming Giant Pansies: 1000 seeds, 40c.; ⅛ oz., $1.10; ¼ oz., $2.00; oz., $7.50.

CHAS. FROST
Kenilworth
N. J.

Dutch and French Bulbs

C.J. Speelman & Sons — Sassenheim, Holland
Lagarde & Speelman — Ollioules, Var. France

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470 GREENWICH ST.

Pacific Coast Representative, Mr. W. B. Clarke, Box 543, San Jose, Calif.

Yokohama Nursery Co., Ltd.

Woolworth Building
NEW YORK CITY
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Japanese Bulbs, Plants and Seeds

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

Contract Growers of
HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Return Envelopes
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The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.

Branches: Wisconsin, Colorado, Montana, Idaho, Washington. **Milford, Conn**

Mention the American Florist when writing

SWEET PEAS

Winter-Flowering--Spencer Varieties
Early or Christmas Flowering

	Oz.	Lb.
Amethyst. This is the nearest to Royal Purple in color in the early-flowering class	$0.80	$10.00
Apricot Orchid. A delightful and charming shade	.65	8.00
Asta Ohn. A clear lavender	.65	8.00
Aviator. This is to our knowledge the best scarlet winter flowering sweet pea	.80	10.00
Blue Bird. A charming mid-blue self. A heavy producer. One of the best sellers in the Chicago market	.65	8.00
Cherry Ripe. Glowing cherry or salmon-cerise self	.65	8.00
Columbia. This is the most profitable pink and white winter-flowering sweet pea	1.00	15.00
Cream. Identical in color and size of blossoms to Dobbie's Cream. It has immense blossoms very frilled and duplexed	.65	8.00
Fire King. Deep orange scarlet	.80	10.00
Glitters. Standard a bright, fiery orange and the wings deep orange. The flowers are large, of good substance, and are borne on long, strong stalks	1.00	15.00
Gorgeous. Charming soft salmon cerise	.80	10.00
Heather Bell. The color is a rich but pleasing mauve, but after standing in water the color becomes a beautiful mauve lavender	.65	8.00
Hercules. Of the same lovely shade of pink as Countess Spencer. Long stem and a free producer	.80	10.00
Liberty. Brilliant red	.65	8.00
Melody. Rose pink on white ground	.65	8.00
Miss Louise Gude. One of the largest and best in the shell pink class. (The nearest to Zvolanek's Rose)	.80	10.00
Morning Star. Deep orange scarlet or flame color in standard, with rich orange pink wings	.65	8.00
Mrs. A. A. Skaach. Flowers bright shell pink	.65	8.00
Mrs. Chas. A. Zvolanek. One of the largest and best clear lavenders	.80	10.00
Mrs. M. Spanolin. Black-seeded white	.65	8.00
Mrs. William Sim. Apricot pink	.65	8.00
Othello. Rich deep maroon	.90	12.00
Pink and White. Blanche Ferry type, extra	.65	8.00
Princess. Clear lavender, with good stems	.65	8.00
Rose Charm. Bright rose, same color as Rosabelle the late Spencer class ¼ oz., 40c	1.50	20.00
Rose Queen. A splendid commercial pink, best seller on Chicago market. Sow in summer for winter blooming	$0.90	$12.00
Songster. Giant early lavender	1.00	
Song Bird. Pale pink with a distinct tint of buff	.65	8.00
Snow Flake. The best early-flowering white-seeded Spencer	.65	8.00
Snow Storm. Improved. A good early pure white for late planting	.90	12.00
Spring Maid. Light pink on a cream ground	.65	8.00
Venus. Standard white, slightly blushed pink wings	.65	8.00
Warbler. Rich mauve purple	.65	8.00
Wedgewood. Magnificent clear blue; intermediate	.65	8.00
White Orchid. White flowers of good substance	.50	6.00
Yarrawa	.50	6.00
Zvolanek's Blue. Very large, of the brightest blue	.80	10.00

Vaughan's Special Mixture Winter Spencer made up of the best white, pink, rose, lavender pink and white and blue. Florists who do not have sufficient room for separate colors will find this a very fine assortment. **Oz. 90c; ¼ lb., $3.20; lb., $12.00.**

NEW VARIETIES

All White. This is an early King White, and compared to other varieties grown in 1920 proved the best white seeded variety. **Oz., $1.50; lb., $20.00.**

Fair Maid. Finest blush pink suffused salmon, on white ground, of robust growth, with long stems carrying foure regularly. Exact counterpart of Elfrida Pearson in the late Spencer class. **Oz., $1.50; lb., $20.00.**

Harmony (Early Masterpiece). The best clear lavender self waved. **Oz., $1.00; lb., $15.00.**

Madonna. Black seeded white. Result of a cross between late Constance Hinton and Early Asta Ohn, unlike other black seeded white; it has no trace of a pink tinge. Owing to its being crossed on the lavender Early Asta Ohn, it has increased the opaque whiteness of the blooms and size of flowers. **Oz., $1.50; lb., $20.00.**

Nightingale. Bluish lavender. Similar to Florence Nightingale in the late Spencer class. **Oz., 90c; lb., $12.00.**

Torch. Salmon orange. Same shade as Illuminator in the late Spencers. **Oz., $1.00; lb., $14.00.**

Book for Florists now being mailed, if you do not receive your copy, please drop us a card.

CHICAGO **VAUGHAN'S SEED STORE,** NEW YORK

L. D. WALLER SEED CO.

Growers of Choice Sweet Pea, Nasturtium and Flower Seeds.

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LAWN SEED MIXTURES

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Send your inquiries to

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SWEDESBORO, N. J.

Grower of High-Grade Seed.

TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.

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Seeds Which Succeed

Bloomsdale Farm **BRISTOL, PA.**

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An experience of half a century in producing high grade

GARDEN SEEDS

at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.

S. D. WOODRUFF & SONS

Orange, Conn., and New York City.

MICHELL'S

Cyclamen Seed

GIANT SHOW STRAIN	100 Seeds	1000 Seeds
Bright Red	$1.75	$14.00
Dark Blood Red	1.75	14.00
Glory of Wandsbek, Salmon red	2.00	16.50
Perle of Zehlendorf, Salmon pink	2.00	16.50
Pure White	1.75	14.00
Rose of Marienthal, Bright pink	1.75	14.00
White with Carmine Eye	1.75	14.00
Mixed Colors	1.50	12.50

LARGE FLOWERING STRAIN	100 Seeds	1000 Seeds
Duke of Connaught, Crimson	$1.60	$13.00
Excelsior, white, red base	1.60	13.00
Grandiflora Alba, white	1.60	13.00
Princess of Wales, pink	1.60	13.00
Salmon Queen, salmon pink	1.60	13.00
St. George, delicate salmon	1.60	13.00
Mixed, all colors	1.25	11.00

Also All Other Seasonable Seeds, Bulbs and Supplies. Wholesale Price List Free.

Michell's Seed House

518-516 Market St., PHILADELPHIA, PA

The Nursery Trade

American Association of Nurserymen.

M. R. Cashman, Owatonna, Minn., President; Paul C. Lindley, Pomona, N. C., Vice-President; John Watson 400 Nassau Street, Princeton, N. J., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

The forty-seventh annual convention will be held at Detroit, Mich., June, 1922.

NEW HAVEN, CONN.—Ernest F. Coe is retiring from the Elm City Nursery Co. and will devote his time in the future to landscape work, address after October 15, 951 Forest Road, New Haven, Conn.

ST. JOSEPH, MICH.—The Berrien county grape season closed September 10, the earliest in its history. The crop, though short, on account of the early season and extremely hot weather did not bring the prices warranted by the shortage.

SAN JOSE, CALIF.—The Elmer Bros. Co., sustained a loss of $10,000 partially covered by insurance, at its Cottle avenue branch, September 2, when fire destroyed the boiler room, hay barn and several outbuildings. No damage was done to the plant stocks.

Southern Nurserymen's Association.

ANNUAL CONVENTION, SEPTEMBER 7-8.

The twenty-third annual convention of the Southern Nurserymen's Association was held at the Hotel Patten, Chattanooga, Tenn., September 7-8, with an excellent programme and an attendance of about 100 members.

An important meeting of the legislative and executive committees, September 6, to further the interests of the organization, was attended by many of the delegates.

The association was welcomed to the city by Robert S. Walker, at Wednesday morning's session at 10 o'clock, H. C. Caldwell of Atlanta, Ga., responding. Other interesting addresses that were presented included: "Farm Life Studies," by Dr. C. J. Galpin, United States Department of Agriculture, Washington, D. C.; "Nursery Stock Investigations," by Prof. L. B. Scott, Department of Agriculture, Washington; "Horticultural Possibilities of Seedling Apples for Nursery Stocks," by Prof. C. M. Watson, University of Tennessee; "Nursery Advertising," by John Watson, Princeton, N. J.; "Value of Inoculation in Soil Building," by A. H. Mason, New York; "Items from Iowa," by F. J. Wright, of Successful Farming, Des Moines, Ia.; "Which? Winchesters or Budding Knives," by W. A. Easterly, Cleveland, Tenn.; "Topics from Texas," by J. R. Mayhew, Waxahachie, Tex., and a general discussion of "Cost Figures of Nursery Stock to be Used in Preparing Inventory Figures for Income Tax Report," by E. W. Chattin, A. L. Ligon, and John Frazer, Jr.

C. A. Simpson, Monticello, Fla., president; O. Joe Howard, Hickory, N. C., vice-president, and D. W. Fraser, Huntsville, Ala., secretary-treasurer, were elected to serve for the coming year. The above officers and S. M. Crowell, Roseacres, Miss., and H. B. Chase, Chase, Ala., executive committee.

Lexington, Ky., was decided upon as the convention city for 1922.

Indianapolis, Ind.

STATE FLORISTS' MEETING.

Only routine business was transacted at a recent meeting of the State Florists' Association of Indiana. During the meeting a representative of the Commercial Vehicle Association, a new organization formed for the purpose of securing legislation beneficial to truck owners, outlined the plans of that organization. A committee was appointed to investigate the matter. The organization visited the state fair flower exhibits, a vote of thanks being extended Mr. Blackmer, of Evansville, who was a judge at the state fair. E. T. Barnes, of Spencer, authority on dahlias, gave an interesting talk on the proper care of seedlings. Professor Reis, a new addition to the floriculture department of Purdue university, gave a short talk. It was decided to hold the next meeting in this city and to begin sufficiently early so that an automobile trip could be taken around to the various greenhouses.

NEW ASSOCIATION ORGANIZED.

Organization of the Co-operative Nursery & Landscape Association with offices at 1025 Lemcke building has been announced by Lloyd A. Pottenger, president formerly president of the Kankakee Nursery Co., Kankakee, Ill. The company represents a new kind of venture in business circles here. Its plan has been found successful elsewhere. The association operates a large nursery at Kankakee, formerly owned by Mr. Pottenger's concern, and proposes to render landscape service to residents of this city, giving advice on planting of shrubs, seeds and bulbs and maintenance of home grounds. James H. Lowry, city superintendent of parks, is the vice-president and trustee. George E. Morgan, head of the special service of the city park department, is on the landscaping advisory committee. Other officers are Thomas Legris, treasurer, president of Legris Brothers' State Bank, Kankakee, Ill.; James W. Pottenger, nursery manager at Kankakee, and William A. Pottenger, secretary. D. O. Ruh, a graduate of Purdue university, who has been connected with the Purdue extension division, is the landscape architect. Besides conducting a general public business the association will furnish landscaping service and stocks to its members at cost. Officers of the association assert it will fill a need in the civic life of this city since importation of certain nursery stock from foreign countries, the principal sources of supply for ornamental nursery stock especially, now is prohibited by fderal law, and since there is a quarantine preventing the shipment of certain varieties from New England nurseries to the west. The association expects to have much to do with the beautification of the city in coming years because of the tremendous home-building boom expected to grow out of the housing shortage. Not only this city but also the surrounding territory will be served by the association when its facilities are fully developed, it was stated.

NOTES.

Fred Heinl, Terre Haute florist, is to donate to the people of Terre Haute a bed of exquisite Royal Blue irises for the furthering of the city beautiful movement. The flowers are planted at Mr. Heinl's home in Davis Gardens, and he will dig them up and divide them into lots of 10 bulbs each and give them to any person coming to his residence.

Tentative plans for a flower show and a "Made-in-Richmond" exhibit, were discussed at the meeting of the board of directors of the Richmond Chamber of Commerce recently. Both events would be sponsored by the chamber according to present arrangements.

Each of the local hospitals was given 1,000 flowers recently by the Marer Floral Co., 103 East Ohio street. The Sunnyside tuberculosis hospital received 2,000 flowers September 13. The Gill Transfer Co. provided trucks to deliver them.

Eugene C. Miller has been appointed receiver for the F. A. Conway Floral Co., by Judge Mahlon E. Bash in the probate court on the petition of Earl Bushannon, a stockholder in the company. E. B.

PEACH TREES Standard Varieties

All straight and well rooted. Free catalogue.

W. T. MITCHELL & SON, Beverly, O.

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The Barclay Nursery

Importers and Growers of
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All Kinds of Decorative Plants.
Our Specialty — Everblooming Hardy Roses, Boxwood and Rhododendrons.

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Also Berberris Thunbergii, Hydrangea Paniculata, Weigelia, Spireas, Etc.

Ask for complete list of Oak Brand Shrubs.

The CONARD & JONES CO — WEST GROVE PENN'A.

Robert Pyle, Pres. — Ant. Wintzer, Vice-Pres.

Plant Propagation, Greenhouse and Nursery Practice.

By M. G. Kains.

342 pages, Illustrated. Price, $2.25.

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Cottage Gardens Nurseries

of Eureka, California,

— OFFER —

AZALEA INDICA
Ready for shipment Sept. 15th.

TUBEROUS BEGONIAS
For December delivery.

GLOXINIAS
For December delivery.

BOXWOODS
For November delivery.

ERICAS, in Varieties
For Fall delivery.

Write to

G. VANDEN ABEELE, Receiver,
Cottage Gardens Nurseries,
P. O. Box 78, EUREKA, CALIFORNIA,
For Price List.

Hill's Choice Nursery Stock.

Evergreens for Tubbing

	Feet	Each	Matched Pair
Pyramidal Arbor Vitae B&B	3	$4.00	$7.50
Pyramidal Arbor Vitae B&B	4	5.00	9.50
Red Cedar (Juniperus) B&B	3	5.00	9.50
Sheared Globes (Thuya) B&B	1½x1½	5.00	9.50

NOTE: Above prices do not include tubs.

Evergreens for Window Boxes

		Size Inch	10	50
Juniperus Canadensis	xx	10-12	$7.50	$30.00
Juniperus Virginiana	xx	12-18	3.75	15.00
Picea Canadensis	xx	12-18	6.00	27.50
Pinus Mughu	xx	8-10	7.50	30.00

Special Offer: Fifty Window Box Evergreens, assorted varieties (our selection) per case, $25.00.

Choice Evergreens for Lining Out

		Size Inch	100	1000
Abies Ts. Canadensis	x	6- 8	$18.50	$175.00
Abies Douglassi	x	6- 8	13.00	120.00
Juniperus Canadensis	x	8-10	20.00	.....
Juniperus Canadensis	xx	10-12	50.00	.....
Juniperus Virginiana	x	6- 8	7.50	65.00
Juniperus Virginiana	xx	12-18	25.00	225.00
Picea Pungens	x	6-18	14.00	130.00
Picea Excelsa	xx	12-18	17.50	165.00
Pinus Austriaca	x	8-10	15.00	140.00
Pinus Mugho	xx	8-10	$50.00	.....
Pinus Sylvestris	xx	10-12	20.00	.....
Thuya Occidentalis	xx	10-12	12.50	115.00
Thuya Occidentalis	xx	12-18	20.00	190.00
Thuya Compacta	x	6- 8	18.50	175.00
Thuya Pyramidalis	x	6- 8	20.00	.....
Thuya, War. Siberica	x	6- 8	25.00	.....
Thuya Woodwardi	x	6- 8	50.00	.....
Thuya Biota Orientalis	x	8-10	11.00	100.00

Evergreen Understocks for Grafting Conifers

All orders for Evergreen Understocks sold on sample only. Write for samples.

		Size Inch	100	1000
Juniperus Virginiana	x	6- 8	$6.00	$50.00
Picea Excelsa	x	8-10	7.50	65.00
Thuya Orientalis	x	6- 8	8.00	75.00
Thuya Occidentalis	x	8-10	7.00	60.00

Deciduous Shrubs and Trees for Lining Out

		Size Inch	100	1000
Acer Platanoides		6- 8	$6.50	$50.00
Acer Saccharum		6- 8	4.00	30.00
Berberis Thunbergii		6- 8	4.50	35.00
Betula Alba		10-12	8.50	70.00
Calycanthus Floridus	x	10-12	8.50	70.00
Cornus Paniculata	x	12-18	8.50	70.00
Cornus Stolonifera		10-12	8.50	70.00
Cotoneaster Acutifolia	x	10-12	13.50	125.00
Crataegus Arnoldiana		12-18	8.50	70.00
Crataegus Mollis		10-12	8.50	70.00
Evonymus Vegetus	x	8-10	8.50	70.00
Exochorda Grandiflora	x	10-12	9.50	85.00
Forsythia Intermedia		10-12	8.50	70.00
Fraxinus Americana		12-18	1.50	8.50
Juglans Nigra		12-18	4.50	30.00
Ligustrum Lucidum		6- 8	5.00	35.00
Lonicera Morrowi		12-18	$8.50	$70.00
Pachysandra Terminalis	x	4- 6	8.50	70.00
Philadelphus Coronarius		12-18	8.00	70.00
Quercus Palustris		10-12	8.50	70.00
Quercus Rubra		10-12	6.50	55.00
Rosa Canina		10-12	2.75	17.50
Spirea Froebelli	x	6- 8	10.00	....
Spirea Opulifolia		12-18	6.00	50.00
Spirea Van Houttei		6-12	6.50	55.00
Symphoricarpos Alba		12-18	5.25	42.50
Symphoricarpos Rubra		18-24	6.50	55.00
Syringa Vulgaris		6- 8	6.50	55.00
Tilia Americana		6- 8	6.50	55.00
Viburnum Lentago	x	10-12	12.00	110.00
Viburnum Opulus Nana	x	4- 6	14.00	....
Weigelia Rosea	x	10-12	14.00	....

Transplanted Shrubs

	Size Feet	10	100
Berberis Thunbergii	1 -1½	$2.75	$22.50
Cephalanthus Occidentalis	1½-2	2.75	22.50
Cornus Siberica	2 -3	2.75	22.50
Cotoneaster Acutifolia	2 -3	3.75	32.50
Forsythia Fortunei	2 -3	2.50	20.00
Ligustrum Amurense	1½-2	2.50	20.00
Ligustrum Degelanium	2 -3	3.00	25.00
Philadelphus Boquet Blanc	1½-2	3.75	32.50
Sambucus Canadensis Aurea	2 -3	3.00	25.00
Spirea Anthony Waterer	1	3.00	25.00
Spirea Opulifolia	2 -3	2.50	20.00
Spirea Van Houttei	1½-2	2.50	20.00
Symphoricarpos Alba	2 -3	2.75	22.50
Symphoricarpos Rubra	2 -3	2.50	20.00
Syringa Persica	1½-2	3.00	25.00
Syringa Persica Alba	1½-2	3.25	27.50
Viburnum Opulus	1½-2	2.50	20.00

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REX BEGONIAS

3-inch, $2.00 per dozen.

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Nutt, Buchner, Ricard, Poitevine, Vlaud

Good short jointed plants from 2-inch pots, at $3.50 per 100; $35.00 per 1000.

We ship safe anywhere

Elmer Rawlings, Wholesale Grower, ALLEGANY, N. Y.

Robert Craig Co.

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and Novelties in Decorative Plants

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Elmer D. Smith & Co.

ADRIAN, MICH.

Chrysanthemum Specialists

Catalogue Free.

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We must have room and offer for one week,
2,500 2¼-in. Cyclamen, at $10.00 per 100; $90.00 per 1000.
3,000 2-in. Cyclamen, at $20 and $25 per 100.
1,000 4-in. Cyclamen, at $40.00 per 100.

Ask for our prices of Easter Greeting Pelargoniums and Ferns

GEO. A. KUHL, Wholesale Grower PEKIN, ILL.

Fall Stock For Florists

PRIMULA Obconica, Kermesina, Coerulea, Alba and Mixed, $5.00 per 100, $45.00 per 1,000.

HYDRANGEA, French varieties, 2½", Baby Bimbinette, $8.00 per 100; Mad. Chautard, Mme. Hamar, Mme. E. Mouillere, Gen. de Vibray and E. G. Hill, $6.00 per 100.

HYDRANGEA, French varieties, 4-in. pot plants, $20.00 per 100; 5-in. pot plants, $30.00 per 100. Fall shipment; Mme. E. Mouillere, Mme. Hamar, Mme. Chautard, Gen. de Vibray, Lily Mouillere, Rene Gaillard, Bouquet Rose. Baby Bimbinette, 4-in. pot plants, $25.00 per 100; 5-in. pot plants, $35.00 per 100.

ASPARAGUS Sprengeri, 1½-in. pots, $3.50 per 100; $30.00 per 1,000.

BEGONIA, 2½-in. Metallica, $6.00 per 100.

BEGONIA Pink Profusion, 2½-in. Fine pink semperflorens, $7.00 per 100.

OTAHEITE ORANGE, 3-in. fine stock to grow on, $10.00 per 100; $85.00 per 1,000.

KENTIA Forsteriana, 2½-in. $12.00 per 100; 3-in., $20.00 per 100; 4-in. $50.00 per 100.

POINSETTIA, Strong 2¼-in., grand for pans, $8.00 per 100; $70.00 per 1,000.

DISH FERNS, good standard varieties, 2¼-in. pots, $5.00 per 100; $40.00 per 1,000.

GENISTA Racemosa, 4-in. (ready August 20th), $20.00 per 100.

The Storrs & Harrison Co., Painesville, Ohio

Abundance of Stock

	Per 100	Per 1000
2¼-inch Asparagus Sprengeri	$ 5.00	$45.00
2¼-inch Calendula Orange King	4.50	40.00
2¼-inch Snapdragons, 5 varieties	5.00	45.00
4 -inch Ferns, 6 varieties	25.00	
Vinca Variegata, large field-grown	10.00	95.00

Liberal extras. Correspondence solicited.

ALONZO J. BRYAN,
Wholesale Florist, Washington, New Jersey

CARNATIONS

F. Dorner & Sons Co.

Lafayette, Ind.

Market Gardeners

Vegetable Growers' Association of America.

Louis F. Miller, Toledo, O., President; H. A. Dooley, Cleveland, O., Vice-President; S. W. Severance, Louisville Ky., Secretary; H. J. Cheney, Grand Rapids, Mich., Treasurer. The next annual meeting will be held at Albany, N. Y., November 1-5, 1921.

DROUGHT has reduced the Virginia peanut crop.

THE Maine potato crop is 40 per cent larger than that of last year.

GOLDEN HEART celery was in excellent demand at Kansas City, but was hard to move in Chicago at 75 to 90 cents per highball crate.

NEW YORK Big Boston lettuce has been sold to jobbers in eastern cities at a considerable advance, stock closing at $2 to $2.50 per crate. Values have declined at Chicago.

CABBAGE movement showed a slight increase, with a poor demand for Wisconsin domestic stock in Chicago, at $1.50 to $1.75 per barrel. New York Danish type brought $40 to $45 per bulk ton at Philadelphia.

CANNED vegetable demand at New York showed no appreciable increase, in spite of the recent decline in prices, and buyers are filling their needs in a routine manner. Southern corn was firm at the end of last week, owing to the poor quality of stock arriving at the canneries.

SWEET potato volume has trebled compared with a year ago, with a total movement of 594 cars. Virginia eastern shore yellow varieties have been sold to Boston and Pittsburgh jobbers at $3.75 to $4 per barrel, a falling off of $1 to $2. At Cincinati New Jersey yellow varieties brought $1.90 to $2 per bushel.

ONION shipments continue light, with a consequent increase in values of $3.50 to $3.80 per 100 pounds at Massachusetts shipping points. Washington yellow varieties showed no change in price at Kansas City and Chicago, closing at $2.75 to $3. The bulk of the shipments were from Massachusetts and California.

POTATO prices gain in the west but decline in the east. The Nebraska crop may be larger than in 1920.

POTATO supply decreased considerably in western centers, causing an advance in prices at Chicago and Kansas City. No. 1 Idaho Rurals selling at $2.50 to $2.90 per 100 pounds, September 3. In the east values declined 25 to 50 cents because of larger offerings. There were 2,833 cars moved during the week.

Prices of Indoor Fruits and Vegetables.

Chicago, September 13.—Cucumbers, bushel basket, $1.50 to $1.75; leaf lettuce, per box, 12½ to 15 cents.

New York, September 9.—Cucumbers, 60 cents to $1.25 per basket; mushrooms, per three-pound basket, $2.50 to $4.50; radishes, 100 bunches, $1 to $2; tomatoes, per 15-lb. basket, 50 cents to $1.75.

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty.

Miscellaneous Stock

Cleveland Cherries, field.....25c, 35c, 50c
Xmas Peppers, 4 in.....15c
Primula Obconica, 3 in.....10c
Primula Obconica, 4 in.....20c
Cyclamen, 4 in.....40c
Stevia, dwarf, 2 in.....4c
Forget-Me-Nots, 2 in., winter-flowering...4c
Per 100
1000 Matchless Carnation plants.....$10.00
1000 Hardy Phlox, all colors.....10.00
Sprengeri, 2 in.....3.00
Swainsona, 3 in.....10.00

Rosendale Greenhouses

DELANSON, N. Y.

PALMS

Kentia Belmoreana, 4-inch. $6.00 per doz.; 5-inch, $18.00 per doz.; 6-inch. $30.00 per doz. For other sizes and varieties of Ferns and Palms, see our September price list.

R. VINCENT, Jr. & SONS CO.

White Marsh, Md.

REAL BARGAINS

Carnation Plants

Pot-Grown Enchantress,
4-inch $6.00 per 100; packed free, in paper pots
Field-Grown Winsor, Enchantress and Alice,
$6.00 per 100; packed free.

Cyclamen

First-class stock, consisting of the best named varieties, including red, salmon, pink, etc.

While Stock Lasts:

4-inch, at.....$25.00 per 100
3-inch, at.....10.00 per 100
2½-inch, at.....5.00 per 100

Cash with order. No charge for packing.

MATTHEWSON'S, Sheboygan, Wisconsin

Mention the American Florist when writing

Dracaena Canes

We have extensive Dracaena Nurseries. We desire to secure responsible importing houses as regular customers in distribution centers where we are not now represented. We grow about twenty varieties. We have a large stock of excellent quality of Dracaena Terminalis and Dracaena Lord Wolsley now ready. A much larger assortment for spring delivery.

Areca Lutecsens Seed for October and November shipment.

Address for prices, etc.,

Porto Rico Pineapple Company

F. M. PENNOCK, President,

Box 1179, San Juan, P. R.

Mention the American Florist when writing

Multiflora Japonica Rose Seedlings

Best American Rose Stock for Budding and Grafting.
New England grown, well rooted.

No. 1. 4-6 mm.....$15.00 per 1000
No. 2. 2-4 mm.....10.00 per 1000

Ready for delivery after November 1st.

C. R. BURR & COMPANY, - Manchester, Conn.

WATKINS & SIMPSON, LTD.

Specialize in VEGETABLE as well as Flower Seeds, and invite correspondence respecting their pedigree stocks.

View of W & S's 100-acre seed-selecting grounds at Feltham, Middlessex.

To those desirous of testing our strains we shall be pleased to send samples on application to

27-29 DRURY LANE, LONDON, ENGLAND.

WRITE FOR OUR LIST OF NOVELTIES FOR 1922.

Ready Reference Section

15 CENTS, NET, PER LINE

ASPARAGUS.

Asparagus plumosus and Sprengeri seedlings, $1.25 per 100; $12.00 per 1,000; 2¼-in. pots, $6.00 per 100; $50.00 per 1,000; 3-in. pots, $10.00 per 100.
ROMAN J. IRWIN,
43 West 18th St. New York.

Asparagus Sprengeri, 1½-in., $3.50 per 100; $30.00 per 1,000. The Storrs & Harrison Co., Painesville, O.

Asparagus Sprengeri, 2½-in., 4½c each. ODOR GREENHOUSES, Iola, Kan.

ASPARAGUS ROOTS.

TWO YEAR OLD ASPARAGUS ROOTS FOR SALE.
Variety Palmetto. Twenty years experience. $10.00 per 1000. Are digging now for fall. WARREN SHINN, Woodbury, N. J.

ASPLENIUM.

Asplenium Ninus Avis (Bird's Nest Ferns), good strong, healthy stock, 3-in. pots, 35c; 4-in., 75c; 6-in., $1.50. Packing material charged for at cost. WM. K. HARRIS, 55th and Springfield Ave., W. Phila., Pa.

BEGONIAS.

Begonias, Melior, Cincinnati, Mrs. J. A. Peterson, 2¼-in. pots from top cuttings at $30.00 per 100; Chatelaine, 2¼-in. pots at $7.00 per 100; Patten, 2¼-in. pots at $8.00 per 100, and Pride of Newcastle, 2¼-in. pots at $10.00 per 100. Begonia Rex, best varieties, mixed. 2¼-inch pots, $16.00 per 100.
ROMAN J. IRWIN,
43 West 18th St. New York.

Begonia Prima Donna and Tuminosa. Extra fine stocky plants in bloom; 4-inch. $25.00 per 100. THE PARK FLORAL CO., 1643 Broadway, Denver, Colo.

BULBS.

Lilium Formosum. New crop, fine sound bulbs, well ripened. 7 to 9 in. (300 to case), $20.00 per 100; $56.00 per case; 11 to 13 in. (120 to case), $56.00 per 100; $60.00 per case. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

CALLAS.

CALLA, ÆTHIOPICA.
LARGE FLOWERING WHITE CALLA.
Home-grown Bulbs Free from Dry Rot.

	100	1,000
1 -1¼-inch	$ 8.00	$ 75.00
1¼-½-inch	12.00	110.00
1½-1¾-inch	16.00	160.00
1¾-2 -inch (Mammoth Bulbs)	20.00	185.00
2 -2½-inch (Jumbo Bulbs)	25.00	....

Ask for prices on Freesias and other bulbs.
ROMAN J. IRWIN
43 West 18th St. New York

CALLA BULBS.
Calla Aethiopica, the popular white calla, clean, sound bulbs, all with crown shoots.

Size. Diameter.	Per 100	Per 1000
1¼ to 1½-inch	$6.00	$50.00
1½ to 2 -inch	8.00	76.00
2-inch and up	15.00	125.00

Satisfaction guaranteed.
SEVIN-VINCENT CO.
512 Washington St. San Francisco, Calif.

CARNATIONS.

LAST CALL.
FIELD-GROWN CARNATION PLANTS.
GOOD STOCK.

	100	1000
Mrs. C. W. Ward	$8.00	$75.00
Rosette	8.00	75.00
White Enchantress	8.00	75.00

WIETOR BROS.
Wholesale Florists.
30 East Randolph St. Chicago.

Carnations, Matchless, fine bushy stock, $6.00 per 100, $58.50 per 1,000; Aviator, good plants, but not so heavy, $8.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

2,000 Enchantress, $8.00 per 100; $75.00 per 1,000.
NIC REDING
6731 Ridge Ave. Chicago

Carnations. See our special offer on page 482 of this issue. MATTHEWSON'S, Sheboygan, Wis.

Carnations. Write for price list of latest varieties. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

Chrysanthemum novelties for 1921. Preliminary list free. Elmer D. Smith & Co., Adrian, Mich.

CINERARIAS.

Very best large-flowering Cinerarias; finest colors and imported strain. 2½-inch, $7.00 per 100; 3-inch, $15.00 per 100; 4-inch, $25.00 per 100. THE PARK FLORAL CO., 1643 Broadway, Denver, Colo.

Cinerarias. We have 30,000 plants, 2½-in., ready to shift, of very finest strain, $5.00 per 100; $40.00 per 1,000. Cash. PENN FLORAL CO., Kingston, Pa.

CLEVELAND CHERRIES.

Cleveland Cherries, fine plants, well berried, out of 5-in. pots that have been plunged in field, not set backs, 15c each. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

Cleveland Cherries, 3½-inch in bloom and fruit, $6.00 per 100; 4-in., $8.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

CYCLAMEN.

CYCLAMEN GIGANTEUM
SEED NOW READY.
Glory of Wandsbek, dark and light shades of salmon.
Daybreak, delicate shade of salmon.
Brilliant Red, large and fine.
Pure White, extra select.
White—Pink Eye, very large and fine.
Rosea Superba, deep shell pink.
Rose of Marienthal, light pink, dark eye.
Magnifica, dark rosy pink, very fine.
Lavender, very beautiful.
Above varieties, $12.00 per 1,000 net.
For novelties, price list and cultural directions, sent on application.
J. A. PETERSON & SONS
Westwood, Cincinnati, O.

CYCLAMEN.

Cyclamen, best strain, assorted colors, 4-in., $22.50 per 100. Fall or immediate delivery. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

Cyclamen for one week only. 2¼-in., $10.00 per 100; $90.00 per 1,000. 3-in., $20.00 and $25.00; 4-in., $40.00 per 100. Geo. A. Kuhl, Pekin, Ill.

Cyclamen. See our special offer of 2½-in., 3-in. and 4-in. in our display ad on page 482. MATTHEWSON'S, Sheboygan, Wis.

DAISIES.

Daisies, fine bushy stock, 4-inch pots, fine for planting on bench, $10.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Iowa.

FERNS.

FERNS—Strong 2¼-in., $6.50 per 100; $55.00 per 1,000. Boston, Roosevelt, Teddy, Jr., Verona, Whitmanii. New Macawii, $10.00 per 100; $95.00 per 1,000. Larger sizes, ask for prices.
Table fern seedlings, $3.00 per flat; best varieties. Pteris Wimsetti, Wilsonii, Cyrtomium (Holly), Aspidium, Albo Lineata, etc.
ROMAN J. IRWIN
43 West 18th St. New York

BOSTON FERNS.
Good, strong bushy stock.

5-in.	$0.40
6-in.	.75
7-in.	.90
10-in.	2.00

Packing charges free.
DAVIS FLORAL CO.,
Davenport, Ia.

Ferns, Bostons and Scotti. Exceptionally strong, clean, pot grown stock for immediate shipment. For sizes and prices see advertisement on front cover page of this issue. R. Vincent Jr. & Sons Co., White Marsh, Md.

Table ferns, standard varieties, 2¼-in., $5.00 per 100.
HENRY SMITH FLORAL CO., INC.
Grand Rapids, Mich.

Ferns of fine quality. For varieties and prices see advertisement on front cover page of this issue. F. R. Pierson, Inc., Tarrytown, N. Y.

Hardy Ferns, Ill. descriptive list mailed. L. MOSBAEK, Ferndale, Askov, Minn.

FREESIAS.

Freesias. Purity, fine stock, ½ to ⅝, $11.00 per 1,000; ⅝ to ¾, $17.00 per 1,000. S. S. Skidelsky & Co., 50 Park Place, New York.

Freesia, Improved Purity, ½ to ⅝-in., $9.00 per 1,000. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

GERANIUMS.

Geraniums, Nutt Buchner, Ricard, Poitevine and Viaud. Good short jointed plants. 2-in., $3.50 per 100; $35 per 1,000. Elmer Rawlings, Allegany, N. Y.

Geraniums, rooted cuttings only, send for prices. ALBERT M. HERR, R. F. D. 8, Lancaster, Pa.

GINSENG.

BIG PROFITS.
Growing Ginseng.
We can supply Roots and Seeds
THAT ALWAYS GROW.
Established 1870.
WM. RENNIE CO., Limited
Cor. Adelaide and Jarvis Sts.
Toronto, Canada

GREENS.

Decorative Greens. Magnolia leaves, beech and oak sprays. Write for samples and prices. The Decorative Greens Co., Kinston, Ala.

HYDRANGEAS.

Field-grown hydrangeas. Heavy two-year plants, well pinched, eight to ten good shoots, Mad. Chautard, Mad. E. Mouliere, Bouquet Rose, Lily Mouliere, Baby Bimbinet, $7.00 per doz., $50.00 per 100. The Storrs & Harrison Co., Painesville, Ohio.

French Hydrangeas, 2¼-inch pots, $8.00 and $10.00 per 100. Best varieties. See previous issue. ROMAN J. IRWIN, 43 West 18th St., New York.

IRISES.

IRISES.
87 varieties, true to name; nice young stock, special prices, write for list. GILBERT H. WILD, Sarcoxie, Mo.

IVIES.

Hardy English Ivy. Exceptionally good stock. 2-in., $2.75 per 100, $26.00 per 1000; 3-in., $3.75 per 100, $36.00 per 1,000. R. Vincent, Jr., & Sons Co., White Marsh, Md.

KENTIAS.

Kentia Forsteriana, 2½-in., $12.00 per 100; 3-in., $20.00 per 100; 4-in., $50.00 per 100. The Storrs & Harrison Co., Painesville, Ohio.

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Seeds, sweet peas. For varieties and prices see display advertisement elsewhere in this issue. W. Atlee Burpee Co., Philadelphia, Pa.

Seeds. The Kenilworth Giant Pansy. For varieties and prices see display advertisement elsewhere in this issue. Chas. Frost, Kenilworth, N. J.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seed. Cyclamen. For varieties and prices see advertisement on front cover page of this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

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Cut flower boxes. Edwards Folding Box Co., Philadelphia, Pa.

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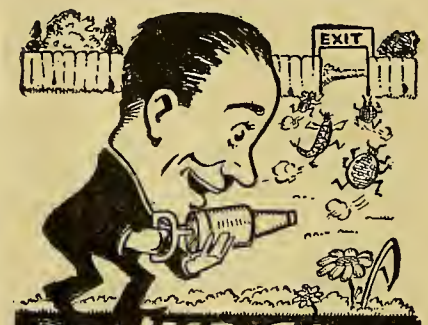

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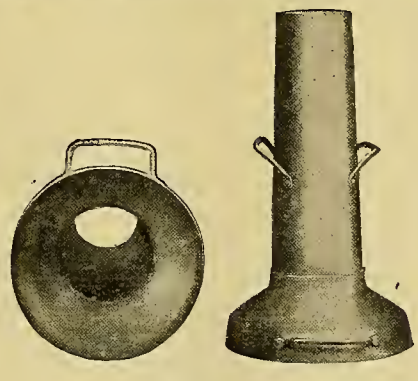

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Are Your Greenhouses Ready?

Don't wait for the cold wave flag.

Let's get your house in shape for the winter right now. We have everything for the greenhouse complete. Write us what you need and we will get it off to you at once.

Wolf Ventilating Apparatus

is better than an insurance policy—it always makes a tight "close down." Then, too, it is the only machine that will open a 350-ft. run of sash from one end using only 1-inch single strength pipe. It is strongest, easiest to erect and has several new and improved features.

Write for Catalog and New Prices

T. J. CALLAHAN CO.
169 S. Canal St., Dayton, Ohio.

Permanite in stock for immediate shipment.

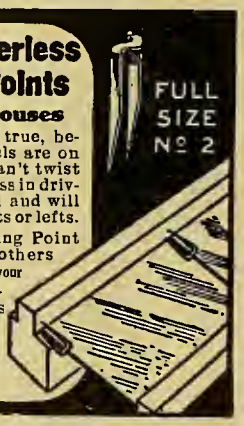
Dreer's Peerless Glazing Points
For Greenhouses

Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts.

The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.

Write for samples and price.

HENRY A. DREER,
714 Chestnut Street,
Philadelphia.



GREENHOUSE
GLASS
Best Brands
SHARP, PARTRIDGE & CO.
2263 Lumber St., CHICAGO

THE AMERICAN FLORIST

America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

Vol. LVII. CHICAGO AND NEW YORK, SEPTEMBER 24, 1921. No. 1738

THE AMERICAN FLORIST

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS—THOMAS ROLAND, Nahant, Mass., President; ADOLPHUS GUDE, Washington, D. C., Vice-President; JOHN YOUNG, 41-43 West 18th St., New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer.

OFFICERS-ELECT—S. S. PENNOCK, Philadelphia, Pa., President; SAMUEL MURRAY, Kansas City, Mo., Vice-President; JOHN YOUNG, New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer.

The thirty-eighth annual convention will be held at Kansas City, Mo., August, 1922.

Fifth National Flower Show.

The Fifth National Flower Show will be held at Cleveland, O., March 25 to April 1, 1922.

AMERICAN DAHLIA SOCIETY.

Next annual meeting and exhibition, at Hotel Pennsylvania, New York, September 27-30, 1921: OFFICERS: RICHARD VINCENT, JR., White Marsh, Md., President; E. C. VICK 205 Elwood Ave., Newark, N. J., Secretary.

FLORISTS' TELEGRAPH DELIVERY ASSOCIATION.

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Next annual convention and exhibition at Chicago, November 16-17, 1921. OFFICERS: S. S. PENNOCK, Philadelphia, Pa., President; N. J. WIETOR, Chicago, Vice-President; C. W. JOHNSON, 141 Summit Street, Rockford, Ill., Secretary; CHAS. H. TOTTY, Madison, N. J., Treasurer.

AMERICAN CARNATION SOCIETY.

Next annual meeting and exhibition, Hartford, Conn., January 1922. OFFICERS: W. D. HOWARD, Milford, Mass., President; N. C. OSBORN, Hartford, Conn., Vice-President; A. F. J. BAUR, Thirty-eighth St. and Rockwood Ave., Indianapolis, Ind., Secretary.

NURSERY ADVERTISING.

Address by John Watson, Princeton, N. J., Ex-President of the American Association of Nurserymen, Before the Southern Nurserymen's Association, at Chattanooga, Tenn.

Important Subject Carefully Discussed.

PART I.

Let me say at the start that my idea in coming here is not to tell you something. I don't know enough about advertising nor about the nursery business either to pose as a teacher; rather I am here to consider a subject that we are all interested in, to point out some things done, to ask questions, to indicate some methods followed in other lines and to see if we can find any newer ways and better ways.

First of all, what is advertising? And what is its purpose? It is to sell something, isn't it? So I would say that advertising is what you do and say that establishes a friendly relationship that results in sales. Selling is not the immediate result; it follows something else. A relationship has to be established and it must be built on confidence and good-will. There must be permanency in the relationship and what grows out of it. If I advertise my second-hand car for sale, I want an immediate purchaser and after delivery, the matter is ended. But nurserymen advertise for a larger purpose; you want orders now, but your business does not end this year nor next year; when you sell a bill of goods to a planter, your business with that man has just begun, because your buyers must be made into permanent customers. A relationship of confidence and good-will then is of the utmost importance to you. The buying of nothing else requires the same degree of confidence that the planter must put in the nurseryman. Successful nursery advertising has to be built on that idea. It must be frank, straightforward, absolutely truthful. It must never overstate the facts; under-statement is an actual advantage; it inspires confidence. And then performance must match every promise.

Since advertising copy and catalogues are closely bound up together and must supplement each other to be effective, I want to consider them together. Trees, plants and flowers offer the most attractive possibilities for interesting description and beautiful illustration. Nursery stock is one of the easiest things to advertise and yet for the individual nurseryman it offers the paradox of being at the same time one of the most difficult. It is easy to be general; it is difficult to be specific. It is easy to interest people in trees and plants; it is difficult to present your trees and plants as the ones to buy. Take the advertising of any other line; take automobiles, for example. Automobile manufacturers don't advertise just automobiles. They don't buy space nor print books to tell you how much fun it is to ride. The Studebaker company advertises the Studebaker car. The Chandler advertises its "marvelous motor." The Hupmobile gets there and "you pay less for gas and oil and repairs." Dodge Brothers pointedly inquire, "After the purchase price, what follows?" The point I wish to make is that every man who buys a car knows exactly why he buys that particular car. The advertisement tells the reason why.

When I read nursery advertisements I find that most nurserymen buy space to announce that they are nurserymen; that they grow trees. Now, there is neither novelty nor news in that statement. It is not advetrising. Nobody is going to make the mistake of supposing that a nurseryman is a purveyor of books or of hats or of ice-cream freezers. I consult a dozen nursery catalogues and I find them a dozen books about trees and plants, often very handsome books, differing in covers but not in contents, varying in minor details but not in essentials. I find that Jones and Brown distribute more or less well-written and handsomely illustrated books containing very much the same language and il-

lustrated with the same pictures. They are good handbooks. But as a possible buyer from one of them, which one am I going to place my order with? How am I to know whether to buy of Jones or of Brown? They don't tell me. The very thing that I am interested in as a buyer is the thing that is conspicuously absent from nearly every nursery catalogue. It is the reason why. And it isn't there. If I am in need of a hat, I notice that the merchants who solicit my trade do not offer me just a hat, any old hat. I can buy a Knox or a Young or a Stetson hat and the seller of each gives me very good reasons why I should buy his hat. I realize that there is not the same opportunity for differentiating values in our line, but there are opportunities and the thing for the advertiser to keep in mind constantly is that some intelligent reason must be given the buyer for placing his order with the advetriser.

AROUSE INTEREST OF THE BUYER.

With us, the absence of that reason why can be accounted for. Nurserymen, like a good many other advertisers, write their advetrising copy and their catalogues to themselves. It is just an expression of the universal vanity. But we must address ourselves to the people we want to buy our goods. You are going about it apparently believing that the important thing is to sell. But the important thing to you is that people should buy. Forget about selling; think about the buying end. And that means you've got to get away from constant thought of your business and become intensely interested in the buyer's business. It is his order you want, isn't it? Go after it from his standpoint. Tell him the reason why he should buy your particular trees. If you are Brown, you must let the buyer know why Brown's trees are the very ones for him to buy. That is the great difficulty in advertising nursery stock. Everything else is easy but the most important thing happens to be the most difficult thing. If you think it can't be done, just take a week off and travel with one of your plate-book canvassers. He can tell you selling points about your business that you never knew before.

Most advertisers of nursery stock recognize that difficulty and try to overcome it in various ways. The fact of age in a business is worth advertising because age is some assurance of quality or service without which the business might not have lived so long. But some of the best nurseries are new nurseries. The fact of size also warrants the assumption of a certain value in products without which the business might not have grown big and yet some of the very small nurseries grow excellent stock and they answer your argument with theirs: the advantage of small acreage and personal attention to every detail. Some advertisers feature specialties and it is of very great value to be able to offer something worth while that others cannot supply. And yet the public has noticed that not 10 per cent of the novelties introduced with a great flourish of trumpets ever measure up to the old tested varieties. And so the public has become doubtful about that sort of advertising. And then there is the common appeal of cheap prices, an argument that defeats itself at once—or should—because prices below the average of those of good firms invite the conclusion that they mean one of two things: either that the trees are not worth more than a cheap price or else that the nurseryman admits his incapacity as a salesman and admitted incapacity in one matter arouses suspicion of incapacity in other matters connected with the business. Whenever a merchant tells me that his goods will not bring as much as another merchant's, I am not going to risk buying his goods at any price. I can say out of experience, and I think all of you can, too, that buyers are not attracted by cheap trees although they may be attracted by cheap prices. All of you have received letters telling you that your prices were higher than somebody else's, but that if you would meet so-and-so's prices, the order would be placed with you. Those correspondents want the cheap man's price but they prefer your trees. Your price inspires confidence. The bargain-price makes buyers suspicious of the goods.

It is necessary for every nureryman to have some good reason why buyers should give him their orders. That reason may be found in various things: the care with which varieties are propagated, the workmen's skill, the thoroughness of the cultivation, suitable land, equipment for proper handling at shipping time, shipping facilities, the service that follows delivery. All these are things that the buyer is interested in. Of overshadowing importance to the buyer is the matter of getting fruit trees true to name. Ours is an ancient occupation. The first recorded history, if we accept the Scriptures, is an account of a garden in which there were trees and plants and flowers without which it would not have been a paradise. The nursery business existed almost from the very start and it is worth noting that the very first apple orchard planted resulted in raising Cain! And ever since then, somebody or other has been raising Cain about the nursery business.

John Watson, Princeton, N. J.
Sec'y. American Association of Nurserymen.

Now, it is my honest belief that the great bulk of the trees sold have been true to name. We hear a great deal about the few that have not, but we hear very little about the profitable orchards that have turned out to be exactly what was ordered. That is because the one is interesting news and the other isn't. If Jenkins gets drunk and beats his wife, the neighbors all talk about it because it is a thing unusual in the community. But if Simpkins pays his bills and goes to church and behaves himself generally according to ordinary standards, that doesn't excite the community at all. The usual and the expected excite no comment; it is the unexpected and the unusual that set tongues to wagging, and move the community to excited comment. And yet that comment quite as much as any basis it may have in fact, makes it imperative that nurserymen use every precaution and always greater precaution to have their fruit trees true to name. Continued confidence, permanent trade and profitable business depend on that. To give reasonable assurance of true-to-name stock is the most interesting thing a nurseryman can say to buyers and the most important element in his business.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Trepel Brothers Merge Interests.

Joseph Trepel, of Brooklyn, N. Y., owner of the Joseph Trepel's Flower Stores, and Jack Trepel, his brother, recently announced the merger of their interests in that city, and have formed a chain of 25 flower shops, to be known as Trepel Florists, giving them the distinction of havin~ the largest group of retail floral establishments in the world. The brothers began business in a modest way, about 25 years ago, by opening a small basement store in Brooklyn, but later branched out, each operating a chain of handsomely appointed shops in that city and Long Island.

Stuppy Supply Co., Kansas City, Mo.

October 1 will see the opening of a new wholesale cut flower and floral supply house in Kansas City, Mo. This company, which has just been incorporated for $35,000, is to be known as The Stuppy Supply Co. They have secured quarters at 1020 Oak street, in this city. All the stock holders are well known to the florist trade throughout the west for the past 20 years.

The president, Frank X. Stuppy, and secretary, B. W. Murphy, have been connected with the Stuppy Floral Co. of St. Joseph, Mo., for the past 25 years. The vice-president and General Manager Glenn Kellogg Parker, was formerly with the Kellogg Flower Plant Co., of Pleasant Hill, where he has held responsible positions for over 15 years. Mr. Parker has had experience in both wholesale and retail and he will have complete charge of the territory in this city.

William Wade, who has severed his connection as manager of the Kansas City branch of the Pinehurst Floral Co., will assist Mr. Parker in this new enterprise.

The new location at 1020 Oak street is especially adapted for the wholesale florist trade. It has plenty of space for storage of supplies and at the same time the elevator equipment is sufficiently large to permit the grower to drive inside of the building for unloading his stock. Plans have been made to handle plants and cut flowers and a large ice box is now being installed with other necessary equipment.

All the share-holders of the new corporation enjoy the friendship of the entire Kansas City flower trade and it is their intention to work in co-operation with them to make this city a bigger and better floral market and a center for the trade in florists' supplies.

Next Week in the Flower Shop.

If things are not breaking to suit you, cast about immediately for the reason; you cannot blame the flowers, for the market is full of splendid stock. Don't get the mistaken notion that there is no business, for somebody is always doing something, therefore why not you? If customers are not coming as fast as usual at this season there must be a reason, so suppose you take a fling at the management which means you. Are you doing your whole duty? It is easy to run the car down hill but you have to put your foot on the gas when climbing. It takes energy and a lot of it to keep the business moving as it should be at this season. There must be well thought out plans as to the amount of stock to be carried and the various ways it is to be featured for every day in the week. Then there are many other details to be worked out in order that the proper bid for business is always in action, and the store and its stock inviting every hour of the day. This applies alike to the one-man shop as well as where the organization comprises a dozen or more.

Busy days will come when the entire force are required to get out the orders, but even then there can, with the proper planning, be spared enough energy to keep the stock well presented and the store inviting. The man who sits and waits and makes up his mind that there is no use trying to force things as there is no business anyhow, will never get out of the rut into which he has worked himself. There is business all the time for the man who will encourage and make a bid for it. Flowers, like other commodities have to be sold, they will not sell themselves; it is the energy backed by knowledge and experience in placing them before the public that brings success.

Striking window decorations have a great deal to do in drawing attention to the store. There must be more than just an ordinary placing of flowers; there must be motive, an idea expressed and well carried out, in other words it must have a punch to it, that is, sure to leave a favorable impression and a desire for closer relations with the shop.

Most stores close the windows with the locking of the doors at night, as out goes the light. This is a great mistake as there is from three to four hours when the streets are well filled with people, all of whom are more or less interested in flowers and who would be glad to stop and look over the display and with probably more time than those who view the same during the day. There should be a good illumination in order to attract pedestrians from across the street, in fact it should be the brightest store in the block so as to induce even the passing street car riders to crane their necks for a look. Arrangements can be made with watchmen to turn out the lights at 11 o'clock or later when the crowds are gone. The trifling cost of the current will be much more than offset by the amount of publicity received.

To give variety to the window display there should be several sets of furniture or accessories such as low tables, stools, pedestals, etc., also velvet velour and other cloths in colors, with which fittings much more elaborate or finished arrangements are possible.

Well written post cards in colors, samples of which will be furnished by any up-to-date printing house, are not expensive, cost but a penny to mail and are sure to get at least a once over. These sent out weekly or twice a month to the store's customers and a selected list, will be found worth many times their cost in the new business their suggestions bring in.

Helichrysums and other everlastings should now be prepared and put away for future use. They work up splendidly into Christmas baskets which could even be made up now, better than later. How about the Christmas stock of holiday and cemetery wreaths? Is it finished and completed? If not, take advantage of every opportunity to get it as full as possible. If stocks are light, order more at once while there is still a good assortment and transportation is easy. Don't be afraid to work up a quantity, there will be a demand for everything that has merit and is seasonable. Get in touch with your woodsmen. A line or two on the prospects and prices of the Christmas greens is well worth while and some samples from which something new in wreaths can be worked out may provide a novelty for the holidays. It is none too soon to give serious thought to these important holiday requisites.

As there will be no killing frosts for a month, and many, in fact nearly all the city window boxes present a very bedraggled appearance, a good plan is to suggest they be filled with types of the Boston fern. They will then present a finished and decorative look that will add greatly to the appearance of the dwelling.

Don't overlook the Florists' Telegraph Delivery Association convention at Toronto, Ont., the second week in October. This is clearly to be the event of the year in retail circles and will be well worth every mile of travel it will take to enjoy it. A rate and one-half in railroad fare has been granted the association. All the bright lights are sure to be there, so pack up your grip and join the party.

JAPANESE VASE OF DAHLIAS.

PHILADELPHIA, PA.—Miss L. M. Wells recently opened a new flower shop at 1020 Girard avenue.

SEABRIGHT, N. J.—The McMahon place here is devoted to chrysanthemums. Frank McMahon has made a sucess as president of the Second National bank of Red Bank, in which are deposits of five million dollars, a big increase since he took charge.

EUREKA, CALIF.—It is understood much of the stock from Ward's Bulb Farm, has been successfully transplanted to the Franklin Bulb Farm, at Salem, Ore. This enterprise now has some seven acres planted in Spanish iris, tulips, daffodils, etc., and it is stated to be in a very promising condition.

Commercial Flower Growers' Association.

The Commercial Flower Growers' Association of Chicago held its regular monthly meeting at Randolph hotel, September 15, President Peter Pearson in the chair. The applications of M. J. Roeser, Des Plaines; Ernst Oechslin, River Forest; A. H. Schneider, Oak Park, and M. Leider, Des Plaines, were favorably reported by the membership committee and the applicants unanimously elected to membership. Henry Wehrman presented the report of the auditing committee, stating that the books of both the secretary and treasurer were found to be correct. August Poehlmann then moved that the report be accepted and the committee be discharged with thanks. Mr. Poehlmann presented a report on behalf of the board of directors of the Allied Florists' Association.

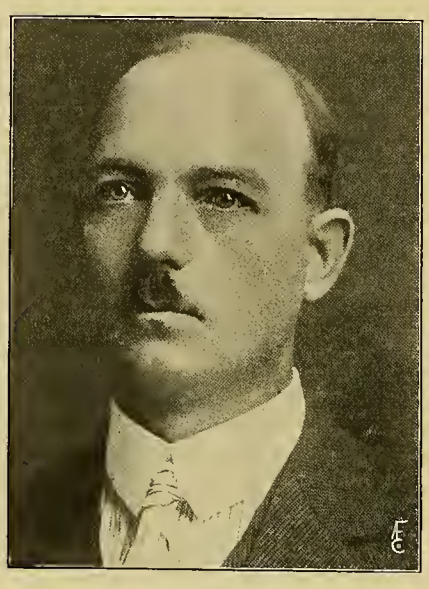
The president, in well chosen words, introduced J. F. Ammann, Edwardsville, secretary of the National Flower Growers' Association, and an active official in many other trade organizations, who has traveled the length and breadth of the land in the interest of floriculture. Mr. Ammann took for his subject, "The Possible Future of the National Flower Growers' Association." He pointed out the vast amount of work the association could and should accomplish, and presented some valuable data and statistics, stating among other matters that our state ranks highest in the Union in the production of cut flowers and plants, with 17,000,000 square feet of glass area. Another interesting subject brought out by Mr. Ammann was the amount of advertising done since 1917, when the "Say-It-With-Flowers" slogan was originated. Previous to that time little publicity was accomplished, but since then it has been universally used. Summing up all the co-operative advertising done in Chicago and other flower centers and that of individuals, together with slogan-boards and the various displays of the slogan otherwise, Mr. Ammann, with the aid of competent advertising men has appraised the value of publicity done by the florists in this country at no less than $2,500,000 per year. Most of this advertising is the direct result of the work of the Society of American Florists, by introducing the slogan and the efforts of other trade organizations. As regards the immensity of the florists' establishments throughout the country, it was stated that they represent at the present time a greater investment than the steel business. Regarding the future of the National Flowers Growers' Association, Mr. Ammann's remarks may be summed up briefly, by saying that the entire future lies with the district organizations, who must be the backbone. Upon the close of the address a rising vote of thanks was extended to Mr. Ammann.

President Pearson then took the floor and read a very interesting message covering what our association has already accomplished and making many recommendations for future work. The recommendation of exhibits at our meetings was gone into thoroughly, and, after some deliberation, Mr. Poehlmann emphasized the importance of advertising with our own goods and moved that flower shows be held frequently. A motion prevailed that the president appoint a committee with full power to act and to work out the details. The following is the committee appointed: August Poehlmann, Andrew Benson, H. C. Blewitt, Emil Blameuser, James Psenicka, Joseph Kohout, Edward Assa and Otto H. Amling.

A motion prevailed that the Commercial Flower Growers' Association of Chicago donate a prize of $25 for a vase of large chrysanthemums, no less than 50 in number, scoring the highest number of points at the exhibition of the Chrysanthemum Society of America, November 16-17.

PRESIDENT PEARSON'S ADDRESS.

The Commercial Flower Growers' Association of Chicago is now entering its third year of activities. With pardonable pride I say that I feel it a great honor to have been chosen your president for the ensuing year. With a feeling of obligation and responsibility to this association, it shall be



Peter Pearson, Chicago.
Pres. Commercial Flower Growers' Association of Chicago.

my endeavor to so conduct this office that it shall continue to reflect credit upon the association. I think it is a fact that we can all be proud of, that this organization was the pioneer in its field of endeavor. During its brief existence its influence has radiated over the country. Other centers of flower production have organized similar associations in their districts which have brought about the desirability of the National Flower Growers' Association. While we have been so successful in the past, it is my greatest desire that we continue to work for still greater accomplishments. As an association of flower growers for the greatest flower distributing center in the world, our opportunity for inaugurating measures calculated to better our present form of growing and marketing our flowers is limited only by the amount of co-operation and energy we wish to employ to gain our objective.

Gentlemen, do you fully realize the value of the services this association can and will be able to render to the individual members as well as the industry at large, if you are but willing to give your whole-hearted support to this movement? Let me say that your officers, no matter how hard they work, are powerless to accomplish much without the co-operation of the whole membership to the fullest extent possible. This has not been lacking in the past, for the attendance at our meetings has usually been good, but, I think it could be improved on if every member realized that he has in this association a real asset, and that he needs this organization. The association must in turn have your support and counsel in its deliberations. Remember you will gain nothing by shifting by yourself. No one has proven big enough to continue successfully alone. This is an age for co-operation, and through co-operation only will we succeed in bettering our position as an industry. As your presiding officer, I appeal to you for your own good benefit in your business to attend our meetings regularly. By so doing you inspire and encourage your officers to greater efforts and I am sure you will find it time well invested. It is the intention of the officers to provide at our meetings educational and instructive topics. All we ask is that the members attend so as to take advantage of what is offered.

One of the acts that will be of lasting credit to this association is the help we gave in organizing the Allied Florists' Association of Illinois, that now so successfully carries on our advertising campaign. Credit is also due to the individual members as well as some non-members for their continued loyal support. The Allied Florists' Association has done more to make the Chicago public think of flowers than any other agency employed. I must emphasize that growers should continue to support the advertising no matter what the other branches of the trade may in the future elect to do. Advertising is most necessary. It is to a business, what a life line is to a drowning man. If he grasps it and holds on to it he will live to enjoy life. We have caught the line, now let us hold on to it and we will live and enjoy prosperity. I shall recommend for the consideration of this assembly the advisability of working to accomplish the following which I think would make for further progress in our business if carried out faithfully by all concerned.

We should have a statistical bureau; its purpose should be to gather data and keep records of all greenhouse crops of plants and flowers grown in and about Chicago for the Chicago market, and same should be disseminated to all members of this association and others to whom it may be determined should have access to such records. I believe such a bureau could accomplish much good in the following ways. By getting a complete data on the account of each flower grown, their general condition throughout their season of development, and the prospects as to crop that may be expected at any particular time. Then, we could possibly to some extent eliminate the hit and miss method now used, in striking for a good market. Such information if acted on could be used to diminish the abnormal gluts that occur at times, and lessen the abnormal scarcity at other times. After a year's compilation of such data, we would know exactly how to arrange our planting and cropping for any certain date, and to some extent eliminate over production. Think how valuable such information would be, if for instance, we knew today whether there is planted a half million more or just the same amount of chrysanthemums this year as last. If we could tell with a reasonable accuracy a week ahead of the possible size of supply of flowers for a holiday, it would help the wholesalers materially in making up their price lists in such a way that a maximum price could be

realized without leaving a large surplus as sometimes happens.

We should work for closer co-operation with the wholesalers and retailers, always having in mind the fourth party, the public, whose good will is a great business asset to this trade. We should at all times try to keep and cultivate the favorable sentiment of the public. No business can afford under present conditions to allow anything to occur, that will in any way excite public sentiment against our products and methods. I shall also recommend to this association a proposal to hold a series of monthly exhibits of flowers and plants to compete for awards. Plants will be exhibited separately. I am urging this feature because I believe that we should let it be known throughout the territory served by the Chicago market, that Chicago is still the great flower center; that here is a place where quantity and quality stock can be obtained at all times. By holding these exhibits, we should be able to get considerable publicity for the Chicago market, and I believe that we should do something in this direction to help Chicago wholesalers in their efforts to have the trade come to this market for their supplies. Some of you do not realize the great stimulus such flower shows would have in creating a desire in everyone to produce the highest quality stock possible. The success of such flower shows is already assured, provided each member will give his whole-hearted support by staging exhibits. Let us remember that we are all vitally interested in the course of the Chicago market, and should at all times guard the advantages that we have and be alert to create new ones if possible.

Chicago Pageant of Progress.

THE OFFICIAL REPORT.

The Chicago Pageant of Progress, July 30-August 14, 1921, held on the Municipal pier, has been heralded the world over for its success. Within the two great arms of the pageant were thousands of features, each feature equipped with an inexhaustible supply of education to the minds of the spectators. These spectators came in millions and learned the lessons set forth by the exhibitors and the lessons were of great consequence. The florist trade offered an education as did others. "Say It With Flowers" was the title of our lesson-book, the leaves of which are being opened daily in the minds of the masses that visited the flower show, which you gave me the honor to operate in behalf of the trade. In this lesson-book we taught the poor and the rich alike to notice flowers, to use them, give them, wear them, buy them and love them.

Daily the flower show took on a new aspect. This was done for several reasons:

1. It enabled the committee to put on contests.
2. It made an impression on the thousands of exhibitors and their employes who passed often each day.
3. It kept the stock in this show fresh, whereas it would be difficult or impossible to get sufficient stock to make a good showing.
4. It made possible newspaper publicity otherwise not available.

Having in charge both the flower show, which was conducted under the name of the Allied Florists' Association of Illinois and the model flower store, which was conducted under the name of the Florists' Telegraph Delivery Association, I will not venture and could not if I would, make separate accounts of the operations of these two exhibits nor can I give credit to August Lange, who was given charge of decorating the Allied Florists' Association booth, and Mrs. Lillian Stuart, manager of Bohannon Floral Co., who arranged the Florists' Telegraph Delivery Association booth, without mentioning both in the same breath. Likewise in giving credit where credit is due, I must mention the A. L. Randall Co., who loaned to us at great expense to themselves, an elegant ice box, wicker furniture, five beautiful fountains, a marble top table, lamps and a most practical work bench of their own manufacture. Hilmer V. Swenson & Co., also Harvey E. Larson, assistant editor of the F. T. D. News, helped in ways that make their service less noticeable. Their's was the tireless task of assisting me personally and frequently advising me when called upon. Their acquaintance with the likes and dislikes of the Allied Florists' Association made them well able to give valuable advice.

J. J. Hess and Walter Wirth.
At Trup Lake, Minnesota.

Allie Zech and Wife, Chicago.
Vacationing at Tomahawk Lake, Wis.

Now I do not know who to mention next. Poehlmann Brothers Co. gave much plant stock and loaned without charge, large palms. The Wallace Floral Co. gave a large lot of ferns and loaned without charge some specimen plants. Peter Pearson should be mentioned repeatedly. He placed on exhibition at great cost to himself a lot of specimen cyclamen plants which educated many. He offered valuable advice and with his daughter worked day and night when we gave flowers to visitors. The trade papers, The Florists' Review, THE AMERICAN FLORIST, Florists' Exchange and the F. T. D. News did their part to make the affair successful. Jos. Kohout, Otto Amling and August Poehlmann, did more than just look over the job and criticise. They talked over the advisability of changes and offered ideas that only men of their vast experience are inspired with. Let me also mention the assistance of H. Dieu Schiller and of the Schiller staff in contributing to the progress of the show. Other florists and those associated with the trade gave generously of their time and materials. The contributors to the fund that made possible the flower show of the Pageant of Progress are below listed: Allied Florits' Association, E. C. Amling Co., Chicago Flower Growers, Jos. Foerster, J. A. Budlong, Kennicott Bros., American Bulb Co., A. Henderson, A. T. Pyfer, Erne & Co., L. A. Tonner, John Kruchten, Ziska & Sons, Frank Ayres, Percy Jones, Inc., Bassett & Washburn, Raedlein Basket Co., Moninger, Lord & Burnham, American Greenhouse Mfg. Co., W. W. Barnard Co., and Frank Oechslin.

It should be remembered that florists exhibiting in our section paid toward the general flower show fund when buying their space. These are:

E. F. WINTERSON AND FRITZ BAHR IN CALIFORNIA.
Taking in the Sights at San Francisco.

Adler Jones Co., A. L. Randall Co., H. Wittbold & Son, Schiller, the Florist, J. O. Johnson and Vaughan's Seed Store.

Contributors to the Florists' Telegraph Delivery fund, which together with $500 received from the association proper, paid for the space of the F. T. D. exhibit. These contributors were: Wm. J. Smyth, Everette R. Peacock, A. Lange, Geo. Wittbold Co., Schiller, the Florist, Swanson, the Florist, Johnson & Chronis, O. H. Schneider, Bohannon Floral Co., Lewis & Rocca, Edw. Clody, Geo. Wienhoeber, W. W. Adams, H. Wittbold & Son, W. Palmer, John Wieland and E. Wienhoeber.

Flower and plant stock was given by: Clody's Flower Shop, P. Bonvallet & Co., A. F. Amling Co., Wendland Keimel Co., Wiess Meyer Co., Dramm Greenhouses, J. A. Budlong Co., Poehlmann Bros. Co., Zech & Mann, Kennicott Bros., and growers members of Chicago Flower Growers' Association, Jos. Foerster Co. and growers, A. L. Randall Co. and growers, Bassett & Washburn, E. C. Amling Co. and growers, Chas. Erne and growers, A. T. Pyfer and John Kruchten.

The Raedlein Basket Co. loaned several pieces of their manufacture, and the American Greenhouse Mfg. Co. contributed framed pictures of houses they had built. Frank S. Ayres loaned a little log house around which was placed a garden. Irving Stein loaned little trees to assist in completing the garden. Peter Pearson gave 50 or more little plants for this garden. The delivery facilities of the E. C. Amling Co. and Jos. Foerster Co. were of frequent service.

All of the judges should be mentioned and here I may say that Paul R. Klingsporn, manager of the Chicago Flower Growers' Association, and C. J. Michelson, of E. C. Amling Co., were of great service to me in selecting judges and in advising in other ways. Eric Johnson, manager of the cut flower department of A. L. Randall Co., did much to bring about the entire co-operation of his company. F. M. Johnson, W. Abrahamson, Ed. Galavan and others of the Randall staff are deserving of credit for their co-operation. Needless to say, Geo. Asmus, of Schiller, the Florist, chairman of the committee, and W. J. Smyth, treasurer, gave this project much time and the benefit of their experience.

FINANCIAL REPORT.

The financial report follows:

Receipts.

Sale of space to exhibitors	$ 3,300.00
Subscriptions by Florists and Allied Trades	2,535.00
Florists' Telegraph Del. Ass'n. contribution	500.00
Florists' Telegraph Del. Ass'n. members contribution	645.00
From Pageant of Progress for work done	2,000.00
Contributed by Allied Florists' Ass'n	1,385.30
Loan by Wm. A. Hansen	100.00
Total	$10,465.30

Expenditures.

Space at pier	$ 6,860.00
Printing, office assistance, etc	174.00
Work on booths, elect., plumbing, paint, etc.	607.10
Vases, flowers and materials, less salvage and sales	149.49
Draying and transportation	115.29
Photographs for press	24.50
Miscellaneous and incidentals	158.23
F. T. D. sent out	19.26
Salaries and wages	836.38
Purchase of work and plants furnished Pageast of Progress Exposition, less charges against seller for space on pier, etc	1,101.50
Telephone and office help, stationery, incidentals	319.55
Paid loan to Wm. A. Hansen	100.00
Total	$10,465.30

WILLIAN A. HANSEN, Secy.

THE CARNATION.

General Cultural Suggestions.

This has been the most unfavorable season for the growth of carnation plants in years and very few growers can remember such a hard year as this has been for the plants in the field. Consequently they are only of medium size, and in most places badly covered with red spider. We have had three very hot months—June, July and August—which are usually the plants, growing season, and this, together with the lack of rain, has made it extremely hard for them. The grower who had forethought enough to bench his plants in July and has had them under control ever since, will have a big advantage over those who planted later or who are planting at this time.

The earlier benched plants are now well established in the benches, so that as the weather becomes cooler, they will go ahead quickly and make good growth, while the later planted plants have yet to become established. It is not the largest plants lifted from the field that will give the best results, but those that are given the closest attention for the first eight or 10 weeks following the transferring from the field to the greenhouse bench. The plants that were brought into the houses late in July or early in August have now arrived at the stage where they are in shape for the grower to work out his plans with them, which means that if an early crop of flowers in October or November is desired, the growths can be allowed to go on to produce it, but if a big crop for the Christmas holidays is the chief consideration, then every effort should be put forth to encourage the plants to concentrate their growth in the production of flowering shoots, this being done by giving the closest attention to the pinching back of the growth shoots during the next two weeks.

PLANTS CANNOT BE TOPPED ALIKE.

All varieties, on account of the different habit of their growth, cannot be topped alike; those that are of finer habit and softer in growth will produce a crop much quicker than the heavier and coarser growers, but as a general rule, topping back of the shoots can be carried on with most all of the present-day standard varieties up to September 15-20, and be reasonably sure of them being in full crop for Christmas, provided the plants have now a good control of the soil and do not get a setback in any way afterwards. This gives the plants 10 to 12 weeks to get into full crop, which to the novice may seem a long time, but experienced carnation growers are aware of the fact that the carnation plant takes longer to produce a crop during the late autumn or early part of winter than at any other time. This may be chiefly because the plants are carrying all of their growths and not any shoots are being taken away for cuttings, but whatever the cause, it reminds us of the importance of watching closely after the welfare of the plants so as to encourage them into the best of growth action.

In good soil, for the first few weeks after planting it is generally a struggle between the plants and the weeds to see which are going to get the best of it, and if the weeds are not removed as soon as they becme large enough to handle, they are sure to cause the plants to suffer. Do not lose sight of the importance of keeping the surface soil of the beds open by frequent scratching with the hand scratcher so as to allow the light and air to penetrate the soil, which helps it to remain fresh and sweet for the roots to work in.

Any shade put on the glass at planting time should now be removed and the plants allowed full sunlight and plenty of air both day and night. It is not necessary to shade at all for plants being benched at this time, for they will come through better without it, but be sure and not put out plants that are dry at the roots, but dip the roots in water as they are lifted from the field, and in planting spread the roots out and do not set deeper than what the plants were in the field before lifting, it being a very serious mistake to plant so deeply that the lower branches of the plant touch the ground. Do not worry if the plants do topple over a little at the first watering; they will soon straighten up again.

WATERING AND SYRINGING.

The watering and syringing of the newly planted plants is of the greatest importance and should be done with the utmost care. They require to be well watered in, at time of planting and then the soil of the bed examined during the next day or two to make sure the watering was thorough enough to wet the soil below the plants' roots and directly around them. After this the plants may run for three or four days before they will need watering again, but do not allow them to suffer for the want of water, neither should the soil be kept extremely wet.

After the roots have got into action again and the soil has become moderately moist, then it is best to let the plants hunt a little for their moisture, but at no time should they be allowed to become extremely dry. Light syringing should be given the plants for the first few days after planting to prevent any serious wilting, then afterwards syringe on occasional bright days to keep down the red spider, but do not carry it to the extreme to cause wet muddy conditions about the house.

C. W. JOHNSON.

New York Federation of Societies.

SYRACUSE MEETING, SEPTEMBER 15.

The New York Federation of Horticultural Societies and Floral Clubs held its annual meeting September 15, at Syracuse, in the office of Commissioner Williams, on the state fair grounds. Representatives were present from many member clubs, including the New York Florists' Club, New York and New Jersey Plant Growers' Association, Tarrytown Horticultural Society, Buffalo Florists' Club, Syracuse Florists' Association, Rochester Florists' Association and Syracuse Rose Society.

Officers were re-elected as follows: Frank D. Pierson, Tarrytown, president; Dr. Earl A. Bates, Syracuse, first vice-president, and W. A. Adams, Buffalo, treasurer. Prof. Arno H. Nehrling of Cornell university was elected secretary, to succeed Prof. E. A. White, who declined re-election.

A resolution that the federation go before the fair commission and the governor to request immediate erection of a horticultural building to house exhibits at the fair, was adopted unanimously. A committee, consisting of presidents of allied horticultural associations, was appointed to take up the matter.

Other matters of importance were discussed at the meeting, among them the question of local and national advertising. It was the general concensus of opinion that community adver-

tising as carried on by the Buffalo Florists' Club, the Allied Florists' Association and the Detroit Florists' Club was the most effective. W. A. Adams, of Buffalo, stated that this type of advertising had placed Valentine's Day and Mothers' Day among the biggest flower events of the year.

The floricultural work at Cornell university was gone into thoroughly. Prof. Arno H. Nehrling reported that the plan for remodeling the present dairy building for floricultural work had been abandoned. According to the news plans for development of the college of agriculture, which have been worked out by the state architect, the department of floriculture is to be housed in the wing of the new Plant Industry building. This building will be in close proximity to the present greenhouses and this general scheme, which has been approved by the governor of the state, will give the department an opportunity to develop and correlate its work.

At the close of the meeting, the Syracuse Florists' Association, headed by W. F. Bultmann, president of the association, took the visiting delegates in automobiles to the Anglers' Club, located on the shore of Oneida Lake.

At seven o'clock a very fine dinner was served. After dinner, President Bultmann introduced Prof. David Lumsden, superintendent of floral displays at the New York State Fair, as toastmaster for the evening. The speakers included F. R. Pierson, of Tarrytown; Prof. Arno H. Nehrling, of Cornell university; W. A. Adams, of Buffalo; Thomas Cogger, of Boston; W. H. Workman, of Oswego; N. Cottam, Wappingers Falls, N. Y., and "Bobbie" Bard, of Syracuse.

Providence, R. I.

COOLER WEATHER IMPROVES BUSINESS.

With the advent of cooler weather, business has improved. During the past week the cut flower trade has been satisfactory, and there have been several large weddings to boom business. Asters are still in good supply, although the main crops have been cut. Good blooms are realizing a good price. Gladioli are still plentiful and sell at at low figures. With the cooler weather roses have improved 100 per cent. Carnations are still neglected for good reasons; they are mostly from outdoors and will have to improve a lot before any one will use them; the best bring two cents. Chrysanthemums are showing up a little stronger and are practically all of the Golden Glow variety. Easter lilies have appeared sale. In plants there is a small variety to select from, ferns being the leaders.

RHODE ISLAND HORTICULTURAL SOCIETY.

The September exhibition of the Rhode Island Horticultural Society was opened in the ballroom of the Narragansett hotel, September 15. Throughout the afternoon and evening flower lovers crowded the rooms and were rewarded with a glory of color in masses of gladioli, dahlias, asters and snapdragons, and other outside flowers. Splendid taste was displayed in the exhibits, and each of the 33 exhibitors had several specimens which were features. The display of fruit and vegetables was one of the finest that the show ever featured. Two of the most remarkable dahlias in the show were shown by T. H. Hughes, New Bedford, Mass. One, the Washington City, is an exceptionally large white bloom with pointed petals, and the smooth creamy coloring of the gardenia. The other was named Carmencita, a lemon yellow color with streaks of brownish red. The exhibition as a whole was a great success, and the autumn show in the Armory is looked forward to with interest.

H. A. T.

Boston, Mass.

The market this week has been somewhat better than for some time past. Gladioli and asters are not so plentiful, which has helped conditions materially. Roses are improving in quality and the supply is about equal to the demand, which makes a fair market all around. Orchids, lily of the valley and white roses are really the only flowers with demand enough to create a premium. Carnations are not yet good enough to cause any call for them. Chrysanthemums are fair, but not enough arriving to speak of.

NOTES.

Chas. R. Dane, one of the oldest florists in the city, died at his home September 16. Mr. Dane conducted a store in Roxbury for 47 years and was 85 years old. The funeral was held at his home, September 19.

Frank J. Dolansky arrived in New York September 18, after a three months' stay in Europe.

The Horticultural Society's big show is on this week, September 22-25.

E. F. S.

Lancaster County' Florists' Association.

By invitation the meeting of the Lancaster County Florists' Association was held at the greenhouse establishment of Chas. B. Herr, Strasburg, Pa., September 22. The trip was made by automobile and trolley and by six o'clock everyone was on hand and viewing the beautiful and well-kept half acre of lawn fronting the greenhouses. Mr. Herr is certainly showing the people of Strasburg what can be done with a moderate sized lawn in the way of landscape work and bedding. In compliance with a recent law compelling the display of a regular-sized American flag at all public meetings, excepting purely religious ones, Mr. Herr had not only one but a number of them. A bevy of Strasburg's belles served lunch to the entire party in courses without number and quantity without end, and as Mr. Herr is living in the land of single blessedness, these young ladies did themselves proud in seeing that both the host and his guests had every attention.

The meeting was called to order at 7:30 o'clock, with B. F. Barr in the chair, and the regular order of business attended to. White Marsh, Md., it seems is to be inflicted with an annual visit from us, and it was decided that we would leave Lancaster on Thursday, October 6, meeting in the western part of the city, opposite the Hamilton Watch factory, at 7:30 A. M., and go by way of Columbia and York into Baltimore, and then out to Richard Vincent's for the dahlia show. It is expected to have the usual number about 100.

The flower show to be held November 10-12 came up for considerable discussion, and among other things decided on was a poster contest through the public schools, both city and county, with liberal prizes to be awarded the winners and a nominal fee to be paid for all posters used outside of the winning ones. The ladies have taken over the matter of music and are arranging a musical programme for each afternoon and evening, so that this alone will be worth the price of admission.

Every inducement will be given to amateurs to make a good display, and there will be several classes for prizes open to any member of the Society of American Florists, in new roses, new carnations and new chrysanthemums, all to be introductions of 1921, full information of which can be had from the secretary, Albert M. Herr, R. F. D. No. 8, Lancaster, Pa.

There will also be a few local prizes open to members of the local association only; no prizes will be awarded to any one not a member of the local club in the one class and not to any one who can not show evidence of membership in the Society of American Florists in the novelty class. Mrs. Albert M. Herr, chairman of the horticultural department of the Iris Club, was asked to secure judges for local retail and amateur entries.

Before adjournment Mr. Herr passed numbers among the ladies, and the following were the lucky holders, all getting handsome prizes: Mrs. Elmer Weaver, of Ronks; Mrs. Rutter Hess, of Gap; Mrs. Fred Ritchy and Mrs. Annie Groff, of Lancaster; Miss Brackbill, of Strasburg; Mrs. Lou Helen Dundore Morre and Miss Cora Weaver, of Lancaster; Mrs. Rufus Herr, Mrs. J. Wade Galey and Miss Lizzie Mussleman, of Strasburg; Mrs. Phares Hostetter, of Manheim, and Mrs. A. F. Strickler, of Engleside. After the prizes were given out, all united in singing "America," and then we gave three rousing cheers for Chas. B. Herr and his brother, Edgar Herr as our hosts. The October meeting will be at Elmer Weaver's, Ronks, Pa.

ALBERT M. HERR, Sec'y.

OBITUARY.

Robert Schneck.

Robert Schneck, of Marshfield, Wis., a former florist of Waukesha, that state, was drowned at Richland Center, Wis., September 12, while visiting at the home of his wife's parents. Mr. Schneck entered the florist business more than 20 years ago, at Milwaukee, and later was one of the founders of the Waukesha Floral Co., Waukesha, Wis., formerly known as Schneck & Bliese. A few years ago he purchased a farm near Marshfield, which he operated until the time of his death. The deceased was 44 years of age and is survived by his wife, three sons and two daughters. The funeral services were held September 14, at Richland Center.

E. O.

Mrs. Emma Shreiner.

Mrs. Emma Shreiner, wife of John I. Shreiner, a florist at Greenland, Pa., died September 16, after an illness of almost a year. Mrs. Shreiner was a pleasing and affable sales lady and was of great assistance to Mr. Shreiner in his market trade, and he has the sympathy of the club in his affliction. She is survived by her husband and three children, Emanuel E., of Lancaster, Pa., and Miss Miriam and Esther at home. Also two brothers and one sister, Mrs. Harry Shaeffer of Mt. Joy, Pa.; John Eby, of Pond Creek, Okla.; Clinton Eby, also of Mt. Joy.

The funeral was held from the Mellinger Mennonite church and interment in the cemetery adjoining.

A. M. H.

State Fairs.

The following is a list of coming state fairs with the names and addresses of the superintendents of the floricultural and horticultural departments as far as obtainable:

September 19-25, Yakima.—Washington State Fair. Charlles L. Robinson, Olympia, Wash., superintendent of horticulture. Miss Mary Remy, R. F. D. 1, Yakima, Wash., superintendent of floriculture.

September 26-30, Pueblo.—Colorado State Fair. J. L. Beaman, Pueblo, manager.

September 26-30, Trenton.—New Jersey Inter-State Fair. Arthur J. Farley, N. J. Experiment station, New Brunswick, superintendent of horticulture and floriculture.

October 3-8, Birmingham.—Alabama State Fair. Lyle Brown, Auburn, Ala., superintendent of horticulture. J. L. Dent, Birmingham, superintendent of floriculture.

October 24-29, Columbia.—South Carolina State Fair. T. J. Cunningham, Chester, S. C., and G. P. Hoffman, Clemson college, S. C., superintendents of horticulture.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.50 a year; Canada $2.50; Europe and Countries in Postal Union, $3.00.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

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TWO-CENT postage will remain.

GREEN BAY, WIS., reports its first light frost, September 19.

Foreign Notes.

Two beautiful varieties of the perennial Aster Amellus, Arethusa, rose pink, and Orion, dark blue are color plated in the London Gardeners' Chronicle of September 3.

Wm. Paul & Son, the well-known rose growers of Waltham Cross, Eng., have offered their nurseries and business for sale.

England has received very few French bulbs this season.

Morris County Jubilee Show.

The silver jubilee flower show of the Morris County Horticultural Society, will be staged at the Armory, Morristown, N. J., October 27-29. The society is planning to hold the biggest show in its history, and 19 silver cups will be awarded. The following are the officers of the organization: Wm. Brown, president; David Yule, vice-president; Wm. H. Duckham, treasurer and Edw. Reagan, Morristown, secretary.

Florists' Telegraph Delivery Association.

Secretary Pochelon, of the Florists' Telegraph Delivery Association, advises that members attending the Toronto convention, October 11-13, should have their money exchanged through him.

The reduced railroad rate applies to anyone who attends the meeting. Those living in small towns, off the main trunk lines, should purchase tickets to the nearest large town or city, and then buy ticket to Toronto. Be certain to ask for certificate, not receipt, so as to obtain the benefit of the reduced fare on return journey.

Society of American Florists.

COLLEGE FLORISTS' SECTION MEETING.

In connection with the thirty-seventh anual convention of the Society of American Florists a meeting of the college section of the society took place at 9 a. m., August 18. Chairman, H. B. Dorner, of Illinois university, department of floriculture, opened the meeting. The election of new officers for the coming year was first in order, Arno H. Nehrling, of Cornell university being elected chairman, and Arthur S. Thurston of the University of Maryland, Secretary.

The question of eligibility for membership in the college section was discussed quite fully and it was finally voted that: "The membership of the college section of the Society of American Florists shall consist of those members of the Society of American Florists who are engaged in instructional and research work in educational and investigational institutions."

A general discussion of some of the problems connected with college work in floriculture followed. It was decided to have the next meeting of the college section at the time of the National Flower Show in Cleveland, O., March 25-April 1. It was also decided that the college section have a booth at the Cleveland show where each institution engaged in floricultural work may demonstrate what they are doing along educational lines.

A. S. THURSTON, Sec'y.

National Publicity Campaign.

WHERE HAVE MY PROFITS GONE?

Not many years ago a friend sent us a book entitled "Where Have My Profits Gone?" and well do we remember the significance of the title and its contents. Since that time we have had a wonderful period of progress and profit, but now—well, the florists have not had much complaint for conditions with us are not half bad, in fact some florists are having unusual business in spite of adverse conditions in all other lines. For instance the following, clipped from a Boston, Mass., newspaper explains other business lines better than anything else can:

Candy sales drop $54,000,000 in year—Automobiles, decrease of $332,-901,200 from 1920 figures.

INTERNAL REVENUE REPORT.

It cost the nation $50,000,000 less to fill its sweet tooth during the past fiscal year than in the previous year, according to preliminary annual statistics of the internal revenue bureau, $408,729,560 being spent for candy in the country as compared with $462,-820,660 in 1920. It cost more, however, to keep the country's jaws in motion, the chewing gum bill for 1921 amounting to $44,405,900 as against $37,498,-100 in the previous year. Facial decoration was less costly during the past year, the amount spent on paints, cosmetics and perfumes amounting to $145,019,100 as compared with $462,-840,660 in 1920.

The country's spending also fell off considerably in other lines, the total outlay on automobiles being $1,675,-763,800 as against $2,008,665,000 in 1920, and on jewelry to $486,078,100 as against $517,272,140 in 1920. In the field of art the curtailment was heavy, the amount spent for pianos and musical instruments dropping from $273,582,420 in 1920 to $231,358,-620 in 1921, and the national bill for sculpture, paintings, and statuary falling from $15,431,330 in 1920 to $11,-163,370 in 1921.

Now unless we view our business with proper concern we may have occasion to return to the period of "Where have my profits gone?" Of course the fact that our business is good must be due to having conditions for which we are most fortunate, helping to create a wonderful market for good flowers without much of the uphill fight with which other lines of merchandise are suffering. It must be obvious to the rational mind that sooner or later, when we meet the same condition, it will be more than an uphill fight to get back to the level which we have had these several years. And the one essential feature we have been lacking in and which all other lines have surrounded themselves always has been and still is advertising, both national and local. The last named

The national campaign is the hub of the "Say It With Flowers" campaign and must necessarily be the principal support for all the spokes of the wheel, such as local and other forms of advertising, and it is up to all of us to give added financial and moral support to carry it on with the proper dignity. Support the movement that helps not only your business, but incidentally has helped give every one in the craft the greatest boom and pleasure by the high character of advertising which the publicity committee placed in the national magazines. Don't let it slip, but send in a contribution as generous as you feel it deserves and watch its effect. We are just starting this fall with our national programme and will need more funds to continue. Will you do your part?

AN EPITAPH.

"He meant well, tried little and failed much
"Erected by his loving wife."

Near Saratoga, N. Y., a headstone in the cemetery thus epitomizes a life's effort. In the files of our wartime periodicals, some advertisements now stand as mute evidence of similar weak tryouts of advertising by well-meaning but short-winded corporations. National advertising need not be experimented with,—it works. Either advertise or don't advertise, but save yourself the cost of trying-out advertising and don't start for a run of less than five years.—Butterick, Publisher.

The above well describes the needs for a furtherance of our national advertising campaign. It is necessary to permit the efforts of our past four years to continue so as to reap the dividends of our investment. We agree with our Butterick friends that to experiment does not pay but to double our efforts will yield a handsome reward to all florists who contribute to the cause. Send your share to our secretary, John Young, 43 W. Eighteenth street, New York, to help extend our campaign.

HENRY PENN, Chairman.
National Publicity Campaign.

Coming Exhibitions.

[Secretaries are requested to supply any omissions from this list and to correct any dates that have been altered since the last advices.]

September 22-25, Boston, Mass.—Annual exhibition of the Massachusetts Horticultural Society. Wm. P. Rich, Horticultural Hall, Boston, Mass., secretary.

September 24-25, New York.—Annual dahlia exhibition of the Horticultural Society of New York, in co-operation with the New York Botanical garden. Mrs. George V. Nash, 2789 Valentine avenue, New York, acting secretary.

September 27-30, New York.—Annual exhibition of the American Dahlia Society at Hotel Pennsylvania. E. C. Vick, 205 Elwood avenue, Newark, N. J., secretary.

October 4-5, Glencove, N. Y.—Chrysanthemum show of the Nassau County Horticultural Society. Wm. McKinnon, secretary, Glen Cove.

October 6-7, Sewickley, Pa.—Annual dahlia show under the auspices of the Alleghany Garden Club and the Sewickley Horticultural Society. Geo. W. Kirk, Sewickley, secretary.

October 20-23, Los Angeles, Calif.—Annual exhibition of the California Association of Nurserymen. Henry W. Kruckeberg, Los Angeles, Calif., secretary-treasurer.

November 2-4, Tarrytown, N. Y.—Fall exhibition of the Tarrytown Horticultural Society. E. W. Neubrand, Tarrytown, N. Y., secretary.

November 7-9, Philadelphia, Pa.—Annual exhibition of the Pennsylvania Horticultural Society. David Rust, 606 Finance building, Philadelphia, Pa., secretary.

November 8-10, Scranton, Pa.—Fall show of the Scranton Florists' Club. Francis J. Moran, 302 North Main street, Scranton, secretary.

November 9-11, New York.—Annual exhibition of the American Institute of the city of New York at Engineering building, 33 West 39th street. Dr. J. W. Bartlett, 324 West 23rd street, New York, secretary.

November 16-17, Chicago.—Annual exhibition of the Chrysanthemum Society of America. C. W. Johnson, 141 Summit street, Rockford, Ill., secretary.

January, 1922, Hartford, Conn.—Annual exhibition of the American Carnation Society. A. F. J. Baur, 38th street and Rockford avenue, Indianapolis, Ind., secretary.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, $1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order For Plant Advs., See Ready Reference Section

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—By gardener and florist; single; thoroughly experienced. Wishes to make a change; good references. Address,

P. O. Box 3, Hardwick, Ga.

Situation Wanted—Young man having one year experience, now wishes position with retail florist to thoroughly learn the business. Lawndale 8065. Address

Key 802, care American Florist.

WANTED TO LEASE

Small Greenhouses with Dwelling in lively town. Address

Key 805, care American Florist.

Wanted to Rent or Buy

By thoroughly experienced florist and decorator, a large florist establishment. Only high grade proposition considered. Must stand closest investigation. Give full particulars and price in first letter.

Address **Key 575, care American Florist**

Situation Wanted

By reliable grower of roses, carnations and general pot plants; over 20 years' experience; German; age 37; married, no children; private place preferred; best of references.

WM. BOEKER,

Box, 1538 Halesit New York.

Help Wanted

Experienced lady to work in retail store. Must be capable to do design and bouquet work. State wages.

Key 803, care American Florist.

SITUATION WANTED

By all-round grower on commercial place where good results are desired; thoroughly experienced in growing roses, carnations, chrysanthemums and a general line of pot plants; specialist in roses and cyclamen; 16 years experience; Swedish; age 32; single; best of references; can come at once; please state wages and particulars in first letter.

Key 581, care American Florist.

SITUATION WANTED
STOREMAN

Experienced retail man formerly in business for himself at Chicago, is open for an engagement. Can also attend to buying if necessary. Address

Key 807, care American Florist.

HELP WANTED

An all around storeman for Chicago loop store. State full particulars in first letter.

Key 806, care American Florist

FOR SALE

Florist Ice Box, mahogany finish, 8 ft. 9 in high, 6 ft. wide, 3 ft. deep; beveled plate mirrors on ice chamber; glass on three sides; used three years. Price $250 cash, F. O. B. Chicago. Can be seen at **110 East South Water St., Chicago.**

HELP WANTED

Competent man as assistant florist and gardener at Iowa State College greenhouses. Single man preferred. Good opening for the right man Apply to

E. C. VOLZ, Prof. of Horticulture,

Iowa State College, Ames, Iowa.

FOR SALE

Just a dandy, up-to-date Florist business, going stronger every day; big territory; greenhouse and dwelling combined; dandy down-town shop, and the only one; reasonable rent; steam heat; this proposition is sound, no old, worn-out business; for references write to any near-by florist in Dallas, Waco or Ft. Worth; one thing, to take hold of this you must be up to now, the people demand it, and make up your mind to go big; the business is here; population, 16,000; I am selling to go on my farm, after being in the business twenty years; $4,000.00 cash, $3,000.00 on time, almost to suit buyer. If interested, write

HOLM'S FLOWER SHOP,
Corsicana, Texas.

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $4.50; per 1000, $6.50. Samples on request. Electro of leaf, postpaid, $3.00. Cash with order.

American Florist Co.
440 S. Dearborn Street
CHICAGO

HOME-GROWN STOCK

Greatly Increased Demand

If you have any to offer, or are likely to have any soon,

advertise in these columns now.

AMERICAN FLORIST CO.

440 So. Dearborn Street, ... CHICAGO

ALL FALL BULBS

NOW READY

Fall "BOOK FOR FLORISTS" with complete lists ready. ASK FOR IT.

Narcissus Paper White Grandiflora

Cases Full Standard Sizes and Correctly Stenciled.
All Prices Subject to Change without Notice.

	F. O. B. New York 1000	F. O. B. Chicago 1000
12 ctms. bulbs (1400 to case)	$18.50	$19.50
13 ctms. bulbs (1250 to case)	21 50	22.50
14 ctms. bulbs (1000 to case)	25.00	26 00
NARCISSUS GRAND SOLEIL D'OR (Yellow Paper White)		75.00

Hyacinths

French Romans

	Per 1000
11-12 ctm	$55.00
12-15 ctm	65.00

Dutch

	Per 1000
Miniature, 13-14 ctms	$26.00
Firsts, 19 ctms and up	70.00
Seconds, 17-19 ctms	52.50
Forcing, 16-17 ctms	40.00
Bedding, 15 ctms and up	35.00

Narcissus (Dutch)

	Per 1000
Emperor, Fancy	$30.00
Emperor, Double Nose	43 00
Victoria, Fancy	30.00
Victoria, Double Nose	43.00
Golden Spur, Fancy	30.00
Golden Spur, Double Nose	34.00
Von Sion, Fancy	28.00
Von Sion, Double Nose	35.00

Tulips Early Single

Belle Alliance	$25 00
Cramoise Brilliant	20 00
La Reine, Fancy	20 00
White Hawk	31 00
Rose Gris de Lin	20 00
Rose Luisante	34 00
Yellow Prince	20 00
Keiserskroon	22 00
Extra Fine, Mixed	17 00

Tulips Double

Schoonoord	22 00
Murillo	19 00
Cour D'Or	25 00
Imperator Rubrorum	31 00
Rubra Maxima	22 00

Darwins

Special Offer: 5 or 10 choice varieties, our selection.
Per 1000 ..... $25 00

Freesias

	1000
Purity, 7-16 inch	$ 8 00
Gen. Pershing, Pink	30 00
Viola, Lavender	30 00

WHITE CALLAS

1¼-1½ inch...per 100,	$ 8 00
1½-2 inch...per 100,	15 00

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

Milwaukee, Wis.

While most of the retailers report something doing right along, business is not brisk enough to use up the daily receipts of both indoor and outdoor cut flowers. There is a great variety of color which gives opportunity for real artistic combinations for all ocasions.

NOTES.

As the lease of the Holton & Hunkel Co.'s wholesale quarters expires December 1, and no satisfactory terms could be arranged, it will move to its new home at the southwest corner of Milwaukee and Oneida streets, after November 1.

It was just 16 years ago, on September 16, that Wm. C. Zimmermann opened his first flower store, in the Alhambra building. Good service has helped more than anything else to build up their great institution of today.

Several members of the Hawk's Nursery Co. are erecting two greenhouses, each 35x150 feet, on the Fischer farm, about four blocks west of the nursery. From reports they will be utilized to grow cut flowers.

An acount of the death of Robert Schneck, of Marshfield, formerly a florist in this city, will be found in the obituary column.

J. F. Fox, of Fox's, Inc., returned September 17, from New York and vicinity, after an absence of one week.

E. O.

Order Your Holiday Strawflowers Now

Stripped and Dried.

HELICHRYSUM, dark rich colors.
RHODANTHE.
STATICE, yellow and blue.

Try a 50c sample bunch.

T. R. MICHAELIS

Wholesale and Retail, MARINETTE, WIS

BURPEE'S SWEET PEAS

3369 MRS. KERR (BURPEE'S) The Best Early-Flowering Salmon. This magnificent novelty has been eagerly awaited by Sweet Pea growers. The color is unique, a most pleasing shade of rich salmon overlaid or suffused with orange. The plants are robust and free-flowering. The blooms are of immense size and exqusiite form, usually four on a long stem. Oz., **$10.00**; ¼ lb., **$37.50**; pound, **$140.00** postpaid.

3391 BURPEE'S WHITE STAR This is by far the best blackseeded white winter-flowering Sweet Pea, lacking any suspicion of pink or other coloring. The flowers are of immense size, and the beautifully waved flowers are produced in fours on long and strong stems. A free-flowering and robust growing variety of exceptional merit. Oz., **$10.00**; ¼ lb., **$37.50**; pound, **$140.00**, postpaid.

3341 MRS. WARREN G. HARDING "The Harding Blue" Mrs. Warren G. Harding is a deep shade of silvery blue—a clear and pleasing color that is already extremely popular. The flowers are of immense size and well waved. It is a healthy and vigorous grower and bears a large crop of giant flowers on long and strong stems. **Crop very short.** Oz., **$12.00**, postpaid.

WHITE

3392 IMPROVED SNOWSTORM A pure white of enormous size with large flowers, four to a stem. Oz., **$1.10**; ¼ lb., **$3.50**; pound, **$12.00.**

3391 BURPEE'S WHITE STAR Burpee Novelty 1922 See above.

3332 ALBATROSS A black-seeded white, slightly tinted with pale pink at times. Large and beautiful. Oz., **90** cts.; ¼ lb., **$2.95**; pound, **$10.00.**

3390 EARLY SANKEY Strong growing and free flowering. An excellent black-seeded, white variety. Oz., **60** cts.; ¼ lb., **$1.80**; pound, **$6.00.**

CREAM AND PRIMROSE

3375a LEMON BEAUTY Soft primrose on pale lemon; the wings are tinted with amber and lightly veined with rose pink. Oz., **$2.00**; ¼ lb., **$6.00**; lb., **$18.00.**

3342 CANARY BIRD A splendid cream or primrose-colored self. Beautifully waved, four flowers to a stem. Oz., **60** cts.; ¼ lb., **$1.80**; pound, **$6.00.**

BLUSH

3382 PEACH BLOSSOM Pale amaranth-pink; somewhat deeper around the edges of the standard and wings. Oz., **$2.00**; ¼ lb., **$6.00**; pound, **$18.00.**

LIGHT PINK

3376 LOVELINESS A white ground suffused soft pink with a distinct rose-pink edge. Beautifully waved. Oz., **60** cts.; ¼ lb., **$1.80**; pound, **$6.00.**

3395 SWEET BRIAR Color a lovely shade of pink with an amber suffusion. Grows only six feet tall. Oz., **60** cts.; ¼ lb., **$1.80**; pound, **$6.00.**

DEEP PINK

3351 ENCHANTRESS The enormous flowers are exquisitely waved. Bright, rosy pink, deeper on the edges. Oz., **75** cts.; ¼ lb., **$2.35**; pound, **$8.00.**

3383 PINK BEAUTY Soft rose-pink on white ground, richer towards the edges; lighter near the base. Oz., **75** cts.; ¼ lb., **$2.35**; pound, **$8.00.**

CREAM PINK

3348 DAYBREAK A pleasing shade of rich rose-pink on cream ground, lightly suffused salmon. Oz., **75** cts.; ¼ lb., **$2.35**; pound, **$8.00.**

3386 RISING SUN A bright and most attractive rose-pink on cream. Large and beautiful. Oz., **75** cts.; ¼ lb., **$2.35**; pound, **$8.00.**

3394 SUNBURST Rich pink, suffused amber, becoming lighter towards the base of standard and wings. Oz., **60** cts.; ¼ lb., **$1.80**; pound, **$6.00.**

SALMON

3334 APRICOT Rich, glowing, deep salmon self, suffused with orange. A unique color. Oz., **90** cts.; ¼ lb., **$2.95**; pound, **$10.00.**

3369 MRS. KERR Burpee Novelty 1922 The Best Early-Flowering Salmon. See above.

ORANGE

3360 FLAMINGO Light orange with a suffusion of bright salmon. Wings shaded orange-pink. Oz., **$2.00**; ¼ lb., **$6.00**; pound, **$18.00.**

3349 DAZZLER Standard rich orange; wings rosy salmon tinted and suffused orange. Very pretty. Oz., **75** cts.; ¼ lb., **$2.35**; pound, **$8.00.**

3381 ORANGE BEAUTY Glowing orange-scarlet with softer colored wings. Extremely free and early blooming. Oz., **90** cts., ¼ lb., **$2.95**; pound, **$10.00.**

ORANGE SCARLET

3366 GLITTERS Flaming fiery orange standard with deep orange wings; of excellent form. Oz., **$2.00**; ¼ lb., **$6.00**; pound, **$18.00.**

CERISE

3359 FIRE KING Scorching fire-red or cerise-scarlet. An outstanding flower of enormous size. Oz., **$1.10**; ¼ lb., **$3.50**; pound, **$12.00.**

3370 GORGEOUS Soft salmon-cerise self. A unique and pleasing color; of good size. Oz., **$1.10**; ¼ lb., **$3.50**; pound, **$12.00.**

3373 ILLUMINATION Glowing salmon-cerise with a suspicion of orange. Vigorous and strong in habit. Oz., **$1.10**; ¼ lb., **$3.50**; pound, **$12.00.**

3344 CHERRY RIPE A particularly bright and glowing cherry self. A profuse and strong bloomer. Oz., **90** cts.; ¼ lb., **$2.95**; pound, **$10.00.**

LAVENDER AND LIGHT BLUE

3375 LAVENDER KING Large flowers of a rich and true deep lavender throughout. Excellent. Oz., **75** cts., ¼ lb., **$2.35**; pound, **$8.00.**

3385 PRINCESS Vigorous and floriferous. A lovely shade of lavender suffused mauve. Well waved. Oz., **75** cts.; ¼ lb., **$2.35**; pound, **$8.00.**

3399 ZEPHYR Delightful, pale silvery blue or lavender. Of free habit and of large size. Oz., **60** cts.; ¼ lb., **$1.80**; pound, **$6.00.**

3341 MRS. WARREN G. HARDING "The Harding Blue" Burpee Novelty for 1922. See above.

BLUE

3396 TRUE BLUE The well waved flowers are a charming shade of true blue. Oz., **$1.10**; ¼ lb., **$3.50**; pound, **$12.00.**

3338 BLUE-BIRD Similar to Wedgwood but more a true self. Large well waved flowers. Oz., **90** cts.; ¼ lb., **$2.95**; pound, **$10.00.**

3340 BLUE JACKET This is a few shades deeper than Blue-Bird. Of excellent habit. Oz., **$1.10**; ¼ lb., **$3.50**; pound, **$12.00.**

ROSE AND CARMINE

3387 ROSEBUD Immense flowers of bright shining rose with a light suffusion of bronze. Oz., **75** cts.; ¼ lb., **$2.35**; pound, **$8.00.**

3362 FORDHOOK ROSE, IMPROVED A charming shade of rosy carmine; four flowers to a stem. Oz., **60** cts.; ¼ lb., **$1.80**; pound, **$6.00.**

3389 ROSE QUEEN A fine shade of rose pink, well waved and very large. Oz., **$1.10**; ¼ lb., **$3.50**; pound, **$12.00.**

3393 SPLENDOR A magnificent new deep rose self with a white blotch at the base. Oz., **60** cts.; ¼ lb., **$1.80**; pound, **$6.00.**

CRIMSON AND SCARLET

3374 EARLY KING Rich glowing bright crimson; very large. Well waved and free blooming. Oz., **60** cts.; ¼ lb., **$1.80**; pound, **$6.00.**

3388 ROSY MORN The color is a pleasing shade of rose with a crimson-scarlet standard. Oz., **50** cts.; ¼ lb., **$1.50**; pound, **$5.00.**

MAUVE AND PURPLE

3367 GLORIOUS A charming shade of warm rosy purple. Flowers of great size and excellent form. Oz., **75** cts.; ¼ lb., **$2.35**; pound, **$8.00.**

3380 MAUVE BEAUTY The immense flowers are rosy mauve. They are large and of excellent form. Oz., **75** cts.; ¼ lb., **$2.35**; pound, **$8.00.**

MAROON

3377 MAROON PRINCE A dark and rich reddish maroon—quite a unique color. Blooms profusely. Oz., **75** cts.; ¼ lb., **$2.35**; pound, **$8.00.**

PASTEL PINK

3356 FAIRY QUEEN A suffusion of pink pastel shades with darker veinings of rose. Vigorous and free. Oz., **75** cts.; ¼ lb., **$2.35**; pound, **$8.00.**

PICOTEE EDGED

3346 DAINTINESS Always carries four large flowers on a strong stem. Pure white edged rose. Oz., **60** cts.; ¼ lb. **$1.80**; pound, **$6.00.**

3352 EXQUISITE A soft, ground color of primrose with standard and wings deep rose-pink. Oz., **60** cts.; ¼ lb., **$1.80**; pound, **$6.00.**

BICOLOR

3353 FAIRY Standard rich cream suffused pinkish apricot. Wings a warm shade of cream. Oz., **$1.10**; ¼ lb., **$3.50**; pound, **$12.00.**

3379 MAJESTIC Purplish maroon standard with rosy purple wings; a bold and outstanding color. Oz., **75** cts.; ¼ lb. **$2.35**; pound, **$8.00.**

3358 FAVORITE Apple blossom-pink standard and blush wings. Excellent for bunching. Oz., **60** cts.; ¼ lb., **$1.80**; pound, **$6.00.**

3361 FORDHOOK PINK AND WHITE Bright rosy pink standard with creamy white wings lightly suffused rose. Oz., **50** cts.; ¼ lb., **$1.50**; pound, **$5.00.**

3398 YARRAWA Enormous flowers of bright rose-pink with a clear creamy base. Oz., **50** cts.; ¼ lb., **$1.50**; pound, **$5.00.**

STRIPED AND FLAKED

3335 AURORA The color is white, artistically flaked a rich orange-scarlet. A sturdy grower. Oz., **$1.10**; ¼ lb., **$3.50**; pound, **$12.00.**

3345 COLUMBINE The entire flower is striped and flaked rich rose on white ground. Oz., **90** cts.; ¼ lb., **$2.95**; pound, **$10.00.**

3372 HARLEQUIN Light heliotrope ground striped and flaked deep chocolate and claret. Blooms profusely. Oz., **75** cts.; ¼ lb., **$2.35**; pound, **$8.00.**

3357 FANTASY Striped and marbled with rich rose-pink on creamy white ground. Flowers freely. Oz., **60** cts.; ¼ lb., **$1.80**; pound, **$6.00.**

MIXTURES

3400 SUNRISE MIXTURE A carefully composed blend including all of the beautiful Burpee varieties listed above. Oz., **40** cts.; ¼ lb., **$1.25**; pound, **$4.00.**

3401 SPECIAL MIXTURE OF LIGHT SHADES Contains only light shades which some of our customers prefer. Oz., **45** cts., ¼ lb., **$1.35**; pound, **$4.50.**

W. ATLEE BURPEE CO., SEED GROWERS PHILADELPHIA, PA.

Montgomery's Priscilla

That's the name of the new pink rose! The name will be Priscilla probably after the public has had it a while, but we have had to add the prefix to cover the rules of nomenclature.

In order to get someone who knows more about roses than we do to give an unbiased, honest opinion on the merits of this rose, we have placed 12 plants of it with each of the following growers:

E. G. Hill Co., Richmond, Ind.
Dailledouze Bros., Brooklyn, N. Y.
Albert F. Amling Co., Maywood, Ill.
Duckham-Pierson Co., Madison, N. J.
Rowayton Greenhouses, Rowayton, Conn.
Miller Floral Co., Farmington, Utah
Wellworth Farm Greenhouses, Downers Grove, Ill.
Poehlmann Bros. Co., Morton Grove, Ill.
Robert Pye, Nyack, N. Y.
John Coombs, Hartford, Conn.
Frank Schramm, Crystal Lake, Ill.
A. S. Burns, Jr., Spring Valley, N. Y.
Robt. Simpson, Clifton, N. J.
Chas. H. Totty Co., Madison, N. J.
Noe-Ruzicka Co., Madison, N. J.
Wm. H. Elliott Co., Madbury, N. H.
Anthony Ruzicka, Madison, N. J.
W. J. Pilcher, Kirkwood, Mo.
Jos. Heacock Co., Roelofs, Pa.
Ferrari Bros., San Francisco, Calif.
Peirce Bros., Waltham, Mass.
Batavia Greenhouse Co., Batavia, Ill.
Doemling-Schimmel Co., Mt. Clemens, Mich.
Woodland & Keimel Co., Elmhurst, Ill.
Joy Floral Co., Nashville, Tenn.
Roberts Rose Co., Denver, Colo.
Geo. C. Weiland, Evanston, Ill.
Lakeview Rose Gardens, Jamestown, N. Y.
Exeter Rose Conservatories, Exeter, N. H.
Bassett & Washburn, Hinsdale, Ill.
H. O. May, Summit, N. J.
Budlong Rose Co., Auburn, R. I.
Dept. of Agriculture, Washington, D. C.
Gude Bros., Washington, D. C.
F. R. Pierson, Tarrytown, N. Y.
L. B. Coddington, Murray Hill, N. J.
Jos. H. Hill Co., Richmond, Ind.
S. Mortensen, Southampton, Pa.
Briar Cliff Gardens, Scarborough, N. Y.
John H. Donlop & Son, Richmond Hill, Ont., Can.
J. J. Fallon Co., Lynchburg, Va.
Gullett & Sons, Lincoln, Ill.
Rolf Zetlitz Co., Lima, O.
Van Aken Bros. & Sons, Coldwater, Mich.
Premier Rose Gardens, Maywood, Ill.
Weiss & Meyer Co., Maywood, Ill.
Florex Gardens, North Wales, Pa.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Zetlitz Floral Products Co., Dayton, Ohio.

Ask them about it, if you will, at any time. They have our permission to tell the truth. We are going to let this rose sell itself! We shall be simply order takers.

A. N. PIERSON, Inc., Cromwell, Conn.

Columbus, O.

BUSINESS IS SLOWLY IMPROVING.

A gradual improvement in the demand for flowers and plants is noted in this city. While it is between seasons in a way and flowers are not as plentiful as at some other times, still the demand is slowly increasing and it is believed that the worst of the slump is over. Florists, both growers and retailers, are very much encouraged over the outlook and there is every reason to believe that the business will continue to improve during the autumn months. A large part of the garden flowers which have featured the local market are passing away. Gladioli are still on the market but the quality is not as good as formerly and it will only be a short time until they are done for the season. The headliner is roses and the quality is generally excellent. Premiers are the principal variety, with Columbia, Sunburst and Ward following. Prices for roses range from $3 to $8 per dozen. Carnations are starting to come in and the supply is expected to be large in a short time. There are still some dahlias and asters but the quality is not as good as formerly. Funeral work has been rather active and this is one of the best features. Party work is expected to be better with the opening of the Ohio State university and other institutions of learning

NOTES.

B. H. Flynn, manager of the Gay Street Floral Co., 67 East Gay street, reports a fairly good demand for flowers, when it is realized that this is between seasons. Carnations are starting to come in and the quality of roses is good. Mr. Flynn expects a good increase in business with the opening of the university and other schools. He reports that the Taylor-Lane Greenhouse Co., Mt. Sterling, where the local company receives its flowers, recently completed a new greenhouse, making four in all.

Evan Evans, who has been assistant florist and gardener at the Ohio State hospital here for a number of years, has been appointed head florist, succeeding Thomas J. Blincoe, who resigned about a month ago. Mr. Evans is from Gallia county and has devoted his entire life to flower growing and gardening. The appointment was made following a competitive examination.

Field-Grown Hydrangeas

Heavy two-year plants, well pinched, 8 to 10 good shoots. Ready for 8-inch pots or tubs.

GRAND FOR SPRING SALES

$7.00 per dozen; $50.00 per 100

Mme. Chautard, Mme. E. Mouliere, Bouquet Rose, Lily Mouliere, Baby Bimbinet.

The Storrs & Harrison Co., Painesville, Ohio

Carl Block, a florist, who had a business in the university district previous to the world war, and who went into service, is preparing to open a retail shop in the vicinity of Sixteenth avenue and High street. He is popular with the students and has always made a success of the business.

T. J. Blincoe, who was florist at the institution for four years, has associated himself with his two brothers and will soon open a growing business five miles north of Dayton, where he purchased a plot of ground. He is now building the greenhouses and installing the equipment.

J. W. L.

Stellarton, N. S.

This city is a mining town that supports a thriving floral establishment. Leander McLaughlin, now 82 years old, settled there 42 years ago and has remained here ever since, except when he takes an occasional trip abroad. He but recently returned from a visit to London, Eng., his birthplace. He retired from active business several years ago and George McLaughlin, his son, now conducts the range, which is of considerable extent, and a thriving retail business. This city is among the old towns of Nova Scotia and many of its citizens have good homes with large grounds where good horticultural features were noted.

A. F. F.

Oklahoma City, Okla.

Moderate autumn weather has greatly increased the quality of out-door flowers, as well as greenhouse stock, such as ferns, begonias, cyclamens and carnations. Sorority parties have been the greatest help in stimulating trade.

NOTES.

Furrow & Co. have received a shipment of palms and cibotiums, which arrived in excellent condition. The company will move its headquarters here in the near future from Guthrie. J. W. Furrow and wife will make this city their residence about October 1.

Thos. A. Howard, formerly of Furrow & Co., has joined the Foster Floral Co. force. Glen Felt, of the latter company, is back on the job after spending a two weeks' vacation.

Visitor: Miss Nell Statuim, of the Idlewild Greenhouses, Memphis, Tenn.

PAUL RICHMOND.

ANNOUNCEMENT

THE STUPPY SUPPLY COMPANY

Beg to announce the opening of their New Kansas City House
October 1st, at

Ten Twenty Oak Street
KANSAS CITY
MISSOURI

Wholesale Cut Flowers

Plants **Florist Supplies**

FRANK X. STUPPY, President. GLENN K. PARKER, Vice-Pres. and Gen. Mgr. B. W. MURPHY, Sec. and Treas.

Choice Roses at Low Prices

It pays to buy direct of the grower.

Our Roses Have a National Reputation for Quality

You always get fresh flowers and a more even run of stock.

CURRENT PRICE LIST—Subject to Market Changes

	Per 100
RUSSELL	
Fancy Long	$16.00
Medium	8.00 to 12.00
Short	4.00 to 6.00
COLUMBIA	
Fancy Long	$16.00
Medium	8.00 to 12.00
Short	4.00 to 6.00
PREMIER	
Fancy Long	$12.00 to $16.00
Medium	8.00 to 10.00
Short	4.00 to 6.00
CRUSADER	
Long	$12.00 to $16.00
Medium	8.00 to 10.00
Short	4.00 to 6.00
BUTTERFLY	
Long	$10.00
Medium	6.00 to 8.00
Short	3.00 to 4.00
SUNBURST	
Long	$12.00
Medium	8.00 to 10.00
Short	3.00 to 6.00
WHITE KILLARNEY	
Long	$ 8.00 to $10.00
Medium	6.00
Short	3.00 to 4.00

ASSORTED ROSES

SPECIAL OFFERING

Good fresh Roses, our selection, in lots of 200 or more, as follows:

	Per 100
Good medium lengths	$6.00
Good short lengths	4.00
Short lengths, good stock	3.00
New Fancy Ferns, per 1,000	$2.50
Adiantum, per 100	1.50 to 2.00
Spreugeri, per 100	3.00
Galax, green, per 1,000	2.00
Galax, bronze, per 1,000	2.00
Asparagus Sprays, per bunch	35 to .40

Of miscellaneous flowers now coming into market, we will procure for our customers the best at lowest market prices. A trial order solicited.

In buying direct of the grower you are assured of fresh stock at all times, and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONES:
CENTRAL 1457

Greenhouses: Hinsdale, Ill., and Gregg Station, Ill.

Notice:—We close at 5 o'clock week days.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.
Closed all day Sundays

Chicago.

GREAT IMPROVEMENT IN BUSINESS.

There was a great improvement in business the past week, starting September 17, when the demand in general was greater than it has been in months. Business continues to be good at this writing and the market is fairly well cleaned up considering the large quantity of stock offered all season. American Beauty roses are in strong demand and there is no surplus when the stores close at night. Mrs. Chas. Russell, Columbia and Premier have a good call and there is a good demand for Crusader, Sunburst, Ophelia, Ward, Milady, Hoosier Beauty, Hearst, Montrose, Butterfly, Killarney Brilliant, Double White Killarney, Victor, Golden Rule, Phantom, Nesbit, Cecil Brunner and all the other varieties grown for this market. Carnations are selling better and have advanced and first-class stock is moving fast at good prices. Gladioli have jumped in price along with all other stock and large quantities have been moved the past week. Lilies are holding their own at high prices and so are lily of the valley and orchids. Sweet peas are included in the offerings and some snapdragons are available. Dahlias are obtainable at a few of the stores. Feverfew, strawflowers, pond lilies, cornflowers, zinnias and other miscellaneous indoor and outdoor stock is included in the offerings. Chrysanthemums are more plentiful and the shipments include both local grown and California stock. Greens are in good supply and in good demand.

BILLBOARD BATTLE.

Exclusion of all billboards from residential districts and the payment of a fee to the city for each board erected in this city is the plan of Ald. Thomas Byrnes, who is preparing an ordinance

THE OPENING

FOUNDED BY FLINT KENNICOTT 1st

of a profitable season is at hand; the time to form permanent connection with a reliable source of supply.

We are heaviest in **ROSES,** the foundation upon which we have built up our widely distributed country trade.

Our **CARNATION** growers are tried and sure, successful producers of quality stock. Nearly two hundred growers provide supplies of every variety of **MISCELANEOUS STOCK** shown for sale.

MORE THAN A MILLION FEET OF GLASS.

START NOW AND BE INSURED.

KENNICOTT BROTHERS CO.
WHOLESALE FLORISTS

PETER REINBERG, INC.

WHOLESALE FLORISTS

30 East Randolph St., Long Distance Phones Central 601 and 2846 **CHICAGO**

Roses--Asters--Gladioli--Carnations

Buy Direct From the Grower — CURRENT PRICE LIST — Subject to change without notice

	Per 100
MRS. CHAS. RUSSELL	
Specials	$18.00
Select	12.00
Medium	8.00 to 10.00
Short	4.00 to 6.00
COLUMBIA	
Specials	$18.00
Select	12.00
Medium	8.00 to 10.00
Short	4.00 to 6.00
PREMIER	
Specials	$18.00
Select	12.00
Medium	8.00 to 10.00
Short	4.00 to 6.00

	Per 100
SUNBURST, OPHELIA, WHITE KILLARNEY	
Specials	$12.00
Select	10.00
Medium	6.00 to 8.00
Short	4.00
ROSES, OUR SELECTION	$ 3.00 to $ 4.00
Asters	2.00 to 5.00
Gladioli	3.00 to 6.00
Adiantum	1.50
Asparagus, per bunch	35c to 50c; extra fancy 75c
Ferns, per 1,000	$3.00
Galax, bronze and green, 1,000	2.00
Leucothoe Sprays	1.00

EXTRA SPECIAL STOCK BILLED ACCORDINGLY

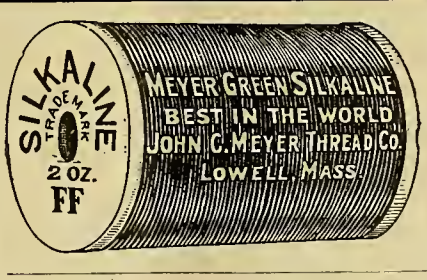
PAUL R. KLINGSPORN, Manager.

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue L. D. Phone, Central 282 **CHICAGO**

for the council along these lines. "Billboards should not be permitted here at all," said Ald. Byrnes. "Many of them are eyesores to the city. They ruin residential districts, increase fire hazards and are in many instances a public nuisance. Light and air are shut out by some of the boards, and I would like to see them excluded entirely. However, I do not believe the city council would have the power to do this. Nevertheless, the council has the power to prevent them in residential districts, and I am drafting an ordinance now which I believe will pass the council. Furthermore, my ordinance will permit billboards on business thoroughfares only where every property owner in the block gives his consent. Also the billboard companies will be required to pay an annual fee into the city treasury. Alderman Frankhouser of the 25th ward said he agreed with Alderman Byrnes. "It's an outrage that the billboard companies should be permitted to disfigure and ruin high-class residential districts with the unsightly signs," he said. "I know that in my ward the feeling against them is strong. A year ago property owners and residents took things in their own hands and destroyed a huge billboard which had been erected in Sheridan road. I am with Alderman Byrnes in this fight and will vote for his ordinance."



YOU GET ALL THREAD WHEN YOU BUY

Meyer's Silkaline

Weigh up our threads and then weigh up the other parties that you are buying from and you will notice that our threads run full two ounces of thread to the spool.

NOTES.

Miss E. H. Heskett, of Vaughan's Seed Store, is recuperating at Galesburg.

You Will Always Find High Quality Stock at Our Establishment

Roses, Carnations, Sweet Peas, Lilies, Valley, Orchids, Asters, Gladioli, Etc.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

Mention the American Florist when writing

WIETOR BROS.

Wholesale Growers of Quality Cut Flowers

30 East Randolph Street, L. D. Phone Randolph 2081 CHICAGO

Mention the American Florist when writing

H. Van Gelder, president of Percy Jones, Inc., has sold his $300,000 apartment building on the south side to Thos. A. Soper, vice-president of the Chicago Towel Co., taking $38,000 cash and his farm of 320 acres at Crystal Lake, considered one of the best in the state. The deal includes 120 head of registered cattle, 150 blooded hogs, besides a large number of turkeys, geese, ducks, etc.

George V. Weinhoeber, 41 South Wabash avenue, will open a branch store at 28 North Michigan avenue as soon as his new marble building, 110x10 ft. and one-and-one half stories high is completed, which should be just before the holidays. He has secured a ground lease for a term of years and will equip the store in keeping with its surroundings.

Vaughan's warehouses are very busy with bulb shipments. Both counter and trade bookings the first half of September are practically double those of 1920. The Michigan gladiolus farm reports lifting of young stock well under way and plans to have well cured new bulbs ready for shipment by mid-November.

Louis and James Choromokos are the new proprietors of the store known as the Washington Floral Co., 76 West Washington street, and are now conducting the business under their name. They were formerly in the flower and candy business on Wilson avenue, having sold out only recently.

H. Tobler, of Three Rivers, Mich., was here last week buying stock for his fall trade. He has about 7,000 square feet of glass devoted to chrysanthemums and carnations, which he sells at retail in addition to regular shipments from this market.

C. L. Washburn says Bassett & Washburn have received many offers from coal dealers the past week at considerably lower prices than heretofore quoted. His firm has enough coal on hand to last at least three months.

H. Kusik, of H. Kusik & Co., Kansas City, Mo., was a visitor in the wholesale market, September 15, leaving the same evening for home on his way from Milwaukee, Wis., where his family is spending their vacation.

Ralph Zetlitz, of Dayton, O., drove up here in his Cadillac last week to buy stock for his fall trade. He has a chain of greenhouses in Ohio and it would not be at all surprising if he opened a chain of retail stores next.

J. W. Steiner and R. R. Davis, of Davis & Steiner, Ottawa, visited some of the growing establishments in this vicinity last week. They are known as the "Cuke Kings," but grow Boston ferns quite extensively as well.

Peter Reinberg, Inc., report business as satisfactory and the new proprietors are optimistic in regard to the future. Their shipping trade is holding up and many new customers have been added to their list.

William Lynch and wife, of North Hampton, Mass., are the guests of A. L. Vaughan and family. Mr. Lynch is well known to the trade through his former connections and has a host of friends in this vicinity.

The John Kruchten Co. is experiencing such a strong demand for lilies that it is impossible to fill all the orders. If every aster this firm is handling was a lily the proprietors would be near-millionaires.

Poehlmann Bros. Co. is cutting splendid roses in all the leading commercial varieties and the stock in general at the greenhouse never looked more promising than it does right now.

Zech & Mann report business as improving with a good demand from out-of-town points. This house is supplying its trade with choice roses in all the leading varieties.

Ernest Anderson, of the Bassett & Washburn force, is again attending to his duties at the store, after enjoying a vacation, part of which was spent at Fox Lake.

L. R. Bohannon, of the Kansas City Wholesale Cut Flower Co., Kansas City, Mo., was here on a combined business and pleasure trip last week.

Emil Kroll, who was formerly in business at 2102 Pensacola avenue, will locate at Hartford, Mich., where he will operate a farm.

Joe Bieber is back from Point Place, O., and is again in charge of A. I. Simmons' store at 242 West Sixty-third street.

Louis Finnermann, representing Joseph Ziska & Sons, is back from a successful trip through Illinois and Missouri.

The American Bulb Co. has a car of Dutch bulbs on the way to Minneapolis, Minn.

A. T. Pyfer attended the county fair at Palatine, September 15.

A. Henderson & Co. report all florists' bulbs going fast.

Visitors: F. C. Goodman, of Goodman & Knudson, Mason City, Ia.; James J. Karins, of Henry A. Dreer, Inc., Philadelphia, Pa.; Robert Greenlaw, representing S. S. Pennock Co., Philadelphia, Pa., I. Inoue, of the United Flower & Supply Co., Inc., San Francisco, Calif.

GET IT HERE

You will find our service and stock up to your expectations.

Roses, Carnations, Asters, Calendulas, Chrysanthemums, Gypsophila, Lilies, Cornflowers, Gladioli, Orchids, Valley, Sweet Peas, Snapdragons, and all other Seasonable Cut Flowers and Greens.

A. L. VAUGHAN & Co.
NOT INC.
PHONES:
CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572
161 North Wabash Ave, Chicago

Salt Lake City, Utah.

TRADE SHOWS GREAT IMPROVEMENT.

Business has increased considerably in the last week, due to large extent to the return of vacationists from the various resorts. Asters are on the market in large quantities, used principally in funeral work. Gladioli are not very plentiful, but the stock is good. Chrysanthemums are beginning to appear in small quantities. Roses have shown a decided improvement in quality, due to the cool nights. Many plants, carried over from last season, are being pruned down to bring them in for the holidays, which has resulted in a smaller cut, yet the supply is still greater than the demand. There is a steady call for dark roses, such as Hoosier Beauty and Dunlop. Columbia also finds a ready sale. Ophelia and Shawyer can be had in large numbers at very reasonable prices. The carnation supply is not very large at present, and cannot keep pace with the demand, although the cut has shown a steady increase over last week.

NOTES.

Mrs. Ura Huff, store manager of the Miller Floral Co., has recently returned from Colorado, where she has been spending her vacation. Upon her return, Miss Ethel Robinson, cashier, went on a vacation to Salduro, Utah.

The Porter Walton Co. and the Miller Floral Co., of Farmington, have just received a carload of bulbs from M. Van Waveran & Sons, Holland.

Department stores have given away thousands of roses in their fall opening this year, which has resulted in a greatly reduced surplus of stock. We think this a very commendable way of cleaning up the surplus.

Permanite
(Prepared Putty)

Permanite is a well known product and highly recommended for glazing greenhouse sash; also used to prevent leaks in gutters, etc.

Per 1 gallon can.....$2.00
Per 5 gallon can..... 9.50
Machine for using "Permanite," each..... 6.50
Rubber Putty Bulb, each..... 1.40

PERMANITE THINNER

Used to thin "Permanite" when same is too heavy for use.
Price, per gal.....$1.50

Glazing Points

The Perfection Glazing Points (double pointed) are very desirable for florists' use. Per box of 1000, $0.60

Cane Sticks

	Per 100	Per 500	Per 1000.
5 to 7 feet long...	$1.75	$8.00	$14.50

Rubber Aprons

Good, large size, best quality, can be used either for store or greenhouse work. Price, each $1.25

Complete list of many other items free.

One Floral Art Album given free with any order of $25.00 or more.

GEO. H. ANGERMUELLER CO.,
Wholesale Florists 1324 Pine Street, ST. LOUIS, MO.

Robert Miller, manager of Miller Floral Co., has just returned from a business trip to Pocatello, Ida.

Miss Beuble, who recently acquired the Evans Floral Co., reports business very good.

Visitors: Fred Gust, of the McCallum Co., Pittsburgh, Pa.; Martin Reukauf, of H. Bayersdorfer & Co., Philadelphia, Pa. J. W. W.

BUFFALO, N. Y.—W. C. Stroh, proprietor of Stroh's Quality Flowers, 379 Main street, has disposed of his entire stock and store fixtures, discontinuing the business September 15.

LEAVENWORTH, KANS.—The Leavenworth Floral Co., W. A. Kuehnoff and R. O. Hinz, proprietors, opened a retail flower shop at 506 Delaware street, September 16. The proprietors have been in the wholesale trade here for many years.

RED BANK, N. J.—W. J. Keimel and Chas. Graham, and families, visited here by auto from Washington, D. C., on their roundabout way home to Chicago and Cleveland, O. "Billy" Keimel was a well-liked apprentice here in old days.

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.
CHICAGO

Long Distance Phones Central 3283 Central 3284

Our Offerings Include:

LILIES

Absolutely the finest supply of Cut Lilies in this market.

ROSES

COLUMBIA
RUSSELL
White Killarney
Butterfly
Crusader Sunburst
Killarney Brilliant
Ward Ophelia
Premier

MISCELLANEOUS

Valley Cattleyas
ASTERS
Calendulas

GLADIOLI

GREENS

Plumosus Sprengeri
Bronze and Green Galax
Ferns
Adiantum Smilax
Mexican Ivy
Boxwood

San Francisco.

DECIDED INCREASE IN BUSINESS.

There has been a decided increase in business during the past week and florists are convinced that this upward trend will continue. Much activity in social affairs and numerous weddings have created a strong demand for high-grade flowers of all kinds. The effect on the wholesale market has been advanced prices all along the line, with the possible exception of chrysanthemums. The latter are now coming in heavily and in most instances there has been a slight reduction in prices on all grades. Chrysolora still continues to be the best variety, at $2 per dozen. Crystal Gem is the best white. The bronze Nero, Mrs. O. H. Kahn is being offered in small lots and is selling out quickly. Some Monrovia and October Frost are still to be had at low prices. The large-flowering sorts are being shipped out of the city by the wholesalers in large quantities. This, in a measure, is the reason of the firm prices asked here. Rose supply is unchanged and stock sells quickly. Premier and Columbia are more plentiful than they formerly were and bring good figures. Ophelia is in strong demand. Butterfly is also on the short side, but will be prominent this coming season as growers have planted it quite extensively. Hoosier Beauty and Hadley are the best reds with the call excellent. Ulrich Brunner is of poor quality. There is a good supply of Aaron Ward. Cecil Brunner is in much call by the shippers and the local trade. There seems to be a bounteous supply of late-flowering gladioli; with one or two exceptions the colors do not appeal to the buying public. Medium dahlias are in over supply. Most of the stores carry a limited amount of the large-flowering varieties as they add greatly to their appearance. Pompon dahlias continue to lead. There is very little change to be noted in carnations. While sweet peas are not plentiful the stock coming in is excellent, the coloring and form of the flowers being fine. There seems to be an over supply of poorly grown Lilium rubrum. Very few Auratums are now obtainable. Violets are rapidly resuming their old position. More Princess of Wales is available than Marie Louise. As yet no Giant has appeared. This is the leading shipping variety and is largely grown for this purpose. Lily of the valley moves rapidly at $8 per 100. Gardenias of excellent quality are also in great favor, and more could be sold. A few cattleyas came in during the latter part of the week. One of our leading growers says it will be three weeks before any appreciable amount will be ready. Cut cyclamen sell well for corsage and bridal bouquets. Large amounts of perennials and annuals are finding a good market. Growers of this class of stock are said to have had a very profitable year. We have heard that plantings of this class of stock will be increased considerably next season. Plants move slowly. There is a good supply of all greens and also a steady demand for it.

NOTES.

Angelo J. Rossi, of Pelicano, Rossi & Co., has been named president of the Central Bureau. In this capacity he will have charge of the California Industries exposition, scheduled for November 19 to December 10 at the Civic auditorium. In political circles Mr. Rossi's name is being mentioned as a candidate for supervisor at the coming fall election. As yet he has not announced his candidacy, but his host of friends are urging him to do so.

The first regular monthly meeting of the Retail Florists' Association to be held in the new market building was held September 7, of this month. President A. O. Stein was unavoidably absent and Vice-President Charles W. Brown occupied the chair. Many important matters came before the members for their consideration. Hereafter all meetings will be held in the new market building.

Podesta & Baldocchi are making extensive alterations to their store on Grant avenue. A mezzanine floor is being built which will contain the offices, which are now on the first floor. This additional room is badly needed by this firm owing to a continuous growth in business. The bowling team of this store is still the undisputed champions among the trade.

A completely revised premium list for the great floral exhibition in October was presented to the various committees of the Retail Florists' Association and the Pacific Coast Horticultural Society, last week by H. Plath, chairman of the prize committee. Several thousand dollars were added to the list of prizes in addition to eight silver cups.

Last week a student aviator stole an aeroplane from the Durant flying field, Oakland, and after reaching an altitude of 1,000 feet, lost control of the machine. The plane fell on one of the greenhouses of H. Hayashi and destroyed it together with hundreds of dollars worth of cyclamen plants. The flyer was arrested after he escaped uninjured.

The Art Floral Co. received a car of large kentias and other palms during the week from the City and Kentia nurseries. These palms are all for their Powell street store. A large part of the shipment will be used by this firm in their exhibit at the flower show in the Civic Auditorium, October 26-28.

G. Rossi & Co. are opening a branch store on K street, Sacramento. Another store is being opened in Stockton. This firm now has retail stores in Reno, Fresno, Oakland and Berkeley, also.

The Shinyo-Maru, which recently arrived at this port from the orient, brought 830 packages of Chinese narcissus bulbs.

The E. W. McLellan Co. has secured space in the new flower market here and will supply all their local cus-

Fall Business is opening up strong for those who

Use Budlong's Flowers

Line Up with the Progressive Element of the Trade and Make Your Business Grow

Rose Specials for This Week Good assorted stock, $20.00 to $25.00 per 1000

RUSSELL COLUMBIA PREMIER MILADY HEARST OPHELIA

Autumn Roses

Do you want a good White Rose? If so, order our
Double White Killarney, the only good white on the Chicago market.

SUNBURST BUTTERFLY DUNLOP MONTROSE NESBIT

Use **Nesbit Roses**; they more than serve the purpose of Sweet Peas

CARNATIONS Stems a Trifle Short, but Flowers of Good Keeping Quality **in Good Supply**

ASTERS—In good supply; White, Pink, Purple and Lavender

GLADIOLI—Very fine White, Light Pink, Yellow, Deep Pink, Red
and All Other Seasonable Cut Flowers

Use Our Valley for Your Wedding Work
Once Tried You Will Not Be Satisfied with Any Other

All Greens: Ferns, Adiantum, Plumosus, Sprengeri, Mexican Ivy

If you want good stock and good treatment, buy of
Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can reply upon orders sent us receiving such benefits
WE ARE CLOSED ALL DAY SUNDAY.

tomers, with shipping headquarters at 451 Bush street, as formerly.

M. N. Ebel, of Sacramento, is removing his flower store to Ninth and K streets. He has a fine location here in the heart of the retail section.

J. A. Axell is well pleased over the way the shipping business is opening up. He has just returned to this city after an extended eastern trip.

The directors of the new flower market are much pleased over its success. All the available space has been rented.

Louis Capuro, of Avansino Bros. & Co. is the proud father of twins.

Visitor: Martin Reukauf, of H. Bayersdorfer & Co., Philadelphia, Pa.

JAMES T. LYNCH.

JAMAICA, L. I., N. Y.—A. L. Miller has his six new Lord & Burnham greenhouses, 20x150 feet, well along toward completion.

Southern Wild Smilax, $7.50 per case

THE E. F. WINTERSON CO., 166 N. Wabash Avenue, Long Distance Telephone, Central 6004 Chicago, Ill.

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street L. D. Phone, Randolph 6578. CHICAGO, ILL.

The Ove Gnatt Co., Inc.

Preservers of Natural Foliages LA PORTE, IND.

Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties

Montreal, Que.

When a man is far from home he is supposed to keep in mind good manners, if by nature or education he has acquired that happy quality and it is a great help to a traveler if the people he meets are good tempered and friendly. Without attempting to flatter, but to state the plain truth, we have found the people of this city genial and obliging. The florist business is good for this season of the year. In proportion to population, we believe it is better than in the larger cities of our own United States. The reason we assign is that more of the people here stay at home in summer and autumn. In the retail stores fine stocks of both plants and cut flowers are noted. There is no air of langour about the people that serve customers, all are up and doing. It can be candidly stated that the St. Catherine street stores, one and all, are models of efficiency and activity. At this writing we have not had time to cover the entire trade of the city.

The McKenna store, St. Catherine and Guy streets, is large and has fine facilities for window display. They have another shop in the city of Quebec. The father, James McKenna, is an old timer in the business, but yet active. One son manages the store and another is with his father at their range on the Cote Des Neiges road. At this range, which we have visited, a complete new heating plant is being installed at a cost of $15,000. The two large hot water boilers are from the factory of the H. B. Smith Co., Westfield, Mass. There will be two pumps operated by two motors to facilitate circulation. A fine stock of chrysanthemums, cyclamens, hydrangeas, begonias, Jerusalem cherries and other plants were noted, and 25,000 bulbs are to be forced.

The saying that after all the world is not so large, was exemplified when before we had been an hour on St. Catherine street, we met two young men that we had previously known in New York, and another with whose father and other members of the family we had been well acquainted in Washington, D. C. Charles Ley, now of the retail firm of Ley & McAllan, 558 St. Catherine street, is a Washington boy, a son of the late J. H. Ley, in his time a well known grower who originated the adiantum hybridum fern. Ley & McAllan have a fine store and are evidently prosperous.

GREEN SHEET MOSS

Fadeless, per bag, $3.50
Natural, " " 1.75

KNUD NIELSEN
Evergreen, Ala.

Golden Yellow Sweet Peas

McClenahan's Yellow Flower Dye
Send for sufficient to make one quart.
Price, $1.00, prepaid.

McCLENAHAN'S GREENHOUSES
40th and Phillips Sts., Oklahoma City, Okla

The Dominion Floral Co.'s main store, 484 St. Catherine street, showed great activity at the time of our visit. They were so busy that we had to defer asking unnecessary questions until a more convenient season.

Campbells, Inc., 554 St. Catherine street, W., has a large and well stocked establishment. This business was founded in 1875. J. B. Deal, formerly well known in New York, is store manager.

We found the store of Miss Cairns, 316 St. Catherine street, W., well stocked, not only with plants and cut flowers, but also a large assortment of fancy baskets and vases.

Marcel Le Mot, who has served several New York retailers, is now with McKenna's, Ltd. A. F. F.

NEW ROCHELLE, N. Y.—J. H. Troy will start November 1, on an Australian trip, where he goes to visit his youngest sister, who lost three sons in the world war; he will spend the winter there.

MANHATTAN, KANS.—T. S. Martin and wife formally opened their downtown flower shop in the Marshall building, September 10, giving away 1,000 roses. They also operate greenhouses on the outskirts of the city.

Prepared Magnolia

Bronze, Violet, Green, Red.

Prepared Oak Sprays
Prepared Beech Sprays
Dyed Green Sheet Moss
Fancy and Dagger Ferns
Southern Wild Smilax

Write or wire

The Decorative Greens Co.
KINSTON, ALA.
H. C. Willis Duncan Jackson

Mention the American Florist when writing

ARE YOU USING
Cut Evergreens
FOR FUNERAL WORK?

They are more satisfactory—they cost you less— it is fashionable to use them. Then why not get in line and order them from us? Place an order for shipment each 1st and 15th.

THUJA OCCIDENTALIS TSUGA CANADENSE

With or without fruit are the sellers. Order a sample shipment today.

BOTANICAL NURSERY CO.
WILD FLOWERS
1103 Court St., LAPEER, MICH.

H. Bayersdorfer & Co.

The Wholesale Supply House of America . . .

EVERYTHING THE BEST IN FLORISTS' SUPPLIES

1127 Arch St., Philadelphia, Pa.

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street. WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

A. T. Pyfer & Co.

WHOLESALE FLORISTS
164 N. Wabash Avenue
CHICAGO, ILL.
Long Distance Telephone, Central 3373.
Mention the American Florist when writing

WEILAND-RISCH CO.

FLOWER GROWERS
TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS
Mention the American Florist when writing

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Wholesale
CUT FLOWERS
Supplies
30 E. Randolph St.
Telephone Central 5284
Chicago

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located
WHOLESALE
CUT FLOWER HOUSE
IN CHICAGO
169-75 N. Wabash Ave., CHICAGO
L. D. Phones: CENTRAL 1977 1978

Wholesale Flower Markets

Chicago
CURRENT PRICE LIST

		Dozen
Roses, Beauty	$ 3.00 to	$ 6.00
		Per 100
" Mrs. Chas. Russell	4.00 to	30.00
" Butterfly	4.00 to	30.00
" Columbia	4.00 to	30.00
" Dunlop	4.00 to	30.00
" Premier	4.00 to	30.00
" Hoosier Beauty	4.00 to	25.00
" Killarney Brilliant	4.00 to	20.00
" White Killarney	4.00 to	20.00
" Mrs. Geo. Shawyer	4.00 to	20.00
" Milady	4.00 to	30.00
" Mrs. Aaron Ward	4.00 to	20.00
" Sunburst	4.00 to	20.00
" Ophelia	4.00 to	20.00
" Dble. W. Killarney	4.00 to	20.00
" Cecile Brunner		2.00
" Our Selection		5.00
Calendulas	2.00 to	4.00
Daisies	2.00 to	3.00
Cattleyas, per doz.		30.00
Gladioli	4.00 to	8.00
Valley		8.00
Carnations	2.00 to	3.00
Asters	2.00 to	8.00
Lilies, per 100	15.00 to	20.00
Adiantum	2.00 to	3.00
Ferns per 1,000	2.50 to	3.00
Galax per 1,000		2.00
Leucothoe		1.00
Sprengeri, Plumosus Sprays		35c to 50c per bunch
Mexican Ivy		1.00
Boxwood, 35c per lb., case		9.00
Southern Wild Smilax, per case		7.50

ZECH & MANN

WHOLESALE FLORISTS
30 E. Randolph St., CHICAGO
Telephone Central 3284

Pittsburgh.

MARKET SLOWLY IMPROVING.

Market conditions are improving slowly, not that the demand is any greater, but the supply of outdoor stock is smaller and better prices are realized. This does not mean that everything cleans up, for there is still too much, but the best sells at a fair price. Dahlias are now predominating the market, but due to the extremely warm weather of the last two weeks, the quality has not been of the best, but with cooler weather in sight, and with asters and gladiolii about done, they should find a ready market. The supply of roses just about equals the demand and the quality is of the best. Columbia seems to be the best at present and has the call, with Ophelia and Butterfly close seconds. More American Beauties could be sold. Carnations are now becoming a factor, and while the stems are short the flowers are very good. Lilies are good property and clean up on sight. The big glut of gladiolii is over and the demand for good flowers exceeds the supply, which has caused an advance in prices. The New York state crop of asters is now at its best, and some fine stock is coming into this market, but as usual it is overdone and too many are received, so that it is hard to dispose of them. Some early chrysanthemums are arriving but not enough to make them a factor.

NOTES.

Jos. Thomas, Greensburg, Pa., has installed a full fledged swimming pool in one of his greenhouses. The pool is fully equipped with all the conveniences to be found at the larger pools and has proven very popular.

The McCallum Co. is featuring some fine dahlias from the Dahliadel Nurseries, Vineland, N. J.

The Altimo Culture Co., of Canfield, O., is building an addition to its already large plant.

Geo. C. McCallum, of The McCallum Co., is on a western trip for his firm.

J. W. Glenn, of Kittanning, Pa., is sick with rheumatism.

E. C. T.

THE
CHRYSANTHEMUM MANUAL

By Elmer D. Smith

FOURTH EDITION
Price 60 Cents. Cash with Order
American Florist Co.
440 S. Dearborn St., Chicago
Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave., and Lake St.
CHICAGO, ILL.
Wholesale Cut Flowers, Florists' Supplies.
Mention the American Florist when writing

George Reinberg

WHOLESALE FLORISTS

Extra fancy Ophelia, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Ave. CHICAGO
Mention the American Florist when writing

NEW IMPORTATION
MINIATURE VELVET PANSIES

$3.60 per gross.
MINIATURE RED POPPIES..... $1.80 per gross
CLOTH CARNATIONS
White, Ward, Dark, Red Pink. $25.00 per 1000
SAM SELIGMAN
116 West 28th Street, NEW YORK
Mention the American Florist when writing

Dahlias

are at their best now, and they will be one of the best items in cut flowers.

Yellow and White 'Mums

We can furnish in quantity.

Valley and Orchids

are two items we can always supply on short notice.

Let US have your inquiries for flowers for special occasions.

Business Hours: 7 a.m. to 5 p.m.

The Leo Niessen Co.
1201 Race Street
PHILADELPHIA, - PA.
Branches: Baltimore, Washington.

EDWARD REID
CHOICE ROSES, All Grades.
CARNATIONS, EASTER LILIES and All Seasonable Flowers.
This is the exclusive shop, only one block from Express Depots.
1619-1621 Ranstead Street, PHILADELPHIA, PA.

Philadelphia.

TRADE BELOW EXPECTATIONS.

The past week shows a slight improvement over the earlier part of the month but conditions are away below those hoped for by this time, as it was thought that the dahlias, which are now available in any quantity, would start things moving, and they most probably would if the retailers gave them a chance in display such as they should at this season. As an excuse the store men say they are as yet too soft owing to the warm weather and they have had to replace too many and that they will not handle them until the weather gets cooler and stiffens the stems and flowers. The quality is getting finer each suceeding year, the average in size being considerably larger this season than last. They are a splendid flower, with which to open the season, being available for all kinds of work, and as a large wholesaler puts it "The shop that does not get a good supply daily and feature them loses one of their best opportunities." The market is still full of great quantities of asters, both from local growers and New York state, which latter are very good. The first selection bring a fair price but the seconds as they accumulate are hard to move at anything like quoted figures. Gladioli are also still a factor, the show tables and cold rooms containing quantities of very good stock that is much ahead of the demand. Hardy spray asters are seen in abundance as is the blue eupatorium and cosmos. Roses are plentiful and getting better, 24-inch specials in Russell, Columbia, Pilgrim are available with shorter stemmed in all kinds being offered. Considering conditions, prices are very fair. Cattleyas are scarce, the market cleaning up daily; prices are a trifle easier. Easter lilies have shortened up, the supply being meagre, the growers probably giving the dahlias a chance. The fall weddings keep down the surplus of lily of the valley, which sells up closely.

MARKET CONDITIONS.

A well posted wholesaler referring to market conditions declared there was nothing serious the matter with business; most people think in the present, today or this week is very bad, that is, compared with what it might have been, but lined up with the same period of a year ago it is found to be better. As a rule people's memories are very short and they need to compare dates and prices in times of despondency to cheer them up.

A FINISHED GROWER.

Adolph Farenwald has always been in the foremost ranks of the rose growers of this section and has also taken an enviable part in national affairs connected with the rose industry, having the honor to be president of the American Rose Society and has occupied other positions of trust in trade organizations. After the past three years of strenuous work he resolved to take a good rest and with Mrs. Farenwald passed the summer at the seashore, leaving his son Edward in charge of his extensive plant at Roslyn, Pa. On his return he says he never saw the place in better condition and he now feels that he can devote a good portion of his time to other than the drudgery of greenhouse work. He now feels that there are many growers who if they would throw the responsibility on their sons or others in authority, could then get much more enjoyment out of their business life.

Wholesale Flower Markets

BOSTON, SEPT. 21.		Per 100
Roses, American Beauty	6.00@	100.00
" Russell	4.00@	12.00
" Dunlop	4.00@	12.00
" Pilgrim	4.00@	12.00
" Crusader	6.00@	16.00
" White Killarney	6.00@	16.00
" Ward	4.00@	12.00
" Maryland	3.00@	10.00
" Hoosier Beauty	4.00@	12.00
" Columbia	4.00@	12.00
" Hadley	6.00@	16.00
" Ophelia	4.00@	12.00
" Premier	4.00@	12.00
" Butterfly	4.00@	12.00
Adiantum	1.50@	2.00
Asters		3.00
Asparagus bchs., per bch.	.50@	1.00
Asparagus Strings, doz.		12.00
B. Buttons		1.00
Cosmos	1.00@	2.00
Coreopsis	1.00@	1.50
Cattleyas, per doz.		18.00
Delphinium		1.50
Lily of the Valley	12.00@	16.00
Longiflorum Lilies	25.00@	30.00
Smilax, per doz.		6.00
Gladioli	3.00@	4.00
Swansonia, per bch.	.50@	.76
Chrysanthemums	3.00@	3.50

BUFFALO, SEPT. 21.		Per 100
Roses, White Killarney	$3.00@	$10.00
" Dbl. Wht. Killarney	3.00@	10.00
" Richmond	3.00@	10.00
" Maryland	3.00@	10.00
" Sunburst	3.00@	10.00
" Columbia	3.00@	15.00
" Ophelia	3.00@	10.00
" Russell	4.00@	12.00
" Premier	4.00@	12.00
" Cecile Brunner	2.00@	3.00
Asters	1.00@	3.00
Calendulas	1.00@	2.00
Easter Lilies	15.00@	20.00
Mignonette	2.00@	3.00
Rubrum Lilies	6.00@	8.00
Snapdragons	1.00@	2.00
Sweet Peas	.40@	1.00
Gladioli	2.00@	6.00

Write For Our
Price List
On Cut Flowers
H. G. BERNING
1402-4 Pine St., St. Louis, Mo.

Mention the American Florist when writing

Berger Bros.
The Choice of the Market in
EASTER LILIES,
ROSES and All Popular Flowers.
Exceptional Service.
1609 Sansom St., PHILADELPHIA, PA.

CINCINNATI, SEPT. 21.		Per 100
Roses, Premier	4.00@	10.00
" Russell	4.00@	10.00
" Columbia	4.00@	10.00
" Butterfly	4.00@	10.00
" White Killarney	4.00@	10.00
" Pink Killarney	4.00@	10.00
" Sunburst	4.00@	10.00
" Mrs. Aaron Ward	4.00@	10.00
" Ophelia	4.00@	10.00
" Baby Doll	3.00@	4.00
Asters	1.00@	4.00
Cosmos, per dozen bchs.	1.50@	2.00
Easter Lilies	15.00@	20.00
Ferns, per 1,000		3.00
Galax, per 1,000		1.50
Plumosus (south) per bch.		.26
Smilax, per string	.16@	.26
Rubrum	4.00@	8.00
Gladioli	2.00@	4.00
Leucothoe		6.00

NOTES.

There is a persistent rumor that No. 7 South Mole street is to contain another wholesale house to be called The Grower's Cut Flower Market. It is said several growers of importance will consign their stock here, the business to be managed by William Lynch, son-in-law of Wm. Leonard Lansdowne, who was for a time with the Philadelphia Wholesale Florist's Exchange. The store has been leased and further developments are anxiously awaited by the trade.

Walter Davis of the S. S. Pennock Co. forces said what the retailers need is sand, just a little more grit, so they will not be afraid to take a chance. Now that the market is full of flowers that they can buy at their own price they ought to stock up and make a bid for business. It is there to be had if they will only go after it.

While the dahlia season has not on account of the warm weather been as aggressive with the Leo Niessen Co. as they would like, the next month looks very promising as their flowers are unusually fine. Mrs. Chas. Russell and Columbia roses of extra quality are features of their stock.

Mole street is quite active these days. Chas. E. Meehan is progressing with

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers and Greens

C. C. POLLWORTH CO.
CUT FLOWERS
PLANTS, BULBS
FLORISTS' SUPPLIES
MILWAUKEE, - WIS.

Wholesale Florists' Supplies
THE HOUSE OF MERIT
Staple Baskets and Seasonable Novelties in Quantity
JOS. G. NEIDINGER CO
1309-1311 N. 2nd St., Phila., Pa.
Mention the American Florist when writing

GUST. RUSCH & CO.
WHOLESALE FLORISTS
Jobbers in Florists' Supplies
Headquarters of the Cudahy Roses
Phone Main 1245. P. O. Box 506
444-446 Milwaukee Street
MILWAUKEE, WIS.
Mention the American Florist when writing

Pittsburgh Cut Flower Co.
WHOLESALE FLORISTS
Growers of Quality Flowers
116-118 Seventh Street,
PITTSBURGH, - PA.
Mention the American Florist when writing

his new stores. No. 6 is to be ready for his occupancy by October 1. When the buildings are finished however, he will occupy No. 4, where he will have one of the most up-to-date plants of its size in the city.

Sydney Bayersdorfer reports a splendid fall business. In addition to their large force of salesmen on the road, there is daily seen in their store important out-of-town florists who like to come and look the stock over so they can get the pick of the large assortment.

At Bergers, trade is reported rather slow. First class dahlias, gladioli, asters and Easter lilies are features. Billy Stevens, an important factor here, is away on his vacation, which he is utilizing to help glaze the Bickford greenhouses at Wallingford.

Robert Craig and his family have returned from their summer at the sea shore. Mrs. Craig is much better and Mr. Craig is now making preparations for his trip to Porto Rico, where he will spend the winter overseeing the tropical nursery of the company.

Edward Reid has added a new Dodge car to his delivery system. It is black as jet and has not as yet been lettered, but it is some car and seems to spell service all over. Choice Columbia roses and New York state asters are features of his large stock.

It is rumored that this city is to have another florist's supply house to be opened by George Hampton, formerly with the Jos. G. Neidinger Co.

Miss L. M. Wells has opened a new flower shop at 1020 Girard avenue, with Miss Sue Du Gan, late with W. J. Hier, as manager. K.

LANSING, MICH.—The Smith Floral Co. moved into a store building recently completed at 117 South Washington street, September 17.

Wholesale Flower Markets

PITTSBURGH, SEPT. 21.	Per 100
Roses, Beauty, spl., per doz.	6.00
" " fcy., per doz.	5.00
" " ex., per doz.	4.00
" " No. 1, per doz.	1.50
" Killarney	4.00@ 12.00
" Maryland	4.00@ 12.00
" Sunburst	4.00@ 12.00
" Mrs. Aaron Ward	4.00@ 12.00
" Russell	6.00@ 20.00
" Columbia	6.00@ 15.00
" Ophelia	6.00@ 12.00
" Hilda	4.00@ 12.00
" Premier	6.00@ 15.00
" Madam Butterfly	4.00@ 12.00
Asters	1.00@ 4.00
Ferns, per 1,000	3.00
Galax, per 1,000	2.00
Plumosus, per bunch	.50
Sprengeri, per bunch	.60
Smilax, per doz. strings	3.00
Valley	6.00@ 8.00
Delphinium	4.00@ 6.00
Gladioli	3.00@ 6.00
Tritoma, per doz	1.50

PHILADELPHIA, SEPT. 21.	Per 100
Roses, Beauty, special	30.00@ 50.00
" " fancy	10.00@ 20.00
" Ophelia	2.00@ 8.00
" Columbia	3.00@ 10.00
" Mrs. Charles Russell	5.00@ 20.00
" Killarney	2.00@ 3.00
" Hadley	10.00@ 20.00
" Sunburst	2.00@ 6.00
" Wards	2.00@ 3.00
" Premier	6.00@ 15.00
Adiantum	1.00@ 1.50
Asparagus, bunches	.50
Asparagus, strings	.75@ 1.00
Asters	1.00@ 4.00
Calendulas	1.50@ 3.00
Carnations	2.00@ 3.00
Cattleyas	1.50@ 2.00
Easter Lilies	20.00@ 25.00
Lily of the Valley	6.00@ 8.00
Smilax	.35
Snapdragons, per doz.	.75@ 1.50
Larkspur, per dozen	4.00@ 8.00
Gladioli	3.00@ 6.00

BLUE ISLAND, ILL.—Wm. F. Henning has added a new greenhouse and office to his establishment at Vermont and Gregory streets.

WINNETKA, ILL.—Henry Ilg is making an addition to his greenhouse establishment, at Pine street and West Railroad avenue, costing $18,000.

THE McCALLUM CO.
Manufacturers—Importers
FLORISTS' SUPPLIES
Headquarters: PITTSBURGH, PA.
Mention the American Florist when writing

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.
Mention the American Florist when writing

ST. LOUIS, SEPT. 21.	Per 100
Roses, Premier	3.00@ 10.00
" White Killarney	2.00@ 6.00
" Columbia	3.00@ 10.00
" Ophelia	2.00@ 6.00
" Russell	3.00@ 12.50
" Ward	2.00@ 4.00
" Sunburst	2.00@ 8.00
Asters	2.00@ 4.00
Dahlias, per 1,000	2.00@ 5.00
Ferns, per 1,000	2.50
Leucothoe	1.00
Valley	6.00
Galax, green, per 1,000	1.75
" bronze, per 1,000	1.75
Gladioli	3.00@ 6.00
Delphinium	.50

MILWAUKEE, SEPT. 21.	Per 100
Roses, Kill'n'y, W. Kill'n'y	4.00@ 12.00
" Premier	4.00@ 18.00
" Ophelia	4.00@ 12.00
" Columbia	4.00@ 18.00
" Ward	4.00@ 6.00
" Hoosier Beauty	4.00@ 15.00
" Butterfly	4.00@ 15.00
Asters	2.00@ 4.00
Gypsophila, per bunch	.25@ .35
Larkspur, per bunch	.25@ .35
Fancy Ferns, per 1,000	2.50
Asparagus, per bunch	.50@ .75
Dahlias, per doz	.35@ .50
Gladioli	2.00@ 4.00
Lilies, per doz	2.50@ 3.00

New York.

AUTUMN WINDOW DISPLAYS.

What are the florists showing in their windows these autumn days? Beginning with the Bowery, which was once the northern boundary of the city, we find but one flower store between Chatham square and Cooper union. It is situated on the southeast corner of Grand street. Confectionary, ice cream and flowers are sold there. The front window is filled with wreaths of artificial flowers but show space is allotted in one of the side windows to vases of dahlias, gladioli and tuberoses, as they are made by nature. This is not a parade day on Fifth avenue, so starting from the Washington arch, the arbor vitae in tubs outside the store of Woernz & Koehne guide us to our first stop. English ivy hangs from the window box while vases of gladioli and tritoma are backed by palms and aucuba. The side windows on Thirteenth street are devoted to plants of dracaenas, ferns and palms. The window of M. A. Bowe, near 32nd street, shows yellow chrysanthemums, lily of the valley, bouvardia, delphinium, tuberoses, dahlias and African marigolds. In variety, it is the best display on the parade ground of Fifth avenue. At 34th street a man with an armful of roses is talking volubly to a young woman customer who wants to dig down under the top layer but he evidently believes in surface cultivation. Wadley Smythe, opposite the public library, show Lilium auratum, dahlias, tritoma and cibotium with its leaves of wide sweep, giving an airy background. English ivy from a window box on the second story is a natural business sign here. The window boxes on the Thorley building between 48th and 49th streets are a long distance advertisement. The building is painted white with an olive green trim and red tile gabled roof. The sidewalk boxes leading back to the side entrance of the Collegiate Church of St. Nicholas are filled with rubber plants and English ivy, there being no show window. We are now in the Murray hill district where your rich friends allow you time to get acquainted with the furnishings of the reception room when you call on them. This does not apply to the florist personally, for surely they are right as business men to be Romans in Rome. There is an early morning funeral at St. Patrick's cathedral. Four simple, inexpensive wreaths on the sidewalk beside the hearse are suggestive of earlier days when the friends of the late Archbishop Hughes chided him for building so far out in the country. Geo. E. M. Stumpp's 58th street windows are filled with vases and urns, some curiously shaped and small. A background of palms softens the stiffness. You can pronounce the word vase in four ways but that does not alter stiffness of outline. A low basin in the center of the Fifth avenue window shows nymphea. Flowers floating in water, African marigold and dahlias fill out the sides. You get a look in at Max Schling's window, that is, you do not look down, the center being open. You gaze straight in at the gladioli and other seasonable flowers displayed inside. Orchid blossoms to the right and some small odd looking pottery at the left of window fill in artistically. We are now at 60th street and this is far enough north to go. If you doubt it, look across the plaza and observe the angel of peace leading General Sherman's horse southward, which is a clear indication that the commercial battle is being fought there.

TREPEL BROTHERS MERGE INTERESTS.

Joseph Trepel, of Brooklyn, owner of the Joseph Trepel's Flower Stores, and Jack Trepel, his brother, recently announced the merger of their interests in that borough, and have formed a chain of 25 flower stores, to be known as Trepel Florists, giving them the distinction of having the largest group of retail floral establishments in the world. The brothers began business in a modest way, about 25 years ago, by opening a small basement store, but later branched out, each operating a chain of handsomely appointed shops in Brooklyn and Long Island.

NOTES.

When the melodious airs of summer desert the seashore the florist does not always move inland. Dulsimer, the Florist at Far Rockaway, L. I., is one of the perennial kind. He grows carnations and chrysanthemums on what was formerly the Seaman place at Mott and Columbus avenues. Far Rockaway is near the top of the list in the number of commuters who use the Long Island railroad to the city, and the permanent population increases yearly.

Mrs. Estelle Striner Fleischman has brought suit in the Supreme Court for a divorce from Ferdinand Fleischman, who conducts a chain of florist stores in this city. The Fleischmans were married at Sherry's in 1914, by the Rev. Stephen S. Wise and have one child, born in 1915.

The tenth annual flower show of New Rochelle opened at the Trinity Parish house, September 22. Gardeners from the various Iselin estates in Westchester county assisted in arranging the shrine for the exhibits. Mrs. Delancy Astor Kane is president.

Thirteen names were proposed for membership at the September meeting of the Florists' Club, increasing the Long Island representation by 11; this city one, and Connecticut one.

The Nassau-Queens agricultural fair opens at Mineola, L. I., September 27, for five days. Floriculture still holds a place among the exhibits.

The big show of the American Dahlia Society will be held at the Pennsylvania hotel next week, September 27-30.

Wm. F. Vidal opened his new flower shop on the main floor of the Canadian-Pacific building, 342 Madison avenue, recently.

Mrs. E. O. Weissinger, of the Beaumont Floral Co., Beaumont, Tex., was a visitor this week.

D. K.

Moncton, N. B.

FRASER FLORAL CO. RANGE.

In our Halifax, N. S., notes, published in THE AMERICAN FLORIST of September 10, we mentioned that the headquarters of the Fraser Floral Co, Ltd. were in this city. But we were not prepared to find such a large and modern range as these brothers, there are two of them, have built up, which comprises 75,000 square feet of glass. In the summer of 1920 a new house, 50x400 feet, was erected. This house is now planted with carnations which are showing fine growth. Several houses are planted with chrysanthemums that are in good condition and promise a good Thanksgiving and Christmas crop. Another noteworthy feature is freesias, which it is their custom to bring in for the Christmas trade. A large collection in pots that had already made good growth were noted. They are forcing 25,000 freesias this season. The range is heated by two large hot water boilers. Their store, in the heart of the city, is a model of convenience and good management.

A. F. F.

PROVIDENCE, R. I.—Silvey the Florist is the name of a new flower shop that was recently opened in the Kresge building, Westminster street.

HENTZ & NASH INC. N.Y.
WHOLESALE COMMISSION FLORISTS
CRUWER AGENT
55 and 57 West 26th St.

Mention the American Florist when writing

WHOLESALE FLORISTS
A. Gruno & Co.
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" Pilgrim	1.00 @	6.00
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" Dunlop	1.00 @	8.00
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September 26.
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September 27.
Lapland, I. M. M. Lines (Antwerp).
Roma, Fabre Line (Marseilles).

September 28.
San Giorgio, Navigazione Generale Italiana

September 29.
Albania, Cunard-Anchor Line (Liverpool). (Genoa-Naples).
FROM BALTIMORE, Maryland, I. M. M. Lines (Hamburg).
FROM PHILADELPHIA, Mahopac, I. M. M. Lines (London).

September 30.
Stavangerfjord, Norwegian-American Line (Kristiania).
Vardulia, Cunard-Anchor Line (London).
Cabo Creux, Ybarra Line (Canary Islands-Marseilles).
FROM NEW ORLEANS, Delaware, Swedish-American Line (Gothenburg).

October 1.
Westerdyk, Holland-America Line (Rotterdam).
La Lorraine, Fernch Line (Havre).
Rochambeau, French Line (Havre).
Cedric, I. M. M. Lines (Liverpool).
Finland, I. M. M. Lines (Antwerp).
Algeria, Cunard-Anchor Line (Glasgow).
Stockholm, Swedish-American Line (Gothenburg).
Porto Rico, Porto Rico Line (San Juan).
FROM MONTREAL, Tarantia, Cunard-Anchor Line (London).
FROM NEWPORT NEWS, Soestdyk, Holland-America Line (Rotterdam).
FROM BALTIMORE, Mahopac, I. M. M. Lines (London).
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Flowers delivered in City and State on Short Notice.
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Boston, Mass.—Houghton Gorney Fl. Shop.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
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Chicago—Central Floral Co., 132 N. State St.
Chicago—Congress Flower Shop.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Schiller, The Florist, W. Madison.
Chicago—G. Wittbold Co., Buckingham Pl.
Chicago—Henry Wittbold & Son.
Chicago—Mangel, 17 E. Monroe St.
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Cincinnati, O.—Hardesty & Co.
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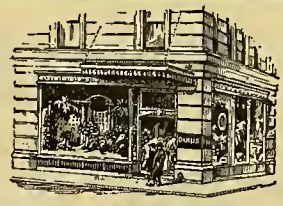

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484 St. Catherines St. West,
Montreal, Que., Canada
Every order receives prompt and careful attention.

Mention the American Florist when writing

WASHINGTON, D. C.

BLACKISTONE, Inc.
14th and H Streets, N. W.
Exceptional Service

Mention the American Florist when writing

A. J. Weaver
Telephones: Lenox 2352, Lenox 7019
1062 Madison Ave., Near 80th St.
NEW YORK
Orders from other cities promptly filled.

Mention the American Florist when writing

TORONTO, CAN.
Canada's Best Known and Most Reliable Florist

Only the Best **Dunlop's**
8 and 10 West Adelaide Street
We deliver anywhere in Canada and guarantee safe arrival.

Mention the American Florist when writing

San Francisco
Podesta & Baldocchi
224-226 Grant Avenue
Mail or telegraphic orders promptly and most carefully executed.
Members of Florists' Telegraph Delivery

Mention the American Florist when writing

LA CROSSE, WIS.

Send your orders for flowers for delivery in this city and vicinity to

John A. Salzer Seed Co.
Quality and Service Assured

Nashville, Chattanooga and Atlanta — THREE STORES

MEMBER Florists' Telegraph Delivery

Joy's

Mention the American Florist when writing

New York

Matthew A. Battista
FLORIST
44 Carmine Street
Phone 1274 Spring
Out of Town and Steamer Orders Promptly Filled

Mention the American Florist when writing

Cincinnati, O.

HARDESTY & CO.
150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

Mention the American Florist when writing

New York's
SHOP OF QUALITY
Irene Hayes, Inc.
F. T. D.
799 Park Avenue
Telephone Rhinelander 0202 and 0203

Mention the American Florist when writing

CINCINNATI
HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO.
Good Stock and Good Service.

Mention the American Florist when writing

NEW YORK.

A. ECKRICH
(Successor to Charles E. Grunewald)
FLORIST
924 Madison Ave., bet. 73rd & 74th Sts.
Phone: 9864 Rhinelander. Orders from Other Cities Promptly Filled

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

HARTFORD, CONN.

WELCH'S Flower Shop

Also Store at New Britain, Conn.

Established 1885.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Colorado Springs, Col

Wholesale and Retail

Pikes Peak Floral Co.

Orders Carefully Executed

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

DENVER, COLO.

The Park Floral Co.

B. E. GILLIS, President.
E. P. NEIMAN, Secretary.

Mention the American Florist when writing

GALESBURG, ILL. AND CENTRAL ILLINOIS

Pillsbury's Flower Stores

Your orders will receive careful attention.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

KANSAS CITY, MO.

A. Newell FLORIST

Established over 30 years

Southwest corner of 11th and McGee Sts.

Mention the American Florist when writing

WASHINGTON D. C.

GUDE BROS. CO. FLORISTS 1214 F ST. N.W. WASHINGTON, D.C.

Gudes'

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

LOUISVILLE, KY.

AUGUST R. BAUMER

MASONIC TEMPLE

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

CHICAGO OPPOSITE FIELD'S — **DETROIT**

Central Floral Co.

132 N. State, CHICAGO
1331 Broadway, DETROIT

Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

ROANOKE, VA.

FALLON, Florist.

Mention the American Florist when writing

Seattle-Rosaia Bros.

Finest floral studio in Northwest. Member F.T.D.

Mention the American Florist when writing

EDWARD SCEERY

Passaic, N. J. F. T. D. Paterson, N. J.

Mention the American Florist when writing

Washington, D. C.

GEO. H. COOKE

FLORIST

Connecticut Avenue and L Street

Mention the American Florist when writing

FOR WISCONSIN DELIVERY

—OF—

"Home Grown Flowers"

Get in touch with

MATTHEWSON'S, SHEBOYGAN, WISCONSIN.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

NEWARK, N. J.

Philips Bros.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE.

Mention the American Florist when writing

IN THE HEART OF **Newark, N. J.**

The Rosery Floral Co.

167 Market St., at Broad St.

EVERYTHING IN FLOWERS

Prompt Deliveries to any town or city within 150 miles of Newark. Telephone Market 494

Mention the American Florist when writing

BROOKLYN, N. Y.

HUGO H. JAHN

—FLORIST—

710 Nostrand Ave., cor. Prospect Place

Phone: 1952 Lafayette.

Flowers Delivered Anywhere. Personal Attention.

Mention the American Florist when writing

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES Memphis, Tenn.

89 South Main St.

"Up-to-the-Minute" Service and Execution.

Every Flower in Season.

New York. Telephone Lenox 3822

HENRY HART, Inc.

FLORIST

1000 Madison Avenue

In the Heart of most exclusive residential section.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

The Seed Trade

American Seed Trade Association.

L. L. Olds, Madison, Wis., President; Alex. Forbes, Newark, N. J., First Vice-President; Louis B. Reuter, New Orleans, La., Second Vice-President; C. E. Kendel 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, 73 Tremont Street, Boston, Mass., Counsel.

The fortieth annual meeting will be held June, 1922.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass, Counsel.

The next annual meeting will be held June, 1922.

VISITED NEW YORK: G. W. Clark, seed corn grower, Milford, Conn.

BLUE GRASS seed is about 41 cents, carlots in Kentucky, 19-pound stock.

ALASKAS, quoted in this column at 12 cents last week, are nine and 10 cents this week.

THE crop of garden beans is very short in England and Holland. Peas are a good crop.

BURLAPS are firm at advanced prices, 4 cents for 8-ounce 40s, and 5 cents for 10½-ounce goods.

ROY JOHNSON, in Printers' Ink of September 15, tells seedsmen how to write proper disclaimer.

F. H. WOODRUFF, of Milford, Conn., is in the Chicago onion set district buying and loading supplies.

READING, ENG.—Arthur W. Sutton, senior partner of Sutton & Sons, has retired on account of ill health.

FINANCIAL conditions have not been easy in Holland and both growers of and dealers in bulbs are in need of ready funds.

VISITED CHICAGO: C. N. Keeney, Le Roy, N. Y., returning from the west; J. F. Garfat, representing Hogg & Lytle, Ltd., Toronto, Ont.

ONION SET conditions in the Chicago district are quiet, recent sales being reported at $1.50 for colors and $1.75 for whites, fall delivery.

THE demand for French bulbs continues good and seedsmen report nice orders and inquiries for Dutch stock, no large surpluses apparent.

S. F. WILLARD, of Comstock, Ferre & Co., Wethersfield, Conn., will complete a half century of constant connection with one firm, October 16.

PRICE of bags at Chicago, September 21: Americans, 16 oz., $30 per bale, in bale lots or over; National, 16 oz., $27.50; Crown, 12 oz., $21, all advanced this week.

BOARD OF TRADE—Prices for grass sseed on the Chicago Board of Trade, September 21, were as follows: Timothy, $4.00 to $4.75 per 100 pounds; Red Clover, $11.00 to $18.00.

PEA PACK.—According to estimates received from a reliable Baltimore packer, the total pack of peas in all sections of the country this year will total 8,200,000 cases, against a pack of 12,300,000 cases last year, 8,600,000 cases in 1919, and 11,000,000 cases in 1918.

SAN FRANCISCO, CALIF.—The S. S. Shinyo-Maru, recently arrived with 830 packages Chinese narcissus bulbs.

NEW HAVEN, CONN.—Frank S. Platt, wife and family, are motoring through New York and Pennsylvania, as far as Pittsburgh.

SWEET CLOVER seed production is smaller this season, low prices and slack demand causing growers to harvest less seed. The Canadian crop is light.

MARK SULLIVAN writes from Washington, D. C.: "As to the tariff, the decidedly strong expectation is that this will not be on the statute books when the present session of congress adjourns, December 5.

DAVENPORT, IA. — The Webster-Davenport Co. filed a notice of dissolution, September 8, in the county court. The concern was incorporated over a year ago with a capital of $500,000 to deal in seeds, shrubs, vines, etc., and to manufacture horticultural implements, with H. P. Webster as president.

THE alfalfa seed crop may exceed the 1920 output, and the prices are below those of last year. On August 30, from $11 to $14 per 100 pounds being offered for country-run seed, compared with $17 to $25 last year and $14 to $18 two years ago. Prices paid for cleaned seed ranged from $12 to $15, but were mostly $13.50 to $14.

Loewith Bankruptcy.

Julius Loewith, Inc., claims the item reproduced below refers to the head of this corporation individually and not to the corporation. The item from the New York Commercial explains itself and seems to refer to both members of the old firm Loewith, Larsen & Co. We are not yet clear in the matter.—Ed.

Julius Loewith formerly dealer in seeds, at 150 Nassau street. Liabilities of $30,000 and assets of $6,000 evidenced by a claim against Paul Larsen, his former partner. Larsen is listed as the only creditor.

—New York Commercial, Sept. 13, 1921.

Thorburn Receivership.

J. M. Thorburn & Co., New York, filed a voluntary petition in bankruptcy September 16; assets $44,814, liabilities $54,729. Judge Hough appointed Abraham Glaser receiver under $5,000 bond. Among the principal creditors listed are the National Park Bank, $30,000, secured; Redfield Advertising Agency, $2,474, and the American Agricultural Chemical Co., $1,949. The aftermath of the war, with speculators unloading and forcing prices down to ruinous levels, was the cause ascribed for the firm's difficulties.

The firm of J. M. Thorburn & Co., one of the oldest and best known seed establishements in the United States, was founded in 1802 by Grant Thorburn in very modest quarters at 20 Nassau street, New York, interesting in comparison with its present building, a modern structure at 53 Barclay street, extending through to 54 Park place, housing a business that in its 119 years, passed successfully through many early periods of threatened disaster. In 1808 the business narrowly escaped destruction by fire, which began in an adjoining building; and in 1814, the expenditure of the entire capital, and more, in unsuccessful attempts to raise seeds, etc., that could not be imported during the war, brought the business to a complete standstill, but in 1816, through financial aid extended by a friend, Grant Thorburn, made a new start and for nine years withstood the attacks of several powerful competitors. In 1826, the firm, then known as G. T. Thorburn & Son, purchased what at that time was referred to as a commodious two-story brick building, 40x60 feet, on Liberty street, and in this establishment a valuable assortment of birds was added to a large stock of seeds and bulbs. In 1844, under the name of James M. Thorburn & Co., the firm moved to 15 John street, with gardens and greenhouses at Astoria, L. I. In the fall of 1898, they were compelled to vacate the John street property, occupied for more than 50 years, the structure having been condemned, and for a number of years occupied a building on Cortlandt street. In 1906, the company moved to its

Wholesale Growers
SELECT STOCKS
Beet
Carrot
Lettuce
Onion
Parsley
Parsnip
Radish
Sweet Peas
PIETERS-WHEELER SEED CO.
GILROY, CALIFORNIA

The Best Color Chart.
PRICE, $1.00 POSTPAID
AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Mention the American Florist when writing

Braslan Seed Growers Company, Inc.
Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY AND MIXED SWEET PEAS.
SAN JOSE, CALIFORNIA

Garden Seed Beans

Growing Lima and pole varieties is my specialty.

My growing contract offer for fall delivery will be mailed upon request.

Henry Berrien Fish
Carpinteria, Calif.

Mention the American Florist when writing

L. D. WALLER SEED CO.

Growers of Choice Sweet Pea, Nasturtium and Flower Seeds.

GUADALUPE, CALIFORNIA

Mention the American Florist when writing

LAWN SEED MIXTURES

FIELD SEEDS

Atlantic Grass Seed Co.

WHOLESALE

46 W. Broadway, NEW YORK CITY

Mention the American Florist when writing

Dutch and French Bulbs

C. J. Speelman & Sons, Sassenheim, Holland | Lagarde & Speelman, Ollioules, Var. France

NEW YORK OFFICE
470 GREENWICH ST.

Pacific Coast Representative, Mr. W. B. Clarke, Box 543, San Jose, Calif.

present quarters at 53 Barclay street, a model five-story structure with basement and sub-cellar, which had been completely remodeled although a new building, to meet every requirement of the business. In 1895, J. M. Thorburn & Co. was incorporated with the late F. W. Bruggerhof as president. Mr. Bruggerhof died March 8, 1920, in his 90th year.

New York Seed Trade.

The S. S. New Amsterdam, which docked September 12, carried 143 bags of grass seed for the Nungesser-Dickinson Co.; 448 bags rape for the Teweles Seed Co., Milwaukee, Wis.; 70 bags spinach seed and 3,891 cases Dutch bulbs.

Freesia Purity bulbs of medium size, notwithstanding California growers' continued reports of short crop, are an oversupply in this market.

MacNiff Horticultural Co.'s auction sales opened September 20, mainly small lots to consumers.

George G. Stumpp, of Stumpp & Walter, sailed September 17 for a two months' visit to Europe.

Twelve Dutch travelers looking for 1922 business arrived on the S. S. New Amsterdam last week.

The assets of the A. T. Boddington Co., were sold at auction September 22 at 10:30 a. m.

JEROME B. RICE SEED CO.

WHOLESALE SEED GROWERS

America's Largest Producers of Seed Peas

Also a Complete Line of

VEGETABLE SEEDS

Growing Stations Throughout America. Office: Cambridge, New York

Mention the American Florist when writing

VALLEY PIPS

FROM COLD STORAGE

$30.00 per 1000; $16.00 per 500; $8.00 per 250; $4.00 per 100.

H. N. BRUNS, 3032-42 W. Madison St., Chicago, Ill.

KELWAY'S

Pedigree Strains of Florists' Flower Seeds

Write for prices to

KELWAY & SON

Wholesale Seed Growers,
LANGPORT, ENGLAND.

300 Medals for Flowers, etc.
Hundreds of First-Class Certificates

Mention the American Florist when writing

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

Mention the American Florist when writing

—THE—

J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA

ROCKY FORD, COLORADO

Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.

Mention the American Florist when writing

Before Placing Orders for

SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

SEEDS

Flower, Vegetable and Farm

Send your inquiries to

The W. W. BARNARD CO.
231-235 W. Madison St., Chicago

Mention the American Florist when writing

EDGAR F. HURFF

SWEDESBORO, N. J.

Grower of High-Grade Seed.

TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.

CORRESPONDENCE SOLICITED

TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER

Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish.

Correspondence Solicited.

JAMES VICK'S SONS

Growers of

Flower and Vegetable Seeds

Get the benefit of our 72 years' experience
All Seasonable Varieties.
Our stocks are very complete.

ROCHESTER, N. Y. The Flower City

WATKINS & SIMPSON, LTD.

Specialize in VEGETABLE as well as Flower Seeds, and invite correspondence respecting their pedigree stocks.

View of W & S's 100-acre seed-selecting grounds at Feltham, Middlesex.

To those desirous of testing our strains we shall be pleased to send samples on application to

27-29 DRURY LANE, ∵ LONDON, ENGLAND.

WRITE FOR OUR LIST OF NOVELTIES FOR 1922.

Richard Diener Company, Inc.

Originators and Growers of the Largest and Finest

Gladiolus and Petunias

Catalog on Request

Kentfield, Marin Co., Calif.

Mention the American Florist when writing

Hogewoning & Sons, Inc.

Wholesale Bulb Growers and Importers

299 Broadway, New York

McHutchison

& CO. OFFERS

Immediate Shipment

DUTCH BULBS, Tulips, Hyacinths, Narcissus, all high grade forcing bulbs.
FRENCH BULBS, Paper Whites, Soleil d'Or (true), Emperor Trumpet. Case lots.
LILIUM FORMOSUM, 79, 8-10 and 9-10, from New York; 8-10, from Chicago.
SPANISH IRIS, ¾-in. up; best forcing varieties
CALLA BULBS, a, Godfrey, Elliottiana.
VALLEY PIPS, German and Dutch, from cold storage.
BAMBOO CANES, natural and dyed green, all sizes, bale lots.
RAFFIA, natural and colored, 25 lbs. up.

Fall Shipment

JAP. LILY BULBS, F. O. B. New York, Chicago, Denver, Toronto, Seattle, etc.
VALLEY PIPS, German and Dutch; best forcing pips.
MANETTI STOCKS, English or French; selected for greenhouse grafting: 5000 up.
ROSES and **LILACS,** best forcing varieties.
BEGONIA and **GLOXINIA BULBS,** all colors, all sizes.
CHINESE SACRED LILIES, "Selects."
DRCAENA CAANES, best varieties.
PALM SEEDS, Kentia Forsteriana and Belmoreana, Cocos Weddelliana, Areca Lutescens, per bushel or 1000.
FICUS ELASTICA, rooted mossed cuttings or pot-grown.

Write for prices on business stationery, specifically stating your requirements.

McHUTCHISON & CO.,
95 Chambers St., NEW YORK

MICHELL'S BULBS

Early Flowering or Prepared Miniature Hyacinths

	Doz.	100	1000
Bismarck, sky blue	$0.75	$4.75	$40.00
Lady Derby, delicate pink	.75	4.75	40.00
L'Innocence, pure white	.75	4.75	40.00
Nimrod, clear pink	.75	4.75	40.00

Spanish Iris

Named Varieties—Doz., 85c; per 100, $5.00; per 1000, $45.00.

Dutch Iris

Named Varieties—Doz., 85c; per 100, $5.50; per 1000, $50.00.

Narcissus Paper White Grandiflora

First Size Bulbs, 13 ctm. up (250 bulbs to case)—Per 100, $2.75; per 1000, $22.50.

Narcissus Golden Spur

Extra Early, for forcing—Per doz., 75c; per 100, $5.00; per 1000, $45.00.

Also Hyacinths, Narcissus, Tulips, and Other Seasonable Bulbs.
Also Seeds and Supplies.

Wholesale Price List Free.

MICHELL'S SEED HOUSE
518-516 Market St., PHILADELPHIA, PA.

An experience of half a century in producing high grade

GARDEN SEEDS

at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.

S. D. WOODRUFF & SONS
Orange, Conn., and New York City.

LANDRETH

Seeds Which Succeed

Bloomsdale Farm **BRISTOL, PA.**

Vegetables Grown in the United States.

The Department of Commerce, through the bureau of the census, announces subject to correction, the following preliminary figures from the 1920 census for the United States:

The vegetable acreage in 1919, with the exception of potatoes and sweet potatoes grown on farms for sale, was 1,478,066, the principal areas being the Atlantic seaboard, from New York to Florida, the states bordering the Great Lakes, California, Texas and Iowa. The states reporting the largest acreage were California, with 142,178; New York, 131,980; Maryland, 119,984, and New Jersey, with 94,845 acres. Tomatoes lead in area planted with 316,399 acres, 21.4 per cent of the total, sweet corn following with 271,584. Watermelons had 162,064 acres, while cabbages had 123,994. There were 103,686 acres planted to green peas, 73,436 to cantaloupes and muskmelons, 71,970 to green beans, 64,338 to onions and 57,830 to cuumbers.

Catalogues Received.

Fruitland Nurseries, Successors to P. J. Berckmans Co., Inc., Augusta, Ga., nursery stock; Weeber & Don, Inc., New York, bulbs, seeds and plants; Jos. Bancroft & Sons, Cedar Falls, Ia., bulbs, seeds and plants; Young's Seed & Plant House, Aurora, Ill., hardy perennials; Jackson & Perkins Co., Newark, N. Y., florists' plants; Royal Palm Nurseries, Oneca, Fla., tropical nursery stock.

VAUGHAN'S PEONIES

6 of a Kind at the Dozen Rate
25 of a Kind at the 100 Rate

We have an exceptionally large stock of our own growing, **Strictly true to name,** all in strong divisions, with from 2 to 5 eyes each. Besides these divided roots, we can supply many of the following varieties in plants, two years (5 eyes and up); three and five years (5 to 8 eyes and up) from division. These sizes are more suitable for private customers.

Write to us for prices on varieties you desire in large plants.

WHITE AND LIGHT SORTS

	Each	Doz.	100
Charlemagne. Lilac-white with blush center, fragrant, free. Extra late	$0.50	$3.60	.....
Couronne d'Or. Snow-white, yellow reflex, very large. Late; a splendid long distance shipper. Splendid cut-flower	.50	3.00	.....
***Duchess de Nemours.** (Calot.) Sulphur white with greenish reflex, cup shape	.50	3.75	$28.00
Duc de Wellington. Very large well-formed sulphur white bloom, stems very firm and long; fragrant	.50	4.00	30.00
Festiva Alba. Good white	.40	3.50	24.00
***Festiva Maxima.** Flowers of immense size, 7 to 8 inches in diameter, snow-white with red blotches on edges of center petals	.50	3.50	25.00
Jeanne d'Arc. Soft pink, center sulphur-white and pale pink, very fragrant. Very similar to Golden Harvest	.50	4.00	30.00
***Madame de Verneville.** Guard petals sulphur-white, center delicate rose-white, one of the most desirable of the white Peonies for all purposes	.40	3.60	25.00
Marie Lemoine. Large, compact, pure white, cream white center, carmine tips. Fragrant	.50	4.00	30.00

LIGHT AND DARK PINK AND ROSE

***Alexander Dumas.** Light violet-rose, of medium size. A creamy white collar of narrow petals mingled with the white outer petals. A fine cut flower variety and a good producer. Early midseason	.40	3.50	22.00
Dorchester. Creamy flesh-color, tinged with pink	.50	3.75	28.00
Edulis Superba. Clear pink	.40	3.50	25.00
***Eugenie Verdier (L'Indispensable).** Delicate flesh pink, very tall, free-blooming and very beautiful. Midseason	.50	4.00	25.00
Floral Treasure. Delicate pink	.50	4.00	25.00
***Kohinoor.** Shell-pink, very free-blooming. Midseason	.50	3.75	28.00
Lady Leonora Bramwell. Large pink, shaded lilac	.50	4.00	26.00

LIGHT AND DARK PINK AND ROSE—Cont'd

	Each	Doz.	100
Madame Forel. Immense, compact, ball-shaped bloom. Clear deep rose. Strong stems, very fragrant. Late	$0.65	$7.00	.....
***Marguerite Gerard.** Large, compact, semi-rose developing into a crown with stamens. Very pale hydrangea-pink, fading to nearly white, central petals flecked dark carmine. A free-bloomer. Late. Extra fine florists' variety	1.00	8.00	60.00
***M. Jules Elie.** The best pink	.75	8.00	60.00
Princess Beatrice. Light violet-rose	.50	3.50	24.00
Reine des Francais (Queen of the French). A good pink	.40	3.60	25.00

RED AND CRIMSON

Felix Crousse. Best red	.70	6.00	45.00
Delachei. Dark velvety crimson-purple	.50	3.75	28.00
Louis Van Houtte. Bright red	.50	4.00	.....
Meissonier. Brilliant crimson	.50	4.00	30.00

UNNAMED PEONIES

Divided Roots of from 2 to 5 Eyes

	Doz.	100
Double White and Pink	$2.40	$15.00
Double Red	3.00	22.00
Double Mixed	2.40	15.00

PEONIES IN CASE LOTS

For several years we have sold specially packed cases. The roots are young and each has 2 to 5 eyes. These cases contain 75 double white, 75 double pink and 50 double red, each color separate—200 roots in all.

Price, Case for $33.00.

We cannot divide cases.

HEMEROCALLIS KWANSO FL. PL.

We have a surplus of these and make the following low price while they last:

Per 100, $6.00; per 1000, $50.00.

All varieties marked thus (*) are especially suited to Florists' use, being free-blooming varieties and good for cut flowers.

PRICES F. O. B. NURSERIES. PACKING AT COST.

NEW YORK: 41-43 Barclay St. **AU GHAN'S SEED STORE** CHICAGO: 10-12 W. Randolph St.

Yokohama Nursery Co., Ltd.

Woolworth Building
NEW YORK CITY
IMPORTERS
Japanese Bulbs, Plants and Seeds

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE
Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.
Branches: Wisconsin, Colorado, Montana, Idaho, Washington. **Milford, Conn**

Return Envelopes
Catalogue Envelopes
Seed Packets
Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.

THE C. HERBERT COY SEED CO

VALLEY, Douglas County, NEB.
Contract Growers of
HIGH GRADE SEEDS
Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

GEORGE R. PEDRICK & SON

PEDRICKTOWN, N. J.
Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.
Correspondence Solicited.
WHOLESALE SEED GROWERS

I. N. Simon & Son

Garden Seeds
438 MARKET STREET
Philadelphia - - Pa.

GIANT PANSY SEED

No. 10. Kenilworth Giant Exhibition is the very finest mixture

No. 12. Kenilworth Giant Prize. Each sort: 1000 seeds, 50c.; ⅛ oz. $1.35; ¼ oz., $2.50; 1 oz., $10.00.

No.	No.
22. Kenilworth Mixture	34. Bronze Shades
30. Blotched	36. Triumph of Giants
32. Parisian	70. Orchid-flowered

Price of the preceding 6 sorts: 1000 seeds, 35c.; ⅛ oz., 90c.; ¼ oz., $1.65; ½ oz., $3.00; oz., $6.00.

No.	No.
24. Kenilworth Show	28. Masterpiece

1000 seeds, 40c.; ⅛ oz., $1.10; ¼ oz., $2.00; ½ oz., $3.75; oz., $7.50.

Giant Trimardeau in mixture or separate colors: 1000 seeds, 30c.; 4 pkts., $1.00; ¼ oz., $1.30; oz., $5.00.

Early Flowering or Winter Blooming Giant Pansies: 1000 seeds, 40c.; ⅛ oz., $1.10; ¼ oz., $2.00; oz., $7.50.

CHAS. FROST Kenilworth N. J.

The Nursery Trade

American Association of Nurserymen.

M. R. Cashman, Owatonna, Minn., President; Paul C. Lindley, Pomona, N. C., Vice-President; John Watson 400 Nassau Street, Princeton, N. J., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

The forty-seventh annual convention will be held atDetroit, Mich., June, 1922.

V. A. SANDERS, crop statistician of the United States Department of Agriculture, estimates the apple crop for this year will total 1,550,000 barrels, bumper crop.

JOHN WATSON'S important address on "Nursery Advertising," before the Southers Nurserymen's Association at Chattanooga, Tenn., will be found elsewhere in this issue.

PAINESVILLE, O.—W. A. Betz, of Bedford, O., specializing in field grown stock, is planning to locate here in the near future, because the farm on which he is now living has been rented.

FULTON, W. VA.—The Landscape Service Co. is the new name of the firm formerly doing business as the Michigan Aboriculture Co. The establishment was recently incorporated and has acquired new quarters in the Kimmins building.

OSHKOSH, WIS.—At a well attended meeting of the Oshkosh Horticultural Society held September 13, at the home of Mrs. Wm. Kimball, plans were discussed for placing a large exhibit of fruit and flowers at the fair to be held here at an early date.

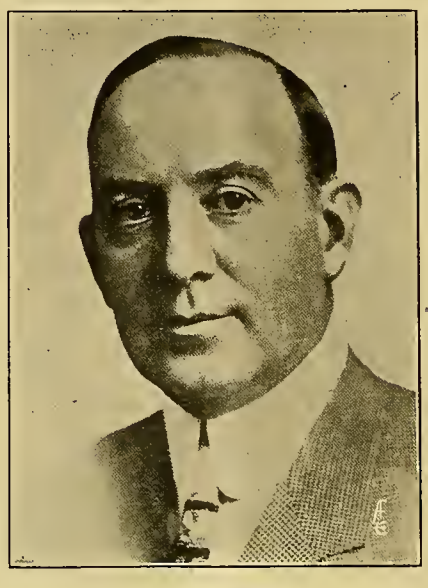
LA CROSSE, WIS.—Making a drive to rid the city of the tussock moth cocoon which is seriously damaging shade trees, the La Crosse County Horticultural Society paid 15 cents a quart to school children for the cocoons, in a contest that ended September 20.

ELMIRA, N. Y.—The Hoffman Nurseries, Inc., formerly doing business as the H. N. Hoffman Greenhouses, was incorporated recently with a capital of $75,000. The officers are: Harry N. Hoffman, president and treasurer; H. Brooks Hoffman, vice-president, and Allyn P. Hoffman, secretary and general manager.

Cemetery Superintendents' Convention.

More than 200 members of the Association of American Cemetery Superintendents attended the association's thirty-fifth annual convention, September 13-15, at the Hotel Statler, Detroit, Mich. The representatives were present from every state in the Union and the provinces of Ontario and Quebec, Canada. The convention formally opened by an address of welcome by George A. Walters, deputy police commissioner, representing Mayor Couzens. Response was given by James Currie, superintendent of the Forest Home cemetery, Milwaukee, Wis., which was followed by the annual address of the president, F. H. Rutherford, of Hamilton, Ont. The secretary's report and the appointment of committees completed the first session. Tuesday afternoon the delegates were taken on an inspection trip to four of the largest cemeteries of Detroit. In the evening there was a business meeting and election of new members. T. Glenn Phillips, landscape architect and town planner of Detroit, gave an interesting talk on "Cemeteries in Connection with City Planning." He was followed by H. J. Moore of the Public Highways and Forestry Department of Ontario with a paper on "Beautifying Highways" and which was illustrated with interesting lantern slides. Edwin H. Reiber, the bird-man, of West Webster, N. Y., presented some interesting lantern slides and gave an appropriate talk on "Conservation of Bird Life."

The second day was devoted to an inspection of parks and cemeteries with a business session in the evening, at which meeting several papers were read by cemetery superintendents, pertaining to practical cemetery problems and the third day, the entire party was taken for a boat trip which ended at Belle Isle, where an opportunity was given to inspect the horticultural exhibit and landscape improvements. The closing session was held on board the boat, at which time Rev. W. G. Evans, of South Lyon, Mich., presented an interesting paper on "The Making of a Modern Cemetery." After the election of the following officers: W. S. Pirie, Forest Home cemetery, Milwaukee, Wis., president; George E. Troup, Forest Lawn cemetery, Buffalo, N. Y., vice-president, and Wm. B. Jones, Highwood cemetery, Pittsburgh, Pa., secretary-treasurer, the convention adjourned to meet in Omaha, Neb., in August, 1922.



P. J. Lynch, Attorney.

The Well-Known Rose Grower of New Castle, Ind., and West Grove, Pa., and Clerk of the Supreme Court of Indiana at Indianapolis, Has Been Admitted to the Bar.

Apples of Great Size.

Fred L. Post, orchardist of Chelan, Wash., who grew the world's largest apple in 1909, has a Rome Beauty tree with 17 apples just ripening. The largest is estimated to weigh 39 ounces, and 11 others will average 30 ounces. Mr. Post has the apples insured against burglarly, frost and disease and will then be exhibited throughout the northwest as soon as ripe.

A tiny leak dripping from an irrigation flume into the root system and a new method of fertilizing are said to account for the extensive growth.

New York State Nurserymen's Ass'n.

SUMMER MEETING SEPTEMBER 10.

The summer meeting of the New York State Nurserymen's Association, was held at Geneva, September 10, about 50 being in attendance. The location selected on the shores of Seneca lake was ideal, and the weather perfect. The business meeting was held in the open air and practical talks were given by Dr. Geo. G. Atwood, of the New York State department of agriculture; J. M. Pitkin, Charles O'Warner, and John H. Dayton. Dinner was served at 6 o'clock in a beautiful grove on the shore of the lake. Altogether a most enjoyable and instructive occasion was had by all.

PEACH TREES Standard Varieties

All straight and well rooted. Free catalogue.

W. T. MITCHELL & SON, Beverly, O.

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The Barclay Nursery

Importers and Growers of
Seeds, Bulbs, Plants, Trees, Vines, Shrubs and All Hardy Perennials.
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Our Specialty — Everblooming Hardy Roses, Boxwood and Rhododendrons.
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"American Pillar" and nearly every other good hardy climber.

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Plant Propagation, Greenhouse and Nursery Practice.

By M. G. Kaine.

342 pages, illustrated. Price, $2.25.

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440 S. Dearborn St., CHICAGO

Cottage Gardens Nurseries

of Eureka, California,

— OFFER —

AZALEA INDICA
Ready for shipment Sept. 15th.

TUBEROUS BEGONIAS
For December delivery.

GLOXINIAS
For December delivery.

BOXWOODS
For November delivery.

ERICAS, in Varieties
For Fall delivery.

Write to

G. VANDEN ABEELE, Receiver,
Cottage Gardens Nurseries,
P. O. Box 78, EUREKA, CALIFORNIA,
For Price List.

Hill's Choice Nursery Stock.

Evergreens for Tubbing

	Feet	Each	Matched Pair
Pyramidal Arbor Vitae B&B	3	$4.00	$7.50
Pyramidal Arbor Vitae B&B	4	5.00	9.50
Red Cedar (Juniperus) B&B	3	5.00	9.50
Sheared Globes (Thuya) B&B	1½x1½	5.00	9.50

NOTE: Above prices do not include tubs.

Evergreens for Window Boxes

		Size Inch	10	50
Juniperus Canadensis	xx	10-12	$7.50	$30.00
Juniperus Virginiana	xx	12-18	3.75	15.00
Picea Canadensis	xx	12-18	6.00	27.50
Pinus Mugho	xx	8-10	7.50	30.00

Special Offer: Fifty Window Box Evergreens, assorted varieties (our selection) per case. $25.00.

Choice Evergreens for Lining Out

		Size Inch	100	1000
Abies Ts. Canadensis	x	6- 8	$18.50	$175.00
Abies Douglassi	x	6- 8	13.00	120.00
Juniperus Canadensis	x	8-10	20.00	.....
Juniperus Canadensis	xx	10-12	50.00	.....
Juniperus Virginiana	x	6- 8	7.50	65.00
Juniperus Virginiana	xx	12-18	25.00	225.00
Picea Pungens	x	6-18	14.00	130.00
Picea Excelsa	xx	12-18	17.50	165.00
Pinus Austriaca	x	8-10	15.00	140.00
Pinus Mugho	xx	8-10	$50.00	.....
Pinus Sylvestris	xx	10-12	20.00	.....
Thuya Occidentalis	xx	10-12	12.50	115.00
Thuya Occidentalis	xx	12-18	20.00	190.00
Thuya Compacta	x	6- 8	18.50	175.00
Thuya Pyramidalis	x	6- 8	20.00	.....
Thuya, War. Siberica	x	6- 8	25.00	.....
Thuya Woodwardi	x	6- 8	50.00	.....
Thuya Biota Orientalis	x	8-10	11.00	100.00

Evergreen Understocks for Grafting Conifers

All orders for Evergreen Understocks sold on sample only. Write for samples.

		Size Inch	100	1000
Juniperus Virginiana	x	6- 8	$6.00	$50.00
Picea Excelsa	x	8-10	7.50	65.00
Thuya Orientalis	x	6- 8	8.00	75.00
Thuya Occidentalis	x	8-10	7.00	60.00

Deciduous Shrubs and Trees for Lining Out

		Size Inch	100	1000
Acer Platanoides		6- 8	$6.50	$50.00
Acer Saccharum		6- 8	4.00	30.00
Berberis Thunbergii		6- 8	4.50	35.00
Betula Alba		10-12	8.50	70.00
Calycanthus Floridus	x	10-12	8.50	70.00
Cornus Paniculata	x	12-18	8.50	70.00
Cornus Stolonifera		10-12	8.50	70.00
Cotoneaster Acutifolia	x	10-12	13.50	125.00
Crataegus Arnoldiana		12-18	8.50	70.00
Crataegus Mollis		10-12	8.50	70.00
Evonymus Vegetus	x	8-10	8.50	70.00
Exochorda Grandiflora	x	10-12	9.50	85.00
Forsythia Intermedia		10-12	8.50	70.00
Fraxinus Americana		12-18	1.50	8.50
Juglans Nigra		12-18	4.50	30.00
Ligustrum Lucidum		6- 8	5.00	35.00
Lonicera Morrowi		12-18	$8.50	$70.00
Pachysandra Terminalis	x	4- 6	8.50	70.00
Philadelphus Coronarius		12-18	8.00	70.00
Quercus Palustris		10-12	8.50	70.00
Quercus Rubra		10-12	6.50	55.00
Rosa Canina		10-12	2.75	17.50
Spirea Froebelli	x	6- 8	10.00	.....
Spirea Opulifolia		12-18	6.00	50.00
Spirea Van Houttei		6-12	6.50	55.00
Symphoricarpos Alba		12-18	5.25	42.50
Symphoricarpos Rubra		18-24	6.50	55.00
Syringa Vulgaris		6- 8	6.50	55.00
Tilia Americana		6- 8	6.50	55.00
Viburnum Lentago	x	10-12	12.00	110.00
Viburnum Opulus Nana	x	4- 6	14.00	....
Weigelia Rosea	x	10-12	14.00	....

Transplanted Shrubs

	Size Feet	10	100
Berberis Thunbergii	1 -1½	$2.75	$22.50
Cephalanthus Occidentalis	1½-2	2.75	22.50
Cornus Siberica	2 -3	2.75	22.50
Cotoneaster Acutifolia	2 -3	3.75	32.50
Forsythia Fortunei	2 -3	2.50	20.00
Ligustrum Amurense	1½-2	2.50	20.00
Ligustrum Degelanium	2 -3	3.00	25.00
Philadelphus Boquet Blanc	1½-2	3.75	32.50
Sambucus Canadensis Aurea	2 -3	3.00	25.00
Spirea Anthony Waterer	1	3.00	25.00
Spirea Opulifolia	2 -3	2.50	20.00
Spirea Van Houttei	1½-2	2.50	20.00
Symphoricarpos Alba	2 -3	2.75	22.50
Symphoricarpos Rubra	2 -3	2.50	20.00
Syringa Persica	1½-2	3.00	25.00
Syringa Persica Alba	1½-2	3.25	27.50
Viburnum Opulus	1½-2	2.50	20.00

Each X indicates one transplanting. 5 of same variety and size at 10 rate; 50 at the 100 rate; 500 at the 1000 rate. Send for Complete Catalog.

THE D. HILL NURSERY CO., Inc., Evergreen Specialists, Largest Growers in America, **Box 404, Dundee, Ill.**

REX BEGONIAS

3-Inch, $2.00 per dozen.

GERANIUMS (Our Specialty)

Nutt, Buchner, Ricard, Poitevine, Viaud

Good short jointed plants from 2-inch pots, at $3.50 per 100; $35.00 per 1000.

We ship safe anywhere

Elmer Rawlings, Wholesale Grower, ALLEGANY, N. Y.

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Robert Craig Co.

HIGH CLASS PALMS

and Novelties in Decorative Plants

Market and 49th Sts., PHILADELPHIA, PA.

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ADRIAN, MICH.

Chrysanthemum Specialists

Catalogue Free.

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CYCLAMEN

We must have room and offer for one week.
2,500 2¼-in. Cyclamen, at $10.00 per 100; $90.00 per 1000.
3,000 2-in. Cyclamen, at $20 and $25 per 100.
1,000 4-in. Cyclamen, at $40.00 per 100.

Ask for our prices of Easter Greeting Pelargoniums and Ferns

GEO. A. KUHL, Wholesale Grower PEKIN, ILL.

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Fall Stock For Florists

PRIMULA Obconica, Kermesina, Coerulea, Alba and Mixed, **$5.00** per 100, **$45.00** per 1,000.

HYDRANGEA, French varieties, 2½", Baby Bimbinette, **$8.00** per 100; Mad. Chautard, Mme. Hamar, Mme. E. Mouillere, Gen. de Vibray and E. G. Hill, **$6.00** per 100.

HYDRANGEA, French varieties, 4-in. pot plants, **$20.00** per 100; 5-in. pot plants, **$30.00** per 100. Fall shipment; Mme. E. Mouillere, Mme. Hamar, Mme. Chautard, Gen. de Vibray, Lily Mouillere, Rene Gaillard, Bouquet Rose. Baby Bimbinette, 4-in. pot plants, **$25.00** per 100; 5-in. pot plants, **$35.00** per 100.

ASPARAGUS Sprengeri, 1½-in. pots, **$3.50** per 100; **$30.00** per 1,000.

BEGONIA, 2½-in. Metallica, **$6.00** per 100.

BEGONIA Pink Profusion, 2½-in. Fine pink semperflorens, **$7.00** per 100.

OTAHEITE ORANGE, 3-in. fine stock to grow on, **$10.00** per 100; **$85.00** per 1,000.

KENTIA Forsteriana, 2½-in. **$12.00** per 100; 3-in., **$20.00** per 100; 4-in. **$50.00** per 100.

POINSETTIA, Strong 2¼-in., grand for pans, **$8.00** per 100; **$70.00** per 1,000.

DISH FERNS, good standard varieties, 2¼-in. pots, **$5.00** per 100; **$40.00** per 1,000.

GENISTA Racemosa, 4-in. (ready August 20th), **$20.00** per 100.

The Storrs & Harrison Co., Painesville, Ohio

Abundance of Stock

	Per 100	Per 1000
2¼-inch Asparagus Sprengeri	$ 5.00	$45.00
2¼-inch Calendula Orange King	4.50	40.00
2¼-inch Snapdragons, 5 varieties	5.00	45.00
4 -inch Ferns, 6 varieties	25.00	
Vinca Variegata, large field-grown	10.00	95.00

Liberal extras. Correspondence solicited.

ALONZO J. BRYAN,
Wholesale Florist, Washington, New Jersey

CARNATIONS

F. Dorner & Sons Co.

Lafayette, Ind.

Market Gardeners

Vegetable Growers' Association of America.

Louis F. Miller, Toledo.O., President; H. A. Dooley, Cleveland, O., Vice-President; S. W. Severance, Louisville Ky., Secretary; H. J. Cheney, Grand Rapids, Mich., Treasurer. The next anoual meeting will be held at Albany, N. Y., November 1-5, 1921.

CALIFORNIA Big Boston lettuce has been sold at greatly reduced prices at Cleveland, bringing $5.50 per crate. New York stock also declined.

GOLDEN HEART celery has been sold to Kansas City jobbers at $2 to $2.25 per crate, while at Chicago it was in good demand at 90 cents to $1 per flat.

COLORADO Salmon Tint cantaloupes, standard 45's, moved slowly at Colorado shipping points with few buyers. In consuming centers prices remained firm, ranging from $2.50 to $3.50 per standard crate.

NEW YORK Elberta peaches advanced 25 to 50 cents per bushel at Philadelphia, closing at $3.25 to $3.75. Demand in middle western markets was fully maintained, with no change in prices.

WASHINGTON boxed apples were in excellent demand at New York at $4 to $4.75 per box. New York Wealthys have been sold in Chicago and Cincinnati at $8.50 to $9 per barrel. A moderate demand for stock is noted in most cities.

CABBAGE shipments showed a slight increase and a decided gain in prices of $5 to $10 per bulk ton in eastern centers, closing at New York from $50 to $60. Northern Danish stock brought $60 to $65 at St. Louis. Colorado and New York led in movement.

SWEET potatoes from the eastern shore of Virginia declined to a level of $3.50 to $4 per barrel at Cincinnati and Baltimore, but in most eastern cities they advanced 50 cents to $1, closing at $4.25 to $5. A total of 441 cars were rolled, chiefly from Virginia.

ADRIAN, MICH.—The Lenawee County Horticultural Society held its monthly meeting September 14, with an interesting programme, consisting of talks by W. G. Porter, on "Leaving Early Potatoes in the Ground After the Vines have Died;" N. A. Ward, on "The Time to Gather Summer Squashes," and a general discussion led by N. D. Chew relative to this year's grape crop.

Sweet Potato Exposition.

The world's sweet potato exposition is to be held in Atlanta, Ga., in the autumn of 1922. It had previously been planned to hold the exposition at Birmingham, Ala., but headquarters of the organization in charge have been transferred to Atlanta.

Prices of Indoor Fruits and Vegetables.

Chicago, September 20.—Cucumbers, bushel basket, $1 to $1.50; leaf lettuce, per box, 10 to 15 cents.

New York, September 16.—Cucumbers, 75 cents to $1.75 per basket; mushrooms, per there-pound basket, $1 to $2; radishes, 100 bunches, $1 to $2; tomatoes, per carrier, 75 cents to $2.

Vegetable Growers' Ass'n. of America.

ALBANY, N. Y., MEETING NOV. 1-5.

The Vegetable Growers' Association of America will hold its annual meeting at Albany, N. Y., November 1-5. This is the big event of the year for the vegetable growers who will be able to attend. The programme this year will be more elaborate than heretofore. There will be general sessions to which all present will be invited. At these sessions some of the biggest men in their respective lines who can be secured will give addresses. In addition to the general meetings there will be two half day sessions of sectional meetings. Special programmes have been arranged for the sectional meetings and they cover the following interests:

Market gardening and truck growing; vegetable forcing; muck crops, and canning crops.

In addition to the programme there will be a trade and educational exhibit. This will comprise tractors, garden tools, seeds, fertilizer, greenhouse material, etc. The vegetable growers' associations of Albany. Troy and Schenectady together with the New York state organization are planning to furnish special entertainment for the visiting delegates. Reduced railroad rates of one and one-half fare can be secured if 350 attend the convention by rail. A special trip will be made from Albany to New York city to visit the principal wholesale and retail markets.

Anyone wishing to secure a copy of the programme or learn more in detail the plans for the convention should write C. W. Waid, organization secretary, care The Ohio Farm Bureau Federation, Franklin building, Columbus, O. The programme will be sent out about the middle of October.

Vegetable Rates Lower.

Washington, D. C., September 10.—The interstate commerce commission today ordered transcontinental railroads to cut rates on vegetables from the Pacific coast to Chicago and the Mississippi river about 18 per cent.

Pansy Plants

Goodell's Pansy Park Perfection, Now Ready, $4.50 to $5.00 per 1000.
A mixture of over 50 of the best.
Cash with order.

Pansy Park Floral Gardens
DWIGHT, MASS.

Mention the American Florist when writing

"Market Gardening"

An elementary text book containing 103 pages, 5x7, with 35 illustrations, by F. L. Yeaw, manager of the Oasis Farm & Orchard Co., Roswell, N. M.

Cloth Bound, $1.00.

American Florist Co.

440 S. Dearborn St., Chicago.

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MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty.

Miscellaneous Stock

Cleveland Cherries, field.....25c, 35c, 50c
Xmas Peppers, 4 in.....15c
Primula Obconica, 3 in.....10c
Primula Obconica, 4 in.....20c
Cyclamen, 4 in.....40c
Stevia, dwarf, 2 in.....4c
Forget-Me-Nots, 2 in., winter-flowering...4c
Per 100
1000 **Matchless Carnation** plants.....$10.00
1000 Hardy **Phlox,** all colors.....10.00
Sprengeri, 2 in.....3.00
Swainsona, 3 in.....10.00

Rosendale Greenhouses
DELANSON, N. Y.

PALMS

Kentia Belmoreana, 4-inch, $6.00 per doz.; 5-inch, $18.00 per doz; 6-inch, $30.00 per doz. For other sizes and varieties of Ferns and Palms, see our September price list.

R. VINCENT, Jr. & SONS CO.
White Marsh, Md.

REAL BARGAINS

Carnation Plants

Pot-Grown Enchantress,
4-inch $6.00 per 100; packed free, in paper pots
Field-Grown Winsor, Enchantress and Alice,
$6.00 per 100; packed free.

Cyclamen

First-class stock, consisting of the best named varieties, including red, salmon, pink, etc.

While Stock Lasts:
4-inch, at.....$25.00 per 100
3-inch, at.....10.00 per 100
2½-inch, at.....5.00 per 100
Cash with order. No charge for packing.

MATTHEWSON'S, Sheboygan, Wisconsin

Mention the American Florist when writing

Dracaena Canes

We have extensive Dracaena Nurseries. We desire to secure responsible importing houses as regular customers in distribution centers where we are not now represented. We grow about twenty varieties. We have a large stock of excellent quality of **Dracaena Terminalis** and **Dracaena Lord Wolsley** now ready. A much larger assortment for spring delivery.

Areca Lutecsens Seed for October and November shipment.

Address for prices, etc.,

Porto Rico Pineapple Company
F. M. PENNOCK, President,
Box 1179, San Juan, P. R.

Mention the American Florist when writing

Multiflora Japonica Rose Seedlings

Best American Rose Stock for Budding and Grafting.
New England grown, well rooted.
No. 1. 4-6 mm.....$15.00 per 1000
No. 2. 2-4 mm.....10.00 per 1000
Ready for delivery after November 1st.

C. R. BURR & COMPANY, - Manchester, Conn.

Ready Reference Section

15 CENTS, NET, PER LINE

ASPARAGUS.

Asparagus plumosus and Sprengeri seedlings. $1.25 per 100; $12.00 per 1,000; 2¼-in. pots, $6.00 per 100; $50.00 per 1,000; 3-in. pots, $10.00 per 100.
ROMAN J. IRWIN,
43 West 18th St. New York.

Asparagus Sprengeri, 1½-in., $3.50 per 100; $30.00 per 1,000. The Storrs & Harrison Co., Painesville, O.

Asparagus Sprengeri, 2½-in., 4½c each. ODOR GREENHOUSES, Iola, Kan.

ASPARAGUS ROOTS.

Two-year old Asparagus roots for fall planting. Variety Palmetto, $1.50 per 100, $10.00 per 1,000. Twenty years esperience. Ready now. WARREN SHINN, Woodbury, N. J.

ASPLENIUM.

Asplenium Ninus Avis (Bird's Nest Ferns), good strong, healthy stock, 3-in. pots, 35c; 4-in., 75c; 5-in., $1.50. Packing material charged for at cost. WM. K. HARRIS, 55th and Springfield Ave., W. Phila., Pa.

BEGONIAS.

Begonias, Melior, Cincinnati. Mrs. J. A. Peterson, 2¼-in. pots from top cuttings at $30.00 per 100; Chatelaine, 2¼-in. pots at $7.00 per 100; Patten, 2¼-in. pots at $8.00 per 100, and Pride of Newcastle, 2¼-in. pots at $10.00 per 100. Begonia Rex, best varieties, mixed. 2¼-inch pots, $16.00 per 100.
ROMAN J. IRWIN,
43 West 18th St., New York.

Begonia Prima Donna and Luminosa Extra fine stocky plants in bloom; 4-inch. $25.00 per 100. THE PARK FLORAL CO., 1643 Broadway, Denver, Colo.

BULBS.

Extra fine, double rose, Dutch grown Narcissus bulbs. For varieties and prices see advertisement on front cover page of this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

CALENDULAS.

Calendulas. Selected true Double Orange King, 2¼-in. pots, $6.00 per 100, $50.00 per 1,000. ROMAN J. IRWIN, 43 West 18th St., New York.

CALLAS.

CALLA BULBS.

Calla Aethiopica, the popular white calla, clean, sound bulbs, all with crown shoots.

Size. Diameter.	Per 100	Per 1000
1¼ to 1½-inch	$6.00	$50.00
1½ to 2 -inch	8.00	75.00
2-inch and up	15.00	125.00

Satisfaction guaranteed.
SEVIN-VINCENT CO.
512 Washington St. San Francisco, Calif.

CARNATIONS.

LAST CALL.
FIELD-GROWN CARNATION PLANTS.
GOOD STOCK.

	100	1000
Mrs. C. W. Ward	$8.00	$75.00
Rosette	8.00	75.00
White Enchantress	8.00	75.00

WIETOR BROS.
Wholesale Florists.
30 East Randolph St. Chicago.

2,000 Enchantress, $8.00 per 100; $75.00 per 1,000.
NIC REDING
6731 Ridge Ave. Chicago

Carnations. Aviator, good plants, but not heavy, $8.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

Nice large carnation plants, 8c each. Cash with order. Few more Boston ferns. G. E. Brumm, Nashville, Mich.

Carnations. See our special offer on page 526 of this issue. MATTHEWSON'S, Sheboygan, Wis.

Carnations. Write for price list of latest varieties. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

Chrysanthemum novelties for 1921. Preliminary list free. Elmer D. Smith & Co., Adrian, Mich.

CINERARIAS.

Dwarf Giant Cineraria, clean, strong, healthy plants.
3-in. ..... $12.00 per 100
4-in. ..... 22.00 per 100
HOLCO GREENHOUSES,
Canton, Ohio.

Very best large-flowering Cinerarias; finest colors and imported strain. 2½-inch, $7.00 per 100; 3-inch, $15.00 per 100; 4-inch, $25.00 per 100. THE PARK FLORAL CO., 1643 Broadway, Denver, Colo.

Cinerarias. We have 30,000 plants, 2½-in., ready to shift, of very finest strain, $5.00 per 100; $40.00 per 1,000. Cash. PENN FLORAL CO., Kingston, Pa.

CLEVELAND CHERRIES.

Cleveland Cherries, fine plants, well berried, out of 5-in. pots that have been plunged in field, not set backs, 15c each. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

Cleveland Cherries, 3½-inch in bloom and fruit, $6.00 per 100; 4-in., $8.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

CYCLAMEN.

Cyclamen plants. Clean, strong, healthy plants.
3-in. ..... $17.00 per 100
4-in. ..... 32.50 per 100
HOLCO GREENHOUSES,
Canton, Ohio.

CYCLAMEN.

CYCLAMEN GIGANTEUM
SEED NOW READY.
Glory of Wandsbek, dark and light shades of salmon.
Daybreak, delicate shade of salmon.
Brilliant Red, large and fine.
Pure White, extra select.
White—Pink Eye, very large and fine.
Rosea Superba, deep shell pink.
Rose of Marienthal, light pink, dark eye.
Magnifica, dark rosy pink, very fine.
Lavender, very beautiful.
Above varieties, $12.00 per 1,000 net.
For novelties, price list and cultural directions, sent on application.
J. A. PETERSON & SONS
Westwood, Cincinnati, O.

Cyclamen, best strain, assorted colors, 4-in., $22.50 per 100. Fall or immediate delivery. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

Cyclamen for one week only. 2¼-in., $10.00 per 100; $90.00 per 1,000. 3-in., $20.00 and $25.00; 4-in., $40.00 per 100. Geo. A. Kuhl, Pekin, Ill.

Cyclamen. See our special offer of 2½-in., 3-in. and 4-in. in our display ad on page 526. MATTHEWSON'S, Sheboygan, Wis.

FERNS.

FERNS.
We are headquarters for
Strong, fancy plants. Free from scale.

	Per 100	Per 1000
Boston, 2¼-in.	$ 6.00	$ 55.00
Roosevelt, 3-in.	15.00	140.00
Whitmani, 4-in.	25.00	225.00
Teddy Junior, 4-in.	25.00	225.00

THE AMERICAN ROSE & PLANT CO.
Springfield, Ohio.

BOSTON FERNS.
Good, strong bushy stock.

5-in.	$0.40
6-in.	.75
7-in.	.90
10-in.	2.00

Packing charges free.
DAVIS FLORAL CO.,
Davenport, Ia.

Ferns. Bostons and Scotti. Exceptionally strong, clean, pot grown stock for immediate shipment. For sizes and prices see advertisement on front cover page of this issue. R. Vincent Jr. & Sons Co., White Marsh, Md.

Table ferns, standard varieties, 2¼-in., $5.00 per 100.
HENRY SMITH FLORAL CO., INC.
Grand Rapids, Mich.

Ferns of fine quality. For varieties and prices see advertisement on front cover page of this issue. F. R. Pierson, Inc., Tarrytown, N. Y.

Hardy Ferns, Ill. descriptive list mailed. L. MOSBAEK, Ferndale, Askov, Minn.

FREESIAS.

Freesia, Improved Purity, ½ to ⅝-in., $9.00 per 1,000. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

GERANIUMS.

Geraniums, Nutt Buchner, Ricard, Poitevine and Viaud. Good short jointed plants. 2-in., $3.50 per 100; $35 per 1,000. Elmer Rawlings, Allegany, N. Y.

Geraniums, rooted cuttings only, send for prices. ALBERT M. HERR, R. F. D. 8, Lancaster, Pa.

GINSENG.

BIG PROFITS.
Growing Ginseng.
We can supply Roots and Seeds
THAT ALWAYS GROW.
Established 1870.
WM. RENNIE CO., Limited
Cor. Adelaide and Jarvis Sts.
Toronto, Canada

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Decorative Greens. Magnolia leaves, beech and oak sprays. Write for samples and prices. The Decorative Greens Co., Kinston, Ala.

HYDRANGEAS.

FIELD-GROWN HYDRANGEAS.
French Varieties and Otaska.
3 branches .....$30.00 per 100
4 branches ..... 40.00 per 100
6 branches and more 50.00 per 100
Ask for full list of all sizes, field-grown and pot grown.
ROMAN J. IRWIN,
43 West 18th St., New York.

Field-grown hydrangeas. Heavy two-year plants, well pinched, eight to ten good shoots, Mad. Chautard, Mad. E. Mouliere, Bouquet Rose, Lily Mouliere, Baby Bimbinet, $7.00 per doz., $50.00 per 100. The Storrs & Harrison Co., Painesville, Ohio.

IRISES.

IRISES.
87 varieties, true to name; nice young stock, special prices, write for list. GILBERT H. WILD, Sarcoxie, Mo.

IVIES.

Hardy English Ivy. Exceptionally good stock. 2-in., $2.75 per 100, $25.00 per 1000; 3-in., $3.75 per 100, $35.00 per 1,000. R. Vincent, Jr., & Sons Co., White Marsh, Md.

KENTIAS.

Kentia Forsteriana, 2½-in., $12.00 per 100; 3-in., $20.00 per 100; 4-in., $50.00 per 100. The Storrs & Harrison Co., Painesville, Ohio.

LILY OF THE VALLEY.

Valley pips. From cold storage. $30 per 1,000; $16 per 500; $8 per 250; $4 per 100. H. N. Bruns, 3032-42 W. Madison street, Chicago.

ORCHIDS.

HASSALL & CO., orchid growers and raisers. Southgate, London, England. Cattleyas. Laelio-Cattleyas our specialty. One trial order solicited.

OTAHEITE ORANGES.

Otaheite Oranges, 3-in., fine to grow on, $10.00 per 100; $85.00 per 1,000. The Storrs & Harrison Co., Painesville, O.

PANSIES.

Pansy plants: Steele's Greenhouse Special and Private Stock, also Vaughan's International mixed. Strong, large, stocky plants, none better. These plants and strains will please you, $4.00 per 1000, 3000 for $11.25, 5000 for $17.50. Cash. Ready for immediate delivery. BRILL CELERY GARDENS, Kalamazoo, Mich.

PANSIES.

PANSY PLANTS.
O'Neill's special and private stock, mixed, strong large flowers. The best stock that can be bought, selected from one hundred thousand plants every year and the richest colors that can be got. Guaranteed to be the best on the market. $5.00 per 1,000, straight. Cash.
JAMES O'NEILL PANSY GARDEN,
Darkrun Lane and Erdrich St.,
Frankford, Philadelphia, Pa.

PEONIES

Vaughan's Peonies. Strictly true to name, all in strong divisions, with from 2 to 5 eyes each. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Peonies, a two story crop. Ask for Florists' Problems No. 6. SARCOXIE NURSERIES PEONY FIELDS, Wild Bros. Nursery Co., Sarcoxie, Mo.

Home Grown Stock

Greatly Increased Demand

Because of the Federal embargo against the importation of most kinds of Garden Plants, Roots and Bulbs, home grown stock is now in greatly increased demand.

If you have any to offer or are likely to have it soon, advertise in these columns now.

PRIMULAS.

PRIMULA OBCONICA GIGANTEA. From best strain of seed. Best colors, 2¼-in. pots, $7.00 per 100, $60.00 per 1,000; 3-in. pots, $12.00 per 100.
Primula Malacoides, 2¼-in. pots, $7.00 per 100, $60.00 per 1,000; 3-in. pots, $12.00 per 100.
New Primula Malacoides Conspicua. Large flowering, clear rose with large yellow center, 2-in. pots, $8.00 per 100.
ROMAN J. IRWIN,
43 West 18th St., New York.

Primula Obconica Gigantea. Our own strain and our reputation for this strain warrants us in saying that it is the best obtainable. This stock is in very fine shape, ready to be transferred to larger sizes. 2¼ inch, $7.00 per 100; 3-inch, $16.00 per 100; 4-inch, $26.00 per 100. Primula Malacoides Townsendii, 2-inch, $7.00 per 100. Ready Sept. 10. THE PARK FLORAL CO., 1643 Broadway, Denver, Colo.

Primula obconica, 2¼-in., good strong plants at $6.00 per 100; $55.00 per 1,000; 4-in. at 25c; 5 in. at 50c; 6-in. at 75c; Malacoides, 2½-in., $5.00 per 100.
HENRY SMITH FLORAL CO., INC.
Grand Rapids, Mich.

PRIMULAS.

Primula Obconica Gigantea, Kermesina, red; and Rosea, pink; extra good 2½-in. ready for 4-in., $4.50 per 100. Fine 4-in. ready for 6-in., $15.00 per 100. Also Chinensis 2-in., $5.00 per 100. Cash. Immediate delivery. BRILL CELERY GARDENS, Kalamazoo, Mich.

Primula Obconica, Kermesina, Coerulea, Alba and mixed, $5.00 per 100; $45.00 per 1,000. The Storrs & Harrison Co., Painesville, O.

PRIVET.

Privet. Ibota and Amoor River. R. C., 75c per 100. ODOR GREENHOUSES, Iola, Kans.

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Multiflora Japonica Rose Seedlings. Best American Rose stock for budding and grafting. 4-6 mm., $16.00 per 1,000; 2-4 mm., $10.00 per 1,000. C. R. Burr & Co., Manchester, Conn.

ROSES—OWN ROOT
From the field or pot plants from 2¼, 3 and 4-inch.
Fancy finished stock for
Fall or Spring delivery.
Write for list and prices.
AMERICAN ROSE & PLANT CO.
Springfield, Ohio.

FRANK W. DUNLOP
The 1920 Wonder!
Own-root stock ready for immediate delivery.
$35.00 per 100; $300.00 per 1,000.
CHARLES H. TOTTY CO.
Madison, N. J.

FIELD-GROWN ROSES FOR FORCING.
Ask for complete list of 2-year old selected stock.
ROMAN J. IRWIN,
43 West 18th St., New York.

Roses. Bench plants, 250 White Killarney, 100 Pink Killarney, 250 Champ Weiland, $10.00 per 100. Cash. JOSPEH BANCROFT & SON, Cedar Falls, Ia.

Roses. Own root. 1,000 Dunlop, 3-in., good stock at $18.00 per 100. THE PARK FLORAL CO., Denver, Colo.

SEEDS.

Seed. Cyclamen. Best English and German strain, separate colors. Salmon-Wandsbek and Salmon King. $15.00 per 1,000. All other colors, $12.00 per 1,000. S. S. SKIDELSKY & CO., 50 Park Place, New York.

Seeds. Flower in all seasonable varieties. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co., 516-518 Market St., Philadelphia, Pa.

Seeds. Pedigree and selected stocks of rutabaga, turnip, cabbage, Savoy cabbage, beet and mangel; flower seeds. Write for special prices. Kelway & Sons, Langport, Eng.

Seeds. Sweet peas, Spencer's grandiflora, etc. Asters and flower seeds in general. Tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds. The largest French cultures of Primulus. Ask for pricee 1921 crop. Malacoides, $22.69 per lb. JH. PAQUET, bd., Magnan, Nice (France).

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seed. Garden beans. Growing contract offer for fall delivery mailed upon request. Henry Berrien Fish, Carpinteria, Calif.

Seeds, sweet peas. For varieties and prices see display advertisement elsewhere in this issue. W. Atlee Burpee Co., Philadelphia, Pa.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

SEEDS.

Seeds. The Kenilworth Giant Pansy. For varieties and prices see display advertisement elsewhere in this issue. Chas. Frost, Kenilworth, N. J.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seed. Cyclamen. For varieties and prices see advertisement on front cover page of this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

Seeds. Specialties: Pepper, eggplants, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seeds. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seed growers for the trade. Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Peas, beans, corn and vegetables of all kinds in quantity and highest quality. Jerome B. Rice Seed Co., Cambridge, N. Y.

Seeds. Specialties: Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seed. Lawn mixtures and field, wholesale. Write for prices. Atlantic Grass Seed Co., 46 W. Broadway, New York.

Seed. Flower and Garden seeds. Sweet pea and nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seeds. Choice sweet peas, nasturtium and flower. L. D. Waller Seed Co., Guadalupe, Calif.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Seed. For the wholesale trade only. Brasian Seed Growers' Co., San Jose, Calif.

Garden Seeds. All varieties. I. N. Simon Son, 438 Market Street, Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

SMILAX.

Smilax, 2½-inch. Good plants, $3.00 per 100. MATTHEWSON'S, Sheboygan, Wis.

Southern Wild Smilax, $7.50 per case. The E. F. Winterson Co., 166 N. Wabash Ave., Chicago.

SNAPDRAGONS.

Snapdragons, 2¼-in. pots, $6.00 per 100, $55.00 per 1,000. Nelrose, Keystone, Giant White, Giant Yellow, Silver Pink and Garnet. New Snapdragons, $8.00 per 100, $70.00 per 1,000. Golden Pink Queen, Orlando and Golden Delight.

ROMAN J. IRWIN,
43 West 18th St., New York.

SWEET PEAS.

Yellow Sweet Peas. See display advertisement elsewhere in this issue. McClenahan Greenhouses, 40th and Philips streets, Oklahoma City, Okla.

VINCAS.

FIELD-GROWN VARIEGATED VINCAS, 2½ to 3 ft. long, bushy, seven vines and more, $9.00 per 100, $80.00 per 1,000. ROMAN J. IRWIN, 43 West 18th St., New York.

MISCELLANEOUS.

Seed packets for 1921. All packet sizes and larger bags up to two pounds or more, also catalogues, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Concrete post molds. Light, strong, durable. Made of sheet steel. Prices submitted upon request. Superior Machine & Boiler Works, 840-850 W. Superior St., Chicago.

Concrete bench legs, 16-in. high. Shipment made from our Joliet plant at Joliet, Ill. Write for particulars and prices. DAVIS-JOLIET CO., Davenport, Iowa.

Miscellaneous stock of all kinds. For varieties and prices see display advertisement elsewhere in this issue. Rosendale Greenhouses, Delanson, N. Y.

Gold letters of best quality. Prices greatly reduced. Write today for samples and prices. J. Lichtenberger, 1560 Avenue A., New York.

Meyers' Green Florists' Thread is the best for all florists' purposes. Write for prices. John C. Meyer, Florist Thread Works, Lowell, Mass.

PRINTING of every description. Our prices talk. Samples free. A. H. KRAUS, 409 Chestnut St., Milwaukee, Wis.

MISCELLANEOUS

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1,000 letterheads and 1,000 envelopes, $8.50. Good stock. Cash please. Gorham Printery, Inc., 642 S. Dearborn St., Chicago.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Dreer's Peerless Glazing Points. Write for samples and price. Henry A. Dreer, 713 Chestnut St., Philadelphia, Pa.

Peach trees, roses and evergreens a specialty with us. Write for prices. SOUTHERN NURSEY CO, Winchester, Tenn

Giblin greenhouse boilers. Lets the florist sleep. Write for catalogue. Giblin & Company, Utica, N. Y.

Florist specialties and supplies of every description. Sam Seligman, 116 W. 28th St., New York.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks. 10,000, $2.50; 60,000, $11.00. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 452 Erie St., Chicago.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia, Pa.

CARNATION STAPLES.

Carnation staples, 35c per 1,000; 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c, 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

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Ground tankage delivered to your railway station for $60.00 per ton. Hardwood ashes for $30.00 per ton. Terms: Your check when goods arrive. GEORGE STEVENS, Peterborough, Ontario.

Magic fertilizers for the florist. Write for prices. Chicago Feed and Fertilizer Co., 809 Exchange Ave., U. S. Yards, Chicago.

Thomson's celebrated manure. Sold by all dealers or from sole makers. Wm. Thomson & Sons, Ltd., Clovenfords, Scotland.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Wizard Brand Manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

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Florists' supplies; baskets, chiffons and novelties. Write or wire your orders. Will ship same day order is received. Pittsburgh Cut Flower Co., Pittsburgh, Pa.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia, Pa.

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Sheep Manure with a kick in it! That's **WIZARD BRAND** because Wizard Brand is best quality Feeding Station and Stock Yard Sheep Manure. Not leached out; air-dried western corral manure with 15% to 20% moisture.

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Insist on WIZARD BRAND through your supply house or write us direct.

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Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moniger Co., 908 Blackhawk St., Chicago.

Greenhouse glass, paint and putty. Hooker's Dolesco brand. Big stock, priced right, good brands. H. M. Hooker Paint & Glass Co., 651-659 W. Washington Blvd., Chicago.

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Greenhouses, superior in construction, durable and inexpensive. Write for estimates. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

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Greenhouse construction. When you are ready to talk building, say when and where and we'll be there. Lord & Burnham Co., Chicago and New York.

Callahan cut-to-fit greenhouses. Wolf ventilating apparatus. T. J. Callahan Co., 16 So. Canal St., Dayton, O.

Greenhouse material and greenhouse hardware. Write for estimate. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

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Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

Pots. Florists'. Prices low and quality guaranteed. The Progressive Clay Co., 9th floor, Marbridge Bldg., New York.

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Florists' red pots. Write us for prices before buying. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

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LABELS for nurserymen and florists. Benjamin Chase Co., Derry Village, N. H.

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Amling Co., E. C., Chicago.
Angermueller Co., Geo. H., St. Louis, Mo.
Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.

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Brenner, Edward, New York.
Budlong Co., J. A., Chicago.
Charles, Harry, New York.
Chicago Flower Growers' Ass'n., Chicago.
Coan, J. J., Inc., New York.
Doyle & Booth, New York.
Erne & Company, Chicago.
Foerster Co., Joseph, Chicago.
Ford, M. C., New York.
Ford, William P., New York.
Froment, H. E., New York.
Goldstein, I., New York.
Hart, Geo. B., Rochester, N. Y.
Hentz & Nash, Inc., New York.
Holton & Hunkel Co., Milwaukee, Wis.
Kasting Co., W. F., Buffalo, N. Y.
Kennicott Bros., Chicago.
Kervan Co., The, New York.
Kessler, Wm. A., New York.
Krutchen, John, Chicago.
Kuhl, George A., Pekin, Ill.
Mackie, William, New York.
McCallum Co., Pittsburgh, Pa.
Meconi, Paul, New York.
Millang, Joseph A., New York.
Neidinger Co., Jos. G., Philadelphia, Pa.
N. Y. Cut Flower Exchange, New York.
Niessen Co., The Leo, Philadelphia, Pa.
Pierson, A. N., Inc., Cromwell, Conn.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Poehlmann Bros. Co., Chicago.
Pollworth Co., C., Milwaukee, Wis.
Pyfer & Co., A. T., Chicago.
Randall Co., A. L., Chicago.
Reid, Edward, Philadelphia, Pa.
Reinberg, George, Chicago.
Reinberg, Peter, Chicago.
Rice Bros., Minneapolis, Minn.
Rusch & Co., Gust., Milwaukee, Wis.
Sisbrecht, Geo. C., New York.
Sullivan, Dolan & Co., New York.
Tonner, O. A. & L. A., Chicago.
Totty Co., Chas. H., Madison, N. J.
Traendly & Schrenck, New York.
Traveling Wholesale Florists, New York.
United Cut Flower Co., New York.
Vaughan, A. L. & Co., Chicago.
Welland & Risch Co., Chicago.
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SIX SPLENDID VOLUMES

Price: $48.00
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World's Oldest and Largest Manufacturers of

FLOWER POTS

A. H. HEWS & CO., Inc.
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George Keller Pottery Co.

Successors to

GEO. KELLER & SON,
Manufacturers of
Red Pots
Before buying write for prices
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CUT TOBACCO STEMS

Fresh dry stems—cut in ½-in. to 2-in. pieces. Used as a mulch, helps to destroy larvae of many injurious insects. A good fertilizer. Packed in burlap bags. F. O. B. Lancaster, Pa. 250 lbs., $4.00; 1,000 lbs., $13.00; 2,000 lbs., $25.00.

FINE TOBACCO DUST
100 pound bag, $3.00; 500 pounds, $10.00.

TOBACCO PRODUCTS CO.,
Box 282 D LANCASTER, PA.

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The Insecticide that Kills plant Lice of many Species

The recognized Standard Insecticide.

A spray remedy for green, black, white fly, thrips and soft scale.

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For mildew, rust and other blights affecting flowers, fruits and vegetables.

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For eel worms, angle worms and other worms working in the soil.

Quart, $1.00 Gallon, $3.00

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Florists' Pots

Our plant at York, Pa., has been producing **Florists' Pots** for ninety years, enabling us to take **First Prize at Expositions.** Strong, uniform in size, well burnt and porous to promote growth, they insure for us repeat orders. **Try us on your next order.**

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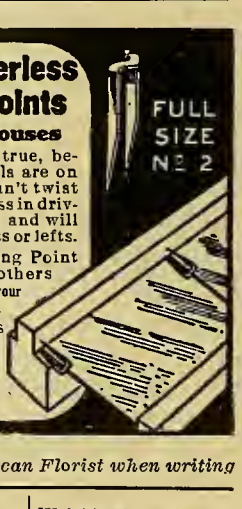

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Vol. LVII. CHICAGO AND NEW YORK, OCTOBER 1, 1921. No. 1739

THE AMERICAN FLORIST

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS—THOMAS ROLAND, Nahant, Mass., President; ADOLPHUS GUDE, Washington, D. C., Vice-President; JOHN YOUNG, 41-43 West 18th St., New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer.

OFFICERS-ELECT—S. S. PENNOCK, Philadelphia, Pa., President; SAMUEL MURRAY, Kansas City, Mo., Vice-President; JOHN YOUNG, New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer.

The thirty-eighth annual convention will be held at Kansas City, Mo., August, 1922.

Fifth National Flower Show.

The Fifth National Flower Show will be held at Cleveland, O., March 25 to April 1, 1922.

AMERICAN DAHLIA SOCIETY.

Next annual meeting and exhibition, at Hotel Pennsylvania, New York, September 27-30, 1921: OFFICERS: RICHARD VINCENT, JR., White Marsh, Md., President; E. C. VICK 205 Elwood Ave., Newark, N. J., Secretary.

FLORISTS' TELEGRAPH DELIVERY ASSOCIATION.

Next annual meeting at Toronto, Ont., October 11-13, 1921. OFFICERS: PHILIP BREITMEYER, Detroit, Mich., President; H. G. DILLEMUTH, Toronto, Ont., Vice-President; ALBERT POCHELON, Detroit, Mich., Secretary; WM. L. ROCK, Kansas City, Mo., Treasurer.

CHRYSANTHEMUM SOCIETY OF AMERICA

Next annual convention and exhibition at Chicago, November 16-17, 1921. OFFICERS: S. S. PENNOCK, Philadelphia, Pa., President; N. J. WIETOR, Chicago, Vice-President; C. W. JOHNSON, 141 Summit Street, Rockford, Ill., Secretary; CHAS. H. TOTTY, Madison, N. J., Treasurer.

AMERICAN CARNATION SOCIETY.

Next annual meeting and exhibition, Hartford, Conn., January 1922. OFFICERS: W. D. HOWARD, Milford, Mass., President; N. C. OSBORN, Hartford, Conn., Vice-President; A. F. J. BAUR, Thirty-eighth St. and Rockwood Ave., Indianapolis, Ind., Secretary.

SUGGESTIONS FOR PLANT GROWERS.

Begonias of Lorraine Type.

Begonias of the Gloire de Lorraine type should now be making active growth, the bud shoots starting and the plants taking on shape. The earlier struck cuttings will now be fine plants in five and six-inch pots and will need a center stake to keep them erect. It is yet too early to tie the plants into shape, but if any of the branches are long enough to hang over the edge of the pot, they should receive some support. These branches hanging over the edge of the pot are in the way when watering and if the leaves get wet it takes some time for them to dry off and many will become spotted, and besides the branches grow crooked and are much harder to tie into place later on when this will have to be done. Keep the plants in a good warm house, from this on until the buds begin to show color, when they can be placed in cooler quarters, but do not keep the house too close. Give a little ventilation every day possible. If kept too close and moist some of the foliage will spot and be ruined. Constant light fumigations will be necessary to keep down the green aphis. These plants do not like heavy fumigation but light fumigation carried on frequently will keep the vermin in check and not damage the plants. These insects must be conquered before the plants begin to bloom or they will cover the young blooming shoots completely.

Dahlias.

As the cool nights approach it pays to make preparations to cover the best varieties and protect them from the early frosts. Generally the first frosts are followed by two or three weeks of pleasant warm weather, when flowers are more or less scarce, the outside stock being cut down and the greenhouse stock not being yet in full crop, and a supply of dahlias is a great boon at such a time. See that the plants are properly labeled so when it comes to lifting time there will be no mistakes made. A good large label placed beside each root with the correct name is essential in growing this crop. This label can be tied on to the root when the clumps are lifted and all danger of misnaming be obviated. Keep the plants securely tied to the stakes so that the high winds which are prevalent in the fall cannot break the plants down or the branches off.

Early Firing.

"Economy is wealth." This maxim has been drilled into the young for generations, but false economy is waste. And to put off starting the fire until all the plants have cold feet and have received a check that is going to take them two or three months from which to recover is false economy. As soon as the temperature in the house drops below the point at which it should be maintained, it well pays to start the fires. Many nights at this time of the year at 8 o'clock the temperature outside will be about 60°, but by morning it has dropped to 40°, and if the houses are closed the glass will be covered with moisture, the house cold and damp. This condition is not at all conducive to good growth, and gives the plant a check from which it often takes it some time to recover. It is far better and a money-making proposition to have the fires going and the proper temperatures maintained. The small expense of a little coal burned and the few weeks' wages of a night fireman that are necessary will be more than made up in the excellence of the crop. At this season of the year there will occur cold, stormy days when a little heat will be necessary to keep up the growing temperature all day. This is the time to look over all the piping and see if the boilers are working right. If steam heat is used, see that none of the pipes have dropped from their fastenings and have made pockets in the circulation. If this has happened, fasten them up and straighten out the flows. Turn on the valves and see if they leak, and if they do, repack them;

in fact, it is good policy to repack all valves every fall, whether they actually need it or not, for they will require it before the winter is over. This early firing will also give the opportunity to spread sulphur and nicotine extracts on the pipes and keep the insects and mildew from getting a foothold. Looking at this question from all sides, early firing is an economical proposition and should not be neglected.

Cannas.

As soon as the frost kills the cannas, preparation should be made for the year. The tops should be cut off about six inches above the ground and removed from the field and not left lying around to attract cut worm millers. The roots should be dug and each variety should be carefully kept separate so that there will be no chance of their being mixed another season. Unless the weather is very severe, they can be allowed to dry off a little before being housed, but if there is any chance of the night temperature dropping below the freezing point, it is much better to get them under safe covering at once. Under a bench in a cool house is one of the best places to keep them during the winter months, but if the soil under the bench is inclined to be moist, boards should be placed running lengthwise of the bench and the canna roots placed upon these. They must, however, be looked over occasionally to see that they do not run too dry, for there is just as much danger of losing the plants by their drying up as there is by their rotting from an excess of moisture. In placing the clumps under the bench set each variety by itself and leave space enough between it and another variety that it will be impossible, no matter what may happen, for them to get mixed. Mark each variety with a label, written plainly and in full. It takes but a few seconds longer to write the name in full and abbreviations are to be deprecated; we have known cases where the man who always does things in a hurry to abbreviate the name so short that when he tried to read it six months later he could not make out what name he intended to write. This is often a case where "haste makes waste." Attach the labels in such a manner that they will not become misplaced or lost.

Geraniums.

All the cuttings that can be taken should be secured now, for a frost that will cut everything down may be expected before many weeks in the northern part of the country at least. In making the cutting all the large leaves should be removed, leaving only the small leaves and the top. The most economical way to propagate these fall cuttings is to insert the cuttings in 2½-inch pots filled with sifted soil, into which a liberal amount of sand has been mixed. After the cuttings have been placed in the pot, they should be given a good watering and placed on shelves, preferably near the glass, and shaded with papers for a couple of weeks. The papers will prevent too rapid evaporation, and consequently continual watering, as the stem is likely to rot if the cuttings are kept too wet. It is much better not to wet the cuttings, after the first watering until they show signs of wilting. A sprinkling of the foliage in the morning will carry the plants along for some time before watering the pots will be required. If cuttings enough cannot be secured the plants should be lifted and potted that a good supply of cuttings may be secured early in the winter.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Florists' Telegraph Delivery Association.

TORONTO CONVENTION PROGRAMME.

The annual convention of the Florists' Telegraph Delivery Association, as previously announced in these columns, will be held at Toronto, Ont., October 11-13, with headquarters at the King Edward hotel. The board of directors will meet at the same hotel, Monday, October 10, from 4 p. m. to 10 p. m. The business sessions of the association will be open to all retail florists, whether members of the association or not, and also to all persons vitally interested in the profession. Community singing will be rendered at all of the sessions.

Miss Eileen Low.
Traveling Representative of Stuart, Low & Co., London, England, in America the Past Two Seasons.

The following preliminary programme has been arranged for the occasion:

TUESDAY, OCTOBER 11—MORNING SESSION.

10:00 a. m.—Calling meeting to order by H. G. Dillemuth, vice-president of the Florists' Telegraph Delivery Association. Invocation by Rev. Canon Cody. Address of welcome by Mayor Church. Response by Chas. H. Grakelow, of Philadelphia, Pa. Address by S. A. McFadden, president of the Retail Florists' Association of Canada. Welcome for Canada extended by President W. E. Groves, of Hamilton, Ont., in behalf of the Canadian Florists' and Gardeners' Association.

Response to Messrs. McFadden and Groves by P. Breitmeyer, president of the Florists' Telegraph Delivery Association. Address of welcome from Canadian F. T. D. members by W. W. Gammage, London, Ont. Response in behalf of American F. T. D. members by W. J. Smyth, Chicago.

President's address by Philip Breitmeyer, Detroit, Mich. General introduction of members in attendance by the F. T. D. roll call committee.

Report of the treasurer by Wm. L. Rock, Kansas City, Mo. Assisted by the F. T. D. unit on finance: Herman P. Knoble, W. J. Smyth and Karl P. Baum.

F. T. D. News report by M. Bloy, Detroit, business manager, and news staff, Hilmer V. Swenson and H. E. Larsen; assisted by unit of F. T. D. News; Max Schling, New York; W. W. Gammage and Irwin Bertermann, Indianapolis, Ind.

TUESDAY—AFTERNOON SESSION.

2:00 p. m.—Selection of next meeting place.

Nomination of officers for the ensuing year.

Talk and discussion on cost of doing business; credits and bookkeeping; uniform accounting and bookkeeping. Suggestions to our members who are more or less at sea in regard to this end of their business.

"Has the Present Business Depression Affected the Florists' Business and Where did it Strike the Hardest?" A few years ago the Pittsburgh, Pa., district was hit the hardest. It seems to have had a far wider spread and more districts this year.

"The F. T. D. From the Viewpoint of the Canadian National Telegraph Co.; Our Canadian Clearing House; the Great Saving; Facts and Figures," by Miss Helen Wick, F. T. D. office.

A talk on our finances at present and for the ensuing year. Increase of dues. To be voted on.

Question box. Make good use of same.

Our future October annual F. T. D. business meetings and suggestions for next year's meeting. Is it advisable to stop or discourage all trade exhibits and souvenir programmes and cut down any expenditure for the local men in the towns where our meetings are held?

Discussion on the cost of delivery. Could co-operation in localities by F. T. D. members be made to work out satisfactorily by combining some of their auto deliveries?

A talk on standardizing and uniform sizes of flower boxes. Why not teach and practice a special F. T. D. box of flower service at $3 and $5? Geo. Stumpp and his $5 hobby box.

Discussion of refrigeration—Natural ice, gas or ammonia machines, by retailers who have had experiences in their shops.

F. T. D. window displays and "Say It With Flowers" week to be held the same week throughout the United States and Canada. Time best suitable—be sure and do not choose a time of great scarcity but use a time not too far in advance of the opening of the flower buying season.

TUESDAY—EVENING SESSION.

8:00 p. m.—Address by British Commissioner of Foreign Trade.

Address on "F. T. D. in Europe," by Mr. Englemann of Saffron-Walden, England.

Connecting up link by link the florists of the world by the F. T. D. organization and the co-operation shown by foreign florists.

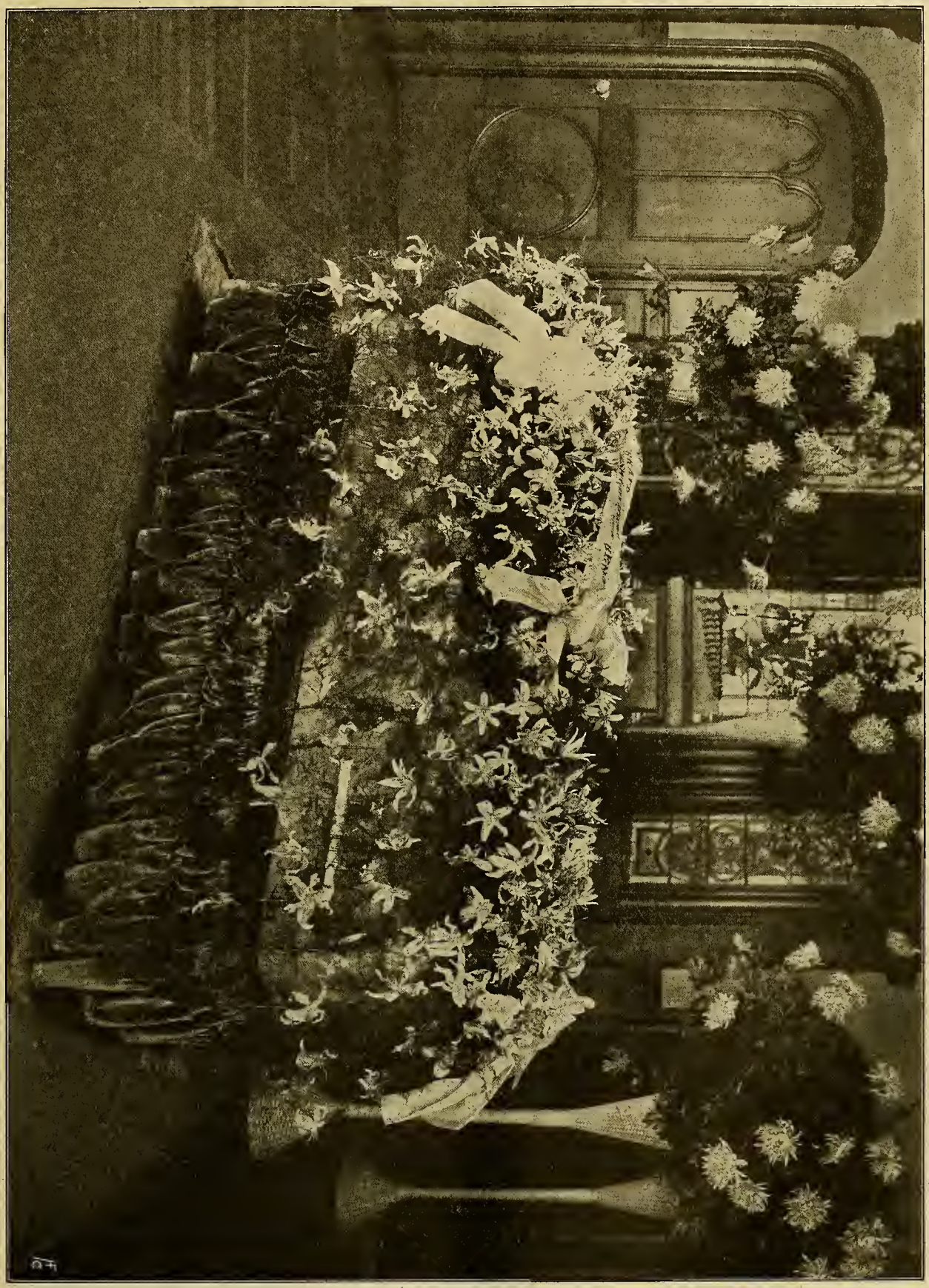
Practical demonstrations of floral arrangements; also illustrating salesmanship, by Max Schling and Geo. E. M. Stumpp.

There will be a chorus in addition to last year's minstrel show as promised by the various famous actors who did so well at Indianapolis, Ind., and who promised to do more for the Toronto meeting.

Films and lantern slides by various members, F. C. Weber, St. Louis, Mo.; Hilmer V. Swenson, Chicago.

WEDNESDAY—MORNING SESSION.

9:00 a. m.—Open discussion relative to business in all parts of the United



CASKET COVER FOR FUNERAL OF VIRGINIA RAPPE, BY ALBERT O. STEIN, SAN FRANCISCO, CALIF.

States and Canada. Question box and answers.

Announcement of F. T. D. window competition and awarding of prizes.

Discussion on Sunday closing. Should members who are now absolutely closed on Sunday be marked with a star on our membership list?

Karl Baum stated in his complete statistical report, submitted at our last F. T. D. board meeting, from the south, that it is easier to get the co-operation of the florists in a small town than in the large cities. He is right; this can be proven by our records in our files. The reason is that the little town florist is eager to learn and grasps the opportunity to gain knowledge.

Debate on the question of "Filling F. T. D. Orders for Less Than $5." Why not make a mutual or if you please a binding rule to surrender the discount on all orders for less than $3?

The necessity of confirming orders and also mailing bills for orders at once will be discussed. Make it possible to have all F. T. D. members get receipts from recipients for all out-of-town orders; this will help to save a lot of trouble, as in many cases the recipient forgets to thank their friends for the floral offering and comes and complains and wishes to know if delivery was made. The curtailing of orders—What stand should the F. T. D. take in a proven case? The secretary has on file facts where this undignified method of doing business has been proved.

A talk on local advertising. Which brings the best results, newspaper or direct by mail advertising?

Report of Mr. Gude on the International Rotary Convention at Edinburgh, Scotland. How he lined up the American Rotary florists to have flowers delivered during the week of meeting.

Discussion on the wording of telegrams; the importance and the results thereof.

"No One is Independent; Appreciation at this Time for all F. T. D. Helpfulness; All Loyal and Good Co-workers in Our Shops," by Edward Sceery.

WEDNESDAY AFTERNOON.

The entire afternoon is to be given up to individual pleasure, to shop, visit where one wishes and drive around the city, leaving at 2 o'clock, cars being provided for those who wish to go. The ladies will be entertained at luncheon by Mrs. Moore and Mrs. Waters of the ladies' committee.

WEDNESDAY EVENING.

Dinner dance and entertainment for visiting members under direction of the entertainment committee; Ernest Simmons, chairman.

THURSDAY—MORNING SESSION.

9:00 a. m.—Reports of F. T. D. Clearing House and its benefit on exchange between Canada and United States, by John Bessemer, F. T. D. accountant.

"Relation between Retailer and Grower," by J. F. Ammann, Edwardsville, Ill.

"Progress of the Next National Flower Show at Cleveland, O.," by Herman P. Knoble and Geo. Asmus. There will be an F. T. D. temple for this show.

"The Grading of Flowers as it Should Be Done to Make it Just from the Wholesaler to the Retailer as Well as from the Retailer to the Public, Especially Roses," by Mr. Gude and Mr. Bertermann, who have had this on their hands to take up with the growers and will state their findings.

THURSDAY—AFTERNOON SESSION.

2:00 p. m.—Suggestions from all in attendance for the benefit of our next year's meetings.

Debate on "Who is Eligible to be a Member of The Florists' Telegraph Delivery Association, and Who is Not?" The versions and opinions of a good many members vary so much that a debate on the floor where everyone can partake in it is more than welcome.

The report of district representatives and work to be outlined in a more systematical way. Mr. Baum's statistical report as given to the board of directors was of such concrete form that it was of great benefit to your F. T. D. office.

Next Week in the Flower Shop.

As the season advances see that everything is up-to-the-minute in preparedness, in fact keep just a step or two in advance. Be the first to show this or that flower as it first comes on the market; new arrangements in color effect in baskets of cut flowers with fancy ribbon combinations that are striking, are sure to be observed. Supply dealers will give you control of a style of baskets or colors for the same for a time, if you buy enough of them. A striking color in the folding cut flower boxes and the same in tags, are all evidences of up-to-date storekeeping and that you are abreast of the times.

A dahlia show is now in order. Most growers would be glad to co-operate with retailers in getting up such a display. It is now an annual event in some of the large department stores who make it pay with the orders taken for the varieties as seen in the vases, the bulbs or plants to be delivered in the spring at setting out time. If a show in the store is considered too much trouble, then a window display of 15 to 20 varieties of the best commercial sorts all correctly labeled will be sure to keep a little crowd before the window all day long.

Paper White naricissi are now available. Get together all the shallow bowls suitable for the purpose, fill them with bulbs and pebbles and if well featured they are sure to make a hit, not one or two, but two dozen at least or more. Every one in the shop is to be enthusiastic about the Paper Whites, how lovely when in flower and for the children to watch them growing, and how if they are planted now they will be in by Christmas, etc. Many retailers have made these bulbs quite a feature of their fall business. Keep the street front at its best. A display of choice selected ferns in from six to eight in pots, some in jardinieres on pedestals, others in hanging baskets, and quite a few on the pavement, will be certain to make them stop to have a look, with inquiries and sales as a result.

As a novelty for the display window get a good sized window frame painted white with curtain shade and lace curtains. Set this up in the center or to one side of the window and fill with foliage and flowering plants as seen in a dwelling from the street. If there is an imitation press brick edging, the picture will be all the more realistic. Keep a supply of made-up dahlia baskets, a tableful of all one kind at a price are sure to keep moving. Nothing equals the reddish brown hues and the ideal pinks, the crimsons,

TUMBLER BASKET OF POMPON DAHLIAS.

the oranges, etc. Make the most of them while they are here. In the small handle vase baskets they are satisfactory and profitable.

INFORM CUSTOMERS OF INNOVATIONS.

Be certain that your customers know of the improvements made during the summer. If they have not yet had an invitation to call, it should go out at once. You are proud of the appearance of the store and want them to see it. Such information is an evidence of good storekeeping and is sure to be received with favor and a resolve to call at the first opportunity. Give some attention to the flowers in the case, they are made much more attractive by a little featuring. Just a dozen roses in a vase with a few sprays of hardy aster and a sprig of rose geranium or lemon verbena, will receive much more attention than when packed closely in a jar. Small hanging vases that show well to the front, will display cattleyas to better advantage than when stored in a vase on the top back shelf. Cypripediums are appearing; they are a lovely orchid and can be used to much greater advantage than for the most part they are. Their beautiful shades of green and graceful form, lend elegance to any choice flower combination.

Have a little printed notice on the care of cut flowers pasted inside the lids of all cut flower boxes. It will be worth much more than it costs in insuring more intelligent care of the contents. Have you outlined the work of tomorrow? It will be today when opening time arrives and at least twice as much can be accomplished with a well planned order of the work of the day. In fact preparedness is another word for success, as so much more is accomplished when everything fits in and there is no stopping or waiting for this and that, as is usually the case in the hit or miss or haphazard way of doing things.

Plan to make a decorative feature of the colored oak foliage before it gets common. There are trees that color up before the others and it is well to get your order in so as to get the first and make the most of it while yet a novelty. If the sprays or branches are kept in jars of water they will last for quite a long time.

Keep a list of the value of the flowers that go to waste or that you have to throw out. A handful now and then may not seem much, but they will be found to figure considerably in the overhead, and go to explain or prove why the profits were not larger for the month. It is such little costs and the small economies that mount to quite large sums at the end of the year.

DAHLIAS IN JAPANESE BASKET.

Dahlia Society of California.

ANNUAL SHOW SEPTEMBER 15-17.

Thousands of blooms massed in a wilderness of blazing color made the sixth annual exhibition of the Dahlia Society of California, which was held at San Francisco, September 15-17, an affair of singular beauty to the thousands of persons who attended it. Designed primarily as an exhibit of the decorative value of the dahlia, the show was one of the most extensive both in number of exhibits entered and in variety of blooms ever shown since this society inaugurated its annual exhibition. Color was the governing keynote of the display and the flowers shown ranged from the smallest of the pompon type to a mammoth peony flowered dahlia measuring nearly 12 inches across.

Frank D. Pelicano of Pelicano, Rossi & Co., ran true to form and again carried off first honors for the best general display in the hall. His exhibit was excellent in every respect and very finely arranged. Beautiful specimen cibotiums raised well above the blooms added to the beauty of this exhibit. Conspicuous among his blooms were five vases of his two new seedlings, Eva, a white peony, and Virginia, a very promising lavender. The exhibit of the Star Dahlia Gardens captured second prize for the best general display. This fine table was staged and arranged by Joseph Bungard. This exhibit was the center of groups of dahlia enthusiasts throughout the entire show. The exhibit of the Bessie Boston Dahlia Farm, San Mateo, created the usual sensation among dahlia lovers. Patrons of this flower always expect to see wonderful flowers in Mrs. Lymberry's collection and they were not disappointed, as this exhibitor was among the largest winners of first prizes.

Frank C. Burns, of San Rafael, secretary of the society and manager of the show, made a most attractive exhibit. His new decorative seedling, Oriole, a salmon and white, appears to be a winner among new dahlias. His new Moon, a pure white tipped yellow, is another striking seedling. Arthur Twitchett of San Francisco was the largest exhibitor of pompons and showed a wonderful collection of this popular type. J. Broomhall, Los Angeles, sent up a collection of dahlias that attracted great interest. Notwithstanding their long journey, the flowers were in fine condition and drew forth much favorable comment. The best variety in this exhibit was Ambassador, which is of wonderful keeping qualities and fine form. Jessie L. Seal showed the same fancy dahlias that have characterized her exhibits of former years. C. C. Morse & Co. made a very extensive showing of the best known kinds in every type. This exhibit was awarded a certificate of merit. The Hallowell Seed Co. was awarded first prize for the best display by dealers, which was splendidly arranged and contained everything worth while in dahlias. Alexander Waldie, of Santa Paula, made an excellent display of seedlings. As usual, the display of intense human interest was that sent by the inmates of San Quentin prison. An innovation of the show this year was jars of dahlia marmalade, offered free to the public by its originator,

Mrs. B. R. Lewis. It resembles orange marmalade in color and possesses a delicate flavor.

The showing made by Richard Lohrmann, San Rafael, included all his fine seedlings of former years together with many fine red varieties. J. W. Davis, president of the society, had a large and varied exhibit, and captured many first prizes. Rising Beauty, grown by John A. Carbone, Berkeley, is a red and gold seedling that won many admirers owing to its size and gorgeous coloring. An interesting feature of the show was the educational department, at which a lecturer on the care and cultivation of the dahlia, was constantly in attendance. In every way the show was a great success. The attendance was much larger than last year, which up to the present was the society's most successful show. Much credit is due Secretary F. C. Burns for his able management of the exhibition. The awards were as follows:

THE AWARDS.

Best general display.—Frank D. Pelicano, San Francisco, 1st; Star Dahlia Farm, 2nd; William Hill, 3rd.

Peony dahlias.—J. W. Davies, 1st; Bessie Boston Dahlia Farm, San Mateo, 2nd.

Decorative dahlias.—Bessie Boston Dahlia Farm, 1st: J. W. Davies, 2nd.

Cactus dahlias.—Bessie Boston Dahlia Farm, 1st; J. W. Davies, 2nd.

Show dahlias.—J. W. Davies, 1st; Bessie Boston Dahlia Farm. 2nd.

Hybrid cactus dahlias.—Bessie Boston Dahlia Farm, 1st; J. W. Davies, 2nd.

Best three American cactus.—Bessie Boston Dahlia Farm, 1st; J. W. Davies, 2nd.

Best three hybrid show dahlias.—F. Brown, 1st; Bessie Boston Dahlia Farm, 2nd.

Best 36 pompons.—J. W. Davies, 1st; Bessie Boston Dahlia Farm, 2nd.

Single dahlias.—E. Spencer, 1st.

Vase, one variety, 12 blooms.—Star Dahlia Gardens, 1st; Richard Lohrmann, 2nd.

Vase one variety, 25 blooms.—Carl Saalbach, 1st; Bessie Boston Dahlia Farm, 2nd.

Vase one variety, 50 blooms.—Bessie Boston Dahlia Farm, 1st; Star Dahlia Gardens, 2nd.

Established three year old seedling.—Jesse L. Seal, 1st with Amanric; Richard Lohrmann, 2nd.

Best 1920 seedling.—Bessie Boston Dahlia Farm, 1st; Star Dahlia Gardens, 2nd.

Best 1921 seedling.—Bessie Boston Dahlia Farm, 1st; John A. Carbone, Berkeley, 2nd.

Artistic basket pompon dahlias.—Frank D. Pelicano, 1st; J. W. Davies, 2nd.

Most artistic exhibit.—Pelicano, Rossi & Co., 1st; Star Dahlia Gardens, 2nd.

Largest dahlia in show.—Star Dahlia Gardens, 1st, with Paul Michael, 14 inches.

Collection California dahlias.—Richard Lohrmann, 1st; J. W. Davies, 2nd.

Basket true cactus dahlias.—Fred Brown, 1st; J. W. Davies, 2nd.

Six fancy dahlias.—Bessie Boston Dahlia Farm, 1st.

Best exhibit by dealer.—Hallowell Seed Co., 1st, certificate of merit; C. C. Morse & Co., certificate of merit.

Collection of decorative dahlias.—Niebarger & Von Issendorf, 1st; C. Christensen, 2nd.

Collection peony dahlias.—Niebarger & Von Issendorf, 1st; C. Christensen, 2nd.

Collection cactus dahlias.—Niebarger & Von Issendorf, 1st; C. Christensen, 2nd.

Collection show dahlias.—Niebarger & Von Issendorf, 1st; C. Christensen, 2nd.

Collection hybrid cactus.—C. Christensen, 1st.

Three hybrid show dahlias.—Niebarger & Von Issendorf, 1st.

Collection pompons.—Arthur Twitchett, 1st.

Collection collarettes.—C. Christenson, 1st; Niebarger & Von Issendorf, 2nd.

Collection California dahlias.—Niebarger & Von Issendorf, 1st.

Three American cactus.—Niebarger & Von Issendorf, 1st.

JAMES T. LYNCH.

State Fairs.

The following is a list of coming state fairs with the names and addresses of the superintendents of the floricultural and horticultural departments as far as obtainable:

October 3-8, Birmingham.—Alabama State Fair. Lyle Brown, Auburn, Ala., superintendent of horticulture. J. L. Dent, Birmingham, superintendent of floriculture.

October 24-29, Columbia.—South Carolina State Fair. T. J. Cunningham, Chester, S. C., and G. P. Hoffman, Clemson college, S. C., superintendents of horticulture.

Society of American Florists.

Public notice is hereby given that Louis Hahn & Son, Milvale Branch, N. S., Pittsburgh, Pa., offer for registration the coleus described below. Any person objecting to the registration or to the use of the proposed name, is requested to communicate with the secretary at once.

Failing to receive objection to the registration, the same will be made three weeks from this date.

Description.—This coleus is a seedling, grows very rapidly, compact in form, and grows to a height of one foot to one and one-half feet inside. Grown as a specimen plant it attains the height of one foot. It holds its color in winter months better than other varieties, roots well, and the average leaves are three and one-half inches long and two and one-half inches wide, are bright red in color, with dark brown, yellow and green edgings. Name—Harding.

CLEVELAND NATIONAL FLOWER SHOW.

The following schedule of cut roses for the National Flower Show at Cleveland, O., March 25-April 1, was prepared by the committee on commercial cut flower interests of the American Rose Society:

Private Growers—Cut Roses.

To be staged Monday, March 27.

		First Prize.	Second Prize.
12	American Beauty	$7.50	$5.00
12	Mrs. Charles Russell	7.50	5.00
12	Premier	7.50	5.00
12	Columbia	7.50	5.00
12	Crusader	7.50	5.00
12	Hadley	7.50	5.00
12	Mme. Butterfly	7.50	5.00
12	Pilgrim	7.50	5.00
12	My Maryland	7.50	5.00
22	Jonkheer J. L. Mock	7.50	5.00
12	Ophelia	7.50	5.00
12	Sunburst	7.50	5.00
12	Mrs. Aaron Ward	7.50	5.00
12	Golden Ophelia	7.50	5.00
12	sprays Cecile Brunner	7.50	5.00
12	sprays any other polyantha	7.50	5.00
12	sprays any single rose	7.50	5.00
12	any other disseminated yellow	7.50	5.00
12	any other disseminated red	7.50	5.00
12	any other disseminated pink	7.50	5.00
12	any other disseminated white	7.50	5.00

Commercial Growers—Cut Roses.

To be staged Tuesday, March 28. All roses with more than two growths, one pinch, will be disqualified excepting in the classes calling for display, and for 100 or more blooms in a vase, when two pinches will be allowed.

		First Prize.	Second Prize.
100	Mrs. Charles Russell	$75.00	$50.00
100	Hadley	75.00	50.00
100	Francis Scott Key	75.00	50.00
100	Columbia	50.00	30.00
200	Premier	50.00	30.00
100	Mme. Butterfly	50.00	30.00
100	any disseminated white	50.00	30.00
100	Ophelia	50.00	30.00
100	Crusader	50.00	30.00
50	American Beauty	50.00	30.00
50	Hadley	40.00	30.00
50	Francis Scott Key	40.00	30.00
50	Columbia	30.00	20.00
50	Premier	30.00	20.00
50	Mme. Butterfly	30.00	20.00
50	Crusader	30.00	20.00
50	any disseminated white	30.00	20.00
50	Ophelia	30.00	20.00
50	Pilgrim	30.00	20.00
50	Frank Dunlop	30.00	20.00
50	Milady	30.00	20.00
50	Sunburst	30.00	20.00
50	Mrs. Aaron Ward	30.00	20.00
50	any other disseminated red	30.00	20.00
50	any other disseminated yellow	30.00	20.00
50	any other disseminated pink	30.00	20.00
25	Premier	15.00	10.00
25	Crusader	15.00	10.00
25	Mme. Butterfly	15.00	10.00
25	any disseminaetd white	15.00	10.00
25	Columbia	15.00	10.00
25	Ophelia	15.00	10.00
25	any disseminated yellow	15.00	10.00
25	any other disseminated red	15.00	10.00
25	any other disseminated pink	15.00	10.00
50	sprays any Polyantha	10.00	5.00

Best Display of Cut Roses.

To be staged Thursday, March 30.

Best display of cut roses by commercial growers, covering 300 square feet of space, and to contain not less than 500 nor more than 1,000 blooms. Quality of bloom, artistic arrangement and general effect to be considered in making awards. Decorative green of any kind, including plants, permitted. First prize, $500; second, $300; third, $200.

AMERICAN ROSE SOCIETY AWARDS.

A gold medal is offered for the best new rose not yet disseminated, whether of domestic or foreign origin; exhibits are to be judged by the official scale of the American Rose Society, and no gold medal is to be awarded to any rose scoring less than 95 points. A silver medal is offered at the same time, and under the same conditions, for a novelty scoring not less than 85 points. A certificate of merit is to be awarded to all novelties scoring 80 points.

JOHN YOUNG, Sec'y.

Massachusetts' Horticultural Society.

THE FERN SHOW.

The exhibition of the Massachusetts' Horticultural Society held in Horticultural hall, Boston, September 22-25, was all that the prospectus stated that it would be, to-wit, "A grand exhibition of tropical ferns and orchids and other plants." For ourselves we are inclined to state that it was a magnificent exhibition. Good orchids, ferns and other plants have often been exhibited in Horticultural hall and elsewhere, but nowhere, to the writer's knowledge, in this country has there ever before been gathered under one roof such a splendid collection of all the leading varieties of the ferns of commerce, and so artistically arranged. The horticultural trade and particularly the people of Massachusetts, will owe a lasting debt of gratitude to Albert C. Burrage, president of the society, for his conception of such an exhibition and for his large and splendid contributions from his own conservatories to make the show the success that it was.

The Lecture hall, which is of good size, was filled, as closely as good arrangement would allow, with ferns, orchids and other plants from the Burrage conservatories. The most striking feature was the eight large cibotiums, the tubs placed on pedestals of cork bark which had been built up so that the bases of the plants were nearly 10 feet from the floor. There was no crowding, each plant having free space. As the fronds of these ferns are from eight to 10 feet in length, all who have seen the gracefully drooping habit of the cibotium will appreciate the effect produced by the arrangement. Although it was preeminently a fern exhibition, in each section there were enough orchids and other flowering stock to lend color. Orchids in the Burrage exhibit have been mentioned. In the main hall, near to the Manda exhibit of ferns, the Julius Roehrs Co., under the direction of Edward Roehrs, had an attractive display of orchids covering 100 square feet, arranged with large and small ferns. In one corner of this hall, Arthur Lyman, Waltham, Mass., (George F. Stewart, gardener), had a unique and attractive display of flowering plants, each one being noteworthy. Clerodendron Balfourii, trained in conical form and covered with flowers, was one attraction. Another was Dipladenia splendens profusa. A smaller seedling of this variety, named Ella Lyman, was also exhibited. In this group were specimens of Allamanda Williamsii and Plemora elegans, both beautifully

flowered. This exhibit was a fine attraction.

Banked against the walls of the hall were groups of orchids in variety and other rare ferns and plants. There was a noteworthy group of Vandas, V. Lowii being conspicuous. Mr. Burrage has prepared and had printed on cards, which were distributed, a monograph of this plant. F. R. Pierson, of Tarrytown, N. Y., and W. A. Manda, of South Orange, N. J., who have in past times made large contributions to exhibitions of cut flowers and plants, had extensive displays and were personally on hand to see them properly placed. W. A. Manda's entire display, including cacti and Rex begonias, occupied 2,500 square feet, there being 38 species and varieties of ferns, many of exceptionally large size. In his cacti section there were over 100 kinds. F. R. Pierson made a fine exhibit of his nephrolepis ferns, including N. elegantissima compacta, N. Harrisii, N. mucosa, N. Victoria, N. Smithii, N. Scholzeli and a sport of Scholzeli. J. F. Butterworth & Son, Framingham, Mass., whose exhibits have frequently been seen in Horticultural hall at previous exhibitions, was again on hand with orchids. Arthur N. Cooley, Pittsfield, Mass., another frequent exhibitor, made a fine display of orchids. The Joseph Manda Co., West Orange, N. J.; George E. Baldwin & Co., Mamaroneck, N. Y., and Lager & Hurrell, Summit, N. J., made respectively good showings of orchids, but not in competition. Ernest B. Dane, Chestnut Hill, Mass., (Donald McKenzie, gardener), made a good exhibit of cypripediums with accompaniment of ferns. The Brooklyn, N. Y., Botanic Garden showed excellent ferns in variety. Henry A. Dreer, Inc., Philadelphia, Pa., represented by James Hay, made a fine display of their new fern, Aspidium viridescens, which was awarded a gold medal.

NOTES.

A novel exhibit in the vestibule were two groups of encalyptus trees, grown at Orcharddale, the Burrage estate. The seed was sown in February of this year and some of the trees were eight feet high.

W. A. Manda made a hit with a column representing Bunker hill. His tree fern, 20 feet high, was another attraction of the main hall.

Henry Stewart, Cedar Hill, Waltham, Mass., had a group of Oncidium flexuosum, prettily arranged with adiantum ferns.

Speaking of ferns, we noticed the numerous offspring of old Nephrolepis Bostoniensis.

THE AWARDS.

Group of tropical greenhouse ferns, at least 200 square feet.—W. A. Manda, South Orange, N. J., 1st; Wollrath & Son, 2nd.

Group of tropical greenhouse ferns, at least 200 square feet (amateurs only).—A. C. Burrage, 1st; Thomas E. Proctor, 2nd.

Group of tropical ferns, at least 100 square feet.—W. A. Manda, 1st; Wollrath & Son, 2nd.

Twelve distinct varieties of tropical greenhouse ferns—W. A. Manda, 1st.

Six distinct varieties—W. A. Manda, 1st.

Collection of nephrolepsis ferns, in 100 square feet.—F. R. Pierson, Tarrytown, N. Y., 1st; W. A. Manda, 2nd.

Best single Nephrolepis exaltata (Boston fern).—W. A. Manda, 1st; Wollrath & Son, 2nd.

Collection of cibotiums, in 100 square feet.—Albert C. Burrage, 1st; W. A. Manda, 2nd.

Best single cibotium.—W. A. Manda, 1st; Albert C. Burrage, 2nd.

Collection of adiantum ferns, in 100 square feet.—W. A. Manda, 1st.

Best single specimen of adiantum.—Thos. E. Proctor, 1st; W. A. Manda, 2nd.

Collection of 12 Platycerium (Stag Horn). ferns.—Albert C. Burrage, 1st; W. A. Manda, 2nd.

Best single Platycerium fern.—W. A. Manda, 1st.

Collection of Polypodium ferns.—W. A. Manda, 1st.

Collection of Selaginellas and Lycopodiums, 50 square feet (for amateurs).—Albert C. Burrage, 1st.

Twelve Selaginellas and Lycopodiums, distinct varieties.—W. A. Manda, 1st.

Six Selaginellas and Lycopodiums, distinct varieties.—W. A. Manda, 1st.

One specimen tree fern.—W. A. Manda, 1st.

One specimen tree fern, with other foliage or flowering plant attached to stem.—Albert C. Burrage, 1st.

Group of tropical ferns and tropical orchids, 100 square feet.—Albert C. Burrage, 1st.

Group of tropical ferns and tropical orchids, 50 square feet (for amateurs).—Arthur N. Cooley, 1st; Henry Stewart, 2nd.

Group of tropical ferns and Vanda orchids.—Albert C. Burrage, 1st.

Group of tropical ferns and cypripedium orchids, 50 square feet.—E. B. Dane, Chestnut Hill, Mass.

Best odontoglossum orchid.—Albert C. Burrage.

Best Vanda orchid.—Albert C. Burrage with Vanda Lowii.

Best orchid at exhibition.—A. N. Cooley with Vanda princess royal (Fabia Hardyana).

Best single orchid plant.—A. N. Cooley with Brasso Laelio Cattleya baroness.

Twenty-five square feet of orchids.—W. A. Manda, 1st; Wollrath & Son, 2nd.

Collection of Bromeliads.—W. A. Manda, 1st.

Two specimen ferns in hanging baskets. —Wollrath & Son, 1st.

Two specimen ferns in hanging baskets (for amateurs).—Albert C. Burrage.

One specimen hanging basket with ferns. —W. A. Manda, 1st; Wollrath & Son, 2nd.

One specimen fern in hanging basket (for amateurs).—Albert C. Burrage, 1st.

One fern ball.—W. A. Manda, 1st; Wollrath & Son, 2nd.

Collection of fern plants which best show the fern growth from the germination of the spores through the series of different growths until the plant is fully developed.—W. A. Manda, 1st.

Best new fern not yet in commerce.—Henry A. Dreer, Inc., Philadelphia, Pa., with Dryopteris viridescens.

Best single specimen fern plant in any class.—Julius Roehrs Co., Rutherford, N. J., with Angiopteris evecta.

Collection of dracaenas, 100 square feet.—W. A. Manda, 1st.

Collection of 12 dracaenas.—W. A. Manda, 1st.

Best single specimen of dracaena.—Mrs. A. F. Estabrook.

Collection of Rex begonias, 50 square feet.—W. A. Manda, 1st.

Collection of Rex begonias, 50 square feet (for amateurs).—Albert C. Burrage, 1st.

Collection of 12 Rex begonias.—W. A. Manda, 1st.

Best single Rex begonia.—Albert C. Burrage.

Best collection of new and rare greenhouse and foliage plants, 50 square feet.—Arthur Lyman, 1st; W. A. Manda, 2nd.

Silver cup.—To be awarded to the group, large or small, which is the most artistically arranged, to Albert C. Burrage.

Appleton gold medal.—Geo. E. Baldwin for hybrid orchids. A. F. F.

Coming Exhibitions.

[Secretaries are requested to supply any omissions from this list and to correct any dates that have been altered since the last advices.]

October 4-5, Glencove, N. Y.—Chrysanthemum show of the Nassau County Horticultural Society. Wm. McKinnon, secretary, Glen Cove.

October 6-7, Sewickley, Pa.—Annual dahlia show under the auspices of the Allegheny Garden Club and the Sewickley Horticultural Society. Geo. W. Kirk, Sewickley, secretary.

October 20-23, Los Angeles, Calif.—Annual exhibition of the California Association of Nurserymen. Henry W. Kruckeberg, Los Angeles, Calif., secretary-treasurer.

October 26-27, Morristown, N. J.—Jubilee flower show of the Morris County Horticultural Society. Edw. Reagan, Morristown, N. J., secretary.

November 2-4, Tarrytown, N. Y.—Full exhibition of the Tarrytown Horticultural Society. E. W. Neubrand, Tarrytown, N. Y., secretary.

November 7-9, Philadelphia, Pa.—Annual exhibition of the Pennsylvania Horticultural Society. David Rust, 606 Finance building, Philadelphia, Pa., secretary.

November 8-10, Scranton, Pa.—Fall show of the Scranton Florists' Club. Francis J. of the Scranton Florists' Club. G. R. Clo, Scranton, secretary.

November 9-11, New York.—Annual exhibition of the American Institute of the City of New York at Engineering building, 33 West 39th street. Dr. J. W. Bartlett, 324 West 23rd street, New York, secretary.

November 16-17, Chicago.—Annual exhibition of the Chrysanthemum Society of America. C. W. Johnson, 141 Summit street, Rockford, Ill., secretary.

January, 1922, Hartford, Conn.—Annual exhibition of the American Carnation Society. A. F. J. Baur, 38th street and Rockford avenue, Indianapolis, Ind., secretary.

San Francisco.

EXCELLENT WEDDING TRADE.

Business continues to improve in a manner that is highly stisfactory to all branches of the trade. The demand for flowers for social occasions has shown a fine increase of late. Large weddings have been more numerous than for some time past. Now that the shipping trade is opening up in earnest, quantities of all seasonable flowers are called upon to supply the demand. The shipping demand for roses has caused a tightening of prices in this market. From this time forward, according to the wholesalers, prices will show an upward trend. Mrs. Chas. Russell is showing much improvement and as is Premier and Columbia. These three varieties head the list as far as fancy prices are concerned. There is a constant demand for the better grades of Hoosier Beauty and Hadley. Quite a quantity of short reds have been coming in of late. Ophelia and Butterfly are just about equal to the demand and prices are reported as quite satisfactory. Quite a few Kaiserin are to be noticed of late. These are in much demand for weddings. Aaron Ward is not so plentiful as formerly. Cecil Brunner is getting scarce owing to the strong shipping demand. Ulrich Brunner has almost disappeared from the market after a very successful season. Carnations are commencing to show some improvement as regards quality and are meeting with more favor than for a long time. New crop stock is still somewhat lacking in stem but the color and size of the flowers is good. If plantings do not show a greater increase over 1920, growers of this flower are assured of another prosperous year as the past season was one of the best that has beeen experienced in years. While the arrivals of chrysanthemums are increasing every day the demand for them is so strong that at this writing there is no surplus and stocks are being sold at good prices. The heavy buying by the shippers keeps the market firm. Chrysolora is still the finest yellow being received. Never have we noticed a more uniformly fine grade of flowers as this variety has produced for the past month. Prices remain at $2 per dozen. Crystal Gem is still the leader among whites. This early white has never appeared to better advantage than it has this season. Very few Monrovia is arriving. Whatever stock does appear receives scant attention. The first crocus came in during the week. The blooms were poor in both shape and size and were neglected in favor of Chrysolora. A few small pink chrysanthemums are to be had. Mrs. O. H. Kahn continues to be the only bronze variety available. Gladioli continue in generous supply and are prominently displayed in all the stores. Dahlias are now at the height of the season and while they are being shown at all of the stores the pompons are the more largely used. They are obtainable in every color imaginable and are in the greatest favor for basket work and table decorations. The cut of sweet peas is rapidly getting smaller and will shortly drop out of the market after one of the most unsatisfactory seasons on record. The violet supply is still confined to Princess of Wales. This variety is rapidly becoming more plentiful due to favorable weather conditions. There is no change in prices. The gardenia cut has been largely increased during the week. This stock is arriving on a very favorable market as the entire absence of cattleyas makes it in strong demand for bridal bouquets and corsage work. Lily of the valley is quickly cleaned up each day for the same purpose. The price remains station-

ary at $8 per 100. Cattleyas will be ready early in October. Small cuts of Lilium auratum and rubrum are arriving. There is a good supply of Eucalyptus ficifolia to be had. Outdoor stock continues plentiful and of very good quality. Cut cyclamen blooms are in strong demand. Flowering plants are scarce and all ferns and foliage plants plentiful.

FALL SHOW, OCTOBER 26-28.

There will be a special meeting of the flower show committee next week at the offices of the Art Floral Co. As a great deal of important work is now being done by this committee, Chairman P. V. Matraia has decided that meetings will be held every week from this date forward. The schedules are now ready for distribution and may be had upon application to the secretary, James T. Lynch, at 44 Sansome street. The committee in charge of the show will visit the Menlo Park Horticultural Society at Menlo park at its regular monthly meeting to urge participation by its members. This society has already pledged its support to the coming show which will be held October 26-28 at the Civic auditorium in this city. In this vast building there will be ample room for the proper display of all plants and cut flowers. The local publicity campaign will begin on October 1. The committee will use billboard advertising extensively in this city and surrounding country.

NOTES.

Orchid enthusiasts are frequent visitors these days to the John Carbone range at Berkeley to see the new Brasso-cattleya hybrids in bloom. Many splendid varieties are now flowering for the first time and are of great beauty. In the collection are many imported from England and others raised by Mr. Carbone. His gardenia houses are now in full crop, producing a fine grade of flowers. Mr. Corbone made exhibits of his new peony dahlia Rising Beauty at both the Oakland and local dahlia shows. He gives all the credit for the fine appearance of his houses to his grower, Percy Ellings.

The possibility of Angelo J. Rossi, of Pelicano Rossi & Co., becoming a candidate for supervisor of this city as stated in these columns last week, has been confirmed by the action of the United Voters league this week in presenting his candidacy to the voters of this city. This is gratifying news to the trade here where he is held in the highest esteem. His friends are legion and we predict his election in November.

Among the local trade members having fine displays at the flower show of the Dahlia Society of California last week were Pelicano Rossi & Co., Art Floral Co., and John Carbone of Berkeley. Many out of town trade visitors were in attendance.

Sam Matraia, formerly with F. C. Jaeger & Son, is now with Pelicano, Rossi & Co.

All nurserymen of the state are being advised to register with the state department of agriculture at Sacramento before the planting season begins and the moving of nursery stock starts, according to the requirements of the new state law. Registration can be made through the office of the county horticultural inspector.

The MacRorie-McLaren Co. will have a fine lot of holiday plants to offer this coming season. The greenhouses are well stocked with plants of all sizes. Dan MacRorie says his landscape department is preparing for an unusually busy season owing to the large number of contracts booked.

J. A. Axell reports the shipping demand for chrysanthemums to be very good. He says stock is traveling well to distant points as the flowers are in the best possible condition when shipped. The demand for ferns and asparagus he claims is stronger than last season.

One of the most attractive retail stores on Fillmore street is the Belmont Florist, owned by Dinnucci Bros. They have a splendid location on a corner near the residence district and carry the best grade of stock.

The next regular meeting of the Retail Florists' Association will be held October 5 at the Co-Operative Flower Market building.

JAMES T. LYNCH.

Pittsburgh.

CONDITIONS SLIGHTLY IMPROVED.

Business has shown a decided improvement, nothing to brag about as yet nor not enough to use all the flowers received in the market, but so much better as to be noticeable and to cause prices to advance on good stock all along the line. The weather is still unseasonably warm and you can not expect a fall revival of business until it gets cooler and we have a frost. American Beauty roses have been in demand and cleaned up daily, while the quality is excellent. Other roses are beginning to loook like mid-season stock, long stems and good nowers, and while prices are not what they should be, there has been a slight advance and with cooler weather it would not take long till they will be where they belong. The new rose, American Legion, is taking well with the trade and it looks as though it would prove a popular addition to the rose list. Carnations are improving. Chrysanthemums are not as yet a factor, but in about 10 days their season will be in full swing and then and not till then can you say that we are into a new season. Lilies are in short supply and sell on sight. The aster season is about over and every florist will be glad to see the last of them, as this has been a bad season for the aster growers, most of the early crops proving failures, and the mid-season and late crops hitting the market when business was at its worst. It seemed as though there were more people than ever before growing asters for the market this year. Some very good gladioli are still to be seen but only in limited quantities. The warm weather has been against the dahlia business this fall, as they have come in soft and falling, and the retailers refuse to carry any big supply of them while that condition lasts. The supply of orchids and lily of the valley has been equal to all demands. Summing it all up it looks as though the business is in for a good season.

MEETING OF LOCAL CLUBS.

The largest and best meeting of local florists ever held in this city was held September 20. It was a combined meeting of the three local clubs—the Retail Florists' Association, the Florists' and Gardeners' Club and the Sewickley Horticultural Society. It was a success from the time we sat down to eat at 6:30 p. m. until the last speaker was through at 10:30 p. m. The English room at the Fort Pitt hotel was a picture of palms and cibotium ferns, while the tables were decorated with dahlias. During the banquet the Lindsay colored quartette entertained. When the meeting was called to order there were about 250 present. E. J. McCallum was toastmaster, while the speakers of the evening were: Albert Pochelon, secretary of the Florists' Telegraph Delivery Association; Herman P. Knoble; Jas. A. MacLaughlin, of Cleveland, O.; Prof. Wilde, of Pennsylvania State college, and James Weisman. Mr. Pochelon's talk was on "Co-operation" and the benefits to be derived from joining the F. T. D. and was very interesting from start to finish. Mr. Knoble talked on "Store Management" and he certainly can quote figures; there is no doubt but what he opened the eyes of some of the retailers present. Prof. Wilde spoke on the subject of the "College Graduate in Business," and appealed to the trade to give the college man a chance to show what he can do. Mr. Weisman gave an interesting talk on "Fertilizer" that was directed for the benefit of the grower. Mr. MacLaughlin, who is in charge of the premium list for the National Flower Show to be held in Cleveland next spring, explained how they hoped to make this the best exhibition ever held and called on the growers present to exhibit. The presidents of the three clubs gave a five-minute talk on their respective organizations and what they hoped to accomplish. Everyone present declared it to be the best meeting they had ever attended and it seemed as if every florist within a radius of 100 miles of the city was represented.

How many florists have adopted their own slogan, "Say It With Flowers"? How many keep a vase of flowers in their own homes? You can not expect other people to do so, if you do not practice what you preach. At a recent banquet and meeting of florists in this city, after the meeting the ladies started taking the flowers from the tables and several were heard to remark that they never had any flowers unless they attended an affair of that kind; if that is the case, and no doubt it is, there is something wrong. I have been no exception, but from now on I am going to see that there are a few flowers in my home at least once a week and they won't be artificial ones either.

The sympathy of every florist in this section goes out to John Harris in the loss of his wife, who died September 22. There may have been funerals here where there were more expensive floral offerings, but never did we see so many individual floral expressions of sympathy as there was at the Harris funeral.

Many socially prominent persons of this city will exhibit flowers at the first annual dahlia show at Sewickley, October 6-7, under the auspices of the Alleghany Garden Club and the Sewickley Horticultural Society, and it is expected the exhibitors will take much glory and joy out of the awards given the dahlias grown by their respective gardeners.

E. C. T.

Evansville, Ind.

FUNERALS HELP TRADE.

There has been a good demand for flowers the past week, due partly to several large funerals and cooler weather. In other lines, business has held its own. A number of weddings scheduled for October will also help matters. The supply of stock is good and the quality excellent. Roses, asters, dahlias, magnolias and garden flowers move well at reasonable prices. Florists are looking forward to a good autumn and early winter trade.

Miss Elizabeth Blackman, daughter of R. A. Blackman, and granddaughter of Wm. Blackman, of the Wm. Blackman Floral Co., and Walker Whitehead, president of the class of 1921 in the Central high school here, were united in marriage September 22. The ceremony was performed by the Rev. E. E. Coleman, pastor of the Jefferson Cumberland church.

M. H. Lockyear, of the Lockyear Floral Co., will spend a part of the coming winter in Florida, and will be accompanied by his wife and daughter.

W. B. C.

Chicago to Toronto.

The Michigan Central-Canadian Pacific railroads have been chosen for the trip of the Chicago Florists' Club and friends to the annual convention of the Florists' Telegraph Delivery Association, at Toronto, Ont., October 11-13. The party will leave the Illinois Central station, Twelfth street and Michigan avenue, at 5:40 p. m., standard time (6:40 p. m., Chicago time), Monday, October 10, due Toronto the following morning at 8:30 o'clok.

A rate of a fare and one-half for the round trip, on the certificate plan, has been authorized, making the fare $30.22, including war tax. The one-way rate is $20.57, including tax. Tickets will be on sale October 7-12, inclusive, returning to reach destination at or before midnight, October 17. Pullman fares, including surcharge and war tax, are: Lower berth, $6.08; upper berth, $4.86; compartment, $17.01; drawing room, $22.68.

Other trains for those unable to accompany the party are given below:

MICHIGAN CENTRAL-CANADIAN PAC. RYS.

Leave Chicago,	Due Toronto,
12:05 midnight.	4:45 p. m.

Delegations from the north, south and west are invited to join the party at Chicago.

CERTIFICATE PLAN.

To secure the reduced rate, everyone going to the convention must purchase ticket to Toronto, at full one-way fare and obtain certificate from the selling agent when buying ticket. The fare for the return trip will be one-half of the adult one-way fare applying from place of meeting to the original starting point by the route used on going trip as shown on the certificate, provided that certificate presented has been properly validated at the convention by the agent appointed for that purpose.

To join the Chicago party, see that tickets read via the Michigan Central and Canadian Pacific railroads, making all necessary reservations with Edward D. Jennings, city passenger agent, Canadian Pacific railroad, 140 S. Clark street, Chicago, telephone State 5600.

Hartford, Conn.

TOO MANY ASTERS AND GLADIOLI.

I never knew asters would be so plentiful as they have been this year. It seems as if every old lady that had a foot of ground was at it. True, we wonder just how it happens that they get the seed, but it does not appear as if our wholesale houses care just who they sell to as long as they sell. The growers have been peeved, and why not? At a time when business is practically at a standstill, and the field is idle, why shouldn't a grower look for some easy money? The amateur gets in his work with some of the better varieties, and the progressive retailers grab them up, never thinking that the fellow that supplies him with flowers in the winter might have the same quality. Too bad, yes a shame, and the funny thing about it is that the amateurs get the market price. Why? It is the same with gladioli, every amateur and farmer has them in his garden. Next on the list comes chrysanthemums, and thank goodness we will have some variety at last. Roses, particularly white, are very scarce. I will not say all roses are scarce, but some brides think white roses can be had any old time, and only give you overnight to get them. Growers in this vicinity do not have them. Why? Business in general is poor and funeral work slack. Even the doctors and undertakers are complaining.

NOTES.

Andrew Pullar, of East Hartford, has taken over the old Frank Richardson greeenhouses and business and has one of the best locations in the state for the florists' trade. Well, Sandy, hoot mon.

W. E. Chapin, of Fairfield avenue and elsewhere, is growing some fine plants for the winter season. Howard Pinney, his chief grower, says business is booming.

Charley Calverley, the mushroom man, is starting up his beds for fall and winter. He still grows wallflowers as they are grown overseas.

G. G. McC.

Boston, Mass.

WEDDING FLOWERS IN EXCELLENT DEMAND

The market has had a large supply of stock to be disposed of. Asters and gladioli are fast disappearing, good sorts selling well. Carnations are improving daily but are still far short of the quality which would make a good demand for them. Roses are the principal factor, and though they are cheap in price, the volume which comes in daily and are sold makes a fair day's business. Early chrysanthemums are very scarce this year, not more than one-half the normal supply of other years have been seen on the market this season. Orchids are increasing in number and naturally are dropping in price, first class flowers selling at $12 per dozen. Lily of the valley, white bouvardia and white roses are still commanding a premium over other stock and will probably continue so during this month.

NOTES.

The Gardeners' and Florists' Club held its monthly meeting at Horticultural hall, September 20, with a good attendance.

Quints' Flower Shop, Hotel Victoria, has opened for the season with a new crew of assistants.

Thos. F. Galvin, Inc., has opened its new store in Copley square. It is one of the finest shops ever seen in the city.

E. F. S.

Hail at Omaha and Council Bluffs.

Florists of Omaha, Neb., and Council Bluffs, Ia., suffered loss from the breaking of greenhouse glass by hail September 19, to the extent of many thousands of dollars. Frank Citta, West Center street, suffered the heaviest loss, 1,700 panes being smashed by the hail. "It didn't look like ordinary hail," said Mr. Citta. "It came down like chunks of ice." Mr. Citta said his loss would be $1,100.

Four hundred panes were broken in the greenhouses of Charles E. Faulkner, 820 South Fifty-fourth street. Mr. Faulkner estimated his loss at $250. "The hailstones were the size of walnuts," said Mr. Faulkner. S. R. Faulkner, 906 South Fortieth street, lost 50 panes. During the storm, lightning struck his home at 4015 Marcy street, knocked down some plastering, but did not cause a fire.

Peterson Bros., 3009 South Fifteenth street, reported about 200 panes broken. Other florists who sustained less severe damage included L. Henderson, 4225 South Twenty-fifth street; Charles Skop, 5246 South Sixteenth street; Louis Zadina, 3602 T street. J. F. Wilcox & Sons, Council Bluffs, reported the hail did no damage to their houses.

The rain, commencing shortly before 6 p. m., continued intermittently until shortly before midnight. The weather bureau measured the rainfall during the twenty-four hours at 2.81 inches. The evening rainfall registered 2.24 inches. This is by no means the record, but is rather unusual for this time of year, according to Forecaster Robins of the weather bureau.

A. E. L.

National Association of Gardeners.

NEW YORK CONVENTION PROGRAMME.

The National Association of Gardeners will hold its annual convention in New York, October 11-14, with headquarters at the Park Avenue hotel, Park avenue and 32nd street, the following programme having been prepared for the occasion:

TUESDAY, OCTOBER 11.

11 a. m.—Executive meeting of trustees and directors.

2 p. m.—Opening of convention. T. A. Havemeyer, president of the Horticultural Society of New York, chairman.

Address of Welcome—Mrs. Samuel Sloan, president of the Garden Club of America.

President's Address—W. N. Craig, Brookline, Mass.

"Quarantine No. 37," by A. C. Burrage, president of the Massachusetts Horticultural Society.

"Sign Board Nuisance Along the Highways," by James Boyd, president of the Pennsylvania Horticultural Society.

"School Garden Movement," by Otis M. Eastman, supervisor of school gardens, Cleveland, O.

Discussion.

WEDNESDAY, OCTOBER 12.

9 a. m.—Secretary's report.
Secretary's financial report.
Treasurer's report.
Committee reports.
Resolutions.
New business.
Consideration of next meeting place.
Adjournment for luncheon.
2 p. m.—Nomination of officers.
Unfinished business.
Subjects for discussion — Training young men on country estates; examinations for and classification of gardeners.
7 p. m.—Annual banquet.

THURSDAY, OCTOBER 13.

8:30-9:30 a. m.—Polls open for election of officers. Unfinished business.

11 a. m.—Automobile trip to Westchester county. Luncheon at Greystone, Yonkers, Samuel Untermyer's estate, and visit to other estates, including John D. Rockefeller's estate, Pocantico Hills.

FRIDAY, OCTOBER 14.

9 a. m.—Leave hotel in automobiles for visit to country estates in Nassau county, L. I. Luncheon at Engineers' Club, Roslyn, L. I.

The Late James R. Barker.

James R. Barker, proprietor of the Trinidad-Park Floral Co., Trinidad, Colo., died at the home of his son, Sewell Barker, September 15, in Buffalo, N. Y., where he had gone about three months' ago in the hope of recovering from a severe illness. Mr. Barker came to Trinidad in 1914, establishing a successful business on East Main street. He was a member of Trinidad lodge No. 89, A. F. & A. M., and is survived by the son mentioned above.

HAYWARDS HEATH, ENG.—George Allwood, carnation specialist in the United States for some time, now located here, and Miss Surfleet were married August 30.

LOUISVILLE, KY. — Miss Edith V. Walker, of Edith V. Walker & Bros., florists, was severely injured when visiting at the home of Herman Klein Starink, 2339 Letterle avenue, September 20, by falling down a flight of stairs.

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We do not assume any responsibility for the opinions of our correspondents.

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LINSEED oil is now 75 cents.

"LILIES of the Field" is the name of a new movie company.

"FREESIA" is the name of a bath salt made in London, Eng.

LEAD, which enters into the manufacture of florists' tinfoil, has again advanced.

GROWERS can overcome periods of overproduction or at least lighten the burden by producing quality. Their motto being, "Not how much but how good."

United States Botanic Garden.

The United States Botanic Garden will be 102 years old next May, and during that time has had four heads, namely, Wm. D. Brackenridge, Wm. R. Smith, C. Leslie Reynolds and Geo. W. Hess.

Foreign Notes.

The Pittsburgh Plate Glass Co., Pittsburgh, Pa., has spent $700,000 in rebuilding its plant at Charleroi, Belgium. The completion and fitting of the plant will require several months.

Paul's Scarlet Climber rose is color plated in the Revue Horticole of August 16.

ORCHID IMPORTS.—Nine cases of orchids arrived at New York from Southampton, Eng., September 19.

THE casket cover for the funeral of the late Henry Cochems, attorney for the Steel Service Corporation, Toronto, Ont., at Sturgeon Bay, Wis., September 28, contained 4,000 roses, representing each employe of the company.

American Dahlia Society.

ANNUAL EXHIBITION, SEPTEMBER 27-30.

The annual exhibition of the American Dahlia Society opened September 27 at the Hotel Pennsylvania, New York, under the most favorable conditions, with an excellent attendance. The two large halls where the exhibits were staged were completely filled with choice stock, unquestionably one of the finest displays of its kind ever held in this country.

In addition to the competitive classes, there is very fine trade exhibits by R. Vincent, Jr. & Sons Co., White Marsh, Md.; Peacock Dahlia Farms, Berlin, N. J.; Babylon Dahlia Gardens, Babylon, N. Y.; Geo. L. Stillman, Westerly, R. I.; The Dahlia Farm, East Moriches, N. Y.; W. B. Sweeney, Willimantic, Conn.; Chas. H. Totty Co., Madison, N. J.; W. D. Hatheway, New Bedford, Mass.; Slocombe Bros., New Haven, Conn.; J. W. Alexander, Bridgewater, Mass., and many others. Various seedsmen and horticultural supply concerns also have well arranged displays.

Chrysanthemum Society of America.

The list of special prizes offered for the annual exhibition to be held at the Auditorium Hotel, Chicago, November 16-17, is now ready and copies may be had on application to the secretary, C. W. Johnson, 141 Summit street, Rockford, Ill.

EXAMINING COMMITTEES.

President S. S. Pennock announces the committees to examine new chrysanthemums for the ensuing year, as follows:

Boston, Mass. — James Wheeler, chairman. Ship flowers to W. J. Thurston, manager, Boston Flower Exchange, 1 Winthrop Square and Otis street, Boston, Mass., care of chairman.

New York. — Eugene Dailledouze, chairman; Wm. H. Duckham and A. Herrington. Ship flowers to New York Cut Flower Co., 55-57 West 26th street, New York, care of chairman.

Philadelphia, Pa.—A. B. Cartledge, chairman; John Westcott and S. S. Pennock. Ship flowers to A. B. Cartledge, 1514 Chestnut street, Philadelphia, Pa.

Cincinnati, O.—R. Witterstaetter, chairman; James Allen and J. C. Murphy. Ship flowers to chairman, Jabez Elliott Flower Market, care of janitor.

Chicago.—N. J. Wietor, chairman; E. A. Kanst and Geo. Asmus. Ship flowers to 30 East Randolph street, Chicago, care of chairman.

Shipments should be made to arrive by 2 p. m. on examination days to receive attention from the committee. They must be prepaid to destination and an entry fee of $2 should be forwarded to the secretary not later than Tuesday of the week they are to be examined or it may accompany the blooms.

Seedlings and sports are both eligible to be shown before these committees provided the raiser has given them two years trial to determine their true character—not less than six blooms of each variety to be shown. Special attention is called to the rule that sports, to receive a certificate, must pass at least three of the five committees. The committees will be in session to examine such exhibits as may be submitted to them on each Saturday during October and November, the dates of which will be October 1, 8, 15, 22 and 29, also November 5, 12, 19 and 26.

CHAS. W. JOHNSON, Sec'y.

Parcel Post Special Delivery.

A bill to restrict the use of the special delivery service in connection with parcel post matter has been introduced in the house of representatives by Congressman Halvor Steenerson, of Minnesota, at the request of Postmaster General Hays.

The adoption of this measure would be disastrous in the florists's business where special delivery parcel post is utilized for the delivery of cut flowers at out-of-town points.

It sets forth that "The postmaster general is hereby authorized in his discretion to restrict the application of the special delivery stamp, or equivalent stamps, and the special delivery service rendered in connection therewith to mail matter of the first class."

In requesting this legislation Mr. Hays states that it is found to be a practice with many large users of parcel post to use special delivery stamps on practically every piece of parcel post matter deposited in the mails. The volume of matter carrying special delivery stamps is so great that it is physically impossible to give it separate treatment and more expeditious handling than the ordinary mail matter. The postmaster general has received a great many complaints because this special treatment is not accorded all matter bearing such stamps and the department is placed in the position of accepting the fee for special delivery service and being unable to always render it.

It is quite probable that a hearing will be held on this bill, for as soon as it becomes generally known that the measure is pending protests will begin to come in from all the large centers. The bill has been referred to the house committee on post office and post roads, of which Mr. Steenerson is chairman. Due to the condition of the calendar in the house it is hardly likely that the bill can be enacted into law this year even though given an immediate favorable report by the committee.

Valuation Plan Menace.

In a lengthy and exhaustive report of the investigation on the subject of the American valuation plan, H. E. Miles, chairman of the Fair Tariff League, speaks of the proposed legislation as follows:

"This organization is now being convinced more than ever that the American valuation clause in the Fordney measure is the gravest menace to the general welfare of the American people ever incorporated in an American tariff, as a provocative of retaliation and commercial war, as threatening the life of foreign trade, export as well as import, and promotive of still greater internal distress, unemployment, and higher prices."

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in time, place and date of meeting.]

Chicago, October 6, 8 p. m.—Chicago Florists' Club at Randolph hotel. Fred Lautenschlager, 452 West Erie street, secretary.

Chicago, October 3, 8 p. m.—Gardeners' and Florists' Union, No. 10,615 at North West hall, 2401 North avenue. Bernard Wahlsted, 851 North Trumbull avenue, Chicago, secretary.

Cleveland, O., October 3, 8 p. m.—Cleveland Florists' Club at Hollenden hotel. Chas. F. Bastian, 14625 Colt road, Cleveland, secretary.

Columbus, O., October 3, 8 p. m.—Columbus Florists' Association at the Neil house. E. A. Munk, 19 South High street, Columbus, secretary.

Dayton, O., October 4, 8 p. m.—Dayton Florists' Club at Y. M. C. A. hall. Geo. J. Frisch, 3205 East Fifth street, Dayton, secretary.

Grand Rapids, Mich., October 3, 8 p. m.—Grand Rapids Florists' and Gardeners' Club. Edw. Freyling, 1057 Wealthy avenue, Grand Rapids, secretary.

Holyoke, Mass., October 4, 8 p. m.—Holyoke and Northampton Florists' and Gardeners' Club. James Whiting, French hall, M. A. C., Amherst, Mass.

Indianapolis, Ind., October 4, 8 p. m.—State Florists' Association of Indiana. O. E. Steinkamp, 3800 Rockwood avenue, Indianapolis, secretary.

Kansas City, Mo., October 6, 8 p. m.—Kansas City Florists' and Allied Trades Club. M. Wade, 1109 Grand avenue, Kansas City, secretary.

Lake Forest, Ill., October 7, 8 p. m.—North Shore Horticultural Society at City hall. J. R. Clarke, Lake Forest, secretary.

Milwaukee, Wis., October 6, 8:30 p. m.—Milwaukee Florists' Club at Kurtz Bros., Eleventh and Prairie streets. Eugene Oestreicher, 5630 North avenue, Milwaukee, secretary.

Minneapolis, Minn., October 4, 8 p. m.—Minneapolis Florists' Club at 218 North Fifth street. Harry Philpott, Minneapolis, secretary.

Montreal, Que., October 3, 8 p. m.—Montreal Florists' and Gardeners' Club at 642 St. Catherines street. W. H. Horobin, 283 Marquette street, Montreal, secretary.

Philadelphia, Pa., October 4, 8 p. m.—Florists' Club of Philadelphia at City Club. Robt. Kift, 4044 Haverford avenue, Philadelphia, secretary.

Pittsburgh, Pa., October 6, 8 p. m.—Pittsburgh Retail Florists' Club at Seventh Avenue hotel. E. E. Ludwig, 710 East Diamond street, Pitsburgh, secretary.

Reading, Pa., October 6, 8 p. m.—Reading Florists' Asociation. F. H. Lauck, 123 South Fifth street, Reading, secretary.

Saginaw, Mich., October 3, 7:30 p. m.—Saginaw-Bay City Floricultural Society at Saginaw. H. W. F. Goetz, 2165 Mackinaw street, secretary.

San Francisco, Calif., October 5, 8 p. m.—San Francisco Retail Florists' Association at A. O. Stein's store. A. Serveau, 2112 Fillmore street, San Francisco, secretary.

Washington, D. C., October 4, 8 p. m.—Florists' Club of Washington at Schmid's hall. G. V. Schulz, care Leo Niessen Co., Washington, secretary.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, $1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order For Plant Advs., See Ready Reference Section

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—By gardener and florist; single; thoroughly experienced. Wishes to make a change; good references. Address,

P. O. Box 3, Hardwick, Ga.

Situation Wanted—Young man having one year experience, now wishes position with retail florist to thoroughly learn the business. Lawndale 8065. Address

Key 802, care American Florist.

Situation Wanted

By reliable grower of roses, carnations and general pot plants; over 20 years' experience; German; age 37; married, no children; private place preferred; best of references.

WM. BOEKER,

Box, 1538 Halesite, L. I., New York.

Help Wanted

Experienced lady to work in retail store. Must be capable to do design and bouquet work. State wages.

Key 803, care American Florist.

SITUATION WANTED

By all-round grower on commercial place where good results are desired; thoroughly experienced in growing roses, carnations, chrysanthemums and a general line of pot plants; specialist in roses and cyclamen; 16 years experience; Swedish; age 32; single; best of references; can come at once; please state wages and particulars in first letter.

Key 581, care American Florist.

SITUATION WANTED STOREMAN

Experienced retail man formerly in business for himself at Chicago, is open for an engagement. Can also attend to buying if necessary. Address

Key 807, care American Florist.

HELP WANTED

An all around storeman for Chicago loop store. State full particulars in first letter.

Key 806, care American Florist.

WANTED TO LEASE

Small Greenhouses with Dwelling in lively town. Address

Key 805, care American Florist.

HELP WANTED

Competent man as assistant florist and gardener at Iowa State College greenhouses. Single man preferred. Good opening for the right man Apply to

E. C. VOLZ, Prof. of Horticulture,

Iowa State College, Ames, Iowa.

Wanted to Rent or Buy

By thoroughly experienced florist and decorator, a large retail flower shop. Only high grade proposition considered. Must stand closest investigation. Give full particulars and price in first letter.

Address **Key 808, care American Florist.**

FOR SALE

Florist Ice Box, mahogany finish, 8 ft. 9 in high, 6 ft. wide, 3 ft. deep; beveled plate mirrors on ice chamber; glass on three sides; used three years. Price $250 cash, F. O. B. Chicago. Can be seen at **110 East South Water St., Chicago.**

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $4.50; per 1000, $6.50. Samples on request. Electro of leaf, postpaid, $3.00. Cash with order.

American Florist Co.

440 S. Dearborn Street

CHICAGO

HOME - GROWN STOCK

Greatly Increased Demand

If you have any to offer, or are likely to have any soon,

advertise in these columns now.

AMERICAN FLORIST CO.

440 So. Dearborn Street, - - - - CHICAGO

Montgomery's Priscilla

That's the name of the new pink rose! The name will be Priscilla probably after the public has had it a while, but we have had to add the prefix to cover the rules of nomenclature.

In order to get someone who knows more about roses than we do to give an unbiased, honest opinion on the merits of this rose, we have placed 12 plants of it with each of the following growers:

E. G. Hill Co., Richmond, Ind.
Dailledouze Bros., Brooklyn, N. Y.
Albert F. Amling Co., Maywood, Ill.
Duckham-Pierson Co., Madison, N. J.
Rowayton Greenhouses, Rowayton, Conn.
Miller Floral Co., Farmington, Utah
Wellworth Farm Greenhouses, Downers Grove, Ill.
Poehlmann Bros. Co., Morton Grove, Ill.
Robert Pye, Nyack, N. Y.
John Coombs, Hartford, Conn.
Frank Schramm, Crystal Lake, Ill.
A. S. Burns, Jr., Spring Valley, N. Y.
Robt. Simpson, Clifton, N. J.
Chas. H. Totty Co., Madison, N. J.
Noe-Ruzicka Co., Madison, N. J.
Wm. H. Elliott Co., Madbury, N. H.
Anthony Ruzicka, Madison, N. J.
W. J. Pilcher, Kirkwood, Mo.
Jos. Heacock Co., Roelofs, Pa.
Ferrari Bros., San Francisco, Calif.
Peirce Bros., Waltham, Mass.
Batavia Greenhouse Co., Batavia, Ill.
Doemling-Schimmel Co., Mt. Clemens, Mich.
Wendland & Kelmel Co., Elmhurst, Ill.
Joy Floral Co., Nashville, Tenn.
Roberts Rose Co., Denver, Colo.
Geo. C. Weiland, Evanston, Ill.
Lakeview Rose Gardens, Jamestown, N. Y.
Exeter Rose Conservatories, Exeter, N. H.
Bassett & Washburn, Hinsdale, Ill.
H. O. May, Summit, N. J.
Budlong Rose Co., Auburn, R. I.
Dept. of Agriculture, Washington, D. C.
Gude Bros., Washington, D. C.
F. R. Pierson, Tarrytown, N. Y.
L. B. Coddington, Murray Hill, N. J.
Jos. H. Hill Co., Richmond, Ind.
S. Mortensen, Southampton, Pa.
Briar Cliff Gardens, Scarborough, N. Y.
John H. Dunlop & Son, Richmond Hill, Ont., Can.
J. J. Fallon Co., Lynchburg, Va.
Gullett & Sons, Lincoln, Ill.
Rolf Zetlitz Co., Lima, O.
Van Aken Bros. & Sons, Coldwater, Mich.
Premier Rose Gardens, Maywood, Ill.
Weiss & Meyer Co., Maywood, Ill.
Florex Gardens, North Wales, Pa.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Zetlitz Floral Products Co., Dayton, Ohio.

Ask them about it, if you will, at any time. They have our permission to tell the truth. We are going to let this rose sell itself! We shall be simply order takers.

A. N. PIERSON, Inc., Cromwell, Conn.

PAPER WHITE NARCISSUS

and Other French Bulbs

PEREBOOM & COMPANY

88 Broad Street, NEW YORK

Sole Agents for

THE BULB GROWERS AND EXPORTERS' UNION, Toulon (France)

PRICES ON APPLICATION

Toledo, O.

BUSINESS GRADUALLY IMPROVING.

With the advent of cooler weather and the gradual resumption of social activities, the demand for flowers is showing a gradual increase. This is particularly welcome to florists because the summer just past has been unusually dull. Orders for funeral flowers was rather heavy last week due to the passing of several prominent business men. Seasonable stock of all kinds is plentiful and sufficient for all demands. Roses are in oversupply and the quality is excellent. Carnations are beginning to move and their quality is showing constant improvement. Lily of the valley is plentiful and is good stock. Asters and gladioli are in large quantities but bring low prices. There are also some fine dahlias. Greens are plentiful.

NOTES.

All of Schramm Bros. force have now returned from their vacations and the firm is preparing for the largest autumn business in its history. On Monday a special on ferns was featured. A campaign to sell thousands of bulbs for autumn planting is under way and is meeting with good success.

Field-Grown Hydrangeas

Heavy two-year plants, well pinched, 8 to 10 good shoots. Ready for 8-inch pots or tubs.

GRAND FOR SPRING SALES

$7.00 per dozen; $50.00 per 100

Mme. Chautard, Mme. E. Mouliere, Bouquet Rose, Lily Mouliere, Baby Bimbinet.

The Storrs & Harrison Co., Painesville, Ohio

ALL FALL BULBS

NOW READY

Fall "BOOK FOR FLORISTS" with complete lists ready. ASK FOR IT.

Narcissus Paper White Grandiflora

Cases Full Standard Sizes and Correctly Stenciled.
All Prices Subject to Change without Notice.

	F. O. B. New York 1000	F. O. B. Chicago 1000
12 ctms. bulbs (1400 to case)	$18.50	$19.50
13 ctms. bulbs (1250 to case)	21.50	22.50
14 ctms. bulbs (1000 to case)	25.00	26.00
NARCISSUS GRAND SOLEIL D'OR (Yellow Paper White)		75.00

Hyacinths

French Romans

	Per 1000
11-12 ctm	$55.00
12-15 ctm	65.00

Dutch

	Per 1000
Miniature, 13-14 ctms	$26.00
Firsts, 19 ctms and up	70.00
Seconds, 17-19 ctms	52.50
Forcing, 16-17 ctms	40.00
Bedding, 15 ctms and up	35.00

Narcissus (Dutch)

	Per 1000
Emperor. Fancy	$30.00
Emperor, Double Nose	43.00
Victoria, Fancy	30.00
Victoria, Double Nose	43.00
Golden Spur, Fancy	30.00
Golden Spur, Double Nose	34.00
Von Sion, Fancy	28.00
Von Sion, Double Nose	35.00

Tulips Early Single

	Per 1000
Belle Alliance	$25 00
Cramoise Brilliant	20 00
Couleur Cardinal	32 00
La Reine, Fancy	20 00
White Hawk	31 00
Rose Gris de Lin	20 00
Rose Luisante	34 00
Yellow Prince	20 00
Keiserskroon	22 00
Vermillion Brilliant	32 00
Extra Fine, Mixed	17 00

Tulips Double

Schoonoord	22 00
Murillo	19 00
Cour D'Or	25 00
Imperator Rubrorum	31 00
Rubra Maxima	22 00

Darwins

Special Offer: 5 or 10 choice varieties, our selection.
Per 1000 ..... $25 00

Freesias

	1000
Purity, 7-16 inch	$ 8 00
Gen. Pershing, Pink	30 00
Viola, Lavender	30 00

WHITE CALLAS

1¼-1½ inch... per 100,	$ 8 00
1½ 2 inch... per 100,	15 00

Chinese Narcissus

Basket, (30 bulbs) **$2.75; Mat,** (120 bulbs) **$10.00**

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

Frank and George Schramm are planning a trip to Toronto, Ont., for the Florists' Telegraph Delivery Association convention.

Max Zaller, who has taken over the Spanner Flower Shop in the Ohio building, has finished remodeling his store and it is now indeed a very attractive and pleasingly arranged shop. The display window has been rearranged and flowers can be displayed more advantageously. Max reports a constantly increasing business and should prosper in his venture.

The Avery Flower Shop, which made its bow to the public in August, is making rapid strides in a business way. The store is very attractive and the windows are always artistically trimmed. It is located in the finest residence district at the corner of Ashland and Delaware streets. Joseph Avery is the proprietor.

Metz & Bateman ran a special sale on roses on Monday in connection with a popular moving picture shown here, entitled: "Everything for Sale." The demand for funeral work has been lively at their shop.

William Krueger is sending in some fine roses these days but states that he could use a few more orders very nicely. However, he looks for a healthier demand from now on.

John Barrow reports that business is beginning to pick up again and is hopeful that autumn trade will be good despite the fact that many in his neighborhood are out of work.

This city is entertaining the state convention of the 37th division, American Legion, and florists are doing their share to make it a success.

Feniger's two flower shops are gradually recovering from their summer dullness and report hopeful signs that demand is again awakening.

The Hall Flower Store near the Interurban station is going after business extensively and is advertising here and there. A. C. K.

Choice Roses at Low Prices

INCLUDING EXTRA FANCY PREMIER, COLUMBIA and CRUSADER.

It pays to buy direct of the grower.

Our Roses have a National Reputation for Quality. You always get fresh flowers and a more even run of stock.

CURRENT PRICE LIST—Subject to Market Changes

RUSSELL	Per 100
Fancy Long	$16.00
Medium	8.00 to 12.00
Short	4.00 to 6.00
COLUMBIA	
Fancy Long	$16.00
Medium	8.00 to 12.00
Short	4.00 to 6.00
PREMIER	
Fancy Long	$12.00 to $16.00
Medium	8.00 to 10.00
Short	4.00 to 6.00

CRUSADER	Per 100
Long	$12.00 to $16.00
Medium	8.00 to 10.00
Short	4.00 to 6.00
BUTTERFLY	
Long	$10.00
Medium	6.00 to 8.00
Short	3.00 to 4.00
SUNBURST	
Long	$12.00
Medium	8.00 to 10.00
Short	3.00 to 6.00
WHITE KILLARNEY	
Long	$ 8.00 to $10.00
Medium	6.00
Short	3.00 to 4.00

ASSORTED ROSES

SPECIAL OFFERING

Good fresh Roses, our selection, in lots of 200 or more, as follows:

	Per 100
Good medium lengths	$6.00
Good short lengths	4.00
Short lengths, good stock	3.00
New Fancy Ferns, per 1,000	$2.60
Adiantum, per 100	1.50 to 2.00
Sprengeri, per 100	3.00
Galax, green, per 1,000	2.00
Galax, bronze, per 1,000	2.00
Asparagus Sprays, per bunch	36 to .40

Of miscellaneous flowers now coming into market, we will procure for our customers the best at lowest market prices. A trial order solicited.

In buying direct of the grower you are assured of fresh stock at all times, and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONES:
CENTRAL 1457

Greenhouses: Hinsdale, Ill., and Gregg Station, Ill.

Notice:—We close at 5 o'clock week days.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Closed all day Sundays

Chicago.

BUSINESS CONTINUES TO IMPROVE.

Business is gradually improving but there is plenty of stock in almost all items to go around. Lily of the valley is holding its own and the same holds true for orchids. Lilies are scarce and fancy stock in this line commands $25 per 100. American Beauty roses are good property and continue to clean up completely. Premier are in large supply and of splendid quality and are moving nicely. Mrs. Chas. Russell and Columbia are having a good call. Crusader, Butterfly, Dunlop, Milady, Hoosier Beauty, Montrose, Hearst, Sunburst, Ophelia, Double White Killarney, White Killarney, Victor, Golden Rule, Phantom, Nesbit and Cecil Brunner are included in the offerings. Carnations have improved wonderfully in quality and are selling better this week. Asters are in good supply and the shipments of gladioli are large enough to more than supply the demand. Chrysanthemums have made their appearance at a few of the stores in good sized quantities but so far the only varieties noticed are Golden Glow and Early Frost. Some California chrysanthemums are being offered in this market and a few of the retailers are buying direct. Calendulas and snapdragons are obtainable. Sweet peas are available at a few of the stores and find ready buyers. Tritomas, delphiniums, celosia, bittersweeet, straw flowers, milkweed, feverfew, larkspur, zinnias and other miscellaneous indoor and outdoor stock is on the bill of fare. A killing frost would cause a decided change in the general market conditions and would be welcomed by the trade in general. The stock as a rule is of splendid quality, especially roses.

NOTES.

Vaughan's Seed Store reports a considerable volume of fill-in bulb orders and retail demand good.

A MULTITUDE

Of orders makes the volume which affords you choice of variety.

A succession of yesterdays, carrying a steady stream of orders, enables us to invite for delivery today

AND EVERY DAY

the great quantity of consigned stock which insures your getting

EXACTLY WHAT YOU WANT.

PERSONAL ATTENTION.

KENNICOTT BROTHERS CO

WHOLESALE FLORISTS

PETER REINBERG, INC.

WHOLESALE FLORISTS

30 East Randolph St., Long Distance Phones Central 601 and 2846 **CHICAGO**

Roses-Asters-Gladioli-Carnations-'Mums

Buy Direct From the Grower — CURRENT PRICE LIST — Subject to change without notice

	Per 100
MRS. CHAS. RUSSELL	
Specials	$18.00
Select	12.00
Medium	8.00 to 10.00
Short	4.00 to 6.00
COLUMBIA	
Specials	$18.00
Select	12.00
Medium	8.00 to 10.00
Short	4.00 to 6.00
PREMIER	
Specials	$18.00
Select	12.00
Medium	8.00 to 10.00
Short	4.00 to 6.00

	Per 100
SUNBURST, OPHELIA, WHITE KILLARNEY	
Specials	$12.00
Select	10.00
Medium	6.00 to 8.00
Short	4.00
ROSES, OUR SELECTION	$ 4.00
Asters	2.00 to 5.00
Carnations	3.00 to 4.00
Chrysanthemum (White and Yellow)	3.00 to 5.00
Gladioli	4.00 to 6.00
Adiantum	1.50
Asparagus, per bunch.....35c to 50c; extra fancy 75c	
Ferns, per 1.000.....$3.00	
Galax, bronze and green, 1.000... 2.00	
Leucothoe Sprays	1.00

EXTRA SPECIAL STOCK BILLED ACCORDINGLY

PAUL R. KLINGSPORN, Manager.

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

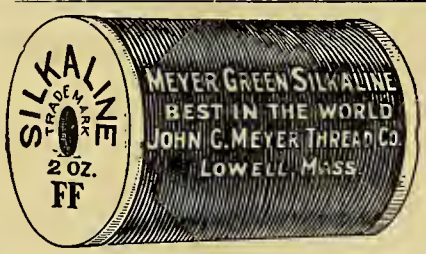
182 North Wabash Avenue L. D. Phone, Central 282 **CHICAGO**

Poehlmann Bros. Co. is cutting from a new crop of orchids consisting mostly of Cattleya labiata. Lily of the valley is in large supply at this establishment, not to mention the magnificent roses which are attracting much favorable attention.

Zech & Mann report a great improvement in trade, especially in the shipping department. Roses are in good supply at this house, including White Killarney, which are none too plentiful in this market.

J. E. Quallich, of Cleveland, O., was here on a combined business and pleasure trip last week. He is the Ohio representative for the A. L. Randall Co. with headquarters at Cleveland.

The American Bulb Co.'s shipping department is kept lively getting out the bulb orders, saying the good weather favors prompt delivery.



Meyer's Silkaline

BEST FOR FLORISTS' USE

Made by

John C. Meyer Thread Co.

1449-1495 Middlesex St., LOWELL, MASS.

A. Vanderpoel and wife, 4022 Fifth avenue, will celebrate the 50th anniversary of their wedding next Saturday evening, October 1, at Napoleon hall, 3956 Fifth avenue.

W. E. Lynch and wife, who are visiting friends here, celebrated their twenty-ninth wedding anniversary, September 26.

Tonners' are handling a good supply of Golden Glow chrysanthemums in addition to their regular line of stock.

Arthur Weatherwax is back on the job at W. J. Smyth's store after enjoying his vacation in New York.

The Florists' Club will meet at the Hotel Randolph, next Thursday evening, October 6, at 8 o'clock.

Big Crop of Roses

Premier--Columbia--Russell--Sunburst

Positively the finest stock in this market, particularly Premier, which is a big buy at the prices quoted.

Large Cuts of Carnations

All the leading varieties grown for this market — **THE BEST.**

CURRENT PRICE LIST— Subject to Change Without Notice.

PREMIER.	100
Special	$20.00
Long	15.00
Medium	10.00
Short	5.00
COLUMBIA.	
Special	$15.00
Long	12.00
Medium	8.00
Short	4.00

RUSSELL.	100
Long	$20.00
Medium	12.00
Short	6.00
SUNBURST.	
Long	$10.00
Medium	7.00
Short	4.00

CARNATIONS.	100
Fancy	$3.50
Good	$2.00 to 2.50
CHRYSANTHEMUMS.	Dozen
White (Early Frost)	$3.00
Yellow (Yellow Queen)	3.00
GREENS.	1000
Ferns	$3.00
Asparagus, bunch	.50
Sprengeri	.50

WIETOR BROS.

Wholesale Growers of Quality Cut Flowers

30 East Randolph Street, L. D. Phone Randolph 2081 **CHICAGO**

Mention the American Florist when writing

Fred Ronsley is well pleased with business at his store at 322 South Wabash avenue. His sales since he has been at his new location show an increase over the same period at East Jackson boulevard, which he has every right to believe is doing remarkably well. His sales for September 24 were equal to those of the entire week.

The Geo. Wittbold Co. is co-operating with the Evening American in its "Home Beautiful" contest, and has agreed to furnish free of charge, not to exceed $1,000, the necessary material and labor to produce the proper scenic effect surrounding the home to be given away by that paper.

Wietor Bros. celebrated their twenty-seventh anniversary in the wholesale business September 24. They are cutting a large supply of stock, including fancy Premier and Columbia roses. Early Frost and Golden Queen chrysanthemums have made their appearance at this house.

Miss Elsie Ahle and Fred Wittbold, Jr., were married at Des Plaines, September 25, and have the best wishes of their many friends for a happy and prosperous future.

Bassett & Washburn are in heavy crop with roses and as usual the quality is up to their high standard, with Premier attracting much favorable attention.

Peter Reinberg, Inc., is making a strong bid for business and the new proprietors are well pleased with the results since they assumed charge.

Kennicott Bros. Co. are handling about the only steady supply of American Beauty roses in this market, with a strong demand for same.

A. Henderson & Co. say the bulb orders continue coming in large volume and that the season in this line should prove highly satisfactory.

Permanite

(Prepared Putty)

Permanite is a well known product and highly recommended for glazing greenhouse sash; also used to prevent leaks in gutters, etc.

Per 1 gallon can.....$2.00
Per 5 gallon can..... 9.50
Machine for using "Permanite," each..... 6.50
Rubber Putty Bulb, each..... 1.40

PERMANITE THINNER

Used to thin "Permanite" when same is too heavy for use.
Price, per gal.....$1.50

Glazing Points

The Perfection Glazing Points (double pointed) are very desirable for florists' use. Per box of 1000, $0.60

Cane Sticks

	Per 100	Per 500	Per 1000
5 to 7 feet long...	$1.75	$8.00	$14.50

Rubber Aprons

Good, large size, best quality, can be used either for store or greenhouse work. Price, each $1.25

Complete list of many other items free.

One Floral Art Album given free with any order of $25.00 or more.

GEO. H. ANGERMUELLER CO.,

Wholesale Florists **1324 Pine Street, ST. LOUIS, MO.**

Mention the American Florist when writing

The J. A. Budlong Co. is handling a fine supply of roses in addition to its usual complete line of all other seasonable stock.

A. L. Vaughan & Co. are pleased with their shipping business which is showing a surprisingly steady growth.

Harry Tullin, formerly with Peter Reinberg, Inc., has joined the force of A. L. Vaughan & Co.

Chas. Erne, of Erne & Co., and wife are back from a pleasant auto trip to Minneapolis, Minn.

Oriental Goldfish & Supply Co.

Send for catalogue.

3757 Cottage Grove Ave., Chicago

Mention the American Florist when writing

Can Supply In Quantity **CHOICE ROSES**

Russell, Premier, Columbia, Crusader, Milady, Ophelia, Butterfly, Hoosier Beauty, Ward, Sunburst, Killarney Brilliant, White Killarney, Hearst and Cecile Brunner.

FANCY CARNATIONS

All the varieties grown for this market. Very good stock for so early in the season.

Sweet Peas, Lilies, Valley, Orchids, Daisies, Asters, Feverfew, Gladioli, Cornflowers, Mignonette, Etc.

Place Your Standing Order with Us. We Will Fill It the Way You Want It Filled.

A. L. VAUGHAN & Co.
NOT INC.
PHONES:
CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572
161 North Wabash Ave. Chicago

Mention the American Florist when writing

Our High Quality Cut Flowers Please the Most Exacting Buyers

Try us on Roses, Carnations, Sweet Peas, Lilies, Valley, Orchids, Asters, Gladioli, Etc.

JOSEPH FOERSTER CO.
WHOLESALE FLORISTS
160 N. Wabash Avenue, CHICAGO, ILL.

The list of special prizes offered by the Chrysanthemum Society of America for the annual exhibition to be held at the Auditorium Hotel, November 16-17, is now ready and copies may be had on application to the secretary, C. W. Johnson, 141 Summit street, Rockford, Ill.

Miss Frances Ludlow, of Vaughan's Seed Store, flower seed department, is at her desk again after vacation, also Miss Smith, the young lady who knows everybody by 'phone.

Mandy Doetsch, formerly with Poehlmann Bros. Co., is now with the J. A. Budlong Co.

Visitor: Walter Mott, representing Benjamin Hammond, Beacon, N. Y.

BLOOMINGTON, IND. — The Monroe Horticultural and Agricultural Club was splendidly entertained at the home of Geo. Brookbank and wife, recently, by a programme rendered by the young people of the club.

DEERFIELD, ILL.—Eugene Enders is now police magistrate of the village. Auto speeders, watch out.

LOS ANGELES, CALIF.—Amling Bros. of Santa Anna cut their first roses last week which are being sold in this city.

WHITE PLAINS, N. Y.—The New York Floral Co. will open a branch flower shop in the First National Bank building, 154 Main street, which it recently purchased.

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.
CHICAGO

Long Distance Central 3283
Phones Central 3284

Our Offerings Include:

LILIES

Absolutely the finest supply of Cut Lilies in this market.

ROSES

COLUMBIA
RUSSELL
White Killarney
Butterfly
Crusader Sunburst
Killarney Brilliant
Ward Ophelia
Premier

MISCELLANEOUS

Valley Cattleyas
ASTERS
Calendulas

GLADIOLI

GREENS

Plumosus Sprengeri
Bronze and Green Galax
Ferns
Adiantum Smilax
Mexican Ivy
Boxwood

St. Louis, Mo.

QUALITY OF STOCK GREATLY IMPROVED.

Business has been exceptionally good the past week, due principally to the improved quality of the stock and the damp cool weather. Nearly everything is plentiful and cleans up in good shape. Bulbs—Chinese lily, narcissus and hyacinth are making their appearance for winter forcing and seem to be of excellent quality. Oak leaves, in shades of red, green and russet are to be seen in many of the windows. Bittersweet in very attractive combination with gypsophila are also observed. Crotons, in pots, of excellent quality are arriving and selling easily. Pot ferns are selling slowly and begonias of excellent quality are to be had at reasonable figures. Chrysanthemums are arriving in larger lots with improved quality. Single kinds are scarce. Small pompons, in yellows and whites, are bringing good prices. The quality of roses has greatly improved as well as prices. The blooms are more solid and longer and the length of the stems has increased. Columbia, Premier and Butterfly are the leaders, with Ophelia, Mrs. Chas. Russell and Milady following. Sunburst, Killarney and Ward are scarce. Carnations are in good condition, the blooms are longer and more compact. Gladioli now arriving are not as good as formerly, and the season which has been very successful is about at its end. Few Lilium rubrum are arriving. Lily of the valley is bringing good prices, and the quality and number of offerings are up to expectations. The supply of asters is keeping up with the demand and the recent heavy rains have greatly improved them. Tuberoses are about finished. The dahlia season is also reaching its close and the stock arriving is of excellent quality with a good call. In orchids, gigas are the leaders and all stock cleans up daily. Small quantities of delphiniums are obtainable, with blues and whites predominating. Gypsophila is in good demand as is statice and helichrysums. Asparagus Plumosa and Sprengeri, galax and magnolia sell readily.

NOTES.

The Bourdet Floral Co. has completed four of its six greenhouses and has them filled with cyclamen, poinsettias and chrysanthemums. The firm has an excellent collection of Jerusalem cherries, and is looking forward to a large business this winter.

Numerous orders for floral pieces were received by Grimm & Gorly last week. Their chrysanthemums and crotons made a good showing at the store, as did small boquets of helichrysums.

Funeral orders have been excellent due to the reburial of many ex-soldiers, two of them being Major Laurivein and Capt. Skinner.

F. J. Foster reports a good business and has small pepper plants, zinnias, coxcombs and good greeens at his store.

The Carleton Flower Shop, Union avenue, has an attractive water scene, ferns and ivy being shown to advantage.

Bearing lemon trees in small tubs and a collection of dwarf succulents are being displayed by Geo. Waldbart.

Boston ferns and crotons are good sellers at the L. M. Young Floral Co. establishment.

F. H. Weber says that business is good. A good collection of cibotiums is seen here.

The St. Louis Wholesale Cut Flower Co. report a good business. J. K. M.

Columbus, O.

DEMAND STEADILY INCREASING.

A steady increase in the demand for flowers and plants is reported by the retailers. With the autumn season at hand and some social affairs scheduled, a continued improvement is expected. Garden flowers are still on the market in large quantity. The bulk of the flowers now sold are dahlias, gladioli, asters, delphiniums and similar varieties. Prices of these are somewhat irregular with the exception of dahlias. Roses, which are still the best feature, are of excellent quality and sell from $3 to $5 per dozen. The small carnations are on the market and bring a rather good price. Chrysanthemums are expected soon. Funeral work has been especially active and this has been the best source of business. Some few social affairs are coming along and these will stimulate the demand. College fraternities and sororities are having a number of banquets and receptions. Fine growing weather has prevailed and as a result the growing stocks are in excellent shape. Pot plants are not in very good demand at present but an increase in this department of the trade is expected soon.

NOTES.

The scheduled meeting of the local Flower Growers' and Retailers' Association at the Cottage Rose Gardens, South High street, September 20, was not well attended and as a result practically no business was transacted. Refreshments were served to those attending and business conditions were discussed informally. President W. S. Stephens and Secretary Edw. D. Ludwig were both absent. The next meeting will take place October 4, when it is expected that the advertising campaign will be thoroughly discussed.

Helm Bros., 484 Forest street, large growers of pot plants, have started the erection of an additional greenhouse, which will be 21x63 feet. This will give 1,800 additional square feet of glass, making more than 5,000 in all. It is expected to have the new house ready by December 1, according to Ernest Helm. The concern, in addition to growing pot plants, also grows chrysanthemums, which are starting to mature and will probably be on the market by October 10.

The Wilson Seed Co., 116 East Town street, report a gradual improvement in the demand for flowers. While trade has been slow, a marked improvement is noted during the past week. Roses

Fall Business is opening up strong for those who

Use Budlong's Flowers

Line Up with the Progressive Element of the Trade and Make Your Business Grow

Rose Specials for This Week Good assorted stock, $20.00 to $25.00 per 1000

RUSSELL COLUMBIA PREMIER MILADY HEARST OPHELIA

Autumn Roses

Do you want a good White Rose? If so, order our
Double White Killarney, the only good white on the Chicago market.

SUNBURST BUTTERFLY DUNLOP MONTROSE NESBIT

Use **Nesbit Roses**; they more than serve the purpose of Sweet Peas

CARNATIONS Stems a Trifle Short, but Flowers of Good Keeping Quality **in Good Supply**

ASTERS—In good supply; White, Pink, Purple and Lavender

GLADIOLI—Very fine White, Light Pink, Yellow, Deep Pink, Red
and All Other Seasonable Cut Flowers

Use Our Valley for Your Wedding Work
Once Tried You Will Not Be Satisfied with Any Other

All Greens: Ferns, Adiantum, Plumosus, Sprengeri, Mexican Ivy

If you want good stock and good treatment, buy of
Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can reply upon orders sent us receiving such benefits
WE ARE CLOSED ALL DAY SUNDAY.

are the principal flowers now being sold, although some garden stock is in the market. Henry K. Wilson, manager of the company, was called to Zanesville on business September 21.

The Rolf-Zitlitz Co., located on the Lockburne road, which is managed by Frank Townsend, is now cutting about 5,000 roses daily. The demand for this flower, which is grown exclusively there, is quite good. The bulk of the cut consists of Columbia, Premier and Butterfly.

Several rushing parties held by members of Ohio State sororities have been the occasion for a considerable number of cut flower orders. While the school has just opened several parties were held the first week, roses being the principal decoration.

Walter Stephens, of S. F. Stephens & Son, florists at Greenlawn Cemetery, was in Cleveland recently on business.

J. W. L.

Southern Wild Smilax, $7.50 per case

THE E. F. WINTERSON CO., 166 N. Wabash Avenue, Long Distance Telephone, Central 6004 Chicago, Ill.

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street L. D. Phone, Randolph 6578. CHICAGO, ILL.

The Ove Gnatt Co., Inc.

Preservers of Natural Foliages LA PORTE, IND.

Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties

Detroit, Mich.

FLORISTS' CLUB MEETING.

The meeting of the Florists' Club, September 21, was held at the Hotel Statler and was attended by 18 members. President Herman Knope presided and by his rulings indicated that the club will have an efficient presiding officer during his term. A. Sylvester, treasurer, has energetically entered upon his duties and indicated by his announcement that all in arrears with their dues will have to see him.

The prospects for autumn business were freely discussed and the consensus of opinion indicated a restoration of old time trade when cooler weather comes and the disappearance of the out-door stock that has been so plentiful this summer. W. H. Wells, Ann Arbor, was very optimistic and based his views upon the increased enrollment of students at the University of Michigan, from where he gets most of the business for his Blumaize Blossom Shop. J. M. Bloy gave an interesting talk on his pet subject, "The Florists' Telegraph Delivery Association," and urged all to attend the meeting of that society at Toronto, October 11-13. Special cars will be provided from this city where many of the members will meet from distant points to travel in a body to the Canadian city. Great preparations are being made for their reception. Fred W. Ritter, the flower pot manufacturer, South Rockwood, Mich., was present with samples of his product and all the growers expressed satisfaction with this new enterprise located so near to them. On the announcement of the recent death of Anthony Hupprich, veteran pot manufacturer, resolutions of regret were adopted and a committee consisting of M. Bloy, Wayne McLaughlin and J. F. Suchman was appointed to carry the same to the bereaved family. Bowling will be taken up this season and teams were organized for weekly games starting with the first week in October. The next meeting of the club is scheduled for Wednesday, October 19, and will be devoted almost exclusively to a report of the F. T. D. meeting at Toronto. Thos. L. Berry and Geo. P. Bassett were applicants for membership in the club.

NOTES.

The home and school gardening committee of the Twentieth Century Club held a successful exhibition in the Armory, September 17-18. The Florists' Club donated prizes, which were awarded to every school participating in the exhibition. Many florists also gave prizes and co-operated with the committee in the arrangements and judging of the exhibits.

Miss Louise Bamford of the Windsor Flower Shop has opened a store at 20 Wyandotte street, Walkerville, Ont.

Visitor: A. Miller, Chicago.

J. F. S.

GREEN SHEET MOSS

Fadeless, per bag, $3.50
Natural, " " 1.75

KNUD NIELSEN
Evergreen, Ala.

Golden Yellow Sweet Peas

McClenahan's Yellow Flower Dye
Send for sufficient to make one quart.
Price $1.00, prepaid.
McCLENAHAN'S GREENHOUSES
40th and Phillips Sts., Oklahoma City, Okla

Prepared Magnolia

Bronze, Violet, Green, Red.

Prepared Oak Sprays
Prepared Beech Sprays
Dyed Green Sheet Moss
Fancy and Dagger Ferns
Southern Wild Smilax

Write or wire

The Decorative Greens Co.
KINSTON, ALA.
H. C. Willis Duncan Jackson

Mention the American Florist when writing

ARE YOU USING
Cut Evergreens
FOR FUNERAL WORK?
They are more satisfactory—they cost you less— it is fashionable to use them. Then why not get in line and order them from us? Place an order for shipment each 1st and 15th.
THUJA OCCIDENTALIS TSUGA CANADENSE
With or without fruit are the sellers. Order a sample shipment today.
BOTANICAL NURSERY CO.
WILD FLOWERS
1103 Court St., LAPEER, MICH.

H. Bayersdorfer & Co.
The Wholesale Supply House of America . . .
EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.

Kansas City, Mo.

AMATEUR FLOWER GARDENERS' ASS'N.

The fifth annual autumn show of the Amateur Flower Gardeners' Association was held in Drexel hall, September 17, with excellent displays. About 70 exhibitors entered for the competition, Lucien Rosenwald and wife being the largest entrants, having 91 exhibits, and winning 27 ribbons and the silver cup given to the exhibitor having the highest number of awards. Mrs. D. T. Hobbs won second place with a total of eight ribbons. For the best display of Ozark dahlias, Mrs. W. C. Berkemeyer won a silver vase, as did Mrs. R. S. Bennet for the best specimen zinnia. The American Iris Society offered special prizes for iris roots.

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

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Long Distance Telephone, Central 3373.
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FLOWER GROWERS
TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS
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CUT FLOWERS
Supplies
30 E. Randolph St.
Telephone Central 6284
Chicago
Mention the American Florist when writing

Albany, N. Y.

Members of the United States forestry service and the forestry deparments in 16 states met here September 20 in the offices of the state conservation commission to prepare for a trip through the northeastern part of the state to study the white pine blister rust. It is estimated that white pine forests in the country to the value of more than half a billion dollars are threatened by this fungus. The party in charge of Clifford R. Pettis, superintendent, and William G. Howard, assistant superintendent, of state forests, left the city in the evening to make the first stop at the state nursery, Saratoga Springs, where a large number of seedling white pines and other conifers are grown.

Public school No. 21 won the cup offered by Mrs. Edward M. Cameron, and school No. 17 the cup offered by the local Rotary Club at the annual exhibition of flowers and vegetables by the public school children of the city, held in the State Education building, under the auspices of the Woman's Club, September 10. The exhibits were attractively arranged in the big building. Cash prizes were awarded to a number of the pupils for their displays. Frank B. Gilbert, acting state commissioner of education, delivered an address. Ralph G. Winslow led the community singing, and Dr. Edward C. Jones, city superintendent of schools, distributed the prizes.

Thirty members of the Albany Florists' Club, their families, and a few friends, went to Kinderhook lake on September 18 to attend the closing of Camp Say It With Flowers, for the season. Secretary Wm. J. McGinn and wife had prepared a dinner and there was plenty of clam chowder throughout the day. Those who enjoyed fishing or boating had ample opportunity to do so, as the day was fine, and the lake noted for both pastimes.

R. D.

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located
WHOLESALE
CUT FLOWER HOUSE
IN CHICAGO
169-75 N. Wabash Ave., CHICAGO
L. D. Phones: CENTRAL 1977 1978
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Wholesale Flower Markets

Chicago
CURRENT PRICE LIST

	Dozen	
Roses, Beauty	$ 3.00 to	$ 6.00
	Per 100	
" Mrs. Chas. Russell	4.00 to	30.00
" Butterfly	4.00 to	30.00
" Columbia	4.00 to	30.00
" Dunlop	4.00 to	30.00
" Premier	4.00 to	30.00
" Hoosier Beauty	4.00 to	25.00
" Killarney Brilliant	4.00 to	20.00
" White Killarney	4.00 to	20.00
" Mrs. Geo. Shawyer	4.00 to	20.00
" Milady	4.00 to	30.00
" Mrs. Aaron Ward	4.00 to	20.00
" Sunburst	4.00 to	20.00
" Ophelia	4.00 to	20.00
" Dble. W. Killarney	4.00 to	20.00
" Cecile Brunner		2.00
" Our Selection		5.00
Calendulas	2.00 to	4.00
Daisies	2.00 to	3.00
Cattleyas, per doz.		30.00
Gladioli	4.00 to	8.00
Valley		8.00
Carnations	2.00 to	3.00
Asters	2.00 to	8.00
Lilies, per 100	15.00 to	20.00
Adiantum	2.00 to	3.00
Ferns per 1,000	2.50 to	3.00
Galax per 1,000		2.00
Leucothoe		1.00
Sprengeri, Plumosus Sprays	35c to 50c per bunch	
Mexican Ivy		1.00
Boxwood, 35c per lb., case		9.00
Southern Wild Smilax, per case		7.50

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30 E. Randolph St., CHICAGO
Telephone Central 3284
Mention the American Florist when writing

THE
CHRYSANTHEMUM MANUAL

By Elmer D. Smith

FOURTH EDITION
Price 60 Cents. Cash with Order
American Florist Co.
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A. L. Randall Co.,

Wabash Ave., and Lake St.
CHICAGO, ILL.
Wholesale Cut Flowers, Florists' Supplies.
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George Reinberg

WHOLESALE FLORISTS
Extra fancy Ophella, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.
162 N. Wabash Ave. CHICAGO
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NEW IMPORTATION
MINIATURE VELVET PANSIES

$3.60 per gross.
MINIATURE RED POPPIES..... $1.80 per gross
CLOTH CARNATIONS
White, Ward, Dark, Red Pink. $25.00 per 1000
SAM SELIGMAN
116 West 28th Street, NEW YORK
Mention the American Florist when writing

Cattleyas

$1.00 each, in lots of 25 or more.

You will notice quite a reduction in the price. **Labiata,** one of the best, is in bloom now, and we can furnish them in quantity.

Orchids, Gardenias and Cypripediums

are items we specialize in.

Call on us when you are in the market for such special stock.

Can we interest you in regular shipments?

The Leo Niessen Co.
1201 Race Street
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Branches: Baltimore, Washington.

EDWARD REID

CHOICE ROSES, All Grades.
CARNATIONS, EASTER LILIES and All Seasonable Flowers.
This is the exclusive shop, only one block from Express Depots.
1619-1621 Ranstead Street, PHILADELPHIA, PA.

Philadelphia.

TRADE MAKES A SLIGHT IMPROVEMENT.

While business did not make any great strides forward the past week, there was still some improvement, there being a perceptible increase in demand for dahlias, nearly all the retail stores stocking up liberally, apparently determined to try and force things a bit by making their stores showy and attractive. The weather has set in warm again, being considerably above normal, which is not good for the dahlia and other outside flowers. There are roses galore, especially in the short grades, the growers appearing to have them on tap as it were, and able to increase their shipments at the first sign of activity. The quality is fine, there being 24 inch specials in all the leading varieties. A number of carnations are appearing, the flowers are of good size but the stems are short. These had best been disbudded some time back and the strength thrown into the plants, which this year are not any too large. The early chrysanthemums are appearing and it is well that only a few growers have them, as the call is light. Easter lilies are about equal to the demand. Cattleya labiata is now being offered and prices have gone back to $1. Lily of the valley holds its own at last week's figures. There is still quite a quantity of asters, which in the competition with the dahlias are hard to move. Hardy aster, tritomas, ageratum, cosmos and other outside flowers are seen in great numbers and help to clutter up the counters in the wholesale shops.

DECORATIVE HOUSE PLANTS.

Growers report an active demand for all kinds of house plants, ferns particularly being called for in various sizes. Each year shows an improvement in quality, the specimens in the Boston types offered this year being exceptionally fine. Cibotium and bird's nest ferns are also favorites, the latter selling well in all sizes. A large grower stated that most retailers do not carry enough plants, waiting for the demand to come from the customers before they would order. This he claims was a great mistake, as if plants were shown and featured in the many ways possible, they would not only add beauty to the store, but their decorative value would be shown to customers and enocurage sales.

A CONTINUOUS SUPPLY.

A dealer in speaking of the increase in the summer business stated that much of it was due to the continuous supply of summer roses and other market flowers. Growers had found that the newer varieties of roses could be grown on continuously winter and sum-

Wholesale Flower Markets

BOSTON, SEPT. 28.	Per 100
Roses, American Beauty	6.00@100.00
" Russell	4.00@ 12.00
" Dunlop	4.00@ 12.00
" Pilgrim	4.00@ 12.00
" Crusader	6.00@ 16.00
" White Killarney	6.00@ 16.00
" Ward	4.00@ 12.00
" Maryland	3.00@ 10.00
" Hoosier Beauty	4.00@ 12.00
" Columbia	4.00@ 12.00
" Hadley	6.00@ 16.00
" Ophelia	4.00@ 12.00
" Premier	4.00@ 12.00
" Butterfly	4.00@ 12.00
Adiantum	1.50@ 2.00
Asters	3.00
Asparagus bchs., per bch.	.50@ 1.00
Asparagus Strings, doz.	12.00
B. Buttons	1.00
Cosmos	1.00@ 2.00
Coreopsis	1.00@ 1.50
Cattleyas, per doz.	12.00
Delphinium	1.60
Lily of the Valley	12.00
Longiflorum Lilies	25.00@ 30.00
Smilax, per doz.	6.00
Gladioli	4.00@ 6.00
Swansonia, per bch.	.50@ .75
Chrysanthemums	3.00@ 3.50
Carnations	2.00@ 3.00

BUFFALO, SEPT. 28.	Per 100
Roses, White Killarney	$3.00@$10.00
" Dbl. Wht. Killarney	3.00@ 10.00
" Richmond	3.00@ 10.00
" Maryland	3.00@ 10.00
" Sunburst	3.00@ 10.00
" Columbia	3.00@ 15.00
" Ophelia	3.00@ 10.00
" Russell	4.00@ 12.00
" Premier	4.00@ 12.00
" Cecile Brunner	2.00@ 3.00
Asters	1.00@ 3.00
Calendulas	1.00@ 2.00
Easter Lilies	15.00@ 20.00
Mignonette	2.00@ 3.00
Rubrum Lilies	6.00@ 8.00
Snapdragons	1.00@ 2.00
Sweet Peas	.40@ 1.00
Gladioli	2.00@ 5.00
Chrysanthemum Golden Glow	20.00@ 35.00

CINCINNATI, SEPT. 28.	Per 100
Roses, Premier	4.00@ 10.00
" Russell	4.00@ 10.00
" Columbia	4.00@ 10.00
" Butterfly	4.00@ 10.00
" White Killarney	4.00@ 10.00
" Pink Killarney	4.00@ 10.00
" Sunburst	4.00@ 10.00
" Mrs. Aaron Ward	4.00@ 10.00
" Ophelia	4.00@ 10.00
" Baby Doll	3.00@ 4.00
Asters	1.00@ 4.00
Cosmos, per dozen bchs.	1.60@ 2.00
Easter Lilies	15.00@ 20.00
Ferns, per 1,000	3.00
Galax, per 1,000	1.50
Plumosus (south) per bch.	.25
Smilax, per string	.15@ .25
Rubrum	4.00@ 8.00
Gladioli	2.00@ 4.00
Leucothoe	5.00

Philadelphia Growers' Cut Flower Market

A NEW OUTLET FOR CUT FLOWERS

The above named corporation announce the opening of a Growers' Cut Flower Market at

No. 7 South Mole St.,

in the heart of the wholesale district, where in their well arranged building they are fully equipped for up-to-date handling of Plants and Cut Flowers.

Consignments Solicited

WILLIAM C. LYNCH, Manager

Philadelphia Growers' Cut Flower Market
No. 7 South Mole St.,
PHILADELPHIA, PA.

Mention the American Florist when writing

Write For Our

Price List On Cut Flowers

H. G. BERNING
1402-4 Pine St., St. Louis, Mo.

Mention the American Florist when writing

Berger Bros.

The Choice of the Market in
EASTER LILIES,
ROSES and All Popular Flowers.
Exceptional Service.
1609 Sansom St., PHILADELPHIA, PA.

Mention the American Florist when writing

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers and Greens

C. C. POLLWORTH CO.
CUT FLOWERS
PLANTS, BULBS
FLORISTS' SUPPLIES
MILWAUKEE, - WIS.

Wholesale Florists' Supplies
THE HOUSE OF MERIT
Staple Baskets and Seasonable Novelties in Quantity
JOS. G. NEIDINGER CO
1309-1311 N. 2nd St., Phila., Pa.
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Pittsburgh Cut Flower Co.
WHOLESALE FLORISTS
Growers of Quality Flowers
116-118 Seventh Street,
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GUST. RUSCH & CO.
WHOLESALE FLORISTS
Jobbers in Florists' Supplies
Headquarters of the Cudahy Roses
Phone Main 1245. P. O. Box 506
444-446 Milwaukee Street
MILWAUKEE, WIS.
Mention the American Florist when writing

mer without rest, the only check being at times a pinching of buds when the market was plainly overstocked. This kept a marketable supply all through the summer and in consequence more were used, thus increasing the volume of trade. Growers could advance their interests, he said, by carefully grading the stock and seeing that every item was perfect and salable. They may not bring much money but in their perfection they will be certain to give satisfaction and bring the people back for more. The summer returns are like so much velvet, as the flowers are a byproduct, the main feature being to strengthen the plants for winter. It is well to get over the idea that there is no business in summer. There is business, for those who go after it, and the grower who will furnish high grade summer stock will be well pleased with his returns.

BACK TO THE ADELPHIA.

E. P. Klinger, chairman of the house committee, reports that he was able to make arrangements with the Adelphia hotel in which the Florists' Club is to have all the old privileges for the same figure as the first season. This is good news and should surely result in a greater interest and a much larger attendance.

NOTES.

The Philadelphia Growers' Cut Flower Market opened its doors at 7 South Mole street, September 26, with a fine assortment of roses from Augustus Doemling's large range at Lansdowne, Pa. In its centrally located, well equipped store, with the prestige of Doemling's roses, and other important growers who are expected to connect up with the market, this new house is expecting to be quite a contender for business the coming season. Manager Lynch promises that good service will be an important factor.

Wholesale Flower Markets

PITTSBURGH, SEPT. 28.	Per 100
Roses, Beauty, spl., per doz.	6.00
" " fcy., per doz.	5.00
" " ex., per doz.	4.00
" " No. 1, per doz.	1.50
" American Legion	6.00@ 20.00
" Killarney	4.00@ 12.00
" Maryland	4.00@ 12.00
" Sunburst	4.00@ 12.00
" Mrs. Aaron Ward	4.00@ 12.00
" Russell	6.00@ 20.00
" Columbia	6.00@ 20.00
" Ophelia	4.00@ 15.00
" Hilda	4.00@ 12.00
" Premier	6.00@ 20.00
" Madam Butterfly	4.00@ 12.00
Asters	1.00@ 4.00
Carnations	2.00@ 4.00
Chrysanthemums, per doz.	2.00@ 4.00
Dahlias	2.00@ 6.00
Delphinium	4.00@ 6.00
Gladioli	3.00@ 6.00
Lilies	25.00
Valley	6.00@ 8.00
Ferns, per 1,000	3.00
Galax, per 1,000	2.00
Plumosus, per bunch	.60
Sprengeri, per bunch	.60
Smilax, per doz. strings	3.00
Tritoma, per doz	1.50

PHILADELPHIA, SEPT. 28.	Per 100
Roses, Beauty, special	30.00@ 50.00
" " fancy	10.00@ 20.00
" Ophelia	2.00@ 8.00
" Columbia	3.00@ 10.00
" Mrs. Charles Russell	5.00@ 20.00
" Killarney	2.00@ 3.00
" Hadley	10.00@ 20.00
" Sunburst	2.00@ 6.00
" Wards	2.00@ 3.00
" Premier	6.00@ 15.00
Adiantum	1.00@ 1.50
Asparagus, bunches	.50
Asparagus, strings	.75@ 1.00
Asters	1.00@ 3.00
Calendulas	1.50@ 3.00
Carnations	2.00@ 3.00
Cattleyas	1.00@ 1.25
Dahlias	2.00@ 8.00
Easter Lilies	20.00@ 25.00
Lily of the Valley	6.00@ 8.00
Smilax	.35
Snapdragons, per doz.	.75@ 1.50
Larkspur, per dozen	.50@ 1.50
Gladioli	3.00@ 6.00

Two large trucks loaded with crates of dahlias arrive every morning at the Leo Niessen Co., at 7 a. m., during the dahlia season from the Peacock Dahlia Farms. These are all cut and packed to order and immediately delivered in the original boxes to the va-

THE McCALLUM CO.
Manufacturers—Importers
FLORISTS' SUPPLIES
Headquarters: PITTSBURGH, PA.
Mention the American Florist when writing

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.
Mention the American Florist when writing

ST. LOUIS, SEPT. 28.	Per 100
Roses, Premier	3.00@ 12.50
" White Killarney	2.00@ 6.00
" Columbia	3.00@ 10.00
" Ophelia	2.00@ 8.00
" Russell	3.00@ 15.00
" Ward	2.00@ 5.00
" Sunburst	2.00@ 8.00
Asters	2.00@ 8.00
Dahlias, per 1,000	2.00@ 6.00
Fancy Dahlias, per doz.	1.20@ 2.00
Delphinium	.50
Gladioli	3.00@ 6.00
Leucothoe	1.00
Valley	6.00@ 8.00
Galax, green, per 1,000	1.76
" bronze, per 1,000	1.76
Ferns, per 1,000	2.50

MILWAUKEE, SEPT. 28.	Per 100
Roses, Kill'n'y, W. Kill'n'y	4.00@ 12.00
" Premier	4.00@ 18.00
" Ophelia	4.00@ 12.00
" Columbia	4.00@ 18.00
" Ward	4.00@ 6.00
" Hoosier Beauty	4.00@ 15.00
" Butterfly	4.00@ 15.00
Asters	2.00@ 4.00
Gypsophila, per bunch	.25@ .35
Larkspur, per bunch	.25@ .35
Fancy Ferns, per 1,000	2.50
Asparagus, per bunch	.50@ .75
Dahlias, per doz	.35@ .50
Gladioli	2.00@ 4.00
Lilies, per doz	2.50@ 3.00

rious stores. Another trip in the afternoon brings orders that go out by express. Many shipments are also received from other growers.

The Robert Craig Co. is erecting two new standard pattern houses 25x150 feet at their Norwood plant. These are of Lord & Burnham material, iron frame construction and made necessary on account of being cramped for room to house their Easter roses and hydrangeas, which must soon come in from the outside.

Edward Reid says business can not come any too soon now for them, for with such roses as these, holding up a bunch of special Columbias, they send them away happy and glad to come again.

There is a rumor of a new range of 10 houses 25x200 feet each, to be erected in the immediate future in Delaware county. These are to be devoted to the culture of roses.

T. Nelson Geiger has returned from an enjoyable automobile trip through New England. Mr. Geiger is an ardent automobilist who especially delights in long distance tours.

Berger Bros. are especially proud of their choice dahlias which are now selling close up each day. The past week has shown a marked improvement in all lines.

Wm. F. Gude and his son Wm. F., Jr., spent a few days last week with John Westcott at his Waretown bungalow. K.

New York.

A VISIT TO BRONX PARK.

Residents of this city have been accused of being distant in manner and the growth of the city applies this implication truthfully to points of interest within its limits. This was in our mind on arriving at the Bronx park, September 25. It was a beautiful day for a ramble through the hemlock forest to the old Lorillard mansion but the dahlia exhibition in the Museum building was nearer in more ways than one and we were soon having a close-up view of this flower cherished in memory and wonderfully developed by the specialists. We feel like saying that the clans were all there but nobody ever accused the dahlia of being Scotch, however. All the types were arranged to show the flowers singly and collectively in the glory of premiums won or striven for and the awards carried no thorns. The cactus has been shorn of thorns, why not premiums? The cacti collection of about 700 varieties is now being transferred to winter quarters in the greenhouses. The various species range from tiny plants to the great organ cactus 15 feet high. The collection was started in 1900 with a purchase of many plants from M. C. Simon, of Saint-Ouen, Paris, France.

NOTES.

J. S. Orlowski, manager of the J. S. Orlowski Floral Co. Ltd., was a week in making the trip from Kitchener, Ont. He has not been here in 12 years and next time he will travel by rail. He intended going to Detroit, Mich., but has changed his mind.

Owing to warping and shrinkage the Bermuda lily bulb cases leave a trail of sand behind them. An uptown American Railway Express agent refused a shipment recently until a strong outside cover was tacked on.

Doyle & Booth, 112 West 28th street, on September 22 received the first shipment of pink and brown Unaka chrysanthemums. Good flowers and stems four and one-half feet in length. They were grown by James Didoto, of Bound Brook, N. Y.

George E. M. Stumpp has filed suit in the supreme court against Mrs. Helen Haggin, wife of Ben-Ali Haggin, creator of exotic stage tableaux, to recover $374.70 for alleged purchases of flowers.

A peddler was selling a wagon load of dahlias on a Seventh avenue corner one evening last week at two bunches for 15 cents, 25 in a bunch. The flowers were in a fairly good condition.

A new theatre, the Music Box, opened here September 22 with a revue. The dramatic critics predict popularity for one of the tunes, the title of which is "Say It With Music."

Robert Mason, well known in the retail trade, who for a year was with Carbalo & Martin, florists of Havana, Cuba, has returned to this city and is now with Malandre Bros.

Many floral prizes were awarded at the Suffolk county fair held at Riverhead, L. I., recently. James Duthie and M. Kirby, both of Oyster Bay, were the judges.

The A. T. Boddington Co. seed store on Chambers street has been closed and the fixtures sold, part of them going to Barnett Bros. D. K.

Rochester, N. Y.

WEDDINGS AND FUNERALS HELP TRADE.

Business has been fair during the month, due principally to a large number of funerals. Carnations are again on the market, the blooms being large but the stems are short. A small supply of chrysanthemums is arriving, the quality being very good. Excellent roses in all varieties are plentiful at present. Cattleyas and orchids, though scarce, grade well. Primroses, begonias and celosia are selling now as flowering plants.

NOTES.

Geo. T. Boucher's new greenhouses situated on Penfield road, Brighton, are almost finished. He has five houses 20x100 feet, the plot of ground consisting of seven acres. He has been very successful in growing the new aster, Imperial, which is a beautiful salmon pink of excellent lasting qualities. His Dutch bulbs which arrived recently are of excellent quality.

Saturday was "Blessing of the Graves" Day and quantities of asters, gladioli, roses and carnations as well as wreaths were used for decorating the graves.

J. B. Keller & Sons are cutting yellow and white chrysanthemums. The men of the store had a corn and sausage roast at Charlotte, September 25.

John Vollmer and Edw. Gesund spent two days at Geneva, N. Y., recently, where they had a wedding decoration.

Word has been received from Chas. Meyers, who is at Raybrook sanitarium, that he is improving slowly.

H. E. Wilson is cutting some fine carnations at his Hudson avenue greenhouse.

The Rochester Floral Co. is featuring Paper White narcissi.

Salter Bros. made a special feature of asters, September 25. CHESTER.

Oklahoma City, Okla.

Chrysanthemums are now obtainable in quantity and carnations and roses have greatly improved, finding ready sale.

THE FASHION SHOW.

The stores of the city were handsomely decorated for the Fashion show which was held last week, the flower shops as usual leading in artistic displays. The Stiles Co. window represented an out-door wedding under a latticed arbor, trimmed with smilax and wistaria. The Foster Floral Co. featured huge pink urns filled with Columbia roses, and the windows of Furrow & Co. were a study of pride, each having an imitation peacock standing on a fence with an old-fashioned street lamp as a background.

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Wholesale Florist
VIOLETS
104 West 28th St., NEW YORK CITY
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The Batten Floral & Seed Co. featured an artistic display of imported fruit.

Furrow & Co. is cutting some choice lily of the valley.

PAUL RICHMOND.

PAUL MECONI
WHOLESALE FLORIST
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Wholesale Flower Markets

NEW YORK, SEPT. 28. Per 100

Roses, Beauty	$1.00 @	$30.00
" American Legion	2.00 @	10.00
" Columbia	1.00 @	10.00
" Pilgrim	1.00 @	6.00
" Hadley	1.50 @	10.00
" Dunlop	1.00 @	6.00
" Dble. Wht. Killarney	2.00 @	10.00
" White Killarney	1.00 @	4.00
" Aaron Ward	1.00 @	5.00
" Ophelia	.50 @	10.00
" Premier	1.00 @	10.00
" Scott Key	2.00 @	35.00
" Sunburst	1.50 @	5.00
Asters	.25 @	2.00
Adiantum Croweanum and Hybrid	1.00 @	1.50
Asp. Plumosus sprays	1.00 @	2.00
Asp. Plumosus, per bch	.25 @	.50
Bouvardia, per bunch		.50
Carnations, select	2.00 @	3.00
Carnations, ordinary	1.00 @	1.50
Cattleyas	35.00 @	100.00
Chrysanthemums, per doz.	1.00 @	2.00
Dahlias	.50 @	3.00
Delphinium, per bch	.15 @	.30
Gardenias, per doz	.35 @	3.00
Gladiolus	1.00 @	4.00
Hydrangeas, per doz.		.50
Larkspurs, per dozen	.25 @	.50
L. Auratum	15.00 @	20.00
L. Rubrum		3.00
Leucothoe, per 1000	5.00 @	7.00
Lilies, white		25.00
Lily of the Valley	2.00 @	10.00
Smilax, doz. strings	1.25 @	1.50
Sweet Peas	.50 @	2.00
Galax, green and bronze, per 1000	2.00 @	2.50
Ferns, per 1000	2.00 @	2.50

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Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
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FROM HAMPTON ROADS, West Lake, Oriole Lines (Liverpool).
FROM NEWPORT NEWS, Soestdyk, Holland-America Line (Rotterdam).

October 4.

FROM BOSTON, Maryland, I. M. M. Lines (Hamburg).
Roussillon, French Line (Havre).

October 5.

Paris, French Line (Havre).
Michigan, I. M. M. Lines (Avonmouth).
Gasconier, Belgian Line (Antwerp-Revel).
FROM BALTIMORE, Mahopac, I. M. M. Lines (London-Antwerp).
FROM GALVESTON, Napierian, I. M. M. Lines (Liverpool).

October 6.

Manchuria, I. M. M. Lines (Hamburg-Danzig).
Empress of India, Cunard-Anchor Line (Liverpool).

October 8.

Menominee, I. M. M. Lines (London).
Nevisian, I. M. M. Lines (Liverpool).
Cortonia, Cunard-Anchor Line (London).
Columbia, Cunard-Anchor Line (Glasgow).
San Lorenzo, Porto Rico Line (San Juan).
FROM MONTREAL, Vindelia, Cunard-Anchor Line (London).
FROM PHILADELPHIA, Scythian, I. M. M. Lines (London).
FROM NEW ORLEANS, Amsteldyk, Holland-America Line (Rotterdam).

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Boston, Mass.—Houghton Gorney Fl. Shop.
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Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Bohannon Flower Shop.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Congress Flower Shop.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Schiller, The Florist, W. Madison.
Chicago—G. Wittbold Co., Buckingham Pl.
Chicago—Henry Wittbold & Son.
Chicago—Mangel, 17 E. Monroe St.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The Park Floral Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—Central Floral Co., B'way.
Detroit, Mch.—John Breitmeyer's Sons.
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Evanston, Ill.—Henry Wittbold & Son.
Galesburg, Ill.—Pillsbury's Flower Stores.
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Grand Rapids, Mich.—Henry Smith Floral Co., Inc.
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Hartford, Conn.—Geo. G. McClunie
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Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—Apollo Flower Shop, The
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
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Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
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Memphis, Tenn.—Memphis Floral Co.
Miami, Fla.—The Exotic Gardens.
Milwaukee, Wis.—Fox's, Incorporated.
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Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—The Rosary Floral Co.
Newark, N. J.—Phillips Bros.
New Britain, Conn.—Welch's Flower Shop.
New Orleans, La.—Matairie Ridge Nur. Co
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New Rochelle, N. Y.—New York Floral Co
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New York—Alexander, Florist.
New York—A. T. Bunyard, Madison Ave.
New York—Broadway Florist.
New York—N. Christatos.
New York—Dard's, 44th and Madison Ave
New York—David Clarke's Sons.
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New York—Olympia Florist.
New York—G. E. M. Stumpp.
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Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
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Philadelphia, Pa.—J. J. Harbermehl's Sons.
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Pittsburgh, Pa.—Mrs. E. A. Williams
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Salt Lake City, Utah—Evans Floral Co.
Salt Lake City, Utah—Miller Floral Co.
Staten Island, N. Y.—Alex S. George.
San Francisco—Podesta & Baldocchi.
Savannah, Ga.—John Wolf.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosala Bros.
Sheboygan, Wis.—J. E. Matthewson.
St. Louis, Mo.—F. H Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heinl & Sons.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackistone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Wichita, Kan.—W. H. Culp & Co.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

Mention the American Florist when writing

SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop
1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

NEW ORLEANS, LA.

CHAS. EBLE

Oldest Florist South
121 BARONNE STREET

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

KNOXVILLE, TENN.

Baum's Home of Flowers

Personal attention given to orders For Knoxville and East Tennessee.
Member F. T. D.

Mention the American Florist when writing

FOR ST. LOUIS

WIRE

Grimm & Gorly

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

BUNYARD, NEW YORK, 413 Madison Ave.

Bellevue Avenue, NEWPORT, R.
Summer Season.

Hession

Madison Ave. and 76 St.
NEW YORK

Quality Flowers

BEST IN THE MARKET
AT REASONABLE PRICES

Plant Specialists Phones: Rhinelander 107—420—775

Member of Florists' Telegraph Delivery.

Chicago

Congress Flower Shop

CONGRESS HOTEL
520 South Michigan Ave.

NEW YORK. Telephone Audubon 6618 Established 1906

Olympia Florist

(PETER LAMBOS & CO.)
3799 Broadway, S. W. Cor. 158th St.
FRESH CUT FLOWERS DAILY
Orders from Other Cities filled with promptness

MEMPHIS, TENN.

Memphis Floral Company

MAIN AND UNION
WIRE US

Oklahoma City

OKLAHOMA

FURROW & CO.

205 W. Main St.

Members of Florists' Telegraph Delivery.

New York's Favorite Flower Shop

G. E. M. Stumpp

Fifth Avenue at 58th Street
Member F. T. D. Ass'n.

GRAND RAPIDS, MICH.

GRAND RAPIDS FLORAL CO

ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

BRANCHES: RITZ-CARLTON and VANDERBILT HOTELS

KOTTMILLER

426 Madison Ave., NEW YORK

Mention the American Florist when writing

NEW YORK.

Malandre Brothers

2077 Broadway, near 72nd St.
'Phone, Columbus 6883

The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

PITTSBURGH, PA.

A. W. Smith Co.

KEENAN BLDG.
Largest Floral Establishment in America
Established 1874 Incorporated 1909

Mention the American Florist when writing

NEW YORK.

BROADWAY FLORIST

2094 Broadway, S. E. Cor., 72d St.
Phone Columbus 5468
Branch: 840 Westchester Ave., Bronx.
Phone: Intervale 4990.

Mention the American Florist when writing

Kansas City, Mo.

Samuel Murray

1017 Grand Avenue
Member Florists' Telegraph Delivery

WICHITA, Kansas Shipments for Kansas and Oklahoma.

W. H. CULP & COMPANY

Quality Flowers Personal Service — Members F. T. D.

El Paso, Texas

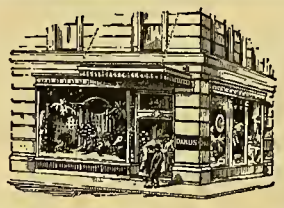
Potter Floral Co.

Members of Florists' Telegraph Delivery.

Kansas City, Mo.

W. J. Barnes FLORIST, K.C.Mo.

Kansas and Western Missouri.
Up-to-date Service.
F. T. D. Est. 1890



DARDS

341 Madison Ave.
Opp. Hotel Biltmore
New York

The Leading Florist for nearly Half a Century

Mention the American Florist when writing

Albany, N. Y.

Danker FLORIST

The Best Service

Mention the American Florist when writing

NEW YORK Established 1849

David Clarke's Sons

2139-2141 Broadway, Cor. 75th St.
Orders by Telegraph Promptly Filled
Phones 1552-1553 Columbus

Mention the American Florist when writing

J. W. RODGERS

Elks' Building South Jefferson Street — Dayton, O.

Telegraph orders for Dayton will receive our immediate and careful attention.

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

DETROIT'S
Leading Florists

JOHN BREITMEYER'S SONS

1314 Broadway

PHILIP BREITMEYER, - President

Mention the American Florist when writing

Boston, Mass.

Penn The Florist

"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.
124 TREMONT STREET

Worcester's Shop of Quality and Service

Randall's Flower Shop
22 Pearl St.,
WORCESTER, MASS.
Member F. T. D.

BROOKLYN, N. Y.

JAMES WEIR, Inc.
FLORIST
324 Fulton St., cor. Pierrepont
Telegraph orders receive our usual good care and prompt attention. Phones 270-271 Main.

WASHINGTON, D. C.

Louise Flower Shop
Connecticut Ave., at N. St., N. W.
Miss Louise W. Daugherty, Proprietress
Phones—Franklin 3579, 3841, 3842
Member of Florists' Telegraph Delivery.

MICHIGAN. Orders will be carefully cared for by
Henry Smith Floral Co., Inc.
Wholesale and Retail Florists of Grand Rapids.

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co.
FLORISTS
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

Mention the American Florist when writing

Send Telegraph, Telephone or Mail Orders for florist's service in this vicinity to

The Dominion Floral Co.
484 St. Catherines St. West,
Montreal, Que., Canada
Every order receives prompt and careful attention.

WASHINGTON, D. C.

BLACKISTONE, Inc.
14th and H Streets, N. W.
Exceptional Service

A. M. Walter
Telephones: Lenox 2352, Lenox 7019
1062 Madison Ave., Near 80th St.
NEW YORK
Orders from other cities promptly filled.

TORONTO, CAN.
Canada's Best Known and Most Reliable Florist
Only the Best **Dunlop's**
8 and 10 West Adelaide Street
We deliver anywhere in Canada and guarantee safe arrival.

San Francisco
Podesta & Baldocchi
224-226 Grant Avenue
Mail or telegraphic orders promptly and most carefully executed.
Members of Florists' Telegraph Delivery

Orders in or around **Washington, D.C.**
Geo. C. Shaffer
FLORIST
900 Fourteenth Street

LA CROSSE, WIS.
Send your orders for flowers for delivery in this city and vicinity to
John A. Salzer Seed Co.
Quality and Service Assured

Nashville, Chattanooga and Atlanta — THREE STORES

MEMBER Florists' Telegraph Delivery

Joy's

Mention the American Florist when writing

New York

Matthew A. Battista FLORIST
44 Carmine Street
Phone 1274 Spring
Out of Town and Steamer Orders Promptly Filled

Cincinnati, O.
HARDESTY & CO.
150 East Fourth Street
THE BEST THAT GROWS. EXPERTS TO ARRANGE THEM.

F. T. D.

New York's
SHOP OF QUALITY
Irene Hayes, Inc.
799 Park Avenue
Telephone Rhinelander 0202 and 0203

CINCINNATI
HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO.
Good Stock and Good Service.

NEW YORK.

A. ECKRICH
(Successor to Charles E. Grunewald)
FLORIST
924 Madison Ave., bet. 73rd & 74th Sts.
Phone: 9864 Rhinelander. Orders from Other Cities Promptly Filled

SALT LAKE CITY.

Miller Floral Co.
10 EAST BROADWAY
250,000 Square Feet of Modern Glass
First-class stock and service. Usual discount.
We reach the whole of Utah and to Central part of Nevada and Idaho
Members of Florists' Telegraph Delivery.

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

HARTFORD, CONN.

WELCH'S Flower Shop

Also Store at New Britain, Conn.

Established 1885.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Colorado Springs, Col

Wholesale and Retail

Pikes Peak Floral Co.

Orders Carefully Executed

Members of Florists' Telegraph Delivery.

DENVER, COLO.

The Park Floral Co.

B. E. GILLIS, President.
E. P. NEIMAN, Secretary.

GALESBURG, ILL. AND CENTRAL ILLINOIS

Pillsbury's Flower Stores

Your orders will receive careful attention.

Members of Florists' Telegraph Delivery.

KANSAS CITY, MO.

A. Newell
FLORIST

Established over 30 years

Southwest corner of 11th and McGee Sts.

WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery.

LOUISVILLE, KY.

AUGUST R. BAUMER

MASONIC TEMPLE

Member of Florists' Telegraph Delivery.

ST. LOUIS, MO.

F. H. WEBER

N. E. Cor. Taylor and Olive Sts.

Flowers delivered in City and State on Short Notice.

Member of Florists' Telegraph Delivery.

CHICAGO OPPOSITE FIELD'S — **DETROIT**

Central Floral Co.

132 N. State, CHICAGO
1331 Broadway, DETROIT

Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

ROANOKE, VA.

FALLON, Florist.

Mention the American Florist when writing

Seattle-Rosaia Bros.

Finest floral studio in Northwest. Member F.T.D.

Mention the American Florist when writing

EDWARD SCEERY

Passaic, N. J. F. T. D. Paterson, N. J.

Mention the American Florist when writing

Washington, D. C.

GEO. H. COOKE
FLORIST

Connecticut Avenue and L Street

Mention the American Florist when writing

FOR WISCONSIN DELIVERY
—OF—
"Home Grown Flowers"

Get in touch with

MATTHEWSON'S, SHEBOYGAN, WISCONSIN.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

NEWARK, N. J.

Philips Bros.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE.

Mention the American Florist when writing

IN THE HEART OF **Newark, N. J.**

The Rosery Floral Co.

167 Market St., at Broad St.

EVERYTHING IN FLOWERS

Prompt Deliveries to any town or city within 150 miles of Newark.

Telephone Market 494

Mention the American Florist when writing

BROOKLYN, N. Y.

HUGO H. JAHN
—FLORIST—

710 Nostrand Ave., cor. Prospect Place

Phone: 1952 Lafayette.

Flowers Delivered Anywhere. Personal Attention.

Mention the American Florist when writing

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES Memphis, Tenn.

89 South Main St.

"Up-to-the-Minute" Service and Execution.

Every Flower in Season.

New York. Telephone Lenox 3822

HENRY HART, Inc.
FLORIST

1000 Madison Avenue

In the Heart of most exclusive residential section.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

The Seed Trade

American Seed Trade Association.

L. L. Olds, Madison, Wis., President; Alex. Forbes, Newark, N. J., First Vice-President; Louis B. Reuter, New Orleans, La., Second Vice-President; C. E. Kendel 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, 73 Tremont Street, Boston, Mass., Counsel.

The fortieth annual meeting will be held June, 1922.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer. Curtis Nye Smith, Boston, Mass. Counsel.

The next annual meeting will be held June, 1922.

SEED rye is selling well.

BLOOMSDALE spinach is a scarce item.

ITALIAN rye grass seed is a shade easier.

BURPEE'S new wholsale list of sweet peas shows some very fine color work.

VISITED NEW YORK: Howard M. Earl, of the Jerome B. Rice Seed Co., Cambridge, N. Y.

CARL CROPP, of Vaughan's Seed Store, Chicago, left last week for Old Mission, Mich., where Mrs. Cropp is recovering from a light case of ptomaine poisoning.

VISITED CHICAGO: A. Mathers, representing the Everett B. Clark Seed Co., Milford, Conn.; F. B. Dawson, representing Chas. Sharpe & Co., Sleaford, Eng.

NEWARK, N. J.—Alex Forbes and son returned last week from a business and pleasure trip in the Catskill cauliflower district. Crops are bringing good prices.

MRS. PETER HENDERSON, widow of the late New York seedsman, died recently in London, Eng., age 86 years. Mrs. Henderson was his second wife and since his death has lived much abroad.

CUCUMBER seed in the Rocky Ford region of the Arkansas River valley, as already stated in these columns, has been badly damaged on account of lack of water. It is now reported the seed will contain much light stock, which will be blown out in cleaning. Other vine seeds are in like condition there.

HJALMAR HARTMAN & CO., Copenhagen, Denmark, in their crop report of last August show reduced acreage in most items and considerable damage from insects. Cauliflower acreage normal, yield uncertain because of drought and insect injury. Cabbage, Brussels sprouts and kale, in greatly reduced acreage, have likewise suffered from drought and insects.

WATKINS & SIMPSON, Ltd., London, Eng., have issued a handsome booklet showing the firm's offices, warehouses and seed farms, with portraits of the founder, Alfred Watkins, directors and heads of departments. The business was established in 1876 and the firm has enjoyed steady growth with constantly increasing demand for its vegetable and flower seed specialties. J. M. Bridgeford, the managing director, made an extended tour of the United State and Canada the past summer and was very favorably impressed with trade possibilities here.

PIETERS-WHEELER SEED CO.'S NEW CLEANING PLANT, GILROY, CALIF.

WASHINGTON, D. C.—The general supply committee will receive proposals for the supply of grass and feed seeds for the use of executive departments and other establishments of the government in this city. bids in duplicate to be opened October 10 at 2 p. m.

Pieters-Wheeler Seed Co's Cleaning Plant

A representative of one of the leading seed houses of the United States, during a recent inspection of Pacific coast seed establishments, paid a visit to the plant of the Pieters-Wheeler Seed Co., Gilroy, Calif. After a thorough inspection of its new seed cleaning house, he pronounced it the most up-to-date he had yet seen and the last word in garden seed cleaning. The accompanying illustration gives an excellent view of the plant. A conveyor carries the seed in bags from the lower floor to the top of the building, four stories in height, where it is passed into hoppers and proceeds, by gravity, through three sets of mills and over or through 12 screens, of the very latest improved clipper type, coming out of the bottom mill a finished product, ready for the market. Formerly it was necessary to clean all seed two or three times, and in using cup elevators, there was a possibility of mixtures resulting.

The Pieters-Wheeler Seed Co. is the first concern on the Pacific coast to install a conveyor, gravity cleaning machine and compressed air for cleaning out the mills after each variety has been run through.

New York Seed Trade.

At the auction sale of Arthur T. Boddington, Inc., last week, the good will, including right to lease up to May 1, 1922, at present rental of $283 per month, sold for $500. Mailing list with 9,000 names, index card system and two addressing machines to Chas. Schwake, $100. Heller seed cabinets, about 50 lineal feet, sold in two lots for about $230. Four large sections open cabinets for packages, $10. Bulk vegetable seeds averaged 75 cents per bag. Flower seeds bought by Chas. Schwake for $35. A large quantity of packages sold for nominal sums. Four typewriters averaged $25 each. Five desks in good condition, $20 each. Office partition bought by Barclay Nursery, $60. Cabinet counters brought about $125. The attendance included H. Hogewoning, Langeler of Van Waveren & Son, J. Speelman, Sterling and Muller of Muller & Sealy.

Wholesale Growers
SELECT STOCKS
Beet
Carrot
Lettuce
Onion
Parsley
Parsnip
Radish
Sweet Peas
PIETERS-WHEELER SEED CO.
GILROY, CALIFORNIA

Alfred J. Brown Seed Co.
Growers of
Peas and
Beans
Grand Rapids, Mich.

Braslan Seed Growers Company, Inc.
Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY AND MIXED SWEET PEAS.
SAN JOSE, CALIFORNIA

Garden Seed Beans

Growing Lima and pole varieties is my specialty.

My growing contract offer for fall delivery will be mailed upon reqnest.

Henry Berrien Fish
Carpinteria, Calif.

L. D. WALLER SEED CO.
Growers of Choice Sweet Pea, Nasturtium and Flower Seeds.
GUADALUPE, CALIFORNIA

LAWN SEED MIXTURES
FIELD SEEDS
Atlantic Grass Seed Co.
WHOLESALE
46 W. Broadway, NEW YORK CITY

Dutch and French Bulbs
C. J. Speelman & Sons, Sassenheim, Holland | Lagarde & Speelman, Ollioules, Var. France
NEW YORK OFFICE
470 GREENWICH ST.
Pacific Coast Representative, Mr. W. B. Clarke, Box 543, San Jose, Calif.

W. Marshall, Fels of Julius Roehrs Co., Meyer of Barclay Nursery. Chas. Schwake, Trivett of Deitz & Trivett, Campkin of Dean & Campkin, Kearney of Stumpp & Walter, R. I. Irwin, Smith of Weeber & Don, George Burnett and Walter Barnwell of Burnett Bros., W. J. Guille and E. A. Hartland, of Vaughan's Seed Store and V. L. Outerbridge of Henry & Lee.

The first meeting of creditors of J. M. Thorburn & Co., in bankruptcy, will be held at the office of Peter B. Olney, referee in bankruptcy, 68 William street, New York, October 4, 1921, at 11 a. m., when creditors may prove claims, etc. A Glaser, receiver, is mailing letters to seed firms requesting bids for all or part of the business. His headquarters are at 116 Nassau street.

Stumpp & Walter have put on a new florists' supply Ford truck for city and suburbs.

Both mail and counter bulb trade have been held back by summer weather.

Iowa Seed Dealers' Association.

AMES MEETING, SEPTEMBER 28.

The autumn meeting of the Iowa Seed Dealers' Association was held at Ames, September 28, with a very good attendance. Very little business was transacted, other than a discussion of the state seed law in its application to the sale of seeds. An instructive and entertaining visit was made to the trial grounds and farms of the Iowa State college, inspecting the growth of new and old plants. Much enthusiasm was aroused in the meeting and a sort of jubilee was held over the fact that we have all become rich (?) in the past year.

A. M. ELDRIDGE, Sec'y.

JEROME B. RICE SEED CO.
WHOLESALE SEED GROWERS
America's Largest Producers of Seed Peas
Also a Complete Line of
VEGETABLE SEEDS
Growing Stations Throughout America. Office: Cambridge, New York

Mention the American Florist when writing

VALLEY PIPS
FROM COLD STORAGE
$30.00 per 1000; $16.00 per 500; $8.00 per 250; $4.00 per 100.
H. N. BRUNS, 3032-42 W. Madison St., Chicago, Ill.

KELWAY'S
Pedigree Strains of
Florists' Flower Seeds
Write for prices to
KELWAY & SON
Wholesale Seed Growers,
LANGPORT, ENGLAND.
300 Medals for Flowers, etc.
Hundreds of First-Class Certificates

ROUTZAHN SEED CO.
Arroyo Grande, Calif.
Sweet Pea and Nasturtium Specialists.
Wholesale Growers of full list of
FLOWER and GARDEN SEEDS

—THE—
J. C. ROBINSON SEED CO.
WATERLOO, NEBRASKA
ROCKY FORD, COLORADO
Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.

Before Placing Orders for
SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write
JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

SEEDS
Flower, Vegetable and Farm
Send your inquiries to
The W. W. BARNARD CO.
231-235 W. Madison St., Chicago

Mention the American Florist when writing

EDGAR F. HURFF
SWEDESBORO, N. J.
Grower of High-Grade Seed.
TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.
CORRESPONDENCE SOLICITED

TOMATO SEED
Grown for the Wholesale Seed Trade
HAVEN SEED CO.
SANTA ANA, CALIFORNIA

Waldo Rohnert
GILROY, CAL.
WHOLESALE SEED GROWER
Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish.
Correspondence Solicited.

JAMES VICK'S SONS
Growers of
Flower and Vegetable Seeds
Get the benefit of our 72 years' experience
All Seasonable Varieties.
Our stocks are very complete.
ROCHESTER, N. Y. The Flower City

WATKINS & SIMPSON, LTD.

Specialize in VEGETABLE as well as Flower Seeds, and invite correspondence respecting their pedigree stocks.

View of W & S's 100-acre seed-selecting grounds at Feltham, Middlesex.

To those desirous of testing our strains we shall be pleased to send samples on application to

27-29 DRURY LANE, ∴ LONDON, ENGLAND.

WRITE FOR OUR LIST OF NOVELTIES FOR 1922.

SEED PACKETS THAT SELL THE SEED

We also make a Specialty of Seed Catalog Covers, Hangers, Box Labels, Nurserymen's Plates, Lawn Grass and Bird Seed Cartons and Seed Cartons of every description. We always carry a large stock of all items for immediate shipment, and give prompt attention to orders for individual requirements.

Write for listing and quotations today

STECHER LITHOGRAPHIC COMPANY
ROCHESTER, N. Y.

Hogewoning & Sons, Inc.

Wholesale Bulb Growers and Importers

299 Broadway, New York

McHutchison

& CO. OFFERS

Immediate Shipment

DUTCH BULBS, Tulips, Hyacinths, Narcissus, all high grade forcing bulbs.
FRENCH BULBS, Paper Whites, Soleil d' Or (true), Emperor Trumpet. Case lots.
LILIUM FORMOSUM, 79, 8-10 and 9-10, from New York; 8-10, from Chicago.
SPANISH IRIS, ¾-in. up; best forcing varieties
CALLA BULBS, Elliott, Godfrey, Elliottiana.
VALLEY PIPS, German and Dutch, from cold storage.
BAMBOO CANES, natural and dyed green, all sizes, bale lots.
RAFFIA, natural and colored, 25 lbs. up.

Fall Shipment

JAP. LILY BULBS, F. O. B. New York, Chicago, Denver, Toronto, Seattle, etc.
VALLEY PIPS, German and Dutch; best forcing pips.
MANETTI STOCKS, English or French; selected for greenhouse grafting; 5000 up.
ROSES and **LILACS,** best forcing varieties.
BEGONIA and **GLOXINIA BULBS,** all colors, all sizes.
CHINESE SACRED LILIES, "Selects."
DRCAENA CAANES, best varieties.
PALM SEEDS, Kentia Forsteriana and Belmoreana, Cocos Weddelliana, Areca Lutescens, per bushel or 1000.
FICUS ELASTICA, rooted mossed cuttings or pot-grown.

Write for prices on business st tionery, specifically stating your requirements.

McHUTCHISON & CO.,
95 Chambers St., NEW YORK

MICHELL'S BULBS

Early Flowering or Prepared Miniature Hyacinths

	Doz.	100	1000
Bismarck, sky blue.....	$0.75	$4.75	$40.00
Lady Derby, delicate pink	.75	4.75	40.00
L'Innocence, pure white.	.75	4.75	40.00
Nimrod, clear pink.....	.75	4.75	40.00

Spanish Iris

Named Varieties—Doz., 85c; per 100, $5.00; per 1000, $45.00.

Dutch Iris

Named Varieties—Doz., 85c; per 100, $5.50; per 1000, $50.00.

Narcissus Paper White Grandiflora

First Size Bulbs, 13 ctm. up (250 bulbs to case)—Per 100, $2.75; per 1000, $22.50.

Narcissus Golden Spur

Extra Early, for forcing—Per doz., 75c; per 100, $5.00; per 1000, $45.00.

Also Hyacinths, Narcissus, Tulips, and Other Seasonable Bulbs. Also Seeds and Supplies.

Wholesale Price List Free.

MICHELL'S SEED HOUSE
518-516 Market St., PHILADELPHIA, PA.

Richard Diener Company, Inc.

Originators and Growers of the Largest and Finest

Gladiolus and Petunias

Catalog on Request

Kentfield, Marin Co., Calif.

Mention the American Florist when writing

BURPEE'S SEEDS GROW

Wholesale Price List for Florists and Market Gardeners.

W. Atlee Burpee Co.
Seed Growers Philadelphia

Mention the American Florist when writing

An experience of half a century in producing high grade

GARDEN SEEDS

at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.

S. D. WOODRUFF & SONS
Orange, Conn., and New York City.

LANDRETH

Seeds Which Succeed

Bloomsdale Farm **BRISTOL, PA.**

VAUGHAN'S PEONIES

6 of a Kind at the Dozen Rate
25 of a Kind at the 100 Rate

We have an exceptionally large stock of our own growing, **Strictly true to name,** all in strong divisions, with from 2 to 5 eyes each. Besides these divided roots, we can supply many of the following varieties in plants, two years (5 eyes and up); three and five years (5 to 8 eyes and up) from division. These sizes are more suitable for private customers.

Write to us for prices on varieties you desire in large plants.

WHITE AND LIGHT SORTS

	Each	Doz.	100
Charlemagne. Lilac-white with blush center, fragrant, free. Extra late..	$0.50	$3.60	.....
Couronne d'Or. Snow-white, yellow reflex, very large. Late; a splendid long distance shipper. Splendid cut-flower	.50	3.00	.....
***Duchess de Nemours.** (Calot.) Sulphur white with greenish reflex, cup shape	.50	3.75	$28.00
Duc de Wellington. Very large well-formed sulphur white bloom, stems very firm and long; fragrant	.50	4.00	30.00
Festiva Alba. Good white	.40	3.50	24.00
***Festiva Maxima.** Flowers of immense size, 7 to 8 inches in diameter, snow-white with red blotches on edges of center petals	.50	3.50	25.00
Jeanne d'Arc. Soft pink, center sulphur-white and pale pink, very fragrant. Very similar to Golden Harvest	.50	4.00	30.00
***Madame de Verneville.** Guard petals sulphur-white, center delicate rose-white, one of the most desirable of the white Peonies for all purposes..	.40	3.60	25.00
Marie Lemoine. Large, compact, pure white, cream white center, carmine tips. Fragrant	.50	4.00	30.00

LIGHT AND DARK PINK AND ROSE

***Alexander Dumas.** Light violet-rose, of medium size. A creamy white collar of narrow petals mingled with the white outer petals. A fine cut flower variety and a good producer. Early midseason	.40	3.50	22.00
Dorchester. Creamy flesh-color, tinged with pink	.50	3.75	28.00
Edulis Superba. Clear pink	.40	3.50	25.00
***Eugenie Verdier (L'Indispensable).** Delicate flesh pink, very tall, free-blooming and very beautiful. Midseason	.50	4.00	25.00
Floral Treasure. Delicate pink	.50	4.00	25.00
***Kohinoor.** Shell-pink, very free-blooming. Midseason	.50	3.75	28.00
Lady Leonora Bramwell. Large pink, shaded lilac	.50	4.00	26.00

LIGHT AND DARK PINK AND ROSE—Cont'd

	Each	Doz.	100
Madame Forel. Immense, compact, ball-shaped bloom. Clear deep rose. Strong stems, very fragrant. Late.	$0.65	$7.00	.....
***Marguerite Gerard.** Large, compact, semi-rose developing into a crown with stamens. Very pale hydrangea-pink, fading to nearly white, central petals flecked dark carmine. A free-bloomer. Late. Extra fine florists' variety	1.00	8.00	60.00
***M. Jules Elie.** The best pink	.75	8.00	60.00
Princess Beatrice. Light violet-rose..	.50	3.50	24.00
Reine des Francais (Queen of the French). A good pink	.40	3.60	25.00

RED AND CRIMSON

Felix Crousse. Best red	.70	6.00	45.00
Delachei. Dark velvety crimson-purple	.50	3.75	28.00
Louis Van Houtte. Bright red	.50	4.00	.....
Meissonier. Brilliant crimson	.50	4.00	30.00

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Divided Roots of from 2 to 5 Eyes

	Doz.	100
Double White and Pink	$2.40	$15.00
Double Red	3.00	22.00
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No. 30. Blotched
No. 32. Parisian
No. 34. Bronze Shades
No. 36. Triumph of Giants
No. 70. Orchid-flowered

Price of the preceding 6 sorts: 1000 seeds, 35c.; ⅛ oz., 90c.; ¼ oz., $1.65; ½ oz., $3.00; oz., $6.00.

No. 24. Kenilworth Show
No. 28. Masterpiece

1000 seeds, 40c.; ⅛ oz., $1.10; ¼ oz., $2.00; ½ oz., $3.75; oz., $7.50.

Giant Trimardeau in mixture or separate colors: 1000 seeds, 30c.; 4 pkts., $1.00; ¼ oz., $1.30; oz., $5.00.

Early Flowering or Winter Blooming Giant Pansies: 1000 seeds, 40c.; ⅛ oz., $1.10; ¼ oz., $2.00; oz., $7.50.

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M. R. Cashman, Owatonna, Minn., President; Paul C. Lindley, Pomona, N. C., Vice-President; John Watson 400 Nassau Street, Princeton, N. J., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

The forty-seventh annual convention will be held atDetroit, Mich., June, 1922.

RUTHERFORD, N. J.—Bobbink & Atkins are busy with their motor trucks delivering conifers.

ROCK ISLAND, ILL.—C. F. Gaethje, park superintendent, was in Chicago September 27 looking up playground material.

GRAPE growers of California have trebled their profits since the advent of prohibition, prices three years ago being $10 to $20 per ton, and now $75 to $100. The estimated value of the grape crop this year is $75,000,000.

BENTON HARBOR, MICH.—Grapes are now selling at $100 to $115 per ton in this district, compared to $35 to $60 four years ago, according to H. P. Bannon, of the North American Fruit Exchange, this city. He says that prohibition is the main factor in maintaining the high prices.

ALBANY, N. Y. — Members of the United States forestry service and the forestry department of 16 states, in charge of Clifford R. Pettis, superintendent, and W. G. Howard, assistant superintendent of New York state forests, left this city September 20 to inspect the ravages of the white pine blister rust in the northeastern part of the state.

GREER, S. C.—Peach growers of the Piedmont section, numbering more than 60, met at the Chamber of Commerce rooms, September 16, and discussed plans for perfecting an association before the next peach crop is harvested. A. E. Schilleter, assistant state horticulturist of Clemson college, presided at the meeting and gave the principal address.

CANANDAIGUA, N. Y.—The following New York state firms have been accused by the United States government of violating the federal quarantine against white pine blister rust: Kelly Brothers, Dansville; Pomona Nurseries, Inc., Dansville; Brown Bros. Co., Rochester; T. S. Hubbard Co., Fredonia; First National Nurseries, Inc., Rochester, and W. C. Moore & Co., Newark.

ATLANTA, GA.—A nursery licensing bill has been introduced in the Georgia legislature, the principal features requiring the annual fee for nurserymen to be $5 per year, secured only upon the recommendation of three nurserymen, and subject to revocation by the state board of entomology if the parties do not comply with the law or any regulation of the board.

MINNEAPOLIS, MINN.—The Association of Twin City Nurserymen and Landscape Architects which demanded the disbandment of the Minneapolis Garden Club, on the ground that it has been buying seeds and shrubs at a low cost and selling them at a loss, thus underselling retailers and demoralizing the nursery trade, have settled their differences. The club, it was charged, had received donations from citizens and business men and was subsidized by the Minneapolis Real Estate Board.

Alameda County Horticultural Society.

OAKLAND SHOW SEPTEMBER 4-6.

The flower show held by the Alameda County Horticultural Society at the Oakland hotel, Oakland, Calif., September 4-6, was a splendid success in every way. The attendance was ahead of expectations and a substantial sum will revert to the treasury of the society. The trade members in attendance represented a large contingent of florists and growers from San Francisco and vicinity.

Much of the credit for the success of the show should go to Mrs. J. A. Scannavino, of Oakland. Her past experience in the management of flower shows was of the greatest benefit to this society and it was largely through her efforts that it proved so successful. The majority of the prizes were carried off by local growers for the first time. Pelicano, Rossi & Co., San Francisco, exhibited fine baskets of pompon dahlias. Frank D. Pelicano also showed blooms of his new 1921 seedlings. These were very fine and will be heard from later. Hartstone & Burns, 507 Washington avenue, San Francisco, won the Oakland hotel trophy with a fine exhibit of dahlias, ferns and decorative stock. F. C. Burns, of San Rafael, showed a large collection of dahlias. His exhibit of tuberous begonia blooms was one of the interesting features of the show. Of these he displayed over 100 distinct varieties. His new hybrid delphiniums were also greatly admired.

The showing of gladioli by Carl Saalbach was quite extensive and carried off first honors. Joseph Proietti, who grows gladioli largely for the San Francisco market, exhibited large vases of all the leading commercial varieties. These were all grown at his nursery at San Leandro. The display of dahlias from the inmates of San Quentin prison and known as the Garden Beautiful, was the center of much interest owing to the general excellence of the flowers. The Fruitvale Dahlia Gardens and the Golden Gate Dahlia Farm were represented by very large displays. A. Meyer, head gardener at the Alameda County infirmary, is entitled to much praise for the splendid exhibit of bougainvilleas. These plants were decidedly well grown and were in full bloom.

In the commercial or florist classes G. Rossi & Co. carried off the majority of the prizes. Their display of chrysanthemums consisted of splendid blooms of Chrysolora and Crystal Gem. They also showed Mrs. O. H. Kahn to perfection. Their entry of foliage and decorative plants was the largest in the show and was very well grown. John A. Carbone, of Berkeley, prominent as an orchid grower, won first prize for the best vase of dahlias with a beautiful new seedling. J. W. Davies, president of the Dahlia Society of California, was a consistent winner in the individual bloom class.

The judges of the show were F. L. Marsh and J. L. Hughes, Oakland, and Mrs. E. Lymberry, of the Bessie Boston Dahlia Farm, San Mateo. The following are the awards:

THE AWARDS.

General display of dahlias.—Burns & Hartstone, 1st; Golden Gate Dahlia Gardens, 2nd.

Collection of peony dahlias.—A. Hodgens, 1st; J. W. Davis, 2nd.

Collection decorative dahlias.—J. W. Davies, 1st; A. Hodgens, 2nd.

Best collection cactus dahlias.—J. W. Davies, 1st; Fruitvale Dahlia Gardens, 2nd.

Display of hybrid cactus dahlias.—J. W. Davies, 1st; Burns & Hartstone, 2nd.

Collection of American cactus dahlias.—Burns & Hartstone, 1st; Fruitvale Dahlia Gardens, 2nd.

Display of show dahlias.—J. W. Davies, 1st; Fruitvale Dahlia Gardens, 2nd.

Collection hybrid show dahlias.—A. Hodgens, 1st; J. W. Davies, 2nd.

Display of collorettes.—J. W. Davies, 1st; J. F. Brown, 2nd.

Collection of pompons.—Fruitvale Dahlia Gardens, 1st; Mrs. E. Spencer, 2nd.

Display of singles.—Fruitvale Dahlia Garden, 1st.

Basket of single dahlias.—Burns & Hartstone, 1st; A. Hodgens, 2nd.

Basket pompon dahlias.—Frank D. Pelicano, 1st; Golden Gate Dahlia Gardens, 2nd.

Vase of 25 pompon blooms.—J. A. Carbone, 1st; C. Saalbach, 2nd.

Vase of 12 blooms.—J. W. Davies, 1st; A. Hodgens, 2nd.

Most artistic basket of dahlias.—Pelicano, Rossi & Co., 1st; C. Saalbach, 2nd.

Best 1921 seedling dahlia.—Dr. C. E. Wilson, 1st.

Largest dahlia in show.—Fruitvale Dahlia Gardens, 1st.

Smallest perfect pompon.—H. T. Hennig, 1st.

Collection of dahlias originating in California.—J. W. Davies, 1st; Burns & Hartstone, 2nd.

General display arranged for artistic effect.—Dr. J. A. Scannavino, 1st; A. F. Schulte, 2nd.

Established dahlia at least three years old.—C. Saalbach, 1st.

Collection of dahlias open only to institutions, clubs or associations.—Garden Beautiful, of San Quentin prison, 1st; Alameda County infirmary, 2nd.

Three pompons originating in California.—Fruitvale Dahlia Gardens, 1st.

Collection of gladioli.—C. Saalbach, 1st; Joseph Prioetti, 2nd.

Collection of tuberous begonias.—F. C. Burns, 1st; G. Rossi & Co., 2nd.

Collection of 12 ferns.—G. Rossi & Co., 1st.

Display of chrysanthemums.—G. Rossi & Co., 1st.

Collection of annuals.—G. Rossi & Co., 1st.

Collection of herbaceous perennials.—G. Rossi & Co., 1st.

Display of foliage plants.—G. Rossi & Co., 1st.

Collection rock plants.—F. Sachan, 1st.

Most artistic basket of flowers.—G. Rossi & Co., 1st; C. M. Redfern, 2nd.

Vase of 50 roses.—G. Rossi & Co., 1st.

Table decoration.—G. Rossi & Co., 1st; Thomas & Harris, 2nd.

Special prize for collection of flowering plants.—Alameda County infirmary (A Meyer, gardener).

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Pyramidal Arbor Vitae B&B	4	5.00	9.50
Red Cedar (Juniperus) B&B	3	5.00	9.50
Sheared Globes (Thuya) B&B	1½x1½	5.00	9.50

NOTE: Above prices do not include tubs.

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		Size Inch	10	50
Juniperus Canadensis	xx	10-12	$7.50	$30.00
Juniperus Virginiana	xx	12-18	3.75	15.00
Picea Canadensis	xx	12-18	6.00	27.50
Pinus Mugho	xx	8-10	7.50	30.00

Special Offer: Fifty Window Box evergreens, assorted varieties (our selection) per case. $25.00.

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		Size Inch	100	1000
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Abies Douglassi	x	6- 8	13.00	120.00
Juniperus Canadensis	x	8-10	20.00	.....
Juniperus Canadensis	xx	10-12	50.00	.....
Juniperus Virginiana	x	6- 8	7.50	65.00
Juniperus Virginiana	xx	12-18	25.00	225.00
Picea Pungens	x	6-18	14.00	130.00
Picea Excelsa	xx	12-18	17.50	165.00
Pinus Austriaca	x	8-10	15.00	140.00
Pinus Mugho	xx	8-10	$50.00	.....
Pinus Sylvestris	xx	10-12	20.00	.....
Thuya Occidentalis	xx	10-12	12.50	115.00
Thuya Occidentalis	xx	12-18	20.00	190.00
Thuya Compacta	x	6- 8	18.50	175.00
Thuya Pyramidalis	x	6- 8	20.00	.....
Thuya, War. Siberica	x	6- 8	25.00	.....
Thuya Woodwardi	x	6- 8	50.00	.....
Thuya Biota Orientalis	x	8-10	11.00	100.00

Evergreen Understocks for Grafting Conifers

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		Size Inch	100	1000
Juniperus Virginiana	x	6- 8	$6.00	$50.00
Picea Excelsa	x	8-10	7.50	65.00
Thuya Orientalis	x	6- 8	8.00	75.00
Thuya Occidentalis	x	8-10	7.00	60.00

Deciduous Shrubs and Trees for Lining Out

		Size Inch	100	1000
Acer Platanoides		6- 8	$6.50	$50.00
Acer Saccharum		6- 8	4.00	30.00
Berberis Thunbergii		6- 8	4.50	35.00
Betula Alba		10-12	8.50	70.00
Calycanthus Floridus	x	10-12	8.50	70.00
Cornus Paniculata	x	12-18	8.50	70.00
Cornus Stolonifera		10-12	8.50	70.00
Cotoneaster Acutifolia	x	10-12	13.50	125.00
Crataegus Arnoldiana		12-18	8.50	70.00
Crataegus Mollis		10-12	8.50	70.00
Evonymus Vegetus	x	8-10	8.50	70.00
Exochorda Grandiflora	x	10-12	9.50	85.00
Forsythia Intermedia		10-12	8.50	70.00
Fraxinus Americana		12-18	1.50	8.50
Juglans Nigra		12-18	4.50	30.00
Ligustrum Lucidum		6- 8	5.00	35.00
Lonicera Morrowi		12-18	$8.50	$70.00
Pachysandra Terminalis	x	4- 6	8.50	70.00
Philadelphus Coronarius		12-18	8.00	70.00
Quercus Palustris		10-12	8.50	70.00
Quercus Rubra		10-12	6.50	55.00
Rosa Canina		10-12	2.75	17.50
Spirea Froebelli	x	6- 8	10.00	....
Spirea Opulifolia		12-18	6.00	50.00
Spirea Van Houttei		6-12	6.50	55.00
Symphoricarpos Alba		12-18	5.25	42.50
Symphoricarpos Rubra		18-24	6.50	55.00
Syringa Vulgaris		6- 8	6.50	55.00
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Viburnum Lentago	x	10-12	12.00	110.00
Viburnum Opulus Nana	x	4- 6	14.00	....
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	Size Feet	10	100
Berberis Thunbergii	1 -1½	$2.75	$22.50
Cephalanthus Occidentalis	1½-2	2.75	22.50
Cornus Siberica	2 -3	2.75	22.50
Cotoneaster Acutifolia	2 -3	3.75	32.50
Forsythia Fortunei	2 -3	2.50	20.00
Ligustrum Amurense	1½-2	2.50	20.00
Ligustrum Regelanium	2 -3	3.00	25.00
Philadelphus Boquet Blanc	1½-2	3.75	32.50
Sambucus Canadensis Aurea	2 -3	3.00	25.00
Spirea Anthony Waterer	1	3.00	25.00
Spirea Opulifolia	2 -3	2.50	20.00
Spirea Van Houttei	1½-2	2.50	20.00
Symphoricarpos Alba	2 -3	2.75	22.50
Symphoricarpos Rubra	2 -3	2.50	20.00
Syringa Persica	1½-2	3.00	25.00
Syringa Persica Alba	1½-2	3.25	27.50
Viburnum Opulus	1½-2	2.50	20.00

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HYDRANGEA, French varieties, 2½", Baby Bimbinette, $8.00 per 100; Mad. Chautard, Mme. Hamar, Mme. E. Mouillere, Gen. de Vibray and E. G. Hill, $6.00 per 100.

HYDRANGEA, French varieties, 4-in. pot plants, $20.00 per 100; 5-in. pot plants, $30.00 per 100. Fall shipment; Mme. E. Mouillere, Mme. Hamar, Mme. Chautard, Gen. de Vibray, Lily Mouillere, Rene Gaillard, Bouquet Rose. Baby Bimbinette, 4-in. pot plants, $25.00 per 100; 5-in. pot plants, $35.00 per 100.

ASPARAGUS Sprengeri, 1½-in. pots, $3.50 per 100; $30.00 per 1,000.

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OTAHEITE ORANGE, 3-in. fine stock to grow on, $10.00 per 100; $85.00 per 1,000.

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DISH FERNS, good standard varieties, 2¼-in. pots, $5.00 per 100; $40.00 per 1,000.

GENISTA Racemosa, 4-in. (ready August 20th), $20.00 per 100.

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	Per 100	Per 1000
2¼-inch Asparagus Sprengeri	$ 5.00	$45.00
2¼-inch Calendula Orange King	4.50	40.00
2¼-inch Snapdragons, 5 varieties	5.00	45.00
4 -inch Ferns, 6 varieties	25 00	
Vinca Variegata, large field-grown	10.00	95.00

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Louis F. Miller, Toledo, O., President; H. A. Dooley, Cleveland, O., Vice-President; S. W. Severance, Louisville Ky., Secretary; H. J. Cheney, Grand Rapids, Mich., Treasurer. The next anoual meeting will be held at Albany, N. Y., November 1-5, 1921.

SEVENTEEN cars of California fruit, apples, grapes and prunes, enroute to New York, were recently wrecked on the Erie railroad at Mill Rift, Pa., near Port Jervis, N. Y.

Prices of Indoor Fruits and Vegetables.

Chicago, September 27.—Cucumbers, bushel basket, $2 to $3; leaf lettuce, per box, 10 to 15 cents.

New York, September 23.—Cucumbers, 50 cents to $2.25 per basket; mushrooms, per three-pound basket, $1 to $2; radishes, 100 bunches, $1 to $2; tomatoes, per carrier, 75 cents to $2.

Vegetable Movement.

WEEK OF SEPTEMBER 18-24.

Maine potatoes supplied one-fourth of the offerings, Irish Cobblers from that state being sold to Chicago jobbers at $2.35 to $2.45 per 100 pounds, early in the week, closing at $2.50. The same prices ruled at New York. At Maine shipping points, Early Ohios declined 10 to 25 cents. The total shipments increased nearly 2,000 cars.

Rhode Island Greening apples from Michigan and New York advanced $2.50 to $3 per barrel at New York city, bringing $11 to $12 with no change at Chicago. Box movement from Washington has doubled compared with a year ago 599 cars being shipped.

Middlewestern Yellow Globe onions declined 25 to 50 cents per 100 pounds at Cincinnati bringing $3.75 to $4.25. This stock was steady at Pittsburgh at $4 to $4.25. Shipments totaled 740 cars.

Cabbage movement has increased considerably and coupled with a weakened demand reduced prices $10 to $15 per ton at New York closing at $40; with a similar decline at other receiving points. The heaviest shipments were from New York and Colorado, with 221 cars, nearly one-half the movement.

Tennessee Nancy Hall sweet potatoes have been sold to Kansas City and Chicago jobbers at $1.15 to $1.25 per bushel, declining 25 cents. Virginia eastern shore yellow stock also fell off 25 to 50 cents at Pittsburgh and Boston, and because of a lessened demand at New York sold at $4.50 to $4.75 per barrel.

Grape shipments have increased 50 per cent, California furnishing 3,807 cars, 85 per cent of the total. New York Concords in 12-quart baskets showed no change at New York, while Michigan stock of the same variety was firm at Chicago, closing $1.25 to $1.35.

Salmon Tint cantaloupes from California were in weaker demand at eastern centers, declining 25 to 50 cents per standard crate.

Golden Heart celery has been sold to Chicago jobbers at a slight advance, bringing $1 per high-ball crate.

Cranberries from Massachusetts brought $5.50 to $6 per half-barrel crate at Boston, a gain of 50 cents.

New York Big Boston lettuce continues to decline in price.

Elberta peaches from New York were in excellent demand at Boston, closing at $4.25 to $4.50 per bushel.

AKRON, O.—A meeting of creditors to consider the final report of receiver in the bankrupt case of Grossberg & Cahill, will be held at 316 Metropolitan building, October 3 at 10:00 a. m.

DETROIT, MICH.—The will of the late Anthony Hupprich, former florist of this city, recently filed for probate, left $7,000 real and $20,000 personal property to be divided among relatives in Germany and the children of the testator's late wife, namely, Theodore Becker, Ferdinand Becker and Mary Weber. Ferdinand, who has been associated in the business, is to have the right to purchase the interests of the other heirs in the enterprise.

Pansy Plants

Goodell's Pansy Park Perfection, Now Ready, $4.50 to $5.00 per 1000.
A mixture of over 50 of the best.
Cash with order.

Pansy Park Floral Gardens
DWIGHT, MASS.

Mention the American Florist when writing

"Market Gardening"

An elementary text book containing 102 pages, 5x7, with 36 illustrations, by F. L. Yeaw, manager of the Oasis Farm & Orchard Co., Roswell, N. M.

Cloth Bound, $1.00.

American Florist Co.
440 S. Dearborn St., Chicago.

Specimen Xmas and Easter Plants

Exceptionally Well Grown

BUDDLEIA Asiatica, 3-6 ft., $1.50-$5.00 each.
HEATHER Melanthera, 2-4 ft., $2.50-$6.00 each
ACACIA Longifolium, $5.00-$10.00 each.
Standard and Bush GENISTAS, $2.50-$6.00 each.
BOUGAINVILLEA Sanderiana—Pyramid and Globes, $2.00-$8.00 each.
HYDRANGEAS, Mixed French Variety, 15-25 branches, $2.00-$3.00 each.
HYDRANGEA Trophie, the best red, 15-20 branches, $2.50-$3.50 each.
CROTONS, Choice Broad-Leaf Varieties, 4½-in., $75.00 per 100.
DEUTZIA Gracilis, 6- and 7-in. pots, at $50.00 per 100.

All stock in A1 condition.
Cash with order or satisfactory reference.

A. L. MILLER
Jamaica, New York

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty.

PALMS

Kentia Belmoreana, 4-inch, $6.00 per doz.; 5-inch, $18.00 per doz.; 6-inch, $30.00 per doz. For other sizes and varieties of Ferns and Palms, see our September price list.

R. VINCENT, Jr. & SONS CO.
White Marsh, Md.

Mention the American Florist when writing

Miscellaneous Stock

Cleveland Cherries, field.....25c, 35c, 50c
Xmas Peppers, 4 in.....15c
Primula Obconica, 3 in.....10c
Primula Obconica, 4 in.....20c
Cyclamen, 4 in.....40c
Stevia, dwarf, 2 in.....4c
Forget-Me-Nots, 2 in., winter-flowering...4c

	Per 100
1000 **Matchless Carnation** plants	$10.00
1000 Hardy **Phlox,** all colors	10.00
Sprengeri, 2 in	3.00
Swainsona, 3 in	10.00

Rosendale Greenhouses
DELANSON, N. Y.

MR. FLORIST!

Our wholesale catalog of

GLADIOLI

is ready for distribution.

Write for free copy.

P. VOS & SON
P. O. Box 555, Grand Rapids, Mich.

(The Home of "True Gladioli")

REAL BARGAINS

Carnation Plants

Pot-Grown Enchantress,
4-inch, $6.00 per 100; packed free, in paper pots.
Field-Grown Winsor and Enchantress,
$6.00 per 100; packed free.

Cyclamen

First-class stock, consisting of the best named varieties, including red, salmon, pink, etc.

While Stock Lasts:

4-inch, at	$25.00 per 100
3-inch, at	10.00 per 100
2½-inch, at	5.00 per 100

MACAWII FERNS
Elegant specimens, $1.00 each.

Cash with order. No charge for packing.

MATTHEWSON'S, Sheboygan, Wisconsin

Multiflora Japonica Rose Seedlings

Best American Rose Stock for Budding and Grafting.
New England grown, well rooted.

No. 1. 4-6 mm.....$15.00 per 1000
No. 2. 2-4 mm.....10.00 per 1000

Ready for delivery after November 1st.

C. R. BURR & COMPANY, - Manchester, Conn.

Ready Reference Section

15 CENTS, NET, PER LINE

ASPARAGUS.

Asparagus plumosus and Sprengeri seedlings, $1.25 per 100; $12.00 per 1,000; 2¼-in. pots, $6.00 per 100; $50.00 per 1,000; 3-in. pots, $10.00 per 100.
ROMAN J. IRWIN,
43 West 18th St. New York

Asparagus Sprengeri, 1½-in., $3.50 per 100; $30.00 per 1,000. The Storrs & Harrison Co., Painesville, O.

Asparagus Sprengeri, 2½-in., 4½c each. ODOR GREENHOUSES, Iola, Kan.

ASPLENIUM.

Asplenium Ninus Avis (Bird's Nest Ferns), good strong, healthy stock, 3-in. pots, 35c; 4-in., 75c; 5-in., $1.50. Packing material charged for at cost. Wm. K. HARRIS, 55th and Springfield Ave., W. Phila., Pa.

BEGONIAS.

Begonias, Melior, Cincinnati. Mrs. J. A. Peterson, 2¼-in. pots from top cuttings at $30.00 per 100; Chatelaine, 2¼-in. pots at $7.00 per 100; Patten, 2¼-in. pots at $8.00 per 100, and Pride of Newcastle, 2¼-in. pots at $10.00 per 100. Begonia Rex, best varieties, mixed. 2¼-inch pots, $15.00 per 100.
ROMAN J. IRWIN,
43 West 18th St. New York.

Begonia Prima Donna and Luminosa Extra fine stocky plants in bloom; 4-inch $25.00 per 100. THE PARK FLORAL CO., 1643 Broadway, Denver, Colo.

BULBS.

Extra fine, double rose, Dutch grown Narcissus bulbs. For varieties and prices see advertisement on front cover page of this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

CALENDULAS.

Calendulas. Selected true Double Orange King, 2¼-in. pots, $6.00 per 100, $50.00 per 1,000. ROMAN J. IRWIN, 43 West 18th St., New York.

CALLAS.

CALLA BULBS.

Calla Aethiopica, the popular white calla, clean, sound bulbs, all with crown shoots.

Size Diameter	Per 100	Per 1000
1¼ to 1½-inch	$ 6.00	$ 50.00
1½ to 2 -inch	8.00	75.00
2-inch and up	15.00	125.00

Satisfaction guaranteed.
SEVIN-VINCENT CO.
512 Washington St. San Francisco, Calif.

CARNATIONS.

LAST CALL
FIELD-GROWN CARNATION PLANTS.
GOOD STOCK.

	100	1000
White Enchantress	8.00	75.00

WIETOR BROS.
Wholesale Florists.
30 East Randolph St. Chicago.

2,000 Enchantress, $8.00 per 100; $75.00 per 1,000.
NIC REDING
6731 Ridge Ave. Chicago

Nice large carnation plants, 8c each. Cash with order. Few more Boston ferns. G. E. Brumm, Nashville, Mich.

Carnations. See our special offer on page 570 of this issue. MATTHEWSON'S, Sheboygan, Wis.

Carnations. Write for price list of latest varieties. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

Chrysanthemum novelties for 1921. Preliminary list free. Elmer D. Smith & Co., Adrian, Mich.

CINERARIAS.

Dwarf Giant Cineraria, clean, strong, healthy plants.
3-in. ..... $12.00 per 100
4-in. ..... 22.00 per 100
HOLCO GREENHOUSES,
Canton, Ohio.

Very best large-flowering Cinerarias; finest colors and imported strain. 2½-inch, $7.00 per 100; 3-inch, $15.00 per 100; 4-inch, $25.00 per 100. THE PARK FLORAL CO., 1643 Broadway, Denver, Colo.

Cinerarias. We have 30,000 plants, 2½-in., ready to shift, of very finest strain, $5.00 per 100; $40.00 per 1,000. Cash. PENN FLORAL CO., Kingston, Pa.

CLEVELAND CHERRIES.

Cleveland Cherries, fine plants, well berried, out of 5-in. pots that have been plunged in field, no set backs, 15c each. Cash. Brill Celery Gardens, Kalamazoo, Mich.

Cleveland Cherries, 3½-inch in bloom and fruit, $6.00 per 100; 4-in., $8.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

CYCLAMEN.

Cyclamen plants. Clean, strong, healthy plants.
3-in. ..... $17.00 per 100
4-in. ..... 32.50 per 100
HOLCO GREENHOUSES,
Canton, Ohio.

CYCLAMEN.

CYCLAMEN GIGANTEUM
SEED NOW READY

Glory of Wandsbek, dark and light shades of salmon.
Daybreak, delicate shade of salmon.
Brilliant Red, large and fine.
Pure White, extra select.
White—Pink Eye, very large and fine.
Rosea Superba, deep shell pink.
Rose of Marienthal, light pink, dark eye.
Magnifica, dark rosy pink, very fine.
Lavender, very beautiful.
Above varieties, $12.00 per 1,000 net.
For novelties, price list and cultural directions, sent on application.
J. A. PETERSON & SONS
Westwood, Cincinnati, O.

Cyclamen, best strain, assorted colors, 4-in., $22.50 per 100. Fall or immediate delivery. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

Cyclamen, for one week only. 2¼-in., $10.00 per 100; $90.00 per 1,000. 3-in., $20.00 and $25.00; 4-in., $40.00 per 100. Geo. A. Kuhl, Pekin, Ill.

Cyclamen. See our special offer of 2½-in., 3-in. and 4-in. in our display ad on page 570. MATTHEWSON'S, Sheboygan, Wis.

DAISIES.

Daisies: Bellis Montrosa, pink or white; also Longfellow and Snowball. Fine strong plants, $3.00 per 1000. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

FERNS.

BOSTON FERNS.
Good, strong bushy stock.

5-in.	$0.40
6-in.	.75
7-in.	.90
10-in.	2.00

Packing charges free.
DAVIS FLORAL CO.
Davenport, Ia.

Ferns. Bostons and Scotti. Exceptionally strong, clean, pot grown stock for immediate shipment. For sizes and prices see advertisement on front cover page of this issue. R. Vincent Jr. & Sons Co., White Marsh, Md.

Table ferns, standard varieties, 2¼-in., $5.00 per 100.
HENRY SMITH FLORAL CO., INC.
Grand Rapids, Mich.

Ferns of fine quality. For varieties and prices see advertisement on front cover page of this issue. F. R. Pierson, Inc., Tarrytown, N. Y.

Hardy Ferns, Ill. descriptive list mailed. L. MOSBAEK, Ferndale, Askov, Minn.

FORGET-ME-NOTS.

Forget-me-not. Alpestris Victoria, hardy dwarf, blue; strong plants, $4.00 per 1000. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

FREESIAS.

Freesia Improved Purity, ½ to ⅝-in., $9.00 per 1,000. Wm. F. Kasting Co., 668-570 Washington St., Buffalo, N. Y.

GERANIUMS.

Geraniums, Nutt Buchner, Ricard, Poitevine and Viaud. Good short jointed plants. 2-in., $3.50 per 100; $35 per 1,000. Elmer Rawlings, Allegany, N. Y.

Geraniums, rooted cuttings only, send for prices. ALBERT M. HERR, R. F. D. 8, Lancaster, Pa.

GINSENG.

BIG PROFITS.
Growing Ginseng.
We can supply Roots and Seeds
THAT ALWAYS GROW.
Established, 1870.
WM. RENNIE CO., Limited
Cor. Adelaide and Jarvis Sts.
Toronto, Canada.

GREENS.

Decorative Greens. Magnolia leaves, beech and oak sprays. Write for samples and prices. The Decorative Greens Co., Kinston, Ala.

HYDRANGEAS.

FIELD-GROWN HYDRANGEAS.
French Varieties and Otaska.
3 branches.....$30.00 per 100
4 branches..... 40.00 per 100
6 branches and more 50.00 per 100
Ask for full list of all sizes, field-grown and pot grown.
ROMAN J. IRWIN,
43 West 18th St. New York.

Field-grown hydrangeas. Heavy two-year plants, well pinched, eight to ten good shoots. Mad. Chautard, Mad. E. Mouliere, Bouquet Rose, Lily Mouliere, Baby Bimbinet, $7.00 per doz., $50.00 per 100. The Storrs & Harrison Co., Painesville, Ohio.

IRISES.

IRISES.
87 varieties, true to name; nice young stock, special prices, write for list. GILBERT H. WILD, Sarcoxie, Mo.

IVIES.

Hardy English Ivy. Exceptionally good stock. 2-in., $2.75 per 100, $26.00 per 1000; 3-in., $3.75 per 100, $36.00 per 1000. R. Vincent, Jr. & Sons Co., White Marsh, Md.

KENTIAS.

Kentia Forsteriana, 2½-in., $12.00 per 100; 3-in., $20.00 per 100; 4-in., $60.00 per 100. The Storrs & Harrison Co., Painesville, Ohio.

LILY OF THE VALLEY.

Valley pips. From cold storage. $30 per 1,000; $16 per 500; $8 per 250; $4 per 100. H. N. Bruns, 3032-42 W. Madison street, Chicago.

MUSHROOM SPAWN.

Mushroom Spawn. Pure cultures from spores never fail with good compost and conditions. One qt. bottle spawns 50 sq. ft., as much as 5 spawn bricks. Fresh cultures always in cold storage; grow quickly; produce best. Crates of 9 and 18 bottles, $7.20 and $14.40 express not prepaid. Per bottle, $1.15 postage prepaid. Grown by the originator of pure cultures for mushroom work in America. B. M. DUGGAR, 2315 Tower Grove Ave., St. Louis.

ORCHIDS.

HASSALL & CO., orchid growers and raisers. Southgate, London, England. Cattleyas. Laelio-Cattleyas our specialty. One trial order solicited.

OTAHEITE ORANGES.

Otaheite Oranges, 3-in., fine to grow on. $10.00 per 100; $85.00 per 1,000. The Storrs & Harrison Co., Painesville, O.

PANSIES.

Pansy plants: Steele's Greenhouse Special and Private Stock, also Vaughan's international mixed. Strong, large, stocky plants, none better. These plants and strains will please you. $4.00 per 1000, 3000 for $11.25, 5000 for $17.50. Cash. Ready for immediate delivery. BRILL CELERY GARDENS, Kalamazoo, Mich.

Home Grown Stock

Greatly Increased Demand

Because of the Federal embargo against the importation of most kinds of Garden Plants, Roots and Bulbs, home grown stock is now in greatly increased demand.

If you have any to offer or are likely to have it soon, advertise in these columns now.

PANSIES.

PANSY PLANTS.
O'Neill's special and private stock, mixed, strong large flowers. The best stock that can be bought selected from one hundred thousand plants every year and the richest colors that can be got. Guaranteed to be the best on the market. $5.00 per 1,000, straight. Cash.
JAMES O'NEILL PANSY GARDEN,
Darkrun Lane and Erdrich St.
Frankford, Philadelphia, Pa.

PEONIES.

Vaughan's Peonies. Strictly true to name, all in strong divisions, with from 2 to 6 eyes each. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Peonies, a two story crop. Ask for Florists' Problems No. 6. SARCOXIE NURSERIES PEONY FIELDS, Wild Bros. Nursery Co., Sarcoxie, Mo.

PRIMULAS.

PRIMULA OBCONICA GIGANTEA. From best strain of seed. Best colors. 2¼-in. pots $7.00 per 100. $60.00 per 1,000: 3-in. pots, $12.00 per 100.
Primula Malacoides. 2¼-in. pots, $7.00 per 100, $60.00 per 1,000; 3-in. pots, $12.00 per 100.
New Primula Malacoides Conspicua. Large flowering, clear rose with large yellow center, 2-in. pots $8.00 per 100.
ROMAN J. IRWIN
43 West 18th St. New York

Primula Obconica Gigantea. Our own strain and our reputation for this strain warrants us in saying that it is the best obtainable. This stock is in very fine shape, ready to be transferred to larger sizes. 2¼-inch, $7.00 per 100; 3-inch, $15.00 per 100; 4-inch, $25.00 per 100. Primula Malacoides Townsendii, 2-inch, $7.00 per 100. Ready Sept. 10. THE PARK FLORAL CO., 1643 Broadway, Denver, Colo.

Primula obconica, 2½-in., good strong plants at $6.00 per 100; $55.00 per 1,000; 4-in. at 25c; 5-in. at 50c; 6-in. at 75c; Malacoides, 2½-in., $5.00 per 100.
HENRY SMITH FLORAL CO., INC.
Grand Rapids Mich.

Primula Obconica Gigantea, Kermesina, red; and Rosea, pink; extra good, 2½-in. ready for 4-in., $4.50 per 100. Fine 4-in. ready for 5-in., $15 per 100. Also Chinensis 2-in., $5 per 100. Cash. Immediate delivery. Brill Celery Gardens, Kalamazoo, Mich.

Primula Obconica, Kermesina, Coerulea, Alba and mixed, $5.00 per 100; $46.00 per 1,000. The Storrs & Harrison Co., Painesville, O.

PRIVET.

Privet. Ibota and Amoor River. R. C., 75c per 100. ODOR GREENHOUSES, Iola, Kans.

ROSES.

Multiflora Japonica Rose Seedlings. Best American Rose stock for budding and grafting. 4-6 mm., $15.00 per 1,000; 2-4 mm., $10.00 per 1,000. C. R. Burr & Co., Manchester, Conn.

FRANK W. DUNLOP
The 1920 Wonder!
Own-root stock ready for immediate delivery.
$35.00 per 100; $300.00 per 1,000.
CHARLES H. TOTTY CO.
Madison N. J.

FIELD-GROWN ROSES FOR FORCING.
Ask for complete list of 2-year-old selected stock.
ROMAN J. IRWIN
43 West 18th St. New York

Roses. Own root. 1,000 Dunlop, 3-in. good stock at $18.00 per 100. THE PARK FLORAL CO., Denver, Colo.

SEEDS.

Seed. Cyclamen. Best English and German strain, separate colors. Salmon-Wandsbek and Salmon King. $16.00 per 1,000. All other colors, $12.00 per 1,000. S. S. SKIDELSKY & CO., 50 Park Place, New York.

Seeds. Flower in all seasonable varieties. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co., 516-518 Market St., Philadelphia, Pa.

Seeds. Pedigree and selected stocks of rutabaga, turnip, cabbage, Savoy cabbage, beet and mangel; flower seeds. Write for special prices. Kelway & Sons, Langport, Eng.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

SEEDS.

Seeds. Sweet peas, Spencer's grandiflora, etc. Asters and flower seeds in general. Tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds. The largest French cultures of Primulas. Ask for prices 1921 crop. Malacoides, $22.69 per lb. JH. PAQUET, bd., Magnan Nice (France).

Seeds Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seed. Garden beans. Growing contract offer for fall delivery mailed upon request. Henry Berrien Fish, Carpinteria, Calif.

Seeds. The Kenilworth Giant Pansy. For varieties and prices see display advertisement elsewhere in this issue. Chas. Frost, Kenilworth, N. J.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seed. Cyclamen. For varieties and prices see advertisement on front cover page of this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

Seeds. Specialties: Pepper, eggplants, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seeds. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seed growers for the trade. Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Peas, beans corn and vegetables of all kinds in quantity and highest quality. Jerome B. Rice Seed Co., Cambridge, N. Y.

Seeds. Specialties: Lettuce, onion, sweet pea, aster cosmos, mignonette, verbena in variety. Waldo Robnert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-236 W. Madison St., Chicago.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seed. Lawn mixtures and field, wholesale. Write for prices. Atlantic Grass Seed Co., 46 W. Broadway, New York.

Seeds. Flower and Garden seeds. Sweet pea and nasturtium a specialty. Routzahn Seed So., Arroyo Grande, Calif.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

SEEDS.

Seeds. Choice sweet peas, nasturtium and flower. L. D. Waller Seed Co., Guadalupe, Calif.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Seed. For the wholesale trade only. Braslan Seed Growers' Co., San Jose Calif.

Garden Seeds. All varieties. I. N. Simon Son, 438 Market Street, Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

SMILAX.

Smilax, 2½-inch. Good plants, $3.00 per 100. MATTHEWSON'S, Sheboygan, Wis.

Southern Wild Smilax, $7.60 per case. The E. F. Winterson Co., 166 N. Wabash Ave., Chicago.

SNAPDRAGONS.

Snapdragons, 2¼-in. pots, $6.00 per 100, $55.00 per 1,000. Nelrose, Keystone, Giant White, Giant Yellow, Silver Pink and Garnet. New Snapdragons, $8.00 per 100, $70.00 per 1,000. Golden Pink Queen, Orlando and Golden Delight.

ROMAN J. IRWIN
43 West 18th St. New York

STOCKS.

German Winter-Forcing Stocks. We are offering seeds from a German specialist in this flower, Mr. Paul Teicher. Extra select seed from which the raiser claims 90 per cent double, in the following colors: lavender, snow white, rose, pink, silvery delicate lilac. 500, 65c; 1000, $10.00. PETER PEARSON, 5732-5748 Gunnison St., Chicago.

STOCK WANTED.

Chicory roots wanted. For fall planting; at once. WARREN SHINN, Woodbury, N. J.

SWEET PEAS.

Yellow Sweet Peas. See display advertisement elsewhere in this issue. McClenahan Greenhouses, 40th and Philips streets, Oklahoma City, Okla.

VINCAS.

FIELD-GROWN VARIEGATED VINCAS. 2½ to 3 ft. long, bushy, seven vines and more, $9.00 per 100, $80.00 per 1,000. ROMAN J. IRWIN, 43 West 18th St., New York.

MISCELLANEOUS.

Seed packets for 1921. All packet sizes and larger bags up to two pounds or more, also catalogues, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Concrete post molds. Light, strong, durable. Made of sheet metal. Prices submitted upon request. Superior Machine & Boiler Works, 840-850 W. Superior St., Chicago.

Concrete bench legs, 16-in. high. Shipment made from our Joliet plant at Joliet, Ill. Write for particulars and prices. DAVIS-JOLIET CO., Davenport, Iowa.

Miscellaneous stock of all kinds. For varieties and prices see display advertisement elsewhere in this issue. Rosendale Greenhouses, Delanson, N. Y.

Gold letters of best quality. Prices greatly reduced. Write today for samples and prices. J. Lichtenberger, 1560 Avenue A, New York.

Meyer's Green Florists' Thread is the best for all florists' purposes. Write for prices. John C. Meyer, Florist Thread Works, Lowell, Mass.

PRINTING of every description. Our prices talk. Samples free. A. H. KRAUS, 409 Chestnut St., Milwaukee, Wis.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, O.

1,000 letterheads and 1,000 envelopes, $8.50. Good stock. Cash please. Gorham Printery, Inc., 542 S. Dearborn St., Chicago.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

MISCELLANEOUS.

Catalogues. Large runs our specialty Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Dreer's Peerless Glazing Points. Write for samples and price. Henry A. Dreer, 713 Chestnut St., Philadelphia, Pa.

Peach trees, roses and evergreens a specialty with us. Write for prices. SOUTHERN NURSERY CO., Winchester, Tenn.

Giblin greenhouse boilers. Lets the florist sleep. Write for catalogue. Giblin & Company, Utica, N. Y.

Florist specialties and supplies of every description. Sam Seligman, 116 W. 28th St., New York.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $2.50; 50,000, $11.00. W. J. Cowee, Berlin, N. Y.

Greenhouse Boilers. Kroeschell Bros. Co., 452 Erie St., Chicago.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia, Pa.

CARNATION STAPLES.

Carnation staples, 35c per 1,000; 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c, 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

FERTILIZERS.

HARDWOOD ASHES AT PRE-WAR PRICES.
Have been instructed by the Ash Gatherers of Ontario to sell 30 cars of 30 tons each. It will pay you to buy a car at once and store till spring. GEO. STEVENS, 364 Mark St., Peterborough, Ont., Canada.

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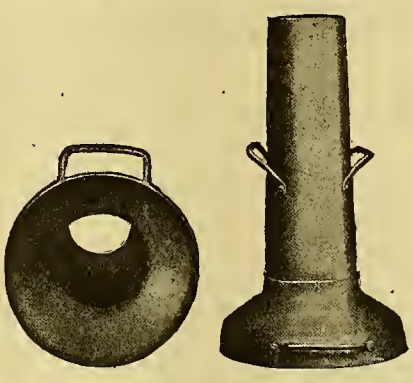

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The thirty-eighth annual convention will be held at Kansas City, Mo., August, 1922.

Fifth National Flower Show.

The Fifth National Flower Show will be held at Cleveland, O., March 25 to April 1, 1922.

FLORISTS' TELEGRAPH DELIVERY ASSOCIATION.

Next annual meeting at Toronto, Ont., October 11-13, 1921. OFFICERS: PHILIP BREITMEYER, Detroit, Mich., President; H. G. DILLEMUTH, Toronto, Ont., Vice-President; ALBERT POCHELON, Detroit, Mich., Secretary; WM. L. ROCK, Kansas City, Mo., Treasurer.

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AMERICAN CARNATION SOCIETY.

Next annual meeting and exhibition, Hartford, Conn., January 1922. OFFICERS: W. D. HOWARD, Milford, Mass., President; N. C. OSBORN, Hartford, Conn., Vice-President; A. F. J. BAUR, Thirty-eighth St. and Rockwood Ave., Indianapolis, Ind., Secretary.

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AMERICAN DAHLIA SOCIETY.

Annual Meeting and Exhibition, New York, September 27-30.

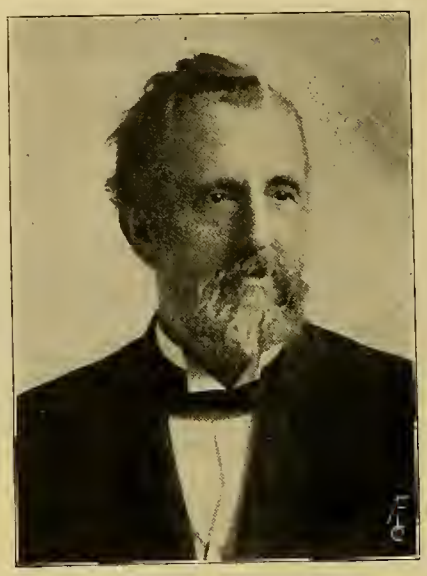
A Fine Exhibition.

The success of the exhibition of the American Dahlia Society, held on the roof of the Hotel Pennsylvania, New York, September 27-30, of which a synopsis was published in our last week's issue, exceeded even the expectations of its most sanguine promoters. With the exception that the weather was warmer than expected, all the conditions that make for a good exhibition were favorable. In addition to an abundance of good stock, the location and facilities were ideal. A visitor might well ascend to the roof of the great hotel to alone catch the splendid view of the city and the noble Hudson river. On the Seventh avenue side, a wide balcony parallels the main hall, from which an excellent view is obtained. This hall is about 50x200 feet and lighted by many windows. There were extensive exhibits here by John Lewis Childs, Inc., Flowerfield, N. Y.; J. K. Alexander, East Bridgewater, Mass.; Babylon Dahlia Gardens, Babylon, N. Y., and John Scheepers & Co., New York, who exhibited the immense blooms grown on the estate of Judge Mareau, Greens Farms, Conn. A. E. Doty, New Haven, Conn., and the Stumpp & Walter Co., New York, who in addition to their bulb exhibit in the conservatory, had a dahlia display in this hall. Three tables almost the entire length of the hall held numerous competitive exhibits, many of them being in the short stem class, one flower to a vase. At one end the Peacock Dahlia Farms, Berlin, N. J., occupied 400 square feet with an exceptionally fine display of baskets and vases of large blooms, the baskets being on pedestals and tall vases being used, which added to the effect. The Long Island Dahlia Gardens, W. A. Finger, Jr., proprietor, occupied large space at the other end of the hall, the exhibit being cleverly arranged on a background of oak foliage. On the opposite side between the pillars, over 20 tables from 10 to 15 feet in length were placed. There were a number of exhibitors occupying them, noteworthy being Meacham & Sherman, Stratford, Conn.; Mills & Co., Mamaroneck, N. Y., and Geo. L. Stillman, Westerley, R. I., had a fine exhibit near that of the Peacock Dahlia Farms.

Other good displays in the hall were by E. V. Darling, New Bedford, Mass. Miss Emily Slocombe, New Haven, Conn., who has a new production, Winfield Slocombe, for 1922 and another, Rose Bonheur, for 1923, and yet another, named Maid of the Mist. N. Harold Cottam, Wappinger's Falls, N. Y.; Wm. C. Noonan, Locust Valley, N. Y.; C. Louis Alling, West Haven, Conn.; Huntington Dahlia Gardens, Huntington, N. Y.; Walker Bros., Paterson, N. J.; Henry A. Dreer, Inc., Philadelphia, Pa.; Henshaw Floral Co., New York, florists' supplies; W. D. Hathaway, New Bedford, Mass., dahlias, and W. S. Daniels, New York, flower holders, all exhibited in this hall.

It was interesting to go from one exhibit to another and note the many types, sizes and colors of the flowers. Between the mammoth productions of Judge Mareau, seven inches in diameter, to the tiniest pompon there was a great variety in cactus, bell shaped, peony flowered, decorative, collarettes and singles. Although much of the stock held up well throughout the four days of the exhibition, there were many renewals on the third and fourth days which kept the exhibition in good condition till its close. A glass-covered passageway connects the

Wm. J. Rathgeber, New Haven, Cnn.
Secretary American Dahlia Society.

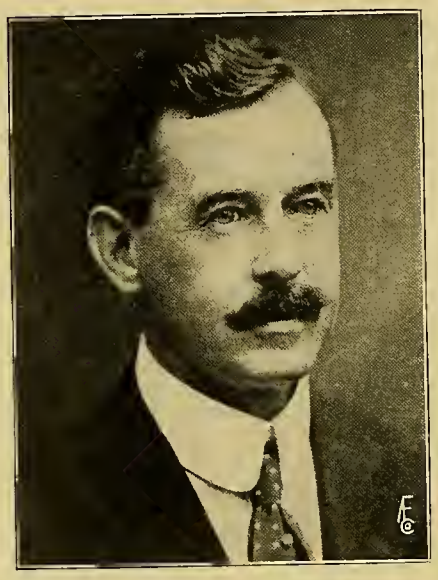


Richard Vincent, Jr., White Marsh, Md.
President American Dahlia Society.

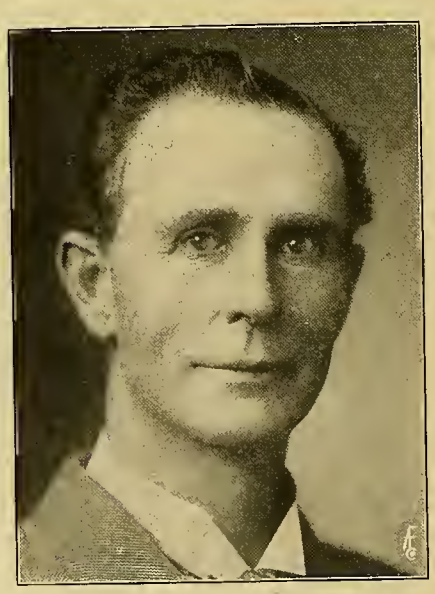
George L. Stillman, Westerly, R. I.
First Vice-President American Dahlia Society

main hall with the conservatory and in this W. A. Manda. South Orange, N. J., had a trade exhibit of a variety of greenhouse plants and dahlias. Practically all of the exhibitors previously mentioned were also doing a trade business. The roof of the conservatory was heavily curtained to prevent undue heat. Its dimensions are about 50x100 feet. A striking feature in the center of the conservatory was a space 200 square feet by the R. Vincent Jr. & Sons Co., Whitemarsh, Md., occupied exclusively by 1,000 blooms of their new and large dahlias, named Patrick O'Mara. The flowers were arranged, on a raised platform, in the form of a bed, large vases being placed at the four corners of the platform, ferns of the Boston type being used as a border. A number of other trade exhibits were ranged around the walls of the conservatory as follows: The Julius Roehrs Co., Rutherford, N. J., orchids; the Stumpp & Walter Co., New York, bulbs; Dietz & Trivett, New York, dahlias and seeds; the United Bulb Growers, Holland and New York, bulbs, and C. H. Totty Co., Madison, N. J., dahlias finely arranged with accompaniment of grasses, roses and hardy flowering plants.

W. L. W. Darnell, East Moriches, N. Y., had a good display of dahlias in one corner of the conservatory which had been tastefully arranged by Charles Millburn, a well known private gardener. The amateur classes were also staged here. Other dahlia exhibitors were Gilbert P. Williams, Huntington, N. Y.; J. H. Bowman, Hawthorne, N. J., and Alt F. Clark, Netcong, N. J. Other trade exhibits in the conservatory were the Skinner System of Irrigation, the Lancaster, Pa., Tobacco Products Co., insecticides, and the Little Wonder Hedge Trimmer, represented by John R. Eddy and C. Paul Gardner of the Eddy Garden Service, Paradise, Pa. An extensive exhibitor in the competitive classes were John H. C. Wiegand, Westville, New Haven, Conn.; W. F. Jost, another New Haven man, also featured an excellent display. Secretary Rathgeber and his estimable wife were in constant co-operation with the exhibitors and did much to make the show a success.



George W. Kerr, Doylestown, Pa.
Second Vice-President American Dahlia Society.



W. W. Wilmore, Denver, Colo.
Fourth Vice-President American Dahlia Society

Annual Meeting.

The annual meeting of the society was held at the Hotel Pennsylvania, Wednesday, September 28, President Richard Vincent, Jr., in the chair. Acting Secretary W. J. Rathgeber's report showed that there is now about 1,300 paid up memberships and that the membership dues can take care of the publication of the society's bulletin. He further stated that the space taken and the number of exhibits in the present show is about twice that of last year. A lively discussion of methods of increasing the membership showed an active interest among the members present in the advancement of the society.

The reports of the trial grounds at Storrs, Conn., and College Park, Md., showed poor conditions, due to the dry weather, in spite of the utmost efforts of those in charge. A motion was adopted to allow only members in good standing to exhibit at next year's show. Much interest was aroused in the depredations of insects and diseases and steps were taken to have an entomologist and plant pathologist appointed to make investigations and report on dahlia diseases and insects. President Vincent's annual address was well received. The meeting was enthusiastic in tendering the president a rising vote of thanks for his untiring efforts in promoting the society. Joseph J. Lane was thanked for his successful efforts as publicity manager for the present show; Secretary Rathgeber for his management of the show, and Professors Fraser and Norton for their management of the trial grounds. Prof. Fraser is in charge at Storrs, Conn., and Prof. Norton at College Park, Md

The officers elected for the coming year are: Richard Vincent, Jr., White Marsh, Md., president; J. K. Alexander, East Bridgewater, Mass., first vice-president for the north; James Duthie, Oyster Bay, N. Y., second vice-president for the east; Geo. W. Kerr, Doylestown, Pa., third vice-president for the south; W. W. Wilmore, Denver, Colo., fourth vice-president for the west; J. W. Davies, San Francisco, Calif., fifth vice-president for the Pacific coast; Wm. J. Rathgeber, 198 Norton street, New Haven, Conn., secretary-treasurer. Executive commit-

AMERICAN DAHLIA SOCIETY.

General View, Half of Display in the Hotel Pennsylvania, New York

tee: I. S. Hendrickson, Flowerfield, N. Y.; C. Louis Alling, West Haven, Conn.; C. E. Walker, Paterson, N J.; M. E. Douglas, Woodbury, N. J.; Edw. Badetky, Huntington, N. Y.

President Vincent's Address.

My fellow members of the American Dahlia Society, it is with great pleasure that I greet you once more at our annual meeting. The year has not been without its troubles and triumphs, for one or both are bound to come, to one and all of us, but when we view the beauty and grandeur of our present show, with its increased space, the enthusiasm of those exhibiting, and the delight of our many visitors, we cannot but feel grateful to a higher ruling Providence who doeth all things well, that he has given us the knowledge and ability to produce as charming a lot of beautiful flowers as mortal eyes have ever looked upon. May the blessing be ours, to produce these while life lasts, and that we may be enabled to teach others to grow and love these beautiful productions, and that our visitors, seeing what we have produced, may go home with full intention to join our happy dahlia family, and to make their homes more beautiful by planting and growing some choice specimens of the dahlia.

To the officers of this society I cannot give too many thanks. There has been considerable work attached to running the society affairs during the year past, and it is with great pleasure and gratification that I thank those who have constituted our working household during the year. Certain affairs of the society, especially of several of its committees have taken much time and expense, but whenever the call went out for a meeting there was always a goodly number present. A president never had a better body of workers than your humble servant has had during the past year, as those selected have been both competent and efficient.

The resignation of Edw. C. Vick from the position of secretary on account of the pressure of his own business, compelled me to place quickly some man in the office who was not only competent, but one who could handle the present dahlia show successfully. I fortunately had a competent man on our board, our present treasurer, Wm. Rathgeber, who has had a number of years experience, both as secretary and manager of the New Haven Horticultural Society. The result of this choice you can see in the great success of the present show. The increasing membership, together with the bulletins, publication has brought with it a rather burdensome duty, which can be overcome by the secretary having a competent assistant in his office who can practically take up a certain amount of the correspondence, etc. This the executive committee who you may select will have to provide for, so that every phase of our membership correspondence will be attended to promptly.

FINANCES.

I think that the treasurer's report will show that our finances, although not large, are in fairly good condition. Our expenses in publishing bulletins, advertising, etc., have kept our balance down to rather a low figure. Another item that cuts figures down is purchases of material, etc., for exhibition. This, of course, we look for to be returned in gate receipts at the present show. If our membership increases and dues are promptly paid, we will feel we are in for greater and better things. One thing, we, the governing body, would like to see and that is an increased number of life members. Friends of the dahlia, kindly do your best, show your interest in the society by obtaining new members, both life and annual, so that we can reach the top notch, equal to any other floral society in the world.

NOMENCLATURE COMMITTEE.

It may appear an easy task to some people to classify certain varieties of dahlia blooms, but I beg to think differently as I have seen and heard the various discussions among those who comprised our nomenclature committee. They are as competent a body of men as it is possible to obtain, and yet their agreement on certain types and classes will be disputed by some who may think they know better. No ruling will stand long, as there is no flower today that is being hybridized, and more changed in form than the dahlia; even at this exhibition there will be noted puzzles for the nomenclature committee to work upon in the near future.

TRIAL GROUNDS.

With its widely separated trial grounds, one near Storrs, Conn., and the other at College Park., University of Maryland, the society should be well prepared to test out the growing qualities of any and all new varieties of dahlias. The cost and expense to an originator is so small that really we do not think any variety ought to be put on the market unless passed at the trial grounds, and if the buying public would only buy the new varieties that have been passed upon by competent judges, there would not be so many so-called wonders forced upon the growers. We want all the good dahlias possible for our patrons, both new and old, and have advocated these trial grounds so that they could procure the very best. We are greatly indebted to the officers and directors at both colleges for their co-operation, and also for their allowing us the assistance of Prof. Fraser and Prof. Norton, and their valuable aids. As the two men mentioned are among the ones having the best knowledge in the country of dahlias, both in planting, growing and classification of same, any information they may give out can be strictly relied upon. The number of visitors to the trial grounds and the interest being taken shows the popularity of the dahlia among the masses.

Co-operation with the gardens clubs of the country is increasing and their membership is helping us considerably towards success. The California Dahlia Society, which is affiliated with us, makes each individual society of the greatest help to one another, and we are glad to see its wonderful progress; credit is also due it for the valuable issues of its dahlia bulletins.

Now, kind friends, I am coming to the end of my annual address, and as I previously thanked the officers for their courtesy and help since we last met in annual session, I would not be doing justice to the membership if I did not likewise thank them for their help and assistance in paying up their dues, which has enabled us to continue this grand society, also for the many kind letters I received in my bereavement. May God bless them and may they live long and be happy in enjoying the beauties of nature. In conclusion, no matter who you may select as president to carry on the good work, I will aid him to the fullest extent of my ability, so that the grand success the members American Dahlia Society are looking forward to may be realized.

AMERICAN DAHLIA SOCIETY.
Dahlia Patrick O'Mara Exhibited by R. Vincent, Jr. & Sons Co., White Marsh, Md.

Notes.

R. Vincent, Jr., says all dahlia roots have sugar content, some much more than others. He sees no reason why the light colored ones may not ultimately be grown for sugar.

George W. Kerr, manager of Burpee's trial grounds at Fordhook, explained with regret that owing to drought the company would be unable to show.

President Vincent gave a dinner at the Pennsylvania Hotel on the night of September 27 to the judges, officers and members of the trade press.

Among the out of town visitors noted were J. C. Vaughan, Chicago, and B. Hammond Tracy, Wenham, Mass.

President Vincent and his aids did wonders in the six weeks left them after the change of secretary.

Francis C. Stokes says the dahlia has the greatest range of form and color of any flower.

The Waite seedlings from the estate of E. D. Adams, were among the very best.

Henshaw's display of imported vases and favors attracted much attention.

Stillman's price of $25 per packet for seed was high water mark.

Seed and plant salesmen were active on the "roof."

The Awards.

One hundred varieties, at least four types, short stems.—J. H. Wiegand, New Haven, Conn., 1st; Sarah M. Wakeman, Southport, Conn., 2nd.

Fifty varieties, at least four types, short stems.—J. H. Wiegand, 1st; E. U. Darling, New Bedford, Mass., 2nd.

Show, 12 blooms, 12 variettes, short stems.—W. D. Hatheway, New Bedford, Mass., 1st; C. Louis Alling, West Haven, Conn., 2nd.

Hybrid show, 12 blooms, 12 varieties, short stems.—N. Harold Cottam, Wappingers Falls, N. Y., 1st.

Decorative, 12 blooms, 12 varieties, short stems.—J. H. Wiegand, 1st; C. Louis Alling, 2nd.

Hybrid cactus, 12 blooms, 12 varieties, short stems.—C. Louis Alling, 1st; John Lewis Childs, Inc., Flowerfield, N. Y., 2nd.

Peony, 12 blooms, 12 varieties, short stems.—Meacham & Sherman, Stratford, Conn., 1st; E. U. Darling, 2nd.

Single, 12 blooms, 12 varieties, in one vase.—Mills & Co., Mamaroneck, N. Y., 1st; Alt. F. Clark, Netcong, N. J., 2nd.

Collarette, 12 blooms, 12 varieties, in one vase, long stems.—C. Louis Alling, 1st; Sarah M. Wakeman, 2nd.

Pompon, nine varieties, nine vases, three in a vase, long stems.—Alt. F. Clark, 1st; Mills & Co., 2nd.

Best general display of dahlias, not to exceed 50 square feet; grasses and foliage allowed.—Mills & Co., American Dahlia Society silver medal.

Fifty varieties, at least four types, short stems.—Miss M. Valentine, New Canaan, Conn., 1st.

Twenty-five varieties, at least three types, short stems.—E. D. Adams, Rumson, N. J. (W. H. Waid, gr.), 1st; W. J. Matheson, Huntington, N. Y., 2nd.

Cactus or hybrid cactus, 12 blooms, 12 varieties.—W. J. Matheson, 1st; Miss M. Valentine, 2nd.

Peony or hybrid peony, 12 blooms, 12 varieties, short stems.—A. W. Butler, Mt. Kisco, N. Y., 1st.

Collarette, 12 blooms, three or more varieties, long stems.—Miss Annie B. Jennings, Fairfield, Conn., 1et.

Pompon, 12 blooms, three or more varieties, long stems in one vase.—Miss Annie B. Jennings, 1st.

Cactus or hybrid cactus, six blooms, six varieties, short stems.—L. H. Abel, White Plains, N. Y., 1st; Wm. B. Sweeney, Williamantic, Conn., 2nd.

Decorative, six blooms, six varieties, short stems.—L. H. Abel, 1st; Wm. B. Sweeney, 2nd.

Peony flowered, nine blooms, three varieties in one vase, short stemmed.—L. H. Abel, 1st; Wm. B. Sweeney, 2nd.

Best 10 blooms, 10 varieties, any or all types, short stems.—L. H. Abel, 1st; S. W. Burnett, Passaic, N. J., 2nd.

Cactus or hybrid cactus, nine blooms, three varieties in one vase, long stems.—L. H. Abel, 1st; Wm. B. Sweeney, 2nd.

Decorative, nine blooms, three varieties in one vase, long stems.—Wm. B. Sweeney, 1st.

Best collection of dahlias, long or short stems, not more than 25 varieties, arranged for effect, amateurs only; one root each Peony Alsace Lorraine and Solange.—L. H. Abel, 1st.

Best collection, 12 flowers, any variety, any color, one flower of each, named or unnamed.—L. H. Abel, 1st; Mrs. Jos. Walhov, Jr., Garrison-on-Hudson, N. Y., 2nd.

Best general display, not over 50 square feet, open to all non-commercial growers. Prize donated by W. Atlee Burpee Co., Philadelphia, Pa.—Wm. B. Sweeney, silver cup.

Most meritorious exhibit by an amateur, silver medal by the Short Hills Garden Club, Short Hills, N. J.—Chas. A. Searle, Westfield, N. J.

Best vase red dahlias, named, one variety, 12 in vase.—John Lewis Childs, Inc., 1st.

Best vase white dahlias, named, one variety, 12 in vase, long stems.—John Lewis Childs, Inc., 1st; Sarah M. Wakeman, 2nd.

Best vase yellow dahlias, named, one variety, 12 in vase, long stems.—John Lewis Childs, Inc., 1st.

Best vase pink dahlias, named, one variety, 12 in vase, long stems.—John Lewis Childs, Inc., 1st.

Best vase variegated dahlias, named, one variety, 12 in vase.—John Lewis Childs, Inc., 1st.

Best vase any other color, one variety, 12 in vase.—Emily Slocombe, New Haven, Conn., 1st.

Largest hybrid cactus bloom.—John Lewis Childs, Inc., 1st.

Largest decorative bloom.—E. D. Adams (W. W. Waite, gr.), 1st.

Best undisseminated seedling dahlia, long stem.—W. J. Matheson, 1st.

Best vase cactus or hybrid cactus, 25 blooms, long stems, for effect, other foliage permitted.—John Lewis Childs, Inc., 1st.

Best vase of cactus, 12 blooms, one or more varieties.—Miss Annie B. Jennings, 1st.

Best vase of hybrid cactus, 12 blooms, one or more varieties.—L. H. Abel, 1st; John Lewis Childs, Inc., 2nd.

Best vase of decorative, 12 blooms, one or more varieties—Emily Slocombe, 1st; John Lewis Childs, Inc., 2nd.

Best vase of show, 12 blooms, one or more varieties.—Sarah M. Wakeman, 1st; A. E. Doty, New Haven, Conn., 2nd.

AMERICAN DAHLIA SOCIETY.
Dahlia Exhibit of the Chas. H. Totty Co., Madison, N. J.

BOSTON FERN SHOW.
General View of Main Hall. See Issue of October 1, Page 538.

Best vase of hybrid show, 12 blooms, one or more varieties.—Sarah M. Wakeman, 1st; John Lewis Childs, Inc., 2nd.

Best vase of peony flowered, 12 blooms, one or more varieties.—John Lewis Childs, Inc., 1st; Annie B. Jennings, 2nd.

Best vase of duplex, 12 blooms, one or more varieties.—Alt. F. Clark, 1st.

Best vase of collarette, 18 blooms, one or more varieties.—Alt. F. Clark, 1st; John Lewis Childs, Inc., 2nd.

Best vase of singles, 18 blooms, one or more varieties.—Alt. F. Clark, 1st; Sarah M. Wakeman, 2nd.

Best vase of pompom, 18 blooms, one or more varieties.—J. H. Wiegand, 1st; Mills & Co., 2nd.

Best 24 blooms, cactus dahlias, hybrid cactus dahlia excluded.—A. E. Doty, 1st; Sarah M. Wakeman, 2nd.

The society's certificate of merit was offered for any seedling dahlia novelty which is deemed worthy by the judges.—Mills & Co., 1st.

Best seedling, never before exhibited. Large basket vase donated by Blue Ribbon Dahlia Co., Trenton, N. J.—Emily Slocombe, 1st.

Best vase of seedling not yet on the market, no limit to number.—W. J. Matheson, silver vase, donated by Mrs. Allen K. White, Atlantic City, N. J.

Best vase of 10 flowers, Patrick O'Mara.—E. D. Adams, 1st. (This prize and the two following donated by R. Vincent, Jr., & Sons Co.)

Best vase of five flowers, Patrick O'Mara.—Howard R. Glutzbedi, Lynbrook, N. Y., 1st.

Best vase of three flowers, Patrick O'Mara.—E. D. Adams, 1st.

For the largest and best display of show or double dahlias, silver medal, bronze medal, offered by the Henry F. Michell Co., Philadelphia, Pa.—Mills & Co., 1st.

Best 10 cut varieties, new or old, 12 blooms each, 120 blooms, offered by Peacock Dahlia Farms, Berlin, N. J.—Sarah M. Wakeman, 1st.

Best table centerpiece of dahlias, other foliage and flowers can be used, but dahlias to predominate.—A. W. Butter, Mt. Kisco, N. Y., 1st.

One hundred varieties, at least four types, short stems.—J. H. Wiegand, 1st; H. Cottam & Co., 2nd.

Fifty varieties, at least four types, short stems.—J. H. Wiegand, 1st; L. B. Linsley, West Haven, Conn., 2nd.

Show, 12 blooms, 12 varieties, short stems.—C. Louis Alling, 1st.

Decorative, 12 blooms, 12 varieties, short stems.—J. H. Wiegand, 1st.

Cactus, 12 blooms, 12 varieties, short stems.—C. Louis Alling, 1st.

Hybrid cactus, 12 blooms, 12 varieties, short stems.—C. Louis Alling, 1st.

Peony, 12 blooms, 12 varieties, short stems.—C. Louis Alling, 1st.

Single, 12 blooms, 12 varieties, one vase, long stems.—Mills & Co., 1st; Alt. F. Clark, 2nd.

Collarette, 12 blooms, 12 varieties, one vase, long stems.—Alt. F. Clark, 1st; H. Cottam, 2nd.

Pompon, nine varieties, nine vases, three in a vase, long stems.—Mills & Co., 1st; Alt. F. Clark, 2nd.

Best vase of red dahlias, named, one variety, 12 in a vase, long stems.—H. Cottam, 1st; W. A. Manda, S. Orange, N. J., 2nd.

Best vase of white dahlias, named, one variety, 12 in a vase, long stems.—H. Cottam, 1st; John Louis Childs, Inc., 2nd.

Best vase of yellow dahlias, named, one variety, 12 in a vase, long stems.—John Lewis Childs, Inc., 1st.

Best vase of pink dahlias, named, one variety, 12 in a vase, long stems.—John Lewis Childs, Inc., 1st; H. Cottam, 2nd.

Best vase of any other color, one variety, 12 in a vase.—Emily Slocombe, 1st.

For the largest decorative bloom.—E. D. Adams, 1st.

Finest and most meritorious display of cut flowers, grasses or other foliage allowed, quality and arrangement to count, 50-50, 100 square feet.—Mills & Co., silver vase.

Best undisseminated seedling dahlia, long stem.—E. D. Adams, 1st.

Best vase of cactus, 12 blooms, one or more varieties.—John Lewis Childs, Inc., 1st.

Best vase of hybrid cactus, 12 blooms, one or more varieties.—John Lewis Childs, Inc., 1st.

Best vase of decorative, 12 blooms, one or more varieties.—John Lewis Childs, Inc., 1st; Alt. F. Clark, 2nd.

Best vase of show, 12 blooms, one or more varieties.—A. E. Doty, 1st.

Best vase of peony flowered, 12 blooms, one or more varieties.—John Lewis Childs, Inc., 1st.

Best vase of duplex, 12 blooms, one or more varieties.—Alt. F. Clark, 1st.

Best vase of collarette, 18 blooms, one or more varieties.—H. Cottam, 1st.

Best vase of singles, 18 blooms, one or more varieties.—Mills & Co., 1st; H. Cottam, 2nd.

Best vase of pompon, 18 blooms, one or more varieties.—J. H. Wiegand, 1st; H. Cottam, 2nd.

Two hundred pompons, arranged for effect.—H. Cottam, 1st; W. L. W. Darnell, 2nd.

Best vase of single or duplex, 25 blooms, long stems, for effect, other foliage permitted.—Mills & Co., 1st.

Best 24 blooms, cactus dahlias, hybrid cactus dahlia, excluded.—A. E. Doty, 1st.

Best three flowers of Field Marshal.—L. B. Linsley, 1st.

A. F. F.

Some European Notes.

TRIBUTE TO LATE JOHN FARQUHAR.

In going about the various parts of Germany, generally the western, as that is where my work mostly lies, the scenery is wonderful, hilly and mountainous in many parts, the beautiful Rhine country, now occupied by the Belgian, British, French and American troops, all most interesting, teeming with historical events, present and past. In one of my trips attending one of our conferences, which was held at Gotha, a beautiful little town centrally located in Germany, just north of the Thueringer Wald, in company with Mrs. Pennock and several others last Sunday morning, we took a walk through the gardens of the palace of the former Duke of Saxony, Gotha and Coburg. It is a splendidly laid out garden, not quite as well kept as formerly, but in very nice shape; some well arranged beddings, and particularly nice planting of evergreens making a very effective vista. Many fine specimens of trees are to be seen in the grounds.

I stood looking through this vista of evergreens to the bedding of the gardens below and beyond, and thought of my visit to Stuttgart in the gardens of the palace of the former King of Wuerttemberg, which I visited early in July, very beautiful grounds. It brought back to my memory our dear old friend John K. M. L. Farquhar and his letters of introduction to some of his friends in Stuttgart and other parts of Germany. To me he was an ideal man and stood for all that was best and just in life and was one of our strong pillars in the business, always ready to do his share in any undertaking, throwing his energy into our flower shows and exhibitions in an unstinted way, not only contributing to the exhibits, but giving his time and ability in helping to make

those exhibits a real success. It has been some time since he passed on to the unknown and I do feel I want to add a line to those who have written so finely of him and his life. A few weeks before I left for Germany last March, he gave me some very fine letters of introduction and also wrote me a very nice letter wishing me a safe journey and his blessing. These are the kind of things, as one goes through life, that make it worth while, and I am proud to have been numbered among his friends, a man we all loved.

SAMUEL S. PENNOCK.

Essen, Germany,
September 15, 1921.

BOSTON FERN SHOW.

Display of Nephrolepis by F. R. Pierson, Tarrytown, N. Y. See Issue of October 1, Page 538.

National Flower Growers' Association.

OHIO DISTRICT.

At the June meeting of the Ohio District of the National Flower Growers' Association a membership of 82 was reported. Since that time Secretary L. C. Vinson has been conducting a membership campagn and has succeeded in increasing the membership from 82 to 155. During this campaign he covered over 1,800 miles in his auto through northern, central and southern parts of the state. He reported the growers as being very enthusiastic over the objects of organization and most of them willing to sign up at once. Those who did not do so, expressed themselves as being willing to within the near future.

A meeting of the directors was held in Cleveland, September 21, to make plans for the January state meeting of the organization. On leaving, they all expressed themseves as being well satisfied with the progress made and optimistic over the prospects of the district being 100 per cent strong before the end of 1922. J. L. Schiller, of Toledo, who is chairman of the committe on organizing a credit system for association members, made a preliminary report:

First—That growers and retailers be listed into four classes. Those who discounted their bills, those who paid in 30, 60 or 90 days.

Second—That plans were being developed for the protection of growers ordering stock from advertisers, sending a check as requested and then waiting anywhere from one to six months before receiving their order and then very often not getting stock up to the quality advertised.

Suggestions were made and plans developed for the preparation of a series of pamphlets on "Fertilizers," "Putties," "Heating Systems," "Coal" and "Benches," and the secretary was expected to get in touch with experts on these various lines for the preparation of these articles. They will undoubtedly be distributed to the members within the next six or eight weeks.

L. C. VINSON, Sec'y.

STAMFORD, CONN.—The fifth annual show of the Stamford Horticultural Society will be held November 4-5. G. C. Boon is corresponding secretary of the society.

BRYN MAWR, PA.—The Pennsylvania Horticultural Society staged a dahlia exhibition in connection with the horse show in this city, September 30-October 1, the display by Mrs. F. E. Dixon, Chestnut Hill, being especially noteworthy.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Say It With Flowers and F. T. D. Week.

In accordance with the recommendation of President Philip Breitmeyer, of Detroit, Mich., in his annual address before the Florists' Telegraph Delivery Association, it was recommended that a committee be appointed on "Say it With Flowers" and F. T. D. Week, combined. In accordance therewith, this committee heartily recommends that the different communities throughout the country get together to carry out this recommendation. The time suggested in the president's address is the early part of October. This, however, is not arbitrary, and the committee recommends that the local conditions be considered in deciding upon the date of this movement. They strongly recommend that a committee in each community assume the responsibilities of a concerted effort in this direction.

Let us all stop and consider the comprehensiveness of the slogan, "Say it With Flowers." Further, let us deliberate upon the wonderful effect of the F. T. D. movement, and its uplifting benefits to society. Gentlemen, if you stop and ponder on these things, I am sure you will see a deeper meaning in them than you have heretofore. If you are a true and loyal florist, you ought to feel some obligation to do your part towards carrying out this work. In large cities, through concerted effort, a great deal can be accomplished. In the small cities, and even in communities where only one florist is doing business, still publicity can be carried on and developed along these lines, which in the aggregate will form a great movement.

The committee strongly recommends that this splendid recommendation of President Breitmeyer be given the hearty and undivided support which it deserves. The members of the committee will be glad to help with suggestions or in any way possible if called upon.

Z. D. BLACKISTONE,
Chairman.
ROBERT L. GRAHAM.
CHARLES H. GRAKELOW.

BOSTON FERN SHOW.

Display of W. A. Manda, South Orange, N. J. See Issue of October 1, Page 538.

OFFICERS OF THE SAN FRANCISCO CO-OPERATIVE FLOWER MARKET.

Reading from Left to Right: Walter Joseph, Mascot, Son of B. M. Joseph; Joseph P. Haywood, Treasurer; B. M. Joseph, Director; P. Vincent Matraia, President; W. W. Cannon, Assistant Secretary; Chas. W. Brown, Secretary; H. Plath, Vice-President; David Arata, Director; Frank Thatcher, Director; Manuel Rolleri, Director.

Are You an F. T. D. Man?

Every man in the florist business is engaged in his occupation, first for his living, nearly all as a matter of necessity, their business being the source of their livelihood. Very few, however, are satisfied with returns that only keep the wolf from the door, they look forward to a greater reward, to a condition of circumstances that will enable them to enjoy as well, the worth while things of life. With this end in view, according to their ability they work, and struggle, and save, and push their business as their knowledge and experience directs, towards the desired goal. Real success as measured in accomplishment, comes however to but few, the reason being the lack of ability to concentrate. The success of all business is concentration, and in the case of the florist, sticking to the business of selling plants and flowers, and not allowing outside interests of any kind to interfere or take up his valuable time or energies, all of which in his working hours, (and for the man who is out to overcome all obstacles, these are at times very long) are to be given entirely to his business.

Most retailers specialize, devoting more attention to this or that feature of the business that appeals to them or appears to be the most profitable. Flowers for funerals is a specialty with many, others devote their attention to decorations. Handling cut flowers in quantity to make a quick turnover is the feature of the central city shop. Flowering and foliage plants are leaders with some, and there are other features that are taken up and catered to by stores that find them profitable.

All the above lines require a certain amount of knowledge and in some, the carrying of considerable stock or accessories. In nearly all the larger stores they are separate departments with a competent man in charge.

F. T. D. Toronto Convention NEXT WEEK Oct. 11-13

FLORISTS' TELEGRAPH DELIVERY DEPT.

All the large stores for a long time had seen the advantage of some system for out-of-town deliveries by telegraph, frequently having important orders for distant points, that were impossible to deliver except by a correspondent in that city. Gradually a system was developed that after many vicissitudes has been brought into an almost perfect working organization that embraces in its membership the most important retailers of the country, as well as prominent florists in Canada, Europe and other foreign countries. The business at first consisted of orders that were in a manner forced on the trade; they took them as an accommodation for their customers. Gradually these satisfied patrons on finding that it was possible to deliver flowers to any point in the country almost within the hour, have gradually grown to make a most extended use of this service. So great has the business become that large firms have opened ledgers for this business, in fact have made it a separate department, in charge of a man familiar with all the details for the quick carrying out of the orders received. The volume of business has developed enormously in the past few years, the interchange of orders being now estimated as over $3,000,000 annually. Some stores claim to have received over $10,000 in orders annually in the past few years through the Florists' Telegraph Delivery.

The membership of the organization has increased over three fold in the past five years, now numbering over 3,000 florists, covering almost the entire territory of the United States and embracing the best men of the trade in every community. The system is now so perfected that there is little loss from irresponsible dealers, their accounts being guaranteed by the association and they being read out as soon as discovered. Every live florist, be his business large or small, should connect up with this organization of live-wire members of the trade, not only to receive its benefits from incoming orders, but to work with and secure business in his own store, which requires the carrying of no additional stock, only a knowledge of, and an enthusiasm for the system that is necessary fo its proper publicity.

It is this publicity feature of the organization's service that should be kept to the front and impressed on the minds of all new members, and for that matter the old ones as well, for not one-half of the 3,000 members make any attempt to feature or inform the general public of the many advantages and possibilities of the service. F. T. D. window cards get laid back

on the shelves, and there is no other evidence except perhaps a notice in small type on bills and letter heads that we are members of the Florists' Telegraph Delivery Association, which is all Greek to most people who read it.

There is no one single department of the business that will bring the same or as great returns as a membership in this organization, when it has been worked up to its possible efficiency. What comes in for delivery from out-of-town correspondents is to be thankfully received and properly cared for, and by prompt and satisfactory service invite its continuance. The home business, however, is the most profitable as it requires the carrying of no aditional stock, simply an energetic bid for the trade, showing the possibilities of the quick, distant point, delivery, and a stowing away of 20 per cent profit on every transaction. There is always the possibility, if the trade is new, of adding another customer to the list, to be credited entirely to the F. T. D. The fact of the membership in this organization of 3,000 of the best of the trade in all parts of the country should be kept to the front all the time and made the most of in bringing in new business, and adding to your prestige as a prominent member of the retail florists of your city.

ANNUAL CONVENTION.

The annual convention of this important body of retail florists will be held in Toronto, Ont., October 11-13. This will be attended by the best members of the retail fraternity from all parts of the country, representative men, every one of them, gathered for the purpose of perfecting and making the organization stronger as their experience of the past year shows to be possible. The personal equation figures in such a gathering, all being equal as members of the same profession and organization, and glad to meet their friends and customers of the wire, face to face, and grasp them by the hand.

The programme shows that each day's proceedings will be full of interesting live discussions, on up-to-date topics in retail store keeping, particularly that pertaining to F. T. D. business. It is a gathering that every retailer who can possibly spare the time should attend. All recent conventions of this organization have been full of pep and go, instilling in the members an energy and enthusiasm with ideas that could not fail to crop out later in their business.

Next Week in the Flower Shop.

Success in the sale of flowers is sure if they are handled with businesslike, intelligent methods. The stock is different from that of almost any other commodity, varying in appearance as the flowers develop from the time they are exposed for sale until they are so far advanced as to be worthless. Good business men in other lines often comment on this feature and wonder at the, to them, inevitable loss. As a matter of fact there is loss, much more in many cases than there ought to be, but with good management this is kept down to a minimum, the experienced florist having the working up of this material always in mind. Customers frequently call over the phone for this or that flower which they are thinking of at the time to be made into a spray. This may be on hand, but there is also something else more advanced that needs selling. A word or two from the competent salesman, suggesting the more desirable flower, will in nine cases out of 10 result in its sale, and the stock is strengthened to this extent. Frequently in the large stores the order is "Sell this or that flower, push them all you can, we must even up this stock."

Keeping the stock even is worth all the thought that can be given to it, selling that which needs selling first. This does not mean working off old or passe stock but getting it out of the way before it reaches this undesirable stage. Frequently flowers that are too open to be sold over the counter are still suitable for designs or sprays and should be set aside for this purpose. When work is being made up

James S. Wilson, Des Moines, Ia., And His Big Fish.

the flowers for each piece should be selected by a competent person, just enough and no more. To clutter the work bench with flowers for a number of orders at one time is very wasteful, yet it is the practice in many stores.

FEATURING LAGGING FLOWERS.

When a certain flower or plant appears to be lagging, give it some encouragement, that is, feature it in some of the many ways possible. Put the flowers, a dozen together, in a vase or vase basket with foliage, certain colored receptacles will make them stand out more than others. These artistic touches cost little or nothing and will make a great difference in the appearance. In addition place them on a cloth decorated table, several vases together. If the color effects are striking it will be all attributed to the flowers and make them more desirable to the average visitor. Many customers do not know just what they want and will most likely settle on these things if led to them that you most desire to sell. It is the same way with plants that are in danger of getting past their best, and this does not take long in the average store. Keep them moving, the grower has done his part and the rest is up to you. Many of your customers would buy if they could see them, and here again you must be sure that all who would or should be interested are told of their beauty. Little weekly talks with customers and prospects on the various plants and flowers as they develop during the season through the ers that can be read through in a minute or two, are certain to be well received and result in bringing many more to the store or invite calls over the 'phone that are often advantageous.

The early chrysanthemums are coming; see that the most is made of them in display as they arrive. There is always a novelty in the "first of the season flowers" that wears off on their continued appearance, so make all the publicity possible out of all the first arrivals.

Now as the season is opening, be a stickler for on time deliveries. Aside from the freshness and artistic arrangement, nothing pleases customers so much as to have their orders on time. On every order sheet the exact time should be distinctly marked. Where any hour in a. m. or p. m. is satisfactory, it is always best to get in a little ahead, as customers will often call up to see that it is not forgotten. When there is something social going on the hostess is generally a little nervous and it is well that as far as the flowers are concerned she shall have nothing to complain of, especially should she not be compelled to 'phone for them.

Dahlias are still a factor and the most should be made of them while they last. They are a splendid flower for special sales, either in small vase baskets or put up in small boxes and offered at an inviting price. What is wanted in most stores is to increase the quantity of sales, to bring more people into the store. Each person attracted for the first time may be so pleased as to come again. Such results are most desirable and in order to secure them, attractive feature sales should be made whenever the stock is available.

Pittsburgh.

DECIDED IMPROVEMENT IN BUSINESS.

On Saturday night the wholesale houses closed their doors on ice boxes that needed no ice, as they were entirely free of flowers, the first time in many months. This was caused by a decreased supply and an increased demand, and it looks as though the new season was on in earnest. Several large weddings caused a good call for the better grade of stock, while the funerals cleaned up what was left. The Jewish New Year also created many sales of flowers, which, all working together, made a grand clean-up. While there has been no frost as yet, gladioli and asters are done and all that is left of the outdoor flowers are dahlias, and they are at their best and have the call for the first time this season. American Beauties are in demand and more of them have been moved this fall than ever before in this section; they are of good quality and are bringing a fair price. Of the roses, Columbia seem to be the best and have the call, but all the other varieties are improving daily, especially American Legion and Premier. But at that, the most of the trade here seem to prefer Columbia. Carnations are improving fast and some fine stock its to be seen even at this early date. Chrysanthemums are not in abundance yet, but from all reports it will not be long until they will again reign supreme. Lilies are in short supply and many more of them could be used at good prices. Lily of the valley and orchids are to be secured in limited amounts, but so far there has been enough to take care of the demand. With the out-of-town demand

on the increase and a noted improvement in business in general, everything points to another prosperous season for the trade, and while prices may not be as high as for the past two or three years, the difference can be taken care of by more sales.

ALLEGHENY RETAIL-WHOLESALE STORES.

Unless one is on the inside and gets around a good bit he never realizes how prominent or to what extent the business is carried on in the old city of Allegheny or what is now known as the North Side. There are four first-class retailers within a radius of three or four blocks in the business section of this busy district: The E. C. Ludwig Floral Co., East Diamond street, directly opposite the Carnegie library, has one of the most up-to-date stores in the city, and you can usually find the founder of the business, F. C. himself, on the job, and if he is not there you will find either one or both of the boys, DeForest and Edward, ready to give you the glad hand. Here you can obtain a big stock of everything in season. Besides the store the firm operates their own range of glass located at Ludwig Station, about 20 miles from this city, on the Butler Short Line. E. C. has practically turned the management over to the boys, and to say that they have made good is putting is mildly. Next you have The Ludwig Floral Co., brothers of E. C., on Federal street, opposite Boggs & Buhl's department store, where you will find Gus and Julius both on the job. Here you can find a big selection of flowers and plants at popular prices. A little farther up the street you come to the store of Albert Bigg, one of the younger generation of florists, who got his training with the A. W. Smith Co. and started for himself about five years ago, and has made good from the start. You will always find Al. or his wife there to welcome you, and while not as large as the two Ludwig establishments, the business is growing and Al. will be heard from in the near future. Last but not least is Walter Faulk with his stand in the Allegheny market, where he has his own following and can turn out more work in his limited space than any man we ever saw. All these firms are members of the Florists' and Gardeners' Club and the Retail Florists' Association and are always ready to work and help to improve the business in any way possible.

Besides these there are also two of the largest wholesale plant growers in Western Pennsylvania located in the North Side district, the Blind Floral Co. of West View, and the John Bader Co., Troy Hill. Here you can at all times secure the best to be had in blooming or foliage plants. The trade knows they can always count on Ed. Blind and Benj. Elliott to send out nothing but the best, and it is a pleasure to pay either plant a visit, whether you are buying or only looking.

Then take the seed business. Where will you find a better equipped or more up-to-date store than Beckert's Seed Store located at 101-103 Federal street. Nationally known all over the country as reliable, they are fully able to handle orders for any quantity and for any item carried by a firm of this kind. The North Side is well represented in all branches of the business, as it has even a supply house, as The McCallum Co. factory is located at 1805 Beaver avenue, where they manufacture baskets and willow furniture and take care of all out-of-town supply orders.

The Sewickley Horticultural Society is staging a dahlia show this week that promises to eclipse anything ever attempted there before. Suitable prizes have been offered, and from all reports the exhibits will be many.

The Florists' and Gardeners' Club held its regular monthly meeting Tuesday evening, October 4, at the North Side Carnegie library. The subject was "Dahlias," and as this is the first session since the big joint meeting in September, there was a large attendance. E. C. T.

Cincinnati, O.

BUSINESS GREATLY IMPROVED.

Business has increased considerably over last week. Stock is arriving in larger quantities and in better condition than any time this year. Roses are seen in exceptional condition due to the late September and early October sun, and move well, including Double White Killarney, Ophelia, Premier, Butterfly and Columbia, the latter being a very popular rose with the trade. Asters have finally played out, which the trade welcomes, because this was a poor season for them. A few chrysanthemums are seen which move rapidly, but it is still a little too early for them. About 10 more days will see this flower arriving in quantity. Easter lilies are scarce and are soon cleaned up after arriving; in fact, they promise to be on the short side this season. Dahlias are holding up well, but the weather is slightly against them; still they clean up well. A frost is reported for this week; but the weather is cloudy and most growers are prepared for it. Delphinium is obtainable and it is remarkable how well they have kept up as they are a spring flower. Miscellaneous stock, including cosmos, feverfew, gaillardia and zinnias, move well and the same can be said about green goods.

NOTES.

The H. W. Sheppard's establishment has now its full quota of employes with the arrival of H. E. Klunder, late of Toledo, where he has greenhouses and also grows hardy plants. Business has been exceedingly brisk at this place the past week including a number of wedding orders, funeral and F. T. D. work.

A thrilling experience was had by Alfred Forder and wife on a recent trip to the west. They went on a sight-seeing trip and became lost in the desert, where they were stranded for 24 hours before help came. Mr. Forder is now very ill from the effects of the exposure.

Julius Baer reports a good week in basket arrangements and also the sale of pot plants. Mr. Baer is planning his trip to the Florists' Telegraph Delivery Association convention at Toronto, Ont., of which the greater part he expects to make by automobile.

C. E. Critchell has been receiving some especially good delphiniums for this season of the year from Federle Greenhouses, Hamilton. He also reports a good week in chiffons and baskets.

E. A. Forter deserves special mention on his window displays, which not only show artistic taste in arrangements but also good stock that is used.

Ray Lindsay, of the Sunnyside Greenhouse, Hartwell, was a visitor the past week and reports business as being on the boom where he is located.

L. H. Kyrk reports the first shipment of good Aaron Ward roses this season from Franke Bros., Portland, Ind.

Some very good roses are being received by the Wm. Murphy Co. from Rolf Zetlitz, Lima.

The Walnut Hills Floral Bazaar is experiencing an excellent trade.

Visitors: Fred Hensch, of The Ove Gnatt Co., La Porte, Ind.; Irving Ross, of Thomsen & Co., New York; Day McAnnis, and John M. Yarbrough, Chattanooga, Tenn.; Julius Dilloff, of Wertheimer Bros., New York.

G. K.

Boston, Mass.

MARKET IN EXCELLENT CONDITION.

Business has shown a big improvement over recent weeks. Outdoor stock is still arriving but has dimished considerably in quantity. Gladioli are still fairly good and sell quite freely at $4 to $6 per 100. Asters are getting poorer from day to day and as carnations are improving the demand has consequently gone over to them. Roses were far in excess of the call the early part of the week owing to the midsummer weather throughout New England, but cooler weather the last of the week changed the situation. Chrysanthemums are still limited in supply and hold about the same price as a week ago. The wholesalers have been shipping quite heavily to points in the north which have likely had heavy frosts. That fact has been a good thing for the local market. Orchids, lily of the valley and similar stock are still in good demand and while the supply is increasing daily the demand seems to keep abreast of it. Taken right through, the market is in better shape than for some time.

There has been considerable changing of growers from the Boston Cooperative Market to Boston Exchange this season. Many of the trade see in this a consolidation of the two markets in the near future.

Wm. Glidden, manager of the Budlong Rose Co., has gone to the camp of Thos. Dayton at Moosehead lake for two weeks.

E. F. S.

Oklahoma City, Okla.

Cool weather has greatly stimulated business and also increased the quality of the stock. Roses, carnations and chrysanthemums are arriving in excellent condition. Funeral work has been heavy, and prospects are excellent for a busy season.

NOTES.

Furrow & Co., Guthrie, expect to start cutting carnations October 15, and chrysanthemums, October 25. Their plants are in fine shape and a large crop is expected. They are now cutting 500 lily of the valley per week. The firm's local store is featuring a combination of flowers and candy, using the famous Peacock candy.

The Foster Floral Co. have experienced a busy week, funeral work being the leader.

The Batten Floral & Seed Co. is having a heavy call for bulbs and cut flowers.

The Stiles Co. is preparing for a large wedding which takes place this month.

Visitor: M. Smith, of Lion & Co., New York.

PAUL RICHMOND.

New Nicotine Insecticides.

A new line of nicotine insecticides has been placed on the market by the Hall Tobacco Chemical Co., of St. Louis, Mo., and New York city. The line consists of a nicotine sulphate solution for outdoor spraying, a free nicotine solution for greenhouse spraying or vaporizing, nicotine fumigator for greenhouse fumigating and tobacco dust for dusting. All are sold under the brand name of Hall's.

This company is connected with the Liggett & Myers Tobacco Co. and is utilizing the latter company's large supplies of tobacco. It has factories in operation in St. Louis and Durham, N. C., and a sales office in New York.

The president of the company is J. W. Hall, who has spent many years in the tobacco business and has been studying the use of nicotine as an insecticide for some years. Mr. Hall reports sales as very satisfactory.

THE AMERICAN FLORIST

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When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

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LIBERAL lots of window glass are arriving from abroad.

GROWERS in many sections have had to contend with unusual attacks of insect pests on outdoor stocks this fall.

JANESVILLE, WIS., reports lilacs and apple trees in bloom September 29, while winter wheat and rye show a growth and color never seen there before at that season.

Personal.

Wm. Robinson, founder of the Garden and author of many excellent books on English horticulture, at 82 years of age, is partially paralyzed and uses a wheel chair.

San Antonio Flood.

F. C. Suchy, San Antonio, Texas, writing September 26, of the flood damage, says: "We saved some of the stock, some furniture, and the walls were intact. After 17 days of strenuous work we look respectable again. We were fortunate in having a good strong dwelling, as more than 200 houses were washed away and 32 collapsed."

GLADIOLUS bulbs should sell well the coming season, florists generally having made money on their cut flowers.

Chicago to Toronto.

The Michigan Central-Canadian Pacific railroads have been chosen for the trip of the Chicago Florists' Club and friends to the annual convention of the Florists' Telegraph Delivery Association, at Toronto, Ont., October 11-13. The party will leave the Illinois Central station, Twelfth street and Michigan avenue, at 5:40 p. m., standard time (6:40 p. m., Chicago time), Monday, October 10, due Toronto the following morning at 8:30 o'clock.

A rate of a fare and one-half for the round trip, on the certificate plans, has been authorized, making the fare $30.22, including war tax. The one-way rate is $20.57, including tax. Tickets will be on sale October 7-12, inclusive, returning to reach destination at or before midnight, October 17. Pullman fares, including surcharge and war tax, are: Lower berth, $6.08; upper berth, $4.86; compartment, $17.01; drawing room, $22.68.

Other trains for those unable to accompany the party are given below:

MICHIGAN CENTRAL-CANADIAN PAC. RYS.

Leave Chicago,	Due Toronto
12:05 midnight.	4:45 p. m.

Delegations from the north, south and west are invited to join the party at Chicago.

CERTIFICATE PLAN.

To secure the reduced rate, everyone going to the convention must purchase ticket to Toronto, at full one-way fare and obtain certificate from the selling agent when buying ticket. The fare for the return trip will be one-half of the adult one-way fare applying from place of meeting to the original starting point by the route used on going trip as shown on the certificate, provided that certificate presented has been properly validated at the convention by the agent appointed for that purpose.

To join the Chicago party, see that tickets read via the Michigan Central and Canadian Pacific railroads, making all necessary reservations with Edward D. Jennings, city passenger agent, Canadian Pacific railroad, 140 S. Clark street, Chicago, telephone State 5600.

Chrysanthemum Society of America.

The list of special prizes offered for the annual exhibition to be held at the Auditorium Hotel, Chicago, November 16-17, is now ready and copies may be had on application to the secretary, C. W. Johnson, 141 Summit street, Rockford, Ill.

EXAMINING COMMITTEES.

President S. S. Pennock announces the committees to examine new chrysanthemums for the ensuing year, as follows:

Boston, Mass. — James Wheeler, chairman. Ship flowers to W. J. Thurston, manager, Boston Flower Exchange, 1 Winthrop Square and Otis street, Boston, Mass., care of chairman.

New York.—Eugene Dailledouze, chairman: Wm. H. Duckham and A. Herrington. Ship flower to New York Cut Flower Co., 55-57 West 26th street, New York, care of chairman.

Philadelphia, Pa.—A. B. Cartledge, chairman; John Westcott and S. S. Pennock. Ship flowers to A. B. Cartledge, 1514 Chestnut street, Philadelphia, Pa.

Cincinnati, O. R. Witterstaetter, chairman; James Allen and J. C. Murphy. Ship flowers to chairman, Jabez Elliott Flower Market, care of janitor.

Chicago.—N. J. Wietor, chairman; E. A. Kanst and Geo. Asmus. Ship flowers to 30 East Randolph street, Chicago, care of chairman.

Shipments should be made to arrive by 2 p. m. on examination days to receive attention from the committee. They must be prepaid to destination and an entry fee of $2 should be forwarded to the secretary not later than Tuesday of the week they are to be examined or it may accompany the blooms.

Seedlings and sports are both eligible to be shown before these committees provided the raiser has given them two years trial to determine their true character—not less than six blooms of each variety to be shown. Special attention is called to the rule that sports, to receive a certificate, must pass at least three of the five committees. The committees will be in session to examine such exhibits as may be submitted to them on each Saturday during October and November, the dates of which will be October 8, 15, 22 and 29, also November 5, 12, 19 and 26.

CHAS. W. JOHNSON, Sec'y.

Boxwood and Quarantine No. 37.

You no doubt have read a lot about how the country is going to get along without boxwood since Quarantine No. 37 prohibits its importation, and of possible substitutes. Now, as every one will know who stops to think, boxwood can be grown in this country just as good as it could before the quarantine. In sections where it was a success, it is still a success. In sections where it did not succeed, results are unchanged.

We have been propagating boxwood for years. Most of our supply has been sold as young stock for growing on, but we have grown some to bush form. They require lots of moisture and are best with a mulch covering about two to four inches deep. In some sections a winter protection from the sun will be necessary, and where not essential it is often advisable to bring them through with better color. We build a brush shed over them during winter, the object of which is to prevent rapid thawing by the sun's rays after a severe freeze.

The florist will find an additional use for boxwood as greens. It is a valuable green at Christmas and at all seasons for design work. And it's mighty handy to be able to cut it on short notice.

WILD BROS. NURSERY CO.
Sarcoxie, Mo.

Go On.

This is a time for rejoicing, because it is the greatest chance for men with business instincts, who can smile and bear the brunt. The turtle draws its head in at the sign of danger. The business man sets his jaw at the sign of difficulty. See to it that no one turns turtle at this time.

Life is like riding a bicycle; we can keep from falling if we keep moving. Only a few trick-riders can stand still, and not tumble.

If you are not feeling well, and fear a spell of sickness, go on.

If you don't know what to do, go on.

If you have made a mistake, go on.

In case of doubt, go on.

No matter what happens, go on.

WILLIAM WHITING.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in date, time and place of meetings.]

Cincinnati, O., October 10, 8 p. m.—Cincinnati Florists' Society at 532 Race street. Alex Ostendarp, 14 East Third street, Cincinnati, secretary.

Davenport, Ia., October 13, 8 p. m.—Tri-City Florists' Club at home of members. Wm. Knees, Jr., Moline, Ill., secretary.

Des Moines, Ia., October 11, 6:30 p. m.—Des Moines Floral Arts Club. L. E. Foglesong, Des Moines, secretary.

Detroit, Mich., October 12, 8 p. m.—Detroit Florists' Club at Hotel Statler. Peter Reuss, Detroit, secretary.

Hartford, Conn., October 13, 8 p. m.—Connecticut Horticultural Society at County building. S. H. Deming, Hartford, secretary.

Hartford, Conn., October 11, 8 p. m.—Hartford Florists' Club. Geo. Marchant, 13 Huntington street, Hartford, secretary.

Knoxville, Tenn., October 11, 7:30 p. m.—Knoxville Florists' Society at stores of various members. Robert E. Mapes, Box 116, Knoxville, secretary.

La Crosse, Wis., October 14, 8 p. m.—Associated Florists of La Crosse at the Flower Shop. L. E. Metcalf, 501 Main street, La Crosse, secretary.

Lenox, Mass., October 12, 8 p. m.—Lenox Horticultural Society at Town hall. Hy. Heeremans, Lenox, secretary.

Louisville, Ky., October 12, 8 p. m.—Kentucky Society of Florists at Y. M. H. A. hall. Jos. Abele, Louisville, secretary.

Madison, N. J., October 12, 8 p. m.—Morris County Gardeners' and Florists' Society at Masonic hall. Edw. Reagan, Morristown, secretary.

Newark, N. J., October 13, 8:30 p. m.—Essex County Florists' Club at Rovers hall. David Murphy, 181 Clinton avenue, Irvington, N. J., secretary.

New London, Conn., October 13, 8 p. m.—New London Horticultural Society at Municipal building, State street. Stanley Jordan, Harkners' Estate, Waterford, Conn., secretary.

New Orleans, La., October 9, 2 p. m.—Gardeners' Mutual Protective Association at 5001 Rampart street. John Parr, 4539 North Rampart street, New Orleans, secretary.

Newport, R. I., October 13, 8 p. m.—Newport Horticultural Society at Music hall, Thames street. Fred P. Webber, Nelville, R. I., secretary.

New York, October 10, 7:30 p. m.—New York Florists' Club at Engineering building, 33 West 39th street. John Young, 43 West 18th street, New York, secretary.

New York, October 12, 8:30 p. m.—Greek-American Florists' Association at 119 East 23rd street. Spiros Sakas, 260 Third avenue, New York, secretary.

New York, October 15, 4:30 p. m.—Horticultural Society of New York at Bronx Botanical Garden. Mrs. Geo. V. Nash, acting secretary, New York Botanical Garden, Bronx Park, New York.

Poughkeepsie, N. Y., October 12, 2 p. m.—Dutchess County Horticultural Society at Falkill building. Theo. H. DeGroff, Hyde Park, N. Y., secretary.

Rochester, N. Y., October 14, 8 p. m.—Rochester Florists' Association at 95 East Main street. Ambrose Secher, Rochester, secretary.

Seattle, Wash., October 11, 8 p. m.—Seattle Florists' Club at Henry building. Thos. Wylie, Holly street, Seattle, secretary.

Seattle, Wash., October 9, 4 p. m.—Florists' and Gardeners' Union at I. O. C. T. hall, Virginia and Bowen streets. E. Popp, Fort Steilacoom, Wash., secretary.

Springfield, O., October, 10, 7:30 p. m.—Springfield Florists' Club. Arthur Leedle, Springfield, secretary.

St. Louis, Mo., October 13, 2 p. m.—St. Louis Florists' Club. J. J. Beneke, 3648 Humphrey street, St. Louis, secretary.

St. Louis, Mo., October 10, 8 p. m.—Retail Florists' Association. Oscar Ruff, 3119 South Grand avenue, St. Louis, secretary.

Toronto, Ont., October 10, 8 p. m.—Toronto Retail Florists' Club at Dunlop's hall. H. W. James, 10 Adelaide street, Toronto, secretary.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, $1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order For Plant Advs., See Ready Reference Section

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—Young man having one year experience, now wishes position with retail florist to thoroughly learn the business. Lawndale 8065. Address

Key 802, care American Florist.

Situation Wanted

By reliable grower of roses, carnations and general pot plants; over 20 years' experience; German; age 37; married, no children; private place preferred; best of references.

WM. BOEKER,

Box, 1538 **Halesite, L. I., New York.**

SITUATION WANTED

By all-round grower on commercial place where good results are desired; thoroughly experienced in growing roses, carnations, chrysanthemums and a general line of pot plants; specialist in roses and cyclamen; 16 years experience; Swedish; age 32; single; best of references; can come at once; please state wages and particulars in first letter.

Key 581, care American Florist.

SITUATION WANTED STOREMAN

Experienced retail man formerly in business for himself at Chicago, is open for an engagement. Can also attend to buying if necessary. Address

Key 807, care American Florist.

Help Wanted

Experienced lady to work in retail store. Must be capable to do design and bouquet work. State wages.

Key 803, care American Florist.

HELP WANTED

An all around storeman for Chicago loop store. State full particulars in first letter.

Key 806, care American Florist.

WANTED TO LEASE

Small Greenhouses with Dwelling in lively town. Address

Key 805, care American Florist.

Wanted to Rent or Buy

By thoroughly experienced florist and decorator, a large retail flower shop. Only high grade proposition considered. Must stand closest investigation. Give full particulars and price in first letter.

Address Key 808, care American Florist.

FOR SALE

Wholesale florist supply business; clean stock and excellent location in middle western city of about 100,000. Write quick. Address

Key 809, care American Florist.

FOR SALE

Florist Ice Box, mahogany finish, 8 ft. 9 in high, 6 ft. wide, 3 ft. deep; beveled plate mirrors on ice chamber; glass on three sides; used three years. Price $250 cash, F. O. B. Chicago. Can be seen at **110 East South Water St., Chicago.**

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $4.50; per 1000, $6.50. Samples on request. Electro of leaf, postpaid, $3.00. Cash with order.

American Florist Co.
440 S. Dearborn Street
CHICAGO

HOME-GROWN STOCK

Greatly Increased Demand

If you have any to offer, or are likely to have any soon,

advertise in these columns now.

AMERICAN FLORIST CO.

440 So. Dearborn Street, ... CHICAGO

Montgomery's Priscilla

That's the name of the new pink rose! The name will be Priscilla probably after the public has had it a while, but we have had to add the prefix to cover the rules of nomenclature.

In order to get someone who knows more about roses than we do to give an unbiased, honest opinion on the merits of this rose, we have placed 12 plants of it with each of the following growers:

E. G. Hill Co., Richmond, Ind.
Dailledouze Bros., Brooklyn, N. Y.
Albert F. Amling Co., Maywood, Ill.
Duckham-Pierson Co., Madison, N. J.
Rowayton Greenhouses, Rowayton, Conn.
Miller Floral Co., Farmington, Utah
Wellworth Farm Greenhouses, Downers Grove, Ill.
Poehlmann Bros. Co., Morton Grove, Ill.
Robert Pye, Nyack, N. Y.
John Coombs, Hartford, Conn.
Frank Schramm, Crystal Lake, Ill.
A. S. Burns, Jr., Spring Valley, N. Y.
Robt. Simpson, Clifton, N. J.
Chas. H. Totty Co., Madison, N. J.
Noe-Ruzicka Co., Madison, N. J.
Wm. H. Elliott Co., Madbury, N. H.
Anthony Ruzicka, Madison, N. J.
W. J. Pilcher, Kirkwood, Mo.
Jos. Heacock Co., Roelofs, Pa.
Ferrari Bros., San Francisco, Calif.
Peirce Bros., Waltham, Mass.
Batavia Greenhouse Co., Batavia, Ill.
Doemling-Schimmel Co., Mt. Clemens, Mich.
Wendland & Keimel Co., Elmhurst, Ill.
Joy Floral Co., Nashville, Tenn.
Roberts Rose Co., Denver, Colo.
Geo. C. Weiland, Evanston, Ill.
Lakeview Rose Gardens, Jamestown, N. Y.
Exeter Rose Conservatories, Exeter, N. H.
Bassett & Washburn, Hinsdale, Ill.
H. O. May, Summit, N. J.
Budlong Rose Co., Auburn, R. I.
Dept. of Agriculture, Washington, D. C.
Gude Bros., Washington, D. C.
F. R. Pierson, Tarrytown, N. Y.
L. B. Coddington, Murray Hill, N. J.
Jos. H. Hill Co., Richmond, Ind.
S. Mortensen, Southampton, Pa.
Briar Cliff Gardens, Scarborough, N. Y.
John H. Dunlop & Son, Richmond Hill, Ont., Can.
J. J. Fallon Co., Lynchburg, Va.
Gullett & Sons, Lincoln, Ill.
Rolf Zetlitz Co., Lima, O.
Van Aken Bros. & Sons, Coldwater, Mich.
Premier Rose Gardens, Maywood, Ill.
Weiss & Meyer Co., Maywood, Ill.
Florex Gardens, North Wales, Pa.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Zetlitz Floral Products Co., Dayton, Ohio.

Ask them about it, if you will, at any time. They have our permission to tell the truth. We are going to let this rose sell itself! We shall be simply order takers.

A. N. PIERSON, Inc., Cromwell, Conn.

Save Money in Buying Direct from the Grower

PAPER WHITES

PEREBOOM & COMPANY

88 Broad Street, NEW YORK CITY

Sole Agents for

THE BULB GROWERS AND EXPORTERS' UNION, Toulon (France)

Salt Lake City.

STOCK IS SELLING CHEAPER.

The weather has been exceptionally warm here for the past week, and the effect is already being felt by the rose growers. The cut is increasing each day, and the growers are bending every effort to push their sale so as not to suffer a loss. They are somewhat handicapped, as the heat has made a noticeable difference in the quality of the roses. Good stock can be had from wholesale houses at from six to 12 cents. Those with stems from six to nine inches sell at four cents. Best roses are obtainable at greatly reduced prices if bought in quantity. Somes stores at their openings have taken advantage of this, and have purchased large numbers to be given away. Special sales by retail florists have been frequent of late and dark colors are the best sellers. Ophelia pobably comes second in sale. Funeral work has been heavy the past week. Chrysanthemums are on the market in considerable quantities and are of good stock. The supply of asters is declining, and the stock is not very good. As yet gladiolus are seen in small quantities, the flowers

Field-Grown Hydrangeas

Heavy two-year plants, well pinched, 8 to 10 good shoots. Ready for 8-inch pots or tubs.

GRAND FOR SPRING SALES

$7.00 per dozen; $50.00 per 100

Mme. Chautard, Mme. E. Mouliere. Bouquet Rose, Lily Mouliere, Baby Bimbinet.

The Storrs & Harrison Co., Painesville, Ohio

ALL FALL BULBS

NOW READY

Fall "BOOK FOR FLORISTS" with complete lists ready. ASK FOR IT.

Narcissus Paper White Grandiflora

Cases Full Standard Sizes and Correctly Stenciled.
All Prices Subject to Change without Notice.

	F. O. B. New York 1000	F. O. B. Chicago 1000
12 ctms. bulbs (1400 to case)	$18.50	$19.50
13 ctms. bulbs (1250 to case)	21 50	22.50
14 ctms. bulbs (1000 to case)	25.00	26 00
NARCISSUS GRAND SOLEIL D'OR (Yellow Paper White)		75.00

Hyacinths

French Romans

	Per 1000
11-12 ctm	$55.00
12-15 ctm	65.00

Dutch

	Per 1000
Miniature, 13-14 ctms	$26.00
Firsts, 19 ctms and up.	70.00
Seconds, 17-19 ctms..	52.50
Forcing, 16-17 ctms...	40.00
Bedding, 15 ctms and up	35.00

Narcissus (Dutch)

	Per 1000
Emperor. Fancy	$30.00
Emperor, Double Nose	43 00
Victoria, Fancy	30.00
Victoria, Double Nose	43 00
Golden Spur, Fancy..	30.00
Golden Spur, Double Nose	34.00
Von Sion. Fancy	28.00
Von Sion, Double Nose	35.00

Tulips Early Single

	Per 1000
Belle Alliance	$25 00
Cramoise Brilliant..	20 00
Couleur Cardinal...	32 00
La Reine, Fancy	20 00
White Hawk	31 00
Rose Gris de Lin	20 00
Rose Luisante	34 00
Yellow Prince	20 00
Keiserskroon	22 00
Vermillion Brilliant.	32 00
Extra Fine, Mixed...	17 00

Tulips Double

Schoonoord	22 00
Murillo	19 00
Cour D'Or	25 00
Imperator Rubrorum	31 00
Rubra Maxima	22 00

Darwins

Special Offer: 5 or 10 choice varieties, our selection.
Per 1000 ..... $25 00

Freesias

	1000
Purity, 7-16 inch	$ 8 00
Gen. Pershing, Pink.	30 00
Viola, Lavender..	30 00

WHITE CALLAS

1¼-1½ inch...per 100,	$ 8 00
1½-2 inch...per 100,	15 00

Chinese Narcissus

Basket, (30 bulbs) **$2.75; Mat,** (120 bulbs) **$10.00**

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

being excellent for this season of the year. The supply of carnations is small, and growers have been unable to supply orders. Belladonna, asters, buddleia and gaillardia find very little sale, and are used mostly for decorative purposes and funeral work. Dahlia sales are good. There is a fair call for potted ferns and Asparagus sprengeri.

NOTES.

The Hosiery Shop, 18 East Broadway, opened its doors for the first time this week. The store was profusely decorated with flowers. Large baskets of roses were placed throughout the store, and it was remarked that it looked more like a flower store than a hosiery shop. More than 7,000 roses were given away. It is with satisfaction that the florists notice an increasing number of stores "Say It with Flowers."

The Dumke Floral Co., of Ogden, recently moved to 351 Twenty-fourth street. This is much better location than their former place at 2249 Washington avenue. Their ranges are located at 1601 Hudson avenue, that city.

The Miller Floral Co., at 10 East Broadway, has recently purchased another car for delivery purposes.

Visitor: Robert Newcomb, of the Burlington Willow-Ware Co., Burlington, Ia.

Harvey Stringham, recently employed by the Miller Floral Co., is leaving to attend the University of Utah.

The Flower Shop, of Ogden, is having a rose sale this week, 1,000 orders for the opening day.

J. W. W.

SALEM, ORE.—The Plant Floral Shop, 121 South Commercial street, is the name of a new establishment opened by Arthur Plant, September 17. He also has greeenhouses at 1298 South Thirteenth street.

Yellow Chrysanthemums Very Choice

FANCY DOUBLE WHITE POMPONS

Our Roses Are in Full Crop

CURRENT PRICE LIST—Subject to Market Changes

RUSSELL, COLUMBIA, PREMIER, CRUSADER 100

Fancy Long	$16.00
Good Medium	$10.00 to 12.00
Good Short	5.00 to 8.00

BUTTERFLY AND OPHELIA

Long	$12.00 to $16.00
Medium	$8.00
Short	$4.00 to 6.00

SUNBURST

Long	$12.00
Medium	8.00 to 10.00
Short	4.00 to 6.00

WHITE KILLARNEY

	Per 100
Long	$ 8.00 to $10.00
Medium	6.00
Short	4.00

ASSORTED ROSES

SPECIAL OFFERING

Good fresh Roses, our selection, in lots of 200 or more, as follows:

	Per 100
Good medium lengths	$6.00
Good short lengths	4.00
Short lengths, good stock	3.00

CHRYSANTHEMUMS

Choice, large flowers, $4.00 to $5.00 per dozen.

Pompons (white), 75c to $1.00 per bch.

New Fancy Ferns, per 1,000	$2.50
Adiantum, per 100	1.50 to 2.00
Sprengeri, per 100	3.00
Galax, green, per 1,000	2.00
Galax, bronze, per 1,000	2.00
Asparagus Sprays, per bunch.	35 to .40

Of miscellaneous flowers now coming into market, we will procure for our customers the best at lowest market prices. A trial order solicited.

In buying direct of the grower you are assured of fresh stock at all times, and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONES: CENTRAL 1457

Greenhouses: Hinsdale, Ill., and Gregg Station, Ill.

Notice:—We close at 5 o'clock week days.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Closed all day Sundays

Chicago.

GREAT IMPROVEMENT IN BUSINESS.

Business is very good at this writing and stock of all kinds is cleaning up nicely at advanced prices. Fancy lilies are selling at $25 per 100 with the supply limited. Lily of the valley is holding its own at $8 to $10 per 100 and there is good demand for cattleyas at $2 each. Home-grown chrysanthemums are more plentiful and are selling well at prices ranging from $2.50 to $4 per dozen. Golden Glow, Early Frost and Golden Queen are the only varieties offered at this writing, but some Chrysolora are ready to be cut. A few of the wholesale houses are handling California chrysanthemums and many of the retailers are receiving shipments direct. Carnations are in strong demand at prices ranging from $2.50 to $4 per 100. Asters and gladioli are about done and the shipments of other outdoor flowers are showing the effects of the cold and wet weather. American Beauty roses are having a good call and command high prices. Premier, Russell, Columbia, Crusader, Sunburst, Milady, Butterfly, Montrose, Victor, Golden Rule, Ophelia, Double White Killarney, Hearst, Dunlop, Nesbit, Phantom, Ward and Cecile Brunner are included in the rose offerings, which advanced considerably in price over last week. Feverfew, cornflowers, gypsophila and straw flowers are obtainable. Greens are plentiful and are in good demand. Everyone is pleased with business the past week and the outlook is more encouraging for the fall and winter seasons than it has been for some time. The retailers are in the market for good store help.

F. T. D. CONVENTION.

Members of the Florists' Club and friends who expect to attend the annual convention of the Florists' Telegraph Delivery Association will leave

A SUPER-MAN

FOUNDED BY FLINT KENNICOTT 1st

Could not successfully produce all of the fifty or sixty varieties which are the several specialties of our various growers.

And their separate establishments are never "on or off crop" simultaneously nor do many contend with the same troubles.

The **result** is that we represent a supply, steady and **reliable,** month by month, day by day, hour by hour, throughout the year.

START NOW AND BE INSURED.

KENNICOTT BROTHERS CO

WHOLESALE FLORISTS

PETER REINBERG, INC.

WHOLESALE FLORISTS

30 East Randolph St., CHICAGO

Roses--Carnations--'Mums

Buy Direct From the Grower — **CURRENT PRICE LIST** — Subject to change without notice

	Per 100
MRS. CHAS. RUSSELL	
Specials	$18.00
Select	12.00
Medium	8.00 to 10.00
Short	4.00 to 6.00
COLUMBIA	
Specials	$18.00
Select	12.00
Medium	8.00 to 10.00
Short	4.00 to 6.00
PREMIER	
Specials	$18.00
Select	12.00
Medium	8.00 to 10.00
Short	4.00 to 6.00

	Per 100
SUNBURST, OPHELIA, WHITE KILLARNEY	
Specials	$12.00
Select	10.00
Medium	6.00 to 8.00
Short	4.00
ROSES, Our Selection	**$5.00**
Asters	2.00 to 5.00
Carnations	3.00 to 4.00
Chrysanthemum (White and Yellow)	3.00 to 5.00
Adiantum	1.50
Asparagus, per bunch 35c to 50c; extra fancy 75c	
Ferns, per 1,000 $3.00	
Galax, bronze and green, 1,000 2.00	
Lencothoe Sprays	1.00

EXTRA SPECIAL STOCK BILLED ACCORDINGLY

PAUL R. KLINGSPORN, Manager.

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue — L. D. Phone, Central 282 — **CHICAGO**

from the Illinois Central station, Twelfth street and Michigan avenue, at 5:40 p. m., standard time (6:40 p. m. city time) via the Michigan Central-Canadian Pacific railroads, due Toronto, Ont., the following morning at 8:30 o'clock. A rate of a fare and one-half, on the certificate plan, has been authorized for the round trip, and all necessary reservations can be made with Edw. Jennings, city passenger agent, Canadian Pacific railroad, 140 South Cark street, telephone State 5600. The one-way fare to Toronto is $20.57; lower berth $6.08; upper berth, $4.86.

NOTES.

The Illinois commerce commission has reduced freight rates to a small extent in more than a score of cases during the past five weeks, minor shipping points being benefited. Decreases have been mainly on sand, gravel, crushed stone, ice and pig iron, and the reductions may be indicative of the trend of the times. The order was issued in each instance in direct opposition to the United States interstate commerce commission.

The Central Floral Co. is making fine window displays in which chrysanthemums play an important part.

Meyer's Silkaline

BEST FOR FLORISTS' USE

Made by

John C. Meyer Thread Co.

1449-1495 Middlesex St., LOWELL, MASS.

A Miller, of the American Bulb Co., is making an Eastern business trip. His firm is very busy shipping lily and Dutch bulbs.

The Joseph Foerster Co.'s shipments now include a good supply of home-grown chrysanthemums.

The E. F. Winterson Co. moved a large quantity of southern wild smilax this week.

Big Crop of Roses

Premier--Columbia--Russell--Sunburst

Positively the finest stock in this market, particularly Premier, which is a big buy at the prices quoted.

Large Cuts of Carnations

All the leading varieties grown for this market — **THE BEST.**

CURRENT PRICE LIST— Subject to Change Without Notice.

PREMIER.	100
Special	$20.00
Long	15.00
Medium	10.00
Short	5.00
COLUMBIA.	
Special	$15.00
Long	12.00
Medium	8.00
Short	4.00

RUSSELL.	100
Long	$20.00
Medium	12.00
Short	6.00
SUNBURST.	
Long	$10.00
Medium	7.00
Short	4.00

CARNATIONS.	100
Fancy	$3.50 to $4.00
Good	2.50 to 3.00
CHRYSANTHEMUMS.	Dozen
White (Early Frost)	$3.00 to $4.00
Yellow (Yellow Queen)	3.00 to 4.00
GREENS.	1000
Ferns	$3.00
Asparagus, bunch	.50
Sprengeri	.50

WIETOR BROS.

Wholesale Growers of Quality Cut Flowers

30 East Randolph Street, L. D. Phone Randolph 2081 **CHICAGO**

A. Henderson, of A. Henderson & Co., has been unable to indulge in the week-day golf during the busy bulb season. He says that while perhaps not as expert as President Harding, he gets just as much fun out of the Sunday games.

A. L. Vaughan & Co. have been very busy in the shipping department this week and their city demand has also shown a wonderful improvement. The demand is exceptionally strong for roses and carnations.

George Reinberg is cutting a good supply of Mrs. Chas. Russell roses. His manager, Robert Northam, says this variety brought more money the past month than any other on the place.

William Spandikow has purchased the Martin Amling rose range at Maywood, taking possession October 3. Mr. Spandikow is one of the best rose growers in this vicinity.

Paul Berkowitz, of H. Bayersdorfer & Co., who has been calling on his many friends here for the first time in four years, is making a business tour of the middle west.

Zech & Mann report a great improvement in business the past week with a complete cleanup in stock. Matt Mann gave the regular force a lift.

Chas. P. Quinlan opened a retail store recently at 814 West Seventy-ninth street, under the name of the Quinlan Flower Shop.

Miss Hesket, of Vaughan's Seed Store, is back at her desk after three months' illness and an operation starting with a carbuncle.

Miss M. Mailander, well known in the retail trade, has returned from a very enjoyable California trip.

William Snyder, representing Poehlmann Bros. Co., is back from a business trip to the Pacific coast.

Walter Walters is now with the Bohannon Floral Co.

Permanite

(Prepared Putty)

Permanite is a well known product and highly recommended for glazing greenhouse sash; also used to prevent leaks in gutters, etc.

Per 1 gallon can.. ....$2.00
Per 5 gallon can.... 9.50
Machine for using "Permanite," each.... 6.50
Rubber Putty Bulb, each.... 1.40

PERMANITE THINNER

Used to thin "Permanite" when same is too heavy for use.
Price, per gal $1.50

Glazing Points

The Perfection Glazing Points (double pointed) are very desirable for florists' use. Per box of 1000, $0.60

Cane Sticks

	Per 100	Per 500	Per 1000
5 to 7 feet long..	$1.75	$8.00	$14.50

Rubber Aprons

Good, large size, best quality, can be used either for store or greenhouse work. Price, each $1.25

Complete list of many other items free.

One Floral Art Album given free with any order of $25.00 or more.

GEO. H. ANGERMUELLER CO.,

Wholesale Florists **1324 Pine Street, ST. LOUIS, MO.**

Mention the American Florist when writing

Peter Reinberg, Inc., report a brisk demand for stock with no surplus when the store closes at night.

The J. A. Budlong Co. report a brisk out-of-town call for stock, especially roses and carnations.

Kennicott Bros. Co. continues to have a strong call for American Beauty roses.

Miss Harper, of the Bassett & Washburn office force, broke her arm October 2.

There are several good positions open for first-class storemen in this city.

Oriental Goldfish & Supply Co.

Send for catalogue.

3757 Cottage Grove Ave., Chicago

Fancy Carnations

All the varieties grown for this market at reasonable prices.

CAN SUPPLY IN QUANTITY

CHOICE ROSES

Russell, Premier, Columbia, Crusader, Milady, Ophelia, Butterfly, Hoosier Beauty, Ward, Sunburst, Killarney Brilliant, White Killarney, Hearst and Cecile Brunner.

Sweet Peas, Orchids, 'Mums, Cornflowers, Valley, Lilies, Daisies, Feverfew, Pompons

A. L. VAUGHAN & Co.

NOT INC.

PHONES:
CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572
161 North Wabash Ave. Chicago

Roses, Carnations, Sweet Peas, Valley, Orchids, Lilies, Etc.

You can always obtain what you need in Cut Flowers and Greens from us.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

Miss Margaret Keeley, daughter of James Keeley, former managing editor of the Tribune, is working in the Lincoln park greenhouses with a view to applying knowledge acquired there in her chosen profession of landscape gardening. Miss Keeley comes naturally by the desire for greenhouse experience, her father as a boy having been employed in the greenhouses of the celebrated plant growers for the Covent Garden market, London, Eng. "Peggy," who has our best wishes for her success, had a famous namesake at the great English botanic garden, Kew, in the early eighties.

A. H. Schneider, Harlem avenue, had the formal opening of his up-to-the-minute new store October 1, from 3 p. m. to 11 p. m. The attendance during the afternoon and evening included some 3,000 patrons and trade friends. Mr. and Mrs. Schneider gave everyone a royal reception. There was music, dancing and refreshments in the evening.

W. E. Lynch, formerly of the wholesale contingent here, and recently visiting at the home of his old friends, A. L. Vaughan and wife, is now engaged in the growing of tobacco at Northampton, Mass.

Poehlmann Bros. Co. report business as brisk with a strong call for roses and carnations. Chrysanthemums are arriving in larger quantities at this store this week and are having a good call.

Bassett & Washburn have started to cut chrysanthemums in fair sized quantities. Double white pompons are included in the shipment.

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECHMAN & MANN

30 E. Randolph St.
CHICAGO

Long Distance Phones Central 3283 Central 3284

Our Offerings Include:

LILIES

Absolutely the finest supply of Cut Lilies in this market.

ROSES

COLUMBIA
RUSSELL
White Killarney
Butterfly
Crusader Sunburst
Killarney Brilliant
Ward Ophelia
Premier

MISCELLANEOUS

Valley Cattleyas
Calendulas

CARNATIONS

GREENS

Plumosus Sprengeri
Bronze and Green Galax
Ferns
Adiantum Smilax
Mexican Ivy
Boxwood

The Chicago Flower Growers' Association reports business as brisk with a complete cleanup in stock daily. Manager Klingsporn, Fred Stielow and Chas. McCauley are planning on attending the F. T. D. Convention at Toronto.

Vaughan's Seed Store traveling representatives are sending in good orders from their various territories, Max Fiersten in Iowa, W. S. Puffer in Tennessee, Otis L. Bullock in Ohio and George Tomlinson in Michigan.

Evidently there are no hard times for the bankers, J. J. Budlong, president of the Lake View Trust and Savings bank, announcing a 10 per cent Christmas bonus for employes.

Wietor Bros. are having no trouble in disposing of their large cuts of carnations which are in strong demand by both the wholesalers and retailers.

Visitor: Julius Dilloff, representing Wertheimer Bros., New York; Paul Berkowitz, representing H. Bayersdorfer & Co., Philadelphia, Pa.

Columbus, O.

There is a decided improvement in the demand for flowers. The trade has made active preparations for a better demand. The social season is starting and that always stimulates the call. Weddings are now being scheduled, and funeral work has been rather active, which condition has prevailed for the past few weeks. The supply of stock is good and the quality is generally excellent, as good growing weather has prevailed. The best features at present are roses, gladioli, marigolds, lilies and carnations. Roses are good property and sell from $3 to $5 per dozen. Varieties are principally Premier, Columbia, Sunburst and Butterfly. Carnations of all varieties are coming in well. The first chrysanthemums have made their appearance and are of good quality. They are not as large as the later growths but have a rich yellow color. Plants are showing some signs of activity and some calls are received for the seasonable varieties. Greens are in good demand at all establishments.

NOTES.

Manager Jaesch of the Franklin Park Floral Co. reports a big improvement in the demand for flower stock the last week in September and the tone of the trade shows decided betterment. The concern is having a good run on roses, dahlias, lilies and garden flowers. They recently completed a new greenhouse during the summer, which is now occupied.

T. J. Ludwig, the florist at 80 North High street, has been having considerable success with the dollar boxes of flowers, which are run on Saturdays. The trade has come to look for this feature and a large number of sales are made at each week-end. A good bunch of flowers are included in the dollar boxes.

Otto Ackerman, manager of the Riverside Floral Co., located at 537 North High street, reports a good demand for flowers. The best features at present are roses and carnations, both of which are of excellent quality. The Riverside Floral Co. does a retail business only and has a very attractive shop.

Louis Veireck, of the Frank C. Veireck Co., 150 East State street, reports an excellent demand for flowers at this time. The company is selling a large amount of roses and carnations and in addition some garden flowers, such as gladioli and dahlias.

Industrial conditions are now much better, the unemployment situation has improved, and the trade is much encouraged by this fact.

J. W. L.

Milwaukee, Wis.

BETTER DEMAND FOR ALL STOCK.

The past week was so satisfactory all around that without doubt the long, looked-for change for the better has come. A good demand for various social occasions and not such a heavy over-supply of stock has created these conditions. Asters and gladioli are practically finished for this season. Dahlias are in their prime, but the October weather may put them out of the way most any night, and, in fact, most of the other outdoor cut flowers. Most carnation growers planted a little later than usual, due to prolonged dry weather, and a heavy cut of this flower is not expected for some time.

NOTES.

Herman Schwelke, Wauwatosa, returned from a 10-day auto vacation, September 29, going through Canada to Niagara Falls, N. Y., and other eastern cities. He is building a substantial building, 36x42 feet, on the northeast corner of his place, to be used for a salesroom downstairs and a dwelling for the second story. It's just the thing they need for the transient trade of the Holy Cross cemetery across the way.

Richard Lietz and Gust Rusch returned from a nine days' trip through Kansas, Oklahoma, Louisiana and Texas, October 1, covering over 2,800 miles by railroad and several hundred by auto; they went with a special crowd of local oil and gas enthusiasts.

Last month was the second hottest September this city has experienced since 1871, the month in 1908 being the only exception. It was also the second wettest month.

Secretary Seel of the Florists' Publicity Association has sent out notices for the annual meeting to be held October 18, 7 p. m., at the Republican house.

Stock at G. T. Baerman & Sons, on the Burleigh road, is looking good; they are busy planting bulbs of which they grow great quantities.

This city changed from daylight saving to standard time, September 25.

E. O.

Fall Business is opening up strong for those who

Use Budlong's Flowers

Line Up with the Progressive Element of the Trade and Make Your Business Grow

RUSSELL COLUMBIA PREMIER MILADY HEARST OPHELIA

Autumn Roses

Do you want a good White Rose? If so, order our
Double White Killarney, the only good white on the Chicago market.

SUNBURST BUTTERFLY DUNLOP MONTROSE NESBIT

Use **Nesbit Roses**; they more than serve the purpose of Sweet Peas

CARNATIONS Stems a Trifle Short, but Flowers of Good Keeping Quality **in Good Supply**

CHRYSANTHEMUMS--White--Yellow--Pink

Use Our Valley for Your Wedding Work
Once Tried You Will Not Be Satisfied with Any Other

All Greens: Ferns, Adiantum, Plumosus, Sprengeri, Mexican Ivy

If you want good stock and good treatment, buy of

Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can reply upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

St. Louis, Mo.

BUSINESS AGAIN IN FULL SWING.

Business has been exceptionally good the past week. There has been a great quantity of material received and disposed of. The stock has been of very good quality. Blooms are getting larger and more solid and stems longer on most greenhouse stock. The weather here has been exceptionally cool and frost may be expected very soon, which would be welcomed by the florists, as it would increase the demand for greenhouse flowers. Annuals and perennials have had an exceptional season this year, the stock being of excellent quality, and there has been a good supply. The wholesale growers report that they are laying in a good supply of cuttings of geraniums, coleus, ageratum, lantanas and other bedding plants, as an increased demand is expected next year. Chrysanthemums are increasing in quantity and quality. A good supply of Jerusalem cherries, poinsettias and cyclamens are on hand

ERNE & COMPANY
—WHOLESALE FLORISTS—
30 E. Randolph Street L. D. Phone, Randolph 6578. CHICAGO, ILL.

Southern Wild Smilax, $7.50 per case
THE E. F. WINTERSON CO., 166 N. Wabash Avenue, Long Distance Telephone. Central 6004 Chicago, Ill.

The Ove Gnatt Co., Inc.
Preservers of Natural Foliages LA PORTE, IND.
Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties

and expect a good season. There have been a number of large weddings the past few weeks and have revived the making of wedding bouquets after a few slow months. Roses are the chief item in last week's report. The stock is in very good condition, an example of this may be given in reporting a shipment of Premier roses with 48-inch stems. There has been quite a demand for roses for corsages and designs. Among the best varieties are Premier, Columbia, Milady and Butterfly. Mrs. Chas. Russell is not in as good condition as the rest. Limited quantities of Mrs. Aaron Ward, Ophelia, Double White Killarney and Cecile Brunner are in. The call for the latter is not very great, as it is not much used for anything other than corsage work. The prospects for American Beauties are not very good this season because the call is so slight. Carnations are much improved in quality, but there is still room for improvement. They are to be had in all shades, red and pink. White is still very scarce. Gladioli of improved quality are still arriving, but are almost at the end of their season. The quantity is very limited. There has been a good supply of Lilium Harrisii during the past week, used chiefly for funeral work. Lilium Formosum is arriving in limited lots and moves slowly. Tuberoses continue to make their appearance, the stock being fair and the demand good. Asters are in excellent condition and are to be had in all shades, and are selling at good figures. Dahlias are at their best. Some excellent red flowers were received last week, some more than six inches in diameter; all colors are now available in excellent quality. There have been some very good displays featuring dahlias at the various shops about town. Violets are making their first appearance, the stock is not of the best quality, as the stems are short and the blooms small. They are bringing good prices and clean up daily. Chrysanthemums are coming in in much better quality. The stems are of a good length and the blooms exceptional, and there is a brisk demand. Golden Glow is the best yellows and the Early Frost is the best white. There have been some high grade California chrysanthemums offered. Orchids are more plentiful, to supply a good demand they are selling retail at $4 per bloom. Cattleya labiata is the chief variety offered. Lily of the valley is increasing in quantity, as is the demand. It is of a good quality and sold chiefly for corsage work. Calendulas and snapdragons are to be had in small quantities. There is quite a glut of outside stuff on the market at the present time, most of it appears to be of good quality. Delphinums, in blues and whites are to be had in small lots. Gloria and zinnias remain in small quantities. Bittersweet, strawflowers, feverfew and milk weed are obtainable for winter decoration. Shipments of tritomas to the market recently, and they are early disposed of, owing to their attractive flowers. They are chiefly used in window decoration. Among the pot plants are offered begonias, good Boston ferns, pandanus, dracaenas, crotons and seedling cocos palms. Asparagus sprengeri and plumosus are plentiful and are of good quality. Greens, sword ferns, are also plentiful but are not bringing very good prices.

NOTES.

The florist trade here has been picking up during the last few days, as the people are preparing to meet the Veiled Prophet who opens the fall social season. Decorations, both floral and flags, are used by the large stores. The col-

GREEN SHEET MOSS
Fadeless, per bag, $3.50
Natural, " " 1.75
KNUD NIELSEN
Evergreen, Ala.

Golden Yellow Sweet Peas
McClenahan's Yellow Flower Eye
Send for sufficient to make one quart.
Price $1.00, prepaid.
McCLENAHAN'S GREENHOUSES
40th and Phillips Sts., Oklahoma City, Okla

Prepared Magnolia
Bronze, Violet, Green, Red.
Prepared Oak Sprays
Prepared Beech Sprays
Dyed Green Sheet Moss
Fancy and Dagger Ferns
Southern Wild Smilax
Write or wire
The Decorative Greens Co.
KINSTON, ALA.
H. C. Willis Duncan Jackson

Mention the American Florist when writing

ARE YOU USING
Cut Evergreens
FOR FUNERAL WORK?
They are more satisfactory—they cost you less— it is fashionable to use them. Then why not get in line and order them from us? Place an order for shipment each 1st and 15th.
THUJA OCCIDENTALIS TSUGA CANADENSE
With or without fruit are the sellers. Order a sample shipment today.
BOTANICAL NURSERY CO.
WILD FLOWERS
1103 Court St., LAPEER, MICH.

H. Bayersdorfer & Co.
The Wholesale Supply House of America . . .
EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

A. T. Pyfer & Co.

WHOLESALE FLORISTS
164 N. Wabash Avenue
CHICAGO, ILL.
Long Distance Telephone, Central 3373.

WEILAND-RISCH CO.

FLOWER GROWERS
TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

Tonner

Wholesale
CUT FLOWERS
Supplies
30 E. Randolph St.
Telephone Central 6284
Chicago

ors are blue and gold, which are made very attractive in many window decorations. After a parade thru the downtown district the participants of the floats dismount at the Coliseum for the ball, which is a very elaborate formal affair. The florists are expeccting an enormous demand for corsages.

Grimm & Gorly report a very good business during the past week. The store is very attractive and the cut flower stock is displayed to advantage. The window decorations have been most attractive, being executed in gold and blue, the veiled prophet colors, and advertising their special corsages, which range from $5 up, and are making preparations to sell over 200. Lotus leaves, which have been dried and painted with gilt, is a very attractive novelty.

Roger Hornsby was given quite a few gorgeous floral pieces along with $2,000 in Liberty Bonds, and several diamond stickpins on "Hornsby Day" at the ball park. He is leading the National League batters with a percent of around .400, and is with the St. Louis Cardinals.

The Mulanphy Floral Co. expect a good corsage business during the next few days. They exhibit several good examples of their work in the window. They had a very attractive basket of large red dahlias, gypsophila and greens on display in the window.

Good chrysanthemums are being shown at the Ayres Floral Co. The window was very attractive, the veiled prophet colors being used, and several corsages.

The St. Louis wholesale Cut Flower Co. report a good business with the stock selling rapidly. There has been quite a demand for orchids and lily of the valley.

Fred H. Weber had a very attractive display of Tritomas in his store last week. He expects a good corsage business for the Veiled Prophet.

The Young Floral Co. have a good display of crotons. They are preparing for a rush of business Monday and Tuesday in corsages.

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located
WHOLESALE
CUT FLOWER HOUSE
IN CHICAGO
169-75 N. Wabash Ave., CHICAGO
L. D. Phones: CENTRAL 1977 1978

Mention the American Florist when writing

Wholesale Flower Markets

Chicago
CURRENT PRICE LIST

		Dozen	
Roses, Beauty		$ 3.00 to	$ 6.00
		Per 100	
"	Mrs. Chas. Russell	4.00 to	30.00
"	Butterfly	4.00 to	30.00
"	Columbia	4.00 to	30.00
"	Dunlop	4.00 to	30.00
"	Premier	4.00 to	30.00
"	Hoosier Beauty	4.00 to	25.00
"	Killarney Brilliant	4.00 to	20.00
"	White Killarney	4.00 to	20.00
"	Mrs. Geo. Shawyer	4.00 to	20.00
"	Milady	4.00 to	30.00
"	Mrs. Aaron Ward	4.00 to	20.00
"	Sunburst	4.00 to	20.00
"	Ophelia	4.00 to	20.00
"	Dble. W. Killarney	4.00 to	20.00
"	Cecile Brunner		2.00
"	Our Selection		6.00
Calendulas		2.00 to	4.00
Daisies		2.00 to	3.00
Chrysanthemums, per doz		2.00 to	5.00
Pompoms, per bunch			.75
Cattleyas, per doz		18.00 to	24.00
Valley		8.00 to	10.00
Carnations		2.00 to	4.00
Lilies, per 100		20.00 to	25.00
Adiantum		2.00 to	3.00
Ferns	per 1,000		3.00
Galax	per 1,000		2.00
Leucothoe			1.00
Sprengeri, Plumosus Sprays		35c to 60c per bunch	
Mexican Ivy			1.00
Boxwood, 36c per lb., case			9.00
Southern Wild Smilax, per case			7.60

ZECH & MANN

WHOLESALE FLORISTS
30 E. Randolph St., CHICAGO
Telephone Central 3284

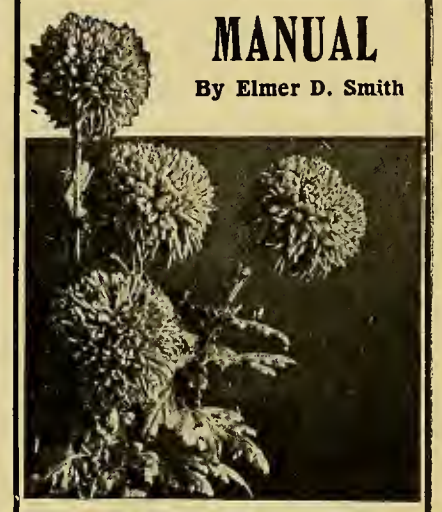
Fred C. Weber expects quite a business in corsage work, due to the Veiled Prophet ball, and is laying in a good stock.

A good business is being experienced by the Bourdet Floral Co., and their new range of glass is nearly completed.

J. K. M.

THE
CHRYSANTHEMUM MANUAL

By Elmer D. Smith



FOURTH EDITION
Price 60 Cents. Cash with Order
American Florist Co.
440 S. Dearborn St., Chicago

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave., and Lake St.
CHICAGO, ILL.
Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORISTS

Extra fancy Ophelia, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Ave. CHICAGO

Mention the American Florist when writing

NEW IMPORTATION
MINIATURE VELVET PANSIES

$3.60 per gross.
MINIATURE RED POPPIES..... $1.80 per gross
CLOTH CARNATIONS
White, Ward, Dark, Red Pink. $25.00 per 1000
SAM SELIGMAN
116 West 28th Street, NEW YORK

Mention the American Florist when writing

Plenty of Orchids

GOOD QUALITY

and a moderate price covers the present market conditions on **Cattleyas**—$1.00 for the best.

Beauties

On short notice we can furnish them in quantity. Can we interest you in regular shipments? A sample shipment will convince you that you cannot buy better **Beauties.**

The Leo Niessen Co.

1201 Race Street

PHILADELPHIA, - PA.

Branches: Baltimore, Washington.

Philadelphia.

STOCK IN HEAVY SUPPLY

The past week closed this extraordinarily hot September with another burst of heat, which equaled the record for the month for the past 20 years. In consequence of this unseasonably high temperature, business was light and with little demand until the last of the week when, on account of the Jewish New Year, the market cleaned up fairly well. The consensus of opinion among the wholesale men is that the September business was far from satisfactory, being by comparative figures considerably below that of last year. Prices have not been maintained, dahlias particularly falling much below the figures of September, 1920. The hot weather is blamed for this lassitude. If this is true, all right, but if the trade is at last beginning to feel the general depression, then it is different. Dahlias should now have at least 10 days of prosperity, as they will be at their best during the cool nights of October. Carnations are much more plentiful, but there are very few that grade up to shipping quality. There are roses galore, with the quality improving each week, although some are showing signs of mildew. American Beauties now come with four foot stems, good-quality buds, and have the edge on all the other roses. Golden Glow and Smith's Advance are still the only members of the chrysanthemum family as yet. Orchids are now offered freely; Cattleya labiata is superb, fancy cypripediums and phalenopsis are also seen. High-grade lily of the valley that will be sure to give this lovely flower its old-time prestige is now a dependable stock. Easter lilies are selling up close at top prices. Of the outside flowers gladioli are still a feature. Cosmos is very plentiful, as is also a fine blue spray aster.

FRANK W. ROSS'S STORE, NO. 4.

The opening of a new cut flower store at 1335 Girard avenue, to be added to the Frank M. Ross chain, on October 1, was quite an event, being attended by many in the trade and throngs of visitors and customers, who were attracted by the 10,000 notices sent out in his publicity campaign. Mr. Ross bought and thoroughly reconstructed the building to suit his purposes, mak-

EDWARD REID

CHOICE ROSES, All Grades.
CARNATIONS, EASTER LILIES and All Seasonable Flowers.
This is the exclusive shop, only one block from Express Depots.
1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

PHILADELPHIA, OCT. 5.	Per 100
Roses, Beauty, special	30.00@ 60.00
" " fancy	15.00@ 25.00
" Ophelia	2.00@ 10.00
" Columbia	3.00@ 12.00
" Mrs. Charles Russell	5.00@ 20.00
" Killarney	2.00@ 6.00
" Hadley	10.00@ 25.00
" Sunburst	3.00@ 8.00
" Wards	2.00@ 3.00
" Premier	6.00@ 15.00
Adiantum	1.00@ 1.50
Asparagus, bunches	.50
Asparagus, strings	.75@ 1.00
Asters	1.00@ 3.00
Calendulas	1.50@ 3.00
Carnations	2.00@ 6.00
Cattleyas	.75@ 1.00
Dahlias	2.00@ 8.00
Easter Lilies	20.00@ 25.00
Lily of the Valley	6.00@ 10.00
Smilax	.35
Snapdragons, per doz.	.75@ 1.50
Larkspur, per dozen	.50@ 1.50
Gladioli	3.00@ 6.00

BOSTON, OCT. 5.	Per 100
Roses, American Beauty	6.00@100.00
" Russell	4.00@ 16.00
" Dunlop	4.00@ 12.00
" Pilgrim	4.00@ 12.00
" Crusader	4.00@ 12.00
" White Killarney	6.00@ 16.00
" Ward	4.00@ 12.00
" Maryland	3.00@ 8.00
" Hoosier Beauty	4.00@ 12.00
" Columbia	4.00@ 12.00
" Hadley	6.00@ 16.00
" Premier	4.00@ 12.00
" Ophelia	4.00@ 12.00
" Butterfly	4.00@ 12.00
" Cecile Brunner	1.50@ 2.10
Adiantum	1.50@ 2.00
Asters	3.00
Asparagus bchs., per bch.	.50@ 1.00
Asparagus Strings, doz.	7.50@ 9.00
B. Buttons	1.00
Cosmos	1.00@ 2.00
Coreopsis	1.00@ 1.50
Cattleyas, per doz.	12.00
Delphinium	1.50
Lily of the Valley	12.00
Longiflorum Lilies	25.00@ 30.00
Smilax, per doz.	6.00
Gladioli	4.00@ 6.00
Swansonia, per bch.	.50@ .75
Chrysanthemums	3.00@ 3.50
Carnations	2.00@ 3.00

BUFFALO, OCT. 5.	Per 100
Roses, White Killarney	$3.00@$10.00
" Dbl. Wht. Killarney	3.00@ 10.00
" Richmond	3.00@ 10.00
" Maryland	3.00@ 10.00
" Sunburst	3.00@ 10.00
" Columbia	3.00@ 15.00
" Ophelia	3.00@ 10.00
" Russell	4.00@ 12.00
" Premier	4.00@ 12.00
" Cecile Brunner	2.00@ 3.00
Asters	1.00@ 3.00
Calendulas	1.00@ 2.00
Easter Lilies	15.00@ 20.00
Mignonette	2.00@ 3.00
Rubrum Lilies	6.00@ 8.00
Snapdragons	1.00@ 2.00
Sweet Peas	.40@ 1.00
Gladioli	2.00@ 5.00
Chrysanthemum Golden Glow	20.00@ 35.00
Chrysanthemums, White	25.00@ 35.00

Philadelphia Growers' Cut Flower Market

A NEW OUTLET FOR CUT FLOWERS

The above named corporation announce the opening of a Growers' Cut Flower Market at

No. 7 South Mole St.,

in the heart of the wholesale district, where in their well arranged building they are fully equipped for up-to-date handling of Plants and Cut Flowers.

Consignments Solicited

WILLIAM C. LYNCH, Manager

Philadelphia Growers' Cut Flower Market

No. 7 South Mole St.,
PHILADELPHIA, PA.

Mention the American Florist when writing

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties in Quantity

JOS. G. NEIDINGER CO

1309-1311 N. 2nd St., Phila., Pa.

Mention the American Florist when writing

Berger Bros.

The Choice of the Market in
EASTER LILIES,
ROSES and All Popular Flowers.
Exceptional Service.
1609 Sansom St., PHILADELPHIA, PA.

Mention the American Florist when writing

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers and Greens

C. C. POLLWORTH CO.
CUT FLOWERS
PLANTS, BULBS
FLORISTS' SUPPLIES
MILWAUKEE, - WIS.

Write For Our
Price List On Cut Flowers
H. G. BERNING
1402-4 Pine St., St. Louis, Mo.

GUST. RUSCH & CO.
WHOLESALE FLORISTS
Jobbers in Florists' Supplies
Headquarters of the Cudahy Roses
Phone Main 1245. P. O. Box 506
444-446 Milwaukee Street
MILWAUKEE, WIS.

Mention the American Florist when writing

Pittsburgh Cut Flower Co.
WHOLESALE FLORISTS
Growers of Quality Flowers
116-118 Seventh Street,
PITTSBURGH, - PA.

ing it into a first-class, up-to-date shop for the sale of plants and cut flowers. A large window extends across the entire front; this is of good depth and open to the store from the inside. It is brilliantly illuminated but in such a way that the source of light is obscured. The main store room of good depth is continuously mirrored on both sides, adding greatly by the reflections to its appearance. A commodious show refrigerator is an important feature. Electric ceiling fixtures light the store brilliantly. Plants, filled baskets, flowers in vases and other stocks, are artistically shown on tables, pedestals and the latest in store fittings. A work room immediately in the rear which opens into the store is an important adjunct. In the rear is a kitchen where meals are prepared for the force on holidays and other busy times. There is also a large work room in the basement for the making up of prepared material into wreaths, baskets and the like, which work is a feature of the Ross stores. A garage is being erected in the rear, which will house a Ford delivery car. The upper floors of the building have been fitted up as separate living apartments, the rent from which will bring in considerable revenue. Mr. Ross is to be congratulated on this latest addition to the retail shops of the city.

DAHLIA AND FALL FLOWER SHOWS.

The Pennsylvania Horticultural Society held a dahlia show in connection with the Bryn Mawr Horse Show at Bryn Mawr September 30-October 1. The exhibition was staged under two large tents near the main clubhouse. There were numerous entries in all classes of dahlias, and also other garden flowers. The quality of the exhibits was uniformly high. The feature of the show was a display of orchid plants in flower from the conservatories of Mrs. F. E. Dixon, of Crestnut Hill. These formed a group in the center of the largest tent, and were surrounded at all times by admiring throngs. The attendance was very good and the show pronounced a great success.

Wholesale Flower Markets

PITTSBURGH, OCT. 5.	Per 100
Roses, Beauty, spl., per doz.	6.00
" " fcy., per doz.	5.00
" " ex., per doz.	4.00
" " No. 1, per doz.	1.50
" American Legion	6.00@ 20.00
" Killarney	4.00@ 12.00
" Maryland	4.00@ 12.00
" Sunburst	4.00@ 12.00
" Mrs. Aaron Ward	4.00@ 12.00
" Russell	6.00@ 20.00
" Columbia	6.00@ 20.00
" Ophelia	4.00@ 16.00
" Hilda	4.00@ 12.00
" Premier	6.00@ 20.00
" Madam Butterfly	4.00@ 12.00
Asters	1.00@ 4.00
Carnations	2.00@ 4.00
Chrysanthemums, per doz.	2.00@ 4.00
Dahlias	4.00@ 6.00
Delphinium	4.00@ 6.00
Gladioli	3.00@ 6.00
Lilies	25.00
Valley	6.00@ 8.00
Ferns, per 1,000	3.00
Galax, per 1,000	2.00
Plumosus, per bunch	.60
Sprengeri, per bunch	.60
Smilax, per doz. strings	3.00
Tritoma, per doz	1.50

CINCINNATI, OCT. 5.	Per 100
Roses, Premier	4.00@ 15.00
" Russell	4.00@ 16.00
" Columbia	4.00@ 16.00
" Butterfly	4.00@ 16.00
" White Killarney	4.00@ 16.00
" Pink Killarney	4.00@ 16.00
" Sunburst	4.00@ 16.00
" Mrs. Aaron Ward	4.00@ 16.00
" Ophelia	4.00@ 16.00
" Baby Doll	3.00@ 4.00
Asters	1.00@ 4.00
Cosmos, per dozen bchs	1.50@ 2.00
Easter Lilies	15.00@ 20.00
Ferns, per 1,000	3.00
Galax, per 1,000	1.50
Plumosus (south) per bch	.26
Smilax, per string	.15@ .25
Rubrum	4.00@ 8.00
Gladioli	2.00@ 4.00
Leucothoe	6.00

THE McCALLUM CO.
Manufacturers—Importers
FLORISTS' SUPPLIES
Headquarters: PITTSBURGH, PA.

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MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

Mention the American Florist when writing

ST. LOUIS, OCT. 5.	Per 100
Roses, Premier	3.00@ 15.00
" White Killarney	2.00@ 8.00
" Columbia	3.00@ 10.00
" Ophelia	2.00@ 8.00
" Russell	3.00@ 15.00
" Ward	3.00@ 6.00
" Sunburst	3.00@ 10.00
Asters	2.00@ 6.00
Dahlias, per 1,000	2.00@ 6.00
Fancy Dahlias, per doz.	1.20@ 4.00
Delphinium	.50@ 75.00
Gladioli	3.00@ 6.00
Leucothoe	.75
Valley	6.00@ 8.00
Galax, green, per 1,000	1.50
" bronze, per 1,000	1.75
Ferns, per 1,000	2.60

MILWAUKEE, OCT. 5.	Per 100
Roses, Kill'n'y, W. Kill'n'y	4.00@ 12.00
" Premier	4.00@ 18.00
" Ophelia	4.00@ 12.00
" Columbia	4.00@ 18.00
" Ward	4.00@ 6.00
" Hoosier Beauty	4.00@ 16.00
" Butterfly	4.00@ 15.00
Asters	2.00@ 4.00
Gypsophila, per bunch	.25@ .35
Larkspur, per bunch	.25@ .35
Fancy Ferns, per 1,000	2.50
Asparagus, per bunch	.60@ .75
Dahlias, per doz	.36@ .50
Gladioli	2.00@ 4.00
Lilies, per doz	2.50@ 3.00

A fine dahlia show was also staged by the Lansdowne Flower Association, Lansdowne, Pa., October 1. This attracted many visitors, as did also that of the Ridley Park Horticultural Society, at which all kinds of fall flowers were shown in abundance. Such exhibitions should have the hearty support of all the local men in the trade, as they are a great help in cultivating a love for flowers.

NOTES.

Edw. Reid spent the last week in September visiting his trade in the southern states, getting as far as Florida. Mr. Ried has built up quite a large shipping trade, his system of selection and packing enabling him to have his stock arrive at distant points in perfect condition.

The Philadelphia Growers' Cut Flower Market is well satisfied with its first week of business. Mr. Lynch, the superintendent, says it is a growers' market, managed by growers entirely, for and in their own interest, which will supply a long-felt want in this city.

White Delight carnations, with stems 18 inches long, carrying perfect flowers, were a feature of the Leo Niessen Co. stock the past week. These were from Weiss & Son's, Hatboro. Extra fine cattleyas and high-grade lily of the valley were also headliners.

John Berger finds the market too full of flowers just at present, but that there will be none too many, particularly those that grade up, on the first severe change in the weather. Choice dahlias, Easter lilies, gladioli and roses are features here.

Carl Corts, who has just returned from a business trip through New York state and western Pennsylvania, reports the trade to be in a prosperous condition, all prepared and looking forward to a big season the coming winter.

James F. Heacock left September 30 for the woods and lakes of Maine, where other big-game florists have brought back valued trophies of their skill with gun, rod and reel, with both of which Mr. Heacock is quite expert.

W. F. Gude and T. W. Prichard, his store manager, Washington, D. C., were in this city September 30, looking over the plant stocks of the larger growers.

James McClane has put a nifty new Ford delivery car on the street the past week.

Robert Craig expects to sail for Porto Rico from New York October 8.

K.

New York.

DAHLIAS, CARNATIONS IN HEAVY SUPPLY.

On October 1 there were indications of an improvement in business as cooler weather came in with the month. The previous days of that week were unseasonably warm and humid, which had a depressing effect on business and the human species. But September ended its engagement with a terrific storm of wind, rain, thunder and lightning and the temperature was lowered. As a matter of course, the heat brought in an excessive supply of flowers. The asters are almost out of the way, but dahlias are in enormous quantities and many gladioli are yet seen. The supply of tea roses is heavy and they are as cheap as they are likely to be this season. There is a moderate supply of American Beauties and a tendency to better prices. In both orchids and lily of the valley there is an abundant supply with moderate prices. Chrysanthemums are on the increase, but only the forerunners of the vast invasion that may soon be expected, for with the kind of weather we have had, nothing could be held back. Thousands of short stem carnations arrived last week, starting at $2 per 100, and many of them being thrown away. The first violets arrived Saturday.

October 3. — There is no marked change in the condition of business. It is expected that before the celebration of the Jewish New Year is ended it will have an improving effect on the market.

NOTES.

The American Greenhouse Mfg. Co., with J. M. Brown as office manager, is now well established on the mezzanine floor of the Greenhut building, 43 West Eighteenth street, where the Wholesale Florists, Inc., are located. Besides this firm the mezzanine floor now accommodates Secretary John Young of the Society of American Florists and staff, Roman J. Irwin's plant and seed business and the city office of the Julius Roehrs Co., Rutherford, N. J. Miss Goddard, who as cashier of a restaurant across Eighteenth street, has been popular with the florists, is opening a cigar and confectionery stand on the main floor of the market.

Wm. F. Gude, his son Ernest and Hardy Pritchard, foreman of the Washington, D. C., store, were in this city last week and visited the dahlia exhibition. On September 30 they visited A. L. Miller at Jamaica, L. I., who started them in his automobile, with one of the city officials, on a tour of Long Island. They were progressing favorably when the great storm overtook them and they found refuge in Babylon, L. I. Cordials were administered and the whole party was able to be about the next day.

Our old and irrepressible friend, George Hanges, who has a large restaurant business on 14th street, a flower store on Broadway and another on Columbus avenue, has in partnership with Andrew Luppas, opened a Retail Flower Market at 115 West 28th street. There is always room at the top.

The Association of Biology Teachers staged a flower show at the American Museum of Natural History, October 1-2, every high school in the city being represented. The displays consisted of pot plants, cut wild flowers, fruits and vegetables collected by the teachers and students.

Geo. E. M. Stumpp, cables of his safe arrival in Europe. With German marks at seven-tenths of a cent each, everybody hereabouts expects him to bring home a deed to a castle on the Rhine, with a thousand or two goodly acres of plowland and woodland behind it! hoch!

The first 1,000 violets of the season came in to Clarence Slinn, in the Eighteenth Street market, October 1, from Clarence Sherwood, Red Hook, N. Y. Considering the kind of weather we have had, they were surprisingly good.

At N. C. Ford's wholesale store in the Eighteenth street market, we recently noticed fine stock of the new rose, American Legion. It seems to be a good keeper and in color is an attractive pink.

Calling at the Chas. A. Dards store, Madison avenue at 44th street, last Saturday, we found it a busy place. Manager Perry stating that they had three weddings on hand for that day.

Walter F. Kleine, well known in the retail trade of this city, is now manager for Videl, Inc., a new firm that has recently opened a good retail store at 342 Madison avenue.

The show building at Bronx park, September 24, was crowded with visitors taking notes on dahlias.

The collection of cacti at the Bronx park botanical gardens numbers some 700 kinds.

Robt. Craig, Jr., Philadelphia, Pa., was a visitor this week.

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Chas. H. Totty is under the weather with rheumatism.

Visitors: B. Hammond Tracy, Wenham, Mass; M. Rowe, of Mann & Brown, Richmond, Va.

A. F. F.

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Wholesale Flower Markets

NEW YORK, OCT. 5.	Per 100
Roses, Beauty	$5.00 @ $50.00
" American Legion	2.00 @ 10.00
" Columbia	1.00 @ 10.00
" Pilgrim	1.00 @ 6.00
" Hadley	1.50 @ 10.00
" Dunlop	1.00 @ 6.00
" Dble. Wht. Killarney	2.00 @ 10.00
" White Killarney	1.00 @ 4.00
" Aaron Ward	1.00 @ 5.00
" Ophelia	.50 @ 10.00
" Premier	1.00 @ 10.00
" Scott Key	2.00 @ 35.00
" Sunburst	1.60 @ 6.00
Adiantum Croweanum and Hybrid	1.00 @ 1.60
Asp. Plumosus sprays	1.00 @ 2.00
Asp. Plumosus, per bch	.25 @ .60
Bouvardia, per bunch	.60
Carnations, ordinary	1.00 @ 2.00
Cattleyas	36.00 @ 100.00
Chrysanthemums, per doz.	1.50 @ 4.00
Dahlias	.50 @ 3.00
Delphinium, per bch	.15 @ .30
Gardenias, per doz	.35 @ 3.00
Gladiolus	1.00 @ 4.00
Hydrangeae, per doz.	.50
Larkspurs, per dozen	.25 @ .50
L. Auratum	16.00 @ 20.00
L. Rubrum	3.00
Leucothoe, per 1000	5.00 @ 7.00
Lilies, white	25.00
Lily of the Valley	2.00 @ 10.00
Smilax, doz. strings	1.25 @ 1.60
Sweet Peas	.50 @ 2.00
Galax, green and bronze, per 1000	2.00 @ 2.50
Ferns, per 1000	2.00 @ 2.50

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October 11.
Carmania, Cunard-Anchor Line (Cherbourg-Southampton).
FROM PHILADELPHIA, East Side, Cosmopolitan Line (Bordeaux).

October 12.
Chicago, French Line (Havre).
FROM NORFOLK, Scythian, I. M. M. Lines (London-Antwerp).

October 13.
Scythia. Cunard-Anchor Line (Liverpool).
Calabria. Cunard-Anchor Line (Lisbon).

October 14.
FROM PHILADELPHIA, Samland, I. M. M. Line (Danzig).

October 15.
Ryndam, Holland-America Line (Rotterdam).
Collamer, Cosmopolitan Line (Havre-Dunkirk).
Consort, Cosmopolitan Line (Bordeaux).
France, French Line (Havre).
Hesperides, Houston Lines (South America).
Pioneer, Belgian Line (Antwerp).
Olympic, I. M. M. Lines (Southampton).
Mesaba, I. M. M. Lines (London).
Zeeland, I. M. M. Lines (Antwerp).
Virgillia. Cunard-Anchor Line (London).
FROM GALVESTON, Huronian, I. M. M. Lines (Liverpool).
FROM BOSTON, Caledonia, I. M. M. Lines (Liverpool).
FROM NEW ORLEANS, Meltonjan, I. M. M. Lines (Liverpool).
FROM BOSTON, Caledonian, I. M. M. Lines (Manchester).
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Chicago—Bohannon Flower Shop.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Congress Flower Shop.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Schiller, The Florist, W. Madison.
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Chicago—Henry Wittbold & Son.
Chicago—Mangel, 17 E. Monroe St.
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Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
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Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The Park Floral Co.
Cleveland, O.—The J. M. Gasser Co.
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Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
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Detroit, Mch.—John Breitmeyer's Sons.
El Paso, Tex.—Potter Floral Co.
Evanston, Ill.—Henry Wittbold & Son.
Galesburg, Ill.—Pillsbury's Flower Stores.
Grand Rapids, Mich.—Grand Rapids Fl. Co
Grand Rapids, Mich.—Henry Smith Floral Co., Inc.
Hartford, Conn.—Welch's Flower Shop.
Hartford, Conn.—Geo. G. McClunie
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—Apollo Flower Shop, The
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
Knoxville, Tenn.—Baum's Home of Flowers
La Crosse, Wis.—Salzer Floral Gardens.
Lincoln, Neb.—Frey & Frey.
Liverpool, Eng.—Bee's, Ltd.
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Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
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New Orleans, La.—Chas. Eble.
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New York—A. T. Bunyard, Madison Ave.
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Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Salt Lake City, Utah—Evans Floral Co.
Salt Lake City, Utah—Miller Floral Co.
Staten Island, N. Y.—Alex S. George.
San Francisco—Podesta & Baldocchi.

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

Mention the American Florist when writing

SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop
1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

NEW ORLEANS, LA.

CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

KNOXVILLE, TENN.

Baum's Home of Flowers

Personal attention given to orders For Knoxville and East Tennessee.
Member F. T. D.

Mention the American Florist when writing

FOR ST. LOUIS
WIRE

Grimm & Gorly

Mention the American Florist when writing

Savannah, Ga.—John Wolf.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosala Bros.
Sheboygan, Wis.—J. E. Matthewson.
St. Louis, Mo.—F. H Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heinl & Sons.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackistone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Wichita, Kan.—W. H. Culp & Co.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

BUNYARD, NEW YORK, 413 Madison Ave.

Bellevue Avenue, NEWPORT, R.
Summer Season.

Hession

Madison Ave. and 76 St.
NEW YORK

Quality Flowers

BEST IN THE MARKET
AT REASONABLE PRICES

Plant Specialists Phones: Rhinelander 107—420—775

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Bronx, New York City

Fordham Florist
421 East Fordham Road
Telephone: Fordham 3975

Mention the American Florist when writing

NEW YORK. Telephone Audubon 6618 Established 1906

Olympia Florist

(PETER LAMBOS & CO.)
3799 Broadway, S. W. Cor. 158th St.
FRESH CUT FLOWERS DAILY
Orders from Other Cities filled with promptness

Mention the American Florist when writing

MEMPHIS, TENN.

Memphis Floral Company

MAIN AND UNION
WIRE US

Mention the American Florist when writing

Oklahoma City

OKLAHOMA

FURROW & CO.
205 W. Main St.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

New York's Favorite Flower Shop

G. E. M. Stumpp

Fifth Avenue at 58th Street
Member F. T. D. Ass'n.

BRANCHES: RITZ-CARLTON and VANDERBILT HOTELS

KOTTMILLER

426 Madison Ave., NEW YORK

Mention the American Florist when writing

NEW YORK.

Malandre Brothers

2077 Broadway, near 72nd St.
'Phone, Columbus 6883

The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

PITTSBURGH, PA.

A. W. Smith Co.

KEENAN BLDG.
Largest Floral Establishment in America
Established 1874 Incorporated 1909

Mention the American Florist when writing

NEW YORK.

BROADWAY FLORIST

2094 Broadway, S. E. Cor., 72d St.
Phone Columbus 5488
Branch: 840 Westchester Ave., Bronx.
Phone: Intervale 4990.

Mention the American Florist when writing

WICHITA, Kansas Shipments for Kansas and Oklahoma.

W. H. CULP & COMPANY

Quality Flowers Personal Service — Members F. T. D.

Mention the American Florist when writing

El Paso, Texas

Potter Floral Co.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Kansas City, Mo.

W. J. Barnes FLORIST, K.C.MO.

Kansas and Western Missouri.
Up-to-date Service.
F. T. D. Est. 1890

Mention the American Florist when writing

GRAND RAPIDS, MICH.

GRAND RAPIDS FLORAL CO

ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

DARDS

341 Madison Ave.
Opp. Hotel Biltmore
New York

The Leading Florist for nearly Half a Century

Mention the American Florist when writing

Albany, N. Y.

Danker FLORIST

The Best Service

Mention the American Florist when writing

NEW YORK Established 1849

David Clarke's Sons

2139-2141 Broadway, Cor. 75th St.
Orders by Telegraph Promptly Filled
Phones 1552-1553 Columbus

Mention the American Florist when writing

J. W. RODGERS

Elks' Building
South Jefferson Street
Dayton, O.

Telegraph orders for Dayton will receive our immediate and careful attention.

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

DETROIT'S
Leading Florists
JOHN BREITMEYER'S SONS
1314 Broadway
PHILIP BREITMEYER, - President

Mention the American Florist when writing

Boston, Mass.

"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.
124 TREMONT STREET

Mention the American Florist when writing

Worcester's Shop of Quality and Service

Randall's Flower Shop
22 Pearl St.,
WORCESTER, MASS.
Member F. T. D.

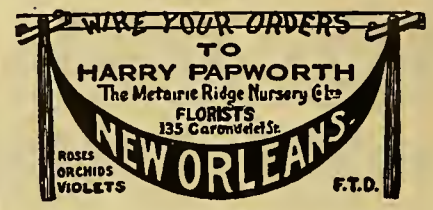
Mention the American Florist when writing

BROOKLYN, N. Y.
JAMES WEIR, Inc.
FLORIST
324 Fulton St., cor. Pierrepont
Telegraph orders receive our usual good care and prompt attention. Phones 270-271 Main.

Mention the American Florist when writing

MICHIGAN. Orders will be carefully cared for by
Henry Smith Floral Co., Inc.
Wholesale and Retail Florists of Grand Rapids.

Mention the American Florist when writing



Mention the American Florist when writing

Send Telegraph, Telephone or Mail Orders for florist's service in this vicinity to
The Dominion Floral Co.
484 St. Catherines St. West,
Montreal, Que., Canada
Every order receives prompt and careful attention.

Mention the American Florist when writing

WASHINGTON, D. C.
BLACKISTONE, Inc.
14th and H Streets, N. W.
Exceptional Service

Mention the American Florist when writing

Telephones:
Lenox 2352
Lenox 7019
1062 Madison Ave.,
Near 80th St.
NEW YORK
Orders from other cities promptly filled.

Mention the American Florist when writing

TORONTO, CAN.
Canada's Best Known and Most Reliable Florist
Only the Best **Dunlop's**
8 and 10 West Adelaide Street
We deliver anywhere in Canada and guarantee safe arrival.

Mention the American Florist when writing

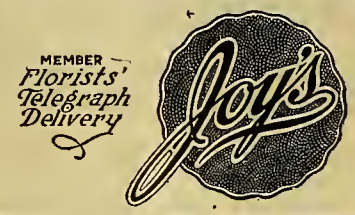
Orders in or around **Washington, D.C.**
Geo. C. Shaffer
FLORIST
900 Fourteenth Street

Mention the American Florist when writing

LA CROSSE, WIS.
Send your orders for flowers for delivery in this city and vicinity to
John A. Salzer Seed Co.
Quality and Service Assured

Mention the American Florist when writing

Nashville, Chattanooga and Atlanta
THREE STORES



Mention the American Florist when writing

New York

44 Carmine Street
Phone 1274 Spring
Out of Town and Steamer Orders Promptly Filled

Mention the American Florist when writing

San Francisco
Podesta & Baldocchi
224-226 Grant Avenue
Mail or telegraphic orders promptly and most carefully executed.
Members of Florists' Telegraph Delivery

Mention the American Florist when writing

WASHINGTON, D. C.
Louise Flower Shop
Connecticut Ave., at N. St., N. W.
Miss Louise W. Daugherty, Proprietress
Phones—Franklin 3579, 3841, 3842
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Cincinnati, O.
HARDESTY & CO.
150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

Mention the American Florist when writing

New York's
SHOP OF QUALITY
Irene Hayes, Inc.
F. T. D.
799 Park Avenue
Telephone Rhinelander 6202 and 0203

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

HARTFORD, CONN.

WELCH'S Flower Shop

Also Store at New Britain, Conn.

Established 1885.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Colorado Springs, Col

Wholesale and Retail

Pikes Peak Floral Co.

Orders Carefully Executed

Members of Florists' Telegraph Delivery.

DENVER, COLO.

The Park Floral Co.

B. E. GILLIS, President.
E. P. NEIMAN, Secretary.

GALESBURG, ILL. AND CENTRAL ILLINOIS

Pillsbury's Flower Stores

Your orders will receive careful attention.

Members of Florists' Telegraph Delivery.

KANSAS CITY, MO.

A. Newell FLORIST

Established over 30 years

Southwest corner of 11th and McGee Sts.

WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery.

LOUISVILLE, KY.

AUGUST R. BAUMER

MASONIC TEMPLE

Member of Florists' Telegraph Delivery.

ST. LOUIS, MO.

F. H. WEBER

N. E. Cor. Taylor and Olive Sts.

Flowers delivered in City and State on Short Notice.

Member of Florists' Telegraph Delivery.

CHICAGO OPPOSITE FIELD'S — **DETROIT**

Central Floral Co. 132 N. State, CHICAGO; 1331 Broadway, DETROIT

Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

ROANOKE, VA.

FALLON, Florist.

Mention the American Florist when writing

Seattle-Rosaia Bros.

Finest floral studio in Northwest. Member F.T.D.

Mention the American Florist when writing

EDWARD SCEERY

Passaic, N. J. F. T. D. Paterson, N. J.

Mention the American Florist when writing

Washington, D. C.

GEO. H. COOKE

FLORIST

Connecticut Avenue and L Street

Mention the American Florist when writing

FOR WISCONSIN DELIVERY

—OF—

"Home Grown Flowers"

Get in touch with

MATTHEWSON'S, SHEBOYGAN, WISCONSIN.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

NEWARK, N. J.

Philips Bros.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE.

Mention the American Florist when writing

IN THE HEART OF **Newark, N. J.**

The Rosery Floral Co.

167 Market St., at Broad St.

EVERYTHING IN FLOWERS

Prompt Deliveries to any town or city within 150 miles of Newark. Telephone Market 494

Mention the American Florist when writing

BROOKLYN, N. Y.

HUGO H. JAHN

—FLORIST—

710 Nostrand Ave., cor. Prospect Place

Phone: 1952 Lafayette.

Flowers Delivered Anywhere. Personal Attention.

Mention the American Florist when writing

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES Memphis, Tenn.

89 South Main St.

"Up-to-the-Minute" Service and Execution.

Every Flower in Season.

New York. Telephone Lenox 3822

HENRY HART, Inc.

FLORIST

1000 Madison Avenue

in the Heart of most exclusive residential section.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

The Seed Trade

American Seed Trade Association.

L. L. Olds, Madison, Wis., President; Alex. Forbes, Newark, N. J., First Vice-President; Louis B. Reuter, New Orleans, La., Second Vice-President; C. E. Kendel 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, 73 Tremont Street, Boston, Mass., Counsel.

The fortieth annual meeting will be held June, 1922.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass. Counsel.

The next annual meeting will be held June, 1922.

PEPPER SEED in New Jersey is a good crop.

GOLDEN BANTAM corn seed is in strong demand.

MADISON, N. J.—The American Seed Tape Co. is offering bonds.

CHARLES DICKINSON, Chicago, is 65 and the oldest aeroplane pilot.

MOORESTOWN, N. J.—Francis C. Stokes is beginning work on his 1922 seed catalogue.

JAPAN reports firm prices on lily bulbs. So far an increase seems more probable than a decline.

W. ATLEE BURPEE, Philadelphia, Pa., returned September 30, after a two months' stay in London, Eng.

MANY Maryland shore growers are making claims against seedsmen because of wrong Alaska pea seed.

ONION SETS in the Chicago district continue firm, with prices about $1.50 for colors and whites $1.75, fall delivery.

NEWTOWNARDS, IRE.—Hugh Dickson is leaving Alex. Dickson & Sons, and joining Thos. Cullen & Son, seed growers, Essex, Eng.

MRS. JOHN LEWIS CHILDS, Floral Park, N. Y., is president of the Sorosis Club, which meets at the Waldorf-Astoria, New York.

GENERAL business failures for the past two weeks have been double in number those of the past four-year average for that period.

PHILADELPHIA, PA.—W. Atlee Burpee returned form Europe September 30, and was in New York October 4, seeing off some friends on an English steamer.

BOARD OF TRADE.—Prices for gress seed on the Chicago Board of Trade, October 5, were as follows: Timothy, $4 to $5 per 100 pounds; Red Clover, $11 to $18.

PRICE of bags at Chicago, October 5: Anchor, 16 oz., $28.50 per bale, in bale lots or over; Royal River, 16 oz., $29; National, 16 oz., $27.50; Crown, 12 oz., $21.

WE have received from Secretary Kendel the Proceediings of the Thirty-ninth Annual Convention of the American Seed Trade Association, held at St. Louis, Mo., June 22-24.

THE October calendar of the J. C. Robinson Seed Co., Waterloo, Neb., says: "The fellow who does it now has time to do something else while the other fellow is still thinking about it."

VISITED NEW YORK: David Burpee, of the W. Atlee Burpee Co., Philadelphia, Pa.; Howard M. Earl, of the Jerome B. Rice Seed Co., Cambridge, N. Y.; Frances C. Stokes, Moorestown, N. J.; A. L. Rogers, of the Rogers Bros. Seed Co., Chicago.

CHAS. HOLLENBACH, Chicago, has sold the property at 1309-25 S. Oakley avenue, 125x192 feet, improved with two and three-story factory buildings, containing 40,000 square feet of floor space, together with complete power plant, ice machine and refrigerating equipment, for $40,000.

OMAHA, NEB.—The Omaha Seed Co. has been organized here by Joseph Pribyl and Anton Rathouz, former employees of several years experience with DeGiorgi Bros., Council Bluffs, Ia. The company will be located at 1403 South 14th street, and its business for the present will be confined to the Bohemian mail order trade.

The Late Mrs. Henderson.

The body of Mrs. Henderson, widow of the late Peter Henderson, whose death in London, Eng., September 15, was noted in last week's issue, page 564, was brought to New York September 30 on the S. S. Adriatic. Interment was made in Greenwood cemetery, Brooklyn, October 1.

Mrs. Henderson, who was 86 years old, was a daughter of the late Andrew Reid, who was a pioneer florist with a large establishment at Broadway and Eleventh street. She went to London in 1890, soon after the death of her husband, and took up the study of art. She was so successful as a painter that some specimens of her work were admitted to the Royal Academy.

American Seed Trade Association.

STANDING COMMITTEES.

President Olds has appointed the following committees for 1921-22:

Legislative committee—Charles D. Boyles, chairman; Kirby B. White, vice-chairman; Clifford Corneli, W. S. Woodruff, A. E. Reynolds, Wilber Brotherton, David McClelland and Chas, W. Bolgiano.

Postal laws committee—G. F. Bradley, chairman; W. D. Weedy, Richard F. Lyon, Chas. MacKubbin, John Condon, M. H. Duryea and Henry Field.

Experiment stations committee—H. H. Miller, chairman; Dick O'Bannon and R. C. Steele.

Garden bureau—L. H. Vaughan, chairman; A. M. Eldidge, David Burpee, M. L. Germain and L. B. Reuter.

Nomenclature and registration committee—Francis C. Stokes, chairman; Josiah Livingston, C. N. Keeney, R. B. Howe and W. Atlee Burpee, Jr.

Resolutions committee — Chas. P. Guelph, chairman; W. H. Crossland and Ben Dulaney.

Customs and tariff committee—J. C. Vaughan, chairman; Lem W. Bowen, Robert Nicholson, D. D. Rowlands, S. F. Willard, G. G. Stumpp, S. F. Leonadr, A. B. Clark and A. H Luck

Seed testing apparatus and publicity committee—C. C. Massie, chairman; Kirby B. White, J. L. Hunt, H. G. Windheim, Hugo Teweles, Kenneth E. Salzer and Edw. F. Mangelsdorf.

New York Seed Trade.

Orchard grass seed is ariving in liberal lots and now selling at 15¼ cents, against 17 cents recently. Two thousand bags arrived about September 20. German houses are offering red fescue at 42 cents here.

J. C. Vaughan, Chicago, is at the Waldorf-Astoria, spending the week-ends with Mrs. Vaughan at "The Ark," which is the summer home of Mrs. Bennett, daughter of the late E. V. Hallock.

W. J. Guille succeeds E. A. Hartland, formerly in charge of Vaughan's Seed Store. Mr. Guille has been with this branch several years and has had a life training in bulb growing and selling.

The season in gladiolus growing has been two weeks earlier than usual from May on. The digging of large bulbs has begun, small stock mostly dug.

Howard M. Earl has been stopping at the McAlpin the past week while acting as one of three appraisers of J. M. Thorburn & Co.'s stock.

J. M. Thorburn & Co.'s creditors adjourned to October 16, the trustee having been instructed to advertise the business.

The S. S. Patria, which recently arrived from Marseilles brought 107 cases of bulbs and 34 cases immortelles.

Manager C. W. Scott of the Yokohoma Nursery Co. is on a hunting and fishing trip in Canada.

Weeber & Don have incorporated and are offering stock in the company.

The weather was cooler October 5.

Wholesale Growers
SELECT STOCKS
Beet
Carrot
Lettuce
Onion
Parsley
Parsnip
Radish
Sweet Peas
PIETERS-WHEELER SEED CO.
GILROY, CALIFORNIA

Alfred J. Brown Seed Co.
Growers of
Peas and
Beans
Grand Rapids, Mich.

Braslan Seed Growers Company, Inc.
Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY AND MIXED SWEET PEAS.
SAN JOSE, CALIFORNIA

Garden Seed Beans

Growing Lima and pole varieties is my specialty.

My growing contract offer for fall delivery will be mailed upon request.

Henry Berrien Fish
Carpinteria, Calif.

L. D. WALLER SEED CO.

Growers of Choice Sweet Pea, Nasturtium and Flower Seeds.

GUADALUPE, CALIFORNIA

LAWN SEED MIXTURES
FIELD SEEDS
Atlantic Grass Seed Co.
WHOLESALE
46 W. Broadway, NEW YORK CITY

Montreal, Que., Seed Trade.

What is known as "Harry's Seed Store," 360 Dorchester street, West, is operated by R. Burrows and H. Earl. They are agents for Sutton & Co., garden and farm seeds, of Reading, Eng.

The Wm. Rennie Co., Ltd., 190 McGill street, have a fine store here; also stores at Winnipeg, Man., and Vancouver, B. C., their head office being in Toronto, Ont.

The Wm. Ewing Co., Ltd., 142-146 McGill street, have a warehouse at St. Maurice and St. Henry streets. Their bulbs came in on the S. S. Corsica.

Dupuy & Ferguson, 38 Jaques Cartier square, report good business. In addition to seeds they wholesale some cut flowers, such as dahlias and asters.

A. F. F.

Tariff Notes.

The resignation of Thomas W. Page as chairman of the Federal Tariff Commission has been accepted by President Harding, it was learned at the White House today. Mr. Page will remain a member of the commission, however. Mr. Page is a democrat and was appointed chairman of the commission by President Wilson. It was understood that his resignation as chairman was offered to make way for appointment of a republican at head of the commission.

A writer in the New York Evening Post says, Fordney's tariff bill has been canned.

Boston Seed Trade.

Alexander P. Dewar, long right hand man of the late John Farquhar, is regarded as his logical successor in the management of R. & J. Farquhar & Co. He has been 30 years with the firm, starting there at the age of 22.

The Fottler, Fiske, Rawson Co. have a fine window display of blooms of a new dahlia named September Sunset, which is very attractive.

All local seedsmen report the bulb business fully up to that of last year to date.

Pursuant to an order of the court, the undersigned Trustee in Bankruptcy of

J. M. Thorburn & Co.

53 Barclay Street, through to 54 Park Place,
NEW YORK CITY

Invites sealed bids for the assets, in whole or in part, of the bankrupt, including its large stock of seeds, implements, etc., fixtures, mailing list, and unexpired term of lease (four and a-half years to run). Bids to be received at the Trustee's office, No. 116 Nassau Street, New York City,

On or Before October 17, 1921

The business is being carried on by the Trustee, and bids may be made for it as a going concern. Further particulars may be obtained from the Trustee. The Trustee reserves the right to reject any or all bids.

ABRAHAM GLASER,
Trustee, 116 Nassau St., New York City.

ROSENBERG, BALL & MARVIN,
Attorneys for Trustee, 74 Broadway, New York City.

JEROME B. RICE SEED CO.

WHOLESALE SEED GROWERS
America's Largest Producers of Seed Peas
Also a Complete Line of
VEGETABLE SEEDS

Growing Stations Throughout America. Office: Cambridge, New York

Waldo Rohnert
GILROY, CAL.
WHOLESALE SEED GROWER
Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish.
Correspondence Solicited.
Mention the American Florist when writing

JAMES VICK'S SONS
Growers of
Flower and Vegetable Seeds
Get the benefit of our 72 years' experience
All Seasonable Varieties.
Our stocks are very complete.
ROCHESTER, N. Y. The Flower City

Before Placing Orders for
SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write
JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

SEEDS
Flower, Vegetable and Farm
Send your inquiries to
The W. W. BARNARD CO.
231-235 W. Madison St., Chicago
Mention the American Florist when writing

EDGAR F. HURFF
SWEDESBORO, N. J.
Grower of High-Grade Seed.
TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.
CORRESPONDENCE SOLICITED

TOMATO SEED
Grown for the Wholesale Seed Trade
HAVEN SEED CO.
SANTA ANA, CALIFORNIA

KELWAY'S

Pedigree Strains of
Florists' Flower Seeds

Write for prices to

KELWAY & SON

Wholesale Seed Growers,
LANGPORT, ENGLAND.

300 Medals for Flowers, etc.
Hundreds of First-Class Certificates

Mention the American Florist when writing

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

Mention the American Florist when writing

—THE—

J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA

ROCKY FORD, COLORADO

Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.

Mention the American Florist when writing

Dutch and French Bulbs

C. J. Speelman & Sons, Sassenheim, Holland | Lagarde & Speelman, Ollioules, Var. France

NEW YORK OFFICE
470 GREENWICH ST.

Pacific Coast Representative, Mr. W. B. Clarke, Box 543, San Jose, Calif.

Mention the American Florist when writing

An experience of half a century in producing high grade

GARDEN SEEDS

at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.

S. D. WOODRUFF & SONS
Orange Conn., and New York City.

Mention the American Florist when writing

BURPEE'S SEEDS GROW

Wholesale Price List for Florists and Market Gardeners.

W. Atlee Burpee Co.
Seed Growers Philadelphia

LANDRETH

Seeds Which Succeed

Bloomsdale Farm — BRISTOL, PA.

VALLEY PIPS

FROM COLD STORAGE

$30.00 per 1000; $16.00 per 500; $8.00 per 250; $4.00 per 100.

H. N. BRUNS, 3032-42 W. Madison St., Chicago, Ill.

Hogewoning & Sons, Inc.

Wholesale Bulb Growers and Importers

299 Broadway, New York

McHutchison

& CO. OFFERS

Immediate Shipment

DUTCH BULBS, Tulips, Hyacinths, Narcissus, all high grade forcing bulbs.
FRENCH BULBS, Paper Whites, Soleil d' Or (true). Case lots.
SPANISH IRIS, ¾-in. up, Emperor of the West.
CALLA BULBS, Elliottiana.
VALLEY PIPS, German and Dutch, from cold storage.
BAMBOO CANES, natural and dyed green, all sizes, bale lots.
RAFFIA, natural and colored, 25 lbs. up.

Fall Shipment

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VALLEY PIPS, German and Dutch; best forcing pips.
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ROSES and **LILACS,** best forcing varieties.
BEGONIA and **GLOXINIA BULBS,** all colors, all sizes.
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PALM SEEDS, Kentia Forsteriana and Belmoreana, Cocos Weddelliana, Areca Lutescens, per bushel or 1000.
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Single Early, Double Early, Cottage Garden and Darwin. In named varieties and mixtures.

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1,000 seeds	$ 4 00
5,000 seeds	19.00
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5,000 seeds	6 75
10,000 seeds	12.50
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Originators and Growers of the Largest and Finest

Gladiolus and Petunias

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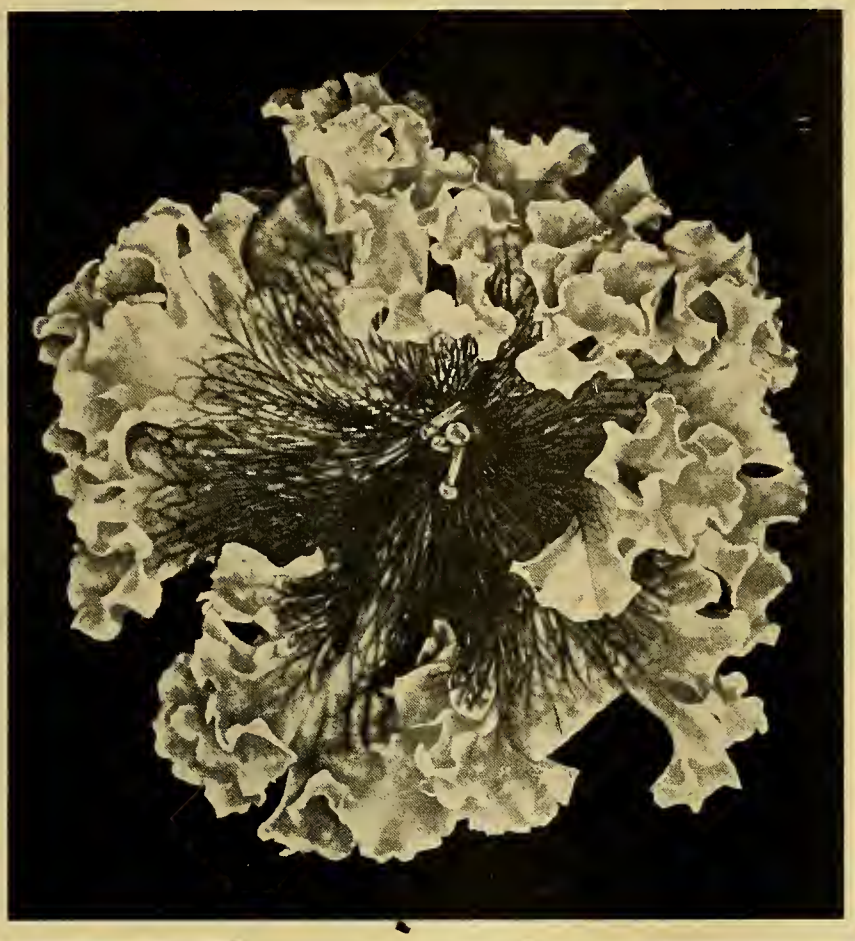

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Kentfield, Marin Co., California.

Diener's Ruffled Monster Petunias

The Largest and Most Beautiful Petunias in existence. They have created a sensation wherever grown. In beauty they are rivals to the orchid. All seed is raised by hand pollination in lath houses, and is done by women. However, climatic conditions here permit seed to be matured without a drop of rain falling in the pods. Hence our seed is strong, vigorous and sure germinating.

Ruffled Monster Petunia Seed comes in the following colors:

Pink, strong veined center; Red; Variegated; White; Red, with black center; Pale Lilac Pink, large veined center Mixed.

Flesh Pink Frilled (Pearl of Kentfield)—This and the following varieties are somewhat smaller than the above; one of the most beautiful Petunias ever put out.

Purple or Blue; White Frilled (dwarf); Apple Blossom (pink).

Any of the above varieties, 50c per package.

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The Greatest Novelty in Petunias for 1922. Pure flame rose-pink without a trace of purple. Flowers measure from three to four inches in diameter. Plants grow to a height of twelve to fifteen inches, and are continually covered with flowers. This is the most beautiful Petunia ever put on the market.

This seed is 50c per package.

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PEDRICKTOWN, N. J.

Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.

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No. 10. Kenilworth Giant Exhibition is the very finest mixture

No. 12. Kenilworth Giant Prize. Each sort: 1000 seeds, 50c.; ⅛ oz. $1.35; ¼ oz., $2.50; 1 oz., $10.00.

No. 22. Kenilworth Mixture
30. Blotched
32. Parisian
34. Bronze Shades
36. Triumph of Giants
70. Orchid-flowered

Price of the preceding 6 sorts: 1000 seeds, 35c.; ⅛ oz., 90c.; ¼ oz., $1.65; ½ oz., $3.00; oz., $6.00.

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28. Masterpiece

1000 seeds, 40c.; ⅛ oz., $1.10; ¼ oz., $2.00; ½ oz., $3.75; oz., $7.50.

Giant Trimardeau in mixture or separate colors: 1000 seeds, 30c.; 4 pkts., $1.00; ¼ oz., $1.30; oz., $5.00.

Early Flowering or Winter Blooming Giant Pansies: 1000 seeds, 40c.; ¼ oz., $1.10; ¼ oz., $2.00; oz., $7.50.

CHAS. FROST Kenilworth N. J.

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The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.

Branches: Wisconsin, Colorado, Montana, Idaho, Washington. **Milford, Conn**

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REAL BARGAINS

Carnation Plants

Pot-Grown Enchantress,

4-inch, $6.00 per 100; packed free, in paper pots

Cyclamen

First-class stock, consisting of the best named varieties, including red, salmon, pink, etc.

While Stock Lasts:

4-inch, at..... $25.00 per 100
3-inch, at..... 10.00 per 100

MACAWII FERNS

6-inch, elegant specimens, $1.00 each.

Cash with order. No charge for packing.

MATTHEWSON'S, Sheboygan, Wisconsin

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CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty.

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PALMS

Kentia Belmoreana, 4-inch, $6.00 per doz.; 5-inch, $18.00 per doz.; 6-inch, $30.00 per doz. For other sizes and varieties of Ferns and Palms, see our September price list.

R. VINCENT, Jr. & SONS CO.

White Marsh, Md.

The Nursery Trade

American Association of Nurserymen.

M. R. Cashman, Owatonna, Minn., President; Paul C. Lindley, Pomona, N. C., Vice-President; John Watson 400 Nassau Street, Princeton, N. J., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

The forty-seventh annual convention will be held atDetroit, Mich., June, 1922.

EUROPEAN papers record the death of David Smith, of the well-known nursery firm of Thos. Smith & Sons, Stranraer, Scotland.

QUEENS, N Y.—The Cottage Garden's Nursery is showing a fine line of conifers, with its other usual lines all in spick and span order.

NEW YORK.—A joint congressional commission has recently recommended the removal of the federal postoffice building from City Hall park, which will make possible the restoration of that property to the city for park purposes.

VISITED CHICAGO: B. J. Loss, vice-president of the Jewell Nursery Co., Lake City, Minn.; R. E. Perkins, of Jackson & Perkins, Newark, N. Y.; Henry Gerstenkorn, of the South Side Nursery, Decatur, Ill.; I. H. McBride, of the Mount Olive Cemetery Co., Nashville, Tenn.

Southwestern Ass'n of Nurserymen.

ANNUAL CONVENTION, SEPTEMBER 27-28.

The Southwestern Association of Nurserymen, comprising the states of Texas, Arkansas, Louisiana, New Mexico and Oklahoma, held its annual convention at Dallas, Tex., September 27-28, with an excellent attendance. At the opening session which convened at 10 o'clock Tuesday morning, Judge W. F. Ramsey, chairman of the federal reserve board, welcomed the visitors to the city, E. Pomeroy, of Donna, Tex., responding. President J. M. Ramsey, of Austin, Tex., then presented his annual address. "Growing Grapes" was the subject of an able paper read by Thomas B. Foster, Denton, Tex. After adjournment of the morning session the members repaired to the Hotel Oriental, where a get-acquainted banquet was served.

At the Tuesday afternoon session many excellent papers were read, including: "The Chemical Physiology of Plant Life," by Dr. Lewis W. Fetzer, head of the premedical department of the University of Dallas; "Planting Shade Trees Along City Streets," by R. A. Gilllam, city forester of Dallas; "Public and Private Forestry Problems," by E. O. Siecke, state forester, College Station, Tex.; "Fruit Tree Stocks," by Prof. L. B. Scott, pomologist of the bureau of plant industry, United States Department of Agriculture, Washington, D. C., and a discussion of "Pecan Propagation in Texas," by E. E. Scholl, chief inspector of nurseries, Austin, and W. F. McDaniel, San Augustine, Tex.

The Wednesday programme consisted of many more timely papers. G. A. McKee, Mount Selman, Tex., speaking on the "Propagation and Culture of Roses." "Replacements," by R. W. Haggard, Keithville, La., was followed by reports from the American Association of Nurserymen and the Southern Association of Nurserymen, presented by J. R. Mayhew, Waxahachie, Tex. "The Outlook in Arkansas" was ably taken care of by N. M. Shive, Cabot, Ark. James Parker, of Tecumseh, Okla., told of conditions in Oklahoma. The concluding address was presented by C. C. Mayhew, Sherman, Tex., on "Principal Conditions Affecting the Nursery Business."

A meeting of the Texas State Horticultural Society was held after the adjournment of the association.

Botanists' Examinations.

The United States civil service commission, Washington, D. C., announce an open competitve examination for both men and women, for the position of botanist in the Department of Agriculture, bureau of plant industry, for duty in the field with headquarters at Madison, Wis., at a salary of $2,760 to $3,300 per year. The duties of the position will be to conduct experiments in the eradication of the common barberry, the host of black stem rust of cereals, particularly where these plants are growing wild and it is impracticable to use ordinary methods in removing them, also to devise methods of control of barberry sprouts and seedlings after old bushes have been removed.

Applicants must have graduated from a college or university of recognized standing in a course including botany, plant physiology and chemistry. Additional credit will be given for advanced work in these subjects and for experience in the eradication of undesirable plants. Competitors must not have reached their fiftieth birthday on the date of examination. This does not apply to persons entitled to preference because of military or naval service. Persons will be admitted to this examination regardless of their residence and domicile, but only those who have been domiciled in the state or territory in which they reside for at least one year previous to the examination, and who have the county officer's certificate in the application form executed, may become eligible for permanent appointment to the apportioned service at Washington. Competitors will not be required to report for examination at any place, but will be rated on the following subjects on the basis of the weights indicated: Education and experience, 70; thesis of not less than 2,500 words on a plant physiological subject, to be filed with the application, 30. Applicants should apply before November 8 to the civil service commission at Washington or to the secretary of local civil service boards for Form 2118, stating the title of the examination.

Providence, R. I.

MARKET CHANGES FOR BETTER.

Asters are fast reaching their end, and several of the growers made some heavy cuts the past week in anticipation of an early frost. Very few gladioli are arriving. The change in the weather has brought a material improvement to the quality of stock of all kinds. Flowers are not as plentiful as they were a week ago, although prices have not stiffened very much. Carnations are showing up better but they still leave much to be desired in the way of quality and the length of stem. Roses are looking up and some of the stock is excellent. Snapdragon does not amount to very much, being very short stemmed, although it is coming along nicely and there will soon be a big demand for it. Chrysanthemums made their first real appearance this week, fine early Pacific being shown. The flowers were exceptional for so early in the season.

NOTES.

Scott the Florist is having the interior of his store finished in Japanese pagoda style that is a wonderful asset to him.

Autumn foliage and other fall decorations are making their debut now and the stores are very attractive.

The Elmwood Greenhouse has some of the finest Macawii and Teddy, Jr., ferns seen this year.

Albert Holcher has started cutting his chrysanthemums and they are of excellent quality. H. A. T.

PEACH TREES Standard Varieties
All straight and well rooted. Free catalogue.
W. T. MITCHELL & SON, Beverly, O.

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Importers and Growers of
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All Kinds of Decorative Plants.
Our Specialty — Everblooming Hardy Roses, Boxwood and Rhododendrons.
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"American Pillar" and nearly every other good hardy climber.
Send for our list.
The CONARD & JONES CO. WEST GROVE PENNA.
Robert Pyle, Pres. Ant. Wintzer, Vice-Pres.

Plant Propagation, Greenhouse and Nursery Practice.
By M. G. Kains.
342 pages. Illustrated. Price, $2.25.
American Florist Co.
440 S. Dearborn St., CHICAGO

Cottage Gardens Nurseries
of Eureka, California,
—OFFER—
AZALEA INDICA
Ready for immediate shipment.
TUBEROUS BEGONIAS
For December delivery.
GLOXINIAS
For December delivery.
BOXWOODS
For November delivery.
ERICAS, in Varieties
For Fall delivery.
Write to
G. VANDEN ABEELE, Receiver,
Cottage Gardens Nurseries,
P. O. Box 78, EUREKA, CALIFORNIA,
For Price List.

Hill's Choice Nursery Stock.

You can depend upon the quality of Hill's Evergreens. D. HILL.

Evergreens for Tubbing

	Feet	Each	Matched Pair
Pyramidal Arbor Vitae B&B	3	$4.00	$7.50
Pyramidal Arbor Vitae B&B	4	5.00	9.50
Red Cedar (Juniperus) B&B	3	5.00	9.50
Sheared Globes (Thuya) B&B	1½x1½	5.00	9.50

NOTE: Above prices do not include tubs.

Evergreens for Window Boxes

		Size Inch	10	50
Juniperus Canadensis	xx	10-12	$7.50	$30.00
Juniperus Virginiana	xx	12-18	3.75	15.00
Picea Canadensis	xx	12-18	6.00	27.50
Pinus Mugho	xx	8-10	7.50	30.00

Special Offer: Fifty Window Box evergreens, assorted varieties (our selection) per case. $25.00.

Choice Evergreens for Lining Out

		Size Inch	100	1000
Abies Ts. Canadensis	x	6- 8	$18.50	$175.00
Abies Douglassi	x	6- 8	13.00	120.00
Juniperus Canadensis	x	8-10	20.00	.....
Juniperus Canadensis	xx	10-12	50.00	.....
Juniperus Virginiana	x	6- 8	7.50	65.00
Juniperus Virginiana	xx	12-18	25.00	225.00
Picea Pungens	x	6-18	14.00	130.00
Picea Excelsa	xx	12-18	17.50	165.00
Pinus Austriaca	x	8-10	15.00	140.00
Pinus Mugho	xx	8-10	$50.00	.....
Pinus Sylvestris	xx	10-12	20.00	.....
Thuya Occidentalis	xx	10-12	12.50	115.00
Thuya Occidentalis	xx	12-18	20.00	190.00
Thuya Compacta	x	6- 8	18.50	175.00
Thuya Pyramidalis	x	6- 8	20.00	.....
Thuya, War. Siberica	x	6- 8	25.00	.....
Thuya Woodwardi	x	6- 8	50.00	.....
Thuya Biota Orientalis	x	8-10	11.00	100.00

Deciduous Shrubs and Trees for Lining Out

		Size Inch	100	1000
Acer Platanoides		6- 8	$6.50	$50.00
Acer Saccharum		6- 8	4.00	30.00
Berberis Thunbergii		6- 8	4.50	35.00
Betula Alba		10-12	8.50	70.00
Calycanthus Floridus	x	10-12	8.50	70.00
Cornus Paniculata	x	12-18	8.50	70.00
Cornus Stolonifera		10-12	8.50	70.00
Cotoneaster Acutifolia	x	10-12	13.50	125.00
Crataegus Arnoldiana		12-18	8.50	70.00
Crataegus Mollis		10-12	8.50	70.00
Evonymus Vegetus	x	8-10	8.50	70.00
Exochorda Grandiflora	x	10-12	9.50	85.00
Forsythia Intermedia		10-12	8.50	70.00
Fraxinus Americana		12-18	1.50	8.50
Juglans Nigra		12-18	4.50	30.00
Ligustrum Lucidum		6- 8	5.00	35.00
Lonicera Morrowi		12-18	$8.50	$70.00
Pachysandra Terminalis	x	4- 6	8.50	70.00
Philadelphus Coronarius		12-18	8.00	70.00
Quercus Palustris		10-12	8.50	70.00
Quercus Rubra		10-12	6.50	55.00
Rosa Canina		10-12	2.75	17.50
Spirea Froebelli	x	6- 8	10.00	....
Spirea Opulifolia		12-18	6.00	50.00
Spirea Van Houttei		6-12	6.50	55.00
Symphoricarpos Alba		12-18	5.25	42.50
Symphoricarpos Rubra		18-24	6.50	55.00
Syringa Vulgaris		6- 8	6.50	55.00
Tilia Americana		6- 8	6.50	55.00
Viburnum Lentago	x	10-12	12.00	110.00
Viburnum Opulus Nana	x	4- 6	14.00	....
Weigelia Rosea	x	10-12	14.00	....

Evergreen Understocks for Grafting Conifers

All orders for Evergreen Understocks sold on sample only. Write for samples.

		Size Inch	100	1000
Juniperus Virginiana	x	6- 8	$6.00	$50.00
Picea Excelsa	x	8-10	7.50	65.00
Thuya Orientalis	x	6- 8	8.00	75.00
Thuya Occidentalis	x	8-10	7.00	60.00

Transplanted Shrubs

	Size Feet	10	100
Berberis Thunbergii	1 -1½	$2.75	$22.50
Cephalanthus Occidentalis	1½-2	2.75	22.50
Cornus Siberica	2 -3	2.75	22.50
Cotoneaster Acutifolia	2 -3	3.75	32.50
Forsythia Fortunei	2 -3	2.50	20.00
Ligustrum Amurense	1½-2	2.50	20 00
Ligustrum Regelanium	2 -3	3.00	25.00
Philadelphus Boquet Blanc	1½-2	3.75	32.50
Sambucus Canadensis Aurea	2 -3	3.00	25.00
Spirea Anthony Waterer	1	3.00	25.00
Spirea Opulifolia	2 -3	2.50	20.00
Spirea Van Houttei	1½-2	2.50	20.00
Symphoricarpos Alba	2 -3	2.75	22.50
Symphoricarpos Rubra	2 -3	2.50	20.00
Syringa Persica	1½-2	3.00	25.00
Syringa Persica Alba	1½-2	3.25	27.50
Viburnum Opulus	1½-2	2.50	20.00

Each X indicates one transplanting. 5 of same variety and size at 10 rate; 50 at the 100 rate; 500 at the 1000 rate. Send for Complete Catalog.

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REX BEGONIAS

3-inch, $2.00 per dozen.

GERANIUMS (Our Specialty)

Nutt, Buchner, Ricard, Poitevine, Viaud

Good short jointed plants from 2-inch pots, at $3.50 per 100; $35.00 per 1000.

We ship safe anywhere

Elmer Rawlings, Wholesale Grower, ALLEGANY, N. Y.

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HIGH CLASS PALMS

and Novelties in Decorative Plants

Market and 49th Sts., PHILADELPHIA, PA.

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Chrysanthemum Specialists

Catalogue Free.

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CYCLAMEN

We must have room and offer for one week,
2,500 2¼-in. Cyclamen, at $10.00 per 100; $90.00 per 1000.
3,000 2-in. Cyclamen, at $20 and $25 per 100.
1,000 4-in. Cyclamen, at $40.00 per 100.

Ask for our prices of Easter Greeting Pelargoniums and Ferns

GEO. A. KUHL, Wholesale Grower PEKIN, ILL.

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Fall Stock For Florists

PRIMULA Obconica, Kermesina, Coerulea, Alba and Mixed, **$5.00** per 100, **$45.00** per 1,000.

HYDRANGEA, French varieties, 2½", Baby Bimbinette, **$8.00** per 100; Mad. Chautard, Mme. Hamar, Mme. E. Mouillere, Gen. de Vibray and E. G. Hill, **$6.00** per 100.

HYDRANGEA, French varieties, 4-in. pot plants, **$20.00** per 100; 5-in. pot plants, **$30.00** per 100. Ready now: Mme. E. Mouillere, Mme. Hamar, Mme. Chautard, Gen. de Vibray, Lily Mouillere, Rene Gaillard, Bouquet Rose.

ASPARAGUS Sprengeri, 1½-in. pots, **$3.50** per 100; **$30.00** per 1,000.

BEGONIA, 2½-in. Metallica, **$6.00** per 100.

OTAHEITE ORANGE, 3-in. fine stock to grow on, **$10.00** per 100; **$85.00** per 1,000.

KENTIA Forsteriana, 2½-in. **$12.00** per 100; 3-in., **$20.00** per 100; 4-in. **$50.00** per 100.

DISH FERNS, good standard varieties, 2¼-in. pots, **$5.00** per 100; **$40.00** per 1,000.

GENISTA Racemosa, 4-in. (ready now), **$20.00** per 100.

The Storrs & Harrison Co., Painesville, Ohio

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Abundance of Stock

	Per 100	Per 1000
2¼-inch Asparagus Sprengeri	$ 5.00	$45.00
2¼-inch Calendula Orange King	4.50	40.00
2¼-inch Snapdragons, 5 varieties	5.00	45.00
4 -inch Ferns, 6 varieties	25 00	
Vinca Variegata, large field-grown	10.00	95.00

Liberal extras. Correspondence olicited.

ALONZO J. BRYAN,

Wholesale Florist, Washington, New Jersey

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F. Dorner & Sons Co.

Lafayette, Ind.

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Market Gardeners

Vegetable Growers' Association of America.

Louis F. Miller, Toledo, O., President; H. A. Dooley, Cleveland, O., Vice-President; S. W. Severance, Louisville Ky., Secretary; H. J. Cheney, Grand Rapids, Mich., Treasurer. The next annual meeting will be held at Albany, N. Y., November 1-5, 1921.

GIANT heads of cauliflower from the Catskill country sold in New York city during late September, in crates of five, at $1 per head.

CANTALOUPE shipments the past season were the largest ever recorded, the output increasing rapidly in four western producing sections, with California the leading state.

KAUKAUNA, WIS. — Adrian Berkers, formerly with the Market Gardening Co., of Appleton, Wis., recently purchased three an one-half acres of land in this city, and will erect a range of greenhouses at an early date.

WAUCHULA, FLA. — The Zephyrhills Vegetable Growers' Association was recently incorporated with a capital of $10,000, to grow, buy and sell vegetables and fruit, and to can, dry or evaporate the same.

HUGO, OKLA.—Representatives from six counties of southeastern Oklahoma will meet here October 17 to discuss plans for the organization of the Southeastern Oklahoma Truck and Fruit Growers' Association. The counties to send delegates are Choctaw, McCurtain, Bryan, Atoka, Pushmataha and Le Flore.

Prices of Indoor Fruits and Vegetables.

Chicago, October 4.—Cucumbers, bushel basket, $2 to $2.75; leaf lettuce, per box, 10 to 15 cents; radishes, $1 to $1.25 per 100 bunches.

NEW YORK, September 30.—Cucumbers, 50 cents to $2 per basket; mushrooms, per three-pound basket, 50 cents to $1.50; radishes, 100 bunches, $1 to $2; tomatoes, per carrier, 50 cents to $1.75.

European Corn Borer.

The secretary of agriculture has information that the European corn borer (Pyrausta nubilalis Hubn.), a dangerous insect not heretofore widely prevalent or distributed within and throughout the United States, and on account of which notice of Quarantine No. 43, which became effective March 29, 1920, quarantining the states of Massachusetts, New Hampshire, New York and Pennsylvania, was issued, is now known to occur also in Maine and Ohio.

The European corn borer attacks corn and broom corn, including all parts of the stalk, and breeds in and may be transported by Sudan grass, celery, green beans in the pod, beets with tops, spinach, rhubarb, oat and rye straw as such or when used as packing cut flowers or entire plants of chrysanthemum, aster, cosmos, zinnia, and hollyhock; also cut flowers or entire plants of gladiolus and dahlia, except the bulbs thereof without stems, and many other herbaceous plants. It seems advisable, therefore, at this time to consider the establishment of a quarantine extending from Lake Michigan southward along the western border of Indiana to the Ohio river and thence eastward along the Ohio and Potomac rivers or some other line across the northeastern states, in accordane with the Plant Quarantine Act of August 20, 1912 (37 Stat., 315), as amended by the act of congress approved March 4, 1917 (39 Stat., 1134, 1165), and of restricting or prohibiting the movement from these states or from any infested districts determined therein of corn and broom corn or (including all parts of the stalk), Sudan grass, celery, green beans in the pod, beets with tops, spinach, rhubarb, oat and rye straw as such or when used as packing, cut flowers or entire plants of chrysanthemums, aster, cosmos, zinnia, and hollyhock; also cut flowers or entire plants of gladiolus and dahlia, except the bulbs thereof without stems, and other herbaceous plants.

Notice is therefore hereby given that a public hearing will be held at the Department of Agriculture, Washington, D. C., Room 11, Federal Horticultural Board, at 10 a. m., October 11, 1921, in order that any person interested in the proposed extension of the quarantine may appear and be heard either in person or by attorney.

Mushrooms.

As the years go by great changes occur, and often we fail to take due notice in time. This fact was brought home to us recently by the failures made in recent years at Ohio State University in mushroom growing. They formerly had wonderful success there and all at once, for no apparent reason, faced complete failure. After much speculation they blame the lack of success to alfalfa manure. In recent years alfalfa hay has been used freely as a feed for their horses, thus changing the nature of the compost. While the conclusions reached may be premature, there is ground for serious thought. We know from our own experience that we made a miserable failure one year with part of our crop by using shredded corn-fodder manure. These experiences show that great care must be used in the selection of raw materials. We know from years of experience that we would prefer oats-fed horses to corn fed, and either prairie hay or timothy hay-fed horses to straw-fed horses. And again horses bedded with straw to sawdust or shavings-bedded horses; we would perfer a barn not too overly clean, for where bedding is changed too rapidly poor material results for mushroom growing. Where horses are idle and fed on hay alone, or worse yet, on straw, good results are hard to obtain. The ideal material comes from hard-working animals, fed liberally on grain and hay and bedded with straw. Such raw material well treated in course of preparation is the key to success. Further, we find that in some localities, boards of health demand treating manure with borax or some other chemical as a disinfectant, and in other places we find street sweepings contain enough oil from passing automobiles to render such material unfit for our purposes. Altogether the manure problem has become an acute one to the grower. The mushroom grower especially must exercise due caution or face bad losses.

MARKETMAN.

PANSY PLANTS Goodell's Pansy Park strain a florists mixture of more than 50 var. Giant exhibition, foreign and American; bronzes, reds and such colors predominate. Stocky plants, $4 50 per 1000, good as transplanted, $5.50. Cash.
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Presenting accurately the requirements for success.
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Primula Obconica, 4 in.....20c
Cyclamen, 4 in.....40c
Stevia, dwarf, 2 in 4c
Forget-Me-Nots, 2 in., winter-flowering...4c
Per 100
1000 Matchless Carnation plants.....$10.00
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New England grown, well rooted.
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Asparagus Sprengeri, 2½-in., 4½c each. ODOR GREENHOUSES, Iola, Kan.

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Calendulas. Selected true Double Orange King, 2¼-in. pots, $6.00 per 100, $50.00 per 1,000. ROMAN J. IRWIN, 43 West 18th St., New York.

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Calla Aethiopica, the popular white calla, clean, sound bulbs, all with crown shoots.

Size Diameter	Per 100	Per 1000
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Satisfaction guaranteed.
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LAST CALL
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GOOD STOCK.

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White Enchantress	8.00	75.00

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2,000 Enchantress, $8.00 per 100; $75.00 per 1,000.
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Nice large carnation plants, 8c each. Cash with order. Few more Boston ferns. G. E. Brumm, Nashville, Mich.

Carnations. See our special offer on page 611 of this issue, MATTHEWSON'S, Sheboygan, Wis.

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Chrysanthemum novelties for 1921. Preliminary list free. Elmer D. Smith & Co., Adrian, Mich.

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Dwarf Giant Cineraria, clean, strong, healthy plants.
3-in. ..... $12.00 per 100
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Very best large-flowering Cinerarias; finest colors and imported strain. 2½-inch, $7.00 per 100; 3-inch, $15.00 per 100; 4-inch, $25.00 per 100. THE PARK FLORAL CO., 1643 Broadway, Denver, Colo.

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Cleveland Cherries, fine plants, well berried, out of 5-in. pots that have been plunged in field, no set backs, 16c each. Cash. Brill Celery Gardens, Kalamazoo, Mich.

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Cyclamen plants. Clean, strong, healthy plants.
3-in. ..... $17.00 per 100
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CYCLAMEN GIGANTEUM
SEED NOW READY

Glory of Wandsbek, dark and light shades of salmon.
Daybreak, delicate shade of salmon.
Brilliant Red, large and fine.
Pure White, extra select.
White—Pink Eye, very large and fine.
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Lavender, very beautiful.
Above varieties, $12.00 per 1,000 net.
For novelties, price list and cultural directions, sent on application.
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Daisies: Bellis Montrosa, pink or white; also Longfellow and Snowball. Fine strong plants, $3.00 per 1000. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

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BOSTON FERNS.
Good, strong bushy stock.

5-in.	$0.40
6-in.	.75
7-in.	.90
10-in.	2.00

Packing charges free.
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Ferns. Bostons and Scotti. Exceptionally strong, clean, pot grown stock for immediate shipment. For sizes and prices see advertisement on front cover page of this issue. R. Vincent Jr. & Sons Co., White Marsh, Md.

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Forget-me-not. Alpestris Victoria, hardy dwarf, blue; strong plants, $4.00 per 1000. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

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Geraniums, Nutt Buchner, Ricard, Poitevine and Viaud. Good short jointed plants. 2-in., $3.50 per 100; $36 per 1,000. Elmer Rawlings, Allegany, N. Y.

Geraniums, rooted cuttings only, send for prices. ALBERT M. HERR, R. F. D. 8, Lancaster, Pa.

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Decorative Greens. Magnolia leaves, beech and oak sprays. Write for samples and prices. The Decorative Greens Co., Kinston, Ala.

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French Varieties and Otaska.
3 branches.....$30.00 per 100
4 branches..... 40.00 per 100
6 branches and more 50.00 per 100
Ask for full list of all sizes, field-grown and pot grown.
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IRISES.
87 varieties, true to name; nice young stock, special prices, write for list. GILBERT H. WILD, Sarcoxie, Mo.

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Valley pips. From cold storage. $30 per 1,000; $16 per 500; $8 per 250; $4 per 100. H. N. Bruns, 3032-42 W. Madison street, Chicago.

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PANSY PLANTS.
O'Neill's special and private stock, mixed, strong large flowers. The best stock that can be bought selected from one hundred thousand plants every year and the richest colors that can be got. Guaranteed to be the best on the market. $5.00 per 1,000, straight. Cash.
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Peonies, a two story crop. Ask for Florists' Problems No. 6. SARCOXIE NURSERIES PEONY FIELDS, Wild Bros. Nursery Co., Sarcoxie, Mo.

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PRIMULA OBCONICA GIGANTEA. From best strain of seed. Best colors. 2¼-in. pots $7.00 per 100. $60.00 per 1,000; 3-in. pots, $12.00 per 100.
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Primula Obconica Gigantea. Our own strain and our reputation for this strain warrants us in saying that it is the best obtainable. This stock is in very fine shape, ready to be transferred to larger sizes. 2¼-inch, $7.00 per 100; 3-inch, $15.00 per 100; 4-inch, $25.00 per 100. Primula Malacoides Townsendii, 2-inch, $7.00 per 100. Ready Sept. 10. THE PARK FLORAL CO., 1643 Broadway, Denver, Colo.

PRIMULAS.

Primula obconica, 2½-in., good strong plants at $6.00 per 100; $55.00 per 1,000; 4-in. at 25c; 5-in. at 50c; 6-in. at 75c; Malacoides, 2½-in., $5.00 per 100.
HENRY SMITH FLORAL CO., INC.
Grand Rapids Mich.

Primula Obconica, Kermesina, Coerulea, Alba and mixed, $5.00 per 100; $45.00 per 1,000. The Storrs & Harrison Co., Painesville, O.

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Privet. Ibota and Amoor River. R. C., 75c per 100. ODOR GREENHOUSES, Iola, Kans.

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Own-root stock ready for immediate delivery.
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Ask for complete list of 2-year-old selected stock.
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43 West 18th St. New York

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Seed. Cyclamen. Best English and German strain, separate colors. Salmon-Wandsbek and Salmon King. $15.00 per 1,000. All other colors, $12.00 per 1,000. S. S. SKIDELSKY & CO., 59 Park Place, New York.

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Seeds. Pedigree and selected stocks of rutabaga, turnip, cabbage, Savoy cabbage, beet and mangel; flower seeds. Write for special prices. Kelway & Sons, Langport, Eng.

Seeds. Sweet peas, Spencer's grandiflora, etc. Asters and flower seeds in general. Tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds. The largest French cultures of Primulas. Ask for prices 1921 crop. Malacoides, $22.69 per lb. JH. PAQUET, bd., Magnan Nice (France).

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Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seed. Cyclamen. For varieties and prices see advertisement on front cover page of this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

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Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seed. Lawn mixtures and field, wholesale. Write for prices. Atlantic Grass Seed Co., 46 W. Broadway, New York.

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Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Seed. For the wholesale trade only. Braslan Seed Growers' Co., San Jose Calif.

Garden Seeds. All varieties. I. N. Simon Son, 438 Market Street, Philadelphia, Pa.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

SEEDS.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapide, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

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Southern Wild Smilax, $7.50 per case. The E. F. Winterson Co., 166 N. Wabash Ave., Chicago.

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Snapdragons, 2¼-in. pots, $6.00 per 100, $55.00 per 1,000. Nelrose, Keystone, Giant White, Giant Yellow, Silver Pink and Garnet. New Snapdragons, $8.00 per 100, $70.00 per 1,000. Golden Pink Queen, Orlando and Golden Delight.
ROMAN J. IRWIN
43 West 18th St. New York

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Stevia. Fine large field-grown clumps, ready to bench, that will produce lots of blooms. Packed to ship at $15.00 per 100. HENRY SMITH FLORAL CO., Grand Rapids, Mich.

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German Winter-Forcing Stocks. We are offering seeds from a German specialist in this flower. Mr. Paul Teicher. Extra select seed from which the raiser claims 90 per cent double, in the following colors: lavender, snow white, rose, pink, silvery delicate lilac. 500, 66c; 1000, $10.00. PETER PEARSON, 5732-5748 Gunnison St., Chicago.

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Yellow Sweet Peas. See display advertisement elsewhere in this issue. McClenahan Greenhouses, 40th and Philips streets, Oklahoma City, Okla.

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FIELD-GROWN VARIEGATED VINCAS. 2½ to 3 ft. long, bushy, seven vines and more, $9.00 per 100, $80.00 per 1,000. ROMAN J. IRWIN, 43 West 18th St., New York.

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Seed packets for 1921. All packet sizes and larger bags up to two pounds or more, also catalogues, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Concrete post molds. Light, strong, durable. Made of sheet metal. Prices submitted upon request. Superior Machine & Boiler Works, 840-850 W. Superior St., Chicago.

Concrete bench legs, 16-in. high. Shipment made from our Joliet plant at Joliet, Ill. Write for particulars and prices. DAVIS-JOLIET CO., Davenport, Iowa.

Miscellaneous etock of all kinds. For varieties and prices see display advertisement elsewhere in this issue. Rosendale Greenhouses, Delanson, N. Y.

Gold letters of best quality. Prices greatly reduced. Write today for samples and prices. J. Lichtenberger, 1560 Avenue A, New York.

Meyer's Green Florists' Thread is the best for all florists' purposes. Write for prices. John C. Meyer, Florist Thread Works, Lowell, Mass.

PRINTING of every description. Our prices talk. Samples free. A. H. KRAUS, 409 Chestnut St., Milwaukee, Wis.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, O.

1,000 letterheads and 1,000 envelopes, $8.50. Good stock. Cash please. Gorham Printery, Inc., 542 S. Dearborn St., Chicago.

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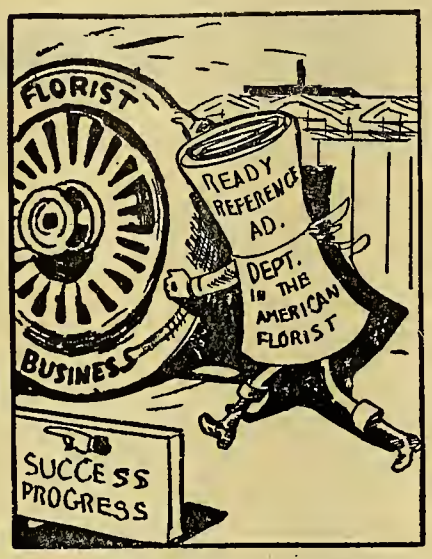
Catalogues. Large runs our specialty Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Dreer's Peerless Glazing Points. Write for samples and price. Henry A. Dreer, 713 Chestnut St., Philadelphia, Pa.

Peach trees, roses and evergreens a specialty with us. Write for prices. SOUTHERN NURSERY CO., Winchester, Tenn.

Giblin greenhouse boilers. Lets the florist sleep. Write for catalogue. Giblin & Company, Utica, N. Y.



It Puts Its Shoulder to the Wheel.

Florist specialties and supplies of every description. Sam Seligman, 116 W. 28th St., New York.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $2.50; 50,000, $11.00. W. J. Cowee, Berlin, N. Y.

Greenhouse Boilers. Kroeschell Bros. Co., 452 Erie St., Chicago.

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Cut flower boxes. Edwards Folding Box Co., Philadelphia, Pa.

CARNATION STAPLES.

Carnation staples, 35c per 1,000; 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c, 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

FERTILIZERS.

HARDWOOD ASHES AT PRE-WAR PRICES.
Have been instructed by the Ash Gatherers of Ontario to sell 30 cars of 30 tons each. It will pay you to buy a car at once and store till spring. GEO. STEVENS, 364 Mark St., Peterborough, Ont., Canada.

Magic fertilizers for the florist. Write for prices. Chicago Feed and Fertilizer Co., 509 Exchange Ave., U. S. Yards, Chcago.

Thomson's celebrated manure. Sold by all dealers or from sole makers, William Thomson & Sons, Ltd., Clovenfords, Scotland.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Wizard Brand Manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

FLORISTS' SUPPLIES.

Florists' supplies; baskets, chiffons and novelties. Write or wire your orders. Will ship same day order is received. Pittsburgh Cut Flower Co., Pittsburgh, Pa.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia, Pa.

Everything in florists' supplies and staples. The McCallum Co., 137 Seventh St., Pittsburgh, Pa.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

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Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moniger Co., 908 Blackhawk St., Chicago.

Greenhouse glass, paint and putty. Hooker's Dolesco brand. Big stock, priced right, good brands. H. M. Hooker Paint & Glass Co., 651-669 W. Washington Blvd., Chicago.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouses, superior in construction, durable and inexpensive. Write for estimates. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber. Adam Schillo Lumber Co., 1550 Kingsbury St., Chicago.

Greenhouse construction. When you are ready to talk building, say when and where and we'll be there. Lord & Burnham Co., Chicago and New York.

Callahan cut-to-fit greenhouses. Wolf ventilating apparatus. T. J. Callahan Co., 16 So. Canal St., Dayton, O.

Greenhouse material and greenhouse hardware. Write for estimate. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

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Aphine, $1 per qt., $2.50 per gal. Fungine, $1 per qt., $3.50 per gal. Vermine, $1 per qt., $3 per gal. Aphine Manufacturing Co., Madison N. J.

LABELS.

LABELS for nurserymen and florists, Benjamin Chase Co., Derry Village, N. H.

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Amling Co., E. C., Chicago.
Angermueller Co., Geo. H., St. Louis, Mo.
Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.
Berning, H. G. St. Louis, Mo.
Brenner, Edward, New York.

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STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912,

of THE AMERICAN FLORIST, published weekly at Chicago, Ill., for October 1, 1921.

State of Illinois, County of Cook.

Before me, a Notary Public in and for the state and county aforesaid, personally appeared Michael Barker, who, having been duly sworn according to law, deposes and says that he is the editor and business manager of THE AMERICAN FLORIST and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, and if a daily paper, the circulation, etc.,) of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form, to wit.

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher, American Florist Company, 440 South Dearborn Street, Chicago, Ill.

Editor and Business Manager—Michael Barker, 440 South Dearborn Street, Chicago, Ill.

2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of stockholders owning or holding 1 per cent or more of the total amount of stock.) Estate of E. Asmus, W. Hoboken, N. J.; M. Barker, 440 S. Dearborn St., Chicago, Ill.; David Burpee, 475 N. Fifth St., Philadelphia, Pa.; John Burton, Willow Grove Ave., Chestnut Hill, Pa.; Estate of J. D. Carmody, Evansville, Ind.; W. W. Coles, Maple Hill Rose Farms, Kokomo, Ind.; Robt. Craig, 49th and Market Sts., Philadelphia, Pa.; Emresa J. Dickey, Wahiawa Oahm, Hawaii; Wm. Falconer, Allegheny Cemetery, Pittsburgh, Pa.; Maggie Harris, 55th St. and Springfield Ave., Philadelphia, Pa.; William K. Harris, 1406 So. 51st st, Philadelphia, Pa.; Mrs. Sarah Lonsdale, 1105 Bath St., Santa Barbara, Calif.; Mrs. Catherine Mathison, Waltham, Mass.; John N. May, Summit, N. J.; Mark P. Mills, 5323 Chester Ave., Philadelphia, Pa.; F. R. Pierson, Tarrytown, N.Y.; Blanche L. Sailer, care of Randolph Sailer, 929 Chestnut St., Philadelphia, Pa.; Estate of Louise Schiller, 2207 W. Madison St., Chicago, Ill.; H. A. Siebrecht, New Rochelle, N. Y.; W. J. Stewart Estate, 252 Highland Ave., Winchester, Mass.; J. C. Vaughan, 10-12 W. Randolph St., Chicago, Ill.; Annie G. Whitnall, 4001 Harvard blvd., Los Angeles, Calif.; C. B. Whitnall, 407 Broadway, Milwaukee, Wis.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.)

There are no bonds, mortgages or other securities outstanding against THE AMERICAN FLORIST.

4. That the two paragraphs next above, giving the names of the owners, stockholders and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

AMERICAN FLORIST COMPANY.
Michael Barker, Sec'y.

Sworn to and subscribed before me this 26th day of September, 1921.

R. C. MEREDITH, Notary Public.
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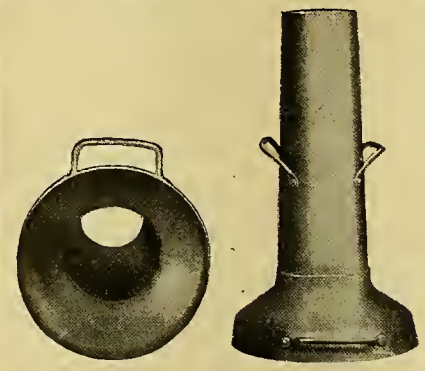

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Vol. LVII. CHICAGO AND NEW YORK, OCTOBER 15, 1921. No. 1741

THE AMERICAN FLORIST

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OFFICERS—THOMAS ROLAND, Nahant, Mass., President; ADOLPHUS GUDE, Washington, D. C., Vice-President; JOHN YOUNG, 41-43 West 18th St., New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer.

OFFICERS-ELECT—S. S. PENNOCK, Philadelphia, Pa., President; SAMUEL MURRAY, Kansas City, Mo., Vice-President; JOHN YOUNG, New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer.

The thirty-eighth annual convention will be held at Kansas City, Mo., August, 1922.

Fifth National Flower Show.

The Fifth National Flower Show will be held at Cleveland, O., March 25 to April 1, 1922.

FLORISTS' TELEGRAPH DELIVERY ASSOCIATION.

Next annual meeting at Toronto, Ont., October 11-13, 1921. OFFICERS: PHILIP BREITMEYER, Detroit, Mich., President; H. G. DILLEMUTH, Toronto, Ont., Vice-President; ALBERT POCHELON, Detroit, Mich., Secretary; WM. L. ROCK, Kansas City, Mo., Treasurer.

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Next annual convention and exhibition at Chicago, November 16-17, 1921. OFFICERS: S. S. PENNOCK, Philadelphia, Pa., President; N. J. WIETOR, Chicago, Vice-President; C. W. JOHNSON, 141 Summit Street, Rockford, Ill., Secretary; CHAS. H. TOTTY, Madison, N. J., Treasurer.

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Next annual meeting and exhibition, Hartford, Conn., January 1922. OFFICERS: W. D. HOWARD, Milford, Mass., President; N. C. OSBORN, Hartford, Conn., Vice-President; A. F. J. BAUR, Thirty-eighth St. and Rockwood Ave., Indianapolis, Ind., Secretary.

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FLORISTS' TELEGRAPH DELIVERY.

Annual Meeting, Toronto, Ont., Oct. 11-13, 1921.

Officers-Elect: Philip Breitmeyer, Detroit, Mich., President; Chas. F. Feast, Baltimore, Md., Vice-President; Albert Pochelon, Detroit, Mich., Secretary; Wm. L. Rock, Kansas City, Mo., Treasurer.

Directors Elected: Chas. H. Grakelow, Philadelphia, Pa.; A. F. Borden, Los Angeles, Calif.; W. J. Palmer, Buffalo, N. Y.

Next Annual Meeting, Baltimore, Md.

A Record Attendance.

In an elaborately decorated hall at the King Edward hotel, Toronto, Ont., the sixth annual business meeting of the Florists' Telegraph Delivery Association was called to order at 10:30 o'clock, Tuesday morning, by Vice President H. G. Dillemuth, using a flower-decked gavel. A basket of chrysanthemums from the Florists' Club of Baltimore, Md., and a vase of American Beauty roses placed on the press table immediately in front of the platform added much to the attractiveness of the scene. A most enthusiastic and representative gathering of retail florists from almost every state in the Union and the provinces of Canada was present at the opening session. Mr. Dillemuth extended a most cordial welcome to the members and was glad to see so many representative men from all parts of the country and was sure many new ideas would be brought out from which all would profit. The members then joined in singing "God Save the King," followed by "America." Rev. Canon Cody delivered the invocation, after which Mayor Church, in well chosen words, officially welcomed the members to the city and urged them to visit the beautiful buildings and parks, the latter which the florists of Toronto had helped to create. He referred to the 100 years of peace between the United States and Canada with nothing of a military nature on land or water to guard them. After praising their occupation, Mr. Church presented the keys of the city and said that he had been asked for the keys of the cellar which he had given to Mr. Dillemuth.

Chas. H. Grakelow replied for the association in his usual eloquent manner, and referred to the Buffalo, N. Y., meeting of the organization, when his city, Philadelphia, stepped aside to put Toronto in line for election after the 1920 convention in Indianapolis, Ind. The F. T. D. had accomplished wonders, he said, in bringing the florists of the United States and Canada into a closer bond of friendship and increasing their hold on success. The florists' profession made the pathway of life brighter for others, and Mr. Grakelow was certain that those present would return better men and women for being here. S. A. McFadden, president of the Retail Florists' Association of Canada, extended a hearty welcome on behalf of the retail trade of the Dominion and was proud to greet this progressive organization. The F. T. D. was performing a great work and every live retailer should avail himself of its advantages. He closed with a plea for greater organization among the trade, which was the right path to pursue in pushing the business. President W. E. Groves, of the Canadian Florists' and Gardeners' Association, then extended a welcome that was a masterpiece in its hearty greeting to what he called the princes of the profession. W. W. Gammage also added words of welcome in which he described the wonderful resources of the dominion, the greatest of which was the tremendous power captured from Niagara Falls, there now being 3,500,000 horsepower developed, which will probably be trebled in the near future. W. J. Smyth, of Chicago, then responded for the Florists' Telegraph Delivery Association, emphasizing the fact that we were all one large family, recognizing no boundary line, working for the betterment of the F.

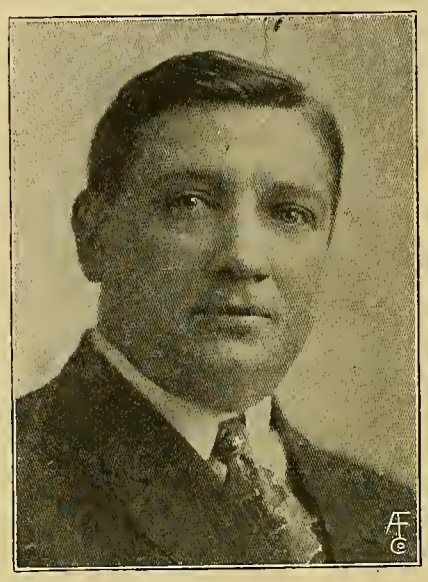
T. D., and that the members of this organization were truly citizens of the world.

President Breitmeyer, amid great applause, on assuming charge of the meeting, was presented with a handsome bouquet of American Beauty roses, from Dr. Moore, of the Hollywood Gardens, Seattle, Wash., who also wired his best wishes for a successful meeting. Mr. Breitmeyer was surrounded by the directors of the association, all of whom were seated on the platform during the opening session. The secretary, treasurer and other assistants occupied a table in front of the rostrum. In opening, President Breitmeyer made a short address, thanking all for their very warm welcome. He wished to impress on the members that this was a business meeting and not a convention, and in reading his message said it was not an address but just an account of the various things he hoped to see accomplished at this meeting. He urged the florists, in view of the business depression, to think instead of lament; do your best every day, thus having a better night's rest and be ready to act on the spur of the moment. At the conclusion of his message, the president read a cablegram from President-elect S. S. Pennock, of the Society of American Florists, giving his best wishes for the success of the meeting and uplift of the business. Several telegrams were read from members who were unable to be present, all heartily wishing great success. Edw. Sceery then moved that a basket of flowers be wired to President Harding, through Gude Bros. Co., Washington, D. C., and that flowers be cabled to President-elect Pennock in answer to his greeting. Max Schling moved that flowers be placed on the grave of former President Valentine of the association, and that flowers be wired to the Governor-general of Canada, Lord Byng, and King George.

The roll was then called by each writing his name on a card, showing 181 present. Treasurer Wm. L. Rock presented his report, which showed the association to be in splendid financial condition. Herman P. Knoble presented a report of his budget committee, showing the expenses for running the association for the past year to be about $18,000, with a total income of $25,000, leaving a balance of $7,000, and by careful work the F. T. D. would remain on the credit side. M. Bloy made a very satisfactory report on the F. T. D. News, and was given a vote of thanks for his excellent work with the paper. Max Schling, chairman of the committee for increasing interest in the F. T. D. News in subscriptions and advertising, said that the cost of publishing each copy of the first number was $1, but now the publication of the News was considerably less, and he hoped that all members would help in making it a greater success. Adjournment was then taken to the Crystal room of the hotel, where a most excellent luncheon was served, the tables being decorated with baskets of roses and maple leaves, with ferns and smilax on the balcony railing.

Tuesday Afternoon Session.

At the afternoon session, J. G. Perry, of the Canadian National Telegraph Co., delivered the opening address, showing how his company was co-operating with the florists in handling F. T. D. business, and was anxious to do more. Whenever service was not perfect he urged the florists to communicate with officials, who would do their best to hasten deliveries. Nominations for the place of meeting in 1922 were next in order and Baltimore, Md., was the first in the field with a large sheaf of letters and telegrams from officials and societies in that city, and ably seconded by R. L. Graham, president of the Florists' Club of Baltimore. Chas. Feast of the same city, Chas. H. Grakelow and W. F. Gude. J. Fred Ammann presented St. Louis, Mo., and was seconded by Fred Weber, who was supported by a great list of letters from business bodies, the St. Louis Florists' Club and city officials. The ballot resulted as follows: Baltimore, 110; St. Louis, 49, which was received with much cheering. Mr. Ammann moved that the election be made unanimous and the St. Louis members promised to help make the 1922 meeting a success. The question box, which had been placed in the hall at the morning session, was now opened and many live topics were brought forward, one of them being



Geo. Asmus, Chicago.
Cleveland National Flower Show Advocate.

why women are not asked to work on committees. Through a warm atmosphere, President Breitmeyer at once said that the smoke of the committee room made an atmosphere that was no place for them and that they were excused from acting as judges of window displays on account of the weather. Miss Getz, of Cleveland, O., wished to be informed how it was known that women wanted to be excused from this duty, and the president wished to know what the women really did want. Miss Getz said that women did not wish to usurp the place of men, but only wanted to be themselves. The day when they were chattels of men had passed and now a new era had come. The president then asked Miss Getz to take the chair, but she demurred and finally asked for the platform. But a question being raised as to the legality of the proceeding, she asked to be excused. Miss Schultz, of Scranton, Pa., said it was capability, not sex, that counted, no difference being made in business competition. In answer to a question on steamer deliveries in New York, Max Schling spoke on the matter, showing the great difficulties in handling this class of trade. The question of Sunday closing was ably take care of by J. Fred Ammann, Chas. H. Grakelow, Irwin Bertermann and Herman P. Knoble. A motion to commit the organization to Sunday closing was made but finally withdrawn. H. Schiller presented a report on "Refrigeration for Retail Florists," which brought out among other matters that a temperature of 45 degrees was the best, as it kept flowers and did not prevent development.

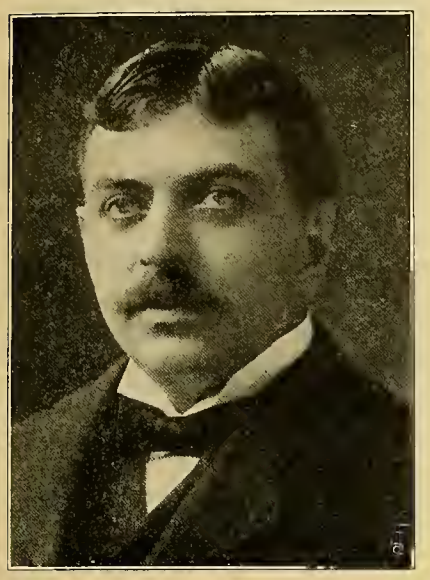
Tuesday Evening Session.

The first topic for discussion at the evening session was "Say It With Flowers" week, which was finally referred to the board of directors for further action. F. W. Poole, of the British committee of foreign trade, made an interesting address, telling how his government helped its manufacturers to obtain the best market. He was greatly interested in the Florists' Telegraph Delivery Association, and hoped to be able to give it assistance in England. The report of C. Engleman, the F. T. D. representative in Europe, was then read, which took up his visit to the European florists' convention at Nuremburg, Germany, last summer and was very interesting. An organization in Germany, similar to the F. T. D., has a membership of 800. E. G. Hill told of the progress of the F. T. D. in England, stating that the trade in that country will more actively cooperate when business becomes normal. In his report on the "Standardization of Cut Flower Boxes," Max Schling showed how some 83 sizes in some stocks could be cut down to 26, with profit to all. Samples of the different sizes were on exhibition. Chas. H. Fox, of Philadelphia, Pa., demonstrated his new pillow basket, containing a tin for water, which was filled to make a better showing. In nine and one-half minutes he made a pillow effect 24 inches in length, consisting of Easter lilies, white roses, white dahlias, pink snapdragons, cattleyas and lily of the valley. He was loudly applauded and received a vote of thanks. Following, Max Schling gave an artistic demonstration in the arrangement of flowers in various baskets and table decorations.

Then came the minstrels, who in various ways featured events and personages in the F. T. D. A series of cartoons excellently drawn were displayed by Secretary Pochelon; various subjects were taken up by some 25 artists in the cast. Chas. H. Grakelow and M. Bloy reading the programme. The cartoon on Mr. Grakelow, picturing him as an elk, and that of Edw. Sceery, with his permanent wave, made great hits. It was considerably after midnight before the programme was completed, and all voted it a very full day, even in F. T. D. circles.

Wednesday Morning Session.

At the Wednesday morning session the winners in the window competition were announced by the judges and showed that the florists of Toronto were most adept in this artistic work. The first prize was awarded to J. S. Simmonds & Son; Mrs. Percy Waters, second, and J. J. Higgins, third, each being given a handsome silver cup, suitably inscribed. To H. G. Dillemuth, G. H. Warren certificates of merit were awarded, and to Mrs. Moore, creditable mention. The judges especially commended the Toronto florists for their wonderful achievements of placing a large metal sign, "Say It With Flowers," in front of the city hall and with intertwining of the colors over the doorway of the same building, where a large electrically lighted sign said "Welcome F. T. D." The committee also expressed its delight and appreciation of the wonderful displays of orchids in all the stores, especially that of S. Tidy & Son.



Philip Breitmeyer, Detroit, Mich.
President.

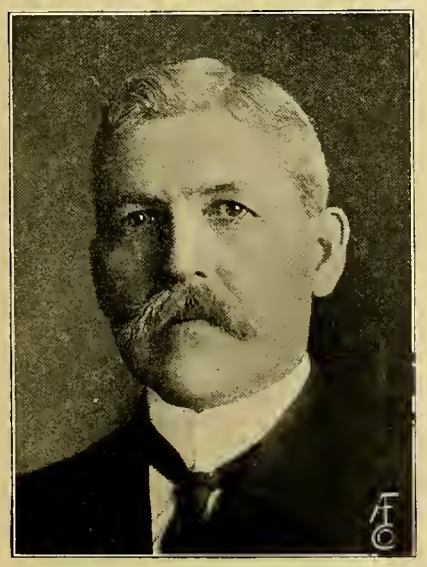
Albert Pochelon, Detroit, Mich.
Secretary.

Wm. L. Rock, Kansas City, Mo.
Treasurer.

Wm. F. Gude, Washington, D. C.
Director.

H. G. Dillemuth, Toronto, Ont.
Vice-President.

C. H. Grakelow, Philadelphia, Pa.
Director.



W. W. Gammage, London, Ont.
Director.

W. J. Palmer, Buffalo, N. Y.
Director.

Edward Sceery, Paterson, N. J.
Director.

OFFICERS OF FLORISTS' TELEGRAPH DELIVERY ASSOCIATION.

W. F. Gude told of the great advertising gained by sending flowers through the F. T. D. to Rotarians while in convention at Edinburgh, Scotland, last summer. President Breitmeyer said there was good advertising in local florists sending flowers to the mayors of their own city with greetings from the association now in session and many acted at once upon the suggestion. The president then voiced the appreciation of Secretary Pochelon's work for the past year and he was given much applause for his splendid work. The efforts of Treasurer Rock were also strongly commended. Correct methods in sending orders by telegrams were discussed and many new ideas brought forward, especially the matter of the complete and correct address of the recipient. Mr. Bertermann refuted the necessity of confirming and sending bills at once. A resolution to stand back of members in a legal way, refusing to pay more than 20 per cent discount was not adopted, but a motion made by Chas. H. Grakelow that all found guilty of such practices be dropped from the F. T. D. was unanimously passed. The difficulty of obtaining receipts upon the delivery of hotel and hospital flowers came up for much discussion. After adjournment the ladies were guests at a luncheon at the hotel. Chas. Bovin, chairman of the committee of district representatives, presented his report and President Breitmeyer read a cablegram from King George, acknowledging his receipt of the flowers received on the previous day which said: "His highness much appreciates the gift of flowers."

Election of Officers.

The nomination of officers was then in order and Chas. H. Grakelow, in an eloquent speech, presented the name of President Philip Breitmeyer, of Detroit, Mich., to succeed himself. The secretary cast the vote of the association, the audience standing and heartily applauding the selection. Chas. F. Feast, of Baltimore, was chosen vice-president, and Treasurer Wm. L. Rock, Kansas City, Mo., and Secretary Albert Pochelon, of Detroit, were elected to succeed themselves. The following directors were re-elected: Chas. F. Grakelow, Philadelphia, Pa.; A. F. Borden, Los Angeles, Calif.; W. J. Palmer, Buffalo, N. Y.

Wednesday Afternoon Session.

At 2:30 o'clock, Wednesday afternoon, the members were given a delightful ride through the suburbs and parks of the city and were photographed at the Exhibition grounds. In the evening there was an elaborate banquet in the Crystal room of the King Edward hotel, which with its splendid menu and flow of wit and wisdom was thoroughly enjoyed by all.

The programme for the remaining sessions includes the report of the F. T. D. clearing house and its benefit on exchange between the United States and Canada, to be presented by John Besemer, F. T. D. accountant, at the Thursday morning session. Herman P. Knoble and Geo. Asmus will tell of the progress being made for the National Flower Show to be held at Cleveland, O., March 25-April 1, and have suggested an F. T. D. temple to be placed at the exhibition. Irwin Bertermann and W. F. Gude will make their report on "The Grading of Flowers," taking up the various phases of relationship between the grower, retailer and public. Roses will come in for special attention. J. Fred Ammann, Edwardsville, Ill., will then present his address on "The Relation Between the Grower and Retailer."

The Thursday afternoon session will be opened with suggestions from members for the 1922 meeting. A debate on "Who is eligible to be a member of the F. T. D. and who is not?" will be participated in by all present. The report of the district representatives will conclude the programme.

S. A. McFadden's Welcoming Address.

I am very glad, indeed I am more than glad, I am proud of this opportunity to welcome to Canada this organization which is composed of the best and most progressive retail florists. A very large majority of your members are American retailers, but Canada is well represented in your membership. I hope the acquaintances you make with the Canadian brethren at

J. F. Ammann, Edwardsville, Ill.
"Retailer and Grower Relations."

this meeting, and the impressions you receive while in Canada will impress you that the Canadian retailer is a very wide-away business man, like yourselves, and that the land he lives in is a very fine place too. In Canada we have not the density of population you have, so in the country and smaller places we have not the numerous retailers found in your country. But in the cities, in the larger centers, the retail florist business is well developed and there are many large establishments handling considerable business.

The Canadian retailer has his problems of buying and selling, of publicity and delivery, and of business methods. For some of us these problems have been fairly well solved, but we are looking for betttr solutions. The F. T. D. has accomplished a great work in solving problems of the retailer and in making more business, but there are still a great many who are not members of the F. T. D., and who do not receive the help this organization stands ready and willing to give. We realize that it is only by exchanging ideas, hearing the ideas and methods of the other fellow and getting acqualnted with him that we can hope to make improvement.

Some two years ago it occurred to a number of retailers that a Canadian organization of retailers would and could be very helpful. The need of it was also felt. Only by getting together and practicing co-operation could many of the common difficulties and problems be settled. We can do almost anything if we go at it. Those who think they can't are always right. We went at it, and the Canadian Retail Florists' Association was formed, and while as yet we have not accomplished anything great, still we are moving in the right direction. This is the organization I represent today and on whose behalf I welcome you to Canada and Toronto. I know your meeting will be helpful. The subjects on the programme for consideration and discussion are of vital importance to us all. The matter of standard grading of roses, etc., I am glad it is to be taken up and discussed. In Canada we have been agitating for some time for a standard grading, but as yet have not been able to get the growers to come together on this important matter. I hope a standard will be adopted at this meeting, one that all retailers and growers will subscribe to, and in doing so clear up a problem that has needed co-operation and action for some time.

I trust your visit will be pleasant and entertaining. We Canadians will do all in our power to make it so. Meetings, such as this one, are always beneficial. One meets his brother and sister craftsman and becomes better acquainted. Misunderstandings and prejudices are wiped out and a spirit of friendliness and co-operation engendered. Again I welcome you. Again I say we are glad you are here.

President Breitmeyer's Address.

Allow me first of all, to express my gratitude to all and everyone of you for your attendance—at this our sixth annual business meeting of the Florists' Telegraph Delivery Association. It means a great deal, to all of us, to leave our own places, in these strenuous times, but actually we are here for bettering our profession and, therefore, the time you are spending at this meeting can hardly be called a sacrifice. Please do not call it an investment, for anyone of you who will go home without having learned something worth the while, has no one but himself to blame. Also consider that if it had not been for these F. T. D. meetings our out-of-town order business would not have grown to the volume of today, and thank God we had these F. T. D. orders during this past year; they brightened up some of the duller days, especially in sections of the country where the general business depression was more felt.

Since our Indianapolis, Ind., meeting last year strenuous times have set in, not only in our profession, but in all business life of this great country, Canada, as well as Europe. These times have not been like on previous occasions, where only sections, such as the Pittsburgh, Pa., district had more to suffer than other sections. The great automobile industry, not alone in Detroit, Mich., but other towns (remember not all automobiles or gasoline engines are built in Detroit), have a share in this industry and its tributaries, and all of these cities have had to suffer from a general shutdown, other sections again suffered through strikes, and various labor troubles, even the south on account of the low price of cotton, but remember all and everything will right itself if we just keep our heads high and do a little more work and thinking instead of lamenting. Our F. T. D. stands for faith, let's have it; truth, let's tell it, and determination, let's

Wm. J. Smyth, Chicago.
Director.

H. P. Knoble, Cleveland, O.
Director.

Irwin Bertermann, Indianapolis, Ind.
Director.

A. F. Borden, Los Angeles, Calif.
Director.

Max Schling, New York.
Director.

Karl P. Baum, Knoxville, Tenn.
Director.

OFFICERS OF FLORISTS' TELEGRAPH DELIVERY ASSOCIATION.

stand by it. And don't forget there are higher powers which rule and guide this world and its humanity and deal out both health and wealth, misery and prosperity—all we can and are able to do, is our best. Everyday we do that we have a better night's rest, as we sleep best when our conscience is at ease.

We meet here on Canadian soil—this alone should be enough proof of what F. T. D. co-operation means. Five dollars worth of flowers in F. T. D. co-operation is $5 on both sides of the fence and I only wish that all other trades would be able to follow our footsteps and instead of a $5 Canadian bill which represents 500 cents, to be only worth 448 cents in American money a few thousand feet across a river. Our Canadian members have been loyal to our organization and some of them have been with us from the very start, not alone just as members, but no, they have been hard and faithful workers for our cause. With their help it will be much easier to transfer our F. T. D. enthusiasm to their and our brother florists in Great Britian and its colonies.

At this year's meeting it is more in keeping than ever before that all contributions and collections shall be omitted and our entire work concentrated for the benefit of our F. T. D. organization and its many details. Collections and drives for this and that, have interfered to a great extent with our last few meetings, this must be an F. T. D. meeting and nothing else. Our session will be two days' work and one day play, so reserve your play for the time set out for it and do not let anyone take you away from attending all our sessions. We need not alone your attendance, we need your counsel and we do not like to have someone after the meeting is over, make remarks and say that such and such was not brought up. It is my wish and the desire of your directors that more time be given over to the stockholders, so that they may discuss problems which may not be clear to them, at this gathering, so that each member can be heard and wisdom be gained. Do not forget that the young blood, our sons, our daughters, or our best store or office men are at our meetings or read all about the transactions at our sessions; they come to learn, and nothing bores them more than old fogyism. Set them an example and they will be easy scholars, forget not that some of them are, perhaps, even able to teach us all something, and no greater satisfaction is it for them if older people adopt some of their younger methods.

Another thing of great importance I do wish to bring out at this meeting, and I speak from experience; it has always been a pleasure for me, and I am sure for all of you to get personally acquainted with fellow florists whom we have filled orders for, or who have filled orders for us. Let the F. T. D. staff introduce you and many a new friendship can be started right here at this meeting. The time for this is well spent. Remember personal acquaintance will make more and better F. T. D.

orders for all of us. This year's programme is full of good topics and food for thought is furnished in plenty by the F. T. D., or in other words by the

FLORISTS' THINKING DEPARTMENT.

At times your officers are criticized for not getting up a programme long ahead of our annual meeting. Don't you know F. T. D. works fast and if a programme was made too far ahead it would be out-of-date by the time the meeting is on. Furthermore, are we not all well enough trained by our profession to be prepared and ready to act on the spur of the moment? All our topics are of great importance and I could spend a great deal of time on each and every one, but I would express myself rather at the time when these different points are brought up. My recommendations of our last year's meeting will be brought up by the men who have gone into the various problems and will be ready to discuss them on the floor with you.

Our Florists' Telegraph Delivery Association of the United States and Canada, in spite of all the hard knocks that business life of this world had to stand for in this past year, as well as in the years during the world war, has weathered every storm without any setback; it kept right on going and bettering conditions in our profession, so that we have every reason to be thankful and appreciate what has been done for us and have more faith and greater faith in the future than ever before and learn to take care of things day by day as they are and not as we like them to be. Learn to be happy and content; pleasantness, courtesy and smiles have sold more flowers than anything else.

BOARD OF DIRECTORS.

Thanks to their co-operation, helpfulness, willingness, their wisdom, all of which they are every ready to give to our F. T. D. work. It seems wrong to ever let them get away from our board and I do hope that we will some day establish a directors' reserve corps which will enable your president and board of directors to call on any former director to attend some of our board meetings for their wise counsel.

F. T. D. OFFICE STAFF AND EQUIPMENT.

Being so closely associated and my constant visits at F. T. D. headquarters, gives me a chance to dwell just for a moment on the work as it is carried on, and a great deal of this work is perhaps never appreciated or really valued by some of our members, but we have there for your service all the files, maps of states, list of florists in the United States and Canada, not yet enlisted in the F. T. D., lists of florists in all countries, and constant correspondence with the florists of the world. Many of you would be amazed, and it will not be long when your F. T. D. office will have five to six different departments at your constant disposal. Your clearing house records have been of greatest help to many a member. Your Canadian check exchange has become valuable and cemented the greatest friendship between American and Canadian trade. New problems come up daily and if your F. T. D. office does at times make a mistake, do not be too hard on them, and remember that the good this organization and its office has done outweigh all their shortcomings.

F. T. D. NEWS AND ITS BENEFITS.

Friends, here is my chance to pat myself on the back, and if I say I am proud it will be only too mild. In years to come I will always be able to say that during my term as president of this organization, this retail florist magazine was started and all of you who have been keen enough to be enthusiastic from its first inception can do just like myself, pat yourself on the back and say that you have helped to accomplish it. Many thanks to those who are giving their time, devotion and the best that's in them to this magazine, it will be an everlasting monument for them.

It not only won a good many new members for us, but it has set many a florist in foreign countries thinking and expressions of the highest esteem and tribute is paid our F. T. D. News, and our organization and our standards and principles are being copied, and we are looked to for advice and guidance and it will be up to our paper to carry our gospel to all the world, and our organization must some day be the guide to connect all the florist world. All foreign trade papers speak in these terms and will it not be a great pleasure for us to accomplish this, when we have enough F. T. D. faith to know that we can and we will?

Paul Berkowitz, Philadelphia, Pa.
Who Has Exploited H. Bayersdorfer & Co.'s Well Known Specialties to Several Generations of American Florists.

ANNUAL DUES.

During all these years of high costs your dues were the same, in fact, only once has your association increased the amount of your annual dues. For the past five or six years there was no change and perhaps would not need any change now if it was not for the simple reason that the F. T. D. must come to the rescue of the national publicity fund of the Society of American Florists, and our organization is the proper place to look to, to keep the national publicity campaign alive and active, for we are the sales department of our industry. We all are individually contributing to this fund and our organization has made annual contribution. This annual contribution must be increased considerably and in return our out-of-town order service must be brought stronger before the public than at the present. Much can be said to the public how the F. T. D. service can "Say It With Flowers" on the shortest notice over the greatest distance.

The membership of the F. T. D. would be the greatest loser if the national publicity fund should ever crumble or be given up and, therefore, it is absolutely necessary to go into this subject very carefully and consider all angles with caution. We all know it has been a tremendous job to get contributors towards this fund, and small is the number of retail florists who contribute to it today, when you think of the many, many retailers who share in all the good this campaign has done for everyone connected, and still smaller is the number of the producers of our wares who contribute their share in comparison. Mr. Fox, of Philadelphia, Pa., had a good theory presented at our Indianapolis meeting, and again in detail in our February number of The F. T. D. News. Have we given his theory the close study it really deserved or did we just pass it over? His plan seemed well studied and if you dig into it you will find that there is a great merit in the plan. No doubt some of our F. T. D. members will solve this problem some day.

To the men who have had the national publicity in hand for the past few years and who are staunch F. T. D. members for years, such as Henry Penn, Geo. Asmus, Herman P. Knoble, others, we owe our gratitude for what they have accomplished; also to all retail florists who have hitched their local advertising campaign on to the national, therefore carrying the slogan, "Say It With Flowers" into every home in their territory. Our organization and every member is duty bound to stand by national publicity for flowers and for F. T. D. service of flowers. If it cannot be done by increasing our dues it must be done in some other way.

In the National Flower Growers' Association and the F. T. D. membership financing this publicity campaign, our greatest hopes are today in seeing J. F. Ammann carry his ideas to success. He has pictured to us on numerous occasions how much both retailer and grower can profit by better understanding and more co-operation.

ATTRACTING YOUNG PEOPLE.

Instead of our sons and daughters and our clerks telling us they can make more money in shorter hours, with less knowledge and less worry by selling real estate, bonds, automobiles, etc., let us get together and make our profession equally as good as those mentioned, and many young people would be much more satisfied selling, handling and producing flowers rather than any other commodities. We have elevated our profession some in the past 10 years; let us double or triple our efforts in the next 10 years so we can be proud of the results some day.

Especially those who have worked in the interest of their organization and the F. T. D. members in their respective districts, I wish to say that a new system will be brought up at this meeting which will make the work of the district representative much more interesting and I hope that the co-operation and willingness that you have shown us will be continued. The outlines of this new system will come up during this meeting and I hope you will give us your suggestions.

FINANCES.

Many of you would be pleased if your own business was on the same footing as your F. T. D. organization is and has been for the past 10 years. When you read over your financial report and figure out the amount of money spent and compare it with the amount of business, progress, educational work, etc., gained, you cannot help but feel pleased with the installation of your new finance unit of Mr. Knoble, Mr. Smyth and Mr. Baum, in conjunction with your treasurer. You will find that after nine years you have

S. A. Frost, Toronto, Ont.
Chairman Decorations Committee.

S. A. McFadden, Toronto, Ont.
Vice-Chairman General Committee.

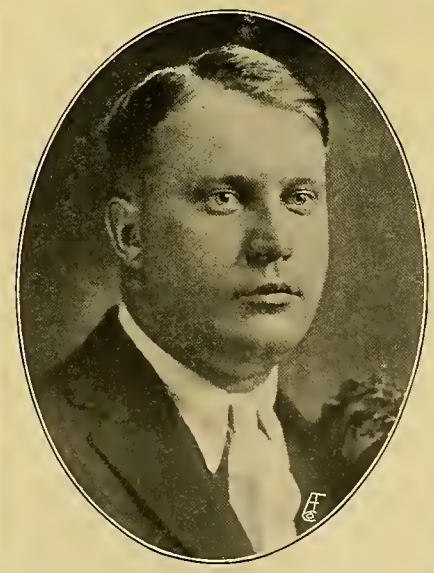
J. J. Higgins, Toronto, Ont.
Chairman Publicity Committee.

Mrs. Moore, Toronto, Ont.
Ladies' Committee.

George M. Geraghty, Toronto, Ont.
Pres. Canadian Retail Florists' Association.

Mrs Waters, Toronto, Ont.
Ladies' Committee.

Ernest S. Simmons, Toronto, Ont.
Chairman Entertainment Committee.



Len H. Waters, Toronto, Ont.
Chairman Finance Committee.

J. A. Neal, Toronto, Ont.
Chairman Reception Committee.

CHAIRMEN TORONTO COMMITTEES.

started to rest the responsibilities instead of on two men, you placed it in the hands of five or six men, and everyone able to tell you and show you the smallest details as they are kept posted by monthly statements from our F. T. D. auditor. Do you realize that from an annual income of $207 a year you have grown to handle as much money now in your F. T. D. office and F. T. D. News department to reach into the six figure class?

Your F. T. D. organization as well as your good fairy, the F. T. D. News, were both started from nothing with no capital and each one of the two has met with success, almost on parallel lines with some of our most successful retailers of today who started their own business with nothing but their own energy and ambition as capital, and today they feel prouder of it, than if they started with inherited capital.

AMERICAN AND CANADIAN MEMBERSHIP.

Our membership has steadily increased, not alone in quantity but in quality. Through everlasting educational work have we succeeded in helping many a retailer to become not alone a better F. T. D. member, but a better florist, a better man and a better woman; more interested in giving better service to the public and to his florist brother or sister, rather than to be everlastingly seeking the almighty dollar. The F. T. D. florist has also become a better friend of the grower, because he has studied and learned to sympathize with the grower. Any florist who will study and live up to the high principles that our organization is constantly putting before its membership, must be inspired and become more fair in all his dealings, and yet no one of our members can ever state that we have ever tried to dictate to them, we are only suggesting and guiding him by the concentrated knowledge which comes into the F. T. D. office.

FOREIGN MEMBERSHIP.

We are adding to this list constantly and will add more as soon as the old world will be able or rather will learn to smile again. Our foreign membership will be made more interesting, especially so in comparing their work with ours—we can learn a great deal by this and they are the most willing scholars to our methods. Of course, work in this department, and results from it are slower coming in than in our country until our publicity campaign will let the public know. Our service to foreign countries does not always have to be connected with a lot of cable expense. Holidays, birthdays and wedding anniversaries and many other occasions are known weeks ahead and orders can be sent by mail.

We have photographs of stores in several countries of Europe where the sign "Say It With Flowers" and F. T. D. are plain enough to see that the F. T. D. seed is germinating over there.

ASSOCIATE MEMBERSHIP.

It is not fully understood or not brought to the notice of a good many vitally interested in the florist trade, yet not eligible to join our organization as regular F. T. D. members for the simple reason that they perhaps are growers or supply men, yet a good many of these men would like to be with us, if it was just for the benefit of getting much needed information on credits and lists of florists and many other things. We sure welcome them. This associate membership opened the way for the presidents and ex-presidents of the mother society to join and work with us and many other prominent men in our industry, and I only hope that they will some day take advantage of the opportunity as I know it will be a pleasure for them to state that they are associated with the F. T. D.

In conclusion, let me remind you of your duty as a true F. T. D. member ever to be loyal and honest to and with your fellow members, and your organization, which is built on faith and confidence. Never stand in the way of progress for your own selfish motive or gains, nothing succeeds so well as success and surely one must be sincere to achieve success. Last of all, let me express my thanks to the F. T. D. office staff, it is indeed a pleasure to pay a visit with them—anyone ever visiting will get more inspiration and feel more the privilege to belong to our wonderful profession—would that we all had the welfare of the florist trade at heart as they have, and our grandest hopes would soon become a realization. Their faith, truth mingled with determination must win admiration from all of us.

Treasurer Rock's Report.

The report of Treasurer Wm. L. Rock showed the finances of the association to be in excellent condition, with a cash balance in bank September 30, 1921, of $41,593.90, of which $21,376.02 was the annual dues fund, and $5,381 in the guaranty fund. Balance to the credit of the annual dues fund on that date amounted to $3,628.89, and to the guaranty fund, $5,173.30, making a total of $8,802.19.

The financial statement of receipts and disbursements from October 1, 1920, to September 30, 1921, is as follows:

Guaranty Fund.

Receipts:		
Membership deposits ...		$ 5,381.00
Disbursements:		
Deposits returned.....	$164.00	
Payments, defunct members	63.70	
		207.70
Balance in guaranty fund....		$ 5,173.30

Annual Dues Fund.

Receipts:		
Annual dues		$16,428.00
Collection fees		7.60
Exchange		6.00
Interest received.....		660.71
Membership initiation fees		1,475.00
Sale of binders.....		262.56
Sale of electrotypes....		32.25
Sale of discount stickers		10.00
Sale of F. T. D. folders		1,000.00
Publicity contributions.		1,494.00
Total receipts		$21,376.02

Collection Fund.

Collection Fund:		
Transfers from guaranty fund	$ 53.70	
Collections from members	28.00	
		81.70
Total receipts		$26,838.72
Disbursements:		
Exchange		$ 18.94
Auditing and system work		436.95
Addressograph expense.		29.05
Advertising—Pageant of Progress		500.00
Convention Expenses...		1,090.56
Directors' meeting expense		935.62
Electrotypes		86.44
Printing		653.90
Publicity		3,994.00
Secretary's expenses:		$7,745.46
Salaries	$6,644.50	
Miscellaneous	2,743.80	
		$ 9,388.10
Treasurer's expenses:		
Salaries	$ 375.00	
Miscellaneous	31.87	
		$ 406.87
Collection fund:		
Remittance to members		$ 81.70
Total disbursements		$17,829.83
Net Receipts for period		$ 9,088.89
Balance on hand.....		32,585.01
Balance, September 30, 1921		$41,593.90

The Trade Exhibitors.

The various manufacturers of florists' supplies who were anxious to bring their latest ideas and novelties to the attention of this large body of representative retailers, arranged their stocks in quite large rooms opening off the mazzanine floor, which also contained the spacious and beautiful room in which the sessions of the convention were held. They were all very attractively arranged and contained in their variety the very latest word in florists' requisites and supplies.

The Dale Estate, Brampton, Ont., made an exhibit of fancy gilt vase and plant baskets such as are now the choice of the best English trade. All were imported from London, Eng. English, French and Belgian pottery and glassware, beautiful pieces suitable for cut flowers, were also features. Cattleya plants full of flowers, also vases of chrysanthemums, ornamented this fine display. W. G. Peacock was in charge.

Stephen Green and H. S. Roper arranged the beautiful display of H. Bayersdorfer & Co., Philadelphia, Pa. Novelties were celluloid roses and a fine line of baskets, prominent among them being the pillow basket of Chas. Henry Fox. German silver baskets with glass inserts were a decided novelty, very elegant in appearance, as was a line of Christmas wreaths.

Bergman, Koropp & Co., Chicago, showed the possibilities in careful handling of coloring of natural grasses, weeds, seed pods and cones, and their arrangement in graceful combinations, which have been largely used by retail florists, particularly in Christmas baskets, and found very salable. Mrs. Wallner was the artist in charge.

Frank J. Yetter exhibited and demonstrated a unique method of securing cut flowers in place in boxes during transportation. This consisted of small security staples stamped out of tin, which, when pressed into the box over tape, held everything in place. This was of great interest to the trade.

The Zane Pottery Co., Zanesville, O., exhibited a varied line of choice vases, flower bowls and jardinieres, finished in various colored glazes, which were very distinctive and practical for all good stores. R. L. Fignore and wife were representatives.

The Burlington Willow-ware Shops, Burlington, Ia., staged a good line of their latest creations in baskets for plants and cut flowers. There were many novel patterns. A. F. Longren and T. J. Nolan represented the company.

S. Hanfling, New York, made an interesting exhibit of the latest in baskets, also other florists' supplies against a background of evergreens and palms. The effect was fine. S. Edelman was the smiling order-taker.

The Dominion Paper Box Co., Toronto, exhibited the Birley patent green cut flower box, a three-fourths to full telescope length with a patent end clip that holds the folds securely. W. J. Baird in charge.

The Geo. Wittbold Co., Chicago, exhibited a line of palms, ferns and cyclamen plants in various sizes, their Kentias being very strong and vigorous specimens. They were represented by H. A. Cecil.

The Ove Gnatt Co., Laporte, Ind., with Mr. Gnatt in charge, filled quite a large space with a splendid lot of prepared colored foliage, oak boughs, magnolia leaves and wreaths of the same.

Buckland Florist, Toronto, exhibited through the proprietor, Miss F. C. Burke, an attractive line of wicker flower baskets, bird cages, floor lamps and a florist's card desk. A greenish shade of grey was an agreeable color in many of the pieces.

The Lord & Burnham Co., New York, represented by W. S. Merideth, had a prettily decorated space showing illuminated photos in colors of plants growing in greenhouses.

The Ideal Paper Box Co., Toronto, displayed a one-piece folding box, paper flowers and other novelties. Mrs. Noteman was in charge here.

Strouts, Inc., Biddeford, Me., displayed three very fine vases of carnations, White Delight, Maine Sunshine and Rosalind.

Cleveland cherries in small pots, well berried, were shown by Carl Hagenburger, West Mentor, O.

W. A. Burch, Toronto, showed a full line of florists' baskets in variety, all his own manufacture.

In Attendance.

W. A. Adams, Buffalo, N. Y.
James Allan, Nova Scotia.
J. C. Anderson, Lebanon, Tenn.
Edwin Argall, Toronto, Ont.
W. H. Argall, Toronto, Ont.
George Asmus, Chicago.

W. Z. Baere, Toronto, Ont.
Julius Baer, Cincinnati, O.
W. J. Barnes, Kansas City, Mo.
Carl P. Baum, Knoxville, Tenn.
Alfred Baur, Erie, Pa.
Chas. Bassi, New Rochelle, N. Y.
P. A. Berbee, New York.
A. F. Beyer, St. Louis, Mo.
J. A. Bissinger, Lansing, Mich.
Z. D. Blackistone, Washington, D. C.
Walter Blackman, Evansville, Ind.
R. E. Blackshaw, La Porte, Ind.
A. Blome, Chicago.
Michael Bloy, Detroit, Mich.
R. G. Boehringer, Bay City, Mich.
W. A. Bowers, Toronto, Ont.
Chas. F. Boyle, Boston, Mass.
Philip Breitmeyer, Detroit, Mich.
Chas. H. Brown, New York.
W. B. Brown, Detroit, Mich.
W. B. Buick, Toronto, Ont.
F. Burke, Toronto, Ont.
J. E. Burn, New York.
Otto Buscek, Asheville, N. C.
G. W. Butterworth, Framingham, Mass.
G. E. Buxton, Nashua, N. H.

E. D. Campbell, Midland, Ont.
H. Chase, Truro, N. S., Can.
Herbert A. Clausen, Denver, Colo.
C. Le Cocq, Ft. William, Ont.
S. W. Coggan, Battle Creek, Mich.
George W. Cohen, New York.
Harold H. Cohen, New York.
Morris M. Cohen, New York.
A. F. Crabb, Grand Rapids, Mich.
Otto H. Cron, Monroe, Mich.

Wm. Dale, Brampton, Ont.
Fred A. Danker, Albany, N. Y.
C. A. Dards, New York.
G. E. Davis, Ypsilanti, Mich.
W. A. Dawson, Buffalo, N. Y.
R. T. Dean, Toronto, Ont.
A. T. De La Mare, New York.
N. M. Deyoe, Oil City, Pa.
E. Dibb, Toronto, Ont.
F. G. Dicks, London, Ont.
H. G. Dillemuth, Toronto, Ont.
Frank Dunlop, Toronto, Ont.
Robt. L. Dunn, St. Catherines, Ont.

Herbert J. Eddy, Montreal, Que.
S. Edelman, New York.
F. T. Edwards, Brockville, Ont.
Olin S. Edwards, Atlantic City, N. J.
W. B. Edwards, Atlantic City, N. J.
H. E. Ellis, Toronto, Ont.
L. P. Endrex, New Philadelphia, O.
Bernard Eschner, Philadelphia, Pa.

C. E. Falls, Chicago.
E. F. Fancourt, Philadelphia, Pa.
C. F. Feast, Baltimore, Md.
C. A. Forstrom, Grand Rapids, Mich.
Chas. J. Foster, Buffalo, N. Y.
Chas. H. Fox, Philadelphia, Pa.
H. M. Frank, Dayton, O.
C. C. Fraser, Moncton, N. B.
R. P. R. Fraser, Moncton, N. B.
Geo. B. Franks, Champaign, Ill.
S. A. Frost, Toronto, Ont.
Olley Furnistal, Jackson, Mich.

Chas. W. Galbraith, Detroit, Mich.
E. J. Gale, Hamilton, Ont.
J. G. Gammage, London, Ont.
W. W. Gammage, London, Ont.
Geo. A. Gard, Toronto, Ont.
T. N. Geiger, Philadelphia, Pa.
Ed. Gernaey, Montreal, Que.
H. A. Getz, Cleveland, O.
W. C. Gloeckner, Albany, N. Y.
S. J. Goddard, Framingham, Mass.
Vincent J. Gorly, St. Louis, Mo.

John C. Gracey, Philadelphia, Pa.
Robt. L. Graham, Jr. Baltimore, Md.
J. W. Grandy, Jr., Norfolk, Va.
Stephen Green, Philadelhia, Pa.
C. R. Greene, Indianapolis, Ind.
Robt. Greenlaw, Philadelphia, Pa.
E. R. Grohman, Saginaw, Mich.
H. E. Groves, Hamilton, Ont.
W. E. Groves, Hamilton, Ont.
A. E. Gude, Washington, D. C.

Carl Hagenburger, Mentor, O.
Jas. Hagerup, Brooklyn, N. Y.
Geo. A. Hall, Toronto, Ont.
Hamilton West Floral Co., London, Ont.
Ira C. Harper, Pitsburgh, Pa.
A. Harrison, Toronto, Ont.
A. D. Harrison, Stoney Creek, N. Y.
C. J. Harrison, Atlanta, Ga.
J. T. Harrison, Toronto, Ont.
W. W. Hathaway, Brockton, Mass.
Geo. Hatcher, Toronto, Ont.
G. S. Hatcher, Amsterdam, N. Y.
C. J. Hay, Brockville, Ont.
L. C. Hecock, Elyria, O.
H. E. Heiner, Cleveland, O.
Fred Heinl, Terre Haute, Ind.
J. J. Higgins, Toronto, Ont.
E. G. Hill, Richmond, Ind.
W. J. Hoath, Toronto, Ont.
C. E. Hubbard, Topeka, Kans.

O. Jackman, Northbay, Ont.
H. W. James, Toronto, Ont.
Payne Jennings, Chicago.
A. R. Jones, Philadelphia, Pa.
H. B. Jones, Cleveland, O.

F. J. Keller, Rochester, N. Y.
Chas. Imrie Kent, Cleveland, O.
Robt. Kift, Philadelphia, Pa.
Chas. F. Kimmey, Minneapolis, Minn.
N. A. Kirchner, Cleveland, O.
S. Kirk, Georgetown, Ont.
Paul R. Klingsporn, Chicago.
Herman P. Knoble, Cleveland, O.
J. L. Kramer, Buffalo, N. Y.
Harry A. Krauter, New York.

A. Lange, Chicago.
Ralph Latham, Minneapolis, Minn.
F. H. Laver, Erie, Pa.
H. E. Larsen, Chicago.
Fred. H. Lemon, Richmond, Ind.
Chas. E. Lewis, Toronto, Ont.
Chas. Ley, Montreal, Que.
E. Linecar, Toronto, Ont.
D. B. Long, Williamsville, N. Y.
Wm. H. Long, New York.
A. F. Longren, Desplaines, Ill.
C. Lowther, New York.
S. Lundy, Denver, Colo.
Alex. Lune, Ithaca, N. Y.
E. E. Ludwig, Pittsburgh, Pa.

J. S. MacBean, Toronto, Ont.
E. J. McCarthy, Brooklyn, N. Y.
J. P. McCarthy, Philadelphia, Pa.
S. A. McFadden, Toronto, Ont.
Frank McKenna, Quebec, Que.
G. D. Manton, Eglington, Ont.
John Martens, Minneapolis, Minn.
James Martin, Chicago.
G. L. Mercer, Cleveland, O.
W. F. Meredith, Toronto, Ont.
Earl W. Metz, Toledo, O.
F. E. Miller, Washington, D. C.
E. T. Miller, Toronto, Ont.
J. H. Miller, Toronto, Ont.
M. R. Miller, Erie, Pa.
H. J. Mills, Richmond Hill, Ont.
George Mohn, Chicago.
A. J. Monro, Buffalo, N. Y.
J. H. Moss, Baltimore, Md.
Walter Mott, Beacon, N. Y.
S. Murray, Kansas City, Mo.

J. A. Neal, Toronto, Ont.
A. H. Nehrling, Ithaca, N. Y.
E. P. Neiman, Denver, Colo.
C. G. Neubeck, Buffalo, N. Y.
Arthur Newell, Kansas City, Mo.
T. J. Nolan, Scranton, Pa.

F. R. Oliver, Toronto, Ont.
J. S. Orlowski, Kitchener, Ont.
O. K. Owen, Terre Haute, Ind.

W. J. Palmer, Buffalo, N. Y.
Peter K. Papes, Detroit, Mich.
W. J. Pearce, Pontiac, Mich.
Wm. Phillips, Brooklyn, N. Y.
F. R. Pierson, Tarrytown, N. Y.
I. L. Pillsbury, Galesburg, Ill.
E. W. Piper, Chicago.
F. E. Platen, Los Angeles, Calif.
C. H. Plumb, Detroit, Mich.
Albert Pochelon, Detroit, Mich.

R. M. Rahaley, Detroit, Mich.
C. C. Reck, Bridgeport, Conn.
C. Reggall, Toronto, Ont.
V. S. Ridenour, Philadelphia, Pa.
F. L. Robinson, Grand Rapids, Mich.
W. L. Rock, Kansas City, Mo.
J. W. Rodgers, Dayton, O.
C. L. Roethke, Saginaw, Mich.
F. J. Roskelly, Ithaca, N. Y.
H. S. Roye, Philadelphia, Pa.

W. A. Saltford, Poughkeepsie, N. Y.
Edward Sceery, Paterson, N. J.
Herman Schiller, Chicago.
H. Schrade, Saratoga Springs, N. Y.
Frank Schramm, Toledo, O.
William Sewell, Brampton, Ont.
Adam Shand, St. Johns, N. B.
R. L. Silvieus, Ashtabula, O.
E. A. Simmons, Toronto, Ont.
J. S. Simmons, Toronto, Ont.

Alex Simpson, Toronto, Ont.
S. S. Skidelsky, New York.
W. Skilleter, Toronto, Ont.
C. W. Slack, Waterloo, Ont.
E. A. Slattery, Buffalo, Ont.
F. B. Smith, Hamilton, Ont.
Henry Smith, Grand Rapis, Mich.
W. J. Smyth, Chicago.
E. Sterling, Joliet, Ill.
Geo. Stewart, Goderich, Ont.
C. T. Stevens, Plymouth, Mass.
Clark Stevenson, Detroit, Mich.
Jas. Street, Orillia, Ont.
C. S. Strout, Biddeford, Me.
Norman Stuart, Chicago.
G. E. M. Stumpp, New York.
F. M. Suttle Chicago.
H. V. Swenson, Chicago.

W. G. Taepke, Detroit, Mich.
C. S. Thompson, Peterboro, Ont.
R. L. Tignor, Zanesville, O.
E. P. Tracey, Albany, N. Y.
J. L. Trottier, Providence, R. I.
L. W. C. Tuthill, New York.

M. Ullenbruch, Port Huron, Mich.
W. T. Usinger, Pitsburgh, Pa.
Chas. Uttley, Harrisburg, Pa.

B. L. Van Aken, Coldwater, Mich.
H. M. Van Aken, Elkhart, Ind.
F. C. Verhaugh, Toronto, Ont.
A. H. Vogt, Flint, Mich.

F. L. Washburn, Bloomington, Ill.
Fred C. Weber, St. Louis, Mo.
Wm. Wienhoeber, Chicago.
E. W. Williams, Chicago.

THE LADIES.

Miss Nellie Able, Louisville, Ky.
Mrs. Allersma, Grand Rapids, Mich.
Mrs. Julius Baer, Cincinnati, O.
Mrs. D. S. Barber, Toronto, Ont.
Miss Barnes, Kansas City, Mo.
Mrs. T. Barns, Buffalo, N. Y.
Miss May Barron, Sarnia, Ont.
Miss Bessie Bellanco, Buffalo, N. Y.
Mrs. A. F. Beyer, St. Louis, Mo.
Miss Bissinger, Lansing, Mich.
Miss Blackistone, Washington, D. C.
Mrs. Arthur Blome, Chicago.
Mrs. M. Bloy, Detroit, Mich.
Mrs. P. Breitmeyer, Detroit, Mich.
Mrs. Chas. H. Brown, New York.
Alfred T. Bunyard, New York.
Miss L. C. Burke, Toronto, Ont.
Mrs. G. E. Buxton, Nashua, N. H.
Mrs. E. D. Campbell, Midland, Ont.
Miss M. Campbell, Midland, Ont.
Mrs. S. W. Coggan, Battle Creek, Mich.
Mrs. George W. Cohen, New York.
Miss Gertrude Cohen, New York.
Miss M. A. Cossairt, Shelbyville, Ind.
Miss M. Crabb, Grand Rapids, Mich.
Mrs. Otto H. Cron, Monroe, Mich.
Mrs. R. C. Crouse, Coppercliff, Ont.
Mrs. G. E. Davis, Ypsilanti, Mich.
Mrs. N. M. Deyoe, Oil City, Pa.
Mrs. E. Dibb, Toronto, Ont.
Mrs. F. G. Dicks, London, Ont.
Miss J. V. Duerr, Newark, O.
Miss Myrtle Duerr, Newark, O.
Mrs. W. B. Edwards, Atlantic City, N. J.
Mrs. C. H. Fox, Philadelphia, Pa.
Miss E. E. Frank, Portland, Ind.
Mrs. C. C. Fraser, Moncton, N. B.
Mrs. R. P. R. Fraser, Moncton, N. B.
Mrs. Olley Furnistal, Jackson, Mich.
Mrs. W. W. Gammage, London, Ont.
Mrs. S. J. Goddard, Framingham, Mass.
Miss H. C. Gracey, Philadelphia, Pa.
Mrs. J. C. Gracey, Philadelphia, Pa.
Mrs. R. L. Graham, Jr. Baltimore, Md.
Mrs. J. W. Grandy, Jr., Norfolk, Va.
Mrs. L. B. Greene, Indianapolis, Ind.
Mrs. W. E. Groves, Hamilton, Ont.
Mrs. W. W. Hathaway, Brockton, Mass.
Mrs. E. G. Hill, Richmond, Ind.
Mrs. C. E. Hubbard, Topeka, Kans.
Mrs. H. James, Toronto, Ont.
Miss. M. Johnston, Baltimore, Md.
Mrs. H. B Jones, Cleveland, O.
Mrs. C. Lanternier, Ft. Wayne, Ind.
Mrs. Fred H. Lemon, Richmond, Ind.
Miss J. M. Lindsay, Buffalo, N. Y.
Mrs. E. E. Ludwig, Pittsburgh, Pa.
Miss J. E. McMeekin, Hamilton, Ont.
Miss A. Mearns, Toronto, Ont.
Miss. R. L. Mercer, Cleveland, O.
Mrs. M. Moore, Toronto, Ont.
Miss M. Moore, Toronto, Ont.
Mrs. J. H. Moss, Baltimore, Md.
Mrs. T. J. O'Neil, Chicago.
Mrs. S. Noteman, Toronto, Ont.
Miss L. E. Palmer, Brookline, Mass.
Miss Nettie Parker, Chicago.
Mrs. F. E. Platen, Los Angeles, Calif.
Mrs. A. Pochelon, Detroit, Mich.
Miss L. Regall, Toronto, Ont.
Miss Edna Reggall, Toronto, Ont.
Mrs. C. L. Roethke, Saginaw, Mich.
Mrs. W. A. Saltford, Poughkeepsie, N. Y.
Miss H. W. Schluraff, Erie, Pa.
Miss. G. Schultheis, Scranton, Pa.
Miss D. Schultheis, Scranton, Pa.
Miss V. Silvieus, Ashtabula, O.
Mrs. Smith, Toronto, Ont.
Miss R. S. Smith, Brockton, Mass.
Mrs. W. J. Smyth, Chicago.
Mrs. C. T. Stevens, Plymouth, Mass.
Miss R. M. Stewart, Fredericton, N. B.
Mrs. N. I. Stuart, Chicago.
Mrs. W. H. Tamblet, Cleveland, O.
Miss Mary Tierney, Davenport, Ia.
Mrs. R. L. Tignor, Zanesville, O.
Miss C. Ullbrich, Buffalo, N. Y.
Mrs. F. C. Verhaugh, Toronto, Ont.

THE AMERICAN FLORIST

ESTABLISHED 1885.

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Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

THIS ISSUE 52 PAGES WITH COVER.

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LINSEED oil is down five cents to 70 cents.

HOLLYHOCK oil is a new food product found to be nutritious for poultry.

THE transportation tax on parcel post packages was eliminated from the pending tax bill, October 12.

HARD coal demand is gradually increasing but the peak will not be reached until cold weather sets in.

ENGLISH papers announce the death of George Paul, the well known rosarian of Chestnut, Herts, Eng., September 18, age 80 years.

WATERLOO, IA.—Several quarts of ripe red raspberries, picked October 4, by Dr. H. E. Harvey from his garden, this city, provided the second surprise of the autumn for their owner, who the previous week found a pear tree in full bloom. One spray contained more than 50 blossoms. The tree had ripe fruit and the blooms at the same time.

Chrysanthemum Society of America.

REPORTS OF EXAMINING COMMITTEES.

New York, October 1.—Mrs. Woodrow Wilson, white, scored 91 points, commercial; Private Merle Hay, bronze gold reverse, scored 94 points commercial. Exhibited by Chas. H. Totty Co., Madison, N. J.

CHAS. W. JOHNSON, Sec'y.

White Medal of Honor.

The White medal of honor of the Massachusetts Horticultural Society for the year 1921 has been awarded to Mrs. Louisa Yeomans King, perhaps better known to the trade as Mrs. Francis King, of Alma, Mich., in recognition of her services to horticulture by increasing the love of plants and gardens among the women of the United States, by her success as an organizer and manager of their garden clubs, by her public addresses and books about gardens, and by the example of her enthusiasm and industry.

Other recipients of this medal include Prof. C. S. Sargent, of the Arnold Arboretum, the late Jackson T. Dawson, Victor Lemoine, Nancy, France; Michael H. Walsh, Woods Hols, Mass.; Sir Harry J. Veitch, London, Eng.; E. H. Wilson, Arnold Arboretum, and Wm. Robinson, of Gravetye Manor, Kingscote, Sussex, Eng.

The popular Gladiolus Mrs. Francis King was named in her honor by Vaughan's Seed Store, Chicago and New York, some years ago.

National Association of Gardeners.

The annual convention of the National Association of Gardeners opened at the Park Avenue hotel, New York, Tuesday afternoon, October 11, with a good attendance, T. A. Havemeyer, president of the Horticultural Society of New York, in the chair. Mrs. Samuel Sloan, president of the Garden Club of America, welcomed the visitors, and President Craig followed with his address. James Boyd, president of the Pennsylanvia Horticultural Society, was caustic in denouncing the billboard nuisance. L. Davey, of the Davey Tree Expert Co., Kent, Ohio, spoke on the "Vital Relation of Trees to Human Life." Later speakers included D. L. Mackintosh and W. A. Manda. At the president's reception in the evening, G. H. Pring, of the Missouri Botanic Gardens, St. Louis, spoke on school gardens.

The convention will be continued Wednesday, Thursday and Friday, and the programme includes visits to the Samuel Untermeyer and John D. Rockefeller estates.

Tennessee State Florists' Association.

ANNUAL MEETING, NOVEMBER 1-2.

The eighth annual convention of the Tennessee State Florists' Association will be held at Chattanooga, November 1-2, with an excellent programme prepared for the occasion. At the Tuesday morning session, which will convene at 9:30 o'clock, President G. A. Kimmell, of the Chattanooga Florists' Club, will call the meeting to order, and J. J. Farrell, secretary of the club, will introduce Mayor Chambliss, who will deliver the address of welcome, H. G. Bramm, Bristol, responding. President W. H. Englehart, of Memphis, will then present his annual address, followed by the report of Secretary-Treasurer Prof. G. M. Bentley, Knoxville. "Essential Details for a Successful Florist in the South," will be the subject of a paper by Dan. Horgan, Macon, Ga., and J. F. Ammann, Edwardsville, Ill., will tell about "National Plant Growers." After the appointment of committees and announcements the association will adjourn until the afternoon session at 1:30 o'clock.

After the election of officers, reports of various committees and selection of meeting place for 1922, Phil. Foley, of Chicago, will deliver an address on "New Features of Greenhouse Construction." "Why I Selected the Retail Flower business as a Vocation," by Chas. H. Grakelow, Philadelphia, Pa., and "Experiences While Attending the Society of American Florists' Convention at Washington, D. C.," by Edw. C. Truett, Franklin, will be followed by Chas. L. Baum, of Knoxville, who will speak of "Possibilities of Bulb Growing in the South." After an inspection of the trade exhibits the session will adjourn until 7:30 o'clock when members and friends will assemble in Convention hall of the Patton hotel and will attend a flower show and theatre party at the Tivoli theatre, as guests of the Chattanooga Florists' Club.

The Wednesday morning session will convene at 9 o'clock and will open with a paper on "Pot Plants," by Robt. Craig, Jr., of Philadelphia. "Necessary Essentials for Pot Plants in the South," by Wallace R. Patterson, Montgomery, Ala.; "The Florists' Telegraph Delivery Association," by M. Bloy, Detroit, will be followed by "National Say It With Flowers Week," by Z. D. Blackistone, of Washington. Wm. F. Gude, of the same city, has for his subject, "What Our Government Thinks of the Florist Business." The question box will be opened and the various questions asked will be discussed. The delegates will meet at Convention hall at 1:30 o'clock for a trip to Lookout Mountain. A dinner dance at the Patton hotel, to begin at 7 o'clock with the Chattanooga Florists' Club as hosts, will conclude the programme of the association.

National Flower Growers' Association.

ST. LOUIS DISTRICT MEETING.

The fourth quarterly meeting of the St. Louis, Mo., district branch of the National Flower Growers' Association will take place at Peoria, Ill., Tuesday, October 18, with headquarters at the Jefferson hotel, the meeting to be held in the Gold room. The pot plant, retail growers, cut flower growers, purchasing and executive committees will meet at 9 a. m. to prepare reports which will be presented at the regular session convening at 1:30 p. m.

Mayor Michel will welcome the visitors to the city, J. F. Ammann, Edwardsville, Ill., responding. Following President Walter A. Amling, Pana, Ill., who will deliver the opening address, the reports of Secretary J. J. Beneke, St. Louis, and Treasurer W. A. Rowe, Kirkwood, Mo., will be heard. There is plenty of business to transact of great interest to all growers and one of the largest attended meetings of the district is expected. This is a meeting of growers, and all regardless of membership are invited to attend. The florists of Peoria have united to make all visiting florists comfortable during their stay, so let us count on you as one who will be present.

WALTER A. AMLING, Pres.

TOLEDO, O.—Miss Helen Patten, of 907 Madison avenue, was married October 11, at St. Elizabeth's church, Chicago, to Edward Rohan, of that city. Mrs. Rohan will continue the Toledo store.

Club Meetings Next Week.

[Secretariee of clubs and societies are requested to send notice of change in date, time and place of meetings.]

Boston, Mass., October 18, 8 p. m.—Gardeners' and Florists' Club of Boston at Horticultural hall. Wm. N. Craig, Faulkner farm, Brookline, secretary.

Chicago, October 20, 8 p. m.—Commercial Flower Growers of Chicago at Randolph hotel. Otto H. Amling, Maywood, Ill., secretary.

Columbus, O., October 17, 8 p. m.—Columbus Florists' Association at the Neil house. E. A. Munk, 19 South High street, secretary.

Grand Rapids, Mich., October 17, 8 p. m.—Grand Rapids Florists' and Gardeners' Club at offices of members. Edw. Freyling, 1057 Wealthy avenue, Grand Rapids, secretary.

Helena, Mont., October 22, 8 p. m.—Florists' and Nurseymen's Association of Montana. E. A. Calmettes, Helena, secretary.

Lake Geneva, Wis., October 22, 8 p. m.—Lake Geneva Gardeners' and Foremen's Association at Horticultural hall. Wm. McKinnon, Lake Geneva, secretary.

Lancaster, Pa., October 20, 8 p. m.—Lancaster County Florists' Association at Chamber of Commerce. Albert M. Herr, Lancaster, secretary.

Orange, N. J., October 17, 8 p. m.—New Jersey Floricultural Society at J. O. W. A. M. hall. Geo. W. Strange, 34 Jackson street, Orange, secretary.

Philadelphia, Pa., October 18, 3:30 p. m.—Pennsylanvia Horticultural Society in New Century drawing room. David Rust, 606 Finance building, Philadelphia, secretary.

Portland, Ore., October 18, 8 p. m.—Oregon Floral Society at Masonic temple. F. A. Van Kirk, 64 East 50th street, Portland, secretary.

Tarrytown, N. Y., October 19, 8 p. m.—Tarrytown Horticultural Society at Corporation building. H. W. Neubrand, Tarrytown, secretary.

Toronto, Ont., October 18, 8 p. m.—Gardeners' and Florists' Association at St. George's hall, Elm street. Alex. Simpson, 87 Grosvenor, Toronto, secretary.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, $1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order For Plant Advs., See Ready Reference Section

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Help Wanted—A first class rose grower for a range near New York City. Good wages to the right man. Apply at once with age, experience and references. Address
A. F. F., care American Florist.
134 West 16th St. New York.

Situation Wanted.—By young man with one year experience, wishes position with Chicago retail florist to thoroughly learn the business. Salary no object. **Phone Lawndale 8065.**

Situation Wanted—By gardener and florist with a life-long experience; will furnish good references. Am a hustler and will consider a big job. Give particulars in first letter. Address
Geo. E. Fuller, East Longmeadow, Mass.

WANTED TO LEASE

Small Greenhouses with Dwelling in lively town. Address

Key 805, care American Florist.

FOR SALE

Wholesale florist supply business; clean stock and excellent location in middle western city of about 100,000. Write quick. Address

Key 809, care American Florist.

HELP WANTED

An all around storeman for Chicago loop store. State full particulars in first letter.

Key 806, care American Florist

Situation Wanted

By reliable grower of roses, carnations and general pot plants; over 20 years' experience; German; age 37; married, no children; private place preferred; best of references.

WM. BOEKER,

Box, 1538 Halesite, L. I., New York.

SITUATION WANTED STOREMAN

Experienced retail man formerly in business for himself at Chicago, is open for an engagement. Can also attend to buying if necessary. Address

Key 807, care American Florist.

FOR SALE

Florist Ice Box, mahogany finish, 8 ft. 9 in high, 6 ft. wide, 3 ft. deep; beveled plate mirrors on ice chamber; glass on three sides; used three years. Price $250 cash, F. O. B. Chicago. Can be seen at **110 East South Water St., Chicago.**

Wanted to Rent or Buy

By thoroughly experienced florist and decorator, a large retail flower shop. Only high grade proposition considered. Must stand closest investigation. Give full particulars and price in first letter. Address **Key 808, care American Florist.**

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $4.50; per 1000, $6.50. Samples on request. Electro of leaf, postpaid, $3.00. Cash with order.

American Florist Co.
440 S. Dearborn Street
CHICAGO

For Sale

A completely equipped nursery plant, located within 20 miles of one of the largest cities of the northwest, covering 243 acres of splendid production grounds in high state of cultivation, salable nursery stock inventorying at over $100,000.00 at less than wholesale, frost proof warehouse covering 40,000 square feet of floor space with trackage facilities, teams, livestock, tools and equipment capable of handling half million yearly production.

Nursery stock covers complete line of stock, both diciduous and coniferous. Equipment complete and in excellent condition. An unusual opportunity necessitated by the closing of an estate. Must be sold at once. Address

Key 810, care American Florist.

HOME - GROWN STOCK

Greatly Increased Demand

If you have any to offer, or are likely to have any soon,

advertise in these columns now.

AMERICAN FLORIST CO.
440 So. Dearborn Street, ... CHICAGO

Saratoga Springs, N. Y.

A recent visit of your Albany correspondent to this city, a famous summer resort, was replete with interest and information. Henry Schrade, who has a good florist's shop on Broadway, the principal street in the village, spoke enthusiastically about trade and prospects. Mr. Schrade is building an addition 30x50 feet to his greenhouse on Nelson avenue to place the large palms he rents out to wealthy residents through the summer for the adornment of their places. The material was supplied by Lord & Burnham but the work of erection is being done by local mechanics. Mr. Schrade is satisfied with the radial brick chimney he had built over his boilers about a year ago. The chimney cost a considerable sum but Mr. Schrade said he had become tired of buying and erecting steel stacks that rusted and went to pieces in a few years. Last winter he installed a blower being introduced by a concern in Mechanicville. He used screenings for fuel but the blower was not powerful enough to furnish the required draught. This year the Mechanicville firm overhauled the blower and has now got it into proper condition to burn screenings. The apparatus works automatically by steam pressure and is said to have merit. Fred A. Danker of Albany tried out one last winter. Some shortcomings were discovered in it and the past summer it was overhauled and made available to work with a new set of grates that the Mechanicville firm installed. Both Mr. Schrade and Mr. Danker believe the new blower will in a short time find a ready market among the trade.

M'GREGOR GOLF LINKS.

Three miles north of the city near the town of Wilton a new golf links with 18 holes is being developed. The links are the idea of Edgar T. Brackett, a former state senator, prominent lawyer, and one of the leading citizens, who believes the links are necessary to the development of a place like the Springs. Mr. Brackett about two years ago purchased about 12 old farms, more than 900 acres of sandy loam. The character of the soil permits good and easy drainage, making for the enjoyment of golfing from early spring until the first snow covers the landscape. The plans for the club house were prepared by Architect Alfred Hopkins, New York, a golfer himself. The house is finished and in use. It occupies a ridge which extends east and west for about 100 feet and commands a view of the distant Adirondacks, Green mountains in Vermont, and the Catskills to the southwest. The design is of the Colonial period in white stucco with a red roof. Ample locker rooms, baths, dining, and lounge rooms have been provided for men and women golfers. The grounds have been the subject of considerable thought and labor on the part of Superintendent J. L. Gregory, formerly of Rye, N. Y., since the spring of 1920 when he undertook their development. Although the character of the soil permitted of excellent drainage it was a problem so far as the nourishment of grass was concerned. For this purpose it was necessary to enrich the ground over the course. In May, 1920, 20 carloads of stable manure were obtained from Montreal, Que., the nearest large city, and liberally applied. Farmers in the vicinity who heard of the demand for manure bethought themselves of forgotten piles in old barnyards and it was possible before the end of the summer to collect from farms in the county a considerable amount of old and well rotted manure for use on the links. The fairways were plowed with tractors and the manure well harrowed into the soil. Superintendent Gregory selected the grasses, bent and fescues, for the course and they were sowed in liberal amount. The response through the spring and summer of 1921 was gratifying to those interested in the McGregor links, as the new outing place is called by its promoters. Besides golf the new club will have four grass and four clay tennis courts, toboggan slides on the shores of Lake Elizabeth, the waters of which are available for sprinkling purposes through an extensive piping system; trap shooting; horseback riding and driving; canoeing, boating, bathing, and a special aeroplane landing field. The 19 directors of the club include some of the most prominent business and professional men in this city, Troy, and Schenectady. Among them is Chauncey Olcott, the actor, who has a very pretty home here, known to many by the poetic name, "Inniscarra."

R. D.

Brooklyn Notes.

A stranger landing in the borough at the Fulton ferry house in the late afternoon of any weeekday back in 1880 would observe passengers running up Fulton street as soon as the gates were opened. Most of the runners were so well trained from this daily exercise that they could cover ground without making a single unnecessary motion. Consider the amazement of the stranger, when on getting through the jam to a safe point of observation, he would see no runners among the crowds boarding the street cars for Coney Island, East New York and Penny bridge, for the races were over and the winners had seats on the cars which had been approaching the terminus. Improved transportation facilities have brought the outlying districts in closer since the time when the late Seth Low was mayor. The stranger in Brooklyn today would get off the subway train at Borough hall and, if he wished to "Say It With Flowers" on meeting his friends, he need not go far to find something suitable.

Frederick Loeser's department store close by is showing evergreens and plants in the Livingston street windows, bunches of drier helichrysum and autumn colored hydrangea paniculata grandiflora work as well. He has cut flowers also.

R. J. Lorentz, Dean street and Fourth avenue, has a good location for window display. Variegated ice plant contrasts well with ferns and palms. A vase of light colored gladioli looks well from across the street.

One of Trepel's Florist's stores on Fulton street near Elm place is showing rose buds, celosia, plumosa and cosmos. Asparagus Plumosus and Boston ferns supply green color to the group.

Johnson the Florist, on Nevin street near Livingston makes room among the ferns and plants in his window for some bunches of the wild white aster.

The Garden Florist shop and other attractive stores cater to the buyer who does not care to go to the larger stores.

Trepel & Bershal, Livingston and Bond streets, sell plants, bulbs, evergreens and cut owers.

R. G. Wilson, 3-5 South Oxford street, shows plants almost entirely.

D. K.

SPENCER, IND.—John Eitel & Son, proprietors of the National Show Gardens, staged an excellent display of dahlias in this city recently, many different varieties being represented.

MADOC, ONT.—The Madoc Agricultural Society held a fair in this city, October 5-6, with numerous exhibits of flowers, fruit and landscape work. Six hundred displays of blooming plants by school children were noteworthy.

Montreal, Que.

EXCELLANT DEMAND FOR STOCK.

Business continues good with the retailers. Asters of fine quality are coming in and larkspurs, gladioli and dahlias are also noted. Fine orchid and rose stock continues to arrive from the Dale estate, Brampton, Ont., in fact, that range seems to be the chief source of supply in cut flowers for the retailers here.

PARKS AND SQUARES OF THE CITY.

Mount Royal park has probably been spoken and written about as often as any park in Canada or the United States. I found it somewhat different from any preconcieved ideas of it, but it is enough to state that it is one of nature's grand monuments. Although good roads have been constructed and a strong wall erected around the "lookout"; also a building for a rest station, the greater part of the park is natural scenery. Oaks, maples and white birches are the principal trees, with a few scattered pieces. A short distance from the summit of the mountain is the residence of Superintendent John Henderson, a noted landscape gardener. A considerable area of fairly level land surrounds the mansion. In this lawn, which is fenced, there is a magnificent display of bedding work. There are at least 150 beds, all of them of good size, some very large. There are hearts, stars, crescents, ovals and about all the other forms that an ingenious mind could conceive, not omitting the well known Union Jack. From the "Lookout," near the summit of the mountain, there is obtained a fine view of the city, the noble St. Lawrence river and the Victoria bridges. On the opposite side of the mountain, looking across a deep valley, one sees a great city of the dead. Viger Square is near the city hall and court house. While called a square, it is in reality a park of considerable area, has fine trees, (some of them very large, two fountains and a number of flower beds. As late as September 18, the bedding in the parks and squares of the city was in fine condition. In Dominion square, where there is a monument to the memory of Sir John A. Macdonald, and another representing the South African soldiers in the Boer war, fine bedding work was noticed. This square covers two city blocks, is near to the Grand Trunk and Canadian Pacific R. R. stations and tourists are repaid by visiting it. There are many fine trees that are delightful shade in summer. Phillips square contains the fine monument in memory of King Edward VII, which occupies large space, and around the base fine bedding work is well arranged.

NOTES.

Miss Cairns, 296 St. Catherines street, is quite cheerful over the outlook, as she deserves to be, and her store is of the kind that is bound to attract customers.

At Campbell's Florists, quite a stock of crotons are noted. They came from the Julius Roehrs Co., Rutherford, N. J.

Ley & McAllan keep well stocked from the Brampton range and their trade continues good.

Ed. Gernaly has a neat store at 110 St. Catherines street, E., and seems prosperous.

At the McKenna range, work is progressing favorably on the new heating plant.

Both the stores of the Dominion Floral Co. are doing good business.

A. F. F.

DE KALB, ILL.—Harold Walquist and Oscar Gleichmann, Jr., of Rockford, Ill., will open an up-to-date flower shop on North Third street at an early date.

Narcissus Poeticus Ornatus.

ALL FALL BULBS

For the Most Critical Florists
NOW READY

All Prices Subject to Change without Notice.

Narcissus Paper White Grandiflora

Cases Full Standard Sizes and Correctly Stenciled.

12 ctms. bulbs (1400 to case)
13 ctms. bulbs (1250 to case)
14 ctms. bulbs (1000 to case)
Write for Prices.

Hyacinths (Dutch)

	Per 1000
Miniature, 13-14 ctms	**$26.00**
Firsts, 19 ctms and up.	**70.00**
Seconds, 17-19 ctms..	**52.50**
Forcing, 16-17 ctms...	**40.00**
Bedding, 15 ctms and up	**35.00**

Narcissus (Dutch)

	Per 1000
Emperor, Fancy	**$30.00**
Emperor, Double Nose	**43 00**
Victoria, Fancy	**30.00**
Victoria, Double Nose	**43.00**
Golden Spur, Fancy..	**30.00**
Golden Spur, Double Nose	**34.00**
Spurius (Single Von Sion)	**30.00**
Von Sion, Fancy	**28.00**
Von Sion, Double Nose	**35 00**
Poeticus Ornatus	**17.00**
Sir Watkins	**27.00**
Princeps	**23.00**

Tulips Early Single

	Per 1000
Artus	**$20 00**
Belle Alliance	**25 00**
Cramoise Brilliant	**20 00**
Couleur Cardinal	**32 00**
Duc Van Thol, Scarlet	**23 00**
La Reine, Fancy	**20 00**
White Hawk	**31 00**
Rose Gris de Lin	**20 00**
Rose Luisante	**34 00**
Yellow Prince	**20 00**
Keiserskroon	**22 00**
Vermillion Brilliant	**32 00**
Extra Fine, Mixed	**17 00**

Tulips Double

Schoonoord	**22 00**
Murillo	**19 00**
Cour D'Or	**25 00**
Imperator Rubrorum	**31 00**
Rubra Maxima	**22 00**

Darwins

Special Offer: 5 or 10 choice varieties, our selection.
Per 1000 **$25 00**

Freesias

	1000
Purity, 7-16 inch	**$ 8 00**
Gen. Pershing, Pink.	**30 00**
Viola, Lavender	**30 00**

WHITE CALLAS

1¼-1½ inch...per 100, **$ 8 00**

Lilium Giganteum

NOW READY

Chinese Narcissus

Basket, (30 bulbs) **$2.75; Mat,** (120 bulbs) **$10.00**

CHICAGO **VAUGHAN'S SEED STORE** **NEW YORK**

Ottawa, Ont.

A day or more can be profitably spent among the florists and in viewing the horticultural features of the city, the capital of Canada. The site of the Capitol building on a bold promontory overlooking the Ottawa river is extremely picturesque. Fine lawns and judicious planting in hardy shrubs are noteworthy.

Taking the electric line for Aylmer we visited the range of R. H. Wright, which is about 20 minutes' ride from the heart of the city. This range comprises a block of connected houses, 17 in all, the length of the houses being 400 feet and the width of the block about the same. Roses, carnations, chrysanthemums and violets are being grown in quantity, all on solid beds, and are in good condition. Some of the rose plants are quite large, having been grown on for a number of years, but are yet producing well. The carnations, for the season, were in good condition, as were the chrysanthemums. Bedding plants, adiantum and other ferns, and a variety of minor stock is grown at this range. The city store, 54 Sparks street, is managed by Charles Wright, a brother to R. H. Wright.

The funeral of the late Senator Edwards, who was also prominent in business, September 19, brought many orders to the local florists. Exceptionally fine designs were noticed and it was stated that orders came in from all over the Dominion and some from the United States.

Scrim's retail store, also on Sparks street, is large and attractive and seems to be doing a good business.

The B. Everest, Jameson and Allen stores on Bank street are all seemingly prosperous.

Montgomery's Priscilla

That's the name of the new pink rose! The name will be Priscilla probably after the public has had it a while, but we have had to add the prefix to cover the rules of nomenclature.

In order to get someone who knows more about roses than we do to give an unbiased, honest opinion on the merits of this rose, we have placed 12 plants of it with each of the following growers:

E. G. Hill Co., Richmond, Ind.
Dailledouze Bros., Brooklyn, N. Y.
Albert F. Amling Co., Maywood, Ill.
Duckham-Pierson Co., Madison, N. J.
Rowayton Greenhouses, Rowayton, Conn.
Miller Floral Co., Farmington, Utah
Wellworth Farm Greenhouses, Downers Grove, Ill.
Poehlmann Bros. Co., Morton Grove, Ill.
Robert Pye, Nyack, N. Y.
John Coombs, Hartford, Conn.
Frank Schramm, Crystal Lake, Ill.
A. S. Burns, Jr., Spring Valley, N. Y.
Robt. Simpson, Clifton, N. J.
Chas. H. Totty Co., Madison, N. J.
Noe-Ruzicka Co., Madison, N. J.
Wm. H. Elliott Co., Madbury, N. H.
Anthony Ruzicka, Madison, N. J.
W. J. Pilcher, Kirkwood, Mo.
Jos. Heacock Co., Roelofs, Pa.
Ferrari Bros., San Francisco, Calif.
Peirce Bros., Waltham, Mass.
Batavia Greenhouse Co., Batavia, Ill.
Doemling-Schimmel Co., Mt. Clemens, Mich.
Wendland & Keimel Co., Elmhurst, Ill.
Joy Floral Co., Nashville, Tenn.
Roberts Rose Co., Denver, Colo.
Geo. C. Weiland, Evanston, Ill.
Lakeview Rose Gardens, Jamestown, N. Y.
Exeter Rose Conservatories, Exeter, N. H.
Bassett & Washburn, Hinsdale, Ill.
H. O. May, Summit, N. J.
Bodlong Rose Co., Auburn, R. I.
Dept. of Agriculture, Washington, D. C.
Gude Bros., Washington, D. C.
F. R. Pierson, Tarrytown, N. Y.
L. B. Coddington, Murray Hill, N. J.
Jos. H. Hill Co., Richmond, Ind.
S. Mortensen, Southampton, Pa.
Briar Cliff Gardens, Scarborough, N. Y.
John H. Dunlop & Son, Richmond Hill, Ont., Can.
J. J. Fallon Co., Lynchburg, Va.
Gullett & Sons, Lincoln, Ill.
Rolf Zetlitz Co., Lima, O.
Van Aken Bros. & Sons, Coldwater, Mich.
Premier Rose Gardens, Maywood, Ill.
Weiss & Meyer Co., Maywood, Ill.
Florex Gardens, North Wales, Pa.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Zetlitz Floral Products Co., Dayton, Ohio.

Ask them about it, if you will, at any time. They have our permission to tell the truth. We are going to let this rose sell itself. We shall be simply order takers.

A. N. PIERSON, Inc., Cromwell, Conn.

Albany, N. Y.

FLORISTS' CLUB MEETING.

Thirty-two menbers of the Florists' Club on the night of October 6 journeyed to the establishment of Wm. Hannell, grower, a short distance outside of Watervliet, for the monthly meeting. Many of the visitors inspected the fine stock of cyclamen, chrysanthemums, carnations and Scotch heather in the various houses. Mr. Hannell has been an extensive and reliable grower for the trade for many years. After admiring the quality of the plants the business of the evening was taken up. It was decided to hold a club flower show in the establishment of the Albany Cut Flower Exchange, Inc., 611 Broadway, November 3. The club has held a show in November for a number of years and efforts are made to make each better than its predecessor. The cup, awarded to the Troy florists some time ago for a fine "Say it With Flowers" float has been ordered, is being engraved and will be presented to the winners at the next meeting. To President Samuel Hanson was awarded a prize, a five dollar gold piece, donated by Edward P. Tracey, for bringing the most members into the club the past year, 14. Wm. Slicker, this city, who represents the A. L. Randall Co., Chicago, and The Burlington Willow Ware Shops, Burlington, Ia., in this territory, was admitted to membership. After the meeting Host Hannell provided refreshments and the members of the club enjoyed a social hour before departing for their homes. The November meeting will be held at the establishment of Henkes Brothers, Newtonville, on a date to be announced later.

VEGETABLE GROWERS' MEETING.

Seven hundred or more delegates are expected to attend the annual convention of The Vegetable Growers' Association of America, to be held in the state armory, Washington avenue, this city, October 31-November 5. Railroads have offered convention rates of one and one-half fare to delegates. Plans are under way for extensive exhibits in the drill shed of the armory. These will be in charge of the secretary of the association, C. W. Wade, Columbus, O. The local committee of which George Curran, president of the Albany Market Gardeners' Association, is chairman, is perparing an entertainment program, one feature of which will be a banquet. The session of Tuesday evening, November 1, will be held in the state education building with a special programme. The banquet, band concert and dance will take place on Thursday night, November 3.

LEUCOTHOE, GREEN

Long lengths, $4.50 per 1000.

LEUCOTHOE, GREEN, medium lengths, $3.50 per 1000.

DYED GREEN SHEET MOSS $2.50 per bag.

By giving three to five days' notice when ordering Leucothoe, will enable us to ship fresh stock direct from the woods to the dealer.

Southern Florist Supply Co., Rockwood, Tenn.

NOTES.

After three days' tour of inspection of white pine forests in Essex and Warren counties, New York, to study the white pine blister rust, members of The Association of State Foresters adopted a resolution urging that a federal appropriation of $300,000 be made to demonstrate methods of control and for the enforcement of a strict quarantine against plants that tend to spread the disease. The members on their trip made a careful study of the forests in Essex county, where every gradation from the recently infected seedlings to the dead full grown pine was seen. The distribution of the rust from currant and gooseberry bushes to the trees was also shown. The members of the association were convinced that the disease can be controlled at a reasonable cost by the removal of currant and gooseberry bushes within 200 yards of white pine forests. The association went on record also as in favor of a bill before congress to make an appropriation of $150,000 for the control of the pine bark beetle on government owned lands in California and Oregon, and also favored the retention of the forest service in the United States Department of Agriculture. Representatives of state forest departments on the tour of the association were: California, Oregon, Minnesota, Wisconsin, Ohio, New York, Pennsylvania, Vermont, New Hampshire, Maine, Massachusetts, Connecticut, New Jersey, Maryland and Delaware; also the United States forest service and the bureau of plant industry.

Tentative sketches for a grove in memory of residents of the city who served in the World War have been prepared by Charles D. Lay, landscape gardener, New York, and submitted by him to Commissioner Wallace R. Greenalch, department of public works, and Frank R. Lanagan, city engineer, here. The grove is to be planted in a triangular space at the intersection of New Scotland and South Lake avenues, in a residential section of the city. Arnold W. Brunner, New York, a city planner who has worked the past 10 years with the officials here in connection with important municipal improvements, has been retained to work in co-operation with the commissioner of public works, the city engineer, and Mr. Lay in the design for an altar to be erected in a secluded part of the grove. Mr. Brunner will also have charge of plans for entrance gates to the grove and the design and location of the base for a flag pole.

R. D.

Fredericton, N. B.

Rains the past few weeks have brought stock back into excellent condition, after a very dry summer. Dahlias and nasturtiums are blooming, rather unusual for this time of the year. The first frost of the year was experienced October 5. J. B.

Henderson's Price List of Fall Bulbs

READY FOR IMMEDIATE SHIPMENT

Selected Dutch Named Hyacinths

	Per 100	Per 1000
First size	$7.50	$70.00
Second size	5.50	50.00
Forcing size	4.50	40.00

Single Early Tulips

	Per 100	Per 1000
Couleur Cardinal, crimson	$3.40	$31.00
Flamingo, bright pink	4.30	39.00
Keizerskroon, scarlet	2.40	21.00
La Reine, yellow	2.10	18.00
Mon Tresor, yellow	3.30	30.00
Pink Beauty, rose	3.50	32.00
Prince of Austria, red	2.60	23.00
Vermilion Brilliant, scarlet	3.30	30.00
Yellow Prince	2.20	19.00

Double Early Tulips

	Per 100	Per 1000
Couronne d'Or, yellow	$2.70	$24.00
Murillo, blush white	2.10	18.00
Vuurbaak, scarlet	3.10	28.00
Extra fine mixed	1.80	16.00

Darwin Tulips

	Per 100	Per 1000
Baronne de la Tonnaye, bright rose	$2.70	$24.00
Clara Butt, salmon pink	2.40	21.00
Farncombe Sanders, rose	3.40	31.00
King Harold, purple red	3.10	28.00
Loveliness, carmine-rose	2.50	22.00
Massachusetts, vivid pink	3.10	28.00
Pride of Haarlem, rose	2.70	24.00
Wm. Copeland, lavender blue	3.50	32.00
Mixed, all colors	2.20	20.00

Cottage or Late Blooming Tulips

	Per 100	Per 1000
Bouton d'Or, yellow	$2.30	$20.00
Gesneriana Lutea, yellow	2.50	22.00
Gesneriana Spathulata Major	2.70	24.00
Inglescombe Yellow	2.50	22.00
Mrs. Moon, large yellow	2.90	26.00
Parisian Yellow, yellow	2.30	20.00
Extra fine mixed	1.80	16.00

Single Narcissi—Trumpet Flowered

	Per 100	Per 1000
Empress, Mother bulbs	$4.60	$42.00
Golden Spur, Mother bulbs	4.40	40.00
Sir Watkin, Mother bulbs	4.70	44.00
Victoria, Mother bulbs	4.70	44.00

Narcissus Paper White Grandiflora

	Per 100	Per 1000
Select Size (1250 to case)	$2.75	$23.50
12-ctm. size (1300 to case)	2.25	20.00

Giant Flowering Crocus

	Per 100	Per 1000
Albion, purple Baron Von Bruno, purple David Rizzio, purple La Majestueuse, striped Sir Walter Scott, variegated Mont Blanc, white Queen of Netherlands, white Mammoth Yellow	$1.20	$10.00

Small Flowered Narcissi and Jonquils

	Per 100	Per 1000
Poetaz Elvira	$3.70	$34.00
Single Jonquils	2.00	18.00
Single Jonquil Rugulosus	2.00	18.00

BULB FIBER cannot be surpassed as a retail seller for planting bulbs. **Per bu., $1.75; per 10 bu., $15.00.**

A. HENDERSON & CO.

166 N. Wabash Avenue, CHICAGO, ILL.

Lancaster County Amateur Show.

Under the auspices of Mrs. Albert M. Herr, who is the head of the horticultural department of the Iris Club, a flower show was staged in the dance hall of the Club house, Lancaster, Pa. The display of dahlias of course was in the majority and the quality made some of the florist visitors sit up and take notice. In addition to the dahlias there were good displays of zinnia, scabiosa, marigolds, dianthus, celosias, petunias, anemone, lantana, heliotrope and two vases of chrysanthemums grown outdoors that surpassed any indoor grown stock in Lancaster or Baltimore, Md. Another special attraction was a vase of coxcomb with 12-inch heads.

In the class for arrangement there were some very artistic effects, a basket of old fashioned marigolds winning out as the best thing in the show by a voting contest. The plant section was not very large but there were some fine begonias and ageratums. The prizes and ribbons were awarded to the amateurs only and Harry K. Rohrer was the professional end of the judges for the show. H. A. Schroyer and The B. F. Barr Co. each sent handsome baskets to add to the beauty of the show. H. K. Rohrer brought in a lot of finely finished ferns to help in the decorating and Ira Landis some of his well finished dahlias. W. A. Hawman, who makes a hobby of dahlias along with his gold fish, had the best collection of varieties in single specimens, each one a gem. Adam Flesinger, a dahlia specialist, had a few very fine flowers staged, but had used his best cut for the York, Pa., fair. H. K. Shaeffer, another dahlia man, had a good display, and from the R. Vincent, Jr. & Sons Co., White Marsh, Md., a fine collection of named sorts helped to make up what was a very successful show. A. M. H.

HOWELL, MICH. — Henry Schroeder will soon complete the building of his new greenhouses and flower shop, moving his range on Byron road to the present location.

SUSSEX, N. J.—Geo. E. Searing, of Newton, N. J., will erect a range of greenhouses on land recently purchased at Third and Sycamore streets, this city, in the near future.

MADISON, WIS. — The Smith Floral Shop, 112 East Main street, had its formal opening October 1. Geo. V. Smith, the owner, is also proprietor of the Sherman Avenue Floral Co., and will continue the latter establishment.

Yellow Chrysanthemums Very Choice

FANCY DOUBLE WHITE POMPONS

Our Roses Are in Full Crop

CURRENT PRICE LIST—Subject to Market Changes

RUSSELL, COLUMBIA, PREMIER, CRUSADER — 100

Fancy Long	$16.00 to $20.00
Good Medium	$10.00 to 12.00
Good Short	5.00 to 8.00

BUTTERFLY AND OPHELIA

Long	$12.00
Medium	10.00
Short	$4.00 to 6.00

SUNBURST

Long	$10.00 to $12.00
Medium	8.00
Short	4.00 to 6.00

WHITE KILLARNEY — Per 100

Long	$10.00 to $12.00
Medium	8.00
Short	4.00 to 6.00

ASSORTED ROSES

SPECIAL OFFERING

Good fresh Roses, our selection, in lots of 200 or more, as follows: Per 100

Good medium lengths	$10.00
Good short lengths	6.00

CHRYSANTHEMUMS

Choice, large flowers, $4.00 to $5.00 per dozen.

Pompons (white), 75c to $1.00 per bch.

New Fancy Ferns, per 1,000	$2.60
Adiantum, per 100	1.50 to 2.00
Sprengeri, per 100	3.00
Galax, green, per 1,000	2.00
Galax, bronze, per 1,000	2.00
Asparagus Sprays, per bunch	35 to .40

Of miscellaneous flowers now coming into market, we will procure for our customers the best at lowest market prices. A trial order solicited.

In buying direct of the grower you are assured of fresh stock at all times, and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONES: CENTRAL 1457

Greenhouses: Hinsdale, Ill., and Gregg Station, Ill.

Notice:—We close at 5 o'clock week days.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Closed all day Sundays

Chicago.

STOCK IS VERY SCARCE.

The market was completely cleaned up last Saturday, October 8, and stock of all kind is exceedingly scarce at this writing. The heavy frost in this vicinity last week practically finished the outdooor flowers and the cold weather checked the supply of indoor stock. Carnations are in strong demand at prices ranging from $2 to $5 per 100 and even more for fancy stock in some varieties. Chrysanthemums are selling at $2 to $6 per dozen and pompons at 75 cents per bunch. California chrysanthemums are arriving regularly and are being shipped direct to the retailers or handled by some of the wholesalers. American Beauty roses clean up at high prices daily with very little stock being offered. Mrs. Chas. Russell, Premier and Columbia are bringing high prices which holds good for Crusader, Milady, Sunburst, Butterfly, Montrose, Victor, Golden Rule. Ophelia, Double White Killarney, Hearst, Dunlop, Nesbit, Phantom, Ward and Cecile Brunner. Short roses are selling at $6 to $8 per 100 with very few obtainable at these figures. Fancy roses are bringing all the way from $15 to $30 per 100. Lily of the valley is holding its own at $8 to $10 per 100, and lilies at $25 per 100. Orchids and gardenias command high prices and the few callas that are arriving sell readily at good figures. Feverfew, cornflower, gypsophila, strawflowers, violets and sweet peas are included in the offerings. Greens are in good supply.

OUR FLAG.

The city has been gay the past week with bunting in celebration of the fiftieth anniversary of the great fire of October 9, 1871. Conspicuous in the display is the new city flag, the white field of which is divided into five

MEET IT COMING

PERSONAL ATTENTION

The new names added to our ledger during the summer indicate a great expansion in our fall sales.

And, as usual, we have largely increased our grower-connection to provide the stock needed for the coming demand.

Fifty per cent more roses; forty per cent more carnations; a large increase in 'Mums; and corresponding volume in all seasonable miscellaneous stock.

Ample facilities for what is coming. Let it come.

OLD—RELIABLE—ESTABLISHED—SURE

KENNICOTT BROTHERS CO

WHOLESALE FLORISTS

PETER REINBERG, INC.

WHOLESALE FLORISTS

30 East Randolph St., CHICAGO

Roses--Carnations--'Mums

Buy Direct From the Grower — CURRENT PRICE LIST — Subject to change without notice

MRS. CHAS. RUSSELL	Per 100
Specials	$20.00 to $25.00
Select	15.00 to 18.00
Medium	10.00 to 12.00
Short	6.00 to 8.00
COLUMBIA	
Specials	20.00
Select	$15.00 to 18.00
Medium	10.00 to 12.00
Short	6.00 to 8.00
PREMIER	
Specials	20.00
Select	$15.00 to 18.00
Medium	10.00 to 12.00
Short	6.00 to 8.00

SUNBURST, OPHELIA, WHITE KILLARNEY	Per 100
Specials	$18.00
Select	15.00
Medium	$10.00 to 12.00
Short	6.00

ROSES, Our Selection $5.00

Carnations	4.00 to 6.00
Chrysanthemum (White and Yellow)	3.00 to 5.00
Adiantum	1.50
Asparagus, per bunch ..... 35c to 50c; extra fancy 75c	
Ferns, per 1.000	$3.00
Galax, bronze and green, 1.000	2.00
Leucothoe Sprays	1.00

EXTRA SPECIAL STOCK BILLED ACCORDINGLY

PAUL R. KLINGSPORN, Manager.

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS AND PLANTS

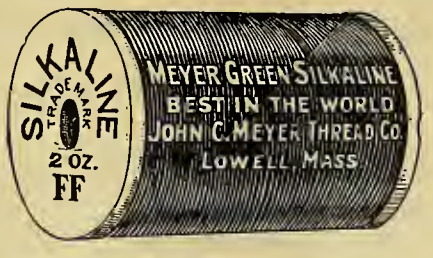
182 North Wabash Avenue L. D. Phone, Central 282 **CHICAGO**

bars, the two outer bars of white representing the north and south sides and the larger white center bar symbolizing the more populous west side. The blue stripes denote the branches of the Chicago river, division lines of the city. The two great formative events in the city's history are symbolized by two six-pointed red stars near the staff, one for the fire of 1871 and the other the World's Columbian exposition of 1893.

NOTES.

The party leaving this city for the Toronto, Ont., convention of the Florists' Telegraph Delivery Association included the following: George Asmus, Miss Barnes, Kansas City, Mo.; W. J. Barnes, Kansas City, Mo.; Walter Blackman, Evansville, Ind.; A. Blome, C. E. Falls, Vincent J. Gorly, St. Louis, Mo.; Fred Heinl, Terre Haute, Ind.; Payne Jennings, A. Lange, Ralph Latham, Minneapolis, Minn.; S. Lundy, Denver, Colo.; John Martens, Minneapolis, Minn.; James Marton, George Mohn, S. Murray, Kansas City, Mo.; Arthur Newell, Kansas City, Mo.; Miss Nettie Parker, O. K. Owen, Terre Haute, Ind.; I. L. Pillsbury, Galesburg, Ill.; E. W. Piper, W. L. Rock, Kansas City, Mo.; Herman Schiller, W. J. Smyth, Miss Mary Tierney, Davenport, Ia.; F. L. Washburn, Bloomington, Ill.; Fred C. Weber, St. Louis, Mo.; Wm. Wienhoeber, and E. W. Wiliams. Paul R. Klingsporn left for the convention city Tuesday evening.

Chas. Grabig, 1843 Irving Park boulevard, is able to be about again



Meyer's Silkaline

BEST FOR FLORISTS' USE

Made by

John C. Meyer Thread Co.

1449-1495 Middlesex St., LOWELL, MASS

Big Crop of Roses

Premier--Columbia--Russell--Sunburst

Positively the finest stock in this market, particularly Premier, which is a big buy at the prices quoted.

Large Cuts of Carnations

All the leading varieties grown for this market — **THE BEST.**

CURRENT PRICE LIST— Subject to Change Without Notice.

PREMIER.	100
Special	$25.00
Long	20.00
Medium	15.00
Short	$8.00 to 10.00

COLUMBIA.	
Special	$20.00
Long	15.00
Medium	12.00
Short	$8.00 to 10.00

RUSSELL.	100
Long	$20.00
Medium	12.00
Short	6.00

SUNBURST.	
Long	$12.00
Medium	10.00
Short	6.00

CARNATIONS.	100
Fancy	$5.00 to 6.00
Good	4.00

CHRYSANTHEMUMS.	Dozen
White (Early Frost)	$4.00
Yellow (Golden Queen)	4.00 to 5.00

GREENS.	1000
Ferns	$3.00
Asparagus, bunch	.50
Sprengeri	.50

WIETOR BROS.

Wholesale Growers of Quality Cut Flowers

30 East Randolph Street, L. D. Phone Randolph 2081 **CHICAGO**

after being on the sick list for several months. He has built up a splendid business the past 14 years when he started for himself at his present location and is now the proud possessor of a modern retail establishment.

The Kiwanis Club of Rogers Park has been given the honor by the local council of Kiwanis of planting the first of the soldier memorial trees of that organization on the Memory road to Milwaukee, Wis. A big celebration has been arranged by the Rogers Park club, October 22, when various military and civic bodies will participate in the ceremony there. A bronze marker will be placed beside the tree and J. L. Zender, Birchwood Florist, will procure the finest one available.

Mangel, the Palmer House Florist, is making grand window displays in keeping with his magnificent establishment. An exhibit of artificial fruit this week is attracting the attention of the customers at this store.

Poehlmann Bros. Co. is cutting a good supply of roses, especially Premier, of splendid quality. Orchids are in crop at Morton Grove and large quantities of chrysanthemums are being handled at the store.

Kennicott Bros. Co. is handling regular shipments of American Beauty roses, which command high prices owing to the extreme scarcity of this variety in this vicinity.

Wietor Bros. are cutting quite heavily in chrysanthemums which are in strong demand. Roses and carnations are also in good supply at this house.

A. L. Vaughan & Co. are having a strong demand for stock from out-of-town points and are pleased with business as a whole for the past season.

The American Bulb Co. report the fall import bulb business highly satfactory to date and is planning a vigorous campaign in spring stocks.

Permanite

(Prepared Putty)

Permanite is a well known product and highly recommended for glazing greenhouse sash; also used to prevent leaks in gutters, etc.

Per 1 gallon can.....$2.00
Per 5 gallon can..... 9.50
Machine for using "Permanite," each..... 6.50
Rubber Putty Bulb, each..... 1.40

PERMANITE THINNER

Used to thin "Permanite" when same is too heavy for use.
Price, per gal.....$1.50

Glazing Points

The Perfection Glazing Points (double pointed) are very desirable for florists' use. Per box of 1000, $0.60

Cane Sticks

	Per 100	Per 500	Per 1000
5 to 7 feet long...	$1.75	$8.00	$14.50

Rubber Aprons

Good, large size, best quality, can be used either for store or greenhouse work. Price, each $1.25

Complete list of many other items free.

One Floral Art Album given free with any order of $25.00 or more.

GEO. H. ANGERMUELLER CO.,

Wholesale Florists **1324 Pine Street, ST. LOUIS, MO.**

Max Awizzus is back on the job at the Zech & Mann store after enjoying a two weeks' vacation. He is driving a new Dort.

Peter Reinberg, Inc., reports business as brisk, with the sales running considerably ahead of those of last season.

Chas. Pike, of St. Charles, attended the celebrations of state Masons here this week, representing his local brethren.

A Henderson & Co. are busy in the retail department and the shipping of trade bulb orders continues lively.

Oriental Goldfish & Supply Co.

Send for catalogue.

3757 Cottage Grove Ave., Chicago

Mention the American Florist when writing

The E. F. Winterson Co. is supplying its customers with well-grown Boston ferns.

CARNATIONS

Good supply of all the leading commercial varieties grown for this market.

ROSES=='MUMS==POMPONS

Lilies--Sweet Peas--Orchids--Valley--Feverfew--Callas--Greens--Etc.

PLACE YOUR REGULAR ORDERS WITH US

A. L. VAUGHAN & Co.

NOT INC.

PHONES:
CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572
161 North Wabash Ave. Chicago

Chrysanthemums, Roses, Carnations, Sweet Peas, Valley, Orchids, Lilies, Etc.

Steady supply of choice stock at the right price. Get the best—Order here.

JOSEPH FOERSTER CO.

WHOLSESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

The Joseph Foerster Co. is disposing of good sized shipments of home-grown chrysanthemums and sweet peas in addition to its regular line of stock.

Martin Nielsen, formerly of A. Lange's force, who recently opened a retail store at 3346 Lawrence avenue, reports business highly satisfactory.

George Wienhoeber is featuring fine chrysanthemum flowers, choice orchids and dwarf evergreens.

The J. A. Budlong Co. is enjoying splendid business, especially in the shipping department, and reports a complete cleanup in stock each day.

Paul Klingsporn, manager of the Chicago Flower Growers' Association, left October 11 to attend the F. T. D. convention at Toronto.

Bassett & Washburn are in good crop with roses and chrysanthemums, which are in strong demand, especially from out-of-town points.

Vaughan's Seed Store is shipping giganteum lily bulbs and reports increased retail demand since the cooler weather set in.

Hans Jepsen is cutting some fine Golden Queen chrysanthemums three weeks earlier than usual.

E. C. Amling arrived last week from California and is greeting his old friends at the store.

The chrysanthemum show banquet will be held at Auditorium hotel, November 17.

Fleischman has one of his windows tastefully filled with well colored crotons.

A. Lange says the September business was ahead of that of last year.

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.
CHICAGO

Long Distance Phones Central 3283 Central 3284

Our Offerings Include:

LILIES

Absolutely the finest supply of Cut Lilies in this market.

ROSES

COLUMBIA
RUSSELL
White Killarney
Butterfly
Crusader Sunburst
Killarney Brilliant
Ward Ophelia
Premier

MISCELLANEOUS

Valley Cattleyas
Calendulas

CARNATIONS

CHRYSANTHEMUMS

SWEET PEAS

VIOLETS

GREENS

Plumosus Sprengeri
Bronze and Green Galax
Ferns
Adiantum Smilax
Mexican Ivy
Boxwood

Chicago Florists' Club.

The regular meeting of the Chicago Florists' Club was held at the Randolph hotel, October 6, President Kohout in the chair. The names of Charles Elliott, Park Ridge; Oscar Nelson, Melrose Park, and Wm. Abrahamson were presented as candidates for membership. T. E. Waters stated that favorable progress was being made with the chrysanthemum show to be held at the Auditorium hotel, November 16-17, and George Asmus, chairman of the National Flower Show committee, emphasized the necessity of a good representation of the local trade at the National Flower Show, Cleveland, O., March 25-April 1.

Herman Schiller, president of the Up Town Chicago Exposition Association, announced his organization would hold an exhibition at the Broadway armory, November 1-5, inclusive, and that arrangements were being made to stage a flower show in connection. He requested the active co-operation of the Chicago Florists' Club in making it a success. The members present heartily agreed to this plan and it was decided to notify all members of the club of the action taken. Peter Pearson, president of the Commercial Flower Growers' Association of Chicago, remarked that the growers in the Chicago district had not taken the interest they should in flower shows, but with the excellent material at their disposal, should stage frequent exhibitions, which the public was glad to visit. Messrs. Hans Jepsen and Otto H. Amling also spoke on this subject.

Mr. Jepsen displayed a very fine vase of Golden Queen chrysanthemums, the flowers being cut three weeks earlier than usual. A vote of thanks was tendered Mr. Jepsen by the club.

The chrysanthemum show banquet will be held at the Auditorium hotel, November 17.

Providence, R. I.

COOLER WEATHER HELPS TRADE.

Trade the past week has been rather brisk, and with the advent of cooler weather, it sure is slowly picking up. Asters are finishing up this week and gladioli are now gone. Roses, owing to the shortage of other stock, are advancing in price every day. Carnations are still very poor and have very little demand. Chrysanthemums are good and meet a ready sale at all times. Some excellent Asparagus plumosus is coming in to this market now from the south and is sold at sight, no real good stock being cut here as yet. An early frost is looked for now, which will finish all of the outside flowers.

NOTES.

M. Sannotti, of Thornton, who recently opened the Curley Greenhouse on Harkness street, has opened a retail store on Atwell's avenue, catering to the large Italian population on Federal hill. He now has two large ranges of glass, in addition to his store, and has every house planted with a big crop of stock ahead of him.

The street men are out again, selling large quantities of short stem carnations at 20 cents a dozen. They do well on the main thoroughfare of the city.

Albert Holcher is cutting very fine chrysanthemums and will cut some large stocks all through the season.

H. A. T.

Commercial Flower Growers' of Chicago.

The next regular meeting of the Commercial Flower Growers of Chicago takes place at the Randolph hotel, Thursday, October 20, at 8 p. m. The flower show committee, appointed by President Pearson at our last meeting consisting of Peter Pearson, Otto H. Amling, August Poehlmann, Joseph Kohout, Andrew Benson, H. C. Blewitt, Emil C. Blameuser, James Psenicka and Edward Assa, sees the great opportunity to bring the flowers to the attention of the general public in the coming Uptown Exposition to be held at the Broadway armory, November 1-5, and in behalf of the growers' association, we will give whole-hearted support and already have the pledge of a number of growers who will furnish stock to be worked up artistically by retailers for display.

OTTO H. AMLING, Sec'y.

Rochester, N. Y.

TRADE HELPED BY COOLER WEATHER.

With the coming of cool, crisp weather autumn trade has been stimulated and a general improvement felt. Carnations of good quality are now arriving. Cactus dahlias are of excellent quality but the supply is limited. Roses have been much improved by the cool weather, and with the exception of the white varieties the supply is sufficient for all purposes. An excellent lot of lily of the valley is seen although more could be used. Orchids are again plentiful after the shortage in September. Early chrysanthemums are arriving in quantity from California. Laurel sprays, asparagus, galax and green goods are in liberal supply. Primroses and begonias are being disposed of as flowering plants.

NOTES.

James Vick's Sons report a busy week in bulbs for autumn planting and good sales of nursery stock, Boston ferns, etc. Geo. Case has been assisting at the firm's wholesale department on State street.

Jean M. Keller, son of J. Michael Keller, was married October 8 to Miss Marian Smith, this city, and will make their home in Akron, O.

Geo. Kramer is preparing for the holiday trade by working up specialties. He recently returned from a business trip to Buffalo.

The trade extends sympathy to Albert Gusshans, his mother having died October 2.

Visitor: Alex. A. Abraniowitz, of Philip L. Carbone, Inc., Boston, Mass.

CHESTER.

Fall Business is opening up strong for those who

Use Budlong's Flowers

Line Up with the Progressive Element of the Trade and Make Your Business Grow

RUSSELL COLUMBIA PREMIER MILADY HEARST OPHELIA

Autumn Roses

Do you want a good White Rose? If so, order our
Double White Killarney, the only good white on the Chicago market.

SUNBURST BUTTERFLY DUNLOP MONTROSE NESBIT

Use **Nesbit Roses**; they more than serve the purpose of Sweet Peas

CARNATIONS Stems a Trifle Short, but Flowers of Good Keeping Quality **in Good Supply**

CHRYSANTHEMUMS--White--Yellow--Pink

Use Our Valley for Your Wedding Work
Once Tried You Will Not Be Satisfied with Any Other

All Greens: Ferns, Adiantum, Plumosus, Sprengeri, Mexican Ivy

If you want good stock and good treatment, buy of
Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can reply upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

Columbus, O.

GRADUAL IMPROVEMENT NOTED.

The demand for stock of all kinds continues to increase The improvement is seen not only in the increased number of orders booked but also in larger orders on the average. This is due to the approach of the social season, opening of the various schools and to the general revival of business. The unemployment situation here has improved materially and this is being reflected in the trade to a marked extent. The supply of flowers is generally good and the quality is high class. Chrysanthemums of fair quality are arriving, but the blooms are still rather small, the season just beginning. Carnations are coming in rapidly and the quality is excellent, bringing $2 to $3.50 per dozen. Prices for early chryanthemums are around $4 per dozen. Roses are still one of the staple lines and the principal kinds are Premier, Sunburst, Butterfly and Columbia. The season for garden flowers is about over. Dahlias

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Southern Wild Smilax, $7.50 per case
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The Ove Gnatt Co., Inc.
Preservers of Natural Foliages LA PORTE, IND.
Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Noveltie

are still plentiful while gladioli are finished. Marigolds and lilies are offered to a limited extent. Colder weather which has prevailed will tend to change the varieties on the market.

FLOWER GROWERS' AND DEALERS' ASS'N.

The postponed meeting of the Flower Growers' and Dealers' Association was held at the rooms of the Franklin Park Floral Co., October 4, with a large attendance, 20 members being present. The principal business was the report of Walter Stephens, of the S. F. Stephens & Son Co., who attended the meeting of the state association at Cleveland. He gave a full report of the proceedings, showing the enthusiasm which had developed among the state officers and also members of the Ohio association. There was also a discussion of business conditions in this city and all present reported an improvement. Plans are being made for the next meeting which will be held early in November, the place to be announced later. No steps were taken to carry out the co-operating advertising and publicity campaign, but that matter will likely be considered at the coming session. Carl Jagsch is president and Edward D. Ludwig, secretary of the association.

The Wilson Seed & Floral Co., 25 East Town street, has been doing some attractive advertising to stimulate business. "Whose Wedding Anniversary Comes This Month?" is the theme of the notices sent out with an attractive cut. A well chosen remembrance of flowers is urged as one of the best gifts that can be made on wedding anniversaries. Cards are enclosed to be returned to the company. On the cards are spaces for the wife's birthday anniversary, the wedding anniversary, the mother's birthday anniversary and other events. In case the card is filled out the company reminds the signer of the anniversaries in time to select the floral offering.

The board of purchase, October 5, received bids on a large number of trees and shrubbery for the public parks of the city. In all about 7,000 different trees and shrubs were specified in the contract and four bids were received, namely: Storrs-Harrison Co., Painesville, O.; Moon & Co., Morrisville, Pa.; Leo Weltz & Co., Wilmington, O., and Kohenkie & Son, Painesville. The contract will be awarded soon. The larger part of the trees and shrubs will be planted in Franklin park, under the direction of James Underwood, director of parks. J. W. L.

GREEN SHEET MOSS
Fadeless, per bag, $3.50
Natural, " " 1.75
KNUD NIELSEN
Evergreen, Ala.

Golden Yellow Sweet Peas
McClenahan's Yellow Flower Dye
Send for sufficient to make one quart.
Price $1.00, prepaid.
McCLENAHAN'S GREENHOUSES
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Indianapolis, Ind.

NATIONAL SHOW GARDENS.

The tenth annual display of dahlias by the National Show Gardens attracted many visitors to Spencer, Ind., October 6, which was known as Advertising Club day, in honor of visiting advertising clubs of the Wabash valley. Between 12,000 and 15,000 blooms were used as souvenirs for the visiting clubs. In the display, arranged in the basement of the E. T. Barnes country home, (the old Calvin Fletcher home), many baskets and vases of cut blooms were displayed. Rug and carpet designs were made of bloom heads, besides other designs of unique nature. Some of the outstanding features of the display were the new types and varieties of dahlias produced by Mr. Barnes, and something over 350 of these new varieties were made into a carpet of over 1,000 blossoms, no two alike. The beautiful grounds, which were landscaped 50 years ago by Calvin Fletcher, who later laid out the city of Pasadena, Calif., were very attractive for the big field of dahlias, with literally millions of flowers in full bloom. These features struck the visitors with such force as to cause involuntary exclama-

Prepared Magnolia
Bronze, Violet, Green, Red.
Prepared Oak Sprays
Prepared Beech Sprays
Dyed Green Sheet Moss
Fancy and Dagger Ferns
Southern Wild Smilax
Write or wire
The Decorative Greens Co.
KINSTON, ALA.
H. C. Willis Duncan Jackson

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They are more satisfactory—they cost you less— it is fashionable to use them. Then why not get in line and order them from us? Place an order for shipment each 1st and 15th.
THUJA OCCIDENTALIS TSUGA CANADENSE
With or without fruit are the sellers. Order a sample shipment today.
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Long Distance Telephone, Central 3373.

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CUT FLOWERS
Supplies
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Chicago

tions of delight and wonder. During the visit of the advertising clubs a movie operator made films of the visitors in the gardens and about the grounds. The National Show Gardens grow more gladioli than dahlias and Mr. Barnes plans to have a similar exhibit of these flowers in July of next year. The Association of Indiana Florists has been asked to meet here at the gardens in September, 1922, at which time several other florists' societies will be invited.

STATE FLORISTS ASS'N OF INDIANA.

Methods of controlling insect pests and plant diseases were discussed by Harry G. Dietz, assistant state entomologist, before a meeting of 75 members of the State Florists' Association recently in the store of Smith & Young, florists, 228 East Ohio street. At a dinner given for the association at the Athenaeum, Thomas Snyder, secretary of the National Association of Commercial Haulers, made an appeal to the delegates to subscribe a fund to fight the proposed double taxation on trucks. Fred Lemon, a cut flower grower of Richmond, Ind., exhibited new specimens of white and yellow roses. An effort will be made by the association to bring the 1922 flower show of the Chrysanthemum Society of America to this city. More than 20 greenhouses were visited by the delegates. They were entertained at the Independent Athletic Club for luncheon.

NOTES.

E. T. Barnes, president of the National Show Gardens, gave an informal address to more than 100 flower lovers at the Heinl flower shop, Terre Haute, Ind., recently. The greater part of his talk was on the care and growth of dahlias, bringing out some of the most fundamental and interesting points connected with the cultivation of dahlias. He also explained the causes for failures to raise large blossoms and made some interesting points in regard to plant propagation. Florists and dahlia producers from all parts of the world send to Mr. Barnes for advice in raising this flower and the Terre Hauteans interested in flower production took advantage of the exceptional opportunity of information from a world expert. The show held in connection consisted of 7,000 flowers, including about 500 varieties.

The Jeff McDonald Florist Co., Crawfordsville, Ind., has filed a final certificate of dissolution with the secretary of state here.

E. B.

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located
WHOLESALE
CUT FLOWER HOUSE
IN CHICAGO
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L. D. Phones: CENTRAL 1977 1978

Wholesale Flower Markets

Chicago
CURRENT PRICE LIST

	Dozen	
Roses, Beauty	$ 4.00 to	$ 8.00
	Per 100	
" Mrs. Chas. Russell	6.00 to	30.00
" Butterfly	6.00 to	30.00
" Columbia	6.00 to	30.00
" Dunlop	6.00 to	30.00
" Premier	6.00 to	30.00
" Hoosier Beauty	6.00 to	25.00
" Killarney Brilliant	6.00 to	20.00
" White Killarney	6.00 to	20.00
" Mrs. Geo. Shawyer	6.00 to	20.00
" Milady	6.00 to	30.00
" Mrs. Aaron Ward	6.00 to	20.00
" Sunburst	6.00 to	30.00
" Ophelia	6.00 to	20.00
" Dble. W. Killarney	6.00 to	20.00
" Cecile Brunner		4.00
" Our Selection		5.00
Calendulas	2.00 to	4.00
Dalsiee	2.00 to	3.00
Chrysanthemums, per doz	2.00 to	5.00
Pompoms, per bunch		.75
Cattleyas, per doz	18.00 to	24.00
Valley	8.00 to	10.00
Carnations	3.00 to	6.00
Lilies, per 100	20.00 to	25.00
Adiantum	2.00 to	3.00
Ferns per 1,000		3.00
Galax per 1,000		2.00
Leucothoe		1.00
Sprengeri, Plumosus Sprays	35c to 50c per bunch	
Mexican Ivy		1.00
Boxwood, 35c per lb., case		9.00
Southern Wild Smilax, per case		7.50

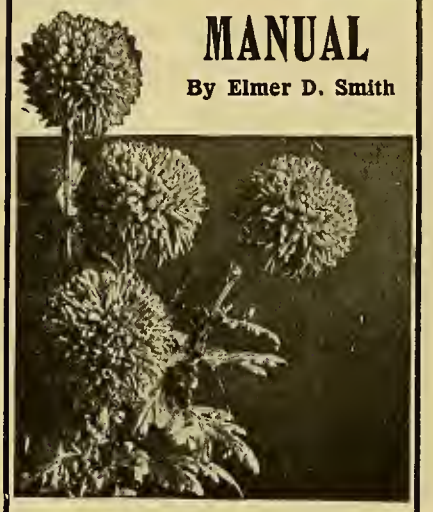
ZECH & MANN

WHOLESALE FLORISTS
30 E. Randolph St., CHICAGO
Telephone Central 3284

Mention the American Florist when writing

THE
CHRYSANTHEMUM MANUAL

By Elmer D. Smith



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WHOLESALE FLORISTS

Extra fancy Ophelia, Sunburet, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

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NEW IMPORTATION
MINIATURE VELVET PANSIES

$3.60 per gross.
MINIATURE RED POPPIES..... $1.80 per gross
CLOTH CARNATIONS
White, Ward, Dark, Red Pink. $25.00 per 1000
SAM SELIGMAN
116 West 28th Street, NEW YORK

Mention the American Florist when writing

Plenty of Orchids

GOOD QUALITY

and a moderate price covers the present market conditions on **Cattleyas**—$1.00 for the best.

Beauties

On short notice we can furnish them in quantity. Can we interest you in regular shipments? A sample shipment will convince you that you cannot buy better **Beauties.**

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CHOICE ROSES, All Grades.

CARNATIONS, EASTER LILIES and All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

PHILADELPHIA, OCT. 12. Per 100

Roses, Beauty, special	30.00@	60.00
" " fancy	15.00@	25.00
" Ophelia	3.00@	12.00
" Columbia	4.00@	15.00
" Mrs. Charles Russell	8.00@	25.00
" Killarney	2.00@	6.00
" Hadley	10.00@	25.00
" Sunburst	4.00@	15.00
" Wards	3.00@	6.00
" Premier	6.00@	15.00
Adiantum	1.00@	1.50
Asparagus, bunches		.50
Asparagus, strings	.75@	1.00
Asters	1.00@	3.00
Calendulas	1.50@	3.00
Carnations	2.00@	6.00
Cattleyas	.75@	1.00
Dahlias	2.00@	8.00
Easter Lilies	20.00@	25.00
Lily of the Valley	6.00@	10.00
Smilax		.35
Snapdragons, per doz.	.75@	1.50
Larkspur, per dozen	.50@	1.50
Gladioli	3.00@	6.00

BOSTON, OCT. 12. Per 100

Roses, American Beauty	$8.00@	100.00
" Russell	6.00@	16.00
" Dunlop	4.00@	12.00
" Pilgrim	6.00@	16.00
" Crusader	6.00@	16.00
" White Killarney	6.00@	16.00
" Ward	4.00@	12.00
" Maryland	4.00@	12.00
" Hoosier Beauty	4.00@	10.00
" Columbia	4.00@	12.00
" Hadley	6.00@	16.00
" Premier	6.00@	16.00
" Ophelia	6.00@	16.00
" Butterfly	6.00@	16.00
" Cecile Brunner	1.50@	2.00
Adiantum	1.50@	2.00
Asparagus bchs., per bch.	.50@	1.00
Asparagus Strings, dozen		12.00
B. Buttons		1.00
Cosmos	1.00@	2.00
Coreopsis	1.00@	1.50
Cattleyas, per doz.		12.00
Delphinium		1.50
Lily of the Valley		12.00
Longiflorum Lilies	30.00@	36.00
Smilax, per doz.		6.00
Gladioli		6.00
Swansonia, per bch.	.50@	.75
Chrysanthemums	2.50@	4.00
Carnations	3.00@	4.00
Violets		1.00

BUFFALO, OCT. 12. Per 100

Roses, White Killarney	$3.00@	$10.00
" Dbl. Wht. Killarney	3.00@	10.00
" Richmond	3.00@	10.00
" Maryland	3.00@	10.00
" Sunburst	3.00@	12.00
" Columbia	5.00@	20.00
" Ophelia	4.00@	15.00
" Russell	6.00@	20.00
" Premier	6.00@	20.00
" Cecile Brunner	3.00@	4.00
Asters	1.00@	3.00
Calendulas	1.00@	2.00
Easter Lilies	20.00@	25.00
Mignonette	2.00@	3.00
Rubrum Lilies	6.00@	10.00
Snapdragons	1.00@	2.00
Sweet Peas	.40@	1.00
Gladioli	4.00@	6.00
Chrysanthemum Golden Glow	20.00@	35.00
Chrysanthemums, White	25.00@	35.00

Philadelphia Growers' Cut Flower Market

A NEW OUTLET FOR CUT FLOWERS

The above named corporation announce the opening of a Growers' Cut Flower Market at

No. 7 South Mole St.,

in the heart of the wholesale district, where in their well arranged building they are fully equipped for up-to-date handling of Plants and Cut Flowers.

Consignments Solicited

WILLIAM C. LYNCH, Manager

Philadelphia Growers' Cut Flower Market

No. 7 South Mole St.,

PHILADELPHIA, PA.

Mention the American Florist when writing

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties in Quantity

JOS. G. NEIDINGER CO

1309-1311 N. 2nd St., Phila., Pa.

Mention the American Florist when writing

Berger Bros.

The Choice of the Market in

EASTER LILIES,

ROSES and All Popular Flowers.

Exceptional Service.

1609 Sansom St., PHILADELPHIA, PA.

Philadelphia.

ALL STOCK SELLING WELL.

That the weather plays an important part in the demand for flowers was seen in the wind up of last week, when with a temperature that made overcoats necessary there sprang up a strong demand that cleaned the market at stiffening prices all along the line. Shipments of all kinds except possibly dahlias were lighter, the rose section on which the market so largely depends being distinctly short. Length of stem and quality are increasing and before long the winter standard will be reached. American Beauties and the specials in the tea classes have sold up close the past week. Carnations are adding inches to their stems each week and will soon be in the running. Easter lilies are holding to top market price, they being now in the hands of comparatively few growers. Cattleyas are quite plentiful, labiata being in crop with all growers. Exceptionally fine lily of the valley in quantity is now available every day. There are more chrysanthemums about but nothing choice as yet. Next week is likely to see a few of the larger flowered sorts. Single violets are now in, sweet but that's all. Dahlias have sold up well the past week, particularly the specials, the lower grades being jobbed off as low as $1 per 100 in large lots. Cosmos is plentiful and sells fairly well as a filler. There is still quite a stock of gladioli but these cool nights will soon wind it up.

PRODUCTION CONTROLS PRICES.

Charles E. Meehan ventures the opinion, which of course is well known, as he says to all, although he thinks there are some growers who don't seem to have yet caught on to the fact, that production governs prices. This is particularly true of some of the dahlia growers, truckers and farmers in New Jersey who, seeing their neighbors who had had considerable experience getting good money from their acres of dahlias the past few years, also took a chance along the same line and in consequence there is a glutted market and they get little or nothing in returns. It is much the same with greenhouse stocks, with the market flooded it is hard to maintain prices in fact sell at any satisfactory figure, although the grower whose shipments grade up into the special classes seldom has any complaint to make with

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On Cut Flowers
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WHOLESALE FLORISTS
Jobbers in Florists' Supplies
Headquarters of the Cudahy Roses
Phone Main 1245. P. O. Box 506
444-446 Milwaukee Street
MILWAUKEE, WIS.

Mention the American Florist when writing

Pittsburgh Cut Flower Co.
WHOLESALE FLORISTS
Growers of Quality Flowers
116-118 Seventh Street,
PITTSBURGH, - PA.

his returns. It is the quantity of inferior stock thrown on the market that clogs the wheels and keeps prices down all along the line. Quality first, last and all the time is what we need, not just in the top grades but in the medium priced stock as well, then overproduction, while still difficult to handle, will be moved at much better prices.

FLORISTS' CLUB MEETING.

The return of the Florists' Club to the Adelphia hotel for its October meeting October 4 was marked with a good attendance and an exhibition of plants and cut flowers. The foliage house plants from W. K. Harris were splendid stock. Zeiger & Sons, Germantown, staged a vase of superb Golden Glow chrysanthemums, while the vase of White Delight carnations from H. Weiss & Sons, Hatboro, Pa., were exceptionally good for the time of year. The meeting was interesting from a local standpoint, a number of suggestions made by the executive committee causing considerable discussion. The feature of the evening was the paper on "Early Chrysanthemums," prepared and read by Ernest J. F. Zeiger, an expert grower, who went into great detail giving a most valuable treatise on the subject. He was rewarded with great applause and a standing vote of thanks.

NOTES.

Just before the closing hour, 5 p. m., is a busy time at the Leo Niessen Co. market these days. The dahlia stock for out-of-town orders for distant points arrive by trucks between 4:30 and 5 o'clock. As soon as it is in, all start to wrapping and addressing the various packages, which are soon on their way, half by parcel post and the balance by express. Mr. Niessen says the dahlia season is winding up much better than it opened and may yet turn out to be fairly good for the growers.

Mark P. Mills is doing herculean work as a collector for the publicity fund of the Society of American Florists, turning in over $4,000 in the past three weeks, and says he is not done yet. Mark is certainly a hustler when he gets going; our hats are off to him.

Wholesale Flower Markets

PITTSBURGH, OCT. 12.	Per 100
Roses, Beauty, spl., per doz.	6.00
" " fcy., per doz.	5.00
" " ex., per doz.	4.00
" " No. 1, per doz.	1.50
" American Legion	6.00@ 20.00
" Killarney	4.00@ 12.00
" Maryland	4.00@ 12.00
" Sunburst	4.00@ 12.00
" Mrs. Aaron Ward	4.00@ 12.00
" Russell	6.00@ 20.00
" Columbia	6.00@ 20.00
" Ophelia	4.00@ 15.00
" Hilda	4.00@ 12.00
" Premier	6.00@ 20.00
" Madam Butterfly	4.00@ 15.00
Carnations	2.00@ 4.00
Chrysanthemums, per doz.	2.00@ 4.00
Dahlias	4.00@ 6.00
Lilies	25.00
Valley	6.00@ 8.00
Ferns, per 1,000	3.00
Galax, per 1,000	2.00
Plumosus, per bunch	.60
Sprengeri, per bunch	.60
Smilax, per doz. strings	3.00
Tritoma, per doz	1.50

CINCINNATI, OCT. 12.	Per 100
Roses, Premier	$6.00@$18.00
" Russell	6.00@ 18.00
" Columbia	6.00@ 18.00
" Butterfly	6.00@ 18.00
" White Killarney	6.00@ 18.00
" Pink Killarney	6.00@ 18.00
" Sunburst	6.00@ 18.00
" Mrs. Aaron Ward	6.00@ 18.00
" Ophelia	6.00@ 18.00
" Baby Doll	3.00@ 4.00
Asters	1.00@ 4.00
Chrysanthemums, per doz.	2.00@ 4.00
Cosmos, per dozen bchs.	1.50@ 2.00
Dahlias	2.00@ 6.00
Easter Lilies	15.00@ 20.00
Ferns, per 1,000	3.00
Galax, per 1,000	1.50
Plumosus (south) per bch.	.25
Smilax, per string	.16@ .25
Rubrum	4.00@ 8.00
Leucothoe	6.00

THE McCALLUM CO.
Manufacturers—Importers
FLORISTS' SUPPLIES
Headquarters: PITTSBURGH, PA.

Mention the American Florist when writing

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

ST. LOUIS, OCT. 12.	Per 100
Roses, Premier	3.00@ 15.00
" White Killarney	2.00@ 8.00
" Columbia	3.00@ 10.00
" Ophelia	3.00@ 8.00
" Russell	4.00@ 15.00
" Ward	4.00@ 8.00
" Sunburst	4.00@ 12.50
Asters	3.00@ 5.00
Carnations	3.00@ 6.00
Dahlias, per 1,000	2.00@ 6.00
Fancy Dahlias, per doz.	1.20@ 4.00
Delphinium	.50@ .75
Gladioli	3.00@ 6.00
Leucothoe	.75
Valley	8.00
Galax, green, per 1,000	1.50
" bronze, per 1,000.	1.75
Ferns, per 1,000	2.50

MILWAUKEE, OCT. 12.	Per 100
Roses, Kill'n'y, W. Kill'n'y	4.00@ 12.00
" Premier	6.00@ 25.00
" Ophelia	4.00@ 15.00
" Columbia	6.00@ 20.00
" Ward	4.00@ 8.00
" Hoosier Beauty	6.00@ 15.00
" Butterfly	4.00@ 18.00
Carnations	3.00@ 4.00
Gypsophila, per bunch	.25@ .35
Larkspur, per bunch	.35@ .50
Fancy Ferns, per 1000	3.00
Asparagus, per bunch	.50@ .75
Dahlias	4.00@ 6.00
Gladioli	4.00@ 6.00
Lilies, per doz	3.00
Chrysanthemums, per doz.	3.00@ 5.00

Charls H. Grakelow has purchased a property on Sixteenth street below Market street. This is in the wholesale district, in fact served as a cut-flower commission house for several years. Wonder if Charlie, who is a large buyer, contemplates, etc.

A splendid autumn business is reported by Leonard Zeiger, of the Jos. G. Niedinger Co. Their demand for vase and plant baskets includes the whole line large and small. Magnolia wreaths are also good sellers.

Celluloid roses and other flowers with exceptionally lifelike texture and colors are features of the H. Bayersdorfer & Co. stock. They are a recent importation from Paris, France.

John C. Gracey, wife and daughter left October 7 for the Florists' Telegraph Delivery Association convention at Toronto, Ont. They intend stopping off at several places en route.

David Cleary, formerly with the S. S. Pennock Co. force, is now with the Philadelphia Wholesale Cut Flower Co., his first return to the business since the great conflict.

A greatly increased demand has been experienced by John Berger the past week. Early chrysanthemums, dahlias, carnations and choice roses are features here.

The Robert Craig Co. report many orders for cyclamens to be forwarded as soon as they come in bloom. Their stock this year is exceptionally fine.

The Philadelphia Growers' Cut Flower Market gained five new growers the past week and Manager Lynch says there are more in prospect.

Eugene Bernheimer and family motored to Ocean City, N. J., on Friday last, where they spent the week end.

K.

New York.

BUSINESS NOT UP TO 1920 AVERAGE.

Although business is slowly improving the wholesalers who preserve a fairly even balance between extreme optimism and pessimism are generally agreed that it is not as good as it was this time last year. While the hot wave of the last of September has passed, the weather continues fair and mild, a great inducement, for those that can afford it, to take extended automobile trips and otherwise enjoy themselves at country resorts. This keeps many good customers away from the flower stores. We are unaware whether or not the hundreds that stayed up all night recently at the Polo grounds to get in early for the base ball games are flower buyers. However, it makes no difference. If pneumonia don't gather them in, it is probable that the sanitariums will. The mild weather also serves to bring in immense stocks. American Beauty roses are, comparatively, in the lightest supply, as several former growers have cut them out entirely and others have reduced their growing area. But in tea roses there are heavy stocks, and it is not unusual to see street men vending them. While the retail stores report considerable sales of dahlias, the wholesalers are beginning to consider them in the light of "elephants" on their hands. The piles of them that are seen every morning in some of the wholesale stores causes one to wonder what they can do with half of them. Add to all these the chrysanthemums that have greatly increased since our last notes were written, a heavy supply of orchids and carnations, with violets on the increase, and it will readily be seen that this market has enough flowers to "go around."

October 10.—The market is fairly active. Cool weather is to some extent reducing the rose supply, but chrysanthemums are greatly increasing. Such outdoor stock as marigold, celosias and zinnias continue to arrive in quantity, with no let-up on the immense quantities of dahlias.

NOTES.

On Madison avenue, October 7, we chanced to meet J. H. Troy, long a prominent retailer of this city, but in late years a nurseryman at New Rochelle, N. Y. He was looking rugged and active and informed us that he had planned to sail from Vancouver, B. C., November 12, for Australia, where a sister lives, whom he will visit. He intends to spend about four months in Australia and New Zealand. We wish him a safe and enjoyable trip and hope to hear something from him on or before his return of the wonderful vegetation of those far off countries, where our winter will be their summer.

The weighty information comes from Washington that the bureau of entomology of the United States Department of Agriculture has been conducting experiments and has discovered that the house fly can fly six miles. Shoo fly. We hope those savants will continue their experiments and tell us how far a pig can swim and a toad can hop.

The Massas Floral Co. has bought from the W. W. Astor estate, the northeast corner of Lenox avenue and 129th street, 100x200 feet. The price was $150,000. The old building now on the plot will be demolished and a new building erected that in addition to a fine retail store will house a theatre. Building will begin next spring.

Thomas Jackson, who for the past 15 years has been the popular manager of the Cut Flower Exchange, has retired and taken up his residence in New Jersey, where he will employ his time as a gentleman gardener. L. A.

To the Retail Trade:

CARNATIONS

Of the Finest Keeping Quality, 20 to 24 inch stems, are arriving at my store from the range of **W. D. Howard,** a veteran grower. They comprise **Cottage Maid, Laddie, Mrs. C. W. Ward, Pink Delight. Matchless, Eureka, Bernice, Benora, White Delight,** in any quantity; **Maine Sunshine** and **Rosalia** only in limited quantities.

Shipping orders promptly taken care of.

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NEW YORK, OCT. 12. Per 100

Roses, Beauty	$5.00 @	$50.00
" American Legion	2.00 @	10.00
" Columbia	2.00 @	15.00
" Pilgrim	1.00 @	6.00
" Hadley	1.50 @	12.00
" Dunlop	1.00 @	10.00
" Dble. Wht. Killarney	2.00 @	10.00
" White Killarney	1.00 @	4.00
" Aaron Ward	2.00 @	6.00
" Ophelia	1.50 @	10.00
" Scott Key	4.00 @	36.00
" Scott Key	2.00 @	35.00
" Sunburst	1.50 @	6.00
" Mdm. Butterfly	2.00 @	12.00
Adiantum Croweanum and Hybrid	1.00 @	1.50
Asp. Plumosus sprays	1.00 @	2.00
Asp. Plumosus, per bch	.25 @	.50
Bouvardia, per bunch		.50
Carnations	1.00 @	3.00
Cattleyas	25.00 @	75.00
Chrysanthemums, per doz.	1.50 @	6.00
Dahlias	.50 @	3.00
Gardenias, per doz	.35 @	3.00
Gladiolus	1.00 @	4.00
L. Auratum	15.00 @	20.00
L. Rubrum	6.00 @	8.00
Leucothoe, per 1000	5.00 @	7.00
Lilies, white		20.00
Lily of the Valley	2.00 @	8.00
Smilax, doz. strings	1.25 @	1.50
Galax, green and bronze, per 1000	1.50 @	2.00
Ferns, per 1000	2.00 @	2.50
Violets		.50

Frank H. Traendly Charles Schenck
Traendly & Schenck
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Wholesale Florist
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Telephone 976 Chelsea
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Hauser, a veteran florist of this city, succeeds to the management of the Exchange.

The vacationists seem to be all back to business. Wm. Kather, 724 Madison avenue, wife and son have returned from a three months' visit in Europe. Alphonse Rigo, of Rigo Bros., is back from his vacation, spent in Maine, and his brother Albert from a visit to Canada.

Advices have been received from S. S. Pennock, president-elect of the Society of American Florists, who has been in Europe since last March, to the effect that he and Mrs. Pennock will sail for home, October 25.

J. S. Fenwick, in the Eighteenth street market, is receiving exceptionally large chrysanthemums from the Chas. H. Totty Co., Madison, N. J., and from the same firm fine stocks of the new rose, Golden Ophelia.

Wm. Kessler, 113 West 28th street, is receiving exceptionally good Golden Glow chrysanthemums. Frank Lorrain, Westwood, N. J., is keeping him well supplied with hardy chrysanthemum blooms.

The first Golden Glow chrysanthemums reaching this market were from the range of Charles Hunt's Sons, Port Richmond, Staten island. They are shipping to J. K. Allen and Wm. Kessler.

J. Spero, who is well known as a former buyer from Chas. Abrams, Brooklyn, has gone into business for himself as the "Broadway Flower Market," Broadway at 90th street.

Herman Weiss, 121 West 28th street, is handling a variety of carnations from the range of W. D. Howard, who, by the way, is president of the American Carnation Society.

At the store of Malandre Brothers, in addition to their usual fine stock of staple offerings, we recently noticed exceptionally handsome amaryllis.

A. Ehmann, who for over 20 years has been in the retail business at 2112 Broadway, has removed to a much finer store at 136 West 72nd street.

Tegelaar Bros., florists, were recently incorporated with a capital of $5,000. G. Tegelaar, H. A. Leschinsky and P. Stoddard were the incorporators.

Sam Seligman's store, 116 West 28th street, is gay with the florists' novelties in which he specializes. Sam has not forgotten how to hustle.

In addition to violets and other seasonable stock, Harry Charles, 104 West 28th street, is handling an immense stock of dahlias.

The finest lot of cattleyas noticed this season were seen at the store of Paul Meconi, 55-57 West 26th street, October 6.

The Astoria Florist, Inc., is now well established at 2193 Broadway, between 77th and 78th streets.

Miss Irene Hayes, who has also been seeing the country, is again hard at work in her shop.

Traendly & Schneck are now receiving heavy supplies of good chrysanthemums.

E. J. Hession, who has visited various summer resorts, is again at his store.

F. R. Pierson is at Toronto, Ont., attending the F. T. D. convention.

A. F. F.

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SAINT LOUIS

New York Florists' Club.

The Florists' Club held its monthly meeting in its hall in the Engineering building on the night of October 10, President Hendrickson in the chair. Secretary Young read the minutes of the September meeting, which were approved. Frank Traendly for the committee on Society of American Florists' membership, reported progress. Chas. H. Totty for the flower show committee, reported that the preliminary schedule had been printed and is ready for distribution. Mr. Totty, speaking of the recent Society of American Florists' conventions, said it was equal in business to previous ones, but was weak in sociability compared with the conventions of years gone by.

The names proposed for membership at the last meeting were elected. They follow: Wm. F. Vidal, Stamford, Conn.; J. Lionel Childs, Floral Park, N. Y.; John W. Merrett, Farmingdale, N. Y.; Fred Kiefer, Northport, N. Y.; Theo. Exell, Huntington, L. I.; Vernon G. Childs, Floral Park, N. Y.; Arthur H. Goldsmith, Floral Park, N. Y.; Jacob Wehrstein, Manhassett, N. Y.; J. George Jurgens, Northport, N. Y.; Fred Kuhne, Hicksville, N. Y.; Frank Strolisky, Baldwin, N. Y.; Wentzel Wenish, No. Bellmore, L. I., and Jacob Gunther, North Bellmore, L. I. There were four proposals for membership.

Jos. A. Manda reported for the club bowling team at the convention, saying that they started the game like a house on fire, but later went to pieces. Charles Weathered and Arthur Herrington also spoke of the convention and raised a laugh by intimating that there was a lack of geniality—except what they took with them. A vote of thanks was extended to the Florists' Club of Washington for the many courtesies shown the lady visitors during the convention.

The president requested A. F. Faulkner to give some account of his recent trip through Canada. In response he spoke of his visits to the florists of Montreal, Que.; St. John and Moncton, N. B., and Halifax, Truro and Stellarton, N. S. He further mentioned the excellence of the fern exhibition which he attended in Boston, Mass.

Secretary Young moved that suitable resolutions be prepared on the death of J. K. M. L. Farquhar, late of Boston, who was a member of the club, and that copies be sent to the family of the deceased. A committee was appointed for the purpose.

After recess, Chas. H. Totty made an interesting and instructive address on "Chrysathemums," and illustrated it with a number of fine specimens, both greenhouse and hardy, from his own establishment. He was given a standing vote of thanks. G. H. Pring, horticulturist of the Missouri Botanical garden, St. Louis, was called to the platform and made an interesting talk on outdoor flowers in that city and stressed the importance of outdoor effect.

THE EXHIBITS.

The exhibition committee, Isadore Fight, chairman, arranged for a number of fine displays. The Chas. H. Totty Co., Madison, N. J., exhibited a number of exceptionally large chrysanthemum blooms: Mrs. Woodrow Wilson, white; Corporal Merle Hay, brown, and October Herald, bronze, and a collection of hardy chrysanthemums.

The Springfield Floral Co., Springfield, N. J., exhibited a fine collection of hardy chrysanhemums, also the carnation Mrs. C. Joy. Richard Hughes, Flushing, N. Y., displayed exceptionally fine dahlias.

THE AWARDS.

The committee on awards reported as follows:

Charles H. Totty Co., Madison, N. J. —Special mention for chrysanthemum Kitty Rich, a single pink, and Firelight; Chrysanthemum Mrs. Woodrow Wilson, large white, scoring a total of 93 points; Chrysanthemum Merle Hay, chestnut red, a promising new kind. The entire exhibit highly commended.

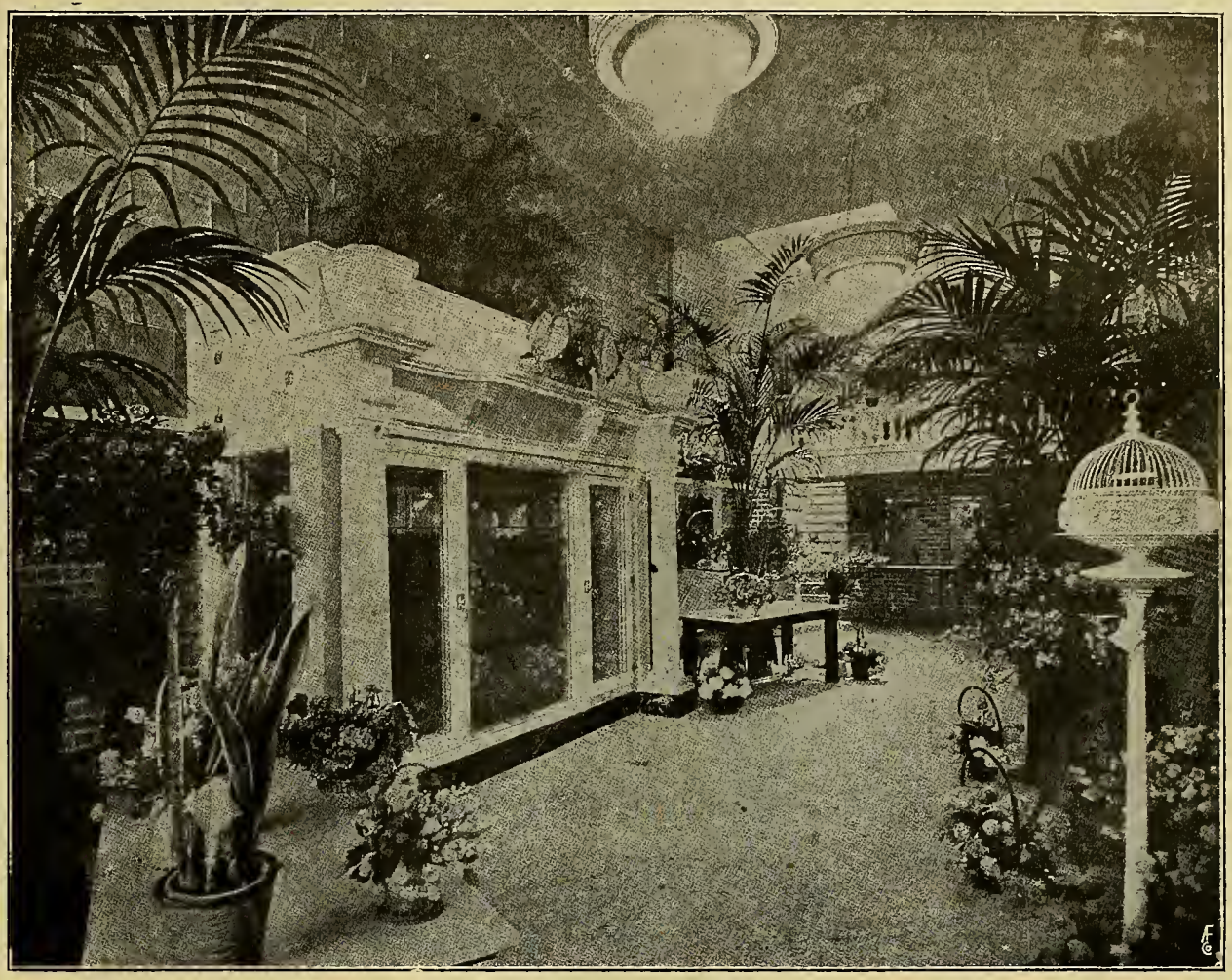
The Springfield Floral Co., Springfield, N. J., had a representative collection of hardy outdoor flowering chrysanthemums and Carnation Thomas C. Joy. Given a vote of thanks. The collection of the newer varieties of dahlias by Richard Hughes, Flushing, L. I., were awarded a vote of thanks.

The committee also made another report as follows: The committee on awards of the Florists' Club went to Flowerfield, L. I., October 6, to examine the new dahlia, Sunkiss, on the establishment of John Lewis Childs, Inc., for final certificate, this variety having been awarded the prellminary certificate at the last Florists' Club meeting. The members of the committee present were unanimous in granting it a final certificate.

F. H. TRAENDLY,
PETER DUFF,
WM. N. SIEBRECHT,
JOSEPH MANDA,
Committee on Awards.

A. F. F.

HOBE SOUND, FLA.—F. Schultz has returned from Europe.



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HENRY W. SHEPPARD
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Good Stock and Good Service.

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FROM BOSTON, Nitonian, I. M. M. Lines (London).

October 19.

FROM BALTIMORE, Belgian, I. M. M. Lines (Hamburg).
FROM PHILADELPHIA, Beukelsdyk, Holland-America Line (Rotterdam).

October 20.

Berengaria, Cunard-Anchor Line (Cherbourg-Southampton).
Leopoldina, French Line (Havre).
Monadnock, French Line (Bordeaux).
Englantier, Belgian Line (Antwerp).
Elzasier, Belgian Line (Reval).
FROM BALTIMORE, Missouri, I. M. M. Lines (London).

October 21.

Europa, Italian Lines (Naples-Palermo).
Bergensfjord, Norwegian-American Line (Kristiania).

October 22.

Princess Matoika, United States Lines (Bremen-Danzig).
La Savoie, French Line (Havre).
Baltic, I. M. M. Lines (Liverpool).
Maine, I. M. M. Lines (London).
Kathlamba, I. M. M. Lines (Manchester).
Pannonia, Cunard-Anchor Line (London).
Cameronia, Cunard-Anchor Line (Glasgow).
Caronia, Cunard-Anchor Line (Naples).
FROM BOSTON, River Orontes, Cunard-Anchor Line (Constantinople).
FROM PHILADELPHIA, Belgian, I. M. M. Lines (Hamburg).
FROM PHILADELPHIA, Haverford, I. M. M. Lines (Liverpool).
FROM MONTREAL, Canada, I. M. M. Lines (Liverpool).
FROM MONTREAL, Turcoman, I. M. M. Lines (Avonmouth).

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Eleven Stores
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Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

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Boston, Mass.—Houghton Gorney Fl. Shop.
Bronx, New York—Fordham Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Bohannon Flower Shop.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Congress Flower Shop.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Schiller, The Florist, W. Madison.
Chicago—G. Wittbold Co., Buckingham Pl.
Chicago—Henry Wittbold & Son.
Chicago—Mangel, 17 E. Monroe St.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The Park Floral Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—Central Floral Co., B'way.
Detroit, Mch.—John Breitmeyer's Sons.
El Paso, Tex.—Potter Floral Co.
Evanston, Ill.—Henry Wittbold & Son.
Galesburg, Ill.—Pillsbury's Flower Stores.
Grand Rapids, Mich.—Grand Rapids Fl. Co
Grand Rapids, Mich.—Henry Smith Floral Co., Inc.
Hartford, Conn.—Welch's Flower Shop.
Hartford, Conn.—Geo. G. McClunie
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—Apollo Flower Shop, The
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
Knoxville, Tenn.—Baum's Home of Flowers
La Crosse, Wis.—Salzer Floral Gardens.
Lincoln, Neb.—Frey & Frey.
Liverpool, Eng.—Bee's, Ltd.
Los Angeles—Wolfskill Bros. & M. Goldenson
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Memphis, Tenn.—Memphis Floral Co.
Miami, Fla.—The Exotic Gardens.
Milwaukee, Wis.—Fox's, Incorporated.
Montreal, Que., Can.—Dominion Floral Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—The Rosary Floral Co.
Newark, N. J.—Phillips Bros.
New Britain, Conn.—Welch's Flower Shop.
New Orleans, La.—Matairie Ridge Nur. Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New Rochelle, N. Y.—New York Floral Co
New York—A. Eckrich, 924 Madison Ave.
New York—Alexander, Florist.
New York—A. T. Bunyard, Madison Ave.
New York—Broadway Florist.
New York—N. Christatos.
New York—Chatmas Florists, 2726 8th Ave.
New York—Dard's, 44th and Madison Ave
New York—David Clarke's Sons.
New York—Henry Hart, Inc.
New York—Hession.
New York—Irene Hayes.
New York—Kottmiller.
New York—Malandre Bros.
New York—Matthew A. Battista.
New York—A. Meyer, 1062 Madison Ave.
New York—Olympia Florist.
New York—G. E. M. Stumpp.
Oklahoma City, Okla.—Furrow & Co.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Salt Lake City, Utah—Evans Floral Co.
Salt Lake City, Utah—Miller Floral Co.
Staten Island, N. Y.—Alex S. George.

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

Mention the American Florist when writing

SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop
1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

NEW ORLEANS, LA.

CHAS. EBLE

Oldest Florist South
121 BARONNE STREET

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

KNOXVILLE, TENN.

Baum's Home of Flowers

Personal attention given to orders For Knoxville and East Tennessee.
Member F. T. D.

Mention the American Florist when writing

FOR ST. LOUIS
WIRE

Grimm & Gorly

San Francisco—Podesta & Baldocchi.
Savannah, Ga.—John Wolf.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosaia Bros.
Sheboygan, Wis.—J. E. Matthewson.
St. Louis, Mo.—F. H Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heinl & Sons.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackistone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Wichita, Kan.—W. H. Culp & Co.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral. Co.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

BUNYARD, NEW YORK,

413 Madison Ave.
Bellevue Avenue, NEWPORT, R.
Summer Season.

Mention the American Florist when writing

Hession

Madison Ave. and 76 St.
NEW YORK

Quality Flowers

BEST IN THE MARKET
AT REASONABLE PRICES

Plant Specialists Phones: Rhinelander 107—420—775

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Bronx, New York City
Fordham Florist

421 East Fordham Road
Telephone: Fordham 3975

Mention the American Florist when writing

NEW YORK. Telephone Audubon 6618 Established 1996

Olympia Florist

(PETER LAMBOS & CO.)
3799 Broadway, S. W. Cor. 158th St.
FRESH CUT FLOWERS DAILY
Orders from Other Cities filled with promptness

Mention the American Florist when writing

New York's Favorite Flower Shop

G. E. M. Stumpp

Fifth Avenue at 58th Street
Member F. T. D. Ass'n.

Mention the American Florist when writing

NEW YORK

Chatmas Florists

CHATMAS BROS.
2726 Eighth Avenue
Bet. 144th and 145th Sts.
Telephone Audubon 6044.
Orders from Other Cities Promptly Filled

Mention the American Florist when writing

GRAND RAPIDS, MICH.

GRAND RAPIDS FLORAL CO

ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

BRANCHES: RITZ-CARLTON and VANDERBILT HOTELS

KOTTMILLER

426 Madison Ave., NEW YORK

Mention the American Florist when writing

NEW YORK.

Malandre Brothers

2077 Broadway, near 72nd St.
'Phone, Columbus 6883

The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

PITTSBURGH, PA.

A. W. Smith Co.

KEENAN BLDG.
Largest Floral Establishment in America
Established 1874 Incorporated 1909

Mention the American Florist when writing

NEW YORK.

BROADWAY FLORIST

2094 Broadway, S. E. Cor., 72d St.
Phone Columbus 5468
Branch: 840 Westchester Ave., Bronx.
Phone: Intervale 4990.

Mention the American Florist when writing

WICHITA, Kansas Shipments for Kansas and Oklahoma.

W. H. CULP & COMPANY

Quality Flowers
Personal Service

Members
F. T. D.

Mention the American Florist when writing

El Paso, Texas

Potter Floral Co.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Kansas City, Mo.

W. J. Barnes FLORIST, K.C.Mo.

Kansas and Western Missouri.
Up-to-date Service.
F. T. D. Est. 1890

Mention the American Florist when writing

Albany, N. Y.

Danker FLORIST

The Best Service

Mention the American Florist when writing

NEW YORK Established 1849

David Clarke's Sons

2139-2141 Broadway, Cor. 75th St.
Orders by Telegraph Promptly Filled
Phones 1552-1553 Columbus

Mention the American Florist when writing

MEMPHIS, TENN.

Memphis Floral Company

MAIN AND UNION
WIRE US

Mention the American Florist when writing

Oklahoma City

OKLAHOMA

FURROW & CO.

205 W. Main St.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

FREY & FREY

1338 O Street, LINCOLN, NEB.
Wholesale and Retail
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

J. W. RODGERS

Elks' Building
South Jefferson Street
Dayton, O.

Telegraph orders for Dayton will receive our immediate and careful attention.

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

DETROIT'S
Leading Florists

JOHN BREITMEYER'S SONS

1314 Broadway

PHILIP BREITMEYER, - President

Mention the American Florist when writing

Boston, Mass.

Penn The Florist

"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.

124 TREMONT STREET

Mention the American Florist when writing

Worcester's Shop of Quality and Service

Randall's Flower Shop
22 Pearl St.,
WORCESTER, MASS.
Member F. T. D.

Mention the American Florist when writing

BROOKLYN, N. Y.

JAMES WEIR, Inc.
FLORIST
324 Fulton St., cor. Pierrepont

Telegraph orders receive our usual good care and prompt attention. Phones 270-271 Main.

Mention the American Florist when writing

MICHIGAN. Orders will be carefully cared for by

Henry Smith Floral Co., Inc.
Wholesale and Retail Florists of Grand Rapids.

Mention the American Florist when writing

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co.
FLORISTS
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

Mention the American Florist when writing

Send Telegraph, Telephone or Mail Orders for florist's service in this vicinity to

The Dominion Floral Co.
484 St. Catherines St. West,
Montreal, Que., Canada
Every order receives prompt and careful attention.

Mention the American Florist when writing

WASHINGTON, D. C.

BLACKISTONE, Inc.
14th and H Streets, N. W.
Exceptional Service

Mention the American Florist when writing

A. J. Fryer

Telephones:
Lenox 2352
Lenox 7019

1062 Madison Ave.,
Near 80th St.
NEW YORK

Orders from other cities promptly filled.

Mention the American Florist when writing

TORONTO, CAN.
Canada's Best Known and Most Reliable Florist

Only the Best **Dunlop's**
8 and 10 West Adelaide Street
We deliver anywhere in Canada and guarantee safe arrival.

Mention the American Florist when writing

Orders in or around **Washington, D.C.**
Geo. C. Shaffer
FLORIST
900 Fourteenth Street

Mention the American Florist when writing

LA CROSSE, WIS.

Send your orders for flowers for delivery in this city and vicinity to

John A. Salzer Seed Co.
Quality and Service Assured

Mention the American Florist when writing

Nashville, Chattanooga and Atlanta — THREE STORES

MEMBER Florists' Telegraph Delivery

Joy's

Mention the American Florist when writing

New York

Matthew A. Battista
FLORIST
44 Carmine Street
Phone 1274 Spring
Out of Town and Steamer Orders Promptly Filled

Mention the American Florist when writing

San Francisco
Podesta & Baldocchi
224-226 Grant Avenue

Mail or telegraphic orders promptly and most carefully executed.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

WASHINGTON, D. C.

Louise Flower Shop
Connecticut Ave., at N. St., N. W.
Miss Louise W. Daugherty, Proprietress.
Phones—Franklin 3579, 3841, 3842
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Cincinnati, O.
HARDESTY & CO.
150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

Mention the American Florist when writing

New York's
SHOP OF QUALITY
Irene Hayes, Inc.
799 Park Avenue
F. T. D.

Telephone Rhinelander 0202 and 0203

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

HARTFORD, CONN.

WELCH'S Flower Shop

Also Store at New Britain, Conn.

Established 1885.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Colorado Springs, Col.

Wholesale and Retail

Pikes Peak Floral Co.

Orders Carefully Executed

Members of Florists' Telegraph Delivery.

DENVER, COLO.

The Park Floral Co.

B. E. GILLIS, President.
E. P. NEIMAN, Secretary.

GALESBURG, ILL. AND CENTRAL ILLINOIS

Pillsbury's Flower Stores

Your orders will receive careful attention.

Members of Florists' Telegraph Delivery.

KANSAS CITY, MO.

A. Newell FLORIST

Established over 30 years.
Southwest corner of 11th and McGee Sts.

WASHINGTON D. C.

Gudes'

GUDE BROS. CO. FLORISTS 1214 F ST. N.W. WASHINGTON, D.C.

Members of Florists' Telegraph Delivery.

LOUISVILLE, KY.

AUGUST R. BAUMER

MASONIC TEMPLE

Member of Florists' Telegraph Delivery.

ST. LOUIS, MO.

F. H. WEBER

N. E. Cor. Taylor and Olive Sts.

Flowers delivered in City and State on Short Notice.

Member of Florists' Telegraph Delivery.

CHICAGO OPPOSITE FIELD'S **DETROIT**

Central Floral Co. 132 N. State, CHICAGO 1331 Broadway, DETROIT

Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

ROANOKE, VA.

FALLON, Florist.

Mention the American Florist when writing

Seattle-Rosaia Bros. Finest floral studio in Northwest. Member F.T.D.

Mention the American Florist when writing

EDWARD SCEERY

Passaic, N. J. F. T. D. Paterson, N. J.

Mention the American Florist when writing

Washington, D. C.

GEO. H. COOKE

FLORIST

Connecticut Avenue and L Street

Mention the American Florist when writing

FOR WISCONSIN DELIVERY

—OF—

"Home Grown Flowers"

Get in touch with

MATTHEWSON'S, SHEBOYGAN, WISCONSIN.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

NEWARK, N. J.

Philips Bros.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE.

Mention the American Florist when writing

IN THE HEART OF **Newark, N. J.**

The Rosery Floral Co.

167 Market St., at Broad St.

EVERYTHING IN FLOWERS

Prompt Deliveries to any town or city within 150 miles of Newark. Telephone Market 494

Mention the American Florist when writing

BROOKLYN, N. Y.

HUGO H. JAHN

—FLORIST—

710 Nostrand Ave., cor. Prospect Place

Phone: 1952 Lafayette.

Flowers Delivered Anywhere. Personal Attention.

Mention the American Florist when writing

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES Memphis, Tenn.

89 South Main St.

"Up-to-the-Minute" Service and Execution.

Every Flower in Season.

New York. Telephone Lenox 3822

HENRY HART, Inc.

FLORIST

1000 Madison Avenue

In the Heart of most exclusive residential section.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

The Seed Trade

American Seed Trade Association.

L. L. Olds, Madison, Wis., President; Alex. Forbes, Newark, N. J., First Vice-President; Louis B. Reuter, New Orleans, La., Second Vice-President; C. E. Kendel 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, 73 Tremont Street, Boston, Mass., Counsel.

The fortieth annual meeting will be held June, 1922.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass, Counsel.

The next annual meeting will be held June, 1922.

DUTCH auctioneers start their prices at the top.

SUGAR BEET seed has been distributed in Argentine for trials.

THE European beet sugar crop shows a five per cent increase.

CINCINNATI, O.—The wedding of Trimble McCullough, October 6, is announced.

WINNEPEG, MAN.—The Harris-Fayden Seed Co., Ltd., has increased its capital from $30,000 to $200,000.

SALVIA seed is quite short this season, heat, drought, hail and insects being blamed for the small visible supply.

SUDAN GRASS makes such a thick, rapid growth that it is better than buckwheat for smothering quack grass.

YOU can register the name of your farm with the county clerk, or obtain a copyright from the United States patent office.

ONION SET conditions in the Chicago district remain practically unchanged, with colors at $1.50 and whites $1.75, fall delivery.

MAIL order bulb houses offering novelties and the most expensive kinds of daffodils and tulips are reported receiving good orders.

THE leading source of watermelon seed supply continues to be Jefferson county, Florida, the 1921 crop being estimated at 10,000 bushels.

L. DAEHNFELDT, Ltd., of Odense, Denmark, is now represented in this country by K. Sevaldsen, 251 Sixth avenue, south, Minneapolis, Minn.

BOARD OF TRADE.—Prices for grass seed on the Chicago Board of Trade, October 12, were as follows: Timothy, $4 to $5 per 100 pounds; Red Clover, $11 to $18.

CAMBRIDGE, N. Y.—Howard M. Earl, of the Jerome B. Rice Seed Co., has returned from New York, having completed his work on the Thorburn appraisement committee.

THE house of Wilhelm Pfitzer, Stuttgart, Germany, has been changed to a limited company, Mrs. Anna and Paul Pfitzer and H. Kanzleifer being the managing officials.

M. B. FAXON, former seedsman of Boston, Mass., died at Dorchester, Mass., September 18, after a protracted illness, aged 59 years. Mr. Faxon had not been identified with the seed business for a considerable period.

PRICE of bags at Chicago, October 12: Anchor, 16 oz., $31.50 per bale, in bale lots or over; Royal River, 16 oz., $32.00; National, 16 oz., $30.00; Crown, 12 oz., $24.50, an advance of $2.50 to $3 per bale.

HOLLISTER, CALIF.—Harry Locke sustained a loss of more than $20,000 when fire destroyed his warehouse, on Cottage road, containing several hundred sacks of lettuce and rice seed and valuable seed cleaning machinery. The building and contents were insured for $15,000.

S. F. Willard, Wethersfield, Conn.

Who Will Complete Fifty Years of Service With Comstock, Ferre & Co., October 16.

CALIFORNIA seed growers say all seed crops are well sold up with the exception of onion and some kinds of carrot. Onion, it is predicted, will cost the grower next year 25 per cent or more above the present selling prices, bulbs being short and bringing high prices for poor planting stock which will not make a crop.

NITRATE dealers in Europe may dispose of their 800,000-ton surplus, in the near future, by cutting prices, being aided by the Chilean Nitrate Producers' Association, which hopes to revive the industry in Chile. Nitrate investments of the United States in that country total $200,000,000 greater than in any other South American state.

Wholesale Growers
SELECT STOCKS
Beet
Carrot
Lettuce
Onion
Parsley
Parsnip
Radish
Sweet Peas
PIETERS-WHEELER SEED CO.
GILROY, CALIFORNIA

Seed Trade of Wethersfield, Conn.

S. Frank Willard, of Comstock, Ferre & Co., Wethersfield, Conn., who this month completes half a century of service with his firm, as already stated in these columns, gave an interesting address on the seed trade of Wethersfield, Conn., before the local business men's association some time ago, which is reproduced in part as follows:

"There are only three seed firms at the present day that are older than the oldest seed firm in town, Comstock, Ferre & Co. The local conditions in seed growing have changed very much during the past few years and the production of seeds in this section of the country is rapidly going out. In the past years, Wethersfield and the New England states have helped a good deal in the production of high-grade seeds. The western part of the country has grown rapidly in the past few years in the production of seeds, chiefly because of the cheapness of labor.

"As far back as the Revolutionary war, seeds were shipped from London. The trade was carried on then by small dealers and stores ordering what they wanted. Soon after the war, this country began to raise its own seeds, and Wethersfield was one of the first towns to start. And the seed business is almost the only one that has continued strongly down to the present time in the town. The first man to start the seed business was James Lockwood, Belden, who began business in 1820, and proved successful; selling out to William G. Comstock in 1838. Mr. Comstock continued the business until 1853, when he and Henry Ferre incorporated in the present firm, Comstock, Ferre & Co.

"The company was incorporated by 17 of the most prominent business men of Hartford and Wethersfield. Lee, Butler & Co. was the largest stockholder, and the business meetings were held in the rooms over the Sisson Drug Company in Hartford. Mr. Comstock was a great worker and pushed out to the south and west and had a large business established in these sections before the railroads reached them. In 1855 the company bought a farm in Ohio and commenced to produce seeds in that state.

"In 1845 Thomas Griswold, father of the present Thomas N. Griswold, started a new seed firm under the name of Thomas Griswold & Co., and has done business since. On May 30, 1855,

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Braslan Seed Growers Company, Inc.
Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY AND MIXED SWEET PEAS.
SAN JOSE, CALIFORNIA

Garden Seed Beans

Growing Lima and pole varieties is my specialty.

My growing contract offer for fall delivery will be mailed upon request.

Henry Berrien Fish
Carpinteria, Calif.

L. D. WALLER SEED CO.
Growers of Choice Sweet Pea, Nasturtium and Flower Seeds.
GUADALUPE, CALIFORNIA
Mention the American Florist when writing

Johnson, Robbins & Co. started another seed firm. In 1866, William Meggat, who had been employed for some time with Comstock, Ferre & Co., started another seed firm and for more than 30 years was a large power in the seed industry. In 1879 Edgert Decker, who had also been employed by Comstock, Ferre & Co., started a seed business on the general wholesale lines. Because of ill health he was obliged to sell out to Hart, Welles & Co. in 1894, which firm has conducted the business to the present time.

"Onion growing in Wethersfield dates back as far as 1761. In the earlier days the larger farmers grew the seeds and sold to the smaller farmers, and certain strains could be found in the onions, showing from whom they were bought. The name of the Large Wethersfield Red was never given by a resident of Wethersfield, but probably by a shipowner carrying them to the market in New York.

"The art of seed-growing belongs to the specialists. Wethersfield has had a number of these. They would keep at some one seed until they had produced one that was far superior to all others. Seed-growing and seed-selling has made Wethersfield what it is. No place has been found in this country where the conditions are so favorable for special seed growing as in New England and no spot in New England as Wethersfield."

New York Seed Trade.

Two thousand eight hundred and forty-four bags alfalfa, 495 bags sunflower and 418 bags canary seed arrived here recently from Buenos Aires, South America.

Recent imports from Copenhagen include 500 bags Cocksfoot grass seed and 1,000 bags sugar beet seed.

William Kroemer, of Brooklyn, has returned from Maine, where he was busy with potato contracts.

The S. S. Canada arrived October 10, bringing 50 bags celery seed and 162 cases Immortelles.

If the Thorburn assets are not sold privately, auction sale will take place October 24.

P. W. Popp is now on the staff of W. E. Marshall & Co.

Private estates are slow in placing bulb orders.

JEROME B. RICE SEED CO.
WHOLESALE SEED GROWERS
America's Largest Producers of Seed Peas
Also a Complete Line of
VEGETABLE SEEDS
Growing Stations Throughout America. Office: Cambridge, New York

Waldo Rohnert
GILROY, CAL.
WHOLESALE SEED GROWER
Specialties: Beet, Carrot, Endive, Lettuce, Onion and Radish
Correspondence Solicited.
Mention the American Florist when writing

JAMES VICK'S SONS
Growers of
Flower and Vegetable Seeds
Get the benefit of our 72 years' experience
All Seasonable Varieties.
Our stocks are very complete.
ROCHESTER, N. Y. The Flower City
Mention the American Florist when writing

Before Placing Orders for
SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write
JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA
Mention the American Florist when writing

BURPEE'S SEEDS GROW
Wholesale Price List for Florists and Market Gardeners.
W. Atlee Burpee Co.
Seed Growers Philadelphia
Mention the American Florist when writing

LANDRETH
Seeds Which Succeed
Bloomsdale Farm BRISTOL, PA.
Mention the American Florist when writing

LAWN SEED MIXTURES
FIELD SEEDS
Atlantic Grass Seed Co.
WHOLESALE
46 W. Broadway, NEW YORK CITY

SEEDS
Flower, Vegetable and Farm
Send your inquiries to
The W. W. BARNARD CO.
231-235 W. Madison St., Chicago
Mention the American Florist when writing

EDGAR F. HURFF
SWEDESBORO, N. J.
Grower of High-Grade Seed
TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.
CORRESPONDENCE SOLICITED

TOMATO SEED
Grown for the Wholesale Seed Trade
HAVEN SEED CO.
SANTA ANA, CALIFORNIA
Mention the American Florist when writing

—THE—
J. C. ROBINSON SEED CO.
WATERLOO, NEBRASKA
ROCKY FORD, COLORADO
Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.
Mention the American Florist when writing

Dutch and French Bulbs
C. J. Speelman & Sons, Sassenheim, Holland | Lagarde & Speelman, Ollioules, Var. France
NEW YORK OFFICE
470 GREENWICH ST.
Pacific Coast Representative, Mr. W. B. Clarke, Box 543, San Jose, Calif.
Mention the American Florist when writing

An experience of half a century in producing high grade
GARDEN SEEDS
at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.
S. D. WOODRUFF & SONS
Orange, Conn., and New York City.
Mention the American Florist when writing

KELWAY'S
Pedigree Strains of
Florists' Flower Seeds
Write for prices to
KELWAY & SON
Wholesale Seed Growers,
LANGPORT, ENGLAND.
300 Medals for Flowers, etc.
Hundreds of First-Class Certificates

Mention the American Florist when writing

ROUTZAHN SEED CO.
Arroyo Grande, Calif.
Sweet Pea and Nasturtium Specialists.
Wholesale Growers of full list of
FLOWER and GARDEN SEEDS
Mention the American Florist when writing

Annual White Clover Seed.

The production of annual white sweet clover seed this year shows a phenomenal increase. Last year only a few scattered acres of this new forage crop were being grown for seed, and it was considered by the trade more or less as a novelty. To September 15, 3,050 acres have been reported to the bureau of markets and crop estimates as being under cultivation for commercial seed in 1921. From this acreage it is expected that 640,000 pounds will be harvested, 450,000 pounds or more of which will be offered for sale, leaving a large quantity in the hands of the growers for sowing a greatly increased acreage in 1922.

Harvesting began in Alabama early in July and in some sections of the middle western states about September 1. In other sections of the middle west and northwest, however, harvesting began about the middle of September. The quality of the seed is good. Estimates of the yield per acre range from 150 to 500 pounds, mostly 180 to 300 pounds. The retail selling price for the 1921 crop of annual white sweet clover seed is uniformly reported at $2 per pound.

Catalogues Received.

W. Atlee Burpee Co., Philadelphia, Pa., sweet peas; Beckert's Seed Store, North Side, Pittsburgh, Pa., bulbs, seeds and plants; State Nursery & Seed Co., Helena, Mont., seeds, bulbs and plants; Stark Bros. Nurseries, Louisiana, Mo., nursery stock; Conard & Jones Co., West Grove, Pa., roses; Peter Henderson & Co., New York, bulbs, seeds and plants; Fraser Nursery Co., Huntsville, Ala., nursery stock.

V. Lemoine & Son, Nancy, France, plants; J. A Simmers, Ltd., Toronto, Ont., bulbs.

BEACON, N. Y.—Benjamin Hammond, the well known manufacturer of insecticides and greenhouse paints and putty, has an interesting account of his latest Canadian tour in the Beacon Herald of October 7.

VALLEY PIPS
FROM COLD STORAGE
$30.00 per 1000; $16.00 per 500; $8.00 per 250; $4.00 per 100.
H. N. BRUNS, 3032-42 W. Madison St., Chicago, Ill.

Hogewoning & Sons, Inc.
Wholesale Bulb Growers and Importers
299 Broadway, New York

McHutchison
& CO. OFFERS
Immediate Shipment
DUTCH BULBS, Tulips, Hyacinths, Narcissus, all high grade forcing bulbs.
FRENCH BULBS, Paper Whites, Soleil d'Or (true). Case lots.
SPANISH IRIS, ¾-in. up, Emperor of the West.
CALLA BULBS, Elliottiana.
VALLEY PIPS, German and Dutch, from cold storage.
BAMBOO CANES, natural and dyed green, all sizes, bale lots.
RAFFIA, natural and colored, 25 lbs. up.
Fall Shipment
JAP. LILY BULBS, F. O. B. New York, Chicago, Denver, Toronto, Seattle, etc.
VALLEY PIPS, German and Dutch; best forcing pips.
MANETTI STOCKS, English or French; selected for greenhouse grafting; 5000 up.
ROSES and LILACS, best forcing varieties.
BEGONIA and GLOXINIA BULBS, all colors, all sizes.
CHINESE SACRED LILIES, "Selects."
PALM SEEDS, Kentia Forsteriana and Belmoreana, Cocos Weddelliana, Areca Lutescens, per bushel or 1000.
FICUS ELASTICA, rooted mossed cuttings or pot-grown.
Write for prices on business stationery, specifically stating your requirements.
McHUTCHISON & CO.,
95 Chambers St., NEW YORK
Mention the American Florist when writing

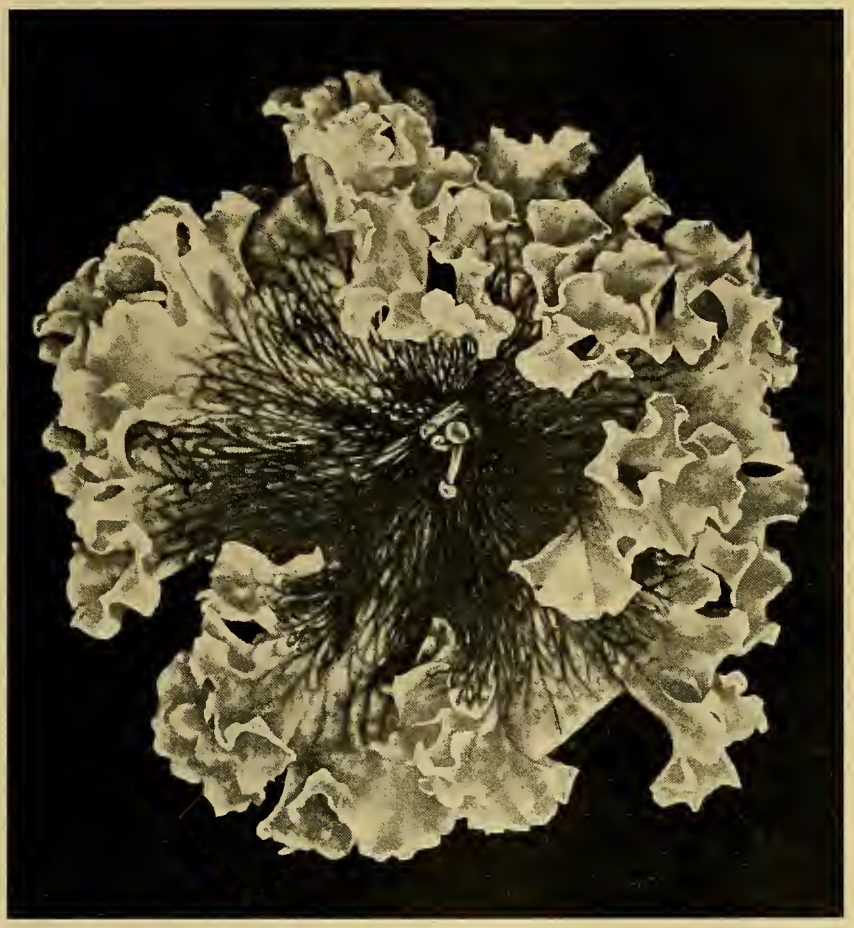
Return Envelopes
Catalogue Envelopes
Seed Packets
Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.
Mention the American Florist when writing

MINNEAPOLIS, MINN.—Hans Rosacker and wife have returned from Europe.

SEATTLE, WASH.—The Seattle Horticultural Society held its annual dahlia show September 26-27, the exhibits of Mrs. Geo. Sheffield, Burton, Wash., consisting of 250 varieties, and the trade display of W. H. Shorey, who won the prize for the best collection of hybrid cactus dahlias, being noteworthy.

MICHELL'S BULBS
HYACINTHS
First Size, Named. Single and double.
Second Size. Named, single.
Third Size, Named. Single.
Unnamed. Single and double.
TULIPS
Single Early, Double Early, Cottage Garden and Darwin. In named varieties and mixtures.
NARCISSI
Single and Double. A large variety.
Spanish and Dutch Iris
NAMED VARIETIES.
Write us your requirements on any of the above, or any other Seasonable Bulbs.
Asparagus Plumosus Nanus
GREENHOUSE GROWN SEED.
1,000 seeds ..... $ 4.00
5,000 seeds 19.00
10,000 seeds 36.00
25,000 seeds 85.00
Asparagus Sprengeri
1,000 seeds ..... $ 1.50
5,000 seeds 6.75
10,000 seeds 12.50
25,000 seeds 28.75
Wholesale Price List Free.
MICHELL'S SEED HOUSE
518-516 Market St., PHILADELPHIA, PA.

Richard Diener Company, Inc.
Originators and Growers of the Largest and Finest
Gladiolus and Petunias
Catalog on Request
Kentfield, Marin Co., Calif.



Richard Diener Co., Inc.

Kentfield, Marin Co., California.

Diener's Ruffled Monster Petunias

The Largest and Most Beautiful Petunias in existence. They have created a sensation wherever grown. In beauty they are rivals to the orchid. All seed is raised by hand pollination in lath houses, and is done by women. However, climatic conditions here permit seed to be matured without a drop of rain falling in the pods. Hence our seed is strong, vigorous and sure germinating.

Ruffled Monster Petunia Seed comes in the following colors:

Pink, strong veined center; Red; Variegated; White; Red, with black center; Pale Lilac Pink, large veined center; Mixed.

Flesh Pink Frilled (Pearl of Kentfield)—This and the following varieties are somewhat smaller than the above; one of the most beautiful Petunias ever put out.

Purple or Blue; White Frilled (dwarf); Apple Blossom (pink).

Any of the above varieties, 50c per package.

Diener's Pink Glory

The Greatest Novelty in Petunias for 1922. Pure flame rose-pink without a trace of purple. Flowers measure from three to four inches in diameter. Plants grow to a height of twelve to fifteen inches, and are continually covered with flowers. This is the most beautiful Petunia ever put on the market.

This seed is 50c per package.

CATALOGUE FREE ON REQUEST.

Originators and Growers of the Largest and Finest Gladioli and Petunias in the World.

Mention the American Florist when writing

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Mention the American Florist when writing

GEORGE R. PEDRICK & SON

PEDRICKTOWN, N. J.

Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.

Correspondence Solicited.

WHOLESALE SEED GROWERS

Mention the American Florist when writing

I. N. Simon & Son

Garden Seeds

438 MARKET STREET

Philadelphia - - Pa.

Mention the American Florist when writing

Yokohama Nursery Co., Ltd.

Woolworth Building

NEW YORK CITY

IMPORTERS

Japanese Bulbs, Plants and Seeds

GIANT PANSY SEED

No. 10. Kenilworth Giant Exhibition is the very finest mixture

No. 12. Kenilworth Giant Prize. Each sort: 1000 seeds, 50c.; ⅛ oz. $1.35; ¼ oz., $2.50; 1 oz., $10.00.

No. 22. Kenilworth Mixture
30. Blotched
32. Parisian
No. 34. Bronze Shades
36. Triumph of Giants
70. Orchid-flowered

Price of the preceding 6 sorts: 1000 seeds, 35c.; ⅛ oz., 90c.; ¼ oz., $1.65; ½ oz., $3.00; oz., $6.00.

No. 24. Kenilworth Show
No. 28. Masterpiece

1000 seeds, 40c.; ⅛ oz., $1.10; ¼ oz., $2.00; ½ oz., $3.75; oz., $7.50.

Giant Trimardeau in mixture or separate colors: 1000 seeds, 30c.; 4 pkts., $1.00; ¼ oz., $1.30; oz., $5.00.

Early Flowering or Winter Blooming Giant Pansies: 1000 seeds, 40c.; ⅛ oz., $1.10; ¼ oz., $2.00; oz., $7.50.

CHAS. FROST Kenilworth N. J.

Mention the American Florist when writing

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.

Branches: Wisconsin, Colorado, Montana, Idaho, Washington. Milford, Conn

Mention the American Florist when writing

REAL BARGAINS

Carnation Plants

Pot-Grown Enchantress,

4-inch, $6.00 per 100; packed free, in paper pots.

Cyclamen

First-class stock, consisting of the best named varieties, including red, salmon, pink, etc.

While Stock Lasts:

4-inch, at.....$25.00 per 100
3-inch, at..... 10.00 per 100

MACAWII FERNS

6-inch, elegant specimens, $1.00 each.

Cash with order. No charge for packing.

MATTHEWSON'S, Sheboygan, Wisconsin

Mention the American Florist when writing

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty.

Mention the American Florist when writing

PALMS

Kentia Belmoreana, 4-inch, $6.00 per doz.; 5-inch, $18.00 per doz; 6-inch, $30.00 per doz. For other sizes and varieties of Ferns and Palms, see our September price list.

R. VINCENT, Jr. & SONS CO.

White Marsh, Md.

The Nursery Trade

American Association of Nurserymen.

M. R. Cashman, Owatonna, Minn., President; Paul C. Lindley, Pomona, N. C., Vice-President; John Watson 400 Nassau Street, Princeton, N. J., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

The forty-seventh annual convention will be held at Detroit, Mich., June, 1922.

FLORIDA nurserymen planted approximately 6,000,000 fruit trees in that state during the six months' period ending April 30.

AN APPLE tree in San Bernardino, Calif., producing both blossoms and mature fruit in September, was recently reported by Forest Ranger Hayden.

DADE CITY, FLA.—The Dade City Citrus Sub-Exchange is enlarging and making improvements on its plant in anticipation of heavy business this winter.

LA CRESCENT, MINN.—D. C. Webster was recently awarded the first prize of $200, given by the Minnesota State Horticultural Society in an orchard contest started by that organization in 1914.

PROF. ALAN F. ARNOLD, of the New York State College of Forestry, suggests the planting of Virginia creeper to draw the attention of birds away from grape vineyards, apple and peach orchards, by furnishing nesting sites.

UNDER the general title of "California Nurserymen and Plant Industry," the California Association of Nurserymen has published an excellent series of addresses delivered before the association, 1916-20, by Prof. E. J. Wickson, nestor of Pacific coast horticulture.

"TREATMENT of Ornamental White Pines Infected with Blister Rust," is the subject of Department Circular No. 177, United States Department of Agriculture. The circular emphasizes the need for prompt action in treating infected trees, and contains many excellent illustrations pertinent to the subject.

COLUMBUS, O.—The Columbus Board of Purchase received bids, October 5 on 7,000 trees and shrubs for parks in this city from the following firms: Storrs & Harrison Co., Painesville, O.; Moon & Co., Morrisville, Pa.; Leo Weltz & Co., Wilmington, O., and Kohenkie & Son, Painesville, O., the contract to be awarded at an early date.—J. W. L.

WE are in receipt of an attractively illustrated booklet from the Andorra Nurseries, Chestnut Hill, Pa., entitled "Andorra Nurseries from the Clouds," showing several views of their 1,100 acre establishment 14 miles from Philadelphia. Those who are interested in landscape art and the beauty of trees and plants are cordially invited to visit Andorra.

W. S. BROCK, extension specialist of the department of horticulture, University of Illinois, Urbana, states that now is the time to plant more orchards, as new export markets are opening up each year and coupled with an increase of 10 per cent of population in the United States, there is little danger of overproduction. The startling decrease in the number of apple and peach trees of bearing age reported by the 1920 census is another factor.

San Francisco.

EXCELLENT DEMAND FOR STOCK.

The demand for flowers and plants last week was the best experienced in a long while, the Jewish holidays acting as a great stimulus for trade. During the middle of the week we experienced a very hot spell of weather which caused considerable damage to chrysanthemums and seriously affected the rose cut. The best roses are now bringing $1.50 to $2 per dozen, varieties such as Mrs. Chas. Russell, Premier, Ophelia and Columbia becoming more plentiful, the latter being in oversupply. Kaiserin is now arriving but is of poor quality. Cecile Brunner is in steady demand and Ulrich Brunner is about finished. Violet supply is increasing slowly, prices ranging from 75 cents to $1 per dozen bunches, with a very good shipping demand. Marie Louise is predominating. Gladioli still remain popular. There is the usual heavy cut of autumn dahlias, with pompons showing a decided increase and meeting with steady call. Some fine Lilium rubrum, so far the best this season, is arriving and bringing good prices. The hot weather had a bad effect on the last of the aster crop, practically eliminating this flower for the year, having experienced an excellent season. Good stocks of sweet peas are yet obtainable and sell readily. Cut cyclamens are in good demand at $2 per 100. Tuberous begonias are finding good use as a corsage flower, and gardenias are in such a demand that it is difficult to find enough stock to fill orders. Lily of the valley is also scarce. Cattleyas have made their first appearance, labiata which comprised the bulk of the offerings being snapped up eagerly, bringing $3 each. Chrysanthemums from the Chinese section were seen for the first time last week, the flowers, numbering from five to 12 on each plant, were small. All of the old time favorites are obtainable and they clean up rapidly, but a heavy cut of this stock is expected from now on. Chrysanthemums grown by the Japanese suffered severely and stock from their district is on the short side. Crystal Gem and Chrysolora are the leaders. Crocus is not much in evidence at present, Chieftain being the principal kind. There is an excellent shipping demand for all this stock. Anemones and pompons are being largely featured by all the stores and are good for basket work because of their splendid keeping qualities. In bronze varieties, Nagaroc and W. H. Waite are being received. Outdooor stock cleans up every day. Plants are very popular, made up baskets of cyclamens and begonias together with fancy leaved caladiums, draecenas and aspleniums being featured in most stores. Primulas in pots also sell well, as do Boston ferns. Asparagus and other ferns are meeting with a good call in all quarters.

FLOWER SHOW OCTOBER 26-28.

Plans for the flower show at the Civic Auditorium October 26-28 are going ahead rapidly. Wm. Numack, who had charge of the publicity for the dahlia show, has been engaged to take a similar position for the coming exhibition. The committee meets every Tuesday night at the Art Floral Co.'s store to handle the many problems coming before it. Chairman Angelo J. Rossi of the publicity committee has made arrangements whereby all the street cars will carry advertising during the exhibition. Great enthusiasm is being displayed by florists and growers alike and indications point to a most successful exhibition. This will be the first general flower show held in this city since the one at the Panama-Pacific Exposition in 1915. P. Vincent Matraia has been selected as manager.

NOTES.

An inspection of the orchid range of the Ferrari Orchid Co. made it very evident that this firm will soon be cutting a heavy crop of Cattleya labiata. The plants are in fine condition. Ferrari Brothers, who are the largest growers of lily of the valley in this vicinity, report the demand for this flower to be so strong that it is at times difficult for them to produce an adequate supply.

J. Mischon, in charge of the greenhouses at the University of Nevada, writes that he will be here for the flower show and intends to stage an exhibit of his new carnation seedlings. Many of them, which were displayed at the store of Pelicano, Rossi & Co. last spring, showed exceptional merit.

PEACH TREES Standard Varieties
All straight and well rooted. Free catalogue.
W. T. MITCHELL & SON, Beverly, O.

The Barclay Nursery
Importers and Growers of
Seeds, Bulbs, Plants, Trees, Vines, Shrubs and All Hardy Perennials.
All Kinds of Decorative Plants.
Our Specialty — Everblooming Hardy Roses, Boxwood and Rhododendrons.
60 Barclay St., 14 West Broadway and 62 Vesey St., New York
Telephone: Cortlandt 1518

VIBURNUM PLICATUM
Also Berberris Thunbergii, Hydrangea Paniculata, Weigelia, Spireas, Etc.
Ask for complete list of Oak Brand Shrubs.
The CONARD & JONES CO WEST GROVE PENN'A.
Robert Pyle, Pres. Ant. Wintzer, Vice-Pres.

Plant Propagation, Greenhouse and Nursery Practice.
By M. G. Kaine.
342 pages, illustrated. Price, $2.25.
American Florist Co.
440 S. Dearborn St., CHICAGO

Cottage Gardens Nurseries
of Eureka, California,
—OFFER—
AZALEA INDICA
Ready for immediate shipment.
TUBEROUS BEGONIAS
For December delivery.
GLOXINIAS
For December delivery.
BOXWOODS
For November delivery.
ERICAS, in Varieties
For Fall delivery.
Write to
G. VANDEN ABEELE, Receiver,
Cottage Gardens Nurseries,
P. O. Box 78, EUREKA, CALIFORNIA,
For Price List.

Hill's Choice Nursery Stock.

Evergreens for Tubbing

	Feet	Each	Matched Pair
Pyramidal Arbor Vitae B&B	3	$4.00	$7.50
Pyramidal Arbor Vitae B&B	4	5.00	9.50
Red Cedar (Juniperus) B&B	3	5.00	9.50
Sheared Globes (Thuya) B&B	1½x1½	5.00	9.50

NOTE: Above prices do not include tubs.

Evergreens for Window Boxes

	Size	Inch	10	50
Juniperus Canadensis	xx	10-12	$7.50	$30.00
Juniperus Virginiana	xx	12-18	3.75	15.00
Picea Canadensis	xx	12-18	6.00	27.50
Pinus Mugho	xx	8-10	7.50	30.00

Special Offer: Fifty Window Box evergreens, assorted varieties (our selection) per case. $25.00.

Still at the same stand with the same slogan. "Give every customer complete satisfaction." D. HILL.

Choice Evergreens for Lining Out

	Size	Inch	100	1000
Abies Ts. Canadensis	x	6- 8	$18.50	$175.00
Abies Douglassi	x	6- 8	13.00	120.00
Juniperus Canadensis	x	8-10	20.00	.....
Juniperus Canadensis	xx	10-12	50.00	.....
Juniperus Virginiana	x	6- 8	7.50	65.00
Juniperus Virginiana	xx	12-18	25.00	225.00
Picea Pungens	x	6-18	14.00	130.00
Picea Excelsa	xx	12-18	17.50	165.00
Pinus Austriaca	x	8-10	15.00	140.00
Pinus Mugho	xx	8-10	$50.00	.....
Pinus Sylvestris	xx	10-12	20.00	.....
Thuya Occidentalis	xx	10-12	12.50	115.00
Thuya Occidentalis	xx	12-18	20.00	190.00
Thuya Compacta	x	6- 8	18.50	175.00
Thuya Pyramidalis	x	6- 8	20.00	.....
Thuya, War. Siberica	x	6- 8	25.00	.....
Thuya Woodwardi	x	6- 8	50.00	.....
Thuya Biota Orientalis	x	8-10	11.00	100.00

Evergreen Understocks for Grafting Conifers

All orders for Evergreen Understocks sold on sample only. Write for samples.

	Size	Inch	100	1000
Juniperus Virginiana	x	6- 8	$6.00	$50.00
Picea Excelsa	x	8-10	7.50	65.00
Thuya Orientalis	x	6- 8	8.00	75.00
Thuya Occidentalis	x	8-10	7.00	60.00
ROSE STOCKS				
Rosa Canina, No. 1 Grade			2.75	17.50

Each X indicates one transplanting. 5 of same variety and size at 10 rate; 50 at the 100 rate; 500 at the 1000 rate. Send for Complete Catalog.

THE D. HILL NURSERY CO., Inc., Evergreen Specialists, Largest Growers in America, **Box 404, Dundee, Ill.**

The white grower's market is meeting with great success. Every available foot of space in the building has been rented. Jos. Scatena says the shipping business is entirely satisfactory. An immense refrigerator has been installed to take care of stock.

The Richmond Pottery, stock of which is owned entirely by florists and growers in this vicinity, is now producing an excellent grade of flower pots. The management report the demand to be heavy and predict a great success for this venture.

The regular monthly meeting of the Retail Florists' Association was held October 5, at the Co-operative Market building. The flower show committee presented its final report before the show at this meeting.

There is a fine lot of pot grown cyclamen and begonias at the Grant avenue store of Podesta & Baldocchi. This firm reports trade to be in splendid shape.

Nels Peterson, San Mateo, is cutting the first of his carnation crop. His crop of Laddie will not be ready until about the middle of the present month.

Avansino Bros. & Co. showed a handsome vase of John A. Carbone's fine seedling dahlia, Rising Beauty, last week. JAMES T. LYNCH.

Nassau County Horticultural Society.

The regular monthly meeting of the Nassau County Horticultural Society was held in Pembroke hall, Glen Cove, N. Y., on September 14. President Wm. Noonan occupied the chair and Messrs. Thos. Leydon, J. Neil Alexander and J. H. Andrews were elected to active membership. Five petitions for membership were also received. The president appointed John F. Johnston, Thos. Meech and Jesse Frampton to judge the exhibits and their awards were as follows: Five sticks of celery—Frank O. Johnson, 1st; 25 Lima beans, James McCarthy, 1st; 12 spikes of gladioli, Frank O. Johnson, 1st. An exhibit of string beans by John Forbes received a cultural certificate. The schedule for the chrysanthemum show was read and the exhibition will be held in Pembroke hall, November 1-2.

The arrangements for the dahlia show to be staged October 4-5 are complete and it should be the best show ever held by the society. Charles R. Summer was present and gave us an interesting talk on "Potash."

The exhibits for the October 12 meeting will be 12 mixed roses, three heads of cauliflower and 12 mixed cactus dahlias.

ARTHUR COOK, Cor. Sec'y.

Seasonable Stock

Asparagus Sprengerii, 1½ in., $3.50 per 100, $30.00 per 1,000; 2½ in., $5.00 per 100, $45.00 per 1,000; heavy 4 in., $15.00 per 100; heavy 5 in., $25.00 per 100.

Bougainvillea, Glabra Sanderiana, 2½ in., $10.00 per 100; 3 in., $20.00 per 100; 5 in., $75.00 per 100 specimens; 6 in., $100.00 per 100 specimens.

Begonias, large leaved, in variety, 2½ in., $8.00 per 100.

Cineraria, Dwarf Hybrids, 2½ in., $5.00 per 100, $45.00 per 1,000.

Euonymous Argentia, grand for dishes, 3 in., $20.00 per 100, $150.00 per 1,000.

Fern Dish Ferns, best varieties, 2¼ in., $5.00 per 100, $40.00 per 1,000.

Fern, Boston, 2¼ in., $6.50 per 100, $60.00 per 1,000; 3 in., $10.00 per 100, $80.00 per 1,000; 4 in., $25.00 per 100; 5 in., $50.00 per 100.

Genista, Racemosus, well trimmed, 4 in., $20.00 per 100.

Hydrangea, good French varieties, 2½ in., $6.50 per 100, $60.00 per 1,000; 4 in., $20.00 per 100; 5 in., $30.00 per 100; heavy field grown specimens, 8 to 10 shoots, fine for specimen tubs, $7.00 per dozen, $50.00 per 100.

The Storrs & Harrison Co., Painesville, Ohio

CARNATIONS

F. Dorner & Sons Co.

Lafayette, Ind.

REX BEGONIAS

3-inch, $2.00 per dozen.

GERANIUMS (Our Specialty)

Nutt, Buchner, Ricard, Poitevine, Viand

Good short jointed plants from 2-inch pots, at $3.50 per 100; $35.00 per 1000.

We ship safe anywhere

Elmer Rawlings, Wholesale Grower, ALLEGANY, N. Y.

Abundance of Stock

	Per 100	Per 1000
2¼-inch Asparagus Sprengeri	$ 5.00	$45.00
2¼-inch Calendula Orange King	4.50	40.00
2¼-inch Snapdragons, 5 varieties	5.00	45.00
4 -inch Ferns, 6 varieties	25.00	
Vinca Variegata, large field-grown	10.00	95.00

Liberal extras. Correspondence olicited.

ALONZO J. BRYAN,

Wholesale Florist, Washington, New Jersey

Robert Craig Co.

HIGH CLASS PALMS

and Novelties in Decorative Plants

Market and 49th Sts., PHILADELPHIA, PA.

CYCLAMEN

We must have room and offer for one week, 2,500 2¼-in. Cyclamen, at $10.00 per 100; $90.00 per 1000.

3,000 2-in. Cyclamen, at $20 and $25 per 100.

1,000 4-in. Cyclamen, at $40.00 per 100.

Ask for our prices of Easter Greeting Pelargoniums and Ferns

GEO. A. KUHL, Wholesale Grower PEKIN, ILL.

Elmer D. Smith & Co.

ADRIAN, MICH.

Chrysanthemum Specialists

Catalogue Free.

Market Gardeners

Vegetable Growers' Association of America.

Louis F. Miller, Toledo, O., President; H. A. Dooley, Cleveland, O., Vice-President; S. W. Severance, Louisville Ky., Secretary; H. J. Cheney, Grand Rapids, Mich., Treasurer. The next annual meeting will be held at Albany, N. Y., November 1-5, 1921.

FENNEL stalks are being used as an appetizer with celery in Italian restaurants.

NEW YORK.—U. H. Dudley & Co., sales agents for the Conserverie Billet Lemy, of Paris, France, is sending out a list to the trade of the number of buttons in the various mushroom grades packed by the Paris concern.

PLANT CITY, FLA.—The Florida State Strawberry Growers' Association recently organized here with the following officers: R. M. Anderson, this city, president; Wm. E. Bolles, Oldsmar, vice-president; Claude E. Devane, this city, secretary-treasurer.

Prices of Indoor Fruits and Vegetables.

Chicago, October 11.—Cucumbers, bushel basket, $2 to $2.50; leaf lettuce, per box, 7 to 10 cents; radishes, $1 to $1.25 per 100 bunches.

NEW YORK, October 7.—Cucumbers, $1 to $3.50 per basket; mushrooms, per three-pound basket, 75 cents to $2.75; radishes, 100 bunches, $1 to $2.

Boston, Mass.

MARKET MAKES SHARP ADVANCE.

The market has experienced a sharp advance over last week. All stock has dwindled considerably in supply, especially roses, and the result is the business is brisker than at any time this autumn. There are predictions that the rose market will see another slump when chrysanthemums become more plentiful. The latter have been very short in supply this season, especially good white ones, for which there has been a demand and not nearly enough flowers to meet it. Carnations were inclined to be quite plentiful the first of the week, but cleaned up well toward the close. Some outdoor stock is still arriving and meet with a very slight demand. Violets have made their appearance for the season. This is one flower that was a great favorite at one time, but now selling with the greatest urging except at the holidays.

MASSACHUSETTS HORTICULTURAL SOCIETY.

At a meeting of the board of trustees of the Massachusetts Horticultural Society held October 7 the following votes were adopted: To award the George Robert White medal of honor for the year of 1921 to Mrs. Louisa Yeomans King, Alma, Mich., in recognition of her service to horticulture in increasing the love of plants and gardens among the women of the United States by her success as an organizer and manager of their garden clubs; by her public addresses and books about gardens, and by the example of her enthusiasm and industry. John S. Ames was appointed treasurer of the society to succeed Walter Hunnewell, deceased. J. Gurney Wilson, editor of the Orchid Review, was elected a corresponding member of the society.

GROWERS' ASSOCIATION.

The Growers' Association held a meeting, October 8, at the Hotel Bellevue, about 50 members being present. Thos. Roland, president of the Society of American Florists, presided. The speaker of the evening was Major O'Keefe, his topic being "Co-operative Advertisinig." Other speakers were A. Christensen, E. Stickle, Wm. Craig and W. H. Elliott.

NOTES.

Norris Comley, Burlington, who has one of the largest range of glass in New England, is shipping half his production to a commission man in each market. This is something new in this city and will be watched by some of the other large growers.

The next annual meeting of the stock holders of the Boston Flower Exchange takes place at Young's hotel, Saturday, October 22, at 6 p. m. A very select entertainment will be furnished on this ocasion.

A. Bloom, of the Dolansky-McDonald Co., sprained his wrist last week when he had a bad fall while running for a car. E. F. S.

Pittsburgh.

BUSINESS STEADILY IMPROVING.

The past week has seen a steady increase in business, not a rush but a steady trade. The weather has turned in cooler, which accounts for it; while there has been no local frost, some sections near here have reported light frosts on several occasions. Several large weddings have helped out considerably. American Beauty roses are more plentiful and of fine quality, but so far there has been no over-supply. The quality of the roses now shown here could not be improved on, as they look like midseason stock. The varieties include American Legion, Premier, Columbia, Butterfly, Ophelia, Crusader, Richmond, Sunburst, Ward, Maryland, and Pink, and White Killarney, and all are moving well. Chrysanthemums are now more plentiful and from now until Thanksgiving should be a big factor in the market. Carnations are still scarce and many more could be sold.

SEWICKLEY DAHLIA SHOW.

The dahlia show staged by the Sewickley Horticultural Society was the best ever held in this section and those who did not attend surely missed a treat. The exhibits were practically all staged from the private estates for which Sewickley is noted, and goes to show what can be done with the dahlia in this section when properly grown. Of course we must take into consideration that there has been no expense spared in growing this stock, which could not be done from a commercial standpoint. People who have attended dahlia shows all over the country declared that for quality of stock shown they had never seen anything to beat this one. There were also vegetable exhibits that would have been a credit to any fair in the country.

NOTES.

Anne Pierson, Washington, Pa., has opened a new retail store that is a credit to the town. Mrs. Pierson reports that she got away to a flying start and as she is well known in Washington, having lived there for years and having several years' experience in the business, there is no doubt but that she will make good.

About 1 a. m. Thursday morning fire was discovered in the plant of F. C. Hinkel, West View, which destroyed three greenhouses and damaged the dwelling of Mr. Hinkel, estimated at $8,000. Three firemen were overcome by smoke while fighting the fire, the origin of which is unknown.

J. W. Glenn, of Kitanning, Pa., has so far recovered from his rheumatism that he was able to pay a visit to the market last week. Mr. Glenn is always a welcome visitor, as he seems to bring good cheer and sunshine with him at all times.

Another welcome visitor was Frank Adgate, of Warren, Ohio. Mr. Adgate reports business as much improved and is looking for a good season.

Peter Hopman, of New Galilee, Pa., is again cutting his usual fine crop of chrysanthemums, which he consigns to the McCallum Co.

Randolph & McClements report several large weddings last week for which dahlias formed the principal decoration. E. C. T.

PANSY PLANTS Goodell's well known strain,

Pansy Park Perfection, good, stocky, well rooted, small plants, $4.50 per 1000; larger, good as transplanted, $5.50 per 1000. **Cash.**

PANSY PARK FLORAL GARDENS, DWIGHT, MASS.

Miscellaneous Stock

Cleveland Cherries, field.....25c, 35c, 50c
Xmas Peppers, 4 in 15c
Primula Obconica, 3 in..... 10c
Primula Obconica, 4 in.....20c
Cyclamen, 4 in.....40c
Stevia, dwarf, 2 in 4c
Forget-Me-Nots, 2 in., winter-flowering...4c
Per 100
1000 **Matchless Carnation** plants.....$10.00
1000 Hardy **Phlox,** all colors..... 10.00
Sprengeri, 2 in..... 3.00
Swainsona, 3 in..... 10.00

Rosendale Greenhouses
DELANSON, N. Y.

Specimen Xmas and Easter Plants

Exceptionally Well Grown

BUDDLEIA Asiatica, 3-6 ft., $1.50-$5.00 each.
HEATHER Melanthera, 2-4 ft., $2.50-$6.0 each
ACACIA Longifolium, $5.00-$10.00 each.
Standard and Bush GENISTAS, $2.50-$6.00 each.
BOUGAINVILLEA Sanderiana—Pyramid and **Globes,** $2.00-$8.00 each.
HYDRANGEAS, Mixed French Variety, 15-25 branches, $2.00-$3.00 each.
HYDRANGEA Trophie, the best red, 15-20 branches, $2.50-$3.50 each
CROTONS, Choice Broad-Leaf Varieties, 4½-in., $75.00 per 100.
DEUTZIA Gracilis, 6- and 7-in. pots, at $50.00 per 100.

All stock in A1 condition.
Cash with order or satisfactory reference.

A. L. MILLER
Jamaica, New York

Multiflora Japonica Rose Seedlings

Best American Rose Stock for Budding and Grafting.
New England grown, well rooted.

No. 1. 4-6 mm.....$15.00 per 1000
No. 2. 2-4 mm..... 10.00 per 1000

Ready for delivery after November 1st.

C. R. BURR & COMPANY, - Manchester, Conn.

Ready Reference Section

15 CENTS, NET, PER LINE

ASPARAGUS.

Asparaus Sprengeri, 1½-in., $3.50 per 100; $30.00 per 1,000; 2½-in., $5.00 per 100; $45.00 per 1,000; heavy 4-in., $15.00 per 100; heavy 5-in., $25.00 per 100. The Storrs & Harrison Co., Painesville, O.

Asparagus Sprengeri, 2½-in., 4½c each. ODOR GREENHOUSES, Iola, Kan.

ASPLENIUM.

Asplenium Ninus Avis (Bird's Nest Ferns), good strong, healthy stock, 3-in., pots, 35c; 4-in., 75c; 5-in., $1.50. Packing material charged for at cost. Wm. K. HARRIS, 55th and Springfield Ave., W. Phila., Pa.

BEGONIAS.

Begonias, large leaved, in variety, 2½-in., $8.00 per 100. The Storrs & Harrison Co., Painesville, O.

BOUGAINVILLEA.

Bougainvillea, Glabra Sanderiana, 2½-in., $10.00 per 100; 3-in., $20.00 per 100; 5-in. specimens, $75.00 per 100; 6-in. specimens, $100.00 per 100. The Storrs & Harrison Co., Painesville, O.

BULBS.

Fall Bulbs. Ready for immediate shipment. For varieties and prices see display advertisement elsewhere in this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

CALENDULAS.

Calendulas. Selected true Double Orange King, 2¼-in. pots, $6.00 per 100, $50.00 per 1,000. ROMAN J. IRWIN, 43 West 18th St., New York.

CALLAS.

CALLA BULBS.

Calla Aethiopica, the popular white calla, clean, sound bulbs, all with crown shoots.

Size	Diameter	Per 100	Per 1000
1¼ to	1½-inch	$ 6.00	$ 50.00
1½ to	2 -inch	8.00	75.00
2-inch and	up	15.00	125.00

Satisfaction guaranteed.
SEVIN-VINCENT CO.
512 Washington St. San Francisco, Calif.

Godfrey Callas, 3-in. pots, ready for shift at $15.00 per 100. PENN FLORAL CO., Kingston, Pa.

CARNATIONS.

LAST CALL
FIELD-GROWN CARNATION PLANTS.
GOOD STOCK.

	100	1000
White Enchantress	8.00	75.00

WIETOR BROS.
Wholesale Florists.
30 East Randolph St. Chicago.

CARNATIONS.

2,000 Enchantress, $8.00 per 100; $75.00 per 1,000.
NIC REDING
6731 Ridge Ave. Chicago

Carnations. See our special offer on page 659 of this issue. MATTHEWSON'S, Sheboygan, Wis.

Carnations. Write for price list of latest varieties. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

Chrysanthemum stock plants in the following early varieties now ready at $10.00 per 100: Smith's Advance (white), Smith's Yellow Advance, Rosiea, October Frost, Sunray (1919), Smith's Sublime (1919), Unaka, Oconto and Chrysolora. ELI CROSS, 150 Monroe Ave., Grand Rapids, Mich.

Chrysanthemum novelties for 1921. Preliminary list free. Elmer D. Smith & Co., Adrian, Mich.

CINERARIAS.

Very best large-flowering Cinerarias; finest colors and imported strain. 2½-inch, $7.00 per 100; 3-inch, $15.00 per 100; 4-inch, $25.00 per 100. THE PARK FLORAL CO., 1643 Broadway, Denver, Colo.

Cinerarias—We have 30,000 plants, 2½-in., ready to shift, of very finest strain, $5.00 per 100; $40.00 per 1,000. Cash. PENN FLORAL CO., Kingston, Pa.

CLEVELAND CHERRIES.

Cleveland Cherries, fine plants, well berried, out of 5-in. pots that have been plunged in field, no set backs, 15c each. Cash. Brill Celery Gardens, Kalamazoo, Mich.

CYCLAMEN.

CYCLAMEN GIGANTEUM
SEED NOW READY

Glory of Wandsbek, dark and light shades of salmon.
Daybreak, delicate shade of salmon.
Brilliant Red, large and fine.
Pure White, extra select.
White—Pink Eye, very large and fine.
Rosea Superba, deep shell pink.
Rose of Marienthal, light pink, dark eye.
Magnifica, dark rosy pink, very fine.
Lavender, very beautiful.
Above varieties, $12.00 per 1,000 net.
For novelties, price list and cultural directions, sent on application.
J. A. PETERSON & SONS
Westwood, Cincinnati, O.

Cyclamen, best strain, assorted colors, 4-in., $22.50 per 100. Fall or immediate delivery. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

Cyclamen, for one week only. 2¼-in., $10.00 per 100; $90.00 per 1,000. 3-in., $20.00 and $25.00; 4-in., $40.00 per 100. Geo. A. Kuhl, Pekin, Ill.

Cyclamen. See our special offer of 3-in. and 4-in. in our display ad on page 611. MATTHEWSON'S, Sheboygan, Wis.

DAISIES.

Daisies: Bellis Montrosa, pink or white; also Longfellow and Snowball. Fine strong plants, $3.00 per 1000. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

DRACAENAS.

Dracaena Indivisa. Field-grown, ready for 4 and 5-in. pots, $12.00 per 100. Stronger plants, $20.00 and $25.00 per 100. 2¼-in. pots, $6.00 per 100. ROMAN J. IRWIN, 43 W. 18th St., New York.

FERNS.

BOSTON FERNS.
Good, strong bushy stock.

5-in.	$0.40
6-in.	.75
7-in.	.90
10-in.	2.00

Packing charges free.
DAVIS FLORAL CO.
Davenport, Ia.

Ferns. Bostons and Scotti. Exceptionally strong, clean, pot grown stock for immediate shipment. For sizes and prices see advertisement on front cover page of this issue. R. Vincent Jr. & Sons Co., White Marsh, Md.

Table ferns, standard varieties, 2¼-in., $5.00 per 100.
HENRY SMITH FLORAL CO., INC.
Grand Rapids, Mich.

Ferns of fine quality. For varieties and prices see advertisement on front cover page of this issue. F. R. Pierson, Inc., Tarrytown, N. Y.

Hardy Ferns, Ill. descriptiive list mailed. L. MOSBAEK, Ferndale, Askov, Minn.

FORGET-ME-NOTS.

Forget-me-not. Alpestris Victoria, hardy dwarf, blue; strong plants, $4.00 per 1000. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

GERANIUMS.

Geraniums, Nutt Buchner, Ricard, Poitevine and Viaud. Good short jointed plants. 2-in., $3.50 per 100; $35 per 1,000. Elmer Rawlings, Allegany, N. Y.

Geraniums, rooted cuttings only, send for prices. ALBERT M. HERR, R. F. D. 8, Lancaster, Pa.

GINSENG.

BIG PROFITS.
Growing Ginseng.
We can supply Roots and Seeds
THAT ALWAYS GROW.
Established, 1870.
WM. RENNIE CO., Limited
Cor. Adelaide and Jarvis Sts.
Toronto, Canada.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

GREENS.

Decorative Greens. Magnolia leaves, beech and oak sprays. Write for samples and prices. The Decorativs Gresns Co., Kinston, Ala.

HYDRANGEAS.

FIELD-GROWN HYDRANGEAS.
French Varieties and Otaska.
3 branches.....$30.00 per 100
4 branches..... 40.00 per 100
6 branches and more 50.00 per 100
Ask for full list of all sizes, field-grown and pot grown.
ROMAN J. IRWIN,
43 West 18th St. New York.

IRISES.

IRISES.
87 varieties, trns to name; nice young stock, spesial prices, write for list. GILBERT H. WILD, Sarcoxis, Mo.

IVIES.

Hardy English Ivy. Exceptionally good stock. 2-in., $2.75 per 100, $25.00 per 1000; 3-in., $3.75 per 100, $35.00 per 1000. R. Vincent, Jr. & Sons Co., White Marsh, Md.

LILY OF THE VALLEY.

Valley pips. From cold storage. $30 per 1,000; $16 per 500; $8 per 250; $4 per 100. H. N. Bruns, 3032-42 W. Madison street, Chicago.

ORCHIDS.

HASSALL & CO., orchid growers and raisers. Southgate, London, England. Cattleyas. Laelio-Cattleyas our specialty. One trial order solicited.

PANSIES.

PANSY PLANTS.
O'Neill's special and private stock, mixed, strong large flowers. The best stock that can be bought selected from one hundred thousand plants every year and the richest colors that can be got. Guaranteed to be the best on the market. $5.00 per 1,000, straight. Cash.
JAMES O'NEILL PANSY GARDEN,
Darkrun Lane and Erdrich St.
Frankford, Philadelphia, Pa.

PEONIES.

Peonies, a two story crop. Ask for Florists' Problems No. 6. SARCOXIE NURSERIES PEONY FIELDS, Wild Bros. Nursery Co., Sarcoxie, Mo.

PRIMULAS.

Primula Obconica Gigantea. Our own strain, and our reputation for this strain, warrants us in saying that it is the best obtainable. This stock is in very fine shape and ready to be transferred to larger sizes. 2¼-in., $7.00 per 100; 3-in., $15.00 per 100. THE PARK FLORAL CO., 1643 Broadway, Denver, Colo.

PRIVET.

Privet. Ibota and Amoor River. R. C., 75c per 100. ODOR GREENHOUSES, Iola, Kans.

ROSES.

Multiflora Japonica Rose Seedlings. Best American Rose stock for budding and grafting. 4-6 mm., $15.00 per 1,000; 2-4 mm., $10.00 per 1,000. C. R. Burr & Co., Manchester, Conn.

ROSES.

FRANK W. DUNLOP
The 1920 Wonder!
Own-root stock ready for immediate delivery.
$35.00 per 100; $300.00 per 1,000.
CHARLES H. TOTTY CO.
Madison N. J.

SEEDS.

Seed. Cyclamen. Best English and German strain, separate colors. Salmon-Wandsbek and Salmon King. $15.00 per 1,000. All other colors, $12.00 per 1,000. S. S. SKIDELSKY & CO., 50 Park Place, New York.

Seeds. Flower in all seasonable varieties. For varieties and prices see display advertisemsnt elsewhere in this issue. Henry F. Michell Co., 516-518 Markst St., Philadelphia, Pa.

Home Grown Stock

Greatly Increased Demand

Because of the Federal embargo against the importation of most kinds of Garden Plants, Roots and Bulbs, home grown stock is now in greatly increased demand.

If you have any to offer or are likely to have it soon, advertise in these columns now.

Seeds. Pedigree and selected stocks of rutabaga, turnip, cabbage, Savoy cabbage, beet and mangel; flower seeds. Write for special prices. Kelway & Sons, Langport, Eng.

Seeds. Sweet peas, Spencer's grandiflora, etc. Asters and flower seeds in general. Tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds. The largest French cultures of Primulas. Ask for prices 1921 crop. Malacoides, $22.69 per lb. JH. PAQUET, bd., Magnan Nice (France).

Seeds Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

SEEDS.

Seed. Garden beans. Growing contract offer for fall delivery mailed upon request. Henry Berrien Fish, Carpinteria, Calif.

Sseds. The Kenilworth Giant Pansy. For varieties and prices ses display advertisement elsewhere in this issue. Chas. Frost, Kenilworth, N. J.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet flint and dent corn. The C. Herbert Coy Seed Co., Valley, Nsb.

Seed. Cyclamen. For varieties and prices see advertisement on front cover page of this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

Seeds. Specialties: Pepper, eggplants, tomato, vine seed and field corn. George R. Pedrick & Son, contract sesd growers, Pedricktown, N. J.

Seeds. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seed growers for the trade. Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Peas, beans corn and vegetables of all kinds in quantity and highest quality. Jerome B. Rice Seed Co., Cambridge, N. Y.

Seeds. Specialties: Lettuce, onion, sweet pea, aster cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Nsb.

Seed. Lawn mixtures and field, wholesale. Write for prices. Atlantic Grass Seed Co., 46 W. Broadway, New York.

Seeds. Flower and Garden seeds. Sweet pea and nasturtium a specialty. Routzahn Seed So., Arroyo Grande, Calif.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seeds. Choice sweet peas, nasturtium and flower. L. D. Waller Seed Co., Guadalupe, Calif.

Seeds. Bean growsrs for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Seed. For the wholesale trade only. Braslan Seed Growers' Co., San Jose Calif.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

SEEDS.

Garden Seeds. All varieties. I. N. Simon Son, 438 Market Street, Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

SMILAX.

Southern Wild Smilax, $7.50 per case. The E. F. Winterson Co., 166 N. Wabash Ave., Chicago.

SNAPDRAGONS.

Snapdragons, 2¼-in. pots, $5.00 per 100, $55.00 per 1,000. Nelrose, Keystone, Giant White, Giant Yellow, Silver Pink and Garnet. New Snapdragons, $8.00 per 100, $70.00 per 1,000. Golden Pink Queen, Orlando and Golden Delight.
ROMAN J. IRWIN
43 West 18th St. New York

STEVIA.

Stevia. Fine large field-grown clumps, ready to bench, that will produce lots of blooms. Packed to ship at $15.00 per 100. HENRY SMITH FLORAL CO., Grand Rapids, Mich.

STOCKS.

German Winter-Forcing Stocks. We are offering seeds from a German specialist in this flower, Mr. Paul Teicher. Extra select seed from which the raiser claims 90 per cent double, in the following colors: lavender, snow white, rose, pink, silvery delicate lilac. 500, 65c; 1000, $10.00. PETER PEARSON, 5732-5748 Gunnison St., Chicago.

SWEET PEAS.

Yellow Sweet Peas. See display advertisement elsewhere in this issue. McClenahan Greenhouses, 40th and Philips streets, Oklahoma City, Okla.

TULIPS.

Darwin tulips. For varieties and prices see advertisement on front cover page of this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

VINCAS.

FIELD-GROWN VARIEGATED VINCAS. 2½ to 3 ft. long, bushy, seven vines and more, $9.00 per 100, $80.00 per 1,000. ROMAN J. IRWIN, 43 West 18th St., New York.

MISCELLANEOUS.

Seed packets for 1921. All packet sizes and larger bags up to two pounds or more, also catalogues, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Concrete post molds. Light, strong, durable. Made of sheet metal. Prices submitted upon request. Superior Machine & Boiler Works, 840-850 W. Superior St., Chicago.

Concrete bench legs, 16-in. high. Shipment made from our Joliet plant at Joliet, Ill. Write for particulars and prices. DAVIS-JOLIET CO., Davenport, Iowa.

MISCELLANEOUS.

Miscellaneous stock of all kinds. For varieties and prices see display advertisement elsewhere in this issue. Rosendale Greenhouses, Delanson, N. Y.

Gold letters of best quality. Prices greatly reduced. Write today for samples and prices. J. Lichtenberger, 1560 Avenue A, New York.

Meyer's Green Florists' Thread is the best for all florists' purposes. Write for prices. John C. Meyer, Florist Thread Works, Lowell, Mass.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, O.

1,000 letterheads and 1,000 envelopes, $8.50. Good stock. Cash please. Gorham Printery, Inc., 542 S. Dearborn St., Chicago.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Dreer's Peerless Glazing Points. Write for samples and price. Henry A. Dreer. 713 Chestnut St., Philadelphia, Pa.

Peach trees, roses and evergreens a specialty with us. Write for prices. SOUTHERN NURSERY CO., Winchester, Tenn.

MISCELLANEOUS

Giblin greenhouse boilers. Lets the florist sleep. Write for catalogue. Giblin & Company, Utica, N. Y.

Florist specialties and supplies of every description. Sam Seligman, 116 W. 28th St., New York.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $2.50; 50,000, $11.00. W. J. Cowee, Berlin, N. Y.

Greenhouse Boilers. Kroeschell Bros. Co., 452 Erie St., Chicago.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia, Pa.

CARNATION STAPLES.

Carnation staples, 35c per 1,000; 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c, 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

FERTILIZERS.

HARDWOOD ASHES AT PRE-WAR PRICES.
Have been instructed by the Ash Gatherers of Ontario to sell 30 cars of 30 tons each. It will pay you to buy a car at once and store till spring. GEO. STEVENS, 364 Mark St., Peterborough, Ont., Canada.

Magic fertilizers for the florist. Write for prices. Chicago Feed and Fertilizer Co., 809 Exchange Ave., U. S. Yards, Chicago.

Thomson's celebrated manure. Sold by all dealers or from sole makers, William Thomson & Sons, Ltd., Clovenfords, Scotland.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Wizard Brand Manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

FLORISTS' SUPPLIES.

Florists' supplies; baskets, chiffons and novelties. Write or wire your orders. Will ship same day order is received. Pittsburgh Cut Flower Co., Pittsburgh, Pa.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia, Pa.

Everything in florists' supplies and staples. The McCallum Co., 137 Seventh St., Pittsburgh, Pa.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

GREENHOUSE CONSTRUCTION.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moniger Co., 908 Blackhawk St., Chicago.

Greenhouse glass, paint and putty. Hooker's Dolesco brand. Big stock, priced right, good brands. H. M. Hooker Paint & Glass Co., 651-659 W. Washington Blvd., Chicago.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouses, superior in construction, durable and inexpensive. Write for estimates. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse construction. When you are ready to talk building, say when and where and we'll be there. Lord & Burnham Co., Chicago and New York.

Callahan cut-to-fit greenhouses. Wolf ventilating apparatus. T. J. Callahan Co., 16 So. Canal St., Dayton, O.

Greenhouse material and greenhouse hardware. Write for estimate. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

INSECTICIDES.

Hall's new nicotine fumigator. Lights quickly, burns evenly, will not go out, and its results are sure. Guaranteed 12½% pure nicotine. One lb., $1.25; 2½ lbs., $2.50, 10 lbs., $8.50. Hall Tobacco Chemical Co., 3955 Park Ave., St. Louis, Mo.

Aphine, $1 per qt., $2.50 per gal. Fungine, $1 per qt., $3.50 per gal. Vermine, $1 per qt., $3 per gal. Aphine Manufacturing Co., Madison N. J.

LABELS.

LABELS for nurserymen and florists, Benjamin Chase Co., Derry Village, N. H.

POTS AND PANS.

High grade flower pots of every description. Write for prices. Western Pottery Co., 5220-30 Norwood Park Ave., Chicago.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

Pots. Florists'. Prices low and quality guaranteed. The Progressive Clay Co., 9th floor, Marbridge Bldg., New York.

Florists' red pots, all sizes, moss aztec ware, fern pans, vases, etc. The Zane Pottery Co., South Zanesville, O.

DREER'S
Florists' Specialties
New Brand New Style
"RIVERTON HOSE"
Furnished in lengths up to 500 feet without seam or joint.
The HOSE for the FLORIST
¾-inch, per ft.....22c
Reel of 500 ft..... 21c
2 Reels, 1000 ft.....20c
⅝-inch, per ft.....19c
Reel of 500 ft. 18c
Couplings furnished without charge.
HENRY A. DREER
714-716 Chestnut Street
PHILADELPHIA, PA.

Mention the American Florist when writing

POTS AND PANS.

Florists' red pots. Write us for prices before buying. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

WHOLESALE CUT FLOWERS.

Allen, J. K., New York.
Amling Co., E. C., Chicago.
Angermueller Co., Geo. H., St. Louis, Mo.
Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.
Berning, H. G. St. Louis, Mo.
Brenner, Edward, New York.
Budlong Co., J. A., Chicago.
Charles, Harry, New York.
Chicago Flower Growers' Ass'n, Chicago.
Coan, J. J., Inc., New York.
Doyle & Booth, New York.
Erne & Company, Chicago.
Foerster Co., Joseph, Chicago.
Ford, M. C., New York.
Ford, William P., New York.
Froment, H. E., New York.
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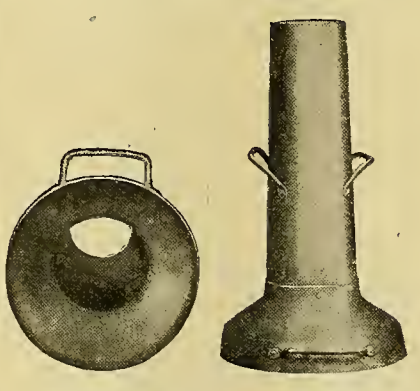

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS THOMAS ROLAND, Nahant, Mass., President; ADOLPHUS GUDE, Washington, D. C., Vice-President; JOHN YOUNG, 41-43 West 18th St., New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer.

OFFICERS-ELECT—S. S. PENNOCK, Philadelphia, Pa., President; SAMUEL MURRAY, Kansas City, Mo., Vice-President; JOHN YOUNG, New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer.

The thirty-eighth annual convention will be held at Kansas City, Mo., August, 1922.

Fifth National Flower Show.

The Fifth National Flower Show will be held at Cleveland, O., March 25 to April 1, 1922.

CHRYSANTHEMUM SOCIETY OF AMERICA

Next annual convention and exhibition at Chicago, November 16-17, 1921. OFFICERS: S. S. PENNOCK, Philadelphia, Pa., President; N. J. WIETOR, Chicago, Vice-President; C. W. JOHNSON, 141 Summit Street, Rockford, Ill., Secretary; CHAS. H. TOTTY, Madison, N. J., Treasurer.

FLORISTS' TELEGRAPH DELIVERY ASSOCIATION.

Next annual meeting at Baltimore, Md., 1922. OFFICERS: PHILIP BREITMEYER, Detroit, Mich., President; CHAS. F. FEAST, Baltimore, Md., Vice-President; ALBERT POCHELON, Detroit, Mich., Secretary; WM. L. ROCK, Kansas City, Mo., Treasurer.

AMERICAN CARNATION SOCIETY.

Next annual meeting and exhibition, Hartford, Conn., January 1922. OFFICERS: W. D. HOWARD, Milford, Mass., President; N. C. OSBORN, Hartford Conn., Vice-President; A. F. J. BAUR, Thirty-eighth St. and Rockwood Ave., Indianapolis, Ind., Secretary.

AMERICAN ROSE SOCIETY.

OFFICERS: ROBERT PYLE, West Grove, Pa., President; F. L. ATKINS, Rutherford, N. J., Vice-President; JOHN C. WEBSTER, 606 Finance Bldg., Philadelphia, Pa., Secretary; CHAS. H. TOTTY, Madison, N. J., Treasurer

FLORISTS' TELEGRAPH DELIVERY.

Annual Meeting, Toronto, Ont., Oct. 11-13, 1921.

Officers-Elect: Philip Breitmeyer, Detroit, Mich., President; Chas. F. Feast, Baltimore, Md., Vice-President; Albert Pochelon, Detroit, Mich., Secretary; Wm. L. Rock, Kansas City, Mo., Treasurer.

Directors Elected: Chas. H. Grakelow, Philadelphia, Pa.; A. F. Borden, Los Angeles, Calif.; W. J. Palmer, Buffalo, N. Y.

Next Annual Meeting, Baltimore, Md.

Continued from Last Week.

The Closing Sessions.

Supplementing our account of the annual meeting of the Florists' Telegraph Delivery Association, at Toronto, in last week's issue, page 621, President Breitmeyer called the Thursday morning session to order at 9 o'clock, and read a telegram from the Florists' Club of Baltimore, expressing great pleasure in the selection of its city as the place of meeting in 1922 and promising the club's best efforts in making it a success. Another message was read from the mayor of Bay City, Mich., thanking the association for the beautiful flowers sent in its name. J. Fred Ammann read a very able paper on the "Relation Between Grower and Retailer." He referred particularly to the necessity of getting together at times of overproduction, when the surplus or increased supply could be handled without loss and be a source of profit to both. I. Cohen of New York was then permitted to present a novelty in the shape of a miniature telegraph messenger boy on the run, which was to be used as a paper weight or similar purpose.

Michael Bloy presented his report as chairman of the committee on the proper grading of roses, going into the matter most thoroughly, the investigations being made by Max Schling, W. F. Gude and Irwin Bertermann. After the discussion the president appointed James F. Heacock, Wyncote, Pa.; Henry Penn, Boston, and H. B. Kennicott, Chicago, a committee to confer on this matter with the standardization committee of the Society of American Florists and the National Flower Growers' Association. Max Schling stated that a standard, honest and intelligent grading was absolutely necessary and would greatly increase the demand for flowers from the public. Mr. Breitmeyer thought that indifferent and haphazard grading was one of the worst things the retailer had to contend with.

National Flower Show.

George Asmus gave an interesting talk on the National Flower Show to be held in Cleveland, O., March 25-April 1, next. Shows heretofore had featured the competitive side too strongly. What the public desired was decorative effects, Mr. Asmus said, and the schedule for this great National Flower Show had been drawn with this particular aim in view. There was a grand opportunity here for the F. T. D. to exploit its particular mission and feature in a large way with practical demonstrations in the sending of orders taken there for all parts of this country and Europe and receiving orders for delivery in Cleveland and the surrounding country. All the space for this temple or other structures necessary for their work would be furnished without charge. The very best minds in the F. T. D. should get together, plan for and carry out a most practically decorated space that should be one of the most attractive features of the exhibition. Mr. Asmus hoped to see the F. T. D. business so increase that prominent florists in the large cities would advertise in other centers to get orders for delivery from their own store. He even dreamed of stores for the interchange of orders alone. Every F. T. D. member should give his best thought and be prepared to co-operate in this great opportunity.

Herman P. Knoble told of the efforts that had been successfully made to interest the various garden societies of Cleveland, composed mostly of the wealthy people of the city, who had been persuaded to enter for the decorated garden prizes, some of which called for very elaborate designs. This would interest all society people and insured a great attendance, as the papers would take it up and they would obtain wonderful publicity. The main floor space measured 150x200 feet, surrounded with galleries which would seat 20,000 people. A large dome canopied this space and an uninterrupted view was possible of the whole exhibition.

The F. T. D. temple or whatever form the structure might take, could occupy a commanding position on the stage. What the committee wanted was ideas, and he asked each member of the F. T. D. to do his best in thinking out original plans or schemes and send them in to the committee. Everybody in the trade could help by offering prizes for this or that plant or arrangement of cut flowers, as they would desire to see, on exhibition. Mr. Knoble assured the members that the florists in Cleveland could be depended upon to do their very best.

Secretary Pochelon stated that exhibits of the Florists' Telegraph Delivery Association at national and other flower shows had not come up to expectations and nobody was to blame but the members themselves because of their lack of interest. It was now absolutely necessary, in all flower shows, the secretary said, to make decorative displays, to exhibit not only flowers themselves but use them in artistic groupings and color effects. If the best talent in the F. T. D. would get together they could beat the New York show. Every town can do something to help feature the wonderful service of F. T. D. delivery, at this show, which should be demonstrated in every way. Every florist should give an order himself when away from home, to be sent to his wife, and find out personally how it works.

In all the F. T. D. decorated windows he had seen, he had never yet found one which gave a practical, read-at-a-glance, conception of the idea of distant delivery of flowers. Too much stress was laid on telegraph delivery; it is long distance delivery anywhere, insured on a definite date, which is to be taken in advance. Keep this idea to the front and by taking orders for future delivery save the expense of telegrams and provide for the personal card or note of the customer. Birthday, wedding and other anniversaries are a never-ending source of business to the florist who will keep the idea constantly before his customers and the public. We get greatly enthused at these meetings but we do not do half of what we are capable. We have a wonderful slogan but we must not see it go for naught. We must keep it to the front and cash in on it all the time, and it is the retailer's business to do it. In conclusion, Secretary Pochelon urged the members to make co-operation the motto, living up to it by co-operating with one another and all interests of the business, and always sign their letters, "Yours for Co-Operation."

A motion to have the board of directors appoint a committee to act in conjunction with the committee of the National Flower Show was then passed.

Miss Getz, of Cleveland, O., moved on behalf of the visiting ladies a vote of thanks to their Canadian sisters for their splendid and generous reception, which was given standing amid great applause. The final resolutions were then read by Charles Henry Fox, the chairman of the committee. President Breitmeyer called a meeting of the board of directors to take place after adjournment, which he then declared.

Carl P. Baum's committee was then in session with district representatives, who considered methods of increasing the membership. All felt that the result of their deliberations would be seen in an increased attendance in Baltimore in 1922.

F. T. D. Windows.

President Breitmeyer spoke of the importance of F. T. D. windows. There should be an F. T. D. window week all over the country at least once a year, or better four times a year. The effect of at least 1,200 windows would give a great impetus to the business, helping it in many ways by bringing people into the store. As many as 20 to 30 orders had been taken through one window display. Edw. Sceery suggested that this plan be followed out everywhere the F. T. D. was in actual session.

Chas. F. Feast, Baltimore, Md.
Vice-President-Elect Florists' Telegraph Delivery Association.

Chas. Henry Fox's idea was prizes of $150, $100 and $75 for the best decorated F. T. D. windows in that week, from which photographs were to be made, the judges to award prizes from the photos and descriptions of the same. Two thousand minds working would certainly bring out some ideas which could be standardized and sent in this form to all members for their instruction in decorations that would best illustrate the service. C. E. Hubbard, of Topeka, Kans., stated that he had urged all the florists in his community to get up F. T. D. windows for the week the association was in session and believed most of them were doing so. The general public he said needed to be told and shown much of this wonderful service through exhibits and other agencies. Mr. Breitmeyer thought that from 500 to 1,000 orders a year as taken in some stores demonstrated that the public was waking up to it.

Cold water was then showered on the members by a railroad representative, who stated that there was no chance of a rebate, as the certificates turned in being short of the required number by 150. It was estimated that over 500 persons attended the meeting, many, however, coming by automobile. After some discussion Chas. Henry Fox's declaration that all had had a most wonderful time and the matter of $10 more or less in carfare did not make the slighest difference, so let's forget it, was received with great applause.

The report of the F. T. D. clearing house and its benefit in exchange was then read by John Besemer, F. T. D. account and showed a saving to all the members who had made use of it of 11.3 per cent on every dollar's worth of business transacted. W. W. Gammage, of London, Ont., told of the possibilities of a F. T. D. bank entirely for the business of the association. He hoped the new members would take home the idea and work it out. He also expressed the pleasure it had been to have so many members visit them. The inspiration and publicity it had given would greatly help the business in Canada.

Final Resolutions.

Be it resolved—

We, your committee on resolutions, do recommend that the sincere thanks and deep appreciation of this body be expressed to his worship, the mayor, an the city officials of the city of Toronto for their kindness of interest, co-operating so materially to the success of the meeting of the Florists' Telegraph Delivery Association in this city.

We especially desire to commend the board of controllers for the progressive co-operation displayed in permitting the placing of the "Say It with Flowers" signs on the City hall lawn, and to the chairman and committee and florists of the city of Toronto and Canada we recommend a rising vote of thanks and that the secretary be requested to send to the various bodies the thanks of this body, under the seal of the organization, for the most successful business meeting in the history of the organization.

In addition to the above we recommend that a letter of appreciation be sent to the city editor of each of the newspapers for the unusual publicity given our deliberations and to the management of the King Edward hotel for the many courtesies and very extraordinary service, making it the most enjoyable session in our history.

We feel the above recommendations voice the sentiment of the entire membership, for we are indeed a unit in leaving Toronto with the deepest regret, happy in the thought that not one action could have been added to the wonderfully complete plans as arranged for by the florists of Canada.

CHARLES H. GRAKELOW,
EDWARD SCEERY,
CHARLES HENRY FOX,
Chairman.

Accomplishments.

The generous and spontaneous hospitality expressed in the splendidly decorated meeting hall, corridors, lobby of the King Edward hotel, and the wonderful whole-hearted words of welcome given by all the speakers, and especially from President W. E. Groves, of the Canadian Florists' and Gardeners' Association at the opening session furthered and more strongly united a friendship that has long existed between the members of the craft on each side of the border.

The report of the unit on finance, or budget committee, by Chairman Kno-

J. S. SIMMONS & SON'S FIRST PRIZE WINDOW IN TORONTO F. T. D. CONTEST.

ble proved that the funds of the association were being handled in a thorough, systematic pay-as-you-go system which, under the counsel and work of this new committee, would be of great assistance to and relieve the work of the home office.

The selection of Baltimore, an eastern city, for the next annual business meeting was a step forward, bringing the force of this gathering into a new field, where there should be a large addition made to its membership, from all the communities along the Atlantic seaboard.

The introducing of a question box added much zest to the proceedings, topics being introduced that brought out spirited discussions, especially that on Sunday closing. While the association did not go on record, the sentiment was strong for this action. Many members have kept closed doors on Sunday since the reform wave of the Buffalo, N. Y., meeting. This method of a diversion in the programme will be a feature of all future meetings.

The discussion on trade exhibitions at future meetings showed a decided tendency in favor of novelty displays, resulting in a continuance of such introductions to the members.

Constant discussion leads gradually to moulding opinions into lines of action that finally become standard. The continuous every year topic of costs of delivery of small orders is beginning to bear fruit, in that many members this year repeating orders for less than $3 now have a charge added when taken. This item is forwarded with the order to insure its prompt delivery. Many orders are now worded "including delivery."

The standardization of cut flower boxes, with its accompanying saving of space and cost in this expensive item in the overhead, should result in a tremendous saving to the trade as a whole.

The adoption of the slogan, "Faith, Truth, Determination," on the F. T. D. pennant, flag or emblem was an attractive addition to the insignia of the association.

Many valuable points were brought out on the necessity for the correct wording of telegrams, carelessness in insufficient address or leaving out the name of the house owner in whose care the message should be sent, causing much loss and annoyance. The citing of a number of instances where losses occurred from this cause showed the great need of obtaining full address and instructions with the order.

An important matter in which all were interested was the display of the F. T. D. at the coming National Flower Show, which was well presented by George Asmus, of the national flower committee, and Herman P. Knoble, who is on the ground at Cleveland, O. Every member was urged to earnestly work up ideas as to the best methods in the form this exhibit should take and send the same to the F. T. D. office as soon as possible. It was felt that this was a grand opportunity for publicity for the F. T. D. service and every advantage should be taken to make the most of it, as all the space necessary is to be given free.

The idea of an F. T. D. bank through which the association would make all its clearings was mentioned by several of the members, as well as dwelt upon by the secretary. The possibilities of such an institution loom large and may before long become an actuality.

Small artificial ice machines to maintain the necessary low temperature in preference to ice for flower show cases was highly recommended by the committee appointed to look into it and was a distinct step forward in the efficient handling and keeping of cut flowers, and many will no doubt adopt this system at the first opportunity.

While the association did not select a date for a country-wide demonstration of F. T. D. service in the form of window display, the idea was received with enthusiasm, the only difference of opinion being in the choice of the week. The necessity for more publicity and enthusiasm for the work was, however, strongly expressed by many and displays bringing out the utility of the service will no doubt be made in all parts of the country at intervals, as a result of the discussion.

The F. T. D. idea, it was shown, was going in Europe and that with the approaching settled conditions the activities of the association would be greatly extended across the seas.

Great publicity for the service resulted in the sending of flowers to King George of England, President Harding and to mayors of cities, by members of the trade in attendance, all with the cards of the Florists' Telegraph Delivery Association in session at Toronto. It is planned to make this a feature of all future meetings.

Results of publicity in featuring certain items of stock at a price which becomes standard for these articles were shown to be cumulative and of

great benefit to florists who used them as leaders to bring people into their stores. The great interest in the discussions of the various stocks and methods of their sale cannot help but be of great benefit to the entire trade, in aids to better publicity in their individual shops.

Convention Notes.

Too much cannot be said of the open-handed hospitality extended to the visitors by the florists of Toronto and their brothers in the other parts of the dominion, for the F. T. D. meeting was made a national affair. Everything possible was done to add to their pleasure and enjoyment. The elaborate lunches for all and a special one for the ladies, served in courses, and the grand banquet were served in the beautiful crystal ballroom of the King Edward hotel. The numerous automobile rides and the attention paid visitors at the greenhouse establishments were highly appreciated, particularly that of Carl Grobba, who it appeared had found the long lost key to the cellar, and opened it up in a unique way that was most satisfactory and satisfying to the thirsty ones. It is a reception that will long be remembered by all those fortunate enough to be present to enjoy it.

While all the craft gave freely of their time, H. G. Dillemuth, George M. Geraghty, S. A. McFadden, Len H. Walters, J. A. Neal and S. A. Frost, the latter in charge of the decorations which were splendidly carried out, were always on the firing line looking to the comfort of their guests. Mrs. Waters and Mrs. Moore were the leaders of the ladies' reception committee, who were untiring in their efforts looking to the comfort of their guests. Three cheers and a tiger for the florists of Canada!

The posts and part of the mezzanine balcony floor were beautifully decorated with southern smilax. Evergreens and palms were also placed in groups along this corridor or floor, adding much to the decorative effect. Handsome Boston ferns were also used. The decorations were in charge of R. C. Frost, assisted by boys from all the Toronto retailers. The beautiful convention hall was a splendid sample of their skill, being a perfect bower of graceful greens and flags.

The F. T. D. pledge that Secretary Pochelon gave out in printed form is the 10 commandments of the association, and then some, as it consists of 18 verses, which if followed out will put all future transactions of the F. T. D. on the millennium basis and life in the flower shop will be a joy evermore.

The F. T. D. blotters with the organization's emblem in colors and appropriate inscription, with a space at the bottom for a firm name, should make a splendid medium for advertising the service through local florists in every city in the land.

The F. T. D. News extra was boistrously announced by several boys at the Tuesday morning session, crying, "Extra, extra!" making a great hit.

T. J. Nolan gave out a very good picture of himself to advertise his greenhouse supply business in Scranton, Pa.

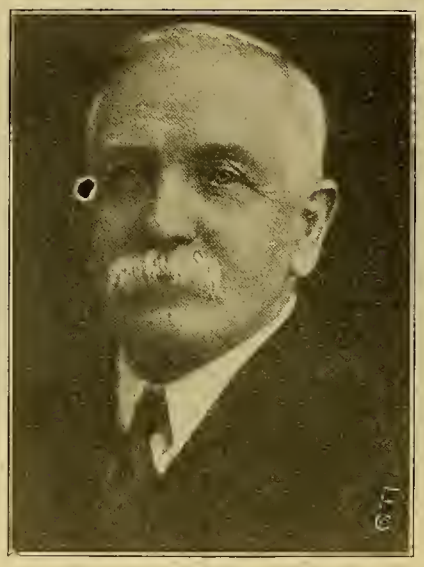
So many of those in attendance failed to secure certificates that the reduced railroad fare was not in effect.

D. B. Edwards and wife motored from Atlantic City, N. J., and came through without a delay of any kind.

The Window Displays.

There were 12 florists who entered into the competition, or at least featured the service of the association in more or less elaborate displays, which decorative publicity could not but help to impress the residents of Toronto with its practical methods of long distance delivery.

J. S. Simmonds & Sons' large show window, 25 feet in width, had a very elaborate layout. Miniature hills formed a background, on top of which was a large windmill. Farther down the slope was a good sized water wheel over which flowed a stream crossed by several bridges, which continued down into the valley below. There were small trains of cars and steamships, many auto delivery trucks, a small model of the store and a dwelling to which flowers were being sent, and telegraph lines, which traversed the entire window. A large picture of the globe, along the range of hills, was surmounted by two American and British flags. From this globe were long lines of narrow ribbons to various parts in the front of the window tied to boxes of flowers, each addressed with showy tags of florists in various cities. Cibotiums and other ferns and palms were used in good decorative effect. The floor of the window was covered with green sheet moss. Numerous vases and baskets of cut flowers gave life and color to this elaborate display, which with the cars, windmill and water wheel in motion, attracted great attention. The creamy white interior of this store with its numerous French windows, mirrors and up-to-date fixtures, together with its corner location, marks it as one of the finest in Toronto.



W. E. Groves, Hamilton, Ont.

President Canadian Florists and Gardeners' Association, Who Cordially Welcomed Visitors to the F. T. D. Convention at Toronto, Ont., October 11-13.

The second prize was awarded to J. J. Higgins, who portrayed the idea of F. T. D. service with a train running in and out of a miniature mountain, at one end of which was a dwelling and at the other Max Schling's store in New York. On the plain below were roadways and miniature automobiles and telegraph lines connecting the Higgins' store with Max Schling's establishment. Several stout cherub figures were delivering flowers. Ferns, palms, orchids in flower and vases of cut flowers were used with good decorative effect.

Before an elaborate background of palms and ferns the F. T. D. idea was well carried out in the window of Mrs. Percy Waters' shop. Leading features were a model of her store with a dwelling to which flowers were being delivered. Telegraphic lines traversed the plain below, through which ran the Niagara river with its green waters and a representation of the Great Lakes, on which were marked the large bordering cities. There were roads and miniature autos, vases of cattleyas and lily of the valley; also cattleya plants in flower, which, together with cut chrysanthemums and roses, made a fine display. A large map of the eastern and western hemispheres was suspended above the background to emphasize thhe world-wide delivery. Appropriate letter cards were also a feature.

The central figure at John H. Dunlop's flower store was a large figure of the F. T. D. winged Mercury standing out from a well arranged background of palms and ferns. Telegraph lines with illuminated glass holders on the wires carried out the instantaneous delivery. Roads were laid out in the moss-covered floor of the window traversed with miniature automobiles. Vases of flowers which with the appropriate descriptive cards completed a well designed window.

H. G. Dillemuth's idea of a revolving globe with the continents in green sheet moss and the oceans in blue tulle was excellently conceived. The globe, three feet in diameter, was encircled with a band on which was inscribed. "Flowers delivered by F. T. D. service anywhere in a few hours." A great number of small slips with prominent cities of the world were pinned in their proper location. Telegraph lines around the window, house and cars showing delivery together with a background of ferns, orchid plants in bloom and vases of flowers rounded out a beautiful display.

Other windows were more or less elaborately decorated along the same lines, each of which was doing its part in F. T. D. publicity.

Canadian Welcome.

Address by W. E. Groves, Hamilton, Ont., President of the Canadian Florists' and Gardeners' Association, Before the Annual Meeting of the Florists' Telegraph Delivery Association, at Toronto, Ont., October 11-13, 1921.

I count it an honor and privilege to represent here today the only national association of professional horticulture existing in this Dominion, the parent of the child represented by my friend Mr. McFadden. The Canadian Florists' and Gardners' Association, previously named the Canadian Horticultural Association, has for nearly a quarter of a century been quietly doing its work and is to-day in every Canadian province touching the interests and stimulating the aspirations of those who belong to the industry. I count it an even greater honor to stand here charged with a message of greeting and welcome to so many fellow-workers from all parts of this continent and from the motherland of the empire to which we Canadians belong.

In a very few sentences I would like to say this meeting is so greatly appreciated and why I so deeply feel the

MRS. PERCY WATERS' SECOND PRIZE WINDOW IN TORONTO F. T. D. CONTEST.

privilege granted me. First of all we are glad to welcome you for yourselves as brother florists. We recognize and are thankful for the fact that it is our pleasure to look into the faces and to grasp the hands of the princes of the profession from over the line. Whilst we in Canada are quite ready to flatter ourselves on our capabilities, we are equally ready to sit at the feet of the men who in the realm of floriculture, and floral art, have challenged and are challenging the attention of this whole hemisphere, and because of your fixed lofty position in the profession we gladly greet you. And then we feel and admire the fine spirit of camaraderie, and the splendid atmosphere of real comradeship your presence here to-day so plainly manifests.

Our more northern climate and possibly our more rugged upbringing may be responsible for the fact that in our make-up we are not so full of that nervous energy or so charged with that electrical movement characteristic of you people from the great country to the south. We may lack the fiery eloquence of your Ammann's your Grakelow's, or your Breitmeyer's; you may not easily find in our ranks so many of the men who "Schling" and "Push"; it may be said of us that we have a ruggedness of will and a tenacity of purpose, that with our backs to the wall shows its teeth like Britain's emblematic bull-dog and never say die, but when we look into your faces and say we greet you the same solid sincerity is backing our words. And because we appreciate you just for yourselves we welcome you with a handgrasp that is warm and real and true.

We rejoice in this meeting and in your presence on account of the great organization you represent, a theme for a sermon., but I refrain. If I read the F. T. D. correctly I am perfectly ready to challenge contradiction in the statement that it is next to impossible to find either on this continent or even across the herring pond any commercial organization that in its fundamentals touches such a high point in twentieth century business ethics as does this fine association. Built upon a foundation (that of co-operation) without which the business life of the coming years will be a mere travesty, it has captured the spirit, and grasped the possibilities and brought the principle into the range of practical commercial life.

Your own great statistician, Roger Babson, has quite recently claimed that for successful business life there has to be four fundamentals: Integrity, faith, industry and co-operation or good feeling. Apply this great test to F. T. D. aims and ideals and deny the claim I have previously made if you can. Surely the pioneers either builded better than they knew, or they had a glimpse ahead that any of us might envy. We have not all caught the vision, we have not all climbed the great Pisgah height and looked into the promised land, there are still a few check valves wide open to let in, shut like clams to any outward flow, but they are few and insignificant. and in the great onward march will very soon be forgotten. You are here to-day representing the ideals and shaping the destinies of the association that so fires our imagination and stirs our emotions. Because of this we greet you and with outstretched hands we welcome you.

Just one other thought. My theme is national—Canada; the organization for which I am proud to speak is also national; the association to which I am privileged to speak is international. At this particular time in the world's history it is impossible for any thinking man to stand before an audience drawn from so many states in the Union, and so many provinces of the Dominion, without thinking of the influence such a gathering has upon the problems affecting the nations on each side of that "three thousand miles of border line". Even to-day Belgium and Flanders speak to us of a torn and tattered world. The best thought and the best heart of the best men and women everywhere is looking for, working for, praying for a golden age of peace and prosperity, for a brighter and better world that is surely coming.

At such a time as this we might reverently thank God that the balance of the world's commercial life, its social life, its international life is to a very large extent in the hands of the two great English speaking peoples. Might it not be added that the dawn of the day for which we look will not be ushered in with a flourish of trumpets and a beating of drums, but rather will it steal along the byways and down countrysides where men and women are consciously or unconsciously scattering the flowers

and the fragrances of fellowship and community and brotherliness, where the good old golden rule principle is being remembered, and where there is not only preached but practiced the gospel of the human heartbeat. And who shall dare to tabulate the contribution to the world's stability, the world's peach and prosperity, the world's righteousness of an international intermingling such as this. From this high viewpoint we may well rejoice in the faith and vision of the pioneers, and the imagniation and co-operation of those all along the line whose work has its result in the great organization as it exists to-day.

But I may be pardoned for adding that there can be no resting on our oars. To-day's goal must be to-morrow's starting point. There is still need for the clarion call to fellowship and community. In this glorious era of rebuilding and re-construction there are gulfs to span, wrongs to right, opportunities revealing themselves at every point for a closer application of those great abiding principles on which as F. T. D. members we pride ourselves.

Let us all get together and build a bridge,
The chasm between to span;
Build high and wide from ridge to ridge
And mingle as man to man.

Dream our dreams and sing our songs,
While sharing each others load;
Helping to right the old world's wrongs,
By mending the gap in the road.

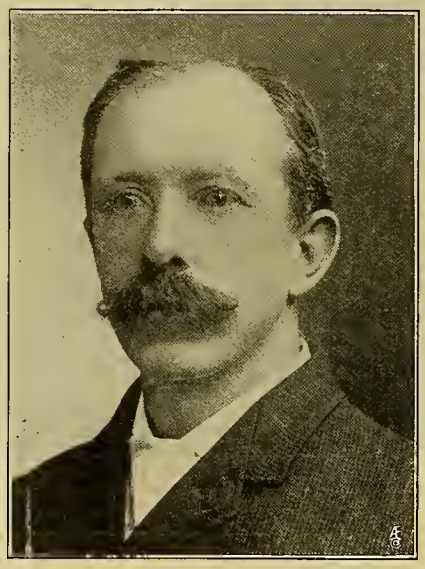
Yes build it strong; cross and re-cross,
To look in each other's eyes;
And skim from our human hearts the dross
As jealousy's hot flame dies.
For well I knew, somehow, I know,
That the strife and the din shall cease;
As over the great white bridge we go,
The bridge of love and peace.

Trying to catch something of that fine spirit, realizing more than ever the dignity of the profession to which we belong, believing intensely in the rock bottom principles on which the F. T. D. structure is being reared, with lips that tremble, because of their incapacity, but with a heart that is back of every word, I am trying to say, my simple message on behalf of those for whom I am proud to speak is welcome, a thousand times welcome.

Additional Visitors.

In addition to the list printed in last week's issue, the following were in attendance:

H. W. Allersma, Grand Rapids, Mich.
J. F. Ammann, Edwardsville, Ill.
S. Bryson Ayres, Kansas City, Mo.
H. C. Baker, Cleveland, O.
I. Bertermann, Indianapolis, Ind.
J. N. Besemeo, Detroit, Mich.
H. B. Brookins, Orchard Park, N. Y.
A. T. Bunyard, New York.
Jas. Canning, Toronto, Ont.
J. E. Carter, Toronto, Ont.
H. A. Cecil, Chicago.
D. Clark, Toronto, Ont.
H. Clarke, Toronto, Ont.
J. R. Cowgill, Canton, O.
W. A. Cowgill, Salem, O.
A. Culwistle, Toronto, Ont.
J. J. Cummings, Baltimore, Md.
A. B. Cutting, Peterboro, Ont.
F. Dalton, Toronto, Ont.
W. A. Dawson, Buffalo, N. Y.
R. T. Dean, Jr., Toronto, Ont.
R. E. Deyoe, Oil City, Pa.
E. Fetters, Detroit, Mich.
Robt. Fleollum, Philadelphia, Pa.
Art Fowler, Toronto, Ont.
F. J. Gammage, London, Ont.
C. H. Grakelow, Philadelphia, Pa.
Frank Grice, Toronto, Ont.
S. E. Grove, Toronto, Ont.
J. H. Groves, Baltimore, Md.
W. F. Gude, Washington, D. C.
Chas. J. Haig, Brockville, Ont.
Geo. A. Hall, Montreal, Que.
E. Hanks, Toronto, Ont.
H. A. Hecht, Springfield, O.
A. J. Houle, Toronto, Ont.
W. J. Johnston, Baltimore, Md.
S. Jordan, Peterboro, Ont.
J. J. Karins, Phladelphia, Pa.
G. Keith, Toronto, Ont.
F. R. Kilner, Chicago.
Marcel Lemat, Montreal, Que.
D. M. Lester, New York.
A. M. Lever, Niagara Falls, N. Y.
D. W. Ludwig, Pittsburgh, Pa.
A. B. McCormick, Brantford, Ont.
R. F. McMartens, Philadelphia, Pa.
Don Magee, Toledo, O.
W. A. Mehler, Philadelphia, Pa.
A. J. Monro, Buffalo, N. Y.
J. A. Neal, Toronto, Ont.
L. H. Neubeck, Buffalo, N. Y.
H. M. Norrish, Walkerton, Ont.
W. G. Peacock, Brampton, Ont.
Henry Penn, Boston, Mass.
J. V. Phillips, Poughkeepsie, N. Y.
W. A. Phillips, New York.
M. A. Pitman, Toronto, Ont.
C. E. Risley, Hamilton, N. Y.
Clarence Ritter, Baltimore, Md.
Thomas Roland, Nahant, Mass.
Max Schling, New York.
W. H. Sievers, Buffalo, N. Y.
Jas. Street, Orillia, Ont.
Walter Strohn, Batavia, N. Y.
E. J. Tidy, Toronto, Ont.
L. E. Wagner, Sandusky, O.
F. R. Waldron, Brantford, Ont.
D. E. Walker, Louisville, Ky.
Wm. Walker, Louisville, Ky.
John Ward, Mumford, N. Y.
G. W. Warren, Toronto, Ont.
H. Warrendorff, New York.
B. Warendorff, New York.



Robt. Cameron.
President-Elect National Association of Gardeners, Superintendent Cranc Estate, Ipswich, Mass.

T. J. McCarthy, Lockport, N. Y.
W. E. McClure, Chatham, Ont.
Len Waters, Toronto, Ont.
J. N. Watts, Kingston, Ont.
Fred H. Weber, St. Louis, Mo.
W. E. F. Weber, Sault Ste. Marie, Mich.
Jos. H. Weiss, Toronto, Ont.
D. E. Weller, Louisville, Ky.
D. W. Wells, Ann Arbor, Mich.
Sydney Wertheimer, New York.
G. B. Wiegand, Indianapolis, Ind.
E. P. Wilson, Rochester, N. Y.
George Wittbold, Chicago.
Chas. J. Wright, Ottawa, Ont.
Geo. Yavner, Toronto, Ont.
F. J. Yettee, Greenfield, Mass.
John Young, New York.

THE LADIES.

Mrs. E. Fetters, Detroit, Mich.
Mrs. G. A. Hall, Montreal, Que.
Mrs. F. R. Kilner, Chicago.
Mrs. K. Laven, Toronto, Ont.
Mrs. A. M. Lever, Niagara Falls, N. Y.
Mrs. D. W. Ludwig, Pittsburgh, Pa.
Miss M. A. McCarthy, Lockport, N. Y.
Miss S. McKenna, Montreal, Que.
Miss Louise Reid, Toronto, Ont.
Mrs. C. E. Risley, Hamilton, N. Y.
Mrs. W. H. Sievers, Buffalo, N. Y.
Miss S. Stevens, Toronto, Ont.
Mrs. Torp, Toronto, Ont.
Mrs. L. E. Wagner, Sandusky, O.
Mrs. Wm. Walker, Louisville, Ky.
Mrs. J. S. Wallaver, Chicago.
Mrs. L. Warrendorff, New York.
Mrs. Percy Waters, Toronto, Ont.
Mrs. J. Watts, Kingston, Ont.
Mrs. J. N. Watts, Kingston, Ont.
Mrs. F. C. Weber, St. Louis, Mo.
Mrs. J. H. Weiss, Toronto, Ont.
Miss Helen Wick, Detroit, Mich.
Mrs. G. B. Wiegand, Indianapolis, Ind.
Mrs. E. P. Wilson, Rochester, N. Y.
Mrs. C. J. Wright, Ottawa, Ont.
Miss R. L. Yettee, Greenfield, Mass.
Miss Mary Young, Brantford, Ont.
Mrs. Ellie Zeigler, Bellevue, O.

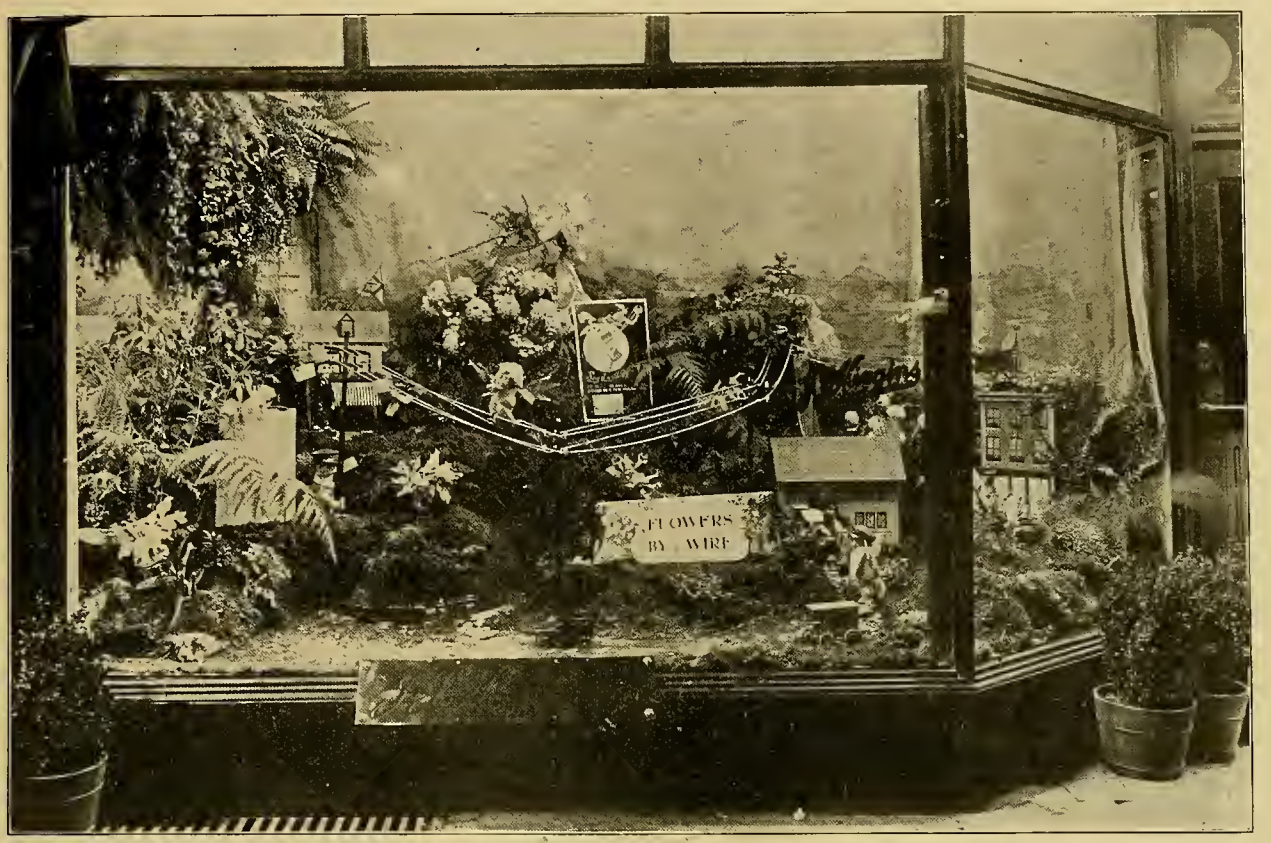
Retailer and Grower Relations.

Address by J. F. Ammann, Edwardsville, Ill., before the annual convention of the Florists' Telegraph Delivery Association, at Toronto, Ont., October 11-13.

In order to get a proper background for this all important subject, let us summarize a little by seeing first, what relation the retailer has been to the grower in the past; second, what the relation now is, and third, a summary of what the future relation we hope will be. Those of us whose memory goes back a quarter of a century or more can here witness that there always was a relationship between the retailer and the grower. In fact many of their past actions one towards the other has almost convinced us at times that they were truly blood relations from the way they fought and scrapped, equal, I am sure, to any true family row. The matter of fact is that the relationship in the past has not been what it should be for the best interest of all concerned. One of the greatest evils towards nurturing dissension and discord was to my mind the peddling system of the grower, that is, the selling of a part of the growers' product directly to the retailer. There are some few communities where this system is still in vogue and it is usually where discord is the greatest.

The coming of the wholesale commission man and the strictly wholesale grower on the scene has helped the cause for a closer and better relationship between the retailer and the grower considerably, and this brings us to the second consideration, namely, what the relationship now is between the retailer and the grower. We must surely all admit that the ushering in of the wholesaler, whether as a commission man or as an organized body of growers, distributing their stock from one central point, or as a large individual grower strictly wholesaling his entire product, on the present day commercial basis has materially helped to bridge a gulf of much unpleasant relationship between the retailer and the grower. This, the so-called middle-man's service, has in my opinion come to stay, for it is the true American way of distribution of products. Another large factor of just recent years has been the matter of co-operative advertising. In many communities where this work is progressing, there is indeed a much closer relationship between the retailer and grower than ever before. Why? Simply because they find by helping each other they are helping themselves and that after all this is the tie that binds.

Those of us who have had a part in the organizing and promoting of the National Flower Growers' Association, believe that in this work we are also paving the way for a closer relationship between the retailer and the grower. It is without doubt a fact that it was largely due to the organized district branches of the growers' associations that local co-operative advertising got its start. Through these district organizations we hope in time to get accurate data on our business, getting annual reports as to the amount of glass area, capital invested, stock grown and much other valuable information that will not only benefit the grower but the retailer as well. Many of us feel this is a very essential part of our organization work. We therefore, solicit the good will of all branches of the trade toward perfecting the National Flower Growers' Association. We can, I think, point with great pride to the fact that the rela-



J. J. HIGGINS' THIRD PRIZE WINDOW IN TORONTO F. T. D. CONTEST.

tionship between the retailer and grower is more friendly and better today than it ever has been. That is not saying, however, that there is not still a lot of room for improvement, which brings us to the third consideration of our topic, namely, what their future relationship should be.

LOOKING INTO THE FUTURE.

So now that we have built a background for our subject by a brief review of the past and present, let us as a finale just take a brief glance into the future, with a vision yes, but rather more so with a true knowledge based on our experiences of the past, both as to mistakes and progress. I wonder how many producers in our trade ever have taken into consideration the fact that we are among the very few industries in the country who are so fortunate as to have dealers who handle only their one particular line. To be more specific, retail flower stores in this land of ours are among the few shops that specialize in only one kind of article, flowers. I wonder if that is not largely responsible for most of our progress. Truly it can be said, I am sure, that the one great outstanding movement namely, the Florists' Telegraph Delivery, could not have been put across so successfully if our dealers were not specialists in our particular line only. This great movement that means so much to both retailer and grower today is the great tie above all others that should tend to bring a closer relationship between the retailer and the grower in the future. This is not to be a paper, however, on the wonderful success of the F. T. D., but one cannot touch upon the relationship between the retailer and grower without also touching upon the great work of this wonderful organization, its accomplishments up to the present day and the great future yet to come. I have a vision of a future relationship between the retailer and grower that will eliminate such conditions as existed, for instance, on last Mothers' Day, when many retailers throughout the country had to close their shops before the regular time because of insufficient stock to accommodate their trade. This should not be, gentlemen. Growers must more carefully study the needs of the retailers for such special days and provide accordingly. There should be conferences between the retailers and the growers months, and weeks in advance of such time, when we are advertising the country over on special holiday flowers. The former intelligently describing his needs and the latter even so intelligently listing his supplies, and if it is found that a possible shortage might exist, special efforts should be made on the part of the grower to meet these necessary demands, for above all we must be able to give the public what we advertise or our expenditure along that line is wasted, and our efforts to create demands become harmful rather than beneficial.

COUNCIL OF GROWERS AND RETAILERS.

Then, too, we hope to see the day, and to see it is to strive for it, when there will be a regular council established, consisting of retailers and growers in the various communities, so that products may be listed according to the time they will be ready for market, and in what proportion. In order that we may intelligently do co-operative and individual advertising, the retailer wants to and must know a long time in advance as to the probable supply of the various kinds of stock. The grower wants the retailer to know this in order that the surplus, if any, may be taken care of, and he also wants to know the retailer's needs. If this work is mutually and accurately done, much of our market glut conditions will be eliminated and it will prove a benefit to both alike. Let us in closing remember this. In order to form a closer and more friendly relationship we must only render service worth while to some one and our friendly relations at once begin. We as a nation have more friendly relations with the various nations of the world today than any other nation on earth. Why? Because we have helped them unselfishly, rendered service, in many ways, even to our late foe. So it is with us in our business relations. Mr. Grower, if you will render the kind of service by giving information, by producing the desired stock or any other way that will benefit the retailer, you have spanned the breach for a closer relationship with him. The same is true of you, Mr. Retailer. If you will express your needs, apply your best means of salesmanship to dispose of the grower's product, you, too, have bridged the gulf for that closer relationship that we all so much desire. So let us strive to this end, perfection will never be reached we know, but in this spirit many of our fond hopes can be ultimately attained.

BIRDSBORO, PA.—Mrs. George Gary has been very successful with dahlias this season, producing 120 varieties, grown outdoors.

DES MOINES, IA.—Miss Gladys Holt will open a new flower store in the Des Moines Club building, Eighth and Locust streets, at an early date, continuing her present establishment at Fourth and Walnut streets.

PROVIDENCE, R. I. — The regular monthly meeting of the Rhode Island Horticultural Society will be held at the Public library, October 19. S. C. Damon, of the Rhode Island State college experiment station, will speak on "Weedless Lawns."

National Association of Gardeners.

NEW YORK CONVENTION, OCT. 11-13.

The first session of the convention of National Association of Gardeners, held in the Park Avenue hotel, New York, October 11, an account of which appeared in our issue of October 15, page 630, was called to order by T. A. Havemeyer, president of the Horticultural Society of New York. President Craig read his address, which was well received by the large audience. Mrs. Samuel Sloan delivered the address of welcome, which was responded to by Morris W. Head.

A. C. Burrage, of Boston, and Beverly Farms, Mass., president of the Massachusetts Horticultural Society, was unable to be present to address the delegates on "Quarantine No. 37;" however the subject was reviewed in the president's address. G. H. Pring, of St. Louis, Mo., acceptably filled the gap caused by the non-arrival of Otis M. Eastman, of Cleveland, O., who was to speak on "School Gardens." It is proper to state here that Mr. Eastman's paper arrived later and was read at the session of October 13, creating much favorable comment.

The president's reception on the evening of October 11 was informal, but a most enjoyable affair. There were several interesting talks and a luncheon was served.

WEDNESDAY'S SESSIONS.

The reports of the secretary and treasurer, read at the morning meeting, October 12, showed the financial condition of the association to be very satisfactory. Boston was decided on as the next place of meeting.

There was an extended discussion on the training of young men for gardeners. A school for that purpose was advocated, if funds can be raised to carry it on. The annual banquet, held in the evening in the Park Avenue hotel, was an elaborate affair.

On October 14, the delegates made an early start from the hotel to visit estates in Nassau county, L. I. Luncheon was served at the Engineers' Club, Roslyn. Excellent weather throughout was favorable, particularly for the automobile trips.

So far as we could observe, the delegates left an excellent impression. The gardeners were evidently striving for better conditions. If some of their ideas do not coincide with those of the commercial florists, there is no cause for alarm. We suggest that they get together and talk it over.

ELECTION OF OFFICERS.

The following officers were elected to serve for the coming year: Robert Cameron, of the Crane estate, Ipswich, Mass., president; Joseph Barnett, superintendent of the estate of Mrs. J. Lyons, Sewickely Pa., vice-president; Montague Free, of the Brooklyn, N. Y., Botanic garden, treasurer, and M. C. Ebel, New York, secretary.

The writer will not here attempt to give a complete sketch of the officers-elect, but can speak highly of Robert Cameron, whom he has known for many years. In addition to being reported to be an expert in his profession, Mr. Cameron is one of the most agreeable and companionable of men. Joseph Barnett, vice-president-elect, is not so well known to the writer, but Sewickeley, Pa., has been long on the horticultural map, and we assume that its gardeners are clever men. Secretary Ebel is a veritable wheel horse in whatever he undertakes and his successive re-elections are evidence in the confidence reposed in him. Treasurer-elect Free is our Brooklyn neighbor and as that borough is known as one of the most religious cities in this country, we feel assured that he is safe and sane.

PRESIDENT CRAIG'S ADDRESS.

Fellow members, ladies and gentlemen:

It seems eminently fitting that the National Association of Gardeners should celebrate its tenth anniversary in the city of New York in which we have not met since 1913. At Madison, N. J., in 1911, our organization as a real working body made its initial bow. We may not have accomplished all that could have been wished in the first decade of our existence, but no one can deny that we have made substantial progress, not in members only, but in principles and in a sincere effort to place the profession of gardening on a higher plane. We may be criticised for some omissions, but the work of the critic is ever an easy one, and those who have labored the most diligently can justly claim that their work has not been entirely in vain, though many do not appreciate their efforts.

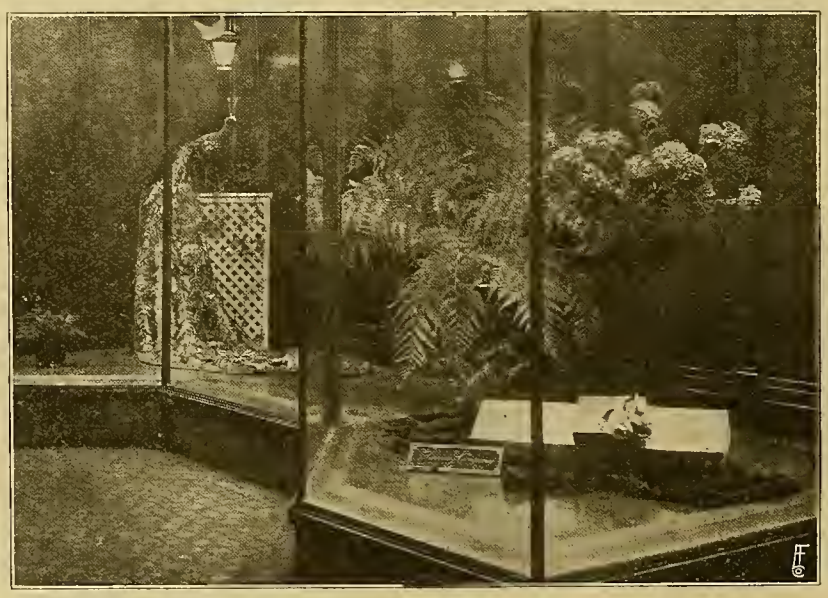
We are very glad to come to this great city, the centre of the greatest horticultural activity in the new world, for here, quite naturally, much of the strength of our association lays, which would seem to amply justify the selection of the gateway of the Western World as our headquarters as well as our meeting place today. We feel sure that as a result of our gatherings, each one of us will gain new ideas and inspirations from our deliberations and the instructive inspection trips planned for our benefit by the local convention committee. I would that a greater number of members could attend these annual conventions, for they broaden our minds, make a pleasant change from our regular tasks, and send us away better fitted for what lies before us. But shortage of labor and the transportation charges prevent many from attending who would like to be here.

Our country, with the world at large, still suffers acutely from business depression, the aftermath of the great world war, which will remain in some measure throughout all our lives, and our profession has felt the existing economical conditions in fully as great a ratio as most of the other professions and industries. Seeing, however, that floriculture and in some measure, horticulture, are in a certain degree luxuries, it is comforting to reflect that both here and abroad adversity has failed to dampen the ardor of those who are interested in gardening. In America, we have had this year a wonderful spring show and a record dahlia show in New York. Boston, Mass., had the finest spring exhibition in its history, a show of native orchids in April which attracted 25,000 visitors and which was staged by the wide-awake and enthusiastic president of the Massachusetts Horticultural Society, A. C. Burrage, and a most unique and artistic show of tropical ferns and orchids in September. A mammoth show is planned for Los Angeles, Calif., this winter, and from all parts of our country there come reports of splendid exhibitions of roses, dahlias, gladioli, peonies, and other popular flowers. Looking ahead, we find that we shall have another Grand Central Palace show in New York next spring; a fine bulb show in Boston, also one of native ferns; and the greatest spring exhibition ever staged in America, in Cleveland, as some of the stellar attractions. Surely this would indicate that the leaders of horticulture are not pessimistic as to the future here, while abroad in Great Britain, France, and Belgium, which suffered vastly more from war's ravages than we, flower shows have been wonderfully successful, and there is no slackening in the enthusiasm for gardening. I, therefore, believe that our present depression, due to the fact that the nations of the world have in a large measure mortgaged their resources and pledged their future, will not unfavorably affect ornamental horticulture.

RAPID GROWTH OF FLORISTS' CLUBS.

Perhaps the most encouraging sign of the present time is the rapid increase in the number of garden clubs and kindred bodies which have maintained and stimulated a love of horticulture among those best able to support it. Even in rather remote sections of northern New England these garden clubs are being organized and the keen interest, intelligence, and activity of the members of these clubs, not composed of ladies only, as is commonly supposed, augurs well for the future of gardening. Our association is endeavoring to assist and co-operate with these organizations in every possible way.

Owing to existing economical conditions, the calls on our service bureau



FURROW & CO.'S STORE WINDOW, OKLAHOMA CITY, OKLA.

by men out of employment have been quite numerous, but because of the reduction on some estates and the development of but few new ones, it has not been possible to place as many applicants as we could wish. In this respect we are not greatly dissimilar from other professions, all of which are feeling the present period of readjustment. It has been found that the necessary advance in the cost of our annual dues, made at the St. Louis, Mo., convention, has not greatly affected our numerical strength, while the additional dues help quite materially in popularizing and strengthening this valuable feature of our association. We have had a good addition of prominent estate owners as sustaining members, and we hope for a further strengthening of this class of members in the immediate future. The fact that we are endeavoring in every legitimate way to furnish competent, reliable men to estate owners and to promote at the same time that spirit of friendly co-operation, which in my humble opinion must exist between employer and gardener for the really successful operation of a garden or estate, has brought us many words of commendation and good cheer.

EFFECTS OF QUARANTINE NO. 37.

I cannot refrain from again touching on Quarantine No. 37. There have been additional orders from the powers that be in Washington, D. C. but Quarantine No. 37 has dealt the heaviest blow to horticulture of any. As an organization we have endeavored in every possible way to secure some modification, but so far without avail. We were told that the quarantine when placed on the statute books would, like the laws of the Medes and Persians, remain forever, but I still have faith that a measure so manifestly unfair which has had so stultifying an influence on horticulture in its broadest sense will ere long be modified. Our commercial friends, the nurserymen particularly, who at one time vehemently opposed this quarantine, seem to have concluded that hopes of revision are slender and with fear of being disciplined, if they continue their opposition, seem resigned to their fate.

Not a few are now propagating roses, azaleas, rhododenrons, and various other debarred plants in large quantities, which proves the quarantine to have some redeeming features, but for it, we would have continued to import many plants easily propagated here. However, it is unfortunate that the Chinese wall built up against plants from abroad, while it has stimulated some home production, has at the same time very materially advanced the cost of all these plants to the garden lover. It is surely a narrow and regrettable policy which compels us to purchase such plants as can easily be propagated at home and denies to us interesting plants and bulbs raised by painstaking hybridists abroad. We are aware that permits can be secured after much red tape for plant novelties, but when such a world-noted institution as the Arnold Arboretum has regretfully decided that it is useless to attempt the importation of any more plants under existing conditions, there is little encouragement for amateurs to attempt to do so.

I feel that our association should continue to place itself on record as opposed to Quarantine No. 37. We as gardeners are perhaps more deeply concerned with insect pests and diseases than any other class of men, but we feel that the virtual embargo on all plants and many charming and harmless bulbs from our gardens must not be allowed to stand, even though we be offered bulbs of the debarred bulbs and plants produced at home at several times their cost abroad. And when we consider that such dangerous and destructive insect foes as the gypsy moth, European corn borer, boll weevil, and others I might name, did not come in on plants or bulbs; that there is no possibility of quarantining winds, birds, aeroplanes, railroad trains, automobiles, or even the sea itself, all of which have been and are distributors of both insect pests and diseases, we believe that a rigid but sure inspection at points of shipment, as well as ports of entry, should surely safeguard the horticultural, agricultural, and aboricultural interests of America.

THE SIGNBOARD NUISANCE.

I believe some members of our association think we might well drop the sign board nuisance campaign, but I entirely disagree with them. Surely such an organization as ours should stand most emphatically for the elimination as far as possible of the ghastly advertising boards which mar so much of the picturesque country scenery. Our action has received the endorsement of the park superintendents of America, garden clubs, various civic bodies, and individuals, while we have had some commendatory newspaper publicity. When civic consciousness will be aroused from its present torpidity, we may accomplish more. We should stand firmly for America the beautiful and refuse patronage to firms which persistently employ these advertising methods, no matter whether we are urged to buy tires, soap, pills, or near beer, not even when the boards display the catchy slogan, "Say It With Flowers."

The question of whether we can by examination or classification, select men most suitable to fill responsible gardening positions is one which will come before us. Opinions on this subject will show a sharp cleavage. We cannot afford to induce anything which may inflict hardship on deserving and competent men, whose opportunities for education were perhaps less than our own, yet it is desirable to exclude from our association and profession men who have no genuine claim to the word gardener and bring discredit on the profession. I believe that estate owners will be just as eager as we are to debar undesirables and with their co-operation it can be accomplished.

TRAINING YOUNG GARDENERS

The training of young gardeners should continue to receive our earnest consideration, for although existing labor conditions may give us an adequate supply of men, a return to more normal conditions will soon reveal an acute shortage. The increment from abroad continues to be small, and it is apparent that a large proportion of the gardeners and estate managers of the future must be trained here. Our state colleges and schools are in some cases doing splendid work along these lines and some public spirited estate owners are also helping. I hope more will be willing to assist in training boys and youths who show a liking or aptitude for horticultural work.

The school garden movement will be presented to us at this convention by one well qualified to speak. Personally I have for 20 years advocated its adoption and extension, and it is pleasing to note that the passing of the war has not decreased its usefulness. Year by year our children show greater skill in the production of fruits and vegetables and at the exhibitions their products are of a more superior quality and better staged. I look upon the school garden movement as one of the one which will help to turn the drift of population from the overcrowded industrial center to the purer air, natural beauties, and greater comforts of country life.

I cannot close without expressing my high appreciation of the honor you have conferred upon me by electing me as president for a second term. I would that I had been able to do more to advance the interests of our association, which has been to my heart, in a somewhat busy life. I have done the best I could. We all owe a great debt of gratitude to our faithful, courteous, earnest, and hard-working secretary, Mr. Ebel, who has now given us 10 years of efficient service in his efforts to lift the dignity of our ancient, honorable, and enjoyable profession.

HOLTON & HUNKEL'S NEW STORE.
Corner Milwaukee and Oneida Streets, Milwaukee, Wis.

Holton & Hunkel Co's Wholesale Building

The accompanying illustration gives an excellent view of the building recently purchased by the Holton & Hunkel Co., Milwaukee, Wis., as a new wholesale market and shipping depot. It is located at the southwest corner

of Milwaukee and Oneida streets, almost opposite the firm's present establishment, and known as the E. B. Wolcott corner. The building is a substantial three-tory brick structure, 120 feet in length, and will be entirely renovated to be ready for occupancy about December 1. The Holton & Hunkel Co. is to be congratulated upon the growth and prosperity of its business.

PLANT NOTES.

Anemone Japonica.

One of the finest fall perennials is the Anemone japonica, which is now in bloom, and if it is not included in the growers' stock at present, it should be procured. There are both white and pink, but for general use the former is to be preferred. Where the plants are in bloom a framework should be built over them that heavy cloth may be drawn over and protect them from the early frosts and they will bloom for some two or three weeks yet. If it is desired to increase the stock, a plant can be lifted and the roots cut into several pieces, about an inch long, and the pieces inserted in the propagating bench and they will root in about four weeks. Put them in 2½-inch pots and when the roots have spread into the soil the pots can be placed under a bench and run dry until spring, when they should be potted in 3-inch pots and grown on until all danger of frost is passed and then planted out.

Hydrangeas.

The hydrangea plants in the field should be now potted and made ready for winter quarters. If the plants have still a strong succulent growth they can be left standing out where the wood will be given a chance to ripen off. After potting they should be given a good watering that the soil may be settled around the roots, but after that the plants should be sparingly watered. The main object at this time is to harden the plants off and ripen them up. Never mind if the foliage wilts to some extent, for it is desirable that this should all drop off before storing away for the winter. A few frosts will be of benefit, but as the weather is uncertain they should be placed in a position where they can be conveniently covered and protected from a severe freeze. While it is desirous to harden up the wood and plump up the flowering bud, yet too hard a freeze will kill the bud. As soon as well ripened they should be placed in cool quarters where they will remain dormant until it is time to start them.

Cleaning Up After Frost.

Every spring, from all sections of the country, come reports of the great amount of damage being done by cut worms in the fields of many growers, and as they are very difficult to combat in the open ground, a great loss is consequently the result. While the cut worms are unsuccessfully fought in the spring, they can be overcome by a little labor spent in the fall. The moths lay their eggs in the fall on any vegetation that is left, either weeds or the refuse of the crops that is allowed to remain on the ground either standing or lying around. It is therefore clearly understood that the best thing to do is to clean up the field of all vegetation and burn it up or cover it with soil and make manure of it, and then plow the ground and turn under any small weeds that might harbor the eggs. Deep fall plowing pays anyway in the crop for the succeeding year, improving the soil, and if this small amount of work will get rid of the cut worms it will amply repay for all the labor and expense. Many use this old rubbish for the covering of tender stock, but leaves and straw are far preferable for this purpose. The vegetation that is left after being killed by the frost is too full of water and will lie too close, and after the fall rains, will make too compact a mass upon the plants which it is intended they should protect, and as the freezing weather comes on become a solid mass of ice. It is much better to put all this rubbish in a compost pile and cover it with earth. The fermentation will kill all the insects and their eggs, and it will make fine manure for pot culture, or if this is not done dry it out thoroughly and burn it. The appearance of the ground will be improved, the soil benefited and the worms killed by giving the field a thorough cleaning and plowing.

Bouvardias.

As the weather becomes cooler the pinching back of bouvardias should cease and the flowering shoots be allowed to grow. The plants should be well established in the bench or pots and making good growth. Give them a cool, light situation and with all the ventilation possible; these plants are of cool nature and relish plenty of good fresh air. If grown too warm, bouvardia soon becomes infested with insects and stops flowering, and the plants are quickly ruined. Keep the soil free from weeds and well stirred on the surface, and be careful not to overwater until the roots have filled the soil. Kep a lookout for both aphis and red spider; the aphis quickly cover the soft, tender growths, and if the weather is warm the plants become quickly infested with spider. Constant syringings and frequent fumigation is necessary to keep these pests in check and insure a good crop of flowers. Keep the plants tied up in shape that the stems may be straight and erect.

Society of American Florists.

DEPARTMENT OF REGISTRATION.

Objection having been received to the name of Mothers' Day, given the new geranium by the Tong & Weeks Floral Co., same is hereby withdrawn and the name Alice Mae suggested. Failing to receive objection to the proposed name registration will become complete three weeks from October 8.

CLEVELAND NATIONAL FLOWER SHOW.

The following is a copy of the carnation schedule as prepared by the American Carnation Society and submitted to the secretary for publication by A. F. J. Baur, Indianapolis, Ind., secretary of the American Carnation Society.

We have also been notified by Wallace R. Pierson, Cromwell, Conn., chairman of the committee on commercial cut flower interests of the American Rose Society, that the entries in the rose classes should be sent in to the secretary of the national flower show committee.

The work of preparation for the Fifth National Flower Show is being vigorously pushed. The cut flower schedule has been prepared and the premiums covering the rose section published. Space in the trade section is being taken up satisfactorily. Among those who have recently made reservations are L. C. Stroh & Sons, Batavia, N. Y.; Joseph G. Neidinger Co., Philadelphia, Pa.; The Florists' Exchange, N. Y.; Henry A. Dreer, Inc., Riverton, N. J.; Carl Hagenburger, West Mentor, O., and B. Hammond Tracy, Wenham, Mass. The official guide to the show is now under way, and there has been a nice response to the requests for trade patronage in the advertising section. The publication will be fully up to the standard of its predecessors, replete with information of value to lovers of flowers and plants.

Carnation Schedule.

Display of carnation blooms covering 80 square feet of space. The exhibitor shall have absolute latitude as to arrangement and shall be permitted to use cut foliage or foliage plants. All receptacles shall be supplied by the exhibitor.—First prize, gold medal and $300; second, silver medal and $200; third, bronze medal and $100.

Basket arrangement of carnation blooms, one or more varieties. Not less than 100 nor more than 200 blooms arranged with any kind of cut foliage.—First prize, $100; second, $75; third, $50.

Arrangement of carnation blooms other than basket or vases. This class is intended for something novel in arrangement. Cut foliage or foliage plants may be used at the exhibitor's discretion.—First prize, $100; second, $75; third, $50.

Table decoration, carnations being the principal flowers used. Any foliage, cut or otherwise, may be used.—First prize, $75; second, $50.

One hundred blooms any undisseminated variety, shown in one vase.—First prize, gold medal and $50; second, silver medal and $25; third, bronze medal and $15.

One hundred blooms Laddie, shown in one vase.—First prize, $30; second, $20.

Fifty blooms Laddie, shown in one vase.—First prize, $20; second, $10.

Display of carnation blooms, grown and exhibited by private gardener. Not less than 200 blooms displayed in vases.—First prize, $50, and Hitchings & Co. cup; second, $30; third, $20.

Best vase 100 blooms one variety white.—First prize, $15; second, $10.

Best vase 100 blooms one variety flesh pink, being those shades of flesh or salmon color. The variety Laddie is barred from this class.—First prize, $15; second, $10.

Best vase 100 blooms one variety light pink, being those shades of pink verging on the true pink and not lighter than Gloriosa nor darker than Winsor.—First prize, $15; second, $10.

Best vase 100 blooms one variety, medium pink, including any variety darker than Winsor and not darker than Mrs. C. W. Ward.—First prize, $15; second, $10.

Best vase 100 blooms one variety dark pink, being darker than Mrs. Ward and including all so-called cerise not dark enough to be classed as red.—First prize, $15; second, $10.

Best vase 100 blooms one variety red or scarlet, to include all varieties generally included in those colors.—First prize, $15; second, $10.

Best vase 100 blooms one variety crimson, to cover all shades of crimson or maroon.—First prize, $15; second, $10.

Best vase 100 blooms one variety yellow or yellow variegated.—First prize, $15; second, $10.

Best vase 100 blooms one variety white variegated.—First prize, $15; second, $10.

Best vase 100 blooms one variety flaked.—First prize, $15; second, $10.

Best vase 100 blooms one variety any other color, to include any color decidedly distinct from the colors specified above.—First prize, $15; second, $10.

Note.—Color classification in the following classes, consisting of the best vase of 50 blooms of one variety, to be the same as in the section for vases of 100 blooms each. Laddie barred:

	First	Second
50 white	$7.00	$4.00
50 flesh pink	7.00	4.00
50 light pink	7.00	4.00
50 medium pink	7.00	4.00
50 dark pink	7.00	4.00
50 red or scarlet	7.00	4.00
50 crimson	7.00	4.00
50 yellow or yellow variegated	7.00	4.00
50 white variegated	7.00	4.00
50 flaked	7.00	4.00
50 any other color	7.00	4.00

JOHN YOUNG, Sec'y.

Next Week in the Flower Shop.

For the next two months there should be the greatest attention given to preparing for and catering to the demand for the fair debutante. Nothing is too good for these coming out teas; they are the backbone of the business at this time, and everything should be done to encourage the use of flowers for such occasions. Without this demand there would be a tremendous over supply in the market, particularly of roses, although in the great number of bouquets and baskets, the entire list is drawn upon in order to get the necessary variety.

A number of the trade, particularly the high class retailers, find the debutante period to be one of their best seasons of the year. Hundreds of floral arrangements are sent to a popular bud, many of them of the most expensive type. These teas follow one another during the season in rapid successions, at times several important functions falling on the same date. The choicest in flowers, baskets and all kinds of novelties should be constantly on hand in order to secure a goodly share of this profitable business. Handsome ribbons and chiffons, fancy pins, etc., are necessary. Everything must be up to date that has to do with these coming out teas.

The florist who does not occupy a decorated space at the annual fall flower shows is missing a good opportunity for publicity. A few well-made baskets, a table decoration, wedding display, together with specimen house plants, can be arranged to make a fine showing and draw favorable comments from all who see it. Cosmos is now at its best; it is a favorite with all lovers of flowers and should be carried in quantity, put up in various sized packages to suit all purses. It is a people's flower and should be sold in great quantities in its season. While it may not produce much in dollars and cents, it brings people in contact with the store and is for this a valuable asset.

Oak foliage is now well colored and splendidly decorative in all kinds of floral work. It can be used to great advantage in the store and window. With the branches in water the foliage will keep for a week. No store but must have a good supply of oak leaves at this time.

PLANT BASKETS.

Well filled baskets of ornamental foliage plants are always admired and for this reason as well as the fact they are salable should be one of the store's features from this time on. A small vase of water concealed in the foliage can at times be filled with flowers to advantage. Baskets of fruit and flowers when artistically arranged are sure to draw attention and doubly so when labelled "for the convalescent." Not much fruit is required, but what there is, must be well colored.

How is your stock of ferns, particularly the well finished kind? Such will attract the attention of expert growers. Just the common every day take-them-as-they-come kind, will stand still, just where the growers place them from one day to another. It is the rafter or pedestal finished specimens that attract, the symmetrical, even all around, robust looking plants that move quickly. Such choice is to be had if one goes after it. It is such items as these in all lines of the stock that puts life in the business and keeps things moving. There is publicity advantage in having made up work ready a little ahead of delivery time. It can then be placed in the window for an hour or so or stood about the store, where being seen by customers it gives a good impression of the artistic work of the shop.

Have you a corner store? Or if not, and the opportunity occurs, you will find that you can afford to pay at least a half more than for a shop in the middle of the block. The corner windows are seen by those coming and going north, south, east or west, and the number of visitors to the store are easily double those but a few doors away. A small conservatory on one side or the other in the rear showing on the street is a great advertising feature, as persons passing quickly in automobiles will remember this green spot and it will attract them later when flowers are wanted.

In sending out the monthly statemenst, it is well in the itemized section, to give the number of street or other destination to which the item was sent. Customers frequently forget and wonder where they sent this or that. They might be charged with some one else's purchase and the bill is set aside until that is cleared up, which delays its payment. All of this is avoided with the explanatory note. Keep the books right up to date with the bills ready to mail so as to arrive on the first of every month. All good customers look for and expect them at that time.

How about the florists' club in your city? Are you a member, and do you attend and take an interest in the meetings? All florists owe it to themselves to join such local bodies and work with other members of the trade in all movements for the betterment of the business. A real live florists' club is a great factor in uniting and creating a brotherhood feeling and bringing the members together for social and business discussions.

The Late William John Ashley.

William J. Ashley, a landscape architect and horticulturist, died at his home, 145 Beechwood avenue, Mount Vernon, N. Y., October 10, from gas poisoning. He was found dead in his bed with the gas turned on, but Coroner Engel, of Yonkers, N. Y., stated that his death was accidental. Mr. Ashley was born in Birmingham, Eng., in 1867 and had resided the past 10 years in Mount Vernon. He was prominently identified with the Westchester and Fairfield Horticultural Society and was an exhibitor at the annual shows staged by that society in Westchester county.

ALAMOSA, COLO.—Geo. B. Blankinship and wife, formerly of Fort Collins, Colo., will open a flower shop in this city at an early date.

THREE RIVERS, MICH.—Hans Tobler, formerly of Traverse City, Mich., recently purchased the greenhouse and flower shop owned by J. W. Riggs at 6 Adams street, and will continue the business.

DES MOINES, IA.—The Kirkwood Floral Co. will open a new flower shop, about November 15, at West Eighth and Locust streets, in addition to its present establishment at West Fourth and Walnut streets.

GRAND FORKS, N. D.—John McDonald, for 14 years superintendent of parks here, recently opened a retail flower store in the Bacon building, North Fifth street. He will also specialize in landscape gardening work.

Carnation Prices on Mothers' Day.

George W. Jacobs, the well known florist of Canton, Ill., recently received a communication from a capitalist in that city, who objected to paying $2.50 per dozen for carnations on Mothers' Day. This gentleman's average number of orders per year was one and one-half, and he called attention to a sale of carnations at 50 cents per dozen two weeks previous to Mothers' Day and on a Saturday. They were passed out in a paper wrapping, cash and carry, no ferns, and quality mixed.

Mr. Jacobs has sent us a copy of his reply, which follows. He assures us "He has not got it in for capitalists either, because they very often come in handy."

MR. JACOBS' REPLY.

"Your letter was read with interest and will try to explain some of the phases of our business. I will say in beginning that we cannot control the sun, moon and stars, which are essential to the growth of plants and flowers. Neither can we grow them in the broad out-of-doors (where the cost of production is low) and then store them until you care to call for them. Our product (cut flowers) when it reaches the age of three days is worthless to you and has no salvage value to us.

"Take the case of carnations, which you ordered. Do you know the production per plant or the time required to produce them? The production is from 10 to 15 flowers per plant in a space of 20 months; then the plants are thrown away because they have no further value. There are about 600 days in the above mentioned period, and we have not more than three days in which to obtain the flowers for the day you wanted them. There were a great many others who wanted flowers on that same day, and wanted no others for another 364 days. Figure it out.

"The sun decreed (last spring) that an unusual quantity of buds should open two or three weeks before Mothers' Day, and these blossoms immediately lost their usefulness for that event and were disposed of at the price you mentioned, which was below the cost of production and selling. By the way, the next crop arrived after Memorial Day when the demand was again very low.

"If you wish to make every Sunday your mother's day, we can assure you of a very reasonable price on flowers and with no advance on that one Sunday, which has been set aside through the efforts of one lady (who was not a florist). Or if you care to select a personal Mothers' Day during a time of abundant supply, you can obtain flowers at a price which is really below the cost of production.

"In closing, I will say that I have paid $25 per 100 for carnations and could obtain only about one-fourth of the quantity which was wanted, and this at a time when the supply should have been normal. Our own cut at that time was less than 100 flowers from 8,000 plants and others were doing likewise.

"I trust the above will, in a way, explain the workings of nature and of the law of supply and demand.

"P. S.—Some people like horses, some like elephants or monkeys, and more people do not like either, but of all those that do or don't, the majority do like flowers.

"Another P. S.—I think I can use an unlimited amount of money at three per cent per annum. Collateral offered as security: Liberty, municipal or first-mortgage gold bonds bearing 3½ to eight per cent interest coupons."

THE AMERICAN FLORIST

ESTABLISHED 1885.

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When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

THIS ISSUE 52 PAGES WITH COVER.

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F. T. D. MEMBERS returning from the Toronto convention speak in the highest terms of Canadian hospitality and the good work accomplished.

Gold Medal Irish Roses.

At the autumn exhibition of the National Rose Society of England, held in London, September 22, gold medals were awarded to S. McGredy, Portadown, Ireland, for Mabel Morse, hybrid tea seedling, canary yellow, and to Alex. Dickson & Sons, Newtownards, Ireland, for Earl Haig, rich crimson, the only gold medals for new varieties.

PARIS, FRANCE.—A florist named Stager lost his life in the burning of the ten million dollar department store here recently, "Le Printemps," the only one who perished.

American Rose Society.

On September 8 we sent to you an account of the registration of Rose William Wright Walcott, a notice of which appeared in the September 17 issue of THE AMERICAN FLORIST, page 452. In the copy sent, a mistake has just been called to our attention. The rose was described as a sport of Richmond and Ophelia; it should have been described as an unnamed sport of Richmond and Ophelia.

JOHN C. WISTER, Sec'y.

Bordeaux Mixing.

A convenient modification of the safe way to make Bordeaux mixtures, assuring the most effective spray solution, has been tried and found good by the New Hampshire and Arkansas experiment stations, and is now recommended by the department of botany of the Ohio State university. The old method, long followed by careful and progressive growers, was to make the standard 5-5-50 Bordeaux by mixing five pounds of copper sulphate with 25 gallons of water in one container; by mixing five pounds of burned lime with another 25 gallons of water in another container, and by pouring the two dilutions together.

The modified method, said to be just as safe and more convenient, is described as follows by E. E. Clayton, specialist in plant pathology for the state extension service:

"Suppose you have a 50-gallon tank to fill with 5-5-50 Bordeaux. Place in this tank five gallons of the stock copper sulphate solution, equivalent to five pounds of crystals, and then add 35 gallons of water. Next, take five gallons of the stock lime, equivalent to five pounds of stone lime, dilute it with five gallons of water, pour it into the copper sulphate solution, and stir the two together. Remember always to dilute the copper sulphate before mixing. Never add concentrated copper sulphate either to weak or strong lime solution."

Scranton Florists' Club.

FLOWER SHOW, NOVEMBER 8-11.

The Scranton Florists' Club, of Scranton, Pa., which embraces a membership in the greater part of northeastern Pennsylvania, have made extensive plans for a flower show to be held in the State Armory, November 8-11. This will be one of the best shows this section has ever seen. A section will be trellised off for dancing and on election night a Mardi Gras will be staged, a private wire being installed for election returns. One night will be given the Knights Templars, who will conduct their annual ball. Armistice Day will be taken up by the American Legion. The interest that is displayed by the members of the club this time surpasses previous endeavors and it is with considerable pride that we boast of having nearly 100 per cent membership.

The department of forestry of this state is making preparations for an extensive exhibit and it is the intention of the local forester to see that every school child attending the show receives a potted evergreen. G. R. Clark is secretary of the organization.

E. L. KEULINO, Pres.

Graft.

Graft in political offices is to be expected, as it is this dishonest gain that keeps the hangers-on in line and ready to give the bosses support at election time. This low moral stamina is not however confined to the political field, but we regret to say has to an extent invaded the retailing of cut flowers particularly in the handling of telegraph orders. A recent order sent from a large city to a small town florist called for $4.50 worth of flowers gross, which were duly delivered. On the day after, a young man from out of town stopped in to see if the flowers had been sent, was told they were and shown the telegram. "The rascal," he exclaimed, "I paid that man $5 for those flowers. Let me have this telegram, and when I get back, he will certainly have a hot five minutes."

Such breaches of the trust are degrading, and have no place in up-to-date business. The golden rule measures success to all who follow it and should be the motto in every telegraph transaction.

Chrysanthemum Society of America.

The list of special prizes offered for the annual exhibition to be held at the Auditorium Hotel, Chicago, November 16-17, is now ready and copies may be had on application to the secretary, C. W. Johnson, 141 Summit street, Rockford, Ill.

EXAMINING COMMITTEES.

President S. S. Pennock announces the committees to examine new chrysanthemums for the ensuing year, as follows:

Boston, Mass. — James Wheeler, chairman. Ship flowers to W. J. Thurston, manager, Boston Flower Exchange, 1 Winthrop Square and Otis street, Boston, Mass., care of chairman.

New York. — Eugene Dailledouze, chairman: Wm. H. Duckham and A. Herrington. Ship flowers to New York Cut Flower Co., 55-57 West 26th street, New York, care of chairman.

Philadelphia, Pa.—A. B. Cartledge, chairman; John Westcott and S. S. Pennock. Ship flowers to A. B. Cartledge, 1544 Chestnut street, Philadelphia, Pa.

Cincinnati, O. — R. Witterstaetter, chairman; James Allen and J. C. Murphy. Ship flowers to chairman, Jabez Elliott Flower Market, care of janitor.

Chicago. — N. J. Wietor, chairman; E. A. Kanst and Geo. Asmus. Ship flowers to 30 East Randolph street, Chicago, care of chairman.

Shipments should be made to arrive by 2 p. m. on examination days to receive attention from the committees. They must be prepaid to destination and an entry fee of $2 should be forwarded to the secretary not later than Tuesday of the week they are to be examined or it may accompany the blooms.

Seedlings and sports are both eligible to be shown before these committees, provided the raiser has given them two years trial to determine their true character — not less than six blooms of each variety to be shown. Special attention is called to the rule that sports, to receive a certificate, must pass at least three of the five committees. These committees will be in session to examine such exhibits as may be submitted to them on each Saturday during October and November, the dates of which will be October 22 and 29, also November 5, 12, 19 and 26.

CHAS. W. JOHNSON, Sec'y.

Coming Exhibitions.

[Secretaries are requested to supply any omissions from this list and to correct any dates that have been altered since the last advices.]

October 27-29, Morristown, N. J.—Jubilee flower show of the Morris County Horticultural Society. Edw. Reagan, Morristown, N. J., Secretary.

October 26-28, San Francisco, Calif.—Annual fall show of the Pacific Coast Horticultural Society in conjunction with the San Francisco Retail Florists' Association. James T. Lynch, San Francisco, secretary.

November 1-2, Glen Cove, L. I.—Annual chrysanthemum show of the Nassau County Horticultural Society. Arthur Cook, Glen Cove, secretary.

November 2-4, Tarrytown, N. Y.—Fall exhibition of the Tarryton Horticultural Society. E. W. Neubrand, Tarrytown, N. Y., secretary.

November 2-6, Boston, Mass.—Chrysanthemum show of the Massachusetts Horticultural Society. Wm. P. Rich, Horticultural hall, Boston, secretary.

November 2-4, Denver, Colo.—Flower Show of the Denver Society of Ornamental Horticulture at the City Auditorium, John L. Roberts, Denver, secretary.

November 3-4, Milwaukee, Wis.—Flower show of the Wisconsin State Florists' Association. H. R. Welke, 752 Third street, Milwaukee, Wis., secretary.

November 3-6, New York.—Annual fall show of the Horticultural Society of New York, in conjunction with the Garden Club of America, at the American Museum of Natural History. Mrs. Geo. V. Nash, New York Botanical garden, Bronx park, New York, secretary.

November 7-9, Philadelphia, Pa.—Annual exhibition of the Pennsylvania Horticultural Society. David Rust, 606 Finance building.

November 8-11, Scranton, Pa.—Fall show of the Scranton Florists' Club. G. R. Clark, Scranton, secretary.

November 9-11, New York.—Annual exhibition of the American Institute of the City of New York at Engineering building, 33 West 39th street. Dr. J. W. Bartlett, 324 West 23rd street, New York, secretary.

November 10-12, Lancaster, Pa.—Flower show of the Lancaster County Florists' Association. Albert M. Herr, R. F. D. No. 8, Lancaster, Pa., secretary.

November 10-13, Columbus, O.—Annual chrysanthemum show of the Ohio State university, in connection with the horticultural festival. Walter Burwell, Horticultural department, Ohio State university, Columbus, O., manager.

November 12-15, Providence, R. I.—Annual fall show of the Rhode Island Horticultural Society at the Armory. Ernest K. Thomas, Kingston, R. I., secretary.

November 16-17, Chicago.—Annual exhibition of the Chrysanthemum Society of America. C. W. Johnson, 141 Summit street, Rockford, Ill., secretary.

January, 1922, Hartford, Conn.—Annual exhibition of the American Carnation Society. A. F. J. Baur, 38th street and Rockford avenue, Indianapolis, Ind., secretary.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, $1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order For Plant Advs., See Ready Reference Section

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Help Wanted—A first class rose grower for a range near New York City. Good wages to the right man. Apply at once with age, experience and references. Address
A. F. F., care American Florist, 134 West 16th St. New York.

Situation Wanted.—By young man with one year experience, wishes position with Chicago retail florist to thoroughly learn the business. Salary no object. **Phone Lawndale S065.**

Situation Wanted—By gardener and florist with a life-long experience; will furnish good references. Am a hustler and will consider a big job. Give particulars in first letter. Address
Geo. E. Fuller, East Longmeadow, Mass.

WANTED TO LEASE

Small Greenhouses with Dwelling in lively town. Address

Key 805, care American Florist.

HELP WANTED

An all around storeman for Chicago loop store. State full particulars in first letter.

Key 806, care American Florist

Situation Wanted

By reliable grower of roses, carnations and general pot plants; over 20 years' experience; German; age 37; married, no children; private place preferred; best of references.

WM. BOEKER,
Box, 1538 Halesite, L. I., New York.

SITUATION WANTED
STOREMAN

Experienced retail man formerly in business for himself at Chicago, is open for an engagement. Can also attend to buying if necessary. Address

Key 807, care American Florist.

FOR SALE

Florist Ice Box, mahogany finish, 8 ft. 9 in high, 6 ft. wide, 3 ft. deep; beveled plate mirrors on ice chamber; glass on three sides; used three years. Price $250 cash, F. O. B Chicago. Can be seen at **110 East South Water St., Chicago.**

FOR SALE

Wholesale florist supply business; clean stock and excellent location in middle western city of about 100,000. Write quick. Address

Key 809, care American Florist.

HELP WANTED

Man with some experience as a florist and landscape gardener.

JOHNSON & CHRONIS,
4701 Lake Park Ave., CHICAGO

HELP WANTED.
PROPAGATOR OF NURSERY STOCK

Give full particulars as to experience, age, nationality, and names of firms by whom employed.

Vaughan's Seed Store, Chicago

HELP WANTED.

A-1 all around store man, good salesman capable of meeting the finest of trade Advancement for capable party who can prove ability. In replying give reference, married or single, salary to start. Mail late photograph with application.

Randolph & McClements,
5936 Penn Avenue, Pittsburgh, Pa.

Wanted to Rent or Buy

By thoroughly experienced florist and decorator, a large retail flower shop. Only high grade proposition considered. Must stand closest investigation. Give full particulars and price in first letter.

Address **Key 808, care American Florist.**

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $4.50; per 1000, $6.50. Samples on request. Electro of leaf, postpaid, $3.00. Cash with order.

American Florist Co.
440 S. Dearborn Street
CHICAGO

HOME-GROWN STOCK

Greatly Increased Demand

If you have any to offer, or are likely to have any soon,

advertise in these columns now.

AMERICAN FLORIST CO.
440 So. Dearborn Street, ... CHICAGO

Pittsburgh.

HEAVY FROST HELPS TRADE.

This section was visited by killing frosts last week that got most of the outdooor stock, and changed the market over night from a buyers' to a sellers' market, with the result that prices advanced all along the line, and at the close of the week there was hardly enough stock to supply the demand. Those who have been in the habit of waiting until the last to supply their needs in the hope of picking up bargains were surprised and disappointed Saturday when they were unable to buy stock even at list prices. American Beauty roses are more plentiful and quality of the best, but there have not been too many at any time. The price on specials has advanced to $60 per 100. Other roses are not in as large supply as formerly, but the quality has improved until the stock looks like holiday stock; the biggest improvement is in Columbia, American Legion, and Premier. Carnations are on the short side, with the result that prices have advanced. Some of the stock has 15 to 20-inch stems, which is a record for so early in the season. Chrysanthemums are in heavy supply but are moving freely at good prices. Pompoms have put in an appearance and are selling at 50 cents and $1 per bunch. Frost has evidently not damaged the New Jersey fields, as the shipments are as heavy as ever and prices are higher. The supply of lilies still falls short of the demand, while the offerings of orchids and lily of the valley just about equal the call.

DeForest and Edw. Ludwig, of the E. C. Ludwig Co., and their wives motored to the F. T. D. convention at Toronto, Ont. Ira Harper, of the A. W. Smith Flower Stores Co., and Wm. Usinger, of the McCallum Co., were also with the delegation from this city.

E. C. T.

Columbus, O.

DECIDED IMPROVEMENT IN TRADE.

There is a decided improvement in the demand for cut flowers and bulbs. Social affairs are becoming more numerous, making an outlet for flowers. There are quite a few receptions and parties scheduled for the near future as well as a few weddings. The feeling is generally better and orders are gradually increasing in size. The colder weather which has prevailed recently has had the effect of destroying all garden flowers and the varieties now in the market are roses, carnations and chrysanthemums. Roses are of good quality and retail from $3 to $8 per dozen. They are principally Premier, Sunburst, Columbia and Butterfly. Carnations sell from $2 to $2.50 and are of good quality as a rule. Chrysanthemums are coming in fairly well and are selling from $4 to $10 per dozen. Florists believe that trade during the fall months will be active and preparations have been made accordingly and growers are very busy.

NOTES.

Walter Stephans of the S. F. Stephans Sons' Co., growers and dealers at Greenlawn cemetery, reports much improvement in business since the fall season. The company is now cutting quite a good many chrysanthemums, principally Golden Glow, Smith Advance, Pink Unaka and Brown Unaka. The improvements at the plant consisting of a new greenhouse and a heating system are going forward satisfactorily and will soon be completed.

The greenhouses on West North Broadway, which were operated by J. B. Martin and which were sold at sheriff's sale about 30 days ago are being taken over by a new concern, which will be completely organized at an early date, and growing will be started again in earnest. The property was bought by James McKellar who is instrumental in the organization of a new company. The plant consists of four houses each about 20x 100 feet.

A. M. Hills, president and general manager of the Indianola Florist Co., accompanied by his family, attended the convention of the Florists' Telegraph Delivery Association at Toronto, Ont., last week. This company has been having a brisk funeral business which has been the best feature. There is a slight shortage of stocks. The plant is located on East Seventeenth avenue.

J. W. Thompson, of McKellar, the Florist, reports business improving to a large degree. The frost of October 13 killed all of the garden flowers and as a result stocks will consist largely of roses, carnations, chrysanthemums and snapdragons. The firm recently had a number of large funerals and was also called upon to supply a large number of flowers for a social affair at London, O.

The Community Flower Shop is the name of a new retail concern which has been opened at Garfield avenue and Long street, by J. H. Dorsam, formerly with the Ackerman Co. The proprietor is colored and the store will cater to the colored population in that section of the city.

J. W. L.

St. John, N. B.

Our stay in this city was necessarily brief, but we saw as much of it as possible, including several seemingly prosperous florist shops.

The province of New Brunswick, in common with almost all of North America, has suffered from drought and flowers could not be expected to be at their best, but the parks and gardens showed evidence of care.

A feature of this city, not horticultural, is the falls of the St. John river, that fall one way with the natural flow of the stream and reverse with the incoming tide.

W. Pederson, a brother to K. Pederson, but not connected with him in business, is well located at 49 Charlotte street with greenhouses in another section.

K. Pederson has a good store in the heart of the city and greenhouses on the outskirts.

A. F. F.

Truro, N. S.

This city has other features in horticulture, that if not commercial, deserve mention in these columns. On the grounds of the Normal college there is a large flower garden, managed by Mr. Wolfe. All the best known varieties are grown and school children of the town are interested and instructed. The city was founded 150 years ago and those early settlers must have at once started to plant trees as many of them are now of splendid size and growth. Another fine feature is Victoria park, that for natural beauty might well be envied by many larger places.

Suckling & Chase, Ltd., have been long established here, and not only do the designing and decorating for that town, but also much work for suburban communities. They have a good store and a considerable glass area.

A. F. F.

Lancaster County Flower Show.

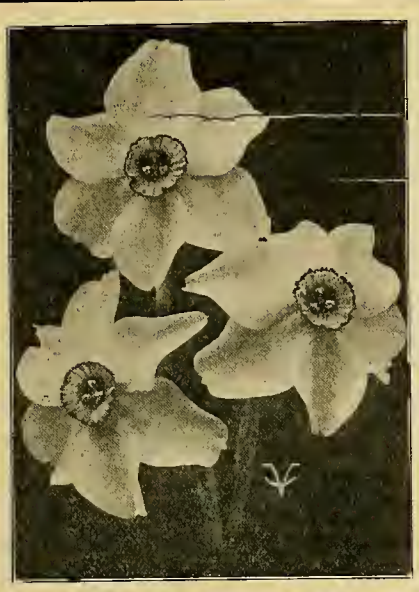
The Lancaster County Florists' Association will stage a flower show November 10-12 at Lancaster, Pa., Prizes will be offered for the best collections of roses, carnations and chrysanthemums of 1921 introduction. Secretary Albert M. Herr, R. F. D. No. 8, Lancaster, Pa., will be pleased to furnish any information to intending exhibitors.

A. M. H.

San Francisco.

SOCIAL AFFAIRS CREATE HEAVY DEMAND.

Autumn business is showing healthy improvement in all lines of the trade. There seems to be more demand for flowers and plants occasioned by social affiairs than for several seasons past. This early activity is leading the trade to believe that prospects for the coming season are exceptionally bright. The chrysanthemum is pre-eminently the popular flower at present and the market affords a wonderful variety to select from. The past week saw the advent of William Turner to first place as the leading white. The offerings are of very fine quality both as regards size and stem. Second place in whites goes to White Chieftain. Crystal Gem is about over for the season. Yellow Turner is easily the best of its color. It is high in price but the strong demand cleans up all arrivals. Major Bonnaffon has been added to the list of yellows and is as popular as ever as a medium priced variety. Clara Wells is a strong favorite with both the retailers and shippers owing to its fine form and keeping qualities. Chrysolora is also to be had but will not last much longer. Crocus is not much in evidence this season, many growers having discarded it. When well grown it is a beautiful variety, but it lacks texture and vitality, two qualities greatly in demand by shippers. Chieftain is the best pink. Unaka is rapidly going out of the market. Nagoroc and William H. Waite are the two standard bronze varieties. More anemones are in evidence this year than ever before with many stores. The stores are displaying them largely and they meet with great favor for basket work and decorations. Pompons are also plentiful. Shippers are very busy supplying the out-of-town demand for chrysanthemums. More are being sent away this season than ever before. Growers are being favored with splendid growing conditions and up to this writing this crop has been very profitable to them. Much improvement in roses is noticeable due to the cool weather. Mrs. Chas. Russell of fancy quality is now obtainable. Columbia also has been benefited. Premier is scarce, enough to satisfy the requirements. Good Butterfly and Ophelia are more frequently seen than for a long time. There is room for better quality in the red varieties and this is promised at an early date. Cecile Brunner is arriving more freely of late, which is in steady demand and for the shipping trade, which keeps it on the short side. New crop carnations are being firmly held at $3 per 100 for all varieties, except Laddie. A small cut of the latter is obtainable at $8 to $10 per 100. Short stemmed stock is cheap. The crop of dahlias is rapidly passing after a long season. Pompon dahlias are also getting scarce. There is still a good supply of gladioli to select from with no change in prices. Some excellent Lilium rubrum is coming in and finds ready sale. Much better violets are to be had now than previously. The cut is increasing every day owing to fine growing conditions. The shipping season for this flower opened October 15. Marie Louise is more plentiful this year than last and is in great favor for corsage work. Nearly all the stores are using cut celosias for basket work. A fine cut of Cattleya labiata is now coming in. There is a very strong demand for this stock. Lily of the valley has advanced in price to $2.50 a bunch of two dozen spikes. Growers report no difficulty in moving at this figure. Gardenias are scarce with a brisk call. Considerable interest in flowering and foliage plants is noted at all the stores. Good cyclamen find a ready market. Made up baskets of foliage and flowering plants are moving well. The weather still permits a large cut of outdoor



Narcissus Poeticus Ornatus.

ALL FALL BULBS

For the Most Critical Florists. NOW READY.

Look out for those who sell bulbs without centimeter measure. The words "first, second or third" mean nothing.

All Prices Subject to Change without Notice.

Narcissus Paper White Grandiflora

Cases Full Standard Sizes and Correctly Stenciled.

12 ctms. bulbs (1400 to case)
13 ctms. bulbs (1250 to case)
14 ctms. bulbs (1000 to case)
} Write for Prices.

Hyacinths (Dutch)

	Per 1000
Miniature, 13-14 ctms	$26.00
Firsts, 19 ctms and up.	70.00
Seconds, 17-19 ctms..	52.50
Forcing, 16-17 ctms...	40.00
Bedding, 15 ctms and up	35.00

Narcissus (Dutch)

	Per 1000
Emperor, Fancy	$30.00
Emperor, Double Nose	43.00
Victoria, Fancy	30.00
Victoria, Double Nose	43.00
Golden Spur, Fancy..	30.00
Golden Spur, Double Nose	34.00
Spurius (Single Von Sion)	30.00
Von Sion, Fancy	28.00
Von Sion, Double Nose	35 00
Poeticus Ornatus	17.00
Sir Watkins	27.00
Princeps	23.00

Tulips Early Single

	Per 1000
Artus	$20 00
Belle Alliance	25 00
Cramoise Brilliant..	20 00
Couleur Cardinal...	32 00
Duc Van Thol, Scarlet	23 00
La Reine, Fancy	20 00
White Hawk	31 00
Rose Gris de Lin	20 00
Rose Luisante	34 00
Yellow Prince	20 00
Keiserskroon	22 00
Vermillion Brilliant.	32 00
Extra Fine, Mixed...	17 00

Tulips Double

Schoonoord	22 00
Murillo	19 00
Cour D'Or	25 00
Imperator Rubrorum	31 00
Rubra Maxima	22 00

Darwins

Special Offer: 5 or 10 choice varieties, our selection.
Per 1000 ..... $25 00

Freesias

	1000
Purity, 7-16 inch	$ 8 00
Gen. Pershing, Pink.	30 00
Viola, Lavender..	30 00

WHITE CALLAS

1¼-1½ inch...per 100, $ 8 00

Lilium Giganteum

NOW READY

Chinese Narcissus

Basket, (30 bulbs) $2.75; Mat, (120 bulbs) $10.00

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

flowers to arrive. As a rule all stock offered is absorbed daily. Asparagus is in good demand with the supply still adequate. The steady call for ferns keeps this item cleaned up at all times.

RETAIL FLORISTS' ASSOCIATION

The meeting of the Retail Florists' Association held last week was largely attended. As President H. O. Stein was unable to be present, Vice-President Chas. W. Brown occupied the chair. Chairman P. Vincent Matraia, manager of the coming flower show, explained what had been accomplished to date. A special meeting was called for next week for the purpose of electing officers to serve for the next year.

LOS ANGELES FLOWER SHOW.

The MacRorie-McLaren Co. shipped a car of plants to Los Angeles during the week. This will comprise the firm's exhibit at the flower show to be held there October 20-26. Notable among them were six specimen Irish yew trees of large size, which are the finest held by any nursery in the country and promise to be the center of interest at this firm's display. H. Plath, the well known plant grower has also sent a large display of flowers. He has great specimens in all the best commercial varieties, which will bring credit to this section. Eric James, of Elmhurst, will make a large display of flowering plants, of which he has few equals as a grower. The trade contingent who leave shortly for the Los Angeles flower show comprises P. Vincent Matraia, B. M. Joseph, Dan MacRorie, Donald McLaren, H. Plath, Angelo J. Rossi and Eric James. They will endeavor to bring some of the exhibitors to the show to be held in this city, October 26-28.

NOTES.

The Menlo Park Horticultural Society had a fine attendance at its meeting last week when the members of the flower show committee of the Pacific Coast Horticultural Society and the

Montgomery's Priscilla

That's the name of the new pink rose! The name will be Priscilla probably after the public has had it a while, but we have had to add the prefix to cover the rules of nomenclature.

In order to get someone who knows more about roses than we do to give an unbiased, honest opinion on the merits of this rose, we have placed 12 plants of it with each of the following growers:

E. G. Hill Co., Richmond, Ind.
Dailledouze Bros., Brooklyn, N. Y.
Albert F. Amling Co., Maywood, Ill.
Duckham-Pierson Co., Madison, N. J.
Rowayton Greenhouses, Rowayton, Conn.
Miller Floral Co., Farmington, Utah
Wellworth Farm Greenhouses, Downers Grove, Ill.
Poehlmann Bros. Co., Morton Grove, Ill.
Robert Pye, Nyack, N. Y.
John Coombs, Hartford, Conn.
Frank Schramm, Crystal Lake, Ill.
A. S. Burns, Jr., Spring Valley, N. Y.
Robt. Simpson, Clifton, N. J.
Chas. H. Totty Co., Madison, N. J.
Noe-Ruzicka Co., Madison, N. J.
Wm. H. Elliott Co., Madbury, N. H.
Anthony Ruzicka, Madison, N. J.
W. J. Pilcher, Kirkwood, Mo.
Jos. Heacock Co., Roelofs, Pa.
Ferrari Bros., San Francisco, Calif.
Peirce Bros., Waltham, Mass.
Batavia Greenhouse Co., Batavia, Ill.
Doemling-Schimmel Co., Mt. Clemens, Mich.
Wendland & Keimel Co., Elmhurst, Ill.
Joy Floral Co., Nashville, Tenn.
Roberts Rose Co., Denver, Colo.
Geo. C. Weiland, Evanston, Ill.
Lakeview Rose Gardens, Jamestown, N. Y.
Exeter Rose Conservatories, Exeter, N. H.
Bassett & Washburn, Hinsdale, Ill.
H. O. May, Summit, N. J.
Budlong Rose Co., Auburn, R. I.
Dept. of Agriculture, Washington, D. C.
Gude Bros., Washington, D. C.
F. R. Pierson, Tarrytown, N. Y.
L. B. Coddington, Murray Hill, N. J.
Jos. H. Hill Co., Richmond, Ind.
S. Mortensen, Southampton, Pa.
Briar Cliff Gardens, Scarborough, N. Y.
John H. Dunlop & Son, Richmond Hill, Ont., Can.
J. J. Fallon Co., Lynchburg, Va.
Gullett & Sons, Lincoln, Ill.
Rolf Zetlitz Co., Lima, O.
Van Aken Bros. & Sons, Coldwater, Mich.
Premier Rose Gardens, Maywood, Ill.
Weiss & Meyer Co., Maywood, Ill.
Florex Gardens, North Wales, Pa.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Zetlitz Floral Products Co., Dayton, Ohio.

Ask them about it, if you will, at any time. They have our permission to tell the truth. We are going to let this rose sell itself! We shall be simply order takers.

A. N. PIERSON, Inc., Cromwell, Conn.

Retail Florists' Association paid a visit to that society in the interests of the coming flower show. Those that made the trip were Frank D. Pelicano, Alexander Rose, P. Vincent Matraia, James T. Lynch and H. Plath. President Cropp, of the Menlo Park society welcomed the visitors in a happy speech as also did Secretary John M. Daly. The visitors were assured that the members of the society would stage comprehensive exhibits of both flowers and plants. A very fine exhibit of fancy vegetables was on display, the first prize being awarded to Arthur Bassett. A vote of thanks was extended to the visitors for their visit.

The publicity campaign for the flower show to be held in the Civic auditorium October 26-28, has started under very favorable auspices. P. Vincent Matraia will be manager of the exhibition. Great interest is being manifested in the orchid exhibits. Both John A. Carbone, Berkeley, and Ferrari Bros., of this city, will have large entries in this class. The display of chrysanthemums will be very extensive and varied. The newspaper publicity campaign is in charge of William Unmack.

Adrian J. School has received a large consignment of French and Holland bulbs and has them on display in his stall at the wholesale co-operative flower market. He is greatly pleased over his sales thus far. He also has a comprehensive display of spray pumps and insecticides for use of growers.

Establishment near Oroville of a federal plant station is to be recommended to the United States Department of Agriculture by P. H. Dorsett, federal superintendant of plant introduction stations. It would be operated in conjunction with the large station near Chico.

Mrs. R. E. Darbee is now in the midst of a busy shipping season. She says there is a fine demand for chrysanthemums from every quarter this season and is doing a large volume of business in this line.

Albert O. Stein had charge of the decorations for the fashion show last week. It was a large piece of work and called for quantities of chrysanthemums, roses and other seasonable stock.

According to Victor Ferrari, of Ferrari Bros., his firm will force 1,000,000 lily of the valley pips this season. At present this firm is the only source of supply for this market.

M. H. Ebel, of Sacramento, was a visitor last week. He purchased a large shipment of palms and other decorative stock for his new store.

JAMES T. LYNCH.

Hartford Notes.

We are now preparing for the convention of the American Carnation Society to be held here in January, 1922. The florists do not do things half-way in the capital of Connecticut, so everyone get ready and save for this great event. It is thought Robert Marchant of this city will exhibit a new carnation.

Coombs Florist is enjoying an excellent trade. All of the stock sold at the store is produced at the firm's Benton street and South street ranges. Newton C. Osborn, the able foreman of the concern, is, by the way, vice-president of the American Carnation Society.

Arthur Pike, Jr., has entered the employ of Geo. G. McClunie, 105 Main street. Mr. Pike was formerly associated with his father, Arthur Pike, at his greenhouse establishment for several years and this experience will greatly aid him in the retail business.

Two more stores were recently added to the 35 floral establishments in the city. I do not think they can get rich here, as the principal florists have had rather poor business the past season. Just what the season to come will be we can only hope for the best.

Robt. Cawte & Sons, Bloomfield, who recently completed a new house, 26x90 feet, have planted it to chrysanthemums, in addition to two other houses producing the same stock, making a total of about 12,000 plants. Their solanums are coming along nicely.

Geo. F. Lane, 180 Asylum street, who made extensive alterations last summer, has the walls of his large store lined with mirrors. The store has featured many excellent window displays the past season.

The chrysanthemums of Al. Linderer, proprietor of the Cedar Hills Greenhouses, are in excellent condition, as well as other stock. He is now busy planting bulbs.

The new plant stands of the Quality Brands Co., Cleveland, O., are filling a long felt want, and E. Lehman, its representative, has made record sales among the florists here.

W. S. Drake, of Windsor, and Hellgren Bros., of Wilson, are producing excellent stocks of Boston ferns. Mr. Drake is building a new greenhouse.

Thos. Dryden's greenhouses on Wethersfield avenue are taking on a fall appearance. He is growing many new varieties this year.

Business is improving at the A. M. Welch flower shop on Trumbull street, the store being artistically arranged for the fall season.

Peter A. Troiano, the up-to-date florist of New Britain, was a recent visitor and reports business as very satisfactory there.

Edmund Pehl, the Park street retailer, reports that he has a good steady trade. He recently returned from a vacation.

The range of Robt. Marchant & Sons, 13 Huntington street, is producing the select stock that this firm is noted for.

Roses are in excellent condition at Carl Peterson's greenhouses, in West Hartford.

Fred Macomber, of Coombs Florist, has returned from his vacation.

Trade has been fair at the McClunie Floral Co., 80 Church street.

G. G. McG.

Nassau County Horticultural Society.

The annual dahlia show of the Nassau County Horticultural Society was held at Glen Cove, L. I., October 5-6, with many excellent displays. In addition to the dahlias which predominated, there were groups of roses, outdoor flowers, vegetables and fruits. Mrs. Harold I. Pratt, who won 14 first prizes, exhibited the largest dahlia in the show, a mammoth salmon hybrid cactus, measuring 29 inches in circumference. John Lewis Childs, Inc., Flowerfield, N. Y., showed Sunkiss, a promising salmon pink, receiving a certificate of merit. Mrs. E. P. Ludlam, Locust Valley, N. Y., won many prizes. Other winners were: Lyman H. Hine, A. C. Bedford, Morgan Daboll, Irving Cox, Mrs. H. W. J. Bucknall and Arthur V. Davis.

In the vegetable section, Mrs. Herbert L. Pratt was awarded the Bon Arbor chemical special prize for the best collection of 12 kinds of vegetabes, and Irving Cox won the first prize for the best two eggplants. The judges were J. W. Evans, J. Gladstone and E. Westlake.

Henderson's Price List of Fall Bulbs

Selected Dutch Named Hyacinths

	Per 100	Per 1000
First size	$7.50	$70.00
Second size	5.50	50.00

Single Early Tulips

	Per 100	Per 1000
Couleur Cardinal, crimson	$3.40	$31.00
Duchess of Parma, scarlet	2.50	22.00
Keizerskroon, scarlet	2.40	21.00

Double Early Tulips

	Per 100	Per 1000
Madam Vander Hoeff, yellow	$3.50	32.00
Titan, brown and yellow	3.00	27.00

Darwin Tulips

	Per 100	Per 1000
Baronne de la Tonnaye, bright rose	$2.70	$24.00
Clara Butt, salmon pink	2.40	21.00
Dream, lilac	3.00	27.00
Farncombe Sanders, rose	3.40	31.00
King Harold, purple red	3.10	28.00
Loveliness, carmine-rose	2.50	22.00
Massachusetts, vivid pink	3.10	28.00
Sieraad Van Flora, fine rose	2.80	26.00
Wm. Copeland, lavender blue	3.50	32.00
White Queen, white	2.80	25.00
Mixed, all colors	2.20	20.00

Cottage or Late Blooming Tulips

	Per 100	Per 1000
Bouton d'Or, yellow	$2.30	$20.00
Gesneriana Lutea, yellow	2.50	22.00
Gesneriana Spathulata Major	2.70	24.00
Inglescombe Yellow	2.50	22.00
Mrs. Moon, large yellow	2.90	26.00
Parisian Yellow, yellow	2.30	20.00
Extra fine mixed	1.80	16.00

Single Narcissi—Trumpet Flowered

	Per 100	Per 1000
Empress, Mother bulbs	$4.60	$42.00
Golden Spur, Mother bulbs	4.40	40.00
Sir Watkin, Mother bulbs	4.70	44.00
Victoria, Mother bulbs	4.70	44.00

Narcissus Paper White Grandiflora

	Per 100	Per 1000
Select Size, (1250 to case)	$2.80	$25.00
12-ctm. size, (1300 to case)	2.40	21.00

Giant Flowering Crocus

	Per 100	Per 1000
Mammoth Yellow	$1.20	$10.00

Small Flowered Narcissi and Jonquils

	Per 100	Per 1000
Poetaz Elvira	$3.70	$34.00
Single Jonquils	2.00	18.00
Single Jonquil Rugulosus	2.00	18.00

BULB FIBER cannot be surpassed as a retail seller for planting bulbs. **Per bu., $1.75; per 10 bu., $15.00.**

A. HENDERSON & CO.

166 N. Wabash Avenue, CHICAGO, ILL.

Mention the American Florist when writing

Boston, Mass.

CHRYSANTHEMUMS IN GOOD DEMAND.

The market for this week was an uncertain proposition, some stock declining in value and some taking an upward swing. Roses have held their own on prices, while carnations advanced about 50 per cent. Yellow chrysanthemums are much cheaper, but this is owing to the very inferior flowers that are coming to market. The quality is not near the standard it ought to be at this season. White varieties are still very scarce but are mostly of good quality, which has created a good call for lilies. Pink chrysanthemums are plentiful enough, but they are inclined to be rather poor. Pompons are arriving and sell at 50 cents to $1 a bunch. Sweet peas are getting more plentiful and sell readily for wedding flowers. There is still a good call for the latter, which causes a premium to be paid on them over other stock. There is a larger variety of stock at present than at any time since last sprinng. Marguerites, forget-me-nots, calendulas, heliotrope, pansies, etc., are arriving quite frequently. E. F. S.

Louisville, Ky.

There has been an excellent demand for dahlias this autumn, especially the red varieties. Chrysanthemums are just beginning to bloom, as not many of the early varieties are grown here owing to the fact that they would have to compete with dahlias. Shipments of chrysanthemums from California are arriving in good condition. Geraniums are scarce, due to the hot weather affecting the outdoor stock this summer.

NOTES.

The Kentucky State Fair, held here recently, offered a silver cup to the firm making the best display. Department stores and others competed but F. C. Haupt won the coveted prize, his window representing the grounds and buildings of the state fair, in miniature.

M. Nance, New Albany, Ind., transferred most of his outside geranium plants to the greenhouses last summer during the dry spell, and now has a good supply.

More space will be given to roses and carnations by Anders Rasmussen, New Albany, Ind., who recently cut down his chrysanthemum plantings.

Simon Pontrich, 1036 28th street, recently completed the erection of a store and office at his greenhouse establishment.

The call for trees, shrubs, etc., is very brisk at this writing and florists are getting their share of the business.

The greenhouse recently erected by H. G. Walker has been planted in sweet peas and carnations.

Louis Kirch is growing some excellent begonias and other plants to supply the trade.

H. G. W.

Yellow Chrysanthemums Very Choice

FANCY DOUBLE WHITE POMPONS

Our Roses Are in Full Crop

CURRENT PRICE LIST—Subject to Market Changes

RUSSELL, COLUMBIA, PREMIER, CRUSADER 100

Fancy Long	$20.00
Good Medium	$10.00 to 16.00
Good Short	6.00 to 8.00

BUTTERFLY AND OPHELIA

Long	$12.00
Medium	$ 8.00 to 10.00
Short	5.00 to 6.00

SUNBURST

Long	$10.00
Medium	8.00
Short	4.00 to 6.00

WHITE KILLARNEY Per 100

Long	$10.00
Medium	8.00
Short	4.00 to 6.00

ASSORTED ROSES

SPECIAL OFFERING

Good fresh Roses, our selection, in lots of 200 or more, as follows: Per 100

Good medium lengths	$10.00
Good short lengths	6.00

CHRYSANTHEMUMS

Choice, large flowers, $4.00 to $5.00 per dozen.

Pompons (white), 50c to $1.00 per bch.

New Fancy Ferns, per 1,000	$2.50
Adiantum, per 100	1.50 to 2.00
Sprengeri, per 100	3.00
Galax, green, per 1,000	2.00
Galax, bronze, per 1,000	2.00
Asparagus Sprays, per bunch	36 to .40

Of miscellaneous flowers now coming into market, we will procure for our customers the best at lowest market prices. A trial order solicited.

In buying direct of the grower you are assured of fresh stock at all times, and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONES: CENTRAL 1457

Greenhouses: Hinsdale, Ill., and Gregg Station, Ill.

Notice:—We close at 5 o'clock week days.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Closed all day Sundays

Chicago.

STOCK IS IN GOOD DEMAND.

Business was very good the past week when stock cleaned up completely in all lines at the advertised quotations. Roses were in strong demand, especially in the shorter grades up to 12 cents, and while fancy stock cleaned up completely, it was because the buyer needed it and had no other choice but to pay the price. Chrysanthemums are selling readily at prices ranging from $3 to $6 per dozen. Home-grown chrysanthemums are arriving in larger quantities but prices are holding up well. It is a question just what effect the regular shipments of California stock direct to the retailers and some consignments to the wholesalers are going to have on the local chrysanthemum stock as the season advances. It cost the retailer about $4 per dozen for the California chrysanthemums delivered to his store and while he was glad to get them during the shortage the past few weeks, it is not likely that he will continue to buy from distant points when he can select what he needs in his home market at the same figure. Pompons are included in the shipments and are having a heavy call. Lilies continue to be in strong demand and a few callas are seen. Orchids are selling well and the demand for lily of the valley is holding its own. Home-grown violets have made their appearance. Sweet peas are more plentiful but there is seldom a surplus to speak of. Carnations continue to find a ready market at prices ranging from $3 to $6 per 100. Stock in general was scarce the past week, but the supply in some lines is increasing and conditions may be easier before the week is over. The retailers in general were well pleased with business the past

PERSONAL

DISCRIMINATING BUYERS

ATTENTION

Are more careful in ordering roses in a rising market when assurance is needed of getting just what is paid for. You can buy thirty inch stems and cut them to twenty-four if that is what you need.

Easy. If you like to lose money. But if they are short you can't splice them. There is only one way to buy roses economically. Order what you want where you know you will get what you ordered. **Buy by inches.**

If our price list of roses by inches does not reach you, ask for it and order where you get what you want.

KENNICOTT BROTHERS CO.

WHOLESALE FLORISTS

PETER REINBERG, INC.

WHOLESALE FLORISTS

30 East Randolph St., CHICAGO

Roses--Carnations--'Mums

Buy Direct From the Grower — CURRENT PRICE LIST — Subject to change without notice

MRS. CHAS. RUSSELL	Per 100
Specials	$20.00 to $25.00
Select	15.00 to 18.00
Medium	10.00 to 12.00
Short	6.00 to 8.00
COLUMBIA	
Specials	20.00
Select	$15.00 to 18.00
Medium	10.00 to 12.00
Short	6.00 to 8.00
PREMIER	
Specials	20.00
Select	$15.00 to 18.00
Medium	10.00 to 12.00
Short	6.00 to 8.00

SUNBURST, OPHELIA, WHITE KILLARNEY	Per 100
Specials	$18.00
Select	15.00
Medium	$10.00 to 12.00
Short	6.00

ROSES, Our Selection **$6.00**

Carnations	4.00 to 6.00
Chrysanthemum (White and Yellow)	3.00 to 5.00
Pansies, per dozen bunches	$2.00
Violets, single	$1.50 to 2.00
Sweet Peas	2.00 to 4.00
Adiantum	1.50
Asparagus, per bunch ..... 35c to 50c; extra fancy	75c
Boxwood, per bunch	35c
Ferns, per 1,000	$3.00
Galax, bronze and green, 1,000	2.00
Leucothoe Sprays	1.00

EXTRA SPECIAL STOCK BILLED ACCORDINGLY

PAUL R. KLINGSPORN, Manager

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue — L. D. Phone, Central 282 — CHICAGO

week, especially for October 15, when the sales were remarkably good. Greens are in good supply and while one or two items might be scarce at times there is nearly always plenty to go around.

NOTES.

Vaughan's greenhouses at Western Springs are showing an unusually fine lot of chrysanthemum plants, some of the early kinds being now ready for delivery. The big crop of canna roots in leading varieties was practically housed last week in the special canna storage house. Nursery stock for fall planting is moving freely.

The Fibre Grand Co., Inc., Grand Rapids, Mich., has an exhibit of baskets in room 572 at the Palmer house this week. W. S. Hepburn, secretary and treasurer, is in charge. The Bergmann Decorating Co. had an unusual collection of novelties in the same room in the line of prepared grasses, etc.

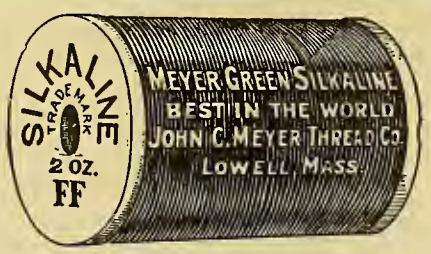
The Joseph Foerster Co. is handling a large supply of sweet peas, and the receipts of chrysanthemums are steadily increasing.

Peter Reinberg, Inc., has added a sweet pea and violet grower to its list of consignors.

Sam Pearce has a big lot of chrysanthemums and poinsettias coming on for cutting, and his early lilies look good.

Hans Jepsen's cut flower chrysanthemums are in the pink of condition and his entire place well worth seeing.

Ernest Oeschlin has a nice lot of chrysanthemums, and his house of Begonia Cincinnati would be hard to beat.



The Meyer Green Florist Threads

are the leaders of the world, and will go twice as far as the common ordinary thread put on the market. **We guarantee two ounces** of actual thread to the spool. Weigh up our thread and then weigh up the other fellow's, and you will **see a vast difference.** The best is none too good. Manufactured by

The John C. Meyer Thread Co.
LOWELL, MASS., U. S. A.

Big Crop of Roses

Premier--Columbia--Russell--Sunburst

Positively the finest stock in this market, particularly Premier, which is a big buy at the prices quoted.

Large Cuts of Carnations

All the leading varieties grown for this market — **THE BEST.**

CURRENT PRICE LIST— Subject to Change Without Notice.

PREMIER.	100
Special	$25.00
Long	20.00
Medium	15.00
Short	$8.00 to 10.00

COLUMBIA.	
Special	$20.00
Long	15.00
Medium	12.00
Short	$8.00 to 10.00

RUSSELL.	100
Long	$20.00
Medium	12.00
Short	6.00

SUNBURST.	
Long	$12.00
Medium	10.00
Short	6.00

CARNATIONS.	100
Fancy	$5.00 to 6.00
Good	4.00

CHRYSANTHEMUMS. White and Yellow	Dozen
Small	$2.00
Medium	3.00
Large	4.00

GREENS.	1000
Ferns	$3.00
Asparagus, bunch	.50
Sprengeri	.50

WIETOR BROS.

Wholesale Growers of Quality Cut Flowers

30 East Randolph Street, L. D. Phone Randolph 2081 **CHICAGO**

The George Wittbold Co. had a fire at its Edgebrook range October 16, when the boiler shed, packing shed and the ends of some of the houses were destroyed, owing to the fact that the water supply gave out, and it was only after the Niles Centre and Jefferson Park fire departments arrived that the blaze was extinguished. At first glance the damage appears to be very heavy, but the loss is not as great as first expected. Practically all the stock, with the possible exception of a few palms, was saved, owing to the mild weather.

The Paramount Equipment Co. is installing new wall-cases in Palmer's store at Oak Park. W. H. Robertson, formerly with the McCray Refrigerator Co. and later with the A. L. Randall Co., is the head of the Paramount Co., with headquarters at room 1101, 189 West Madison street.

Zech & Mann are doing a nice shipping business, not to mention their ever-growing city demand. Violets from local greenhouses are arriving in good supply at their establishment in addition to a complete line of all other stock.

Bassett & Washburn are in large crop with chrysanthemums, with yellow being the predominating color. Pompons are also in good supply at their store, not to mention the roses, which are of their usual high quality.

Wietor Bros. are cutting a spendid supply of roses, carnations and chrysanthemums, which clean up nicely each day. Their stock as a whole is running higher in quality this season than for many past.

A. L. Vaughan & Co. are handling a good supply of chrysanthemums in addition to their regular line. Home-grown single violets have made their appearance in fair sized quantities at this house.

Permanite

(Prepared Putty)

Permanite is a well known product and highly recommended for glazing greenhouse sash; also used to prevent leaks in gutters, etc.

Per 1 gallon can.....$2.00
Per 5 gallon can..... 9.50
Machine for using "Permanite," each..... 6.50
Rubber Putty Bulb, each..... 1.40

PERMANITE THINNER

Used to thin "Permanite" when same is too heavy for use.
Price, per gal.....$1.50

Glazing Points

The Perfection Glazing Points (double pointed) are very desirable for florists' use. Per box of 1000, $0.60

Cane Sticks

	Per 100	Per 500	Per 1000
5 to 7 feet long...	$1.75	$8.00	$14.50

Rubber Aprons

Good, large size, best quality, can be used either for store or greenhouse work. Price, each $1.25

Complete list of many other items free.

One Floral Art Album given free with any order of $25.00 or more.

GEO. H. ANGERMUELLER CO.,

Wholesale Florists **1324 Pine Street, ST. LOUIS, MO.**

Mention the American Florist when writing

Paul R. Klingsporn was one of the last to leave for the F. T. D. convention at Toronto and one of the first to return.

The Alpha Floral Co. report a great improvement in trade, especially last week, when the sales were surprisingly large.

A. Henderson & Co. are testing Iris Tingitana carefully, with a view to learning the value of home-grown bulbs.

George Wienhoeber had an attractive window display the past week of prepared decorative materials.

Oriental Goldfish & Supply Co.

Send for catalogue.

3757 Cottage Grove Ave., Chicago

Mention the American Florist when writing

E. C. Pruner started out on another western trip October 17.

CHOICE ROSES

Can supply all the varieties grown for this market, including Premier, Russell, Columbia, Crusader, Ophelia, Milady, Sunburst, Ward, Dunlop, Butterfly, White Killarney, Etc.

Carnations--'Mums--Pompons--Sweet Peas
Lilies--Valley--Callas--Orchids--Calendulas

Place your regular orders with us. We can supply you with all seasonable stock, in addition to a complete line of Greens, including Boxwood.

A. L. VAUGHAN & Co.
NOT INC.
PHONES:
CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572
161 North Wabash Ave. Chicago

Mention the American Florist when writing

Quality Cut Flowers.

Complete line of all seasonable stock including the choicest Chrysanthemums, Pompons, Roses, Carnations, Sweet Peas, Valley, Orchids, Lilies, Callas, etc. Complete line of Greens.

Steady supply of choice stock at the right price. Get the best—Order here.

JOSEPH FOERSTER CO.
WHOLSESALE FLORISTS
160 N. Wabash Avenue, CHICAGO, ILL.

Poehlmann Bros. Co. never had a finer supply of roses to offer than this season, and they are attracting much favorable attention at the store. Their Premier are unusually fine and are in strong demand. Business was splendid last week, with the total sales very satisfactory.

The J. A. Budlong Co. is strong on roses, which are in good demand, especially from out-of-town points. Their shipping trade shows a steady increase.

The American Bulb Co. received a large importation of German statice this week which is attracting the attention of the local buyers.

Kennicott Bros. Co. is moving a good supply of chrysanthemums and is handling regular shipments of home-grown single violets.

William Wolf, the East Monroe street florist, participated in a bowling match at La Porte, Ind., October 16.

Visitors: Leo Bather and wife, Clinton, Ia.

CHARLOTTE, N. C.—Louis Ratcliffe recently added one house to his greenhouse establishment, 300 feet in length.

WEST PALM BEACH, FLA.—John B. Beach recently purchased 36 acres of land on Kraemer island and will establish a grove of avocado trees.

MOUNDSVILLE, W. VA.—The Miller Flower Shop, formerly at 916 Second street, was recently moved to the building occupied by the Duffy jewelry establishment.

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.
CHICAGO

Long Distance Phones Central 3283 Central 3284

Our Offerings Include:

LILIES

Absolutely the finest supply of Cut Lilies in this market.

ROSES

COLUMBIA
RUSSELL
White Killarney
Butterfly
Crusader Sunburst
Killarney Brilliant
Ward Ophelia
Premier

MISCELLANEOUS

Valley Cattleyas
Calendulas

CARNATIONS

CHRYSANTHEMUMS
SWEET PEAS
VIOLETS
GREENS
Plumosus Sprengeri
Bronze and Green Galax
Ferns
Adiantum Smilax
Mexican Ivy
Boxwood

St. Louis, Mo.

EXCELLENT QUALITY OF STOCK ARRIVING.

The market has never been so well supplied with such a high grade of stock as is now the case. Outside of a few dahlias, greenhouse grown stock is predominating, which is of exceptional quality and is still improving. There has been considerable demand for corsages and wedding bouquets. Cut flowers are disposed of without much work or trouble. Business in general is very good with all the wholesalers. Roses are the most important item on the list, the quality being exceptional, the blooms are large and solid and the stems very long. Premier and Columbia are of the best quality and are arriving in very large quantities. Milady, Mrs. Chas. Russell and Butterfly are the varieties of lesser importance but still in good call. Ward, White Killarney and Cecile Brunner are on the market in limited quantities and move slowly. A few American Beauties from the east were seen last week and they sell rapidly. Growers in this vicinity find this variety poor paying stock. Carnations are coming in in much improved quality, the blooms are increasing in size and compactness and the stems are longer. Plants at the growers appear in excellent condition and a wonderful season is anticipated. Nearly all varieties are seen on the market, whites, reds and pinks. The last of the gladioli came in during the week, before the frost. A few tuberoses are still on the market and supply a weakened demand. Some excellent dahlias arriving clean up readily. Growers in the northern part of the city sent a few good blooms in during the week as the frost did not hit them as severely as in the southern section. Asters have made their last appearance. Local growers are shipping chrysanthemums of very good quality. Both cut stock and pompoms are in full swing and pot plants are also arriving. There is a heavy call for them at present. The blooms are of excellent quality, some measuring six inches in circumference with stems three, four and even five feet long. Golden Glow is the best yellow, and Early Frost is still the best white. Orchids are in good demand and clean up daily, Cattleya labiata being the chief kind. Some cypripediums are making their appearance and are to be had in limited quantities. Lily of the valley is in fine condition. Violets are making their appearance but are of a very poor grade. Few calendulas are seen but are increasing in size; there is still room for improvement, however. A few cosmos were seen last week but they are all gone now, as the frost nipped nearly everything. Bittersweet, straw flowers, milkweed, feverfew and oak leaves are to be had in any quantity for winter decoration. Greens, Asparagus plumosa and sprengeri, and galyx are in good supply and move well. Of the pot plants, begonias still are in stock. A few hydranegas are obtainable, although the stock is not very good. Boston ferns in pots are selling cheaply.

NOTES.

G. H. Pring is spending a vacation in New York. Mr. Pring is general manager of the Missouri Botanical garden. During his visit there he attended the convention of the National Association of Gardeners. Mr. Pring was awarded the gold medal of the association for the development of the water lily, Nymphae Mrs. Edward Whitaker, at the Missouri Botanical garden.

J. J. Beneke and W. A. Rowe, Kirkwood, attended the meeting of the St. Louis District branch of the National Flower Growers' Association at Peoria, October 18. Mr. Beneke is secretary of the association and Mr. Rowe, who is a chrysanthemum and carnation grower, treasurer.

Some of the leading department stores about town, as Scruggs, Vandevoort & Barney, and the Grand Leader, have floral departments and do an immense business.

The street venders are decreasing in number owing to the cold weather. Their stock consists chiefly of carnations, roses, chrysanthemums, a few dahlias and greens.

Grimm & Gorly report a very good trade in cut flowers and also funeral designs, and recently displayed some good hydrangeas in their window.

Andrew Hoffmann, buyer for F. H. Weber, of Olive street, was married last Wednesday and spent a honeymoon of several days in Chicago.

The local delegation to the Toronto convention included F. H. Weber, V. J. Gorly and wife, F. C. Weber and wife and A. F. Beyer and wife.

F. C. Weber reports a good business especially in cut flowers. He has always some very attractive window display. J. K. M.

ALBANY, N. Y.—J. S. Horton has added another section to his range of greenhouses.

PORTLAND, ORE.—Cranford's Flowers is the name of a new flower shop recently opened for business at Tenth and Yamhill streets.

PORTLAND, ORE.—A. C. Fox & Son, recently moved their retail flower shop to 10,529 St. Clair avenue, opposite their former location.

SALINA KANS.—The city greenhouses are being partially rebuilt, due to the settling of the ground on one side of the houses, which shattered considerable glass.

KANSAS CITY, MO.—Sidney J. Hare, of Hare & Hare, landscape architects, recently started the development of a 21-acre tract near this city, for research work in the cultivation of shrubs, trees and vines. The nursery will not be operated as a commercial enterprise.

Fall Business is opening up strong for those who

Use Budlong's Flowers

Line Up with the Progressive Element of the Trade and Make Your Business Grow

RUSSELL COLUMBIA PREMIER MILADY HEARST OPHELIA

Autumn Roses

Do you want a good White Rose? If so, order our
Double White Killarney, the only good white on the Chicago market.

SUNBURST BUTTERFLY DUNULOP MONTROSE NESBIT

Use **Nesbit Roses**; they more than serve the purpose of Sweet Peas

CARNATIONS Stems a Trifle Short, but Flowers of Good Keeping Quality **in Good Supply**

CHRYSANTHEMUMS--White--Yellow--Pink

Use Our Valley for Your Wedding Work
Once Tried You Will Not Be Satisfied with Any Other

All Greens: Ferns, Adiantum, Plumosus, Sprengeri, Mexican Ivy

If you want good stock and good treatment, buy of

Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can reply upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

Kansas City, Mo.

The regular meeting of the Florists' Club was postponed on account of the absence of so many at the F. T. D. convention in Toronto, Ont., and will be held in the offices of the Stuppy Supply Co., 1020 Oak street, October 20, at 8 p. m. The principal business of the meeting will be consideration of the Society of American Florists' convention next August. W. L. Rock says Convention hall has already been secured for the trade exhibition. The programme of the evening includes a moving picture display by W. S. Dolan, of the American Greenhouse Mfg. Co., Chicago.

The local trade was well represented at the Toronto convention, including Vice-President-elect Samuel Murray, of the Society of American Florists, W. L. Rock, Arthur Newell, W. J. Barnes, Miss Ruth Barnes and S. Bryson Ayres.

Samuel Murray's Melior begonias, in charge of Wm. Sharpe, are better

Southern Wild Smilax, $7.50 per case

THE E. F. WINTERSON CO., 166 N. Wabash Avenue, Long Distance Telephone. Central 6004 Chicago, Ill.

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street L. D. Phone, Randolph 6578. CHICAGO, ILL.

The Ove Gnatt Co., Inc.

Preservers of Natural Foliages LA PORTE, IND.

Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties

than ever before and there seems to be far more of them.

Arthur Newell's store force is now the largest in the history of his business, certain evidence of prosperous conditions.

W. L. Rock is planning extensive plantations of peony and gladioli.

Milwaukee, Wis.

EXCELLENT DEMAND FOR STOCK.

When the retailers begin to rush for stock and the wholesale houses cannot fill orders, as was the case all last week, then conditions for all concerned are more satisfactory. While the continuous wet weather of late has put out of commission stock that had not been touched by frost and indoor crops not plentiful, it was not easy sailing for the buyer but rather advantageous for the grower and seller. Short roses in all colors were scarce and quickly disposed of. Carnations, good, bad and indifferent, have cleaned up early each day; a good many more chrysanthemums could have been easily disposed of, while the supply of greens was about equal to the demand. During such times as these, lilies both short and long stemmed are good property.

MESSMER FLORISTS, INC.

The formal opening of Messmer Florists, Inc., successors to Anderton & Seaman, in the Wells building, was held October 11. Robert F. Messmer is a native of this city, who of late was with Mazy, Society Florist, Minneapolis, Minn., while Mrs. M. Seaman of the old firm was with Currie Bros. Co. for a good many years. Philip Kirner is the third party of the new concern. They have our best wishes for a successful future.

WISCONSIN STATE FLORISTS' ASS'N.

The board of directors of the Wisconsin State Florists' Association held a meeting October 4 and decided to hold the annual meeting in this city November 3-4, and an exhibition of novelties in connection. Any out-of-town grower or outside of Wisconsin who has anything new is asked to take advantage of this occasion. President R. Haentze has appointed the following committee to take full charge of all arrangements: H. Leidiger, A. McDonald, G. Pohl, L. Pollworth and E. Oestreicher. Henry Welke, 752 Third street, is the secretary.

GREEN SHEET MOSS

Fadeless, per bag, $3.50
Natural, " " 1.75

KNUD NIELSEN
Evergreen, Ala.

Golden Yellow Sweet Peas

McClenahan's Yellow Flower Dye
Send for sufficient to make one quart.
Price $1.00, prepaid.
McCLENAHAN'S GREENHOUSES
40th and Phillips Sts., Oklahoma City, Okla.

NOTES.

Last week James Currie, superintendent of the Forest Home cemetery, was elected president of the county park commission and C. B. Whitnall secretary. We are fortunate indeed to get two such practical and experienced members of our craft to serve the public in this capacity. They are the right men in the right place.

The A. F. Kellner Co. have the order for decorating the main hall of the local Auditorium for the annual food and husehold show to be held October 25-31. This firm reports their decorating department doing just as well if not better than in 1920.

E. Haasch & Son, 1444 25th street, are fortunate in having a good sized lot of short stemmed white chrysanthemums from which they began to cut heavily last week.

Adam Zender, of Chicago, who is taking the mud baths at Waukesha, runs into town occasionally to help pass the time away.

Gust Pohl's daily carnation cut, even though not very long stemmed, has good flowers and comes in handy these days.

E. O.

Prepared Magnolia

Bronze, Violet, Green, Red.

Prepared Oak Sprays
Prepared Beech Sprays
Dyed Green Sheet Moss
Fancy and Dagger Ferns
Southern Wild Smilax

Write or wire

The Decorative Greens Co
KINSTON, ALA.

H. C. Willis Duncan Jackson

Mention the American Florist when writing

ARE YOU USING
Cut Evergreens
FOR FUNERAL WORK?

They are more satisfactory—they cost you less—it is fashionable to use them. Then why not get in line and order them from us? Place an order for shipment each 1st and 15th.

THUJA OCCIDENTALIS TSUGA CANADENSE

With or without fruit are the sellers. Order a sample shipment today.

BOTANICAL NURSERY CO.
WILD FLOWERS
1103 Court St., LAPEER, MICH.

H. Bayersdorfer & Co.

The Wholesale Supply House of America . . .

EVERYTHING THE BEST IN FLORISTS' SUPPLIES

1127 Arch St., Philadelphia, Pa.

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

A. T. Pyfer & Co.

WHOLESALE FLORISTS
164 N. Wabash Avenue
CHICAGO, ILL.
Long Distance Telephone, Central 3373.

WEILAND-RISCH CO.

FLOWER GROWERS
TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

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CUT FLOWERS
Supplies
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Telephone Central 6284
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E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located
WHOLESALE
CUT FLOWER HOUSE
IN CHICAGO
169-75 N. Wabash Ave., CHICAGO
L. D. Phones: CENTRAL 1977 1978

Mention the American Florist when writing

Oklahoma City, Okla.

COOL WEATHER STIMULATES TRADE.

Cool weather has stimulated the demand for flowers and purchases are heavy. Chrysanthemums are arriving in large quantities and clean up quickly, bringing $4 to $15 a dozen. Pompoms are moving slowly at $1 a bunch. Roses are holding their own and move freely at $3 to $10 per dozen. Carnations are short, with a very good call. Lily of the valley is moving freely. Party, wedding and funeral work has been excellent.

NOTES.

Furrow & Co. experienced an exceptional week, receiving more orders than it was possible to fill, on account of delayed shipments. Homer Blocker, formerly with the Stiles Co., is now connected with the above firm. The concern's Guthrie establishment is cutting carnations and with cool nights expects to be in good crop soon.

A new shipment of pottery was recently received by the Foster Floral Co. Business has been so brisk at this establishment that Mr. Foster was required to put his own car into delivery service.

The Batten Floral & Seed Co. is kept busy with bulbs and other supplies. Funeral trade is also good here.

The Stiles Co. have a heavy call for corsages and funeral designs.

PAUL RICHMOND.

Wisconsin State Florists' Association.

The Wisconsin State Florists' Association will convene at Milwaukee November 3-4 for a business meeting and flower show. The outstanding feature of the occasion will be the show which will be staged at Convention hall, Milwaukee Athletic Club. The exhibition will be non-competitive, and a general invitation is extended to growers to display anything exceptional in plants or cut flowers. Consignments should be addressed to H. R. Welke, 752 Third street, Milwaukee, Wis., secretary.

The business meeting will be promptly called at 1:30 o'clock Thursday afternoon, November 3. An elaborate banquet will be the feature of the evening. Friday will be devoted to sightseeing and the inspection of the larger growing establishments. Particular attention will be given to the entertainment of visiting ladies.

Wholesale Flower Markets

Chicago
CURRENT PRICE LIST

		Dozen
Roses, Beauty	$ 4.00 to	$ 8.00
	Per 100	
" Mrs. Chas. Russell	6.00 to	30.00
" Butterfly	6.00 to	30.00
" Columbia	6.00 to	30.00
" Dunlop	6.00 to	30.00
" Premier	6.00 to	30.00
" Hoosier Beauty	6.00 to	25.00
" Killarney Brilliant	6.00 to	20.00
" White Killarney	6.00 to	20.00
" Mrs. Geo. Shawyer	6.00 to	20.00
" Milady	6.00 to	30.00
" Mrs. Aaron Ward	6.00 to	20.00
" Sunburst	6.00 to	30.00
" Ophelia	6.00 to	20.00
" Dble. W. Killarney	6.00 to	20.00
" Cecile Brunner		4.00
" Our Selection		6.00
Calendulas	2.00 to	4.00
Daisies	2.00 to	3.00
Chrysanthemums, per doz	2.00 to	5.00
Pompoms, per bunch		.75
Cattleyas, per doz	18.00 to	24.00
Valley	8.00 to	10.00
Carnations	3.00 to	6.00
Lilies, per 100	20.00 to	25.00
Adiantum	2.00 to	3.00
Ferns per 1,000		3.00
Galax per 1,000		2.00
Leucothoe		1.00
Sprengeri, Plumosus Sprays	35c to 60c per bunch	
Mexican Ivy		1.00
Boxwood, 35c per lb., case		9.00
Southern Wild Smilax, per case		7.50

ZECH & MANN

WHOLESALE FLORISTS
30 E. Randolph St., CHICAGO
Telephone Central 3284

Mention the American Florist when writing

THE
CHRYSANTHEMUM MANUAL
By Elmer D. Smith

FOURTH EDITION
Price 60 Cents. Cash with Order
American Florist Co.
440 S. Dearborn St., Chicago

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave., and Lake St.
CHICAGO, ILL.
Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORISTS

Extra fancy Ophelia, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Ave. CHICAGO

Mention the American Florist when writing

NEW IMPORTATION
MINIATURE VELVET PANSIES
$3.60 per gross.
MINIATURE RED POPPIES..... $1.80 per gross
CLOTH CARNATIONS
White, Ward, Dark, Red Pink.... $25.00 per 1000
SAM SELIGMAN
116 West 28th Street, NEW YORK

Mention the American Florist when writing

We Specialize in the Following Items:

Beauties
Cattleyas
Cypripedium

If you have any inquiries or a demand for such stock, it should be worth your while to know that we can supply you.

These flowers can be shipped most any reasonable distance.

When in the market, call on us.

The Leo Niessen Co.
1201 Race Street
PHILADELPHIA, - PA.
Branches: Baltimore, Washington.

EDWARD REID
CHOICE ROSES, All Grades.
CARNATIONS, EASTER LILIES and All Seasonable Flowers.
This is the exclusive shop, only one block from Express Depots.
1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

PHILADELPHIA, Oct. 19.	Per 100
Roses, Beauty, special	30.00@ 60.00
" " fancy	15.00@ 25.00
" Ophelia	3.00@ 12.00
" Columbia	4.00@ 15.00
" Mrs. Charles Russell	8.00@ 25.00
" Killarney	2.00@ 6.00
" Hadley	10.00@ 25.00
" Sunburst	4.00@ 16.00
" Wards	3.00@ 6.00
" Premier	6.00@ 15.00
Adiantum	1.00@ 1.50
Asparagus, bunches	.50
Asparagus, strings	.75@ 1.00
Asters	1.00@ 3.00
Calendulas	1.50@ 3.00
Carnations	2.00@ 6.00
Cattleyas	.75@ 1.00
Dahlias	2.00@ 8.00
Easter Lilies	20.00@ 25.00
Lily of the Valley	6.00@ 10.00
Smilax	.35
Snapdragons, per doz	.75@ 1.50
Larkspur, per dozen	.50@ 1.50
Gladioli	3.00@ 6.00

BOSTON, Oct. 19.	Per 100
Roses, American Beauty	$8.00@100.00
" Russell	6.00@ 16.00
" Dunlop	4.00@ 12.00
" Pilgrim	6.00@ 16.00
" Crusader	6.00@ 16.00
" White Killarney	6.00@ 16.00
" Ward	4.00@ 12.00
" Maryland	4.00@ 12.00
" Hoosier Beauty	4.00@ 10.00
" Columbia	6.00@ 12.00
" Hadley	6.00@ 16.00
" Premier	6.00@ 16.00
" Ophelia	6.00@ 16.00
" Butterfly	6.00@ 16.00
" Cecile Brunner	2.00@ 3.00
Adiantum	1.50@ 2.00
Asparagus bchs., per bch	.50@ 1.00
Asparagus Strings, dozen	12.00
B. Buttons	1.00
Cosmos	1.00@ 2.00
Coreopsis	1.00@ 1.50
Cattleyas, per doz	9.00@ 12.00
Delphinium	1.50
Lily of the Valley	12.00
Smilax, per doz	6.00
Gladioli	6.00
Swansonia, per bch	.50@ .75
Chrysanthemums	2.50@ 4.00
Carnations	4.00@ 6.00
Violets	1.00
Pompons	.50@ .75
Bouvardia	1.50@ 2.00
Calendulas, per bunch	.50

BUFFALO, Oct. 19.	Per 100
Roses, White Killarney	$3.00@$10.00
" Dbl. Wht. Killarney	5.00@ 12.00
" Richmond	3.00@ 10.00
" Maryland	3.00@ 10.00
" Sunburst	4.00@ 12.00
" Columbia	5.00@ 20.00
" Ophelia	4.00@ 16.00
" Russell	6.00@ 20.00
" Premier	6.00@ 20.00
" Cecile Brunner	3.00@ 4.00
Asters	1.00@ 3.00
Calendulas	1.00@ 2.00
Carnations	3.00@ 5.00
Delphiniums	4.00@ 5.00
Easter Lilies	20.00@ 25.00
Mignonette	2.00@ 3.00
Rubrum Lilies	6.00@ 10.00
Snapdragons	3.00@ 5.00
Sweet Peas	1.00@ 2.00
Gladioli	4.00@ 6.00
Chrysanthemum Golden Glow	20.00@ 35.00
Chrysanthemums, White	15.00@ 36.00
" Pink	15.00@ 35.00

Philadelphia Growers' Cut Flower Market

A NEW OUTLET FOR CUT FLOWERS

The above named corporation announce the opening of a Growers' Cut Flower Market at

No. 7 South Mole St.,

in the heart of the wholesale district, where in their well arranged building they are fully equipped for up-to-date handling of Plants and Cut Flowers.

Consignments Solicited

WILLIAM C. LYNCH, Manager
Philadelphia Growers' Cut Flower Market
No. 7 South Mole St.,
PHILADELPHIA, PA.

Wholesale Florists' Supplies
THE HOUSE OF MERIT
Staple Baskets and Seasonable Novelties in Quantity
JOS. G. NEIDINGER CO
1309-1311 N. 2nd St., Phila., Pa.

Berger Bros.
The Choice of the Market in
EASTER LILIES,
ROSES and All Popular Flowers.
Exceptional Service.
1609 Sansom St., PHILADELPHIA, PA.

Philadelphia.

BUSINESS HELPED BY SOCIAL AFFAIRS.

Reports of the past week's business are quite favorable, the stores having had a run of weddings and considerable demand for the debutante teas that call for the higher grades of stock, and well planned decorations. Cool weather had shortened the rose stock, but several days of Indian summer-like atmosphere renewed the supply, which fortunately found a favorable market, and the week wound up satisfactorily to all. The newer crops of roses show excellent flowers that grade high for the season. Premier and Columbia are especially fine, as is Buttercup. American Beauties are edging up, and the best bring 75 cents each in dozen lots. Lower grades in all the other sorts are in demand at good prices. Carnations are increasing in numbers and length of stem. They are of good quality and ready for a boost as soon as the dahlias step out, which all but the field men hope will be soon. The market is still well supplied with dahlias, which, however, are shortening up, as there have been several light frosts, which, while they did not do much damage, held production in check. There still remain plenty for all demands, with pirces holding up fairly well. There is a perceptible increase in the chrysanthemums, several new varieties coming in, finding a market at good prices. Unaka, Early Frost, Tint of Gold, Pollworth and Sun Glow, a beautiful large yellow, which has midseason quality, are the additions. The flood is expected to start next week, when the market will be tested to the limit in handling the increase. Cosmos, both single and double, is a quantity stock and is a staple in all the smaller shops. There are still a few asters, but nothing that shows quality. Indoor calendulas are seen in larger quantities. There are a few callas, while Easter lilies are selling well at top prices. Cattleyas in good supply are about equal to the demand. Fine lily of the valley sells up close. Good judges say that this flower will be one of the choice ones of the season.

NOTES.

Edward Reid, who had just returned from a two weeks' tour of the southern states, reports the business to be in a very satisfactory condition. Quite a lot of new greenhouses are going up, Louis Ratcliffe at Charlotte, N. C., erecting one 300 feet long. Florists at Lynchburg, Va., were also building, and he found considerable additions elsewhere. Business was good now, as the season had opened well with nearly all, and the prospects ahead were promising. Mr. Reid believes that the growing of azaleas could be done with great success in North Carolina. On a private estate in Williamstown, N. C., he saw 270,000 azaleas from cuttings up to old established plants, all showing great vigor.

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers and Greens

C. C. POLLWORTH CO.
CUT FLOWERS
PLANTS, BULBS
FLORISTS' SUPPLIES
MILWAUKEE, - WIS.

Write For Our
Price List On Cut Flowers
H. G. BERNING
1402-4 Pine St., St. Louis, Mo.

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WHOLESALE FLORISTS
Jobbers in Florists' Supplies
Headquarters of the Cudahy Roses
Phone Main 1245. P. O. Box 506
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MILWAUKEE, WIS.

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS
Growers of Quality Flowers
116-118 Seventh Street,
PITTSBURGH, - PA.

These are outside all winter without protection, blooming profusely in the spring of the year. He feels sure that any good grower could work up a stock in a few years that would meet with a splendid demand from all producers of Easter stock.

Raymond L. Mayhew is altering his residence at 3640 North Broad street into a first-class flower shop, where it is proposed to establish a high-grade retail business. Mr. Mayhew and Frank E. Miller, late manager for Henry Small & Sons, Washington, D. C., are the proprietors, with Mr. Miller in charge of the store. This location, at Broad street and Erie avenue, is the business center of a wealthy section of the city, from which the shop under such good management will no doubt soon establish a fine clientele. They expect to open the middle of November.

Mark P. Mills has in his three weeks' campaign for the national publicity fund worked like a trojan, waking up the sleepyheads everywhere all along the line. He has not only renewed interest in this publicity, but he also tells each on his list how much interest he could take, and his collections of over $5,000 so far show that his estimates were correct. Just a few more like Mark and the fund would go over the top with a rush.

H. Weiss & Sons, Hatboro, Pa., are sending splendid blooms of the new Sunglow chrysanthemum, a superb flower, much the best of the early yellows. This is handled by the Leo Niessen Co. American Beauty, high-grade Mrs. Charles Russell, Premier and Columbia roses are also features here.

High-grade Premier and Columbia roses were seen on the tables of the Philadelphia Growers' Cut Flower Market recently. Carnations and lily of the valley were also features. Manager Lynch reports good business and additions to the list of growers.

Stephen Green, in charge of the H. Bayersdorfer Co.'s display at the F. D. M. meeting at Toronto, reports a splen- business. The pillow basket of Charles Henry Fox, which is manufactured by this firm, took very well.

Dahlias are still a feature of the Berger Bros. stock. Carnations, chrysanthemums and roses are also leading items.

Addison McCarrick, for several years with Pennock Bros., is now with Charles Henry Fox. K.

Wholesale Flower Markets

PITTSBURGH, OCT. 19.		Per 100
Roses, Beauty, spl., per doz.	7.50	60.00
" " fcy., per doz.	6.00	45.00
" " ex., per doz.	5.00	35.00
" " No. 1, per doz.	2.00	15.00
" American Legion ..	6.00@	25.00
" Killarney	5.00@	15.00
" Maryland	5.00@	15.00
" Sunburst	5.00@	15.00
" Mrs. Aaron Ward..	5.00@	15.00
" Russell	6.00@	30.00
" Columbia	6.00@	25.00
" Ophelia	6.00@	20.00
" Hilda	5.00@	15.00
" Premier	6.00@	30.00
" Madam Butterfly ...	6.00@	20.00
Carnations	3.00@	6.00
Pompons, per bch.....	.50@	1.00
Calendulas	2.00@	4.00
Chrysanthemums, per doz.	2.00@	5.00
Dahlias	6.00@	8.00
Lilies		25.00
Valley		8.00
Ferns, per 1,000		3.00
Galax, per 1,000		2.00
Plumosus, per bunch.....		.50
Sprengeri, per bunch.....		.50
Smilax, per doz. strings....		3.00
Tritoma, per doz.....		1.50

CINCINNATI, OCT. 19.		Per 100
Roses, Premier	$6.00@	$18.00
" Russell	6.00@	18.00
" Columbia	6.00@	18.00
" Butterfly	6.00@	18.00
" White Killarney ...	6.00@	18.00
" Pink Killarney	6.00@	18.00
" Sunburst	6.00@	18.00
" Mrs. Aaron Ward..	6.00@	18.00
" Ophelia	6.00@	18.00
" Baby Doll	3.00@	4.00
Asters	1.00@	4.00
Chrysanhemums, per doz..	2.00@	4.00
Cosmos, per dozen bchs...	1.50@	2.00
Easter Lilies	20.00@	25.00
Ferns, per 1,000.....		3.00
Galax, per 1,000		1.50
Plumosus (south) per bch..		.25
Smilax, per string	.15@	.25
Rubrum	4.00@	8.00
Leucothoe		5.00

THE McCALLUM CO.
Manufacturers—Importers
FLORISTS' SUPPLIES
Headquarters: PITTSBURGH, PA.

Mention the American Florist when writing

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

Mention the American Florist when writing

ST. LOUIS, OCT. 19.		Per 100
Roses, Premier	4.00@	20.00
" White Killarney ...	2.00@	8.00
" Columbia	3.00@	15.00
" Ophelia	4.00@	15.00
" Russell	4.00@	25.00
" Ward	3.00@	6.00
" Sunburst	4.00@	15.00
Asters	3.00@	6.00
Carnations	3.00@	6.00
Dahlias, per 1,000.....	2.00@	6.00
Fancy Dahlias, per doz....	1.20@	4.00
Delphinium	.50@	.75
Gladioli		6.00
Leucothoe		.75
Valley		8.00
Galax, green, per 1,000....		1.50
" bronze, per 1,000.		1.75
Ferns, per 1,000.....		2.50
Chrysanthemums, White and Yellow, per doz....	3.00@	7.50

MILWAUKEE, OCT. 19.		Per 100
Roses, Kill'n'y, W. Kill'n'y	6.00@	15.00
" Premier	8.00@	25.00
" Ophelia	6.00@	18.00
" Columbia	8.00@	25.00
" Ward	6.00@	12.00
" Hoosier Beauty ...	8.00@	20.00
" Butterfly	6.00@	20.00
Carnations	5.00@	6.00
Gypsophila, per bunch.....	.25@	.35
Larkspur, per bunch.....	.35@	.50
Fancy Ferns, per 1000....		3.00
Asparagus, per bunch.....	.50@	.75
Lilies, per doz.....		3.00
Chrysanthemums, per doz.	3.00@	6.00
Eupatorium, bch.	.50@	.75
Strawflowers, bch.	.25@	.35

New York.

BUSINESS IS IRREGULAR.

There has been spasmodic improvements in the market since our last notes were written, that means that some day's business was good; others poor. The Saturday trade, always poor in summer, is now reviving. There is also a better movement on the first days of the week. While the weather has been cool enough to considerably reduce the arrivals of roses is has not yet put the outdoor stock out of business, the most noteworthy arrivals being the dahlias. Chrysanthemums are now in heavy supply, but their movement in sales is not particularly active. Sun Glow, White Frost, Poehlmann, Yellow Frost, Oconto, Tiger, Chieftain, Tints of Gold, Marigold, Chrysolora, Early Frost and Golden Glow are all arriving. In roses, Columbia continues in the lead, if both quantity and quality are considered. Ophelia has improved with the advance of the season. There is some good Butterfly coming in, but customers do not seem to have much choice between them and Ophelia. Premier is doing well, but few of them have reached the special grade. Fine blooms of Dunlop are seen, but its weak stems give grounds for complaint and it may be expected to improve in that respect later in the season. If there was any great demand for good red roses it would be hard to satisfy, as Hadley and Crusader are both unsatisfactory at this season. Hoosier Beauty seems to be almost out of the running. One noteworthy feature of the market which denotes that the higher priced retail stores are not doing a heavy business, is the surplus in cattleyas and lily of the valley. There came near to being a glut of both in the past week. Carnations are always slow in the chrysanthemum season and this autumn is no exception, but there is, for the season, some fine stock on the market that sells well. While some violets arrive they can scarcely be quoted as factors. The foregoing may not seem to be a particularly promising digest of conditions, but when the general stagnation in almost all other lines of business is considered, we conclude that the florist business is holding up well. There are some features of the trade that it is well to keep in mind. It has been said before, but will bear repetition, that the people are not compelled to buy flowers as they are food and clothing. At a time of general depression in business such as we are now passing through, the public has the final decision, is particularly sensitive over high prices on what it does not have to buy. All branches of the trade will be wise if they keep this fact in mind; and as to advertising: The most successful advertisers in all lines of business have been men who were candid with their customers.

October 17.—There was a decided falling off in supply of outdoor stock this morning and its finish seems to be at hand. There is a firmer tone in good roses.

ROSE GROWERS' ASSOCIATION.

The Rose Growers' Co-operative Association of New York has been organized with the object of promoting the interests of rose growers who ship to this market. Other features may be taken up later. The following officers were elected: Lincoln Pierson, Madison, N. J., president; Eugene Dailledouze, vice-president, and Frank H. Traendly, treasurer.

NOTES.

Doyle & Booth, 112 West 28th street, have been receiving from James Didato, Bound Brook, N. J., stock of the Chrysanthemum Chieftain one month ahead of its usual time. He is also sending them good Oconto, Chrysolora and other kinds.

To the Retail Trade:

Let us ship you some and convince you, **Mr. Retailer,** that they are the **best money can buy.**

CARNATIONS

Of the Finest Keeping Quality, 20 to 24 inch stems, are arriving at my store from the range of **W. D. Howard,** a veteran grower. They comprise **Cottage Maid, Laddie, Mrs. C. W. Ward, Pink Delight, Matchless, Eureka, Bernice, Benora, White Delight,** in any quantity; **Maine Sunshine** and **Rosalia** only in limited quantities.

Shipping orders promptly taken care of.

Siebrecht's Lily of the Valley always on hand.

HERMAN WEISS

121 W. 28th St., WHOLESALE FLORIST. Telephone: Watkins 0634-9408, **New York City**

Telephone Chelsea 5713

For prompt and satisfactory results ship to

Sullivan, Dolan & Co.

WHOLESALE FLORISTS

112 West 28th St. NEW YORK

All Seasonable Flowers

Gold Letters and Scripts

Best and cheapest on the market.

Write for samples and prices.

J. LICHTENBERGER

1560 Avenue A, NEW YORK CITY

Francis D. Gallatin, park commissioner, who was operated on in St. Luke's hospital on October 11, for inflamation of the gall bladder, was reported as resting well at latest account from the hospital.

H. Long, with others from this city, attended the Toronto, Ont., convention of the Florists' Telegraph Delivery Association. He says that the Canadians are fine entertainers.

Miss M. B. Green, head bookkeeper for Malandre Bros., has the sympathy of many friends in the loss of her mother, who died recently at the family home, Brookfield, Conn.

Regardless of business depression, there is much marrying and giving in marriage. David Charles' Sons reported two good wedding decorations October 15.

Sam Gilbert, traveling wholesale florist, in addition to a large stock of cattleyas, chrysanthemums and minor offerings, is receiving good sweet peas.

The Greek-American Florists' Association has subscribed $500 to the advertising campaign of the Allied Florists' Trade Association of this city.

G. W. Butterworth, of Framingham, Mass., arrived here on October 14, from Toronto, having made the trip by automobile.

Visitor: Ove Gnatt, of the Ove Gnatt Co., La Porte, Ind. A. F. F.

Mention the American Florist when writing

W. L. DOYLE A. E. BOOTH

Doyle & Booth

Wholesale Florists

Consignments Solicited

Telephone: Watkins 10255

112 West 28th St., NEW YORK

J. J. COAN, Inc.

WHOLESALE FLORIST

Everything in Cut Flowers

Phones 5413 & 5891 Watkins

31 and 43 W. 18th St., **New York**

PAUL MECONI
WHOLESALE FLORIST
55-57 WEST 26TH STREET
Telephones: 3864 and 3158 Watkins
NEW YORK CITY

1921—ESTABLISHED 1887
J. K. ALLEN Commission dealer in Cut Flowers at the entrance of the Great Wholesale Flower Market, 43 West 18th Street.
Solicits ROSES, CARNATIONS, VALLEY, ORCHIDS.
Best facilities for handling. Highest Prices. Quick Returns.
Prompt Payments. Telephones: Watkins 0167-3058.
43 West 18th St. J. K. ALLEN N. Y. City

William Mackie
Wholesale Florist
31 and 43 W. 18th St., NEW YORK
Carnations and Sweet Peas of Fine Quality.
Telephone: 759 Watkins
Mention the American Florist when writing

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley, Lilies, Etc.
31 and 43 W. 18th St., NEW YORK
Telephones: Watkins 300 and 301
Mention the American Florist when writing

M. C. FORD
WHOLESALE FLORIST
31 and 43 W. 18th St., NEW YORK
Telephones: 3870-3871 Watkins
A complete assortment of the best in the market can always be relied upon.
Mention the American Florist when writing

William P. Ford
WHOLESALE FLORIST
107 W. 28th St., NEW YORK
Telephone 5335 Watkins
Mention the American Florist when writing

Geo. C. Siebrecht
Wholesale Florist
109 W. 28th St., NEW YORK
Tel. 608 and 609 Watkins
CONSIGNMENTS SOLICITED
Mention the American Florist when writing

Telephone: Chelsea 6925
I. Goldstein
Wholesale Florist
31 and 43 W. 18th St., New York
Prompt and careful attention to your interests. Consignments Solicited.
Mention the American Florist when writing

Joseph A. Millang
Wholesale Florist
55-57 W. 26th St., New York
Telephone: 2046 Watkins
Mention the American Florist when writing

Wholesale Flower Markets

NEW YORK, OCT. 19. Per 100

Roses, Beauty	$5.00 @	$50.00
" American Legion	3.00 @	10.00
" Crusader	5.00 @	15.00
" Golden Ophelia	3.00 @	12.00
" Columbia	3.00 @	15.00
" Pilgrim	2.00 @	8.00
" Hadley	5.00 @	15.00
" Dunlop	2.00 @	10.00
" Dble. Wht. Killarney	2.00 @	10.00
" White Killarney	1.00 @	5.00
" Aaron Ward	2.00 @	6.00
" Ophelia	2.00 @	10.00
" Scott Key	6.00 @	35.00
" Sunburst	2.00 @	6.00
" Mdm. Butterfly	2.00 @	12.00
Adiantum Croweanum and Hybrid	1.00 @	1.50
Asp. Plumosus sprays	1.00 @	2.00
Asp. Plumosus, per bch	.25 @	.50
Bouvardia, per bunch		.50
Carnations	1.00 @	4.00
Cattleyas	25.00 @	75.00
Chrysanthemums, per doz.	1.50 @	6.00
Gardenias, per doz	.35 @	3.00
L. Rubrum	6.00 @	8.00
Leucothoe, per 1000	5.00 @	7.00
Lilies white	20.00 @	25.00
Lily of the Valley	1.00 @	6.00
Smilax, doz. strings	1.25 @	2.00
Galax, green and bronze, per 1000	1.50 @	2.00
Ferns, per 1000	2.00 @	2.50
Violets		.50
Sweet Peas	2.00 @	3.00

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, NEW YORK
Between 26th and 27th Sts.
Telephones: 798 and 799 Watkins
Orchids, Roses, Carnations, and all the other best products of the leading growers.
Consignments Solicited.
Mention the American Florist when writing

HERMAN WEISS
121 W. 28th St., NEW YORK
'Mums, Snapdragons, Roses, Carnations, Bouvardias, Pompons and Orchids.
As Well As All Other Flowers in Season.
Member
New York Wholesale Florists' Protective Ass.o
Mention the American Florist when writing

Telephones 4422 4423 Watkins D. J. Pappa President
United Cut Flower Co., Inc.
WHOLESALERS
111 W. 28th St., NEW YORK

PHONE {2335 2336} WATKINS
WM. KESSLER
Wholesale Florist
113 W. 28TH STREET
Bet. 6th & 7th Aves. NEW YORK
Mention the American Florist when writing

Telephone Watkins 9254
Edward Brenner
Wholesale Florist
31 and 43 W. 18th St., NEW YORK
Everything in Cut Flowers
Consignments Solicited.

N. Y. Cut Flower Exchange
Coogan Bldg., 6th Av. and W. 26th, N. Y.
Desirable wall space to rent for advertising.
Open for Cut Flower Sales at 6 o'clock every morning.
V. S. DORVAL Secretary

The Kervan Co.
Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
119 West 28th St., NEW YORK

GEO. B. HART
Wholesale Florist
24-30 Stone Street
ROCHESTER, NEW YORK

Traveling Wholesale Florist
INC.
31 and 43 W. 18th St., NEW YORK
Telephone 976 Chelsea
SPECIALTIES — Cut Orchids, Asparagus Plumosus Sprays and Mistletoe and Berries. Our Orchids are grown by Carillo & Co., of Mamaroneck, N. Y.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

CHICAGO — The Homes of Flowers — CHICAGO

Alpha Floral Company

Northwest Corner Wabash Ave. and Adams St.

Our Motto: Satisfaction, Quality and Service.

Members of the F. T. D.

Johnson & Chronis FLORISTS

Southwest Corner 47th St. and Lake Park Ave.

Mention the American Florist when writing

Send your Orders for Chicago and Suburbs to

Schiller The Florist

2221-2223 W. Madison St. CHICAGO

All orders carefully filled under the supervision of

GEORGE ASMUS, Mgr.

Wire, Write or Phone West 822

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Albany, N. Y.

EYRES

FLOWERS OR DESIGN WORK

Delivered in Albany and vicinity on telegraphic order.

106 STATE STREET

Mention the American Florist when writing

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Cincinnati.

JULIUS BAER

—FLOWERS—

Mail and Telegraph orders carefully filled.

138-140 Fourth St., East

Mention the American Florist when writing

CHARLES L. SCHMIDT

23 No. Second St., Harrisburg, Pa.

Night and day service in all Central Pennsylvania.

Mention the American Florist when writing

TACOMA, WASH.

California Florists

will take care of all telegraph orders.

ORDERS IN OR AROUND

PHILADELPHIA

J. J. HABERMEHL'S SONS

Flowers and Service — THE BELLEVUE-STRATFORD BROAD AT WALNUT STS.

Conservatories, Diamond St. at 22nd.

BOHANNON FLORAL CO.

75 East Monroe Street, CHICAGO — Member of F. T. D.

Staten Island, N. Y. F. T. D.

ALEX. S. GEORGE

(Not Incorporated)

National Florist

FLORAL ARTIST

423-425 Richmond Terrace

(V. M. C.)

Buffalo, N. Y.

S. A. ANDERSON

440 Main Street

Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport, Niagara Falls and Western New York.

Members of Florists' Telegraph Delivery.

CHICAGO

Mangel

The Palmer House Florist

17 E. MONROE ST.

CLEVELAND, O. AND VICINITY.

BRAMLEY & SON

1811 E. 71st St.

The Largest Growers of Flowers in the City

TERRE HAUTE, IND.

THINK OF **HEINL'S**

HARTFORD, CONN.

George G. McClunie

Established 1897.

Fresh Flowers

165 Main Street

Right in the Hospital District.

Member of F. T. D. Association.

PHILADELPHIA, PA.

Chas. H. Grakelow

Broad St., at Cumberland

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Boston, Mass.

Houghton Gorney Flower Shop

UNDER THE PARK STREET CHURCH

Centrally located. Each order receives my personal attention. Best facilities for shipping

Mention the American Florist when writing

LITTLEFIELD, Florist

WORCESTER, MASS.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

CHICAGO.

Wittbold FLORIST

745 Buckingham Place
L. D. Phone, Graceland 1112
Send us your retail orders.
We have the Best Facilities in the City
No. branch stores. Established 1857.
Members of Florists' Telegraph Delivery.

ROCHESTER, N. Y.

J. B. KELLER SONS,
FLORISTS
25 Clinton Avenue N
Rochester ph. 506. Long Dist. Bell ph. 2189
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

LOS ANGELES, CALIF.

Wolfskill Bros. and Morris Goldenson
Cut Flower Merchants
We solicit telegraph orders. Regular trade discount.
229 WEST THIRD STREET

Mention the American Florist when writing

NEW YORK.

A. ECKRICH
(Successor to Charles E. Grunewald)
FLORIST
924 Madison Ave., bet. 73rd & 74th Sts.
Phone: 9864 Rhinelander. Orders from Other Cities Promptly Filled

Mention the American Florist when writing

SALT LAKE CITY.

Miller Floral Co.
10 EAST BROADWAY
250,000 Square Feet of Modern Glass
First-class stock and service. Usual discount.
We reach the whole of Utah and to Central part of Nevada and Idaho
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Randolph & McClements
Floral Experts
5936 Penn Ave., Pittsburgh, Pa.

Mention the American Florist when writing

CHICAGO.

A. Lange
77-79 E. Madison Street

Mention the American Florist when writing

CINCINNATI
HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO.
Good Stock and Good Service.

Mention the American Florist when writing

FROM NEW YORK EXCEPT AS NOTED.

October 24.

FROM BOSTON, Mercian, I. M. M. Lines (Liverpool).

October 25.

Panhandle State, United States Lines (Plymouth-Cherbourg-Bremen).

FROM NEW ORLEANS, Brahcholm, Swedish-American Line (Gothenburg).

October 26.

Mongolia, I. M. M. Lines (Hamburg).

FROM BALTIMORE, Thistlemore, Furness Lines (Liverpool).

October 28.

FROM MONTREAL, Tamaqua, Furness Lines (Hull).

FROM NEWPORT NEWS, Beukelsdyk, Holland-America Line (Rotterdam).

October 29.

Noordam, Holland-America Line (Rotterdam).

La Lorraine, French Line (Havre).

Cedric, I. M. M. Lines (Liverpool).

Arabic, I. M. M. Lines (Naples).

Valacia, Cunard-Anchor Line (London).

Saxonia, Cunard-Anchor Line (Hamburg).

Assyria, Cunard-Anchor Line (Glasgow).

Italia, Cunard-Anchor Line (Gibraltar-Fiume).

Giuseppe Verdi, Transatlantica Italiana (Naples).

FROM PHILADELPHIA, River Orontes, Cunard-Anchor Line (Greece-Egypt).

ENGLAND

You can "Say It With Flowers" to anyone in the British Isles through Bees' Flower Service.
(Members F. T. D.)

Ye Busy Bees

Steamers arriving at or leaving any port can be served at a few hours' notice.
(Members F. T. D.)

Bees Ltd
Bold Street
LIVERPOOL

Mention the American Florist when writing

CHICAGO
75 E. Adams St.

HENRY Wittbold and Son
FLORISTS DECORATORS
EVANSTON, ILL. 3025 Central St.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

OMAHA, NEB.

Hess & Swoboda
FLORISTS
1415 Farnum St. PHONES: 1501 and L1582
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

BROOKLYN, N. Y.

JOSEPH TREPEL
BROOKLYN'S LARGEST FLORIST
Eleven Stores
Main Store— Lewis Ave Cor. Hancock St.
Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Chicago

Congress Flower Shop
CONGRESS HOTEL
520 South Michigan Ave.

Mention the American Florist when writing

Kansas City, Mo.

Samuel Murray
1017 Grand Avenue
Member Florists' Telegraph Delivery

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

DARDS

341 Madison Ave.
Opp. Hotel Biltmore
New York

Fifty Years
Exacting
Fulfillment.

KANSAS CITY, MISSOURI.

ROCK'S FLOWERS

Members of Florists' Telegraph Delivery

KANSAS CITY, MO.

The Apollo Flower Shop

4 East 11th Street

We Carry the Largest Stock of Cut Flowers in the City. We Please the People.

Home Ph.: Main 3652 Bell Ph.: Main 1034

Pittsburgh, Pa.

MRS. E. A. WILLIAMS

621 Penn Ave.

Members of Florists' Telegraph Delivery.

Milwaukee, Wis.

FOX'S

Incorporated

437-39-41 Milwaukee Street

Members of Florists' Telegraph Delivery

Lang Floral & Nursery Co.

1214 Main Street, Dallas, Texas.

Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

Members of Florists' Telegraph Delivery.

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Penn, the Florist.
Boston, Mass.—Houghton Gorney Fl. Shop.
Bronx, New York—Fordham Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Bohannon Flower Shop.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Congress Flower Shop.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Schiller, The Florist, W. Madison.
Chicago—G. Wittbold Co., Buckingham Pl.
Chicago—Henry Wittbold & Son.
Chicago—Mangel, 17 E. Monroe St.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The Park Floral Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—Central Floral Co., B'way.
Detroit, Mich.—John Breitmeyer's Sons.
El Paso, Tex.—Potter Floral Co.
Evanston, Ill.—Henry Wittbold & Son.
Galesburg, Ill.—Pillsbury's Flower Stores.
Grand Rapids, Mich.—Grand Rapids Fl. Co
Grand Rapids, Mich.—Henry Smith Floral Co., Inc.
Hartford, Conn.—Welch's Flower Shop.
Hartford, Conn.—Geo. G. McClunie
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—Apollo Flower Shop, The
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
Knoxville, Tenn.—Baum's Home of Flowers
La Crosse, Wis.—Salzer Floral Gardens.
Lincoln, Neb.—Frey & Frey.
Liverpool, Eng.—Bee's, Ltd.
Los Angeles—Wolfskill Bros. & M. Goldenson
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Memphis, Tenn.—Memphis Floral Co.
Miami, Fla.—The Exotic Gardens.
Milwaukee, Wis.—Fox's, Incorporated.
Montreal, Que., Can.—Dominion Floral Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—The Rosary Floral Co.
Newark, N. J.—Phillips Bros.
New Britain, Conn.—Welch's Flower Shop.
New Orleans, La.—Matairie Ridge Nur. Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New Rochelle, N. Y.—New York Floral Co
New York—A. Eckrich, 924 Madison Ave.
New York—Alexander, Florist.
New York—A. T. Bunyard, Madison Ave.
New York—Broadway Florist.
New York—N. Christatos.
New York—Chatmas Florists, 2726 8th Ave.
New York—Dard's, 44th and Madison Ave
New York—David Clarke's Sons.
New York—Henry Hart, Inc.
New York—Hession.
New York—Irene Hayes.
New York—Kottmiller.
New York—Malandre Bros.
New York—Matthew A. Battista.
New York—A. Meyer, 1062 Madison Ave.
New York—Olympia Florist.
New York—G. E. M. Stumpp.
Oklahoma City, Okla.—Furrow & Co.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Salt Lake City, Utah—Evans Floral Co.
Salt Lake City, Utah—Miller Floral Co.
Staten Island, N. Y.—Alex S. George.
San Francisco—Podesta & Baldocchi.
Savannah, Ga.—John Wolf.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosaia Bros.
Sheboygan, Wis.—J. E. Matthewson.
St. Louis, Mo.—F. H Weber.
St. Louis, Mo.—Grimm & Gorly.

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

Mention the American Florist when writing

SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

SAVANNAH, GA.

John Wolf

The Largest Grower of Cut Flowers in the South

Mention the American Florist when writing

NEW ORLEANS, LA.

CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

KNOXVILLE, TENN.

Baum's Home of Flowers

Personal attention given to orders For Knoxville and East Tennessee.

Member F. T. D.

FOR ST. LOUIS

WIRE

Grimm & Gorly

St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heinl & Sons.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackistone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Wichita, Kan.—W. H. Culp & Co.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

BUNYARD, NEW YORK, 413 Madison Ave.

Bellevue Avenue, NEWPORT, R. Summer Season.

Mention the American Florist when writing

Hession

Madison Ave. and 76 St.
NEW YORK

Quality Flowers

BEST IN THE MARKET
AT REASONABLE PRICES

Plant Specialists Phones: Rhinelander 107—420—775

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Bronx, New York City
Fordham Florist

421 East Fordham Road
Telephone: Fordham 3975

Mention the American Florist when writing

NEW YORK. Telephone Audubon 6618 Established 1908

Olympia Florist

(PETER LAMBOS & CO.)
3799 Broadway, S. W. Cor. 158th St.
FRESH CUT FLOWERS DAILY
Orders from Other Cities filled with promptness

Mention the American Florist when writing

New York's Favorite Flower Shop

G. E. M. Stumpp

Fifth Avenue at 58th Street
Member F. T. D. Ass'n.

Mention the American Florist when writing

NEW YORK

Chatmas Florists

CHATMAS BROS.
2726 Eighth Avenue
Bet. 144th and 145th Sts.
Telephone Audubon 6044.
Orders from Other Cities Promptly Filled

Mention the American Florist when writing

GRAND RAPIDS, MICH.

GRAND RAPIDS FLORAL CO

ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

BRANCHES: RITZ-CARLTON and VANDERBILT HOTELS

KOTTMILLER

426 Madison Ave., NEW YORK

Mention the American Florist when writing

NEW YORK.

Malandre Brothers

2077 Broadway, near 72nd St.
'Phone, Columbus 6883

The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

PITTSBURGH, PA.

A. W. Smith Co.

KEENAN BLDG.
Largest Floral Establishment in America
Established 1874 Incorporated 1909

Mention the American Florist when writing

NEW YORK.

BROADWAY FLORIST

2094 Broadway, S. E. Cor., 72d St.
Phone Columbus 5468
Branch: 840 Westchester Ave., Bronx.
Phone: Intervale 4990.

Mention the American Florist when writing

WICHITA, Kansas Shipments for Kansas and Oklahoma.

W. H. CULP & COMPANY

Quality Flowers
Personal Service
Members F. T. D.

Mention the American Florist when writing

El Paso, Texas

Potter Floral Co.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Kansas City, Mo.

W. J. Barnes FLORIST, K.C.Mo.

Kansas and Western Missouri.
Up-to-date Service.
F. T. D. Est. 1890

Mention the American Florist when writing

Albany, N. Y.

Danker FLORIST

The Best Service

Mention the American Florist when writing

NEW YORK Established 1849

David Clarke's Sons

2139-2141 Broadway, Cor. 75th St.
Orders by Telegraph Promptly Filled
Phones 1552-1553 Columbus

Mention the American Florist when writing

MEMPHIS, TENN.

Memphis Floral Company

MAIN AND UNION
WIRE US

Mention the American Florist when writing

Oklahoma City

OKLAHOMA

FURROW & CO.

205 W. Main St.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

FREY & FREY

1338 O Street, LINCOLN, NEB.
Wholesale and Retail
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

J. W. RODGERS

Elks' Building
South Jefferson Street
Dayton, O.

Telegraph orders for Dayton will receive our immediate and careful attention.

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

DETROIT'S
Leading Florists

JOHN BREITMEYER'S SONS

1314 Broadway

PHILIP BREITMEYER, - President

Mention the American Florist when writing

Boston, Mass.

Penn The Florist

"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.

124 TREMONT STREET

Mention the American Florist when writing

Worcester's Shop of Quality and Service

Randall's Flower Shop
22 Pearl St.,
WORCESTER, MASS.
Member F. T. D.

Mention the American Florist when writing

BROOKLYN, N. Y.

JAMES WEIR, Inc.
FLORIST
324 Fulton St., cor. Pierrepont

Telegraph orders receive our usual good care and prompt attention. Phones 270-271 Main.

Mention the American Florist when writing

MICHIGAN. Orders will be carefully cared for by

Henry Smith Floral Co., Inc.
Wholesale and Retail Florists of Grand Rapids.

Mention the American Florist when writing

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co.
FLORISTS
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

Mention the American Florist when writing

Send Telegraph, Telephone or Mail Orders for florist's service in this vicinity to

The Dominion Floral Co.
484 St. Catherines St. West,
Montreal, Que., Canada
Every order receives prompt and careful attention.

Mention the American Florist when writing

WASHINGTON, D. C.

BLACKISTONE, Inc.
14th and H Streets, N. W.
Exceptional Service

Mention the American Florist when writing

A. M. Meyer
Telephones: Lenox 2352, Lenox 7019
1062 Madison Ave., Near 80th St.
NEW YORK
Orders from other cities promptly filled.

Mention the American Florist when writing

TORONTO, CAN.
Canada's Best Known and Most Reliable Florist

Only the Best **Dunlop's**
8 and 10 West Adelaide Street
We deliver anywhere in Canada and guarantee safe arrival.

Mention the American Florist when writing

Orders in or around **Washington, D.C.**
Geo. C. Shaffer
FLORIST
900 Fourteenth Street

Mention the American Florist when writing

LA CROSSE, WIS.

Send your orders for flowers for delivery in this city and vicinity to

John A. Salzer Seed Co.
Quality and Service Assured

Mention the American Florist when writing

Nashville, Chattanooga and Atlanta — THREE STORES

MEMBER Florists' Telegraph Delivery

Joy's

Mention the American Florist when writing

New York

Matthew A. Battista FLORIST
44 Carmine Street
Phone 1274 Spring
Out of Town and Steamer Orders Promptly Filled

Mention the American Florist when writing

San Francisco
Podesta & Baldocchi
224-226 Grant Avenue
Mail or telegraphic orders promptly and most carefully executed.
Members of Florists' Telegraph Delivery

Mention the American Florist when writing

WASHINGTON, D. C.

Louise Flower Shop
Connecticut Ave., at N. St., N. W.
Miss Louise W. Dangherty, Proprietress
Phones—Franklin 3579, 3841, 3842
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Cincinnati, O.
HARDESTY & CO.
150 East Fourth Street
THE BEST THAT GROWS. EXPERTS TO ARRANGE THEM.

Mention the American Florist when writing

New York's
SHOP OF QUALITY
Irene Hayes, Inc.
F. T. D.
799 Park Avenue
Telephone Rhinelander 0202 and 0203

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

HARTFORD, CONN.

WELCH'S Flower Shop

Also Store at New Britain, Conn.

Established 1885.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Colorado Springs, Col

Wholesale and Retail

Pikes Peak Floral Co.

Orders Carefully Executed

Members of Florists' Telegraph Delivery.

DENVER, COLO.

The Park Floral Co.

B. E. GILLIS, President.
E. P. NEIMAN, Secretary.

GALESBURG, ILL. AND CENTRAL ILLINOIS

Pillsbury's Flower Stores

Your orders will receive careful attention.

Members of Florists' Telegraph Delivery.

KANSAS CITY, MO.

A. Newell FLORIST

Established over 30 years.

Southwest corner of 11th and McGee Sts.

WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery.

LOUISVILLE, KY.

AUGUST R. BAUMER

MASONIC TEMPLE

Member of Florists' Telegraph Delivery.

ST. LOUIS, MO.

F. H. WEBER

N. E. Cor. Taylor and Olive Sts.

Flowers delivered in City and State on Short Notice.

Member of Florists' Telegraph Delivery.

CHICAGO OPPOSITE FIELD'S — **DETROIT**

Central Floral Co. 132 N. State, CHICAGO; 1331 Broadway, DETROIT

Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

ROANOKE, VA.

FALLON, Florist.

Mention the American Florist when writing

Seattle-Rosaia Bros. Finest floral studio in Northwest. Member F.T.D.

Mention the American Florist when writing

EDWARD SCEERY

Passaic, N. J. F. T. D. Paterson, N. J.

Mention the American Florist when writing

Washington, D. C.

GEO. H. COOKE

FLORIST

Connecticut Avenue and L Street

Mention the American Florist when writing

FOR WISCONSIN DELIVERY

—OF—

"Home Grown Flowers"

Get in touch with

MATTHEWSON'S, SHEBOYGAN, WISCONSIN.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

NEWARK, N. J.

Philips Bros.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE.

Mention the American Florist when writing

IN THE HEART OF **Newark, N. J.**

The Rosery Floral Co.

167 Market St., at Broad St.

EVERYTHING IN FLOWERS

Prompt Deliveries to any town or city within 150 miles of Newark. Telephone Market 494

Mention the American Florist when writing

BROOKLYN, N. Y.

HUGO H. JAHN

—FLORIST—

710 Nostrand Ave., cor. Prospect Place

Phone: 1952 Lafayette.

Flowers Delivered Anywhere. Personal Attention.

Mention the American Florist when writing

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES **Memphis, Tenn.**

89 South Main St.

"Up-to-the-Minute" Service and Execution.

Every Flower in Season.

New York. Telephone Lenox 3822

HENRY HART, Inc.

FLORIST

1000 Madison Avenue

In the Heart of most exclusive residential section.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

The Seed Trade

American Seed Trade Association.

L. L. Olds, Madison, Wis., President; Alex. Forbes, Newark, N. J., First Vice-President; Louis B. Reuter, New Orleans, La., Second Vice-President; C. E. Kendel 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, 73 Tremont Street, Boston, Mass., Counsel.

The fortieth annual meeting will be held June, 1922.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass, Counsel.

The next annual meeting will be held June, 1922.

HARICOT beans are being sent from France to famine-stricken Russia.

ALFALFA seed is a large crop in Utah, quality better than last year.

MANCHURIA produces 80 per cent of the soya beans grown in the world.

MILLET seed production is under that of last year, prices starting low.

PEA BEANS are being sold at five cents per pound by a chain store controlling 5,000 establishments.

CALIFORNIA flower seed growers report business good and say there will be little if any surplus this year.

GROWERS are reported holding red clover seed for higher prices. The bulk of white clover seed is already sold.

THE Emerson-Brantigan Co. has reduced prices on farm machinery 10 to 20 per cent, the second cut this year.

VISITED CHICAGO: A. J. Brown, Grand Rapids, Mich.; J. Chas. McCullough, Cincinnati, O.; John T. Buckbee, Rockford, Ill.

ONION SETS in the Chicago district show no material change since last week, colors remaining at about $1.50 and whites $1.75, fall delivery.

THE International Potato Show will be held at Duluth, Minn., October 25-28. Exhibits are expected from all parts of the north, west, east and south.

PRICE of bags at Chicago, October 19: Anchor, 16 oz., $31.50 per bale, in bale lots or over; Royal River, 16 oz., $32.00; National, 16 oz., $30.00; Crown, 12 oz., $24.50.

BOARD OF TRADE.—Prices for grass seed on the Chicago Board of Trade, October 19, were as follows: Timothy, $4 to $5.25 per 100 pounds; Red Clover, $11 to $18.

J. A. BROWN of the Brown Bulb Ranch, Capitola, Calif., and wife were in Chicago this week enroute to New York, whence they expect to sail for Europe next month.

ALBERT DICKINSON, Chicago, who returned from the east recently and is now at the Edgewater Beach hotel, will celebrate the eightieth anniversary of his birthday October 28.

F. O. LICHT, European sugar exporter, estimates the coming European beet sugar crop at 3,895,000 tons against last year's out-turn of 3,695,000 tons, according to advices received by Willet & Gray.

ROGERS BROTHERS SEED CO'S TRIAL GROUNDS, AT IDAHO FALLS, IDAHO.
This Company Specializes in Quality Peas for Canners.

MRS. J. C. VAUGHAN, Chicago, returned from the east October 18. Mr. Vaughan is still in New York.

VISITED NEW YORK: W. Atlee Burpee, Philadelphia, Pa.; Burnet Landreth, Bristol, Pa., and A. E. Reynolds, Crawfordsville, Ind.

THE novelty list of Haage & Schmidt, Erfurt, Germany, includes Lathyrus Tingitanus roseus, the Tangiers pea (not a sweet pea); also a begonia, cyclamen, godetia and the rare white rocket, Hesperis nivea.

THE large commercial potato growers on the irrigated tracts in the Rocky Mountain region are becoming more dependent each year on seed stocks raised in the non-irrigated sections, according to the Idaho crop reporting service.

JOHN BODGER, of the John Bodger & Sons Co., Los Angeles, Calif., who has just completed a tour of the continental seed growing districts, is now in London, Eng., where he expects to remain until Christmas and will then return to France.

LOS ANGELES, CALIF.—S. M. Shirakawa, owner of the Shirakawa seed store and an establishment at Brawley, Calif., filed a petition in bankruptcy in the United States court October 6; assets, $16,539.31 and liabilities, $19,363.36.

Wholesale Growers
SELECT STOCKS
Beet
Carrot
Lettuce
Onion
Parsley
Parsnip
Radish
Sweet Peas
PIETERS-WHEELER SEED CO.
GILROY, CALIFORNIA
Mention the American Florist when writing

Thorburn Liquidation.

The referee in bankruptcy of J. M. Thorburn & Co., New York, opened the sealed bid for the above as a going concern October 18. Only one bid for the entire business was received and that from Carter's Tested Seeds, the amount offered being $23,000, which was accepted by the referee. Taking into consideration the amounts collected on the accounts since the petition was filed, about $5,000, together with goods actually sold for cash, $1,700, Carter's bid is a net amount of $16,300 for which the firm gets stock appraised at $18,000, together with accounts receivable, value $10,000.

The only other bid was that of Peter Henderson & Co. for a portion of the stock.

The referee estimates general creditors will receive 33 per cent.

Pea Pack Statistics Inaccurate.

Statistics on the 1921 pack of peas, issued early this month by the National Canners' Association, are misleading and inaccurate, according to

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.
Mention the American Florist when writing

Braslan Seed Growers Company, Inc.
Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY AND MIXED SWEET PEAS.
SAN JOSE, CALIFORNIA

Garden Seed Beans

Growing Lima and pole varieties is my specialty.

My growing contract offer for fall delivery will be mailed upon request.

Henry Berrien Fish
Carpinteria, Calif.

Mention the American Florist when writing

L. D. WALLER SEED CO.

Growers of Choice Sweet Pea, Nasturtium and Flower Seeds.

GUADALUPE, CALIFORNIA

Mention the American Florist when writing

Frank T. Stare, president of the Growers' Supply Co., of Wausau, Wis.

"The National Canners' Association are fast workers," writes Mr. Stare. "The last peas were packed in Wisconsin, August 27, and on September 2 a full printed statistical report of the year's operations was on your desk. Statistics, to be of any value, must be accurate and timely. Every well-posted man connected with the pea-canning industry knows that the National Canners' Association figures on the 1920 pea pack were at least 1,000,000 cases too high. This grotesque blunder cost the canners and jobbers hundreds of thousands of dollars.

"It is my personal opinion that the figures for 1921 have again overshot the market around three-quarters of a million cases. I know that they have Wisconsin 300,000 too high. Private advices from one of the best informed men in Utah would indicate that they have them pegged 150,000 cases too many."

Seed Cleaning Machines Dutiable.

In a recent appeal to the United States board of general appraisers, Washington, D. C., machines used by large dealers in seeds solely for cleaning seed and removing therefrom all extraneous matter, including weed seeds, were claimed free of duty as agricultural implements, under the tariff act of 1913, paragraph 391. The board decided that as the machines in question are not used by farmers in agricultural operations, they were held not classifiable as agricultural implements.

Another important case was one of an oat-crushing machine, which it was claimed was entitled to free entry as an agricultural implement. The machine is employed to crush oats for cattle feed and apparently connected with the equipment of a country mill where oats and similar crops are sent to be ground into feed as a commercial proposition. To hold milling machinery free of entry as agricultural implements simply because the work performed thereby produces a commodity used by farmers would make the millers co-beneficiaries with the farmers, which was not the evident intention of congress. The protest was overruled.

JEROME B. RICE SEED CO.

WHOLESALE SEED GROWERS

America's Largest Producers of Seed Peas

Also a Complete Line of

VEGETABLE SEEDS

Growing Stations Throughout America. Office: Cambridge, New York

Waldo Rohnert

GILROY, CAL.
WHOLESALE SEED GROWER

Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish

Correspondence Solicited.

JAMES VICK'S SONS

Growers of

Flower and Vegetable Seeds

Get the benefit of our 72 years' experience
All Seasonable Varieties.
Our stocks are very complete.

ROCHESTER, N. Y., The Flower City

Before Placing Orders for

SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

BURPEE'S SEEDS GROW

Wholesale Price List for Florists and Market Gardeners.

W. Atlee Burpee Co.
Seed Growers Philadelphia

LANDRETH

Seeds Which Succeed

Bloomsdale Farm BRISTOL, PA.

LAWN SEED MIXTURES

FIELD SEEDS

Atlantic Grass Seed Co.

WHOLESALE

46 W. Broadway, NEW YORK CITY

Catalogues Received.

T. W. Kelsey Nursery Co., New York, nursery stock; The D. Hill Nursery Co., Dundee, Ill., florists' evergreens.

Haage & Schmidt, Erfurt, Germany, novelties.

SEEDS

Flower, Vegetable and Farm
Send your inquiries to

The W. W. BARNARD CO.
231-235 W. Madison St., Chicago

Mention the American Florist when writing

EDGAR F. HURFF

SWEDESBORO, N. J.

Grower of High-Grade Seed

TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.

CORRESPONDENCE SOLICITED

TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

Mention the American Florist when writing

—THE—

J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA
ROCKY FORD, COLORADO

Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.

Mention the American Florist when writing

Dutch and French Bulbs

C. J. Speelman & Sons, Sassenheim, Holland | Lagarde & Speelman, Ollioules, Var. France

NEW YORK OFFICE
470 GREENWICH ST.

Pacific Coast Representative, Mr. W. B. Clarke, Box 543, San Jose, Calif.

Mention the American Florist when writing

An experience of half a century in producing high grade

GARDEN SEEDS

at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.

S. D. WOODRUFF & SONS
Orange, Conn., and New York City.

Mention the American Florist when writing

KELWAY'S
Pedigree Strains of
Florists' Flower Seeds
Write for Prices to
KELWAY & SON
Wholesale Seed Growers
LANGPORT, ENGLAND
300 Medals for Flowers, etc.
Hundreds of First-Class Certificates

Mention the American Florist when writing

ROUTZAHN SEED CO.
Arroyo Grande, Calif.
Sweet Pea and Nasturtium Specialists.
Wholesale Growers of full list of
FLOWER and GARDEN SEEDS

California Beans.

The bean harvest in the San Fernando valley, is now in full swing, and reports from the fields indicate that there will be a humper crop. While the acreage this year will not be as large as it was last year, the the increased production per acre will run very much higher, and in a number of instances predictions are being made that growers will get as high as 30 sacks to the acre of Henderson bush limas. An average of 20 sacks to the acre is looked for, which will produce in the valley from 150,000 to 200,000 sacks. All of last year's crop has been sold, and there is a good demand for the product of this season. A number of sales of the new crop have already been made at prices from $4.65 to $5.

It is estimated California will produce half the beans grown in the United States this year, with a total of 4,092,000 bushels.

New York Seed Trade.

J. Murray Harris, for many years with the J. M. Thorburn Co., more recently its secretary, is now with Vaughan's Seed Store.

Ernest A. Hartland, formerly of Vaughan's Seed Store, is now with the Sternfield, Godley Ad Agency, this city.

Large sizes of Paper White narcissi are very scarce here, only a few of the jobbing houses having any left.

Bram Warnaar, of Warnaar & Co., Sassenheim, Holland, arrived this week.

One New Jersey bulb forcer has 800,000 in flats.

Bluegrass Seed Bushel.

The legal weight of a bushel of Kentucky bluegrass seed is 14 pounds in nearly all states. This weight was established years ago when there were no adequate machines for removing chaff, immature Kentucky bluegrass seeds, and certain kinds of weed and other seeds. With modern cleaning machinery it has been possible to double the weight of a measured bushel of Kentucky bluegrass seed until at the present time seed weighing 19 to 24 pounds per bushel is most commonly offered on the market.

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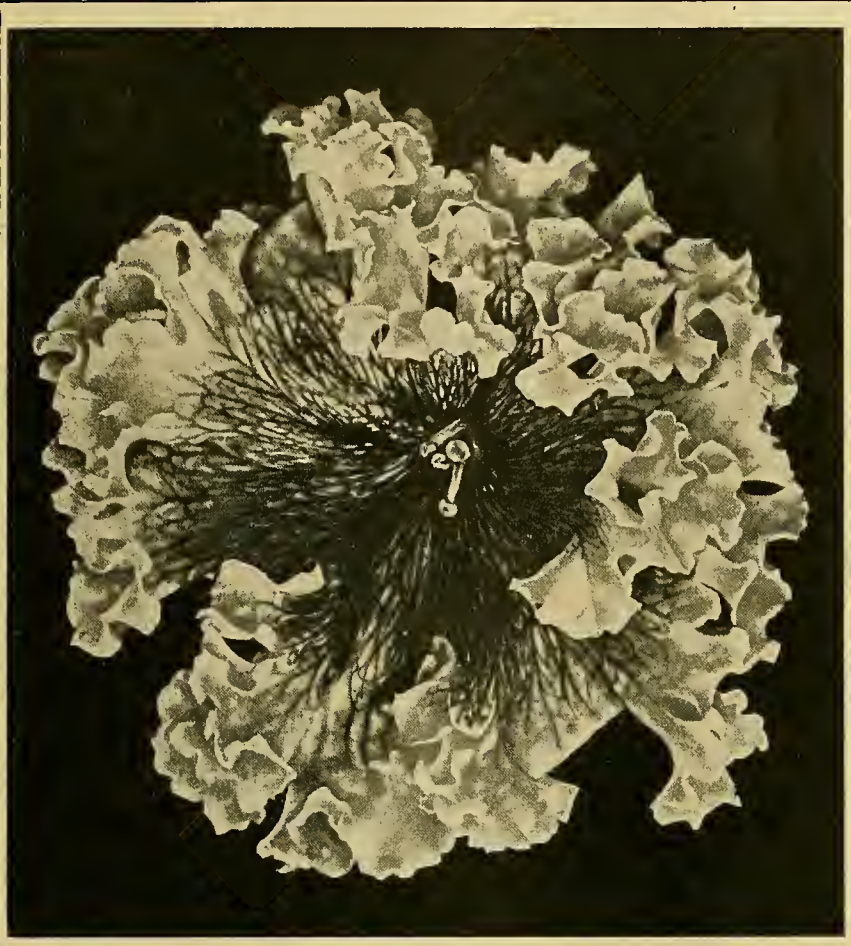

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Ruffled Monster Petunia Seed comes in the following colors:

Pink, strong veined center; Red; Variegated; White; Red, with black center; Pale Lilac Pink, large veined center; Mixed.

Flesh Pink Frilled (Pearl of Kentfield)—This and the following varieties are somewhat smaller than the above; one of the most beautiful Petunias ever put out.

Purple or Blue; White Frilled (dwarf); Apple Blossom (pink).

Any of the above varieties, 50c per package.

Diener's Pink Glory

The Greatest Novelty in Petunias for 1922. Pure flame rose-pink without a trace of purple. Flowers measure from three to four inches in diameter. Plants grow to a height of twelve to fifteen inches, and are continually covered with flowers. This is the most beautiful Petunia ever put on the market.

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Pot-Grown Enchantress,

4-inch, $6.00 per 100, packed free, in paper pots.

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First-class stock, consisting of the best named varieties, including red, salmon, pink, etc.

While Stock Lasts:

4-inch, at..... $25.00 per 100
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6-inch, elegant specimens, $1.00 each.

Cash with order. No charge for packing.

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PALMS

Well Balanced, Clean Stock.

Kentia Belmoreana, 4-inch $6.00 per doz.; 5 inch, $18.00 per doz.; 6-inch, $30.00 per doz.; 7-inch tubs, $4.00 each; 8-inch tubs, $6.00 each.

Kentia Forsteriana, made up plants, 7-inch tubs, $4.00 each; 8 inch tubs, $8.00 each.

Palms shipped without pots; 7 and 8 inch Palms shipped in tubs. No charge for packing.

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White Marsh, Md.

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Chrysanthemum Novelties My Specialty.

SELECTED FOR US BY OUR OWN MEN IN BERLIN

GERMAN LILY OF THE VALLEY

—Choicest Strains

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Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.

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M. R. Cashman, Owatonna, Minn., President; Paul C. Lindley, Pomona, N. C., Vice-President; John Watson 400 Nassau Street, Princeton, N. J., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

The forty-seventh annual convention will be held atDetroit, Mich., June, 1922.

MEMORIAL trees for present planting are in strong demand.

JOHN BOYLE, of DeKalb, Ill., was recently appointed state superintendent of Illinois parks, succeeding Frank Lohman, of Sandwich.

CHARLES S. LE SURE, landscape architect of Peoria, Ill., is writing a series of articles on "Landscape Gardening" in the Journal of that city.

BURLAP imports from Calcutta in September were heavier than expected, aggregating 85,000,000 yards. Prices are easier at $4.20 for 8-ounce 40s and $5.60 for 10½-ounce.

ARROYO, W. VA.—The H. C. Brenneman farm, containing one of the largest apple orchards in the Panhandle of West Virginia, will be divided into five 20-acre tracts and sold at auction in the near future.

RHODODENDRONS sent to England must be accompanied by a health certificate, signed by an official of the country of origin, to the effect that the plants are perfectly free from rhododendron fly and other pests, and also that they are healthy.

QUEBEC maple sugar production has trebled within the last three years, the present output amounting to 30,000,000 pounds, valued at $7,000,000. The increase is principally due to the shortage of beet and cane sugar crops and the establishment of sugar-making schools.

WOOSTER, O.—Joseph H. Gourley, formerly horticulturist at the West Virginia university and experiment station, was recently appointed horticulturist at the state agricultural experiment station here, to succeed W. J. Green, who resigned after more than 40 years' active service.

RAISIN imports have increased from 120,000 pounds in 1919 to 43,000,000 pounds during the government fiscal year ending June 30, 1921. The growers in the United States who received eight to nine cents before prohibition became effective, are this year obtaining 20 and 21 cents per pound.

JENS JENSEN will have charge of the beautifying at a cost of $250,000 of the Speedway hospital grounds, Chicago, according to Dr. H. J. Cummings, surgeon general of the United States army, following an inspection October 12, with Dr. Frank Billings, a member of the board of inspectors for the public health service.

VANCOUVER, B. C.—A company recently formed here will collect and export pharmaceutical herbs and barks. These products, all native of British Columbia, include balm of gilead buds, containing resin and obtained from cottonwood trees; pharmaceutical gum from jack pines and five or six kinds of medicinal barks, including cascara, which is in heavy demand in the world's markets.

Memorial Trees.

The Kiwanis Club of Rogers Park, a suburb of Chicago, has been given the honor by the All Chicago council of Kiwanis of planting the first of the soldier memorial trees of that organization, on the Memory road to Milwaukee, Wis. A big celebration has been arranged by the Rogers Park club, October 22, when various military and civic bodies will participate in planting the first tree. A bronze marker will be placed beside it. J. L. Zender, Birchwood Florist, will procure the finest tree available.

The American Forestry Association, with headquarters at Washington, D. C., states that the planting of memorial trees this autumn will break all records. The first planting on the association's honor role took place at South Bend, Ind., October 7, when women of St. Joseph county placed trees along the Lincoln highway. The trowel used by Mrs. Warren G. Harding in tree planting at the national capital was sent to Mrs. Joseph E. Neff, president of the South Bend organization, for use in the ceremonies.

Evergreens for Reforestation.

Several counties in New York have shown interest in reforestation. In a recent statement the forest service of the United States Department of Agriculture called attention to the fact that the maintenance of an adequate supply of coniferous timber is a forestry problem all over the world, because although the area of hardwood forests is over three times that of conifers the coniferous softwoods are used in almost twice the amount of hardwoods for construction purposes. The county agents have been systematically fostering the planting of evergreens.

In Lewis county in connection with the reforestation project 100 schoolchildren helped to plant 5,000 evergreen trees in a single day. The young plants were secured from the State Conservation Commission, Albany, N. Y. Several definite demonstrations of tree planting are under way in Otsego county, where 142,000 Norway spruce have been set out. Scotch pine was used for demonstration in St. Lawrence county, 10,000 trees being planted. In Saratoga county an area has been planted each year on the Ballston City waterworks property. These trees form a substantial addition to the 7,000 acres planted with conifers in the national forests this year by the government.

Tennessee State Horticultural Society.

NASHVILLE MEETING SEPTEMBER 22.

The seventeenth annual convention of the Tennessee State Horticultural Society was held at Nashville, September 22, with headquarters at the Hotel Hermitage. About 100 faithful and energetic orchardists assembled to participate in the proceedings. President G. W. Poague, of Cookville, and the veteran secretary-treasurer, G. M. Bentley, of Knoxville, were present and gave zest to the meeting, which was full of enthusiasm. Owing to the absence of Commissioner of Agriculture T. F. Peck, Captain Fuller gave his address on "Fruit Growing Possibilities in Tennessee," and made a very fine talk. He said he had traveled pretty extensively over the state and here and there would be noted orchards that showed neglect, while with the same soil and same class of trees, magnificent results had been attained. His conclusions were that it was all in the man, and given a certain amount of industry and intelligence an orchardist was bound to succeed. He said all localities had an off year now and then and while the season last spring had been most unfavorable to fruit growing, there were still many splendid peaches produced in the state this year.

"How Can Our Society Aid in Developing Commercial Fruit-growing in Tennessee?" was ably treated by Frank D. Garrison, horticultural expert of Stuart, Va. Prof. O. N. Watson, of the University of Tennessee, Knoxville, made a fine address on "Important Horticultural Practices." "Dusting Versus Spraying" was discussed by S. N. Varnell, of Cleveland. "Proper Selection of Trees for the Commercial Orchard," was treated by Horace Ranney, Jr., of Columbia. "The Importance of Fruit Exhibits at Fairs" was the subject of a talk by Mrs. D. E. Hedger, of Chattanooga. A. J.

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All Kinds of Decorative Plants.
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Plant Propagation, Greenhouse and Nursery Practice.
By M. G. Kains.
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Ready for immediate shipment.
TUBEROUS BEGONIAS
For December delivery.
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Still at the same stand with the same slogan. "Give every customer complete satisfaction." D. HILL.

Evergreens for Tubbing

	Feet	Each	Matched Pair
Pyramidal Arbor Vitae B&B	3	$4.00	$7.50
Pyramidal Arbor Vitae B&B	4	5.00	9.50
Red Cedar (Juniperus) B&B	3	5.00	9.50
Sheared Globes (Thuya) B&B	1½x1½	5.00	9.50

NOTE: Above prices do not include tubs.

Evergreens for Window Boxes

	Size	Inch	10	50
Juniperus Canadensis	xx	10-12	$7.50	$30.00
Juniperus Virginiana	xx	12-18	3.75	15.00
Picea Canadensis	xx	12-18	6.00	27.50
Pinus Mugho	xx	8-10	7.50	30.00

Special Offer: Fifty Window Box evergreens, assorted varieties (our selection) per case. $25.00.

Choice Evergreens for Lining Out

	Size	Inch	100	1000
Abies Ts. Canadensis	x	6- 8	$18.50	$175.00
Abies Douglassi	x	6- 8	13.00	120.00
Juniperus Canadensis	x	8-10	20.00	.....
Juniperus Canadensis	xx	10-12	50.00	.....
Juniperus Virginiana	x	6- 8	7.50	65.00
Juniperus Virginiana	xx	12-18	25.00	225.00
Picea Pungens	x	6-18	14.00	130.00
Picea Excelsa	xx	12-18	17.50	165.00
Pinus Austriaca	x	8-10	15.00	140.00
Pinus Mugho	xx	8-10	$50.00	.....
Pinus Sylvestris	xx	10-12	20.00	.....
Thuya Occidentalis	xx	10-12	12.50	115.00
Thuya Occidentalis	xx	12-18	20.00	190.00
Thuya Compacta	x	6- 8	18.50	175.00
Thuya Pyramidalis	x	6- 8	20.00	.....
Thuya, War. Siberica	x	6- 8	25.00	.....
Thuya Woodwardi	x	6- 8	50.00	.....
Thuya Biota Orientalis	x	8-10	11.00	100.00

Evergreen Understocks for Grafting Conifers

All orders for Evergreen Understocks sold on sample only. Write for samples.

	Size	Inch	100	1000
Juniperus Virginiana	x	6- 8	$6.00	$50.00
Picea Excelsa	x	8-10	7.50	65.00
Thuya Orientalis	x	6- 8	8.00	75.00
Thuya Occidentalis	x	8-10	7.00	60.00
ROSE STOCKS				
Rosa Canina, No. 1 Grade			2.75	17.50

Each X indicates one transplanting. 5 of same variety and size at 10 rate; 50 at the 100 rate; 500 at the 1000 rate. Send for Complete Catalog.

THE D. HILL NURSERY CO., Inc., Evergreen Specialists, Largest Growers in America, **Box 404, Dundee, Ill.**

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Gladiolus and Petunias

Catalog on Request

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KENILWORTH GIANT PANSY SEED

Kenilworth Mixture. 1000 seeds, 35c; ⅛ oz., 90c; ¼ oz., $1.65; 1 oz., $6.00.

All colors, separate or mixed, 1000 seeds, 30c; any 4 pkts., $1.00; ¼ oz., $1.30; 1 oz., $5.00.

CHAS. FROST Kenilworth N. J.

Mention the American Florist when writing

Byers, of Dickson, told the meeting "How I Controlled Bitter Rot and Scab." B. A. Craddock, of Humboldt, discussed "Sweet Potato Products." "Future of Early Apple Growing in Middle Tennessee," was the subject of Henry S. Pointer, of Spring Hill, Tenn., while J. D. Ellis, of Dayton, talked on "Commercial Varieties of Late Apples." Co-operation Between the Owner of a Home and a Commercial Orchard," was handled by T. D. Reed, of Nashville.

N. D. Peacok, the lately elected field agent of the society, told of "My Impressions Gained from Visiting the Orchards and Nurseries of the State," and that very entertainingly. The last subject was "Commercial Orcharding" by E. J. Hoddy, of Nashville. Committees were appointed on nominations, resolutions, auditing, membership and publication. At the afternoon session the following officers were elected: Robert L. Morris, Ridgetop, president; S. N. Varnell, Cleveland, vice-president, and G. M. Bentley, secretary-treasurer. M. C. D.

Seasonable Stock

Asparagus Sprengerii, 1½ in., $3.50 per 100, $30.00 per 1,000; 2½ in., $5.00 per 100, $45.00 per 1,000; heavy 4 in., $15.00 per 100; heavy 5 in., $25.00 per 100.

Bougainvillea, Glabra Sanderiana, 2½ in., $10.00 per 100; 3 in., $20.00 per 100; 5 in., $75.00 per 100 specimens; 6 in., $100.00 per 100 specimens.

Begonias, large leaved, in variety, 2½ in., $8.00 per 100.

Cineraria, Dwarf Hybrids, 2½ in., $5.00 per 100, $45.00 per 1,000.

Euonymous Argentia, grand for dishes, 3 in., $20.00 per 100, $150.00 per 1,000.

Fern Dish Ferns, best varieties, 2¼ in., $5.00 per 100, $40.00 per 1,000.

Fern, Boston, 2¼ in., $6.50 per 100, $60.00 per 1,000; 3 in., $10.00 per 100, $80.00 per 1,000; 4 in., $25.00 per 100; 5 in., $50.00 per 100.

Genista, Racemosus, well trimmed, 4 in., $20.00 per 100.

Hydrangea, good French varieties, 2½ in., $6.50 per 100, $60.00 per 1,000; 4 in., $20.00 per 100; 5 in., $30.00 per 100; heavy field grown specimens, 8 to 10 shoots, fine for specimen tubs, $7.00 per dozen, $50.00 per 100.

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Abundance of Stock

	100	1000
2¼-inch Asparagus Sprengeri	$ 5.00	$45.00
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2¼-inch Snapdragons, 6 varieties	5.00	45.00
4 -in. Ferns, 6 varieties	25.00	
Vinca Variegata, large field grown	10.00	95.00

Liberal extras. Correspondence solicited

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Wholesale Florist, Washington, New Jersey

Robert Craig Co.

HIGH CLASS PALMS

and Novelties in Decorative Plants

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We must have room and offer for one week,

2,500 2¼-in. Cyclamen, at $10.00 per 100 $90.00 per 1000.

3,000 2-in. Cyclamen, at $20 and $25 per 100

1,000 4-in. Cyclamen, at $40.00 per 100.

Ask for our prices of Easter Greeting Pelargoniums and Ferns.

GEO. A. KUHL, Wholesale Grower PEKIN, ILL.

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Chrysanthemum Specialists

Catalogue Free.

Market Gardeners

Vegetable Growers' Association of America.

Louis F. Miller, Toledo, O., President; H. A. Dooley, Cleveland, O., Vice-President; S. W. Severance, Louisville Ky., Secretary; H. J. Cheney, Grand Rapids, Mich., Treasurer. The next annual meeting will be held at Albany, N. Y., November 1-5, 1921.

MAINE potato crop gained 8,127,000 bushels in September, with an estimated yield of 32,766,000 bushels.

THE International Potato Show will be held at Duluth, Minn., October 25-28. Exhibits are expected from all parts of the north, west, east and south.

GRAND PRAIRIE, ALTA.—At the annual vegetable show held in this city recently cabbages four feet six inches in circumference, and potatoes of huge size were on display.

BUSHNELL, FLA. — Approximately 3,000 acres of irrigated cucumbers will be planted in Sumter county this year in addition to heavy plantings of tomatoes, beans, strawberries, watermelons, etc.

INCLUDED in the cargo of the S. S. Mongolia were 500 barrels of horseradish from Germany. Owing to the law which forbids the importation of foreign soil, it was necessary to cleanse the roots carefully on the pier before they could be moved, inasmuch as a great deal of their original soil still adhered to them.

CHINESE gardeners in the neighborhood of Winfield, L. I., are meeting with considerable success in operating truck farms. The colony, which is run on a co-operative basis, specializes in raising vegetables grown from imported seed suitable for Chinese restaurants, although other crops are produced. Many of the growers have installed complete irrigation systems.

Prices of Indoor Fruits and Vegetables.

Chicago, October 18.—Cucumbers, bushel basket, $2 to $2.50; leaf lettuce, per box, 7 to 10 cents; radishes, $1 to $1.50 per 100 bunches.

New York, October 14.—Cucumbers, $1 to $5 per basket; mushrooms, per three-pound basket, 75 cents to $1.60; radishes, 100 bunches, $1 to $2.50.

Cucumbers and Tomatoes.

Among the uninitiated there exists no more erroneous conclusion than the one that cucumbers and tomatoes are very profitable out-of-season crops. They see the high prices paid for these products, and straight-way believe that there is good profit in their cultivation. We are quite certain of this, as any number of small inexperienced growers have asked us about possible profits out of houses entirely unfit for either of these crops. The plain truth about these two crops is that as an out-of-season proposition they require the best of modern greenhouses and the most skillful growers. Having had experience on both sides of the fence, flowers and vegetables, we say that we would prefer to produce roses for Christmas rather than cucumbers. For those who may wish to try or are wondering, a few notes may be of help.

At this time of the year when the days are shortening, all nature is preparing for a rest; hence if we want to keep our plants growing we must deceive them in regard to seasons. To produce June conditions in November is not easy but that is exactly what we must do in order to succeed. One cold night is sufficient to stunt our crop. We must keep up the temperature requirements, either by sun heat or fire heat. Moisture conditions are also hard to control owing to possible long continued rainy spells. It is better to have conditions a little dry than too wet. At this time of the year, the air is loaded with disease germs from out-side dying vegetation, hence blight and diseases in general are hard to control.

It is generally conceded that constant spraying of the young plants is a big help, trying to keep them immune until the crop is assured. In many sections, white fly is rampant out-doors and will surely find its way into the houses. White cyanide fumigation is all right for the younger plants, so much so that we would rather not use cyanide after blossoms appear. If it must be used, we would experiment with very mild doses and very short exposures, aiming to find the minimum strength to control the pests.

MARKETMAN.

Vegetable Movement.

WEEK OF OCTOBER 10-15.

Potato movement reached its highest point of the season, shipments totaling 11,114 cars. Growers in the Rocky Mountain section are selling round whites at $1.15 to $1.40 per 100 pounds, a falling off of 15 to 25 cents. At New York, Maine Irish cobblers have been sold to jobbers at $1.75 to $2, an increase of 15 to 25 cents. Maine, New York and the Rocky Mountain section are the heaviest shipping centers.

Northwestern Jonathan apples, from Washington, sold at $2.25 to $3.25 per box at consuming centers, a decline of about 25 cents. Baldwin apples are holding their own at New York state shipping points, bringing $6 to $6.50 per barrel. Producers in eastern sections are obtaining as high prices as northwestern growers, owing to the relative shortage of barreled stock. Movement of boxed stock from the northwest has doubled compared with last year.

Onion shipments have fallen off considerably, Californnia now furnishing one-third of the shipments. Prices have advanced in all sections, Connecticut valley stock bringing $4.50 to $4.75 per 100 pounds, an increase of 75 cents. St. Louis and Kansas City jobbers have offered $3 to $4.25 for Minnesota red varieties, at advances of 25 cents.

New York Danish type cabbage has been in fairly good demand at eastern receiving points, selling at $40 to $50 per ton, with the same prices ruling in middlewestern markets. Colorado has shipped about 2,000 cars this year.

Sweet potatoes have declined 25 cents per barrel at New York, selling to jobbers at $3 to $4. Tennessee Nancy Hall stock has been sold in Chicago and Kansas City at $1 to $1.25 per bushel, with a steady demand. Virginia is the heaviest shipping state, supplying one-third of the movement of 945 cars.

Colorado celery has been sold in middlewestern markets at $5 to $6 per crate.

Cauliflower is now coming chiefly from New York and California, stock from the former state advancing 50 cents per crate in New York city.

New York Concord grapes in 12-quart baskets have been sold to jobbers at an advance of 25 cents, closing at $1.40 and $1.50. California supplied four-fifths of the total movement.

Washington Bartlett pears have been sold at $4 to $4.25 per box at Kansas City, with an increased demand.

PANSY PLANTS Goodell's well known strain,
Pansy Park Perfection, good, stocky, well rooted, small plants, $4.50 per 1000; larger, good as transplanted, $5.50 per 1000. Cash.
PANSY PARK FLORAL GARDENS, DWIGHT, MASS.

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By B. M. Duggar
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Cyclamen, 4 in.....40c
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⅝-in. to ¾-in.	14.00 per 1000
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20	18 in.	3.65	39.60	322.30
30	16 in.	2.60	28.60	220.00
40	14 in.	2.10	23.65	187.00

No.	Diam.	Ea.	Doz.	100
50	12 in.	$1.45	$16.50	$126 50
60	10 in.	1.00	10.90	85 25
70	8 in.	.85	8.80	67.10

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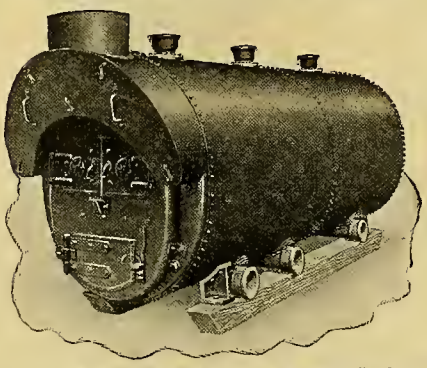

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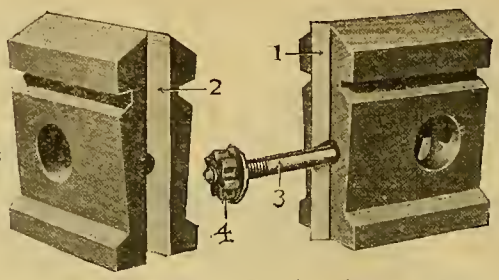

Easy-Splice V-Joints on ridge showing tongue, groove and rail bolt before placed in position.

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It is really surprising the number of greenhouse owners who accept leaky gutters as a matter of course—a nuisance, but inevitable.

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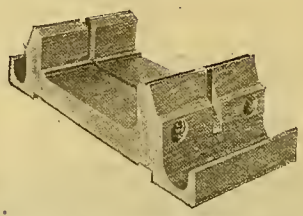

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Vol. LVII. **CHICAGO AND NEW YORK, OCTOBER 29, 1921.** **No. 1743**

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The Fifth National Flower Show will be held at Cleveland, O., March 25 to April 1, 1922.

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Window and Porch Boxes.

Demand Increasing Every Year.

The time is here when the flower boxes that have done service for the summer, with their gorgeous array of flowering and foliage plants and vines and which are now past their usefulness as objects of beauty, should be replaced with the more sombre evergreens, which while without blossoms, yet have a distinctive beauty in form and character which varies from the rugged pines and spruces to the feathery lace-like sprays of the hemlocks. Retinisporas and others of this class as well as the arbor-vitaes, the glossy leafed box, euonymus, etc., all of which in their sturdiness appear the natural successors to the tender summer plants and vines.

This branch of the business is rapidly developing into a section of great importance, its expanslon being practically unlimited. There is scarcely a hotel, store, club or dwelling, but pointed out, the life and finish given which would be the better for a decoration of this kind. To many, it might at first be thought an extravagant to properties as seen in the many examples to which direction can be called, it proves to be an admirable and profitable investment.

CLUBS, STORES AND HOTELS.

The more or less public buildings, such as stores, clubs and hotels, offer a fertile field, but in some sections, particularly that of the store it is a trade that has to be worked up. Most up-to-date retail merchants will consider any proposition that will make their store more noticeable and attractive, but it is a matter that must be presented to them, they must be shown its advantages, they must be won over and made enthusiastic, which is all the result of clever salesmanship. There is the pavement box underneath the show windows, with tall pyramid evergreens in tubs at either end, and possibly a pair or more for the curb. Then the cornice over the bulk with its full showy boxes, all of which have a distinctive feature and an advertising value in their attractiveness, that is present day and night, and worth far more than their cost.

All clubs and organizations with buildings of their own should have such ornamentation. There is a finish and life to the appearance of the house given by the lively greens that stand out in such contrast with the winter landscape, the fair exterior giving an idea of the warmth of the hospitality within. Great, however as are the advantages of such decorative effect they have first to be shown. It will be considered by the phlegmatic ones an innovation and by others an unnecessary expense. The man with enthusiasm, however, can overcome all these objections and put the idea across and when once in place it will become a permanent winter decoration. First class hotels and apartment houses realize the warmth and cheer given by the live green of the winter evergreens and in many cases go to considerable length to beautify their exterior, having well filled boxes and tubs placed at every vantage point. Those who have not yet seen the light, who have postponed the installation for various reasons, can be brought around if properly approached and shown how their dull exterior will be given a new life and beauty during the dull winter months.

The largest field is that of the home or dwelling ranging in importance from the humble house with but one window to the mansion with its many vantage points, all of which afford room for fine decorative effects. Rows and rows of houses in the large cities are seen to be without any such decorations, yet the people who live therein are well to do, who could and would

add this bit of winter cheer to their dwellings if the florists were alive to their opportunities.

Like all other merchandise, winter evergreens and their various containers have to be exploited, their beauty extolled, their different uses explained, how their bright, fresh, lively greens, add so much to the appearance of the home. People must be made to see the matter in a new light and wonder how they had ever got along without them before. Convert one, bring over another, decorate two dwellings in a row and others will follow, finally it will get to be the custom and then there will be no limit to the extent of the business. A window box propaganda presentation in circulars and newspaper publicity and backed by elaborate displays in the decorations of their own flower stores and dwellings, would have a wonderful effect in increasing the sale and use of evergreens for the winter ornamentation of the home. Each new customer would help to make it the custom so that in time no home would be thought complete without this form of winter decoration.

Many city shops who cater to the best trade avoid all orders of this character on account of the work involved. This is a great mistake, as they need be but the order taker, but they must have an enthusiastic view on the subject and be able to point out the advantages to all of their customers who are interested. Where there is room a line of boxes, tubs and vases should be displayed; if this is not possible then photos of filled and empty receptacles will answer. With measurements taken and boxes and plants selected, the matter is then turned over to the nurseryman, who calls for, fills and places the boxes to your order. There is no accommodation work about such orders, as some seem to think, it is good business which should show as fair a percentage of profit as any other branch of the store's activities.

There is great variety in boxes, those of wood, either bark, slab covered or painted, being the cheapest. Such will, when kept well painted inside, last three years. Iron, cement and terra cotta are practically indestructible. They are much heavier and should not be made in over four-foot lengths, a six-foot space being fitted with two three-foot sections. Tubs or vases are also made in all the above mentioned materials. Supports, particularly at window ledges and other elevated positions, should be of such strength as will abundantly provide for any weight placed on them. Galvanized welded irons that screw into the window ledge and with a projecting arm below that, pressing against the wall, keeping the support level, are the most efficient device. It is very necessary that all boxes when in place should be level with at least an inch space from level of soil to top of box, so as to insure room sufficient for water. Boxes when placed on a wooden surface, such as a porch floor, should always be raised on one inch blocks to allow for air beneath.

WINTER WINDOW BOX OF EVERGREENS.

ARTISTIC FINISH.

There is a style and artistic finish in the filling of boxes with evergreens that adds greatly to their appearance. Well shaped trees of the same height placed equal distances apart with a small space between, will stand as perfect specimens, each adding to the beauty of the others. The same varieties varying six to eight inches in height may be planted to make a graceful curving from the taller at the ends, to the lower center. Other varieties of a more straggly nature which can be planted close together and trimmed from high ends to low center, can be given a distinguishing feature with a small standard box tree which rising from the center to about the height of the ends gives a very pretty finish.

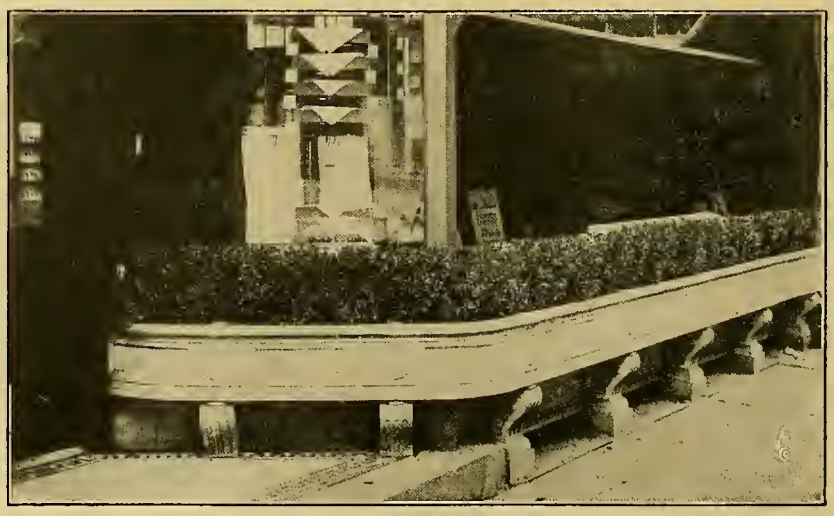
Boxwood may be trimmed almost square and when in place each alternate plant trimmed down three inches, presenting a formal appearance that will fit in certain styles of architecture. Boxes of mixed evergreens to get the gold, silver and greens in combination, will be found desirable in some locations. In certain parts of the country where the winters are severe the more tender varieties must be eliminated, and the hardy spruces, junipers, and hemlocks given the preference.

VARIETIES OF EVERGREENS.

There are many varieties of evergreens suitable for this work. At one time the call was for the glossy leaved box, which was imported, shiploads at a time, for this purpose, but no foreign plants of this kind are now available, although stocks are being worked up by nursery men here, which will in a few years, be on the market. Staple plants available are American arbor-vitae and globosa of the same type, hemlock, with its feathery deep green foliage is popular. The dwarf spruces and pines of which there are a number of varieties, are all useful. The retinisporas, golden, silver and green, with their fine cut foliage and shades of color, are choice in themselves and work in well with other varieties. The green and variegated eunonymus can be used by themselves or with evergreens. The common hardy ivy is available as a vine to fall over the front of the box, but as a rule, as soon as severe frosts appear, it takes on a bedraggled appearance that greatly mars the effect.

Boxes should, if possible, be planted a week, well watered and kept in a shady place before being placed in position. They should never be allowed to get dry, so that in severe weather the soil will freeze wet, which sustains the plants when watering is impossible.

It is a good plan to have evergreens selected and stored in reserve before the frost strikes them, in this way their summer greens are retained and the plants are at their best when placed in position.



WINTER WINDOW BOXES.

Concrete Receptacle Filled with Boxwood for Decoration of Show Window Base.

Next Week in the Flower Shop.

The season is now well under way and the shop should present the well stocked, bright, cheerful and attractive appearance that is so inviting and pleasing to customers. All the ornamental and flowering house plants that add so much to the appearance of the dwelling should be seen in good assortment and featured in such a manner as to show their best decorative effect. The jardinere and pedestal holding a suitable plant are collectively much more noticeable than when shown separately. Decorated plants of all kinds are more attractive and suggest at once their use as gifts.

Chrysanthemums are now in full supply and the most should be made of their showy flowers in decorative effects in both store and window. Vase baskets show them to much better advantage than the metal or fibre jars. A dozen blooms in a suitable basket nicely arranged with the addition of a few autumn leaves is artistic and decorative and sure to attract attention. Flowers can be sold from the basket the same as from a jar, but featured in this way have a higher value. Spray varieties and pompons can be worked off to good advantage in the small vase baskets. With a few autumn leaves the flowers can be made to go considerably farther, which with the correct color combination in the basket and a touch of ribbon at the handle, makes a special that if shown in quantity is almost sure to prove profitable.

Violets are now of fair size. They are a favorite flower with many, particularly for the corsage. Their appearance is much enhanced with proper bunching, a good edging of their leaves supported with a backing of small green galax, makes the bunches look much larger. A small bunch added to a box of cut flowers is always appreciated. Even a few loosely strewn over the other flowers gives a color effect and fragrance that is always noticed.

The debutante season is now in full swing and every effort should be made to secure as much of this business as possible. Keep up to date in the very latest baskets and other flower receptacles. Study out new color combinations and unique arrangements in clusters and bouquets. See that the ribbons and chiffons are the best of this season's colorings, in fact in every way be prepared to go your competitors one better, or at least keep well up in the race. It is sometimes not very far from the coming-out tea to the wedding, and many a good order for such a function has been secured by the favorable impression made in comparison with others at this time.

HALLOWE'EN SHOULD BE FEATURED.

The week opens with Hallowe'en, which is always a fair flower day and could be made much better if it was pushed by all the trade. There is opportunity for a showy window decoration, which can be in the conventional style with cornstalks as a background, the black pot, witches, etc. Stationers all have weirdly printed papers, the smaller designs of which can be cut out and pasted on cut flower boxes which, when filled, make Hallowe'en boxes. Corsages of yellow roses tied with black and yellow ribbons are appropriate for the costumes worn that evening.

WINTER WINDOW BOX OF EVERGREENS.

The Toronto, Ont., business meeting of the Florists' Telegraph Delivery Association was successful to a degree and further emphasizes the importance of this service to the retail florist who will join this progressive company and exploit its many advantages. It is the greatest possible creator of business for the retail florist, whether his be a one-man concern or the largest of its kind. With over 2,000 stores in all parts of the country awaiting your orders an entirely new field is open to the man who is live enough to take advantage of the opportunity to exploit this nation-wide delivery, through the medium of his own store. There is a 20 per cent profit on all transactions, in addition to which many new customers are made, who would not otherwise have known the store. Get busy and sign up today.

FERNS FOR TABLE ORNAMENTS.

How is the stock of table ferns? Now is the time to exploit these ornaments for the dining room, which will take the place of the garden flowers that are gone until spring comes again. A table of fern dishes in variety, some filled, is sure to attract attention and bring to mind the empty dish at home, and an order for its filling is secured. Care should be taken to see that these centerpieces are satisfactory, many good customers having been secured from such small beginnings.

Cut flower boxes are still expensive, particularly the larger sizes necessary for the chrysanthemum which, for the next month, will be a strong factor in the business. In place of the boxes large sheets of white or various colored papers of good quality can be used to wrap a dozen flowers in cornucopia form, a high point of paper at the back with the others brought down in front so that all the flowers are exposed. White will look well with all colors, but good contrasts may be obtained by using light blue with pinks and a darker shade of the same with whites. Tie at the bottom with a slender tasseled cord of suitable color. A few sprays of pompons or a small bunch of violets or pansies tied in with the cord make a nice finish and are sure to be noticed and admired.

Special Sales.

The live, alert and progressive retailer is ever watchful of the trend of his business and is at all times doing everything in his power to keep in touch with his customers. When as is frequently the case, the market is oversupplied with this or that flower, which can be bought in quantity much below the regular figures, his special sale machinery is brought into action and at once the business takes on an activity that keeps everybody on the move.

The necessary adjuncts for such a sale are very simple. First, a folder describing the flowers and the reason for their low price in sufficient number to cover the store's list of customers

WINTER WINDOW BOX OF EVERGREENS.

and prospects are addressed during the summer sufficient to supply a number of such sales, then sent to the printer, and with the small amount of matter to be set up is soon off the press, and ready for mailing at once. Quantities of small vase baskets that will make the best color combination with the flower are in stock, as well as the small sized cut flower box, both of which when filled are the feature of the sale. Then comes their display in a decorative way both in the window and on tables in the store. They must be shown in quantity with a good-sized special price card. Copies of the folder pasted to the glass will be read and help to emphasize the sales advantage.

LOCAL ADVERTISING EFFECTIVE.

The local press can be used to good advantage, nearly all of whom will make cuts of the baskets and filled boxes without extra charge, if the space to be occupied is considerable. The response to this newspaper publicity may not at first appear worth while, but if kept going at stated intervals, always calling attention to some special feature, it is certain in time to greatly add to the store's customers and increase its prestige.

Before the great war many of the trade made a feature of the box of flowers priced at $1, always having one or two made up and displayed in shop or window. For week end or special sales these were frequently well advertised with great success, a firm in Pittsburgh, Pa., selling as many on one occasion as 5,000 in one day. Firms who have a higher class patronage select as a special a box that retails for $5; this is advertised as being a feature with them every day in the year. George M. Stumpp, of New York, is the originator of this idea, and calls it his hobby box, often featuring it in the window with the flowers artistically arranged in a vase, the foot of which is standing in the empty box.

FEATURING QUANTITY STOCK.

Sweet peas, violets, short roses, carnations, and at time cattleyas and gardenias, are so plentiful in the market that they can be handled in quantity and sold to show a fair profit at half their usual prices. Lovers of flowers who are familiar with flower values are glad to avail themselves of such opportunities, which does not hurt or interfere with the regular trade but by bringing more people into the store, helps to a great degree, as people know the bargains are genuine and not to be had at all times. The same opportunity is at times presented with plants, both flowering and foliage. A grower is overstocked and wants to make room for another crop coming on. If a retailer will arrange a sale and prepare to handle a good quantity, the grower will make an inviting figure that will show the storeman a good profit even at his special price.

In the fall opening of his chain of four cut flower shops, Frank M. Ross, of Philadelphia, Pa., featured a fern sale this year for the first week of October, 1,500 6-inch ferns being handled by his shops and all sold at 60 cents each. This was about the wholesale price but in buying such a quantity Mr. Ross got quite a discount and in addition to the publicity that the low prices brought him he was able to make a small profit on each plant as well. All his business is done on a strictly cash basis and in the fern sale the plants were not delivered, all having to carry away their purchases.

I have known 100 hydrangeas to be sold from in front of a retail store in one day, and also in the fall the same success with pot crysanthemums. To make such sales a success they must be handled in an aggressive manner with an abundance of stock well displayed. As before mentioned every avenue of publicity must be worked over and over. It is a business move that will pay, both in profits from the sales and from the many new buyers it brings into the store. It does not cheapen the store as some fear, but on the contrary the management is praised for its enterprise. If at times when the market is glutted, retail florists would unite in a movement to move the stock by featuring it in quantity, they would benefit themselves and reduce the surplus to a minimum. Feature sales intelligently handled are a great benefit to all branches of the trade, as they bring flowers to the notice of many who are induced to buy and who otherwise would have passed them without interest or attention.

Penn's Chrysanthemum Girl.

Penn's Chrysanthemum Girl.

The accompanying picture was posed for Penn the Florist, of Boston, Mass., by Enid Markey, the popular leading lady of the Somerville Players, just after the firm had executed a telegraphic order from St. Louis, Mo., for a boquet of chrysanthemums to be delivered to Miss Markey at a recent opening performance of the cast in Boston.

The "Chrysanthemum Girl" is being used very effectively by Penn the Florist, in connection with advertisements of the firm in the Boston newspapers, featuring their "phonortel" system of delivery. This word recently coined by them means the telephoning or telegraphing of orders, the former, if within a few hundred miles, and the latter for greater distances. Florists are cordially invited to make use of the word "phonortel," if it meets with their approval, as an expression of good will from Penn the Florist.

HUNTINGTON, W. VA.—The Twentieth Street Flower Shop recently moved to 432 Twentieth street, opposite its former location.

Dwarf Pompon Chrysanthemums.

Elmer D. Smith & Co., Adrian, Mich., displayed some very good dwarf chrysanthemums in pots, at the meeting of the Commercial Flower Growers of Chicago, October 20. While many of the plants were not in bloom the exhibit conveyed a good idea of their habit of growth and freedom of bloom. Many chrysanthemum plants put on the market are too tall to be satisfactory for many occasions and as the varieties shown were so small that they do not need staking they should prove desirable for many purposes.

Lenox Flower Show.

Lenox, Mass., society was interested in the exhibition of flowers, fruits and vegetables staged in the Town hall under the auspices of the Lenox Horticultural Society, October 20. This was the first display in Lenox since 1917, and although smaller than many exhibitions arranged before the war, it was fully up to the Lenox standard in quality. There were 25 exhibitors. As one entered the hall two group displays attracted attention. One, occupying 300 square feet of space, by Mrs. Henry White, on the right, and the other, consisting entirely of orchids owned by Arthur N. Cooley of Pittsfield, occupied all the stage, 160 square feet.

Mrs. White's exhibits were beautifully arranged. Conspicuous were varicolored crotons, with background of tall palms, ferns, asparagus and oak leaves, circular columns of pennesitum, an ornamental grass, on either side, with tritoma and chrysanthemums for a groundwork.

A. N. Cooley's orchid display has never been equaled in Lenox. There were 100 varieties, magnificent cattleyas from Hawaii, the Philippines and Equatorial Africa. The exhibit, which recently won two gold and one silver medals in Boston, is valued at $12,000. Mrs. W. Murray Crane of Dalton received first prize for the most attractively arranged fancy basket of chrysanthemums for table decoration, with Mrs. Henry White second, while Mrs. White received first prize for a handsomely decorated basket of brilliantly colored outdoor flowers, fruits, grasses and berries, with Mrs. Crane second. Mrs. White exhibited a vase of 50 roses in variety, including Columbia and White Killarney, and Mrs. Dunlap showed a vase of everlasting flowers.

Mrs. Joseph H. Choate received first prize for the six best cypripediums, while first prizes for pompons went to Mrs. White, Mrs. Robert Winthrop and Mrs. Richard C. Dixey, with Mrs. William E. Griswold second. The judges were Edwin Jenkins, of the Giraud Foster Estate; Thomas Page of the Mrs. William Hall Walker's place, and Harold Bryant of Suffield, Conn.

NEWPORT, R. I.—William Jurgens sailed from New York October 22, on the S. S. Orduna, direct to Hamburg, to be gone for several months.

BEACON, N. Y. — Benjamin Hammond, well known manufacturer of insecticides and greenhouse paint and putty, in the Beacon Herald of October 22, gives an exhaustive report of the work of the local Home Garden Brigade, and says that this work has an excellent effect, stimulating gardening in all parts of the city.

THE S. A. F.

Appointments.

President Thomas Roland has made the following appointments:

Committee on education: Fred A. Wilson, Nahant, Mass.; H. B. Dorner, Urbana, Ill.; A. H. Nehrling, Ithaca, N. Y.; Wallace R. Pierson, Cromwell, Conn.; John H. Small, III., Washington, D. C.; Leonard Barron, Garden City, L. I., and W. N. Craig, Brookline, Mass.

Committee on annual report: Chas. H. Totty, Madison, N. J.; Alex. Henderson, Chicago; Robert Pyle, West Grove, Pa., and I. S. Hendrickson, Flowerfield, L. I.

National Councillor United States Chamber of Commerce: J. C. Vaughan, Chicago.

To the committee to consider the situation in the United States as relating to the dumping of surplus stock of bulbs on the market: James McHutchison, New York.

Committee of the revision of by-laws: Thomas Roland, Nahant, Mass.; F. R. Pierson, Tarrytown, N. Y., and Geo. Asmus, Chicago.

Committee on standardization of grading of cut owers: Henry Penn, Boston; Jas. W. Heacock, Wyncote, Pa., and H. B. Kennicott, Chicago

To the committee on tariff and legislation: A. L. Miller, Jamaica, L. I.

National Publicity Campaign.

Reports so far received from those who received the subscription books put out in the interests of the campaign are most gratifying, showing that those who volunteered to push the campaign in their respective districts have been in the main faithful to their intentions. It was decided at the recent meeting of the publicity committee held in Toronto, Ont., to print an additional supply of these books, to meet the many requests now in hand for them.

In connection with this work, the efforts of Mark Mills of Philadelphia, Pa., are worthy of particular mention. Mr. Mills put his heart and soul into the project, and at the time of writing this report has turned in 67 subscriptions, which aggregate $2,360, and run for four years at a total of $9,420. Mr. Mills has not ceased effort by any means, another list of subscriptions being already in hand, record of which must be deferred for a future report. Other workers have also performed very creditable work, as will be seen by their preliminary reports in the following list, and the good work is going on. The subscriptions recorded below will begin on January 1, next:

By Mark P. Mills—Philadelphia, Pa.

	For Four Years.
S. S. Pennock Co., Philadelphia	$300.00
S. S. Pennock Co., Baltimore, Md.	100.00
S. S. Pennock Co., Washington, D. C.	100.00
Leo Niessen Co., Philadelphia	250.00
Robert Craig Co., Norwood, Pa.	100.00
Henry A. Dreer, Inc., Philadelphia	100.00
H. F. Michell Co., Philadelphia	100.00
Alfred Burton, Chestnut Hill, Pa.	100.00
George Burton, Chestnut Hill, Pa.	100.00
Alfred M. Campbell, Stratford, Pa.	100.00
Chas. H. Grakelow, Philadelphia	50.00
Wm. K. Harris, Philadelphia	50.00
Victor Groschens, Roslyn, Pa.	50.00
Stephen Mortenson, Southampton, Pa.	50.00
Aschman Bros., Philadelphia	30.00
Frank M. Ross, Philadelphia	25.00
Emil H. Geschick, Philadelphia	25.00
Henry I. Faust, Philadelphia	25.00
Jos. Beavis & Son, Philadelphia	25.00
J. J. Habermehl, Philadelphia	25.00
David Anderson, Philadelphia	25.00
Robt. Scott & Son, Sharon Hill, Pa.	25.00
James Verner, Drexel Hill, Pa.	25.00
George Aengle, Philadelphia	25.00
Karl Muller, Jr., Philadelphia	25.00
Macaw Bros., Philadelphia	25.00
Harry S. Betz Nurs. Co., Philadelphia	25.00
John H. Sykes, Allentown, Pa.	25.00
E. N. Kroninger, Allentown, Pa.	25.00
C. U. Liggit, Philadelphia	25.00
John F. Horn & Bro., Allentown, Pa.	25.00
Harry S. Betz, Philadelphia	25.00
Chas. Vorkeller, Bethlehem	15.00
M. J. Callahan, Philadelphia	15.00
George Craig, Philadelphia	15.00
Wm. B. Koehler, Philadelphia	15.00
Aug. Muller, Philadelphia	10.00
Aug. Doemling, Landsowne, Pa.	10.00
J. Hanlon & Sons, Frankford	10.00
Richard Heron, Philadelphia	10.00
The Wyatt Flower Shop, Philadelphia	10.00
Max H. Roth, Philadelphia	10.00
John Beyer, Philadelphia	10.00
John G. Ashman, Philadelphia	10.00
Rupert Kienle, Philadelphia	10.00
J. Wolff Moore, Philadelphia	10.00
Hillborn Darlington, Doylestown, Pa.	10.00
Edward Towill, Roslyn	10.00
Zieger & Son, Germantown	10.00
Golflesh & Noe, Yeadon, Pa.	10.00
Wm. Didden, Philadelphia	10.00
Wm. Munro, Drexel Hill	10.00
H. J. Miller, Philadelphia	5.00
Eugene J. Shellen, Philadelphia	5.00
Mrs. J. McCusker, Philadelphia	5.00
James McClave, Philadelphia	5.00
Otto Didden, Philadelphia	5.00
L. E. Dornheim, Philadelphia	5.00
Rose Flower Shop, Philadelphia	5.00
Frank N. Polites, Philadelphia	5.00
Chas. Bradin, Philadelphia	5.00
C. M. Ehret, Philadelphia	5.00
John G. Eisele, Philadelphia	5.00
Julius Wolff, Jr., Philadelphia	5.00
C. E. Samtman, Philadelphia	5.00
Fleigel & Christiansen, Philadelphia	5.00
E. Bernheimer, Philadelphia (1 yr.)	5.00
Total Four Years	$9,420.00
Total for One Year	2,360.00

By Peter A. Chopin, New Orleans, La.

Abele Bros., New Orleans	$ 10.00
Henry Scheneuman, New Orleans	10.00
Peter A. Chopin, New Orleans	25.00
Scheinuk, Florist, New Orleans	25.00
Avenue Floral Co., New Orleans	25.00
J. C. Quinete, New Orleans	5.00
H. C. Doescher, New Orleans	5.00
Henry Kraak, New Orleans	5.00
Henry Cook, New Orleans	5.00
H. E. Dressel, New Orleans	5.00
A. Alost, New Orleans	5.00
J. St. Mard, New Orleans	5.00
Total for Four Years	$520.00
Total for One Year	130.00

By Chas. Plumb, Detroit, Mich.

F. Schneider & Sons, Detroit, Mich.	$ 10.00
John Ritter, Flint, Mich.	10.00
Roy M. Smith, Flint, Mich.	10.00
H. J. Bell, Birmingham, Mich.	10.00
Paul K. Murphy, Detroit	10.00
Mrs. Margaret Beyerlin, Detroit	10.00
Lewis Maire, Detroit	10.00
France & Vandergrift, Detroit	10.00
Art Floral Co., Detroit	10.00
M. S. Paterson, Detroit	10.00
C. W. Asman, Port Huron, Mich.	10.00
W. Hunt, St. Clair, Mich.	10.00
Michigan Cut Flower Ex., Detroit	50.00
E. A. Fetters, Detroit	50.00
Chas. H. Plumb Co., Detroit	50.00
Total for Four Years	$1,080.00
Total for One Year	270.00

By H. F. A. Lange, Worcester, Mass.

Harry I. Randall, Worcester	$ 60.00
Samuel E. Fierer, Worcester	5.00
Quarrey T. Florello, Worcester	15.00
H. F. Littlefield, Worcester	25.00
H. F. A. Lange Estate, Worcester	60.00
F. B. Madans, Worcester	10.00
Total for Four Years	$700.00
Total for One Year	175.00

By E. G. Gillett, Cincinnati, O.

E. G. Gillett, Cincinnati	$ 25.00
Chas. Pfeiffer's Sons, Cincinnati	15.00
Total for Four Years	$160.00
Total for One Year	40.00

By L. Stapp, Rock Island, Ill.

L. Stapp Co., Rock Island	$ 15.00
H. G. Pauli, Davenport, Ia.	5.00
Wm. Goos, Bettendorf, Ia.	5.00
Wm. Knees & Sons, Moline, Ill.	5.00
Total for Four Years	$120.00
Total for One Year	30.00

	For Four Years.
H. C. Oelschig & Sons, Savannah, Ga.	$ 25.00
Mills Florist, Inc., Savannah	25.00
Total for Four Years	$200.00
Total for One Year	50.00

All other volunteers who have received subscription books and have completed a canvass of their respective localities are requested to turn in their reports at once. Any one having a book who has found it inconvenient to give the necessary time to a canvass, should notify the secretary to this effect, and return the book to the secretary's office, as the publicity committee is anxious to keep all the books employed. The trade at large throughout the country seems to be aroused to the importance of continuing the national advertising, as is evidenced in the many communications promising support coming to the secretary's office.

A number of subscribers to the fund are still delinquent in their subscriptions. The delinquence may be unintentional, but these subscribers are reminded that if their subscriptions were in the hands of the treasurer, the committee would be able to place contracts for the new year's advertising, a most important proceeding just now. If you, Mr. Reader, should happen to be one of these delinquents, won't you take yourself to to task for your neglect, and in the spirit of co-operation, now so manifest, send in your check to the secre-

DWARF POMPON CHRYSANTHEMUMS FOR POT CULTURE.

From Left to Right the Varieties are: Koleta, Salmon Pink, Eleven Inches from the Soil; Zora, Yellow; Fifteen Inches; No. 47 (Unnamed Seedling) Yellow, Nineteen Inches; Ceta, Light Pink, Thirteen Inches. All of the Foregoing Were Taken from the Cutting Bench and Potted About May 25, Receiving the Final Potting the First Week of July and Were Stopped Two or Three Times During the Growing Season. Baby Doll, at the Extreme Right, was Planted in the Open Border the First Week of July and Grown Natural Without Stopping then Lifted and Potted the First Week of October.

tary at once? If the memorandum bill sent to you from the secretary's office is incorrect, you should notify the office to that effect at once, so that the matter may be adjusted. It is not the wish of the committee to carry any accounts on the books that are at all incorrect in every detail.

FALL ADVERTISING.

The fall advertising has been in progress for some time, and will be continued as long as funds are available. The following is a list of the weeklies and monthlies at present in use:

Weeklies:	Oct.	Nov.	Dec.
Collier's Weekly	8	12	24
Life	22	19	10
Argosy-All Story	15	26	17
Outlook	1	5	3
Independent	8	12	10
Christian Herald	1	19	17
Scientific American	1	19	
Monthlies:			
Country Life		Nov.	Dec.
McLean's Magazine		Nov.	Dec.
House and Garden		Nov.	Dec.
Vogue		Nov.	Dec.
Theatre		Nov.	Dec.
Sunset		Nov.	Dec.
Munsey's		Nov.	Dec.
Hearst's		Nov.	Dec.
Red Book		Nov.	Dec.
Quality Group, comprising:			
Atlantic		Nov.	Dec.
Review of Reviews		Nov.	Dec.
Century		Nov.	Dec.
Harper's		Nov.	Dec.
Scribner's		Nov.	Dec.
World's Work		Nov.	Dec.
Motion Picture		Dec.	Jan.
Photo Play		Dec.	Jan.

Note—Scientific American becomes a monthly with November issue.

CLASSIFICATION SCHEDULE.

Many florists have seemed to be in doubt as to the amount they would consider to be a just subscription to the campaign fund. The publicity committee, after careful consideration, suggest that a determination made upon the following scale would be a most equitable one:

Gross income,	$ 5,000	to	$ 10,000	$ 10.00
Gross income,	10,000	to	20,000	20.00
Gross income,	20,000	to	30,000	30.00
Gross income,	30,000	to	40,000	40.00
Gross income,	40,000	to	50,000	50.00
Gross income,	50,000	to	60,000	60.00
Gross income,	60,000	to	70,000	70.00
Gross income,	70,000	to	80,000	80.00
Gross income,	80,000	to	90,000	90.00
Gross income,	90,000	to	100,000	100.00
Gross income,	100,000	to	125,000	125.00
Gross income,	125,000	to	150,000	150.00
Gross income,	150,000	to	175,000	175.00
Gross income,	175,000	to	200,000	200.00
Gross income,	200,000	to	225,000	225.00
Gross income,	225,000	to	250,000	250.00
Gross income,	250,000	to	275,000	275.00
Gross income,	275,000	to	300,000	300.00
Gross income,	300,000	to	325,000	325.00
Gross income,	325,000	to	350,000	350.00
Gross income,	350,000	to	375,000	375.00
Gross income,	375,000	to	400,000	400.00
Gross income,	400,000	to	425,000	425.00
Gross income,	425,000	to	450,000	450.00
Gross income,	450,000	to	475,000	475.00
Gross income,	475,000	and up		500.00

The above schedule is based on only .1 of 1 per cent on gross income.

FLORISTS' ADVERTISING.

At the Toronto meeting of the publicity committee, J. F. Ammann submitted the following as to what he considered to be a conservative estimate of the amount of general advertising being done by the florist trade in this country, on October 10:

National co-operative advertising	$ 40,000.00
Local co-op. adv., about 25 communities	150,000.00
400 slogan boards erected, $100 each	40,000.00
S. A. F. pub. service bureau sales	20,000.00
Individual direct by mail folders, blotters, etc.	400,000.00
Individual calendar advertising	300,000.00
10,000 window slogan signs, $5 each	50,000.00
Local individual newspaper adv. by 5,000 retailers, average of $100	500,000.00
In addition to the above, a conservative estimate of the free write-ups due to the "Say It With Flowers" week campaigns in local communities, will amount to	100,000.00
Our slogan advertised in the various ways by 15,000 florist establishments, $50 each	750,000.00
Grand total	$2,350,000.00

SUBSCRIPTIONS RECEIVED.

The following subscriptions are of record as recently received and applying to the 1921 fund. These are cash subscriptions actually received:

Young & Lester, Walla Walla, Wash.	$ 10.00
Otto H. Cron, Monroe, Mich.	10.00
Salter Bros., Rochester, N. Y.	5.00
Frederick Flow. Shop, Pittsburgh, Pa.	5.00
P. F. O'Keefe, Boston, Mass.	100.00
Klugman & Schierow, Brooklyn, N. Y.	10.00
W. J. Cowee, Berlin, N. Y.	10.00
H. Lewis Menand, Troy, N. Y.	5.00
Stewart Ritchie, New York	5.00
J. Wade Gayley, Lancaster, Pa.	5.00
P. N. Obertin, Racine, Wis.	10.00
Donnelly Fl. Co., Wichita Falls, Tex.	35.00
Steinhauser Fl. & Nurs. Co., Pittsburg, Kan.	10.00
Julius Eppstein, San Francisco, Cal.	10.00
Sunnyside F. Nur., Fayettesville, N. C.	15.00
B. F. Barr, Lancaster, Pa.	30.00
M. O. Nauman, Paris, Tex.	20.00
H. E. Mart, Millersburg, Ohio	5.00
Henry Penn (3rd install.), Boston	100.00
Ellis Floral Co., Bloomington, Ind.	10.00
Springfield Seed Co., Springfield, Mo.	10.00
George Bischoff, Ann Arbor	25.00
F. F. Crump Est., Colorado Springs.	25.00
Western N. Y. Florists' publicity fund, Buffalo, N. Y.	150.00
Humm & Jones, Oberlin, O.	10.00
Dutch Bulb Exporters' Association, Haarlem, Holland	1,000.00
Brutel & Frederick, Louisville, Ky.	5.00
The Orchid, Pasadena, Calif.	25.00
	$1,660.00
Amt. previously reported	$28,797.15
Correction in amount previously reported	4.99
	28,792.16
Total	$30,452.16

The secretary will, in a few days, start on the trip recommended by the Washington convention, at which the society authorized him to so arrange his affairs in the administration offices that about three months in each year could be devoted to field work. JOHN YOUNG, Sec'y.

National Flower Growers' Association.

ST. LOUIS DISTRICT.

The fourth quarterly meeting of the St. Louis Mo., District of the National Flower Growers' Association was held at Peoria, Ill., October 18, with headquarters at the Jefferson hotel. There was an excellent attendance, over 100 growers being present. Mayor Michel heartily welcomed the visitors, and J. F. Ammann, Edwardsville, Ill., in responding, stated that the income of the florists throughout the United States was greater than the large express companies.

President Walter A. Amling, of Pana, Ill., delivered the opening address, and brought out that the growers in attendance at the meeting represented approximately 5,000,000 feet of glass. The reports of Secretary J. J. Beneke, of St. Louis, and Treasurer W. A. Rowe, Kirkwood, showed that the growth and finances of the district were very satisfactory. The reports of the following committees were presented: Pot plant growers, C. E. De Wever, chairman; retail growers, F. Washburn, chairman; cut flower growers, W. J. Pilcher, chairman, and purchasing committee, W. A. Rowe, chairman. The Peoria committee that arranged for the meeting and entertainment of the members included: James N. Cole, L. J. Becker, Henry Baer and Chas. Loveridge.

OHIO DISTRICT MEETING.

The Youngstown branch of the Ohio District of the National Flower Growers' Association held a meeting in that city, October 19, at the Y. M. C. A. building, with an attendance of 26, which is double that of the session in April, the first gathering of the Youngstown branch. Herman P. Knoble, of Cleveland, delivered an address on "Cost Systems in the Greenhouse," followed by much interesting discussion. State Treasurer George Bate presented a very satisfactory report of the finances of the Ohio District and Secretary L. C. Vinson told of the progress being made throughout the state in organization work and the plans that had been outlined for the future.

A short business session was held, President Wm. Meine in the chair, and programme and membership committees formed, the first to outline and develop a programme for the succeeding meetings throughout the year on subjects the members would care to discuss and securing out-of-town experts for addresses. To the membership committee was delegated the duty of not only securing new members but of keeping the attendance record up to 100 per cent.

The discussion that followed brought out that the two big problems confronting the trade were those of finding the cost of growing stock and better methods of merchandising it and it was decided to appoint a cost committee to go into the questions stated above. The appointment of this committee will be the best possible method of preventing any cutting of prices, as the sooner information is assimilated as to the cost of growing stock, the less apt growers will be to cut prices. The duty of the merchandising committee will be to keep track of supply and demand and to develop sales schemes in sufficient time to prevent any possible glut. It was then decided to hold monthly dinners at the Y. M. C. A. building, the second Tuesday of each month, after which the meeting adjourned.

CINCINNATI GROWERS.

The Cincinnati, O., District of the National Flower Growers' Association held a meeting October 19, at which time considerable enthusiasm was displayed. Not only was marketing conditions discussed, but many subjects of considerable interest to the grower were taken up, and many valuable points regarding the growing of different plants brought out. Those present considered their time well spent and it was decided in the future to hold monthly meetings, on the first Wednesday. Several new members were taken in at this meeting, and according to reports this will be a common thing at future meetings.

Los Angeles Show.

The California flower show and horticultural exhibition was held at Exposition park, Los Angeles, October 20-26, under the auspices of the California Association of Nurserymen and various civic organizations. The plans for the show, which had been under development since last May, called for an elaborate sunken garden, which would be large enough for landscape exhibits. Through the efforts of the nurserymen's association and the Los Angeles park commission, the city and county of Los Angeles each appropriated $10,000 for the construction of the gardens. A wonderful transformation was soon made in the seven-acre space around which the Exposition park buildings formed such an impressive quadrangle, the work being under the supervision of O. W. Howard. The garden will be a permanent feature of the park. Credit is also due to Walter Armacost, Wm. Hentrich, R. M. Teague and others for their individual efforts in executing the plans for the exhibition.

The show, which opened at 7:30 p. m., October 20, was entered through a huge flower basket with flowers draping the sides, beyond which was a tent, 130x250 feet, brilliantly lighted, and filled with wonderful displays of roses, chrysanthemums, dahlias, sweet peas, orchids and commercial florists'

exhibits. In the center of the tent stood a bronze fountain, its waters playing on a pool shrouded in ferns. At the sides were almost hidden booths, with rustic seats and statuary adding much to the artistic arrangement. One booth represented a miniature nursery, a large basket of yellow chrysanthemums hanging over it. Another showed pretty clusters of flowers, imprisoned in a cell whose four walls were entwined with golden spider webs, with the inscription: "In the Web of Nature's Magic."

On entering the beautiful sunken garden, large plots of flowers of southern California were seen growing in the open. Zinnias, dahlias, pompon chrysanthemums, asters, perennial phlox, celosias and about 700 other varieties presented an array that dazzled the eye of the visitor. Occupying the center of this beautiful vista was a submarine fountain and lily pond which presented a fine spectacle at night, with 36 combinations of electric lights playing upon its shaft of water which rose to a height of 40 feet. One of the landscape reproductions here was the "Wee Hoose 'Mang the Heather," depicting a Scotch home with a sod roof and inhabited by a family from bonnie Scotland. A Scotch lassie danced before the door to the music of bag pipes, while in a shed a small herd of Guernsey calves was dozing off to sleep.

Prominent among the trade prize winners were W. A. Armacost & Co., H. Plath, F. R. Hills, Superior Dahlia Gardens, Advance Dahlia Gardens, Mrs. D. F. Reichard, Turner & Co., Evelyn Dane, F. Lechtenberg, Wright's Flower Shop, Dostal Wolters Flower Shop, Howard & Smith, Allen's Water Gardens, Germain Seed Co., Morris & Snow Seed Co., Theo. Payne, Aggeler-Musser Seed Co., H. N. Gage Co., Crown City Nursery, Pico Heights Nursery, Ambassador Hotel, John Bodger & Son Co., C. C. Morse Co., Hugh Bryan Dahlia Gardens, Miramar Nurseries, Pioneer Nursery, Paul J. Howard, Chas. Winsel, Campbell's Seed Store, Santa Barbara Seed Co., and E. A. Rust Nursery.

The show attendance was highly satisfactory, 23,000 passing through the gates the opening day, including 1,000 children with their teachers.

Denver Flower Show.

The annual Denver Flower Show Auditorium, and from present indications promises to be the most interesting ever held in the city, under the auspices of the Denver Society of Ornamental Horticulture, in co-operation with the Colorado florists. At the same time a school children's garden exhibit will be featured in the same place, under the auspices of the Mothers' Congress and the Parent-Teachers' Association. The Denver Garden Club is giving hearty support to the show and is taking charge of the social affairs connected with it.

The main feature will be the chrysanthemums. Many growers have especially prepared plants, and the competition promises to be keen. The schedule as mentioned, provides for exhibits of all kinds of chrysanthemums (cut flowers as well as plants), roses, orchids, carnations, snapdragons, sweet peas, and other cut flowers. A special department is given to floral arrangements consisting of table decorations, baskets and bouquets. The show is in the hands of A. Kohankie, superintendent of Washington park; E. P. Neiman, of the Park Floral Co., and J. T. Roberts, of the Roberts Rose Co. The decorations of the Auditorium promise to be especially attractive. One of the leading lumber companies will provide some garden decorations, and wild smilax will be used in quantities to make the whole building one gorgeous bower of flowers and greens.

Though local florists will have the main body of exhibits, there is every indication that many from the Rocky Mountain region will come in with first class exhibits; especially Colorado Springs has promised its hearty support. Robert Miller, of the Miller Floral Co., Salt Lake City, Utah, will act as judge for the exhibits.

Kansas City Florists' Club.

The Florists' Club held its regular meeting at the Stuppy Supply Co., establishment, October 20, with a large attendance and what proved to be one of the most interesting and enjoyable sessions since its organization. In the absence of President Noll, Vice-President W. J. Barnes opened the meeting. The club added several new members to its roll as follows: Fred J. Horst, Fred H. Kupper, Dr. B. W. Murphy, secretary-treasurer of the Stuppy Supply Co.; Benj. F. Rice, of the Liberty Floral Co., Kansas City, Kans.; R. L. Motes, E. R. Chandler, of the Chandler Landscape & Floral Co.; J. T. Harrison, of the Muehlback Flower Shop, and G. M. Adlof.

Plans were discussed by the members for the convention of the Society of American Florists to be held in this city next year, and the club hopes to make it one of the best and most interesting meetings ever held. W. L. Rock was made general director of all committees and was pledged the full support of the florists in the arrangements to be made for the convention. There were many talks by those who attended the meeting of the Florists' Telegraph Delivery Association at Toronto, Ont. S. Bryson Ayres, who went by automobile, said he got lost somewhere in the states and did not reach Toronto. A bowling club was formed by M. Carter and E. J. Barnes which will commence the season with 12 new players, who aim to make it interesting for all opponents who attend the Society of American Florists' convention next year. The members of the national publicity fund committee were requested to hold a meeting this week for the purpose of arranging to collect the club's share for the national advertising campaign.

Some very good cyclamen and a basket of long stemmed Columbia roses were exhibited by John Klaus, Greenwood, Mo. J. Patterson, of the Owl Floral Co., showed some very pretty prepared flowers and foliage and the Stuppy Supply Co. had some exceptionally good blooms of Mrs. Chas. Russell, Premier and Columbia roses. The session then adjourned, after which an enjoyable time was spent in dancing. A song by Miss Lucier Vernadette, "When You Look in the Heart of a Rose," made a great hit with the members. E. J. B.

Milwaukee, Wis.

STOCK IN LIBERAL SUPPLY.

The shortage of flowers which has been experienced the past few weeks showed a decided change, October 20, when they came on with a rush. This is due to the recent ideal weather conditions, which has brought the greenhouse stock forward, especially chrysanthemums. White kinds are the most abundant and are being sold readily. Yellows are not quite as plentiful. Quantities of outdoor flowers are arriving, carnations and roses predominating and values kept up remarkably well, until last Thursday, when a decline set in. Dahlias are plentiful, but move slowly.

FLORISTS' PUBLICITY ASSOCIATION.

About 100 florists partook of the banquet which preceded the annual meeting of the Florists' Publicity Association, October 18, at the Republican house. It was a representative gathering that came to hear how the money which they contributed was being used. The association is in a better condition financially than a year ago and has a good sum on hand to meet any emergency which may arise. President Hunkel presided at the meeting which followed the banquet and the reports of Secretary Seal and Treasurer Leidiger were presented. Several topics of interest, such as how to avoid gluts and the fluctuation of prices, were discussed. The following will constitute the board of directors for the coming year: H. V. Hunkel, Gust Rusch, C. C. Pollworth, A. McDonald, Henry Welke, Chas. Dettmann, Alfred Locker, Wm. Manke and Eug. Oestreicher. The rate of assignment will remain as formerly.

NOTES.

Upon request, President H. V. Hunkel, of the Florists' Publicity Association, went to Minneapolis, Minn., October 20 to explain this city's plan of co-operative advertising. He carried a message of good will and success from the local association adopted at its annual meeting on October 18.

As the annual meeting of the Wisconsin State Florists' Association will take place November 3-4, the regular meeting of the Florists' Club, scheduled for November 3, will be postponed.

Gust, Rusch & Co. is featuring sweet peas of good quality daily.

E. O.

OBITUARY.

Mrs. Mary B. Kuebler.

Mrs. Mary Barbara Kuebler, wife of Theodore Kuebler, a florist of Evansville, Ind., died October 23, from heart failure, age 39. Mrs. Kuebler was highly esteemed and her sudden death was a great shock to her family and friends. The funeral services were held at St. Paul's German Evangelical church, near Evansville, October 25.

Mrs. Kuebler is survived by her husband, two sons and a daughter.

William Salling.

Wm. Salling, well known florist of Rahway, N. J., died at the home of his son, John W. Salling, of that city, October 12, from hardening of the arteries. Mr. Salling was born in Germany in 1842 and came to Rahway 58 years ago and established a nursery and greenhouses on Harrison street a few years later, continuing actively in the business until the time of his death. He was a man of sterling character and was in love with his plants and flowers, having remarkable success with them. Mr. Salling was an untiring worker throughout his long life and for one of his advanced years was particularly active and well preserved. He had a brother, Frederick, who coming to this country at the outbreak of the Civil war enlisted in the Union forces, but was never heard from again and it is believed he perished in a southern prison.

Mr. Salling is survived by a son, John W. Salling, and a daughter, Miss Lena Salling, both of Rahway. Funeral services were held October 15, at the late home of the deceased, interment being in the family plot in Rahway cemetery.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.50 a year; Canada $2.50; Europe and Countries in Postal Union, $3.00.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

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LINSEED oil in large lots is now 68 cents per gallon.

SAY It With Flowers is prominently featured in Vanity Fair for November.

DESBARATS, ONT.—Clay for the making of florists' pots, has been discovered here.

MAX SCHLING, under title of "The Telegraph Florist of New York," is running double column daily paper advertisements.

THE Allied Florists' Association of New York is running a single-column, 75-line advertisement, freely in the daily papers.

VICE-PRESIDENT COOLEDGE is as silent as the palms which you see moving from house to house and are a part of every dinner party in Washington, says the New York Globe.

FLOWERS in New York windows well illustrate the long deferred frost time this year. It is now October 23, and asters, dahlias, cosmos and like flowers appear with a splendid range of chrysanthemums and autumn foliage in the same windows.

Chicago Chrysanthemum Show.

The flower show committee of the Chicago Florists' Club reports that excellent progress has been made in connection with the annual exhibition and meeting of the Chrysanthemum Society of America at the Auditorium hotel, this city, November 16-17. Secretary Johnson, of the national organization, states that there have been many entries and additional premiums to be awarded will be announced later. The retail florists will be well represented and new and novel effects are expected to be brought out in the displays. The following reservations for space have been made: Schiller the Florist, 400 square feet; A. Lange, 200 square feet; Geo. Wittbold Co., 300 square feet, and Vaughan's Seed Store, 200 square feet. The following growers have reserved space: A. F. Amling Co., roses; Aspinwall & Ludeke, chrysanthemums; Geo. J. Ball, Glen Ellyn, chrysanthemums; Baur & Steinkamp, Indianapolis, Ind., chrysanthemums; Joseph Kohout, roses; Paul C. Heitman, sweet peas; Peter Pearson, cyclamens and other plants; Poehlmann Bros. Co., roses; Richmond Greenhouse Co., carnations; Fred H. Lemon & Co., Richmond, Ind., roses; Frank Oechslin, flowering and decorative plants; Premier Rose Gardens, roses; Welworth Farm Greenhouses, roses; Weiss & Meyer, roses, and Wietor Bros., chrysanthemums.

Admission to the show will be by tickets, which are to be distributed by the local retail florists, one of them recently ordering 10,000 and another 3,000. Tickets will be ready for distribution the latter part of this week and those of the trade who desire them should send their orders immediately to Fred Lautenschlager, secretary, Chicago Florists' Club, 460 West Erie street, Chicago. Telephone Superior 8680.

Exhibits should be addressed to Fred Lautenschlager, Flower Show Manager, Auditorium hotel, Chicago, Ill., and sent by express, all charges prepaid.

Chrysanthemum Society of America.

The list of special prizes offered for the annual exhibition to be held at the Auditorium Hotel, Chicago, November 16-17, is now ready and copies may be had on application to the secretary, C. W. Johnson, 141 Summit street, Rockford, Ill.

EXAMINING COMMITTEES.

President S. S. Pennock announces the committees to examine new chrysanthemums for the ensuing year, as follows:

Boston, Mass. — James Wheeler, chairman. Ship flowers to W. J. Thurston, manager, Boston Flower Exchange, 1 Winthrop Square and Otis street, Boston, Mass., care of chairman.

New York. — Eugene Dailledouze, chairman; Wm. H. Duckham and A. Herrington. Ship flowers to New York Cut Flower Co., 55-57 West 26th street, New York, care chairman.

Philadelphia, Pa.—A. B. Cartledge, chairman; John Westcott and S. S. Pennock. Ship flowers to A. B. Cartledge, 1544 Chestnut street, Philadelphia, Pa.

Cincinnati, O. — R. Witterstaetter, chairman; James Allen and J. C. Murphy. Ship flowers to chairman, Jabez Elliott Flower Market, care of janitor.

Chicago.—N. J. Wietor, chairman; E. A. Kanst and Geo. Asmus. Ship flowers to 30 East Randolph street, Chicago, care of chairman.

Shipments should be made to arrive by 2 p. m. on examination days to receive attention from the committees. They must be prepaid to destination and an entry fee of $2 should be forwarded to the secretary not later than Tuesday of the week they are to be examined or it may accompany the blooms.

Seedlings and sports are both eligible to be shown before these committees, provided the raiser has given them two years trial to determine their true character—not less than six blooms of each variety to be shown. Special attention is called to the rule that sports, to receive a certificate must pass at least three of the five committees. These committees will be in session to examine such exhibits as may be submitted to them on each Saturday during October and November, the dates of which will be October 29, also November 5, 12, 19 and 26.

CHAS. W. JOHNSON, Sec'y.

McCallum's Toronto Exhibit.

The McCallum Co. of Pittsburgh, Pa., displayed a general line of fancy baskets, ribbons and holiday novelties at the Toronto meeting of the Florists' Telegraph Delivery Association, October 11-13. Among the Christmas items that attracted wide attention were the silver tinsel novelties of various kinds for use in wreaths, baskets, and for decorating. Another item of great interest was the silk plush for window work, which was displayed in a wealth of very attractive shades, so many of which harmonize with the rich colors that predominate in the flower shops at this time of year. Imported boutonnieres were given to the ladies as souvenirs.

The foregoing was inadvertently omitted in the record of the exhibits, issue of October 15.

American Rose Society.

DEPARTMENT OF PLANT REGISTRATION.

On October 15, we sent to you a correction of the notice of Rose William Wright Walcott, which originally appeared in the September 17 issue of THE AMERICAN FLORIST, page 452. The correction in last week's issue, page 680, should be disregarded. The William Wright Walcott rose, originally described as a sport of Richmond and Ophelia, should have been properly described as a seedlidg of an unnamed sport of Richmond x Ophelia.

JOHN C. WISTER, Sec'y.

Gardens for French Workers.

The French minister of hygiene and social assistance is urging that prefects use all available means to stimulate the establishment of workers' gardens. He tells of the value of such gardens to the workers' health and family life and believes they will lead to home building. In order to insure a profit these gardens must have an area of 300 square metres and fulfill the requirements of city planning laws. Persons establishing them will be permitted to build cheap dwellings, exempt from taxes and receive facilities for credit.

Wind and Weather.

E. Bollinger, the weather seer of Lake Forest, Ill., says we will have a nice long fall, not much cold weather before December 20, but strong southwest winds. North winds will be of brief duration, not continuing at any time longer than 48 hours. All indications, he says, point to a cold winter.

Coming Exhibitions.

[Secretaries are requested to supply any omissions from this list and to correct any dates that have been altered since the last advices.]

October 26-28, San Francisco, Calif.—Annual fall show of the Pacific Coast Horticultural Society in conjunction with the San Francisco Retail Florists' Association. James T. Lynch, San Francisco, secretary.

October 27-29, Morristown, N. J.—Jubilee flower show of the Morris County Horticultural Society. Edw. Reagan, Morristown, N. J., secretary.

October 31-November 5, Brookings, S. D.—Annual chrysanthemum show of the South Dakota State college. Dr. N. E. Hansen, South Dakota State college, department of horticulture, Brookings, S. D., manager.

November 1-2, Glen Cove, L. I.—Annual chrysanthemum show of the Nassau County Horticultural Society. Arthur Cook, Glen Cove, secretary.

November 2-4, Tarrytown, N. Y.—Fall exhibition of the Tarrytown Horticultural Society. E. W. Neubrand, Tarrytown, N. Y., secretary.

November 2-6, Boston, Mass.—Chrysanthemum show of the Massachusetts Horticultural Society. Wm. P. Rich, Horticultural hall, Boston, secretary.

November 2-4, Denver, Colo.—Flower Show of the Denver Society of Ornamental Horticulture at the City Auditorium. John L. Roberts, Denver, secretary.

November 3-4, Milwaukee, Wis.—Flower show of the Wisconsin State Florists' Association. H. R. Welke, 752 Third street, Milwaukee, Wis., secretary.

November 3-6, New York.—Annual fall show of the Horticultural Society of New York, in conjunction with the Garden Club of America, at the American Museum of Natural History. Mrs. Geo. V. Nash, New York Botanical garden, Bronx park, New York, secretary.

November 7-9, Philadelphia, Pa.—Annual exhibition of the Pennsylvania Horticultural Society. David Rust, 606 Finance building, Philadelphia, secretary.

November 8-11, Scranton, Pa.—Fall show of the Scranton Florists' Club. G. R. Clark, Scranton, secretary.

November 9-11, New York.—Annual exhibition of the American Institute of the City of New York at Engineering building 33 West 39th street. Dr. J. W. Bartlett, 324 West 23rd street, New York, secretary.

November 10-12, Lancaster, Pa.—Flower show of the Lancaster County Florists' Association. Albert M. Herr, R. F. D. No. 8, Lancaster, Pa., secretary.

November 11-13, Lake Geneva, Wis.—Seventeenth annual chrysanthemum show of the Lake Geneva Gardeners' and Foremen's Association. Wm. McKinnon. Lkae Geneva, Wis., secretary.

November 10-13, Columbus, O.—Annual chrysanthemum show of the Ohio State university, in connection with the horticultural festival. Walter Burwell, Horticultural department, Ohio State university, Columbus, O., manager.

November 12-15, Providence, R. I.—Annual fall show of the Rhode Island Horticultural Society at the Armory. Ernest K. Thomas, Kingston, R. I., secretary.

November 16-17, Chicago.—Annual exhibition of the Chrysanthemum Society of America. C. W. Johnson, 141 Summit street, Rockford, Ill., secretary.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, $1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order For Plant Advs., See Ready Reference Section

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted.—By young man with one year experience, wishes position with Chicago retail florist to thoroughly learn the business. Salary no object. **Phone Lawndale 8065.**

Situation Wanted—By gardener and florist with a life-long experience; will furnish good references. Am a hustler and will consider a big job. Give particulars in first letter. Address **Geo. E. Fuller, East Longmeadow, Mass.**

WANTED TO LEASE

Small Greenhouses with Dwelling in lively town. Address

Key 805, care American Florist.

FOR SALE

Wholesale florist supply business; clean stock and excellent location in middle western city of about 100,000. Write quick. Address

Key 809, care American Florist.

Situation Wanted

By reliable grower of roses, carnations and general pot plants; over 20 years' experience; German; age 37; married, no children; private place preferred; best of references.

WM. BOEKER,

Box, 1538 Halesite, L. I., New York.

SITUATION WANTED
STOREMAN

Experienced retail man formerly in business for himself at Chicago, is open for an engagement. Can also attend to buying if necessary. Address

Key 807, care American Florist.

Retail Man Wanted

For Chicago loop store. Splendid opportunity for the right man to make a permanent connection at a high starting salary. Applicant must be a top-notcher to qualify. Address

Key 806, care American Florist.

HELP WANTED

Man with some experience as a florist and landscape gardener.

JOHNSON & CHRONIS,
4701 Lake Park Ave., CHICAGO

Help Wanted

A good salesman and designer.

MANGEL, Florist,
17 East Monroe Street, CHICAGO

HELP WANTED.
PROPAGATOR OF NURSERY STOCK

Give full particulars as to experience, age, nationality, and names of firms by whom employed.

Vaughan's Seed Store, Chicago

HELP WANTED.

A-1 all around store man, good salesman capable of meeting the finest of trade Advancement for capable party who can prove ability. In replying give reference, married or single, salary to start. Mail late photograph with application.

Randolph & McClements
5936 Penn Avenue, Pittsburgh, Pa.

Wanted to Rent or Buy

By thoroughly experienced florist and decorator, a large retail flower shop. Only high grade proposition considered. Must stand closeat investigation. Give full particulars and price in first letter.

Address **Key 808, care American Florist.**

OFFICIAL S. A. F.
Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $4.50; per 1000, $6 50. Samples on request. Electro of leaf, postpaid, $3.00. Cash with order.

American Florist Co.
440 S. Dearborn Street
CHICAGO

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Greatly Increased Demand

If you have any to offer, or are likely to have any soon,

advertise in these columns now.

AMERICAN FLORIST CO.
440 So. Dearborn Street, ... CHICAGO

Narcissus Poeticus Ornatus.

ALL FALL BULBS

For the Most Critical Florists. NOW READY.

Look out for those who sell bulbs without centimeter measure. The words "first, second or third" mean nothing.

All Prices Subject to Change without Notice.

Narcissus Paper White Grandiflora

Cases Full Standard Sizes and Correctly Stenciled.

12 ctms. bulbs (1400 to case)
13 ctms. bulbs (1250 to case)
14 ctms. bulbs (1000 to case)
Write for Prices.

Hyacinths (Dutch)

	Per 1000
Miniature, 13-14 ctms	$26.00
Firsts, 19 ctms and up.	70.00
Seconds, 17-19 ctms..	52.50
Forcing, 16-17 ctms...	40.00
Bedding, 15 ctms and up	35.00

Tulips Double

Schoonoord	22 00
Murillo	19 00
Cour D'Or	25 00
Imperator Rubrorum	31 00
Rubra Maxima	22 00
Tournesol, Red and Yellow	33 00

Tulips Early Single

	Per 1000
Artus	$20 00
Couleur Cardinal	32 00
Cottage Maid	25 00
Duc Van Thol, Scarlet	23 00
Fred Moore	19 00
La Reine, Fancy	20 00
White Hawk	31 00
Prince of Austria	25 00
Proserpine	40 00
Rose Luisante	34 00
Yellow Prince	20 00
Keiserskroon	22 00
White Swan	27 00
Extra Fine, Mixed	17 00

Darwins

Special Offer: 5 or 10 choice varieties, our selection.
Per 1000 ..... $25 00

Narcissus (Dutch)

	Per 1000
Emperor, Double Nose	$43.00
Victoria, Fancy	30.00
Victoria, Double Nose	43.00
Golden Spur, Fancy	30.00
Golden Spur, Double Nose	34.00
Von Sion, Fancy	28.00
Von Sion, Double Nose	35.00
Poeticus Ornatus	17.00
Sir Watkins	27.00
Sir Watkins, Double Nose	43.00
Princeps	23.00
King Alfred	80.00

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

San Francisco.

STEADY IMPROVEMENT IN TRADE.

Trade has shown a steady improvement throughout the autumn season. We have been favored thus far with splendid weather, there being practically no rains or frosts to damage crops grown outdoors. Chrysanthemums are in excellent condition and have been a strong factor in the shipping trade, so much so that the railway express has put on a daily refrigerator car service, for less than car load lots. The average cut is good and prices ruling for the local trade, excellent. William Turner is the most popular kind with White Chieftain closely following. Yellow Turner is the best of its color although Major Bonaffon and Chrysolora are of high grade. Waite and Nagaroc lead in their respective shades of bronze. May Hunter, considered the most popular pink is now obtainable and has excellent keeping qualities. Pink Turner surpasses the others in quality and Chieftain is in good demand. Unaka is about finished for the season. Small chrysanthemums from the Chinese district are cleaning up fairly well. Singles are in much heavier demand than pompons. Roses are quite plentiful, Mrs. Chas. Russell, showing much improvement as the season advances which is the best seller among the fancy kinds. Premier, Columbia, Ophelia and Butterfly are moving well. A limited cut of Kaiserin is arriving. Very few strictly first class Hadley or Hoosier Beauty have made their appearance. Cecile Brunner is in strong demand both for the shipping and local trade. The usual oversupply of first crop carnations has now arrived, and because of its poor quality is being disposed of by the street venders. Fancy flowers are firm at $2 to $3 per 100. Gladioli are still seen but receive little attention. Dahlias in all colors are plentiful and cheap. Lily of the valley enjoys a splendid sale, with prices continually advancing. There are not enough gardenias to supply the demand. Cattleya labiata of good quality is now obtainable with a brisk demand. Prices for this flower are continually advancing which does not in the least effect its popularity. Marie Louise is regaining its prestige as a corsage violet. The offerings of zinnias are increasing. Fine weather has stimulated the arrivals of annuals and perennials. Growers of these stocks have had a long and successful season. Green goods are in better demand than they have been for some months. Berried plants are receiving much attention from the retailers. The plant trade has shown much improvement and a good season is anticipated. Foliage plants, nephrolepis, both single stock and madeup baskets are being prominently displayed in the retail establishments. Good cyclamen, primulas and begonias find eager buyers.

RETAIL FLORISTS' ASSOCIATION.

A special meeting of the Retail Florists' Association was held at the Co-operative Flower market, October 13, for the purpose of electing officers to serve during the coming year. Albert O. Stein, who so successfully guided the association during its first year, was returned to office as president; Charles W. Brown was re-elected vice-president; James L. Lynch re-elected secretary, and Phil Benedetti was elected treasurer, succeeding Angelo J. Rossi, who was not a candidate owing to pressure of other business. President Stein appointed the following to act as advisory committee during the coming year: P. Vincent Matraia, John Kelray, P. Benedetti and Mrs. Ida Williams. President Stein in his address of ac-

Stimulate Fall Trade

WITH

HILL'S EVERGREENS FOR

Winter Decoration

FILL BOXES AND TUBS NOW

Now that the frosts have withered the soft stocks in window boxes, urns, tubs, etc., all progressive florists are using hardy Hill Evergreens for winter decoration. Make your window box and tubbing business do double duty.

See to it that your customers are supplied with hardy Evergreens for their window boxes and urns, during the winter months just as you see to it that Geraniums and Vincas are there for Decoration Day. For winter decoration, Hill's Hardy Evergreens are indispensable. The charming foliage effects and rare fragrance of Evergreens is remarkable, adding color, warmth and cheerfulness, while their rugged hardiness, permits outdoor use all the year around.

Pyramidal Arbor Vitae.

Do not hesitate to push this line, as we have been supplying the trade for years, and can furnish any quantity on short notice. Prompt and careful delivery, high quality and courteous attention insure your being pleased with your purchase.

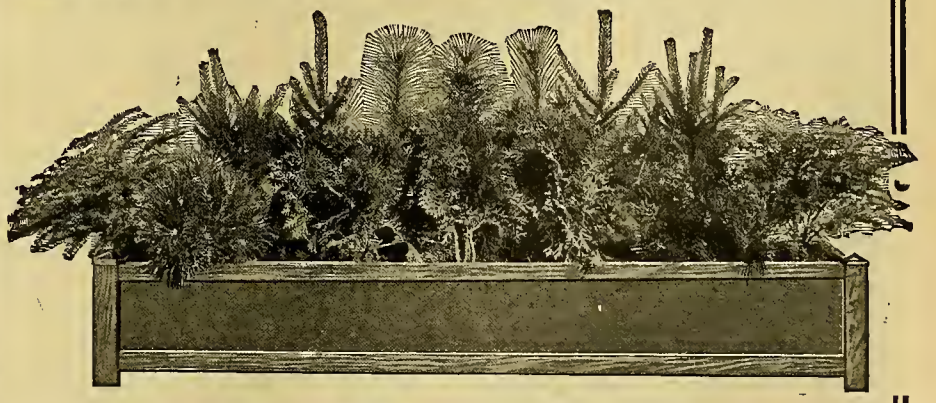
PRICES

Window Box Evergreens.

	Inch	10	50
Assorted Varieties (Our Selection)			$25.00
Juniperus Canadensis (Low Spreading)	10-12	$ 7.50	30.00
Juniperus Canadensis (Low Spreading)	12-18	10.00	45.00
Juniperus Virginiana (Pyramidal Feathery)	12-18	3.75	15.00
Juniperus Virginiana (Pyramidal Feathery)	18-24	4.50	20.00
Picea Canadensis (Compact, Conical)	10-12	5.25	22.50
Picea Canadensis (Compact, Conical)	12-18	6.00	27.50
Pinus Mugho (Globular, Deep Green)	8-10	7.50	30.50
Pinus Mugho (Globular, Deep Green)	10-12	9.00	37.50

Tubbing Evergreens.

	Feet	Each
Pyramidal Arbor Vitae	3	$4.00
Red Cedar	3	5.00
Sheared Globes (Thuya)	1¼x1¼	4.00
Black Hill Spruce	2	5.00
Juniper Schetti	3	6.50
Juniper Glauca	3	$7.00
Juniper Canadensis	1-1¼	2.50
Hemlock	3	4.50
Dwarf Mugho Pine	1-1½	2.50
Juniper Pfitzeriana	3	6.50
American Arbor Vitae	3	2.75



One of the many styles of planting.

SEND FOR COMPLETE CATALOG.

The D. Hill Nursery Co., Inc.

Box 404, Evergreen Specialists Largest Growers in America **DUNDEE, ILL.**

Montgomery's Priscilla

That's the name of the new pink rose! The name will be Priscilla probably after the public has had it a while, but we have had to add the prefix to cover the rules of nomenclature.

In order to get someone who knows more about roses than we do to give an unbiased, honest opinion on the merits of this rose, we have placed 12 plants of it with each of the following growers:

E. G. Hill Co., Richmond, Ind.
Dailledouze Bros., Brooklyn, N. Y.
Albert F. Amling Co., Maywood, Ill.
Duckham-Pierson Co., Madison, N. J.
Rowayton Greenhouses, Rowayton, Conn.
Miller Floral Co., Farmington, Utah
Wellworth Farm Greenhouses, Downers Grove, Ill.
Poehlmann Bros. Co., Morton Grove, Ill.
Robert Pye, Nyack, N. Y.
John Coombs, Hartford, Conn.
Frank Schramm, Crystal Lake, Ill.
A. S. Burns, Jr., Spring Valley, N. Y.
Robt. Simpson, Clifton, N. J.
Chas. H. Totty Co., Madison, N. J.
Noe-Rozicka Co., Madison, N. J.
Wm. H. Elliott Co., Madbury, N. H.
Anthony Ruzicka, Madison, N. J.
W. J. Pilcher, Kirkwood, Mo.
Jos. Heacock Co., Roelofs, Pa.
Ferrari Bros., San Francisco, Calif.
Peirce Bros., Waltham, Mass.
Batavia Greenhouse Co., Batavia, Ill.
Doemling-Schimmel Co., Mt. Clemens, Mich.
Wendland & Kelmel Co., Elmhurst, Ill.
Joy Floral Co., Nashville, Tenn.
Roberts Rose Co., Denver, Colo.
Geo. C. Weiland, Evanston, Ill.
Lakeview Rose Gardens, Jamestown, N. Y.
Exeter Rose Conservatories, Exeter, N. H.
Bassett & Washburn, Hinsdale, Ill.
H. O. May, Summit, N. J.
Budlong Rose Co., Auburn, R. I.
Dept. of Agriculture, Washington, D. C.
Gude Bros., Washington, D. C.
F. R. Pierson, Tarrytown, N. Y.
L. B. Coddington, Murray Hill, N. J.
Jos. H. Hill Co., Richmond, Ind.
S. Mortensen, Southampton, Pa.
Briar Cliff Gardens, Scarborough, N. Y.
John H. Dunlop & Son, Richmond Hill, Ont., Can.
J. J. Fallon Co., Lynchburg, Va.
Gullett & Sons, Lincoln, Ill.
Rolf Zetlitz Co., Lima, O.
Van Aken Bros. & Sons, Coldwater, Mich.
Premier Rose Gardens, Maywood, Ill.
Weiss & Meyer Co., Maywood, Ill.
Florex Gardens, North Wales, Pa.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Zetlitz Floral Products Co., Dayton, Ohio.

Ask them about it, if you will, at any time. They have our permission to tell the truth. We are going to let this rose sell itself! We shall be simply order takers.

A. N. PIERSON, Inc., Cromwell, Conn.

ceptance, thanked the members for the loyal support given his administration and pointed to the benefits accruing to the florists of this city since the formation of the association.

NOTES.

The various committees in charge of the flower show, to be staged October 26-28, held an enthusiastic meeting last week and arranged final details for the show. Manager P. Vincent Matraia reported that practically all space in the auditorium had been applied for, insuring a large exhibit in all classes. Wm. Unmack, in charge of publicity, is doing good work, all the daily papers devoting generous space of boosting the show. Nine prominent plant and cut flower growers have been selected to judge the different classes. It promises to be the largest exhibition of plants and cut flowers ever held in this city.

Domoto Bros. will make an extensive showing of chrysanthemums at the coming show, according to Thos. Domoto. Their nursery department will stage a large collection of ornamental shrubs. This firm's houses are producing a heavy crop of all the leading varieties of roses. They have many houses planted to stock for the holidays and will have an especially fine lot of poinsettias.

The propagating department and nursery in Golden Gate park which supplies the greater part of the stock used in planting, is to be removed from its present quarters to a location near the buffalo paddock. The new site will be more protected and will be a fine location. Peter Rook has been for many years in charge of the park nursery.

Dan. MacRorie, of the MacRorie-McLaren Co., says the demand for ericas is particularly good this autumn. Last week his firm shipped one car containing 5,000 plants to Philadelphia, Pa. It contained all the leading commercial varieties. Their houses of poinsettias and begonias promise well for the holiday trade.

Podesta & Baldocchi have purchased a number of large specimen Kentias for their remodelled store on Grant avenue. They have now one of the best equipped establishments to be found in any city. V. L. Podesta of this firm is one of the most enthusiastic workers for the flower show to be staged here October 27-30.

Peterson & Haywood have some fine specimen Irish yew trees in full berry at their stall in the Co-operative market. This aristocrat of evergreens is very beautiful at this season of the year when it is covered with its profusion of red berries. This firm is sending a fine cut of Mrs. Chas. Russell roses to this market.

Angelo J. Rossi, who is in the race for supervisor at the November elections, is making a splendid campaign. He is practically assured of election as he has been endorsed by both the republican and democratic parties as well as all the civic organizations. The trade, to a man, is strongly behind his candidacy.

The Richmond Pottery, which is owned by local growers and plantsmen, report a steady demand for all the pots it can manufacture.

Frank D. Pelicano had a large exhibit of his new dahlias at the Los Angeles flower show, October 20-26.

The largest shipping trade in chrysanthemums in his history is being experienced by J. A. Axell.

JAMES T. LYNCH.

Lancaster County Florists' Association.

The monthly meeting of the Lancaster County Florists' Association was held at the home of Elmer Weaver, Lancaster, Pa., October 20. The first thing of course was a trip through the greenhouses inspecting the roses which were in excellent condition, having broken just right after their summer's rest, and producing flowers in profusion. When one remembers the look of the stock when it was first received and planted and walks through the houses now it scarcely seems possible that they are the same plants.

In the carnation house there is more variety, some are good and some are not so good, but fortunately for the grower none are really bad. A bed of two-year-old Benora is producing a good crop of flowers and look as if they might be a profitable carry-over. Unlike Chester county we are not a mushroom growing section and the mushroom houses of Mr. Weaver's proved an attractive end of the establishment especially to the ladies of the party. Loyd and Paul Weaver are putting up a house for carnations that are to be grown exclusively as a rooted cutting proposition and the plants have started nicely and the house is nearly finished ready to show what young blood can do.

At Chas. M. Weaver's, adjoining, sweet peas are the principal crop in some of the houses and as a side line pompon chrysanthemums are grown, not by the thousands, but by the hundred thousands. Everything here is produced in quantity and if I were to give figures they would be considered an exaggeration. If the rows of sweet peas were to be measured it would be by miles, not by feet. Gladioli bulbs are here in the some proportions and the working end of the establishment is on an equally large scale with its own refrigerating plant and water system.

When it was too dark to wander around the greenhouses the party retired to the home of the host, Elmer Weaver. Mrs. Weaver, assisted by a corps of young ladies served an elaborate luncheon to the 75 or more present.

The business session then began with President W. B. Girvin in the chair. The flower show to be staged November 10-12, was discussed from every angle. Tickets were given the members to sell and every one urged to make a display and to help secure novelties from the trade, the latter being considered not difficult as Lancaster county is beginning to spend freely for novelties and finds that it pays. Because of this class of exhibits it will be well represented. Before the adjournment, M. J. Brinton of Christiana, Pa., was called on to give an account of a hunting trip he took with Mrs. Brinton in the wilds of New Brunswick. He was fortunate enough to get a large deer and a black bear, along with smaller game and quantities of fish.

A rising vote of thanks was tendered Elmer Weaver and his wife for their hospitality and the meeting adjourned into a social session. President Girvin, of Leola, invited the next meeting to be held at his place, which was accepted. D. T. Connor of the Lord & Burnham Co. was a visitor.

ALBERT M. HERR, Sec'y.

BROOKINGS, S. D.—The annual chrysanthemum show of the South Dakota State college will be staged here, October 31-November 5, with about 11,000 plants in 300 varieties being prepared for the exhibition. Dr. N. E. Hansen, of the South Dakota State college, department of horticulture, this city, is manager of the show.

DUTCH BULBS All These Are Holland-Grown

Florists who have visited us and have seen our bulbs, expressed satisfaction as to our quality. We handle one grade only—THE BEST.

Holland has had a very favorable growing season and by having our own experienced Holland buyer on the ground we were able to select the best from the large number of bulb growers. There are more than three thousand well organized establishments engaged in growing bulbs in Holland. We gladly invite florists to visit and inspect our stock, as we are then assured that you will purchase your bulbs from us.

IMPORTANT—Prices quoted here are F. O. B. CHICAGO. You have no duty or broker's fees to pay. Freight charges are much less, as we ship from Chicago and save you the heavy freight charges from New York. The prices are very reasonable for the high quality of bulbs we offer and are Twenty to Fifty per cent lower than last year. ORDER TODAY.

HYACINTHS

	Per 100	Per 1000
First Size	$7.50	$70.00
Second Size	6.00	52.50

We supply the above in the varieties listed below:

Gertrude—Rosy pink.
Gigantea—Fine blush pink.
Marconi—Bright pink.
Lady Derby—Delicate rose.
La Victoire—Brilliant carmine red.
Queen of the Pinks—Lovely pink.
Cardinal Wiseman—Bright rose.
Roi Des Belges—Dark red.
Bismarck—Light blue.
Grand Maitre—Fine, deep porcelain blue.
Queen of the Blues—Fine, light blue with beautiful silvery shade.
King of the Blues—Deep, glossy blue.
Yellow Hammer—Golden yellow.
King of the Yellows—Bright, golden yellow.

PINK SHADES

	Per 100	Per 1000
Flamingo—White, flaked pink	$4.25	$40.00
Rose Luisante—Deep rose	3.25	30.00

WHITE SHADES

La Reine—(Queen Victoria); white, slightly shaded rose	2.25	17.00

STRIPED SHADES

Duchess De Parma—Bright orange-scarlet	2.60	23.00
Keizerskroon—Crimson-scarlet, edged bright yellow	2.50	22.00

DOUBLE EARLY TULIPS

Boule De Neige—Pure white	$2.75	$23.00
Couronne D'Or—Gold. yellow, flushed orange	2.75	25.00
La Candeur—Pure white	2.75	26.00
Murillo—Finest pink	$2.25	$17.50
Mr. Van Der Hoef—A beautiful, golden yellow	3.50	32.00
Tournesol—Red, bordered yellow	3.50	30.00
Titian—Red, bordered yellow	3.50	33.00
Tenrose—A beautiful, pale yellow	3.00	28.00

DARWIN TULIPS

All florists should include Darwin Tulips in their list. It is the most admired of all Tulips and very profitable for Mothers' Day.

LATE MAY FLOWERING TULIPS

	Per 100	Per 1000
Gesneriana Lutea—Large, pure yellow	$2.75	$25.00
Gesneriana Spathulata—Scarlet, blue base	2.75	25.00
Inglescombe Yellow—Yellow	2.75	25.00
Isabella—Cream	2.75	25.00
Mrs. Moon—yellow	2.75	25.00
Maiden's Blush (Picotee)—White, rosy margined, turning to a bright, pale crimson	2.75	25.00
Parisian Yellow—Deep yellow	2.75	25.00

NARCISSI

SINGLE NARCISSI

Barril Conspicuus—Pale yellow	$3.00	$28.00
Cervantes—(Winter Gold), Yellow	5.00	45.00
Emperor—Brilliant golden yellow		
Mother Bulbs	5.00	45.00
Round Bulbs	3.50	30.00
Empress—Yellow.		
Mother Bulbs	5.00	45.00
Round Bulbs	3.50	30.00
Golden Spur—Deep yellow.		
Mother Bulbs	4.50	42.50
Round Bulbs	3.25	30.00
King Alfred—Uniform rich golden yellow.		
Mother Bulbs	10.00	95.00
Poeticus Ornatus—Pure white.		
Double Nose	3.00	28.00
Poeticus Pheasant's Eye—Pure white	2.75	25.00
Princeps—Yellow.		
Double Nose	4.00	37.00
Round Bulbs	3.25	30.00
Sir Watkin—Yellow.		
Mother Bulbs	4.75	44.00
Round Bulbs	3.60	33.00
Victoria—Yellow.		
Mother Bulbs	5.00	47.00
Round Bulbs	3.50	30.00

JONQUILS

Single, Sweet Scented—Golden yellow	$2.25	$21.00

Special Discount of 10% on all Dutch Bulbs if Cash with Order.

HARDY JAPANESE LILIES

Fresh Bulbs Now Here. Rubrum and Magnificum. Plant a Few Cases Early.

Size Inches	Bulbs In Case	Price Per Case
8 to 9	200	$25.00
8 to 10	180	25.00
9 to 10	150	22.50
10 to 11	120	25.00
10 to 12	100	21.00
11 to 12	90	$21.00
12 to 14	65 Large Mammoth	20.00
13 to 15	55 Large Mammoth	20.00
14 to 15	45 Large Mammoth	20.00

AMERICAN BULB CO., 172 N. Wabash Ave., Chicago, Ill.

Boston, Mass.

CHRYSANTHEMUMS UNSETTLE MARKET.

The market this week has been very quiet. At the opening it had promise of brisk business but it suddenly went to pieces when the excessive supply of chrysanthemums arrived. While they slow up conditions generally they are of very poor quality for the most part though there are some good Pacific Chrysolora and Oconta coming in also fair Hallidays. Weather conditions have been rather against the carnations which have gone down in price again, about 25 per cent. The call for wedding flowers has also passed. White flowers are now selling as low as other stock. Orchids are really the only flowers which have more than held their own, good specimens selling at $12 a dozen against $7.50 and $9 a week ago. Violets are more plentiful with few and small buyers for them. Roses are inclined to be unsteady; the first and last of the week they bring a fair price, but during mid-week they go begging. There is little outlook for a good market until the chrysanthemum season is over.

NOTES.

The directors of the Flower Exchange held their annual banquet at Young's hotel October 22. The speakers were A. Christensen, G. Goddard and E. Stickel. It was announced that a 20 per cent. dividend would be declared this year.

Chas. Bean has opened a new store at the Andrews square station of the Dorchester tunnel.

Visitor: S. Gilbert, New York.

E. F. S.

RHINELANDER, WIS. — Mrs. Hazel Willette will open a flower store in the Roumad building at an early date, to be known as the Crawford Flower & Music Shop.

CHRYSANTHEMUMS Very Choice

FANCY DOUBLE POMPONS

Our Roses Are in Full Crop

CURRENT PRICE LIST—Subject to Market Changes

RUSSELL, COLUMBIA, PREMIER, CRUSADER 100

Fancy Long	$20.00
Good Medium	$10.00 to 16.00
Good Short	6.00 to 8.00

BUTTERFLY AND OPHELIA

Long	$12.00
Medium	$ 8.00 to 10.00
Short	5.00 to 6.00

SUNBURST

Long	$10.00
Medium	8.00
Short	4.00 to 6.00

WHITE KILLARNEY Per 100

Long	$10.00
Medium	8.00
Short	4.00 to 6.00

ASSORTED ROSES

SPECIAL OFFERING

Good fresh Roses, our selection, in lots of 200 or more, as follows: Per 100

Good medium lengths	$8.00
Good short lengths	5.00

CHRYSANTHEMUMS

Choice, large flowers, $2.00 to $4.00 per dozen.

Pompons, 50c to 75c per bunch.

New Fancy Ferns, per 1,000	$3.00
Adiantum, per 100	1.50 to 2.00
Sprengeri, per 100	3.00
Galax, green, per 1,000	2.00
Galax, bronze, per 1,000	2.00
Asparagus Sprays, per bunch.	35 to .40

Of miscellaneous flowers now coming into market, we will procure for our customers the best at lowest market prices. A trial order solicited.

In buying direct of the grower you are assured of fresh stock at all times, and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONES: CENTRAL 1457

Greenhouses: Hinsdale, Ill., and Gregg Station, Ill.

Notice:—We close at 5 o'clock week days.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Closed all day Sundays

Chicago.

STOCK IS IN LARGE SUPPLY.

Stock is in heavy supply at this writing and is obtainable in large lots at bargain prices. Roses are very plentiful in practically all the varieties grown for this market, especially Mrs. Chas. Russell, Columbia, Premier, Crusader, Ophelia, Butterfly, Sunburst, White Killarney, Milady, Ward, Dunlop, Hearst, Montrose, Victor, Golden Rule, Ophelia, Nesbit, Cecile Brunner, etc. American Beauty roses are none too plentiful. Carnations are arriving in larger numbers and have also dropped considerably in price. Chrysanthemums are reaching the market in heavy supply from local greenhouses and prices are so low that the California shippers have had trouble in disposing of some of their refused shipments the past week. Pompons are in large supply and it looks as if the heavy cuts of local chrysanthemums and pompons will put a stop to the importation from distant points to this market at least. The early demand from the south for All Saints' Day is very disappointing, which many dealers attribute to the fact that the buyers are placing their orders with the California growers instead of in this market. Sweet peas are more plentiful and the same holds true of single violets. Lilies are holding their own and callas find ready buyers. Orchids are seen in large numbers but the supply of lily of the valley is none too large. Daisies, cornflowers, feverfew and other miscellaneous stock is included in the shipments. The wholesalers are making every effort to move the stock, but considerable sacrificing has to be done in order to make room for the new shipments.

CHRYSANTHEMUM SHOW.

Arrangements for the annual exhibition of the Chrysanthemum Society of

DOMINION

EAST TO WEST.	NORTH TO SOUTH.
DETROIT,	OMAHA,
CLEVELAND,	COUNCIL BLUFFS,
CINCINNATI,	MINNEAPOLIS,
ST. LOUIS,	ST. PAUL,
KANSAS CITY,	MILWAUKEE,

ARE TRIBUTARY TO CHICAGO, AND BUY HEAVILY ON THIS MARKET.

Do you get your stock at second-hand? Or do you buy direct in the world's greatest source of supply for cut flowers?

OLD. RELIABLE.
ESTABLISHED. SURE.

KENNICOTT BROTHERS Co

WHOLESALE FLORISTS

PETER REINBERG, INC.

WHOLESALE FLORISTS

30 East Randolph St., CHICAGO

Roses--Carnations--'Mums

Buy Direct From the Grower — CURRENT PRICE LIST — Subject to change without notice

MRS. CHAS. RUSSELL	Per 100
Specials	$20.00 to $25.00
Select	15.00 to 18.00
Medium	10.00 to 12.00
Short	6.00 to 8.00
COLUMBIA	
Specials	20.00
Select	$15.00 to 18.00
Medium	10.00 to 12.00
Short	6.00 to 8.00
PREMIER	
Specials	20.00
Select	$15.00 to 18.00
Medium	10.00 to 12.00
Short	6.00 to 8.00

SUNBURST, OPHELIA, WHITE KILLARNEY	Per 100
Specials	$18.00
Select	15.00
Medium	$10.00 to 12.00
Short	6.00

ROSES, Our Selection **$6.00**

Carnations	2.00 to 6.00
Chrysanthemum (White and Yellow)	3.00 to 5.00
Pansies, per dozen bunches	$2.00
Violets, single	$1.50 to 2.00
Sweet Peas	2.00 to 4.00
Adiantum	1.50
Asparagus, per bunch	35c to 50c; extra fancy 75c
Boxwood, per bunch	35c
Ferns, per 1,000	$3.00
Galax, bronze and green, 1,000	2.00
Leucothoe Sprays	1.00

EXTRA SPECIAL STOCK BILLED ACCORDINGLY

PAUL R. KLINGSPORN, Manager

The Chicago Flower Growers Association

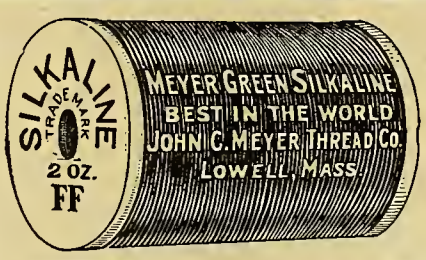
WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue — L. D. Phone, Central 282 — CHICAGO

America, to be held at the Auditorium hotel in co-operation with the Florists' Club November 16-17, are making excellent progress under the local committee consisting of N. J. Wietor, chairman, W. H. Rudd, C. C. Pollworth, A. H. Schneider and Fred Lautenschlager, secretary.

Admission to the show will be by tickets, which are to be distributed by the local retail florists, one of them recently ordering 10,000 and another 3,000. Tickets will be ready for distribution the latter part of this week and those of the trade who desire them should send their orders immediately to Fred Lautenschlager, secretary, Chicago Florists' Club, 460 West Erie street, Chicago. Telephone Superior 8680.

Exhibits should be addressed to Fred Lautenschlager, Flower Show Manager, Auditorium hotel, Chicago, Ill., and sent by express, all charges prepaid.



USE THE

Meyer Green Florists' Thread

and you will get the two ounces of actual thread to every spool, 16 ounces of thread to the pound, net weight. Write direct to the manufacturer, and you will get the best.

Manufactured by

The John C. Meyer Thread Co.

LOWELL, MASS., U. S. A., Dept. XYZ.

NOTES.

Zech & Mann have been working under a handicap the past two weeks while a new sidewalk was being laid on Randolph street. The job is practically completed or will be by the end of this week.

James Condax, who has been in the east for several years arrived here October 22 and is seriously thinking of opening another store in the loop if a suitable location can be obtained.

The American Bulb Co. has its lily and Dutch bulb business well cleaned up, and is now preparing for the holiday trade in imported supplies.

Big Crop of Roses

Premier--Columbia--Russell--Sunburst

Positively the finest stock in this market, particularly Premier, which is a big buy at the prices quoted.

Large Cuts of Carnations

All the leading varieties grown for this market — **THE BEST.**

CURRENT PRICE LIST— Subject to Change Without Notice.

PREMIER.	100
Special	$25.00
Long	20.00
Medium	$10.00 to 15.00
Short	6.00 to 8.00

COLUMBIA.	
Special	$20.00
Long	15.00
Medium	10.00 to 12.00
Short	6.00 to 8.00

RUSSELL.	100
Long	$20.00
Medium	12.00
Short	6.00

SUNBURST.	
Long	$12.00
Medium	8.00 to 10.00
Short	4.00 to 6.00

CARNATIONS.	100
Fancy	$4.00
Good	3.00

CHRYSANTHEMUMS. White and Yellow	Dozen
Small	$2.00
Medium	3.00
Large	4.00

GREENS.	1000
Ferns	$3.00
Asparagus, bunch	.50
Sprengeri	.50

WIETOR BROS.

Wholesale Growers of Quality Cut Flowers

30 East Randolph Street, L. D. Phone Randolph 2081 **CHICAGO**

Philip C. Schupp, of the J. A. Budlong Co., has the sympathy of the trade in the loss of his father, whose death occurred this week. There were a large number of floral offerings at the funeral which was held from the late residence, 2426 Berwyn avenue, October 26, at 2 p. m., with services at Rosehill chapel.

Miss Phyllis Rudd, youngest daughter of Mr. and Mrs. W. N. Rudd, and Norman D. Seim were quietly married at the home of the bride's parents, Blue Island, October 21. Mr. and Mrs. Rudd are planning a trip south the coming winter.

Miss Lillian Tonner is at Baconton, Ga., where her pecan groves are located. It is reported that the crops are 25 per cent to 50 per cent greater than last season. H. C. Wullbrand and wife are also down there.

Balaban & Katz' new Chicago theatre at Lake and State streets, opened Wednesday, October 26. The lobby was completely filled with floral tokens and resembled a small flower show.

The Allied Florists' Association has appropriated $600 extra to the October fund which will be used in its regular advertising to boost the flower show at the Uptown Exposition.

The John Kruchten Co. is having a strong call for lilies, which are holding up in price notwithstanding an overloaded market of practically every other flower.

Mrs. Young's Cafeteria, corner Wabash avenue and Van Buren street, had a flower day October 27, giving a rose to every customer during luncheon and supper.

The E. F. Winterson Co. is showing a splendid supply of chrysanthemums from the Mt. Greenwood Cemetery Association's greenhouses.

Permanite

(Prepared Putty)

Permanite is a well known product and highly recommended for glazing greenhouse sash; also used to prevent leaks in gutters, etc.

Per 1 gallon can.....$2.00
Per 5 gallon can..... 9.50
Machine for using "Permanite," each..... 6.50
Rubber Putty Bulb, each..... 1.40

PERMANITE THINNER

Used to thin "Permanite" when same is too heavy for use.
Price, per gal.....$1.50

Glazing Points

The Perfection Glazing Points (double pointed) are very desirable for florists' use. Per box of 1000, $0.60

Cane Sticks

	Per 100	Per 500	Per 1000
5 to 7 feet long...	$1.75	$8.00	$14.50

Rubber Aprons

Good, large size, best quality, can be used either for store or greenhouse work. Price, each $1.25

Complete list of many other items free.

One Floral Art Album given free with any order of $25.00 or more.

GEO. H. ANGERMUELLER CO.,

Wholesale Florists **1324 Pine Street, ST. LOUIS, MO.**

Mention the American Florist when writing

A. L. Vaughan & Co. is moving a large quantity of chrysanthemums this week. The shipping demand is holding up well and the city trade is showing signs of improvement.

Wietor Bros. cut their first Pink Chieftain chrysanthemums this week and are coming in crop with pompons. Their Columbia roses are splendid and find ready buyers.

R. B. Cooke, manager of the Rosery in the Wrigley building, had several nice orders for the opening of the new Chicago theatre.

Oriental Goldfish & Supply Co.

Send for catalogue.

3757 Cottage Grove Ave., Chicago

Vaughan's Seed Store is shipping two cars of Giganteum lily bulbs this week.

ROSES-'MUMS
POMPONS

Violets, Valley, Lilies, Orchids, Callas
Sweet Peas, Calendulas, Daisies, Etc.

Place your regular orders with us. We can supply you with all seasonable stock, in addition to a complete line of Greens.

A. L. VAUGHAN & Co.
NOT INC.
PHONES:
CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572
161 North Wabash Ave, Chicago

Our Cut Flowers Please the Most Discriminating Buyers

Roses, 'Mums, Pompons, Carnations, Sweet Peas, Valley, Orchids, Callas, Violets, Daisies, Calendulas, and all other miscelloneous seasonable stock. Complete line of Greens.

JOSEPH FOERSTER CO.
WHOLESALE FLORISTS
160 N. Wabash Avenue, CHICAGO, ILL.

Mention the American Florist when writing

Frank Oechslin has his stock in splendid condition as usual. The chrysanthemum pot plants and cyclamen are splendid and the poinsettias never were better at this stage than right now.

The Joseph Foerster Co. is moving a large number of orange branches heavily fruited which are being used extensively by leading retailers in basket work, etc.

Bassett & Washburn are in heavy crop with chrysanthemums, which are in good demand notwithstanding the general market conditions.

Louis & James Choromokos, 76 West Washington street, had several large pieces at the opening of the new Chicago theatre.

Erne & Co. are handling a large supply of fancy chrysanthemums in addition to their regular line.

Hobart E. Humiston, with A. Henderson & Co., is back from an eastern business trip.

R. W. Reed, formerly with C. A. Samuelson, has joined the force of A. Lange.

A new store will open on Randolph street near Dearborn some time this month.

Kennicott Bros. Co. report a strong demand for American Beauty roses.

L. Hoechner, of Peter Reinberg, Inc., is away on a business trip.

A. Miller visited the growers at Richmond, Ind., October 23.

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.
CHICAGO

Long Distance Phones Central 3283 Central 3284

Our Offerings Include:

LILIES

Absolutely the finest supply of Cut Lilies in this market.

ROSES

COLUMBIA
RUSSELL
White Killarney
Butterfly
Crusader Sunburst
Killarney Brilliant
Ward Ophelia
Premier

MISCELLANEOUS

Valley Cattleyas
Calendulas

CARNATIONS

CHRYSANTHEMUMS
SWEET PEAS
VIOLETS
GREENS

Plumosus Sprengeri
Bronze and Green Galax
Ferns
Adiantum Smilax
Mexican Ivy
Boxwood

Poehlmann Bros. Co. is cutting a splendid supply of roses with Columbia attracting much favorable attention. Chrysanthemums are more plentiful at this house. The supply department has been working overtime and made several large shipments to the Pacific Coast this week.

A. Henderson & Co. say the Dutch bulb business continues good and they are daily expecting another large shipment of Japanese lily bulbs.

Visitors: Chas. Hughes, Hillsdale, Mich.; Julius Dilloff, representing Wertheimer Bros., New York; Chas. F. Edgar, representing S. S. Pennock Co., Philadelphia, Pa.; J. P. McCarthy, representing M. Rice Co., Philadelphia, Pa.

Commercial Flower Growers' of Chicago.

The Commercial Flower Growers' of Chicago met at the Hotel Randolph, Thursday evening, October 20, at 8 p. m., President Pearson in the chair. The applications for membership consisted of Kaelin Bros., Aspinwal & Ludeke and the Sykora Greenhouse Co.

President Pearson gave an illustrated lecture showing the good work accomplished by the Allied Florists' Association the past season, many of the slides pertaining to the copy used in the various dailies. The flower show to be held under the auspices of this association at the Uptown Exposition at the Broadway Armory, November 1-5, was discussed, and many of those present pledged their support by making exhibits and assisting in every way possible. The Broadway Armory donated two magnificent silver trophies as prizes to be awarded to the grower making the best exhibit of plants and the best display of cut flowers.

N. J. Wietor, vice-president of the Chrysanthemum Society of America, was present and received quite a number of pledges from the members to make an exhibit at the show to be held here in conjunction with the annual convention of the national society, November 16-17.

There was a lively discussion in regard to the importation of chrysanthemums from distant markets which was fully covered in a letter mailed to the trade this week by the secretary.

Elmer D. Smith & Co., Adrian, Mich., made an exhibit of pompons consisting of three separate entries which attracted much favorable attention.

George Ball, of Glen Ellyn, was awarded a certificate of merit for his splendid collection of pompons consisting of a large number of Elmer D. Smith & Co.'s novelties. He booked a large number of orders on the strength of his exhibit. Aspinwal & Ludeke also made a display of splendidly grown pompons.

Uptown Chicago Exposition.

At a meeting of the board of directors of the Uptown Chicago Exposition Association it was unanimously voted to offer two large loving cups to be awarded as prizes, one to the best display of plants and one for the best display of cutflowers, at the Uptown Exposition, November 1-5, at the Broadway Armory, Broadway and Thorndale avenues.

Cutflowers are to be judged Wednesday, November 2, at 2 p. m., judges being George Franks, Champaign, Ill.; W. J. Smyth, and Superintendent Sheely, Lincoln Park greenhouses. Exhibits will be judged by points; 50 for quality, 40 for variety, and 10 points for quantity; total, 100 points.

Growers only are eligible to compete for the prizes and stock must be grown by the exhibitors. Entries should be made to Peter Pearson, 5732 Gunnison street, telephone Kildare 6418, chairman of the flower show committee of the Uptown Chicago Exposition, not later than noon, on Monday, October 31, no charge being made. Arrangements will be made to call for the cut flowers at your commission house. Vases will be furnished and the staging will be done by the flower show committee. Everything points to the complete success of the exposition and flowers will receive special prominence and publicity.

With H. Dieu Schiller, of Schiller the Florist, president of the exposition, it is a foregone conclusion that flowers will be kept in the front, and he is ably assisted by the following florists, who have bought space and will have individual exhibits: Albert Hall, Clody's Flower Shop, Birchwood Florist, Stollery Bros. and Schiller the Florist. With that end in view Mr. Schiller appointed George Stollery of Stollery Bros. chairman of the decorating committee to see that flowers take the prominence to which they are entitled. The trade should be proud of the florists in Uptown Chicago whose work made this exposition a reality. PETER PEARSON.

Chairman Flower Show Committee.

Evansville, Ind.

DECIDED IMPROVEMENT IN TRADE.

There has been a decided improvement in trade during the past few weeks. Special affairs and funerals have added to the bulk of the business and local dealers expect trade to continually improve. Prices are satisfactory. The re-burial of many soldiers killed in France has stimulated funeral orders. Most of the outside flowers have disappeared and the principal varieties on the market now are carnations, chrysanthemums and roses, the latter bringing especially good prices.

Mrs. Mary B. Kuebler, wife of Theodore Kuebler, florist of this city, died October 23. See obituary column for further particulars. W. B. C.

Fall Business is opening up strong for those who

Use Budlong's Flowers

Line Up with the Progressive Element of the Trade and Make Your Business Grow

RUSSELL COLUMBIA PREMIER MILADY HEARST OPHELIA

Autumn Roses

Do you want a good White Rose? If so, order our
Double White Killarney, the only good white on the Chicago market.

SUNBURST BUTTERFLY DUNULOP MONTROSE NESBIT

Use **Nesbit Roses**; they more than serve the purpose of Sweet Peas

CARNATIONS Stems a Trifle Short, but Flowers of Good Keeping Quality **in Good Supply**

CHRYSANTHEMUMS--White--Yellow--Pink

Use Our Valley for Your Wedding Work
Once Tried You Will Not Be Satisfied with Any Other

All Greens: Ferns, Adiantum, Plumosus, Sprengeri, Mexican Ivy

If you want good stock and good treatment, buy of
Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can reply upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

St. Louis, Mo.

IMPROVED DEMAND CONTINUES

The improvement in the demand for cut flowers continues. Stock is in excellent condition and is arriving on the market in good quantities. The weather has been exceptionally warm and has increased the supply of outside stock. Growers in the northern part of the city have been sending in some very good dahlias and some single and double cosmos. Weddings are becoming more numerous and this helps out the higher grade of stock. Cut flowers have been cleaning up daily, all stock received is readily disposed of and at good prices. Pot plants are more plentiful. A few cyclamens made their appearance during the past week. Hydrangeas have also arrived in quantity. Jerusalem cherries are now a common item. Roses are the chief item and are arriving in excellent condition. The stems are getting much longer while the blooms are of greater size.

Southern Wild Smilax, $7.50 per case

THE E. F. WINTERSON CO., 166 N. Wabash Avenue, Long Distance Telephone, Central 6004 Chicago, Ill.

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street L. D. Phone, Randolph 6578. CHICAGO, ILL.

The Ove Gnatt Co., Inc.

Preservers of Natural Foliages LA PORTE, IND.

Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties

There has been an enormous call for roses lately and the market is soon cleared. Premier is the best all around variety, bringing good prices. Columbia, Butterfly, Ophelia and Mrs. Chas. Russell are coming in in good quantities. Milady, Ward, Cecile Brunner and White Killarney are on the short side. Carnations are very much improved in quality. Stems are nearly back to normal and the blooms are fairly solid. Nearly all of the varieties are seen on the market in colors ranging from white to red, the former slow in arriving. Dahlias of good quality are still plentiful and are bringing exceptional prices considering the market. Blooms are good, some of the red varieties measuring six inches across. Cosmos are plentiful and sell very cheaply. Some good pinks, whites and reds are obtainable in good quantities. They are to be had in both single and double types. Local growers are shipping some good chrysanthemums to the market daily. The stock is of excellent quality. Both pompons, and singles are on the market. Golden Glow and Early Frost still have the best blooms. There is a brisk demand for them and it is expected it will increase until Christmas. Orchids sell well and bring good prices. Cattleya labiata is the chief variety to be obtained. Small quantities of cypripediums are arriving and go quickly. Lily of the valley is much improved in quality, due to the bright weather and meets a good demand in wedding bouquets. Violets are in much better condition but there is still room for improvement. Calendulas are also better Greens, Asparagus sprengeri and plumosa are meeting a good demand. Bittersweet, oak leaves dyed in shades of red and green, straw flowers and feverfew are to be had in good quantities. Among the pot plants are good Boston ferns, begonias, Jerusalem cherries, hydrangeas and cylamens. A few chrysanthemums are obtainable in pots. Dracaenas and pandanus are in good demand.

CHRYSANTHEMUM SHOW

The annual chrysanthemum show at the Missouri Botanical Garden will open November 7, and will be one of the largest and best that has ever been given by the garden. It will be staged in the new Floral display house, which will be lighted by electric lights and will permit the show to be open until 10 p. m. The exhibition has not previously been open at

Decorative Evergreens

New Crop and All Guaranteed.

Quotations are as follows:

	Per 1,000
Galax leaves, less than case lots	$ 1.50
	Per Case
Galax leaves, medium size, cases of 10,000	7.50
Galax leaves, large size, cases of 10,000	10.00
Galax, in ten case lots	$7.00 and 8.50
	Per 1,000
Fancy and Dagger Ferns	2.00
Fancy and Dagger Ferns, cases of 5,000	1.50
Leucothoe Sprays, 10 to 12 inches	2.00
Leucothoe Sprays, 14 to 18 inches	3.50
Leucothoe Sprays, 20 inches and up	5.00
	Per Bag
Green Sheet Moss, per five bushel bags	2.00
	Per 1,000
Mountain Laurel Branches, 16 to 20 in.	4.00
Hemlock Branches, 24 to 36 inches	5.00
	Per 100 lbs.
Magnolia Leaves, prepared	15.00
Wild Smilax, per case	4.00

We are the original dealers, established 1893. We sell stock, not trash. Others may have it, we have it. Satisfaction or money back. For prompt shipment send cash.

E. J. PRITCHARD & CO., Elk Park, N.C.

Mention the American Florist when writing

GREEN SHEET MOSS

Fadeless, per bag, $3.50
Natural, " " 1.75

KNUD NIELSEN
Evergreen, Ala.

Mention the American Florist when writing

Golden Yellow Sweet Peas

McClenahan's Yellow Flower Dye
Send for sufficient to make one quart.
Price $1.00, prepaid.

McCLENAHAN'S GREENHOUSES
40th and Phillips Sts., Oklahoma City, Okla.

Prepared Magnolia

Bronze, Violet, Green, Red.

Prepared Oak Sprays
Prepared Beech Sprays
Dyed Green Sheet Moss
Fancy and Dagger Ferns
Southern Wild Smilax

Write or wire

The Decorative Greens Co.
KINSTON, ALA.
H. C. Willis Duncan Jackson

Mention the American Florist when writing

ARE YOU USING
Cut Evergreens
FOR FUNERAL WORK?

They are more satisfactory—they cost you less—it is fashionable to use them. Then why not get in line and order them from us? Place an order for shipment each 1st and 15th.

THUJA OCCIDENTALIS TSUGA CANADENSE

With or without fruit are the sellers. Order a sample shipment today.

BOTANICAL NURSERY CO.
WILD FLOWERS
1103 Court St., LAPEER, MICH.

H. Bayersdorfer & Co.

The Wholesale Supply House of America . . .
EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

A. T. Pyfer & Co.

WHOLESALE FLORISTS
164 N. Wabash Avenue
CHICAGO, ILL.
Long Distance Telephone, Central 3373.

WEILAND-RISCH CO.

FLOWER GROWERS
TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing

Tonner

Wholesale
CUT FLOWERS
Supplies
30 E. Randolph St.
Telephone Central 6284
Chicago

Mention the American Florist when writing

night, since it was given in a tent in the main garden about 1909 or 1910.

NOTES.

Grimm & Gorly had an attractive window last week. It was advertising the F. T. D., representing a girl telegraph operator sitting at a desk with the telegraph apparatus and sending orders. A receiving instrument out of sight was recording the clicks and attracted much attention. This firm reports a good business, both in cut flowers and funeral designs.

Some novelties noted last week were imported feather flowers, resembling a peony and dyed a deep shade of crimson, while the leaves were a verdant green. They were imported from France. Another was a berry jar in which sprays of Jerusalem cherries or peppers can be placed and sealed so as to retain the moisture and keep the leaves green and the berries fresh.

G. H. Pring has returned to the Missouri Botanical Garden, after spending a vacation in New York. During his stay there he attended the National Associations of Gardeners.

A few street venders continue to do business during the warm weather and offer a second grade of roses, carnations, chrysanthemums, dahlias and greens.

The Ayers Floral Co., Locust street, displayed some yellow incurved chrysanthemums to advantage last week. They are doing a good cut flower business.

Chrysanthemums, greens, peppers and roses of good quality are being displayed by the Foster Floral Co.

The St. Louis Wholesale Cut Flower Co. report excellent trade and expect an increase by Thanksgiving.

J. K. M.

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located
WHOLESALE
CUT FLOWER HOUSE
IN CHICAGO
169-75 N. Wabash Ave., CHICAGO
L. D. Phones: CENTRAL 1977 1978

Mention the American Florist when writing

Wholesale Flower Markets

Chicago
CURRENT PRICE LIST

	Dozen		
Roses, Beauty	$ 4.00	to	$ 8.00
	Per 100		
" Mrs. Chas. Russell	6.00	to	30.00
" Butterfly	6.00	to	30.00
" Columbia	6.00	to	30.00
" Dunlop	6.00	to	30.00
" Premier	6.00	to	30.00
" Hoosier Beauty	6.00	to	25.00
" Killarney Brilliant	6.00	to	20.00
" White Killarney	6.00	to	20.00
" Mrs. Geo. Shawyer	6.00	to	20.00
" Milady	6.00	to	30.00
" Mrs. Aaron Ward	6.00	to	20.00
" Sunburst	6.00	to	30.00
" Ophelia	6.00	to	20.00
" Dble. W. Killarney	6.00	to	20.00
" Cecile Brunner			4.00
" Our Selection			5.00
Calendulas	2.00	to	4.00
Daisies	2.00	to	3.00
Chrysanthemums, per doz	2.00	to	6.00
Pompoms, per bunch			.75
Cattleyas, per doz	18.00	to	24.00
Valley	8.00	to	10.00
Carnations	3.00	to	6.00
Lilies, per 100	20.00	to	25.00
Adiantum	2.00	to	3.00
Ferns per 1,000			3.00
Galax per 1,000			2.00
Leucothoe			1.00
Sprengeri, Plumosua Sprays	35c to 50c per bunch		
Mexican Ivy			1.00
Boxwood, 35c per lb., case			9.00
Southern Wild Smilax, per case			7.50

ZECH & MANN

WHOLESALE FLORISTS
30 E. Randolph St., CHICAGO
Telephone Central 3284

Mention the American Florist when writing

TOPEKA, KANS.—W. A. Bollinger, proprietor of the Rosary at 103 West Eighth avenue, has purchased the flower store owned by Mrs. M. E. Hollcraft, 823 Kansas avenue. He will discontinue his present establishment at an early date and will open a shop to be known as the Rosary at the latter address to manufacture florists' supplies.

THE
CHRYSANTHEMUM MANUAL

By Elmer D. Smith

FOURTH EDITION
Price 60 Cents. Cash with Order.
American Florist Co.
440 S. Dearborn St., Chicago

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave., and Lake St.
CHICAGO, ILL.
Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORISTS

Extra fancy Ophelia, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Ave. CHICAGO

Mention the American Florist when writing

NEW IMPORTATION
MINIATURE VELVET PANSIES

$3.60 per gross.
MINIATURE RED POPPIES..... $1.80 per gross
CLOTH CARNATIONS
White, Ward, Dark, Red Pink.....$25.00 per 1000
SAM SELIGMAN
116 West 28th Street, NEW YORK

Mention the American Florist when writing

The Supply of
Carnations

Is still increasing, and, for so early in the season, most of the Carnations are showing a quality quite up to the standard.

You can always look for the best value where there is a plentiful supply.

We can take care of your Carnation orders in a satisfactory manner.

The Leo Niessen Co.
1201 Race Street
PHILADELPHIA, - PA.
Branches: Baltimore, Washington.

EDWARD REID
CHOICE ROSES, All Grades.
CARNATIONS, EASTER LILIES and All Seasonable Flowers.
This is the exclusive shop, only one block from Express Depots.
1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

PHILADELPHIA, OCT. 26.	Per 100
Roses, Beauty, special	60.00@ 75.00
" Ophelia	3.00@ 12.00
" Columbia	4.00@ 16.00
" Mrs. Charles Russell	8.00@ 25.00
" Killarney	2.00@ 6.00
" Hadley	10.00@ 25.00
" Sunburst	4.00@ 15.00
" Wards	3.00@ 6.00
" Premier	6.00@ 15.00
Adiantum	1.00@ 1.50
Asparagus, bunches	.35@ .50
Asparagus, strings	.75@ 1.00
Calendulas	1.50@ 3.00
Carnations	2.00@ 6.00
Cattleyas	.75@ 1.00
Dahlias	2.00@ 6.00
Easter Lilies	20.00@ 25.00
Lily of the Valley	6.00@ 10.00
Smilax	.35
Snapdragons, per doz	.75@ 1.50
Larkspur, per dozen	.50@ 1.50
Gladioli	3.00@ 6.00
Chrysanthemums, per doz	1.50@ 4.00

BOSTON, OCT. 26.	Per 100
Roses, American Beauty	$8.00@100.00
" Russell	6.00@ 16.00
" Dunlop	4.00@ 12.00
" Pilgrim	6.00@ 16.00
" Crusader	6.00@ 16.00
" White Killarney	6.00@ 16.00
" Ward	4.00@ 12.00
" Maryland	4.00@ 12.00
" Hoosier Beauty	4.00@ 10.00
" Columbia	6.00@ 12.00
" Hadley	6.00@ 16.00
" Premier	6.00@ 16.00
" Ophelia	6.00@ 16.00
" Butterfly	6.00@ 16.00
" Cecile Brunner	2.00@ 3.00
Adiantum	1.50@ 2.00
Asparagus bchs., per bch	.50@ 1.00
Asparagus Strings, dozen	12.00
B. Buttons	1.00
Cosmos	1.00@ 2.00
Coreopsis	1.00@ 1.50
Cattleyas, per doz	9.00@ 12.00
Delphinium	1.50
Lily of the Valley	12.00
Smilax, per doz	6.00
Gladioli	6.00
Swansonia, per bch	.60@ .75
Chrysanthemums	2.50@ 4.00
Carnations	4.00@ 6.00
Violets	1.00
Pompons	.50@ .75
Bouvardia	1.50@ 2.00
Calendulas, per bunch	.50

BUFFALO, OCT. 26.	Per 100
Roses, White Killarney	$3.00@$10.00
" Dbl. Wht. Killarney	6.00@ 12.00
" Richmond	3.00@ 10.00
" Maryland	3.00@ 10.00
" Sunburst	4.00@ 12.00
" Columbia	5.00@ 20.00
" Ophelia	4.00@ 15.00
" Russell	6.00@ 20.00
" Premier	6.00@ 20.00
" Cecile Brunner	3.00@ 4.00
Asters	1.00@ 3.00
Calendulas	1.00@ 2.00
Carnations	3.00@ 5.00
Delphiniums	4.00@ 6.00
Easter Lilies	20.00@ 25.00
Mignonette	2.00@ 3.00
Rubrum Lilies	6.00@ 10.00
Snapdragons	3.00@ 6.00
Sweet Peas	1.00@ 2.00
Chrysanthemum Golden	
" White	8.00@ 35.00
" Pink	10.00@ 35.00

Philadelphia Growers' Cut Flower Market

A NEW OUTLET FOR CUT FLOWERS

The above named corporation announce the opening of a Growers' Cut Flower Market at

No. 7 South Mole St.,

in the heart of the wholesale district, where in their well arranged building they are fully equipped for up-to-date handling of Plants and Cut Flowers.

Consignments Solicited

WILLIAM C. LYNCH, Manager
Philadelphia Growers' Cut Flower Market
No. 7 South Mole St.,
PHILADELPHIA, PA.

Wholesale Florists' Supplies
THE HOUSE OF MERIT
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Berger Bros.
The Choice of the Market in
EASTER LILIES,
ROSES and All Popular Flowers.
Exceptional Service.
1609 Sansom St., PHILADELPHIA, PA.

Philadelphia.

CHRYSANTHEMUMS AN IMPORTANT FACTOR

The flood of dahlias is still on as is the autumn cosmos, but the demand particularly for the dahlia has fallen off and all the greenhouse men are hoping and praying for a killing frost that will close the outside competition for the year. Chrysanthemums are now an important factor, the shipments increasing daily. Richmond and Sun Glow are superb yellows that lead in their color; there are several good whites, including Polly Rose and Early Frost, and also good pinks. All these midseason sorts are sufficient to fully stock the market, while the fag end of the early sorts are still seen in quantity, which in their poor quality bring little money, clog up the market and cheapen the better stock. Roses are in good supply, particularly in short to medium grades, and there are also enough specials for the light demand, especially in Columbia, which can be had in 36 inch stems. Ophelia, Butterfly, Mrs. Chas. Russell and Premier, all of prime quality, are obtainable in 24-inch stems. Carnations are up to the season in quantity and quality and ready for a jump in price with the first frost. From the advance shipments it would appear as if the supply will be a trifle larger than last season. Callas are beginning to make their appearance and sell well. Easter lilies have sold up close, the market taking all that came in at top prices. Cattleyas and lily of the valley are both quite plentiful, the call for these, as for nearly all other high class flowers, having been light the last three days of the week. Violets are also moving with difficulty. The judgment of all the large wholesalers is that the market the past week has not been satisfactory, the demand falling considerably behind the supply, Saturday closing with quite a large surplus on hand.

Oct. 24.—The market opened with a fair demand but the supply of flowers was so great that the prices weakened, particularly in chrysanthemums, which are very plentiful. Select stock that should have brought $5 per dozen was hard to move at $4. There were floods of dahlias and cosmos.

WHOLESALERS' DIFFICULTY.

Wholesalers in speaking of the difficulties of dealing with the growers say that many of them seem to feel that they know more about marketing flowers than their dealers, instructions as to cutting, packing and time of shipping, advice which is intended to put money in their pocket, too often being taken as interference. We tell them it is best to have their stock on the market at a certain hour when it will be seen by most buyers, but in many instances it arrives when the greatest demand is over. We tell them when the market is overstocked to hold off for a day, but the stock comes along just the same. In every

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Pittsburgh Cut Flower Co.
WHOLESALE FLORISTS
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instance we are trying to help the grower and get him more money for his stock, while some of them take the narrow view that we are trying to help out the other fellow at their expense. Another dealer in speaking of oversupply said there were never too many flowers in the market, the trouble was with the retailers, the final handlers of the stock, who should jump at this, to them, golden opportunity and run special sales, which even at low prices would show them a handsome profit over the cost at which they could buy in quantity lots. Some of the store men are alive to these opportunities and never let such a chance slip by, but the great majority do nothing to create a demand, carrying scarcely the flowers necessary to fill the orders of their customers who feel they must have them.

NOTES.

Chas. H. Grakelow is breaking into the game down-town and will open a flower shop in a store under the new Stanley motion picture theatre, at Nineteenth and Market streets. The fixtures will be unique in that it is to be patterned after one of the French flower shops in gay Paree. Mr. Grakelow never does things by halves and all the trade will look forward with pleasure to the opening which will take place early in November.

The feature for the November meeting of the Florists' Club is to be an address on the F. T. D. by Victor I. Ridenour, John C. Gray and T. Nelson Geiger, who attended the recent convention and will also tell of the work accomplished. All retailers are invited to attend this important meeting and learn of the advantages of membership and extending their business by means of this organization.

The Philadelphia Growers' Cut Flower Market is increasing its line each week. Columbia and Premier roses are leading features. Manager Lynch is much pleased with the outlook.

Berger Bros. are handling chrysanthemums of quality in variety, carnations, roses and sweet peas are also important items. K.

Wholesale Flower Markets

PITTSBURGH, OCT. 26.		Per 100
Roses, Beauty, spl., per doz.	7.50	60.00
" " fcy., per doz.	6.00	45.00
" " ex., per doz.	5.00	35.00
" " No. 1, per doz.	2.00	15.00
" American Legion	6.00@	25.00
" Killarney	5.00@	15.00
" Maryland	5.00@	15.00
" Sunburst	5.00@	15.00
" Mrs. Aaron Ward	5.00@	15.00
" Russell	6.00@	30.00
" Columbia	6.00@	25.00
" Ophelia	6.00@	20.00
" Hilda	5.00@	15.00
" Premier	6.00@	30.00
" Madam Butterfly	6.00@	20.00
Carnations	3.00@	6.00
Pompons, per bch.	.50@	1.00
Calendulas	2.00@	4.00
Chrysanthemums, per doz.	2.00@	5.00
Dahlias	6.00@	8.00
Lilies		25.00
Valley		8.00
Ferns, per 1,000		3.00
Galax, per 1,000		2.00
Plumosus, per bunch		.60
Sprengeri, per bunch		.60
Smilax, per doz. strings		3.00
Sweet Peas		2.00

CINCINNATI, OCT. 26.		Per 100
Roses, Premier	6.00@	18.00
" Russell	6.00@	18.00
" Columbia	6.00@	18.00
" Butterfly	6.00@	18.00
" White Killarney	6.00@	18.00
" Pink Killarney	6.00@	18.00
" Sunburst	6.00@	18.00
" Mrs. Aaron Ward	6.00@	18.00
" Ophelia	6.00@	18.00
" Baby Doll	3.00@	4.00
Asters	1.00@	4.00
Chrysanhemums, per doz.	2.00@	4.00
Cosmos, per dozen bchs.	1.50@	2.00
Easter Lilies	20.00@	25.00
Ferns, per 1,000		3.00
Galax, per 1,000		1.50
Plumosus (south) per bch.		.25
Smilax, per string	.15@	.25
Rubrum	4.00@	8.00
Leucothoe		5.00

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Manufacturers—Importers
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RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

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ST. LOUIS, OCT. 26.		Per 100
Roses, Premier	3.00@	15.00
" White Killarney	3.00@	8.00
" Columbia	3.00@	15.00
" Ophelia	3.00@	10.00
" Russell	4.00@	20.00
" Ward	3.00@	6.00
" Sunburst	4.00@	15.00
Carnations	4.00@	8.00
Dahlias, per 1,000	2.00@	6.00
Fancy Dahlias, per doz.	1.20@	4.00
Delphinium	.50@	.75
Leucothoe		.75
Valley		8.00
Galax, green, per 1,000		1.50
" bronze, per 1,000		1.75
Ferns, per 1,000		3.00
Chrysanthemums, White and Yellow, per doz.	3.00@	7.50

MILWAUKEE, OCT. 26.		Per 100
Roses, Kill'n'y, W. Kill'n'y	6.00@	15.00
" Premier	6.00@	20.00
" Ophelia	6.00@	15.00
" Columbia	6.00@	20.00
" Ward	4.00@	10.00
" Hoosier Beauty	8.00@	20.00
" Butterfly	6.00@	18.00
Carnations	3.00@	5.00
Gypsophila, per bunch	.25@	.35
Larkspur, per bunch	.35@	.50
Fancy Ferns, per 1000		3.00
Asparagus, per bunch	.50@	.75
Lilies, per doz.		3.00
Chrysanthemums, per doz.	3.00@	5.00
Eupatorium, bch.	.50@	.75
Strawflowers, bch.	.25@	.35
Pompons	.75@	1.50
Sweet Peas	1.50@	2.50
Violets	1.50@	2.00

New York.

BUSINESS IS UNSATISFACTORY.

It is the plain truth that the cut flower business of this city is in an unsatisfactory condition, displeasing alike, so it seems, to wholesalers, retailers and finally to the buying public. Although heavy cuts have been made on the wholesale prices of chrysanthemums over last year's prices, the average retailer affirms that the people are not buying large blooms to any extent, add if they buy at all they take bunches of pompons or singles. It has been stated in a number of retail stores that from $3 to $5 per dozen is as much as their customers will pay. Of course, there are exceptional cases where higher prices are paid, but it is the average customer that is here being discussed. The supposition is that a part of the people do not have the money; others that have are holding on to it "till the clouds roll by." It is about the same condition with roses. Nos. 2's, 1's and extras keep moving, but in the wholesale district the higher grades cannot be disposed of except at what the dealers consider a sacrifice. It is well to add that for the season, exceptionally fine rose stock is arriving. While carnations are supposed to be slow at this season they seem to be selling as well as other stocks. Lily of the valley is slow, but there seems to be a slightly better movement in cattleyas, the supply being lighter. Easter lilies are in light supply but callas are beginning to arrive. Although several dates have been mentiontd for the passing of the dahlias and other outdoor flowers, they are yet hanging on. An immense stock of cosmos was on the market last week and it is the cheap stock that moves best.

October 24.—The week opens with particularly heavy supplies of chrysanthemums, and excepting Easter lilies, there is an abundance of all other offerings. The weather continues fair.

HORTICULTURAL SOCIETY SHOW.

Current reports indicate that the show to be held at the American Museum of Natural History, November 3-6, under the auspices of the Horticultural Society of New York and the Garden Club of America, will bring out a large number of fine exhibits. The entries already exceed in number those of former years. The New York Botanical Gardens, the Brooklyn Botanic Garden and the various park departments are all expected to exhibit. Prizes have been offered by the Garden Club of America for table decorations, and also prizes for chrysanthemums grown by its members.

NOTES.

The arrival of General Diaz of the Italian army, the English Admiral Lord Beatty, and Venezelos, the Greek statesman, has been the occasion for some good orders. On October 21 Malandre Bros. made up a number of fine bouquets and baskets that were ordered for Venezelos and his bride.

When Field Marshal Ferdinand Foch arrives here this week he will be met by the highest officers of the American Legion, who will assemble in this city to honor him before they depart for the national convention.

Calling recently on Manager McCarthy of Jas. Weir, Inc., Brooklyn, we found him and his staff busy on a large funeral order, including a casket cover and a number of fine designs.

The Greek-American Florists' Association, on the arrival of ex-Premier Venezilos and bride, presented them a tall basket containing 100 special American Beauty roses; also chrysanthemums.

V. J. Gorley, St. Louis, was here last week and attended the dinner of the Past-Presidents' Association of the New York Florists' Club, as the guest of G. E. M. Stumpp.

At the store of Stephen Masur, Brooklyn, we recently noticed one of the most complete exhibits of cut flowers and plants to be found in the five boroughs of this city.

The next meeting of the Florists' Club will be held on the night of November 14. Nominations of officers for 1922 will be announced at that session.

We regret to learn that Eugene Dailledouze, of Brooklyn, has been seriously ill. At last accounts he was improved and able to sit up.

John Curry, the retailer of 1118 Lexington avenue, and Miss Anna Goetz, his former bookkeeper, were married October 12.

The Association of Past Presidents of the Florists' Club held its semi-annual banquet at Billy the Oysterman's, October 19.

Besides a good variety of other stock, Wm. Mackin, in the Eighteenth street market, is handling all the most popular kinds of chrysanthemums.

Sullivan, Dolan & Co., 112 West 28th street, in addition to a good general stock, are handling fine sweet peas.

L. E. Dupuy, Whitestone, is a delegate to the convention of the American Legion at Kansas City, Mo.

Eugene Dailledouze is improving and expects to be out this week.

A. F. F.

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Let us ship you some and convince you, **Mr. Retailer,** that they are the **best money can buy.**

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Of the Finest Keeping Quality, 20 to 24 inch stems, are arriving at my store from the range of **W. D. Howard,** a veteran grower. They comprise **Cottage Maid, Laddie, Mrs. C. W. Ward, Pink Delight, Matchless, Eureka, Bernice, Benora, White Delight,** in any quantity; **Maine Sunshine** and **Rosalia** only in limited quantities.

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Wholesale Flower Markets

NEW YORK, OCT. 26.

		Per 100
Roses, Beauty	$5.00 @	$50.00
" American Legion	3.00 @	10.00
" Crusader	5.00 @	15.00
" Golden Ophelia	3.00 @	12.00
" Columbia	3.00 @	15.00
" Pilgrim	2.00 @	8.00
" Hadley	5.00 @	15.00
" Dunlop	2.00 @	10.00
" Dble. Wht. Killarney	2.00 @	10.00
" White Killarney	1.00 @	5.00
" Aaron Ward	2.00 @	6.00
" Ophelia	2.00 @	10.00
" Scott Key	6.00 @	35.00
" Sunburst	2.00 @	6.00
" Mdm. Butterfly	2.00 @	12.00
Adiantum Croweanum and Hybrid	1.00 @	1.50
Asp. Plumosus sprays	1.00 @	2.00
Asp. Plumosus, per bch	.25 @	.60
Bouvardia, per bunch		.60
Carnations	1.50 @	5.00
Cattleyas	35.00 @	100.00
Chrysanthemums, Yellow	10.00 @	35.00
Gardenias, per doz	4.00 @	6.00
L. Rubrum	6.00 @	8.00
Leucothoe, per 1000	6.00 @	7.00
Lilies white	20.00 @	25.00
Lily of the Valley	1.00 @	6.00
Smilax, doz. strings	1.25 @	2.00
Galax, green and bronze, per 1000	1.50 @	2.00
Ferns, per 1000	2.00 @	2.60
Violets		.50
Sweet Peas	2.00 @	3.00

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FROM NEW YORK EXCEPT AS NOTED.

October 31.

Gustavsholm, Swedish-American Line (Gothenburg-Finland).
FROM BOSTON, Missouri, I. M. M. Lines (Antwerp).

November 1.

Verentia, Australian Service Lines (Australia-New Zealand).
United States, Scandinavian-American Lines (Christiana-Copenhagen).
Alpine Range, Furness Lines (Leith-Dundee).
Union City, United States Navigation Lines (London-Liverpool).

November 2.

Paris, French Line (Havre).
Monadnock, French Line (Bordeaux).
Lituania, Baltic American Line (Danzig-Libau).
FROM BOSTON, Vasconia, Cunard-Anchor Line (London).
FROM MONTREAL, Verbania, Cunard-Anchor Line (London).

November 3.

Albania, Cunard-Anchor Line (Liverpool).
Providence, Fabre Line (Marseilles).
FROM PHILADELPHIA, Manchester Mariner, Furness Lines (Manchester).
FROM PHILADELPHIA, River Orontes, Cunard-Anchor Line (Greece-Egypt).

November 4.

Vulcan City, United States Navigation Lines (Hamburg).

November 5.

Westerdyk, Holland-America Line (Rotterdam).
McKeesport, Cosmopolitan Line (Havre-Dunkirk).
Archimeded, I. M. M. Lines (Manchester).
Minnekahda, I. M. M. Lines (Hamburg).
Carmania, Cunard-Anchor Line (Southampton-Cherbourg).
Vellavia, Cunard-Anchor Line (London).
Columbia, Cunard-Anchor Line (Glasgow).
Palermo, Navigazione Generale Italiana (Naples-Genoa).
Ponce, Porto Rico Line (San Juan-Mayaguez).
FROM GALVESTON, Andyk, Holland-America Line (Rotterdam).
FROM NEW ORLEANS, Alexandria, I. M. M. Lines (Liverpool).
FROM MONTREAL, Cornishman, I. M. M. Lines (Avonmouth).
FROM MONTREAL, Megantic, I. M. M. Lines (Liverpool).
FROM BALTIMORE, Mackinaw, I. M. M. Lines (Hamburg).
FROM NEW ORLEANS, America, Swedish-American Lines (Gothenburg).

ENGLAND

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HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO.
Good Stock and Good Service.

Kansas City, Mo.
Samuel Murray
1017 Grand Avenue
Member Florists' Telegraph Delivery

OMAHA, NEB.

Hess & Swoboda
FLORISTS
1415 Farnum St. PHONES: 1501 and L1582
Members of Florists' Telegraph Delivery.

Chicago
Congress Flower Shop
CONGRESS HOTEL
520 South Michigan Ave.

BROOKLYN, N. Y.

JOSEPH TREPEL
BROOKLYN'S LARGEST FLORIST
Eleven Stores
Main Store— Lewis Ave. Cor. Hancock St.
Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.
Member of Florists' Telegraph Delivery.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

KANSAS CITY, MISSOURI.

ROCK'S FLOWERS

Members of Florists' Telegraph Delivery

Mention the American Florist when writing

CLEVELAND, O. AND VICINITY.

BRAMLEY & SON

1811 E. 71st St.

The Largest Growers of Flowers in the City

Mention the American Florist when writing

KANSAS CITY, MO.

The Apollo Flower Shop

4 East 11th Street

We Carry the Largest Stock of Cut Flowers in the City. We Please the People.

Home Ph.: Main 3662 Bell Ph.: Main 1634

Mention the American Florist when writing

Pittsburgh, Pa.

MRS. E. A. WILLIAMS

621 Penn Ave.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Milwaukee, Wis.

FOX'S

Incorporated

437-39-41 Milwaukee Street

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Lang Floral & Nursery Co.

1214 Main Street, Dallas, Texas.

Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Penn, the Florist.
Boston, Mass.—Houghton Gorney Fl. Shop.
Bronx, New York—Fordham Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Bohannon Flower Shop.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Congress Flower Shop.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Schiller, The Florist, W. Madison.
Chicago—G. Wittbold Co., Buckingham Pl.
Chicago—Henry Wittbold & Son.
Chicago—Mangel, 17 E. Monroe St.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The Park Floral Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—Central Floral Co., B'way.
Detroit, Mch.—John Breitmeyer's Sons.
El Paso, Tex.—Potter Floral Co.
Evanston, Ill.—Henry Wittbold & Son.
Galesburg, Ill.—Pillsbury's Flower Stores.
Grand Rapids, Mich.—Grand Rapids Fl. Co
Grand Rapids, Mich.—Henry Smith Floral Co., Inc.
Hartford, Conn.—Welch's Flower Shop.
Hartford, Conn.—Geo. G. McClunie
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—Apollo Flower Shop, The
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
Knoxville, Tenn.—Baum's Home of Flowere
La Crosse, Wis.—Salzer Floral Gardens.
Lincoln, Neb.—Frey & Frey.
Liverpool, Eng.—Bee's, Ltd.
Los Angeles—Wolfskill Bros. & M. Goldenson
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Memphis, Tenn.—Memphis Floral Co.
Miami, Fla.—The Exotic Gardens.
Milwaukee, Wis.—Fox's, Incorporated.
Montreal, Que., Can.—Dominion Floral Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—The Rosary Floral Co.
Newark, N. J.—Phillips Bros.
New Britain, Conn.—Welch's Flower Shop.
New Orleans, La.—Matalrie Ridge Nur. Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New Rochelle, N. Y.—New York Floral Co
New York—A. Eckrich, 924 Madison Ave.
New York—A. T. Bunyard, Madison Ave.
New York—Broadway Florist.
New York—Chatmas Florists, 2726 8th Ave.
New York—Dard's, 44th and Madison Ave
New York—David Clarke's Sons.
New York—Henry Hart, Inc.
New York—Hession.
New York—Irene Hayes.
New York—Kottmiller.
New York—Malandre Bros.
New York—Matthew A. Battista.
New York—A. Meyer, 1062 Madison Ave.
New York—Olympia Florist.
New York—G. E. M. Stumpp.
Oklahoma City, Okla.—Furrow & Co.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Salt Lake City, Utah—Evans Floral Co.
Salt Lake City, Utah—Miller Floral Co.
Staten Island, N. Y.—Alex S. George.
San Francisco—Podesta & Baldocchi.
Savannah, Ga.—John Wolf.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosala Bros.
Sheboygan, Wis.—J. E. Matthewson.
St. Louis, Mo.—F. H Weber.
St. Louis, Mo.—Grimm & Gorly.

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

Mention the American Florist when writing

SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

SAVANNAH, GA.

John Wolf

The Largest Grower of Cut Flowers in the South

Mention the American Florist when writing

NEW ORLEANS, LA.

CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

KNOXVILLE, TENN.

Baum's Home of Flowers

Personal attention given to orders For Knoxville and East Tennessee.

Member F. T. D.

FOR ST. LOUIS

WIRE

Grimm & Gorly

St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heinl & Sons.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackistone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Wichita, Kan.—W. H. Culp & Co.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

BUNYARD, NEW YORK,

413 Madison Ave.
Bellevue Avenue, NEWPORT, R.
Summer Season.

Mention the American Florist when writing

Hession

Madison Ave. and 76 St.
NEW YORK

Quality Flowers

BEST IN THE MARKET
AT REASONABLE PRICES

Plant Specialists Phones: Rhinelander 107—420—775

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Bronx, New York City

Fordham Florist
421 East Fordham Road
Telephone: Fordham 3975

Mention the American Florist when writing

NEW YORK. Telephone Audubon 6618 Established 1906

Olympia Florist

(PETER LAMBOS & CO.)
3799 Broadway, S. W. Cor. 158th St.
FRESH CUT FLOWERS DAILY
Orders from Other Cities filled with promptness

Mention the American Florist when writing

New York's Favorite Flower Shop

G. E. M. Stumpp

Fifth Avenue at 58th Street
Member F. T. D. Ass'n.

Mention the American Florist when writing

NEW YORK

Chatmas Florists

CHATMAS BROS.
2726 Eighth Avenue
Bet. 144th and 145th Sts.
Telephone Audubon 6044.
Orders from Other Cities Promptly Filled

Mention the American Florist when writing

GRAND RAPIDS, MICH.

GRAND RAPIDS FLORAL CO

ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

BRANCHES: RITZ-CARLTON and VANDERBILT HOTELS

KOTTMILLER

426 Madison Ave., NEW YORK

Mention the American Florist when writing

NEW YORK.

Malandre Brothers

2077 Broadway, near 72nd St.
'Phone, Columbus 6883

The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

PITTSBURGH, PA.

A. W. Smith Co.

KEENAN BLDG.
Largest Floral Establishment in America
Established 1874 Incorporated 1909

Mention the American Florist when writing

NEW YORK.

BROADWAY FLORIST

2094 Broadway, S. E. Cor., 72d St.
Phone Columbus 5468
Branch: 840 Westchester Ave., Bronx.
Phone: Intervale 4990.

Mention the American Florist when writing

WICHITA, Kansas Shipments for Kansas and Oklahoma.

W. H. CULP & COMPANY

Quality Flowers
Personal Service
Members F. T. D.

Mention the American Florist when writing

El Paso, Texas

Potter Floral Co.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Kansas City, Mo.

W. J. Barnes FLORIST KC MO

Kansas and Western Missouri.
Up-to-date Service.
F. T. D. Est. 1890

Mention the American Florist when writing

Albany, N. Y.

Danker FLORIST

The Best Service

Mention the American Florist when writing

NEW YORK Established 1849

David Clarke's Sons

2139-2141 Broadway, Cor. 75th St.
Orders by Telegraph Promptly Filled
Phones 1552-1553 Columbus

Mention the American Florist when writing

MEMPHIS, TENN.

Memphis Floral Company

MAIN AND UNION
WIRE US

Mention the American Florist when writing

Oklahoma City

OKLAHOMA

FURROW & CO.

205 W. Main St.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

FREY & FREY

1338 O Street, LINCOLN, NEB.
Wholesale and Retail
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

J. W. RODGERS

Elks' Building
South Jefferson Street
Dayton, O.

Telegraph orders for Dayton will receive our immediate and careful attention.

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

DETROIT'S
Leading Florists

JOHN BREITMEYER'S SONS

1314 Broadway

PHILIP BREITMEYER, - President

Mention the American Florist when writing

Boston, Mass.

"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.
124 TREMONT STREET

Mention the American Florist when writing

Worcester's Shop of Quality and Service

Randall's Flower Shop
22 Pearl St.,
WORCESTER, MASS.
Member F. T. D.

Mention the American Florist when writing

BROOKLYN, N. Y.

JAMES WEIR, Inc.
FLORIST
324 Fulton St., cor. Pierrepont

Telegraph orders receive our usual good care and prompt attention. Phones 270-271 Main.

Mention the American Florist when writing

MICHIGAN. Orders will be carefully cared for by

Henry Smith Floral Co., Inc.
Wholesale and Retail Florists of Grand Rapids.

Mention the American Florist when writing

Mention the American Florist when writing

Send Telegraph, Telephone or Mail Orders for florist's service in this vicinity to

The Dominion Floral Co.
484 St. Catherines St. West,
Montreal, Que., Canada
Every order receivee prompt and careful attention.

Mention the American Florist when writing

WASHINGTON, D. C.

BLACKISTONE, Inc.
14th and H Streets, N. W.
Exceptional Service

Mention the American Florist when writing

Telephones:
Lenox 2352
Lenox 7019

1062 Madison Ave.,
Near 80th St.
NEW YORK

Orders from other cities promptly filled.

Mention the American Florist when writing

TORONTO, CAN.
Canada's Best Known and Most Reliable Florist

Only the Best **Dunlop's**
8 and 10 West Adelaide Street
We deliver anywhere in Canada and guarantee safe arrival.

Mention the American Florist when writing

Orders in or around **Washington, D.C.**

Geo. C. Shaffer
FLORIST
900 Fourteenth Street

Mention the American Florist when writing

LA CROSSE, WIS.

Send your orders for flowers for delivery in this city and vicinity to

John A. Salzer Seed Co.
Quality and Service Assured

Mention the American Florist when writing

Nashville, Chattanooga and Atlanta — THREE STORES

MEMBER *Florists' Telegraph Delivery*

Mention the American Florist when writing

New York

44 Carmine Street
Phone 1274 Spring
Out of Town and Steamer Orders Promptly Filled

Mention the American Florist when writing

San Francisco
Podesta & Baldocchi
224-226 Grant Avenue

Mail or telegraphic orders promptly and most carefully executed.
Members of Florists' Telegraph Delivery

Mention the American Florist when writing

WASHINGTON, D. C.

Louise Flower Shop
Connecticut Ave., at N. St., N. W.
Miss Louise W. Daugherty, Proprietress
Phones—Franklin 3579, 3841, 3842
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Cincinnati, O.

HARDESTY & CO.
150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

Mention the American Florist when writing

New York's
SHOP OF QUALITY
Irene Hayes, Inc.
F. T. D. 799 Park Avenue

Telephone Rhinelander 0202 and 0203

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

HARTFORD, CONN.

WELCH'S Flower Shop

Also Store at New Britain, Conn.

Established 1885.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Colorado Springs, Col

Wholesale and Retail

Pikes Peak Floral Co.

Orders Carefully Executed

Members of Florists' Telegraph Delivery.

DENVER, COLO.

The Park Floral Co.

S. E. GILLIS, President.
E. P. NEIMAN, Secretary.

GALESBURG, ILL. AND CENTRAL ILLINOIS

Pillsbury's Flower Stores

Your orders will receive careful attention.

Members of Florists' Telegraph Delivery.

KANSAS CITY, MO.

A. Newell
FLORIST

Established over 30 years.
Southwest corner of 11th and McGee Sts.

WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery.

LOUISVILLE, KY.

AUGUST R. BAUMER

MASONIC TEMPLE

Member of Florists' Telegraph Delivery.

ST. LOUIS, MO.

F. H. WEBER

N. E. Cor. Taylor and Olive Sts.

Flowers delivered in City and State on Short Notice.

Member of Florists' Telegraph Delivery.

CHICAGO OPPOSITE FIELD'S — **DETROIT**

Central Floral Co.

132 N. State, CHICAGO
1331 Broadway, DETROIT

Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

ROANOKE, VA.

FALLON, Florist.

Mention the American Florist when writing

Seattle-Rosaia Bros.

Finest floral studio in Northwest. Member F.T.D.

Mention the American Florist when writing

EDWARD SCEERY

Passaic, N. J. F. T. D. Paterson, N. J.

Mention the American Florist when writing

Washington, D. C.

GEO. H. COOKE

FLORIST

Connecticut Avenue and L Street

Mention the American Florist when writing

FOR WISCONSIN DELIVERY

—OF—

"Home Grown Flowers"

Get in touch with

MATTHEWSON'S, SHEBOYGAN, WISCONSIN.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

NEWARK, N. J.

Philips Bros.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE.

Mention the American Florist when writing

IN THE HEART OF **Newark, N. J.**

The Rosery Floral Co.

167 Market St., at Broad St.

EVERYTHING IN FLOWERS

Prompt Deliveries to any town or city within 150 miles of Newark.

Telephone Market 494

Mention the American Florist when writing

BROOKLYN, N. Y.

HUGO H. JAHN

—FLORIST—

710 Nostrand Ave., cor. Prospect Place

Phone: 1952 Lafayette.

Flowers Delivered Anywhere. Personal Attention.

Mention the American Florist when writing

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES Memphis, Tenn.

89 South Main St.

"Up-to-the-Minute" Service and Execution.

Every Flower in Season.

New York. Telephone Lenox 3822

HENRY HART, Inc.

FLORIST

1000 Madison Avenue

In the Heart of most exclusive residential section.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

The Seed Trade

American Seed Trade Association.

L. L. Olds, Madison, Wis., President; Alex. Forbes, Newark, N. J., First Vice-President; Louis B. Reuter, New Orleans, La., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, 73 Tremont Street, Boston, Mass., Counsel.

The fortieth annual meeting will be held June, 1922.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass, Counsel.

The next annual meeting will be held June, 1922.

SUNFLOWER seed, South American, is $3.50 per 100 pounds.

CRAWFORDSVILLE, IND.—A. E. Reynolds has returned from the east.

WHITE CLOVER seed, imported, is offered in good-sized lots at 31 cents.

VISITED NEW YORK: A. B. Clark, Milford, Conn.; S. F. Willard, Wethersfield, Conn.

SASSENHEIM, HOLLAND. — W. Warnaar is making a November visit to Mentone, France.

DUTCH exchange continues firm with steady advances. Guilders are now about 34½ cents.

SLUIS & SONS, Chicago, report their collections good in their trucking trade and the outlook good.

ALL crocus bulbs, and cheap grades of single, early mixed tulips, are on the scarce list of Dutch bulbs.

OSHKOSH, WIS.—M. S. Smith, formerly of Manitowoc and Chicago, is now with the Oshkosh Seed Co.

KANSAS CITY, MO.—J. G. Peppard and wife are returning home after a summer vacation at Rye, N. Y.

THE annual convention of the Iowa-Nebraska Canners' Association will be held at Cedar Rapids, November 3-4.

TROY, ILL.—John Hacker, farmer, is reported as getting a $12,000 crop of white sweet clover seed from 10 acres.

WASHINGTON, D. C.—The United States Shipping Board will establish a Rotterdam line, using five 14½-knot steamships.

DECEMBER 12-13 are the dates set for the convention of the Insecticide Disinfectant Manufacturers' Association, in the Hotel Astor, New York.

THE mild fall has been very favorable to cosmos and zinnias, these plants making many new friends by their prolonged season of excellent bloom.

ONION SETS in the Chicago district this week, fall delivery, are selling at $1.50 for colors and whites $1.75. Growing contracts for next season are reported from five to 10 cents higher than in 1921.

A NEW hemp-stripping machine recently invented by P. H. Frank, of the Philippine Islands, will eliminate much of the hard work in the stripping phase of that industry, it is stated, saving approximately $3,500,000 yearly in harvesting the hemp crop in the islands.

PRICE of bags at Chicago, October 26: Anchor, 16 oz., $31.50 per bale, in bale lots or over; Royal River, 16 oz., $32.00; National, 16 oz., $30.00; Crown, 12 oz., $24.50.

BOARD OF TRADE.—Prices for grass seed on the Chicago Board of Trade, October 26, were as follows: Timothy, $4 to $5.25 per 100 pounds; Red Clover, $11 to $18.

NEW YORK. — Misses Isabel and Helen Northrup, daughters of the late Jesse E. Northrup of Minneapolis, Minn. sailed October 22 for an 18 months' stay in France.

MONTICELLO, FLA. — Six hundred thousand pounds of watermelon seed was shipped from this vicinity during September, from about 10,000 acres, much of it being exported.

THE Idaho state seed show will be held at Idaho Falls, January 10-13. Information regarding the show may be had from C. B. Ahlson, Sec'y, Idaho State Seed Show, Boise, Ida.

ALBERT DICKINSON, Chicago, who celebrates his eightieth birthday anniversary October 28, is at the Webster hotel, not the Edgewater Beach hotel, as stated in this column last week.

SUGAR CANE seed from India can be germinated seven months after harvesting, according to tests made by the Indian department of agriculture, permitting it to be sent to all parts of the world.

NEWARK, N. J.—Alex. Forbes, October 26, celebrated the thirty-fifth anniversary of his arrival in the United States. The Mulberry street store is being remodeled, enlarging the office space.

PEA BEAN demand is expected to greatly improve since the low prices named by the chain stores became effective. Choice pea beans were quoted at $5.25 per 100 pounds in New York, October 14.

ALBERT STEINBRUCKER of Hamburg, Germany, who was in Chicago this week, reports lily of the valley pips short crop on account of dry weather. He says the American demand has fallen off, and that of England has increased.

Catalogues Received.

Naperville Nurseries, Naperville, Ill., nursery stock; L. S. Ream, Paulding, O., gladioli.

Peter Lambert, Trier, Germany, roses.

Wholesale Growers
SELECT STOCKS
Beet
Carrot
Lettuce
Onion
Parsley
Parsnip
Radish
Sweet Peas
PIETERS-WHEELER SEED CO.
GILROY, CALIFORNIA
Mention the American Florist when writing

Valuation Plan Menace.

In a lengthly and exhausive report of the investigation on the subject of the American valuation plan, H. E. Miles, chairman of the Fair Tariff League, speaks of the proposed legislation as follows:

"This organization is now being convinced more than ever that the American valuation clause in the Fordney measure is the gravest menace to the tariff, as a provocative of retaliation general welfare of the American people ever incorporated in an American and commercial war, as threatening the life of foreign trade, export as well as import, and promotive of still greater internal distress, unemployment, and higher prices."

Carter's Tested Seeds.

With the acquisition by Carter's Tested Seeds, Inc., of the well-known business and interests of J. H. Thorburn & Co., of New York, the final chapter has been written in the history of what was perhaps the first seed business of importance devoted entirely to the sale of selected seed stocks in America.

Sealed bids were invited for the sale of the firm of J. M. Thorburn & Co., and through these, the control of the business has passed into the hands of Carter's Tested Seeds, Inc., they having taken possession October 19. The seedsmen of America and Europe will feel a sense of sincere gratification that the work accomplished and service rendered by the firm of J. M. Thorburn & Co. is to be carried on by another old established and reliable concern, whose existence reaches back for 85 years.

Carter's Tested Seeds, Inc., is the American branch of the now famous and well known firm of James Carter & Co., Raynes Park, London, Eng. Ten years ago the first branch office in America was opened and operated at the Chamber of Commerce building, Boston, Mass. From then on their business has experienced a steady growth so that at present they have branches at New York, Boston, Glen Cove, L. I., Philadelphia, Pa., Chicago, Detroit, Mich., Toronto, Ont., and Montreal, Que. By acquiring the Thorburn interests they will be in a position to give a greater and more active

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Braslan Seed Growers Company, Inc.
Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY AND MIXED SWEET PEAS.
SAN JOSE, CALIFORNIA

Garden Seed Beans

Growing Lima and pole varieties is my specialty.

My growing contract offer for fall delivery will be mailed upon request.

Henry Berrien Fish
Carpinteria, Calif.

Mention the American Florist when writing

service to their own and Thorburn patrons and customers.

James Carter, the founder of Carter's Tested Seeds, Inc., began business 85 years ago and was the first seedsman to guarantee the germination of seeds. This practice is still in operation with the firm but has the advantage of the much improved scientific and up-to-date methods now in use. The well-known sign, "Carter's Tested Seeds," is the guarantee for any person desiring the best and purest of seed stocks.

California Seed Crops.

L. W. Wheeler, of the Pieters-Wheeler Seed Co., Gilroy, Calif., is quite optimistic as to the future of the seed business. The small retailers' stocks, he says, are very low and as they have not been buying, the jobbing houses will have an excellent trade on fill-in orders the coming spring at advancing prices. Mr. Wheeler expects 1922 to show a very marked improvement and that everyone who is handling seeds will make a good profit.

The California seed crops, he says, are short because of decreased acreage. Lettuce is well cleaned up and it is improbable that round lots of any variety are still obtainable on the coast. While prices have not advanced to any marked degree, an advance must be made, as it cost 40 to 50 cents to produce this seed and it has been selling at 30 to 35 cents. Beet is another very short item and but little was grown in California this year. There seems to be a good demand and no supply. Radish is also a short crop and this firm has been unable to quote many customers on carrot, lettuce, radish, mustard, etc.

New York Seed Trade.

Spirited bidding by mid-western buyers at Tuesday's auction sale of bulbs in New York, carried prices considerably higher than listed by catalogue houses. Hyacinths especially were in demand and second size popular varieties brought as high as $72.50 per 1,000, in case lots, and miniatures $32.50. Double tulips, Murillo, in case lots sold for $22.50 per 1,000. Crocus and mixed early tulips are scarce.

Frederick G. Marquardt, 116 West 32nd street, filed a petition in bankruptcy recently, listing liabilities of $33,739, and assets of $185 in accounts; also 400 shares of stock of F. G. Marquardt, value unknown. The principal creditors are various holders of notes of the Merwin Paper Co.,

JEROME B. RICE SEED CO.
WHOLESALE SEED GROWERS
America's Largest Producers of Seed Peas
Also a Complete Line of
VEGETABLE SEEDS
Growing Stations Throughout America. Office: **Cambridge, New York**

Waldo Rohnert
GILROY, CAL.
WHOLESALE SEED GROWER
Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish
Correspondence Solicited.

JAMES VICK'S SONS
Growers of
Flower and Vegetable Seeds
Get the benefit of our 72 years' experience
All Seasonable Varieties.
Our stocks are very complete.
ROCHESTER, N. Y., The Flower City

Before Placing Orders for
SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write
JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

BURPEE'S SEEDS GROW
Wholesale Price List for Florists and Market Gardeners.
W. Atlee Burpee Co.
Seed Growers Philadelphia

LANDRETH
Seeds Which Succeed
Bloomsdale Farm BRISTOL, PA.

LAWN SEED MIXTURES
FIELD SEEDS
Atlantic Grass Seed Co.
WHOLESALE
46 W. Broadway, NEW YORK CITY

L. D. WALLER SEED CO.
Growers of Choice Sweet Pea, Nasturtium and Flower Seeds.
GUADALUPE, CALIFORNIA

SEEDS
Flower, Vegetable and Farm
Send your inquiries to
The W. W. BARNARD CO.
231-235 W. Madison St., Chicago
Mention the American Florist when writing

EDGAR F. HURFF
SWEDESBORO, N. J.
Grower of High-Grade Seed
TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.
CORRESPONDENCE SOLICITED

TOMATO SEED
Grown for the Wholesale Seed Trade
HAVEN SEED CO.
SANTA ANA, CALIFORNIA
Mention the American Florist when writing

—THE—
J. C. ROBINSON SEED CO.
WATERLOO, NEBRASKA
ROCKY FORD, COLORADO
Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.
Mention the American Florist when writing

Dutch and French Bulbs
C. J. Speelman & Sons, Sassenheim, Holland | Lagarde & Speelman, Ollioules, Var. France
NEW YORK OFFICE
470 GREENWICH ST.
Pacific Coast Representative, Mr. W. B. Clarke, Box 543, San Jose, Calif.
Mention the American Florist when writing

An experience of half a century in producing high grade
GARDEN SEEDS
at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.
S. D. WOODRUFF & SONS
Orange, Conn., and New York City.
Mention the American Florist when writing

I. N. Simon & Son
Garden Seeds
438 MARKET STREET
Philadelphia - - Pa.
Mention the American Florist when writing

indorsed by the debtor and amounting to $30,000, and the United States Government for $2,217 income taxes.

The S. S. Oscar II arriving October 17 from Copenhagen, Denmark, brought the following consignment to Ingemann & Christensen: 1,000 bags sugar beet, 600 bags grass, 10 bags spinach and 32 bags of other seeds.

There has been practically no frost to damage even dahlias for 75 miles around our suburbs up to October 25. Retail bulb buyers are slow to wake up.

J. C. Vaughan was a guest at the banquet of the Past Presidents' Association of the New York Florists' Club, October 19.

The Barclay Nursery is showing fine stocks of evergreens and bulbs at both its Barclay and Vesey street stores.

Seven thousand sacks of sunflower, 1200 of canary, 17,000 of alfalfa, arrived from Buenos Aires.

The bulb auctions of the MacNiff Horticultural Co. are being well attended.

Fordney Bill Issue in Canadian Election

The proposed Fordney tariff bill will be one of the leading issues in the coming election, the party in power maintaining that its re-election is necessary in the interest of a strong Canadian counter-tariff, while the Liberals, who ruled prior to 1911, claim that if their principles of reciprocity had been endorsed by the Canadian public that year, there would be no United States tariff to oppose at the present time.

Creeping Bent Subject to Importation Law

Recent importations of creeping bent (Agrostis stolonifera), mixed German bent and Colonial bent have contained sufficient red top to make such shipments subject to the seed importation act, and at the request of the secretary of agriculture all importations of the above will be sampled and treated as subject to the act, pending an examination and report by the United States Department of Agriculture as to the status of such shipments under the importation law.

Industrial and Bird Seeds.

The rise in exchange has directly affected many of the industrial seeds, more particularly Dutch caraway, poppy and mustard. The English yellow mustard crop is smaller than was anticipated and very late in delivery. The situation in all yellow mustards is worth attention. Celery is steady at the new lower level. The bird group is quiet with a scarcity on spot of certain grades of rape. Cummin is firm on spot with a rather better demand. Some coriander has arrived.

VALLEY PIPS
FROM COLD STORAGE
$30.00 per 1000; $16.00 per 500; $8.00 per 250; $4.00 per 100.
H. N. BRUNS, 3032-42 W. Madison St., Chicago, Ill.

ANTIRRHINUMS
Obtain from Headquarters.
Watkins & Simpson, Ltd.,
27-29 Drury Lane,
LONDON, W. C., ENGLAND,
Who Have Introduced the Leading Varieties.

The Everett B. Clark Seed Co.
GROWERS FOR THE TRADE
Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.
Branches: Wisconsin, Colorado, Montana, Idaho, Washington. Milford, Conn
Mention the American Florist when writing

THE C. HERBERT COY SEED CO.
VALLEY, Douglas County, NEB.
Contract Growers of
HIGH GRADE SEEDS
Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

GEORGE R. PEDRICK & SON
PEDRICKTOWN, N. J.
Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.
Correspondence Solicited.
WHOLESALE SEED GROWERS

Return Envelopes
Catalogue Envelopes
Seed Packets
Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.

Yokohama Nursery Co., Ltd.
Woolworth Building
NEW YORK CITY
IMPORTERS
Japanese Bulbs, Plants and Seeds

McHutchison
& CO. OFFERS
Immediate Shipment
DUTCH BULBS, Tulips, Narcissus, all high grade forcing bulbs.
FRENCH BULBS, Trumpet Major. Case lots.
CALLA BULBS, Elliottiana.
VALLEY PIPS, German and Dutch, from cold storage.
BAMBOO CANES, natural and dyed green, all sizes, bale lots.
RAFFIA, natural and colored, 25 lbs. up.
Fall Shipment
JAP. LILY BULBS, F. O. B. New York, Chicago, Denver, Toronto, Seattle, etc.
VALLEY PIPS, German and Dutch; best forcing pips.
MANETTI STOCKS, English or French; selected for greenhouse grafting; 5000 up.
ROSES and LILACS, best forcing varieties.
BEGONIA and GLOXINIA BULBS, all colors, all sizes.
PALM SEEDS, Kentia Forsteriana and Belmoreana, Cocos Weddelliana, Areca Lutescens, per bushel or 1000.
FICUS ELASTICA, rooted mossed cuttings or pot-grown.
Write for prices on business stationery, specifically stating your requirements.
McHUTCHISON & CO.,
95 Chambers St., NEW YORK

KELWAY'S
FLOWER SEEDS
New Crop Hardy Perennial
DELPHINIUM SEED
Guaranteed saved from our world-famed exhibition varieties at Langport.
Named varieties. ... $2.15 per oz.
Mixed..$2.10 per oz.; $25.00 per lb.
Write today direct to
KELWAY & SON
Wholesale Seed Growers
LANGPORT, ENGLAND

ROUTZAHN SEED CO.
Arroyo Grande, Calif.
Sweet Pea and Nasturtium Specialists.
Wholesale Growers of full list of
FLOWER and GARDEN SEEDS

The Best Color Chart.
PRICE, $1.00 POSTPAID
AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

To the man who issues a catalogue:

Canna The President

You will make a mistake if you do not feature this greatest of American Cannas in your catalog for 1922.

The President is undoubtedly the red Canna by which all others will be judged by comparison. It is a strong, vigorous, healthy grower, forming large, bushy clumps about five feet high, with luxuriant, dark green, firm foliage, and with uniformly large, bright red flowers in greatest profusion.

We are now booking orders at specially attractive prices, and we shall be pleased to book your order and make reservation for delivery at such time as will suit your convenience.

Strong two three-eye divisions

$8.00 per 100; $75.00 per 1000

Write us for prices on other varieties of Cannas, as we have an immense stock of the world's best varieties.

HENRY A. DREER, 714-716 Chestnut St., Philadelphia, Pa.

The above prices are intended for the trade only.

Wild Rice.

Tons of wild rice, a valuable food, which is as flourishing as the cultivated kind and obtainable for harvesting, is going to waste in many marshes of the northwest. The only persons using it as food are a few Indians and the epicures who frequent city cafes and order it with wild game dishes. It is on sale in probably half a dozen places in the northwest, but only a limited number of people know about wild rice at the present time. Wild rice is hard to reach and difficult to harvest. The Indians get what they need by paddling through the swamps, knocking heads and kernels into canoes. To prepare, Indians parch it in kettles over a fire of red coals, later shake it vigorously in blankets to loosen and detroy the chaff. So far as known there are only two white men in the northwest who gather wild rice for commercial purposes. They have a unique header and cutter attached to flatboats, which gather what harvest they can reach. A parcher similar to a coffee roaster is used to loosen the hard husk. In good seasons this is kept busy for months. Their annual output is about 500 bushels, worth $10 to $15 a bushel.

LORAIN, O.—A chrysanthemum show will be staged November 11-12, in the Chamber of Commerce building, under the auspices of the Lorain County Florists' Association.

LAKE GENEVA, WIS.—The seventeenth annual chrysanthemum show of the Lake Geneva Gardeners' and Foremen's Association will be staged in Horticultural Hall November 11-13. Wm. McKinnon, this city, is secretary.

Hogewoning & Sons, Inc.

Wholesale Bulb Growers and Importers

299 Broadway, New York

SELECTED FOR US BY OUR OWN MEN IN BERLIN

GERMAN

LILY OF THE

VALLEY

—Choicest Strains

Coming soon via refrigerator

International Bulb Co.

18 5 Duane St., New York City

Mention the American Florist when writing

Richard Diener Company, Inc.

Originators and Growers of the Largest and Finest

Gladiolus and Petunias

Catalog on Request

Kentfield, Marin Co., Calif.

Mention the American Florist when writing

KENILWORTH

GIANT PANSY SEED

Kenilworth Mixture, 1000 seeds, 35c; ⅛ oz., 90c; ¼ oz., $1.65; 1 oz., $6.00.

All colors, separate or mixed, 1000 seeds, 30c; any 4 pkts., $1.00; ¼ oz., $1.30; 1 oz., $5.00.

CHAS. FROST Kenilworth N. J.

Mention the American Florist when writing

JACKSONVILLE, FLA.—Mrs. A. N. Hull, owner of Hull's Gardens, is preparing half an acre for asparagus greens.

The Nursery Trade

American Association of Nurserymen.

M. R. Cashman, Owatonna, Minn., President; Paul C. Lindley, Pomona, N. C., Vice-President; John Watson 400 Nassau Street, Princeton, N. J., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

The forty-seventh annual convention will be held atDetroit, Mich., June, 1922.

VISITED CHICAGO: W. F. Bohlender, of Peter Bohlender & Sons, Tippecanoe City, O.

PETER KOSTER, formerly of Boskoop, Holland, now favorably located at Bridgeton, N. J., is making excellent progress in the production of rhododendrons, roses, lilies and lilacs.

WE are in receipt of the transactions and proceedings of the tenth annual meeting of the California Association of Nurserymen, held in Fresno, November 11-13, 1920. The secretary of the association is Henry W. Kruckeberg, 237 Court street, Los Angeles, Calif.

English Gates for Long Island Home.

Wrought iron and lead gates from the Carshalton estate, Surrey, Eng., were recently purchased by William R. Coe, of Oyster Bay, L. I., and will adorn the approach to his country home. The gates are considered among the finest in England from an artistic and historical standpoint, dating from the seventeenth century. They were bought by Lord Wittenham in 1914 for his estate in Berkshire, but because of the high taxes since the war he found it impossible to move the gates and sold them to Mr. Coe for a sum estimated at $100,000.

Door County Orchards.

Cherry trees to the number of 30,000 have been ordered from outside nursery firms for planting in Door county, Wis., next spring, which it is expected will be greatly increased before that time. About 5.000 will be used as replacements.

Wm. Kinnard, Chicago, has purchased an unimproved 80-acre tract near Sebastopol, from the Reynolds Co., 30 acres to be set out to cherries next spring.

Dan. Larkin, formerly in the employ of the Reynolds Co., has accepted a position as manager of the Murphy Farms, Horse Shoe Bay, where 80 acres will be planted to cherries next year. A tract of 200 acres will later be set out to apples and cherries at this place, it is reported.

The Reynolds Co., which has 200 acres in cherries, will add 30 more next spring.

The following nurserymen are contemplating increases in their holdings: Cedric Dreutzer, 10 acres; John Hanson, 10; Lawrence Iverson, 5; Dr. Reeve Ephraim, 5; Wm. Marshall, 3 or 4; Wm. O. Brown and Philip Overbeck, a few acres to Mrs. H. Overbeck's plantings.

Charles Irving, of Chicago, recently bought 30 acres of improved fruit land from Frank Grass, Sturgeon Bay, the consideration being $30 000. Mr. Irving plans to build a small bungalow and spend the greater part of the summer at the orchard.

Rochester, N. Y.

STOCK IN FAIR DEMAND.

Trade has been fair the past few weeks but real autumm business has not started, although there have been several weddings lately. Carnations are again plentiful and good in quality. Early chrysanthemums are arriving, such as Golden Glow, Oconta and Chrysolora. A few asters are still in the market. Early pompons are arriving in small lots. Roses are excellent, especially Columbia, Ophelia, Pilgrim, Crusader and White Killarney. Cypripediums and cattleyas are again abundant. The new crop of violets has arrived but the quality is poor. Lily of the valley however is very good. Garden flowers have taken on a new lease of life, due to warm weather and copious showers, and quantities are now being cut.

NOTES

The first autumn meeting of the Florists' Association was held October 13, at the Osborne house. It was a business session and it was voted that the lady florists be invited to join the association and be exempt from dues.

F. J. Keller, Geo. B. Hart and Edwin P. Wilson attended the meeting of the Florists' Telegraph Delivery Association at Toronto, Ont., October 11-13, and reported the Canadians as royal entertainers.

Geo. B. Hart is cutting some excellent Columbia and Ophelia roses at his greenhouses at Fairport, and is marketing some good oak folige.

Some fine chrysanthemums are being cut by Hugo Teute. His carnations, especially Laddie, are looking good.

Chas. Vick has just returned from Sodus bay, where he hunted ducks, returning with a big catch.

Horace J. Head is making a business trip to Buffalo, N. Y., and middle western cities.

Shrubs, plants, etc., are in excellent demand at James Vick's Son's establishment.

Hart & Vick are busy with the autumn rush of seeds and bulbs.

Visitors: James Karins and Robert Greenlaw, Philadelphia, Pa.; Morris Cohen, New York.

CHESTER.

Pittsburgh.

HEAVY VOLUME AT LOWER PRICES.

While the volume of business done by the wholesale houses last week was large, it is doubtful if the returns to the growers were as great as they should have been for the quality of the stock received. It seems as if everything has come into bloom at the same time, and the market was overrun with first class stock of all kinds, especially roses, chrysanthemums and carnations. The longer grades of roses are in heavy supply, especially Columbia, and the quality could not be improved on. The shorter grades are not so plentiful and clean up first, and quite often leaving some of the better grades to be cleaned up at short grade prices. Next in importance on the list is chrysanthemums and while the supply has been heavy, as yet there has been no over-supply. Mid-season varieties are now coming in and the quality is good. Pompons have made an appearance and prove as popular as ever. Carnations are increasing in quantity and improving in quality, and seem to move fairly well. The supply of lilies still falls short of the demand. Sweet peas have made their first appearance of the season, and while the quality is not of the best, they sell readily, due to the fact that it is something different. Lily of the Valley and orchids are good property and clean up daily.

NOTES.

Joe Fineberg and John Kuntz, who have been doing business under the name of the Pitte Floral Co. have dissolved partnership. Mr. Fineberg has taken the Seventh street store and will continue doing business under the old name, while Mr. Kuntz has taken the East Liberty Store, which will be known as the Kuntz Flower Shop.

The Retail Florists' Association is about to start on an advertising campaign, the funds for which are to be obtained by adding one-half of one per cent to the cut flower purchases, the wholesale houses to collect same and turn it over to the treasurer of the association.

You can always count on The E. A. Williams, Inc., windows being worth going out of your way to see. Last week's display consisted of fancy chrysanthemums and dahlias. Mr. Sheaff is the one to get the best effect out of the material at hand.

Two new flower stores have opened up on the North Side, one in the Federal Street Station and one on Beaver Avenue, in the Manchester district. Both are in sections where there is no competition and should prove successful.

Randolph & McClements report business as fine, their large force having been kept busy on several large wed-

PEACH TREES Standard Varieties
All straight and well rooted. Free catalogue.
W. T. MITCHELL & SON, Beverly, O.

The Barclay Nursery
Importers and Growers of
Seeds, Bulbs, Plants, Trees, Vines, Shrubs and All Hardy Perennials.
All Kinds of Decorative Plants.
Our Specialty — Everblooming Hardy Roses, Boxwood and Rhododendrons.
60 Barclay St., 14 West Broadway and 62 Vesey St., **New York**
Telephone: Cortlandt 1518

VIBURNUM PLICATUM
Also Berberris Thunbergii, Hydrangea Paniculata, Weigelia, Spireas, Etc.
Ask for complete list of Oak Brand Shrubs.
The CONARD & JONES CO — WEST GROVE PENN'A.
Robert Pyle, Pres. — Ant. Wintzer, Vice-Pres.

Cottage Gardens Nurseries
of Eureka, California,
— OFFER —
AZALEA INDICA
Ready for immediate shipment.
TUBEROUS BEGONIAS
For December delivery.
GLOXINIAS
For December delivery.
BOXWOODS
For November delivery.
ERICAS, in Varieties
For Fall delivery.
Write to
G. VANDEN ABEELE, Receiver,
Cottage Gardens Nurseries,
P. O. Box 78, EUREKA, CALIFORNIA,
For Price List.

HILL'S CHOICE NURSERY STOCK

Evergreens for Tubbing

	Feet	Each	Matched Pair
Pyramidal Arbor Vitae B&B	3	$4.00	$7.50
Pyramidal Arbor Vitae B&B	4	5.00	9.50
Red Cedar (Juniparus) B&B	3	5.00	9.50
Shearad Globes (Thuya) B&B	1½x1½	5.00	9.50

NOTE: Above prices do not include tubs.

Evergreens for Window Boxes

	Size	Inch	10	50
Juniperus Canadansis	xx	10-12	$7.50	$30.00
Juniparus Virginiana	xx	12-18	3.75	15.00
Picea Canadensis	xx	12-18	6.00	27.50
Pinus Mugho	xx	8-10	7.50	30.00

Special Offer: Fifty Window Box evergreens, assorted variaties (our satisfaction) per case. $25.00.

Choice Evergreens for Lining Out

	Size	Inch	100	1000
Abies Ta. Canadensia	x	6- 8	$18.50	$175.00
Abias Douglassi	x	6- 8	13.00	120.00
Juniperus Canadansia	x	8-10	20.00	.....
Juniperus Canadaneis	xx	10-12	50.00	.....
Juniperus Virginiana	x	6- 8	7.50	65.00
Juniperus Virginiana	xx	12-18	25.00	225.00
Picaa Pungans	x	6-18	14.00	130.00
Picea Excelsa	xx	12-18	17.50	165.00
Pinus Austriaca	x	8-10	15.00	140.00
Pinus Mugho	xx	8-10	$50.00	.....
Pinus Sylvestria	xx	10-12	20.00	.....
Thuya Occidentalis	xx	10-12	12.50	115.00
Thuya Occidentalis	xx	12-18	20.00	190.00
Thuya Compacta	x	6- 8	18.50	175.00
Thuya Pyramidalis	x	6- 8	20.00	.....
Thuya, War. Siberica	x	6- 8	25.00	.....
Thuya Woodwardi	x	6- 8	50.00	.....
Thuya Biota Orientalis	x	8-10	11.00	100.00

Evergreen Understocks for Grafting Conifers

All orders for Evergreen Understocks sold on sample only. Write for samples.

	Size	Inch	100	1000
Juniparus Virginiana	x	6- 8	$6.00	$50.00
Picaa Excelsa	x	8-10	7.50	65.00
Thuya Oriantalis	x	6- 8	8.00	75.00
Thuya Occidentalis	x	8-10	7.00	60.00

ROSE STOCKS

Rosa Canina, No. 1 Grade..	2.75	17.50

Each X indicates one transplanting. 5 of same variety and size at 10 rate; 50 at the 100 rate; 500 at the 1000 rate. Send for Complete Catalog.

THE D. HILL NURSERY CO., Inc., Evergreen Specialists, Largest Growers in America, **Box 404, Dundee, Ill.**

REAL BARGAINS

Cyclamen

First-class stock, consisting of the best named varieties, including red, salmon, pink, etc.

While Stock Lasts:

4-inch, at.....$25.00 per 100
3-inch, at..... 10.00 per 100

MACAWII FERNS

6-inch, elegant specimens, $1.00 each.

Cash with order. No charge for packing.

MATTHEWSON'S, Sheboygan, Wisconsin

PALMS

Well Balanced, Clean Stock.

Kentia Belmoreana, 4-inch, $6.00 per doz.; 5 inch, $18.00 per doz.; 6-inch, $30.00 per doz.: 7-inch tubs, $4.00 each; 8-inch tubs, $6.00 each.

Kentia Forsteriana, made-up plants, 7-inch tubs, $4.00 each; 8-inch tubs, $8.00 each.

Palms shipped without pots; 7 and 8 inch Palms shipped in tubs. No charge for packing.

R. VINCENT, Jr. & SONS CO.
White Marsh, Md.

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty.

ding decorations on which the majority of flowers used were dahlias, one order calling for 2,000.

All the East Liberty stores report good business. The G. P. Weaklen Co., the Zieger Co., the Alpha Floral Co., and the Liberty Florist, say there is nothing the matter with business.

McGrath & Langhan's shop in the Empire building, makes a fine appearance these days, with its display of decorative plants with large vases of chrysanthemums here and there.

The supply houses have been flooded with telegrams calling for immediate shipment on orders placed for November delivery, due to the fear of a railroad strike.

Henry Blend of The McCallum Co. has just returned from one of his most successful road trips of the season.

President Fred Burki, of the Pittsburgh Cut Flower Co., is making his annual California trip.

E. C. T.

Seasonable Stock

Asparagus Sprengerii, 1½ in., $3.50 per 100, $30.00 per 1,000; 2½ in., $5.00 per 100, $45.00 per 1,000; heavy 4 in., $15.00 per 100; heavy 5 in., $25.00 per 100.

Bougainvillea, Glabra Sanderiana, 2½ in., $10.00 per 100; 3 in., $20.00 per 100; 5 in., $75.00 per 100 specimens; 6 in., $100.00 per 100 specimens.

Begonias, large leaved, in variety, 2½ in., $8.00 per 100.

Cineraria, Dwarf Hybrids, 2½ in., $5.00 per 100, $45.00 per 1,000.

Euonymous Argentia, grand for dishes, 3 in., $20.00 per 100, $150.00 per 1,000.

Fern Dish Ferns, best varieties, 2¼ in., $5.00 per 100, $40.00 per 1,000.

Fern, Boston, 2¼ in., $6.50 per 100, $60.00 per 1,000; 3 in., $10.00 per 100, $80.00 per 1,000; 4 in., $25.00 per 100; 5 in., $50.00 per 100.

Genista, Racemosus, well trimmed, 4 in., $20.00 per 100.

Hydrangea, good French varieties, 2½ in., $6.50 per 100, $60.00 per 1,000; 4 in., $20.00 per 100; 5 in., $30.00 per 100; heavy field grown specimens, 8 to 10 shoots, fine for specimen tubs, $7.00 per dozen, $50.00 per 100.

The Storrs & Harrison Co., Painesville, Ohio

CARNATIONS

F. Dorner & Sons Co.

Lafayette, Ind.

Abundance of Stock

	100	1000
2¼-inch Asparagus Sprengeri..	$ 6.00	$45.00
2¼-inch Calendula Orange King.	4.50	40.00
2¼-inch Snapdragons, 5 varieties.	5.00	45.00
4 -in. Ferns, 5 varieties	25.00	
VincaVariegata, large field grown	10.00	95.00

Liberal extras. Correspondence solicited

ALONZO J. BRYAN,

Wholesale Florist, Washington, New Jersey

CYCLAMEN

We must have room and offer for one week.
2,600 2¼-in. Cyclamen, at $10.00 per 100 $90.00 per 1000.
3,000 2-in. Cyclamen, at $20 and $25 per 100
1,000 4-in. Cyclamen, at $40.00 per 100.

Ask for our prices of Easter Greeting Pelargoniums and Ferns.

GEO. A. KUHL, Wholesale Grower PEKIN, ILL.

REX BEGONIAS

3-inch, $2.00 per dozen.

GERANIUMS (Our Specialty)

Nutt, Buchner, Ricard, Poitevine, Viaud

Good short jointed plants from 2-inch pots, at $3.60 per 100; $35.00 per 1000.

We ship safe anywhere

Elmer Rawlings, Wholesale Grower, ALLEGANY, N. Y.

Robert Craig Co.

HIGH CLASS PALMS

and Novelties in Decorative Plants

NORWOOD STATION, Del. Co., PA.

Elmer D. Smith & Co.

ADRIAN, MICH.

Chrysanthemum Specialists

Catalogue Free.

Market Gardeners

Vegetable Growers' Association of America.

Louis F. Miller, Toledo, O., President; H. A. Dooley, Cleveland, O., Vice-President; S. W. Severance, Louisville, Ky., Secretary; H. J. Cheney, Grand Rapids, Mich., Treasurer. The next annual meeting will be held at Albany, N. Y., November 1-5, 1921.

HORSE RADISH from Hamburg, Germany, is arriving in great quantity at New York.

JONATHAN apple movement from Washington is 10 days ahead of the usual time.

WEST PALM BEACH, FLA.—O. S. Bennet, who has purchased a tract of land four miles west of this city, is planning to devote considerable acreage to strawberries the coming season, after tests with several varieties he is now making show which kind will be the most prolific in this section.

ALLIANCE, NEB.—Potato marketing has been greatly aided in western Nebraska by the recent opening of a temporary field marketing station here, which has issued daily reports of shipping and crop conditions by states. The station will close about November 15 when the season is expected to end.

Prices of Indoor Fruits and Vegetables.

Chicago, October 18.—Cucumbers, bushel basket, $2 to $3; leaf lettuce, per two dozen box 10 cents; radishes, $1 to $1.50 per 100 bunches.

New York, October 21.—Cucumbers, $1 to $5 per basket; mushrooms, per three-pound basket, 40 cents to $1.50; radishes, 100 bunches, $1 to $2.

Vegetables at New York.

The weather the past week was favorable for handling perishables and the best offerings were sold at top prices. Beets and carrots are in poor demand while high grade beans bring good prices. Chicory, escarol and spinach were obtainable at favorable prices for buyers. Lima beans have been good sellers while mushrooms, peppers and egg-plant have moved slowly. Receipts of high grade tomatoes were small and prices were fairly maintained. Much of the lettuce offered was poor and had to be sold at low prices to clean up. California artichokes are bringing $11 to $14 per drum.

Vegetable Growers' Association.

ALBANY, N. Y. MEETING, NOV. 1-5.

The Vegetable Growers' Association of America will hold its annual meeting at Albany, N. Y., November 1-5. The programme this year will be more elaborate than heretofore. There will be general sessions to which all present will be invited. Some of the biggest men in their respective lines who can be secured will give addresses. In addition to the general meetings there will be two half-day sessions of sectional meetings. Special programmes have been arranged, and they cover the following interests:

Market gardening and truck growing; vegetable forcing; muck crops, and canning crops.

In addition to the programme there will be a trade and educational exhibit, comprising tractors, garden tools, seeds, fertilizer, greenhouse material, etc. The vegetable growers' associations of Albany, Troy and Schenectady together with the New York state organization are planning to furnish special entertainment for the visiting delegates. Reduced railroad rates of one-half fare can be secured if 350 attend the convention by rail. A special trip will be made from Albany to New York city to visit the principal wholesale and retail markets.

Vegetable Movement.

WEEK OF OCTOBER 17-22.

Potato movement is slightly less than last week, 10,000 cars being shipped. Minnesota and North Dakota are the heaviest shipping states. Round whites in eastern consuming centers are bringing $2.25 to $2.45 per 100 pounds. At Chicago and St. Louis values fell off 15 to 25 cents, Red River Ohio's from Minnesota bringing $1.75 to $1.85.

Boxed apple shipments from Washington continue heavy, 5,109 cars being rolled, 50 per cent more than a year ago. Fancy Jonathans were lower in both Pittsburgh and New York, closing at $2.50 to $3.25 per box.

Onion prices continue to advance. Connnecticut valley stock gaining 25 cents, closing at $5 to $5.25 per 100 pounds. In Chicago, Minnesota red varieties have been sold to jobbers at $4 to $4.50, increasing 90 cents at shipping points. Shipments totaled 637 cars, New York and California furnishing one-half.

Cabbage demand is poor in eastern receiving centers, Danish stock at New York declining $5 to $10 per ton. At Chicago stock was in steady demand.

Sweet potatoes show no change in price in Western markets but have declined about 50 cents per barrel in New York.

New York Savoy spinach is in excellent demand at New York, closing at $1.25 to $1.50 per bushel.

California tomatoes are selling to Chicago jobbers at $2.50 to $2.75 per box.

Cranberries, from New Jersey, are bringing $12 to $15 per barrel in city markets.

Virginia green beans are in moderate demand at New York.

Columbus, O.

MARKED IMPROVEMENT IN DEMAND

The marked improvement in the demand for flowers which has been apparent for the past few weeks continues, and the better feeling which is gradually developing is being extended to all lines. Funeral work during the past few weeks has been especially brisk and this is the backbone of the business. The call for loose flowers and corsages for social affairs is active. The Ohio State University social season is now in full swing and sales have increased. A number of weddings are scheduled for the coming few weeks. Chrysanthemums are arriving in fine condition and the quality is generally good. They are yellow, pink and white and retail from $4 to $8 per dozen. Ponpons are also coming in well and sell in the neighborhood of $3 per dozen. They are principally white and pink. Roses of good quality are selling well; Premier, Sunburst, Butterfly and Columbias being the principal varieties. Violets are selling fairly well and the stocks now arriving are about the first of the season. There is a good call for pot plants including cyclamen, primroses and begonias.

NOTES.

Carl Jagsch, of the Franklin Park Floral Co., who is also president of the Flower Growers' and Dealers' Association, reports a good demand for flowers. Growing is coming along satisfactorily also although chrysanthemums have been a little late in blooming. Conditions are much improved and prospects for the future are bright. The company completed a number of improvements at its plant, principally the remodeling of a large greenhouse.

The regular semi-monthly meeting of the Flower Growers' and Dealers' Association, which was scheduled for October 18, was called off because there were not sufficient members present. The next meeting will be held November 1, the place to be decided later.

T. J. Ludwig, who operates a retail store at 82 North High street, had a number of large weddings and parties recently including a reception given to Gordon Batelle and several in honor of Mrs. Wm. Ritter.

J. W. L.

DES MOINES, IA.—The Iowa State Horticultural Society will have $16,000 available for exposition purposes every two years, due to a recent amendment of the law by the state legislature. The society recently sent out 15,000 invitations to prospective exhibitors for the mid-west horticultural exposition in 1922. The annual meeting of the organization will take place at the Hotel Savery, this city, November 30-December 1, next. R. S. Herrick, State house, Des Moines, Ia., is secretary.

Mushroom Growing
By B. M. Duggar
Presenting accurately the requirements for success.
260 pages, cloth, fully illustrated. Price, $1.75
American Florist Co.
440 S. Dearborn St., CHICAGO

Miscellaneous Stock

Cleveland Cherries, field.....25c, 35c, 50c
Xmas Peppers, 4 in 15c
Primula Obconica, 3 in.....10c
Primula Obconica, 4 in.....20c
Cyclamen, 4 in.....40c
Stevia, dwarf, 2 in. 4c
Forget-Me-Nots, 2 in., winter-flowering...4c
Per 100
1000 Matchless Carnation plants.....$10.00
1000 Hardy Phlox, all colors..... 10.00
Sprengeri, 2 in..... 3.00
Swainsona, 3 in..... 10.00

Rosendale Greenhouses
DELANSON, N. Y.

Multiflora Japonica Rose Seedlings
Best American Rose Stock for Budding and Grafting.
New England grown, well rooted.
No. 1. 4-6 mm .....$15.00 per 1000
No. 2. 2-4 mm ..... 10.00 per 1000
Ready for delivery after November 1st.
C. R. BURR & COMPANY, - Manchester, Conn.

Ready Reference Section

15 CENTS, NET, PER LINE

ASPARAGUS.

Asparaus Sprengeri, 1½-in., $3.50 per 100; $30.00 per 1,000; 2½-in., $5.00 per 100; $45.00 per 1,000; heavy 4-in., $15.00 per 100; heavy 6-in., $25.00 per 100. The Storrs & Harrison Co., Painesville, O.

Asparagus Sprengeri, 2½-in., 4½c each. ODOR GREENHOUSES, Iola, Kan.

ASPLENIUM.

Asplenium Ninus Avis (Bird's Nest Ferns), good strong, healthy stock, 3-in. pots, 35c; 4-in., 75c; 6-in., $1.50. Packing material charged for at cost. Wm. K. HARRIS, 66th and Springfield Ave., W. Phila., Pa.

BEGONIAS.

Begonias, large leaved, in variety, 2½-in., $8.00 per 100. The Storrs & Harrison Co., Painesville, O.

BOUGAINVILLEA.

Bougainvillea, Glabra Sanderiana, 2½-in., $10.00 per 100; 3-in., $20.00 per 100; 6-in. specimens, $75.00 per 100; 6-in. specimens, $100.00 per 100. The Storrs & Harrison Co., Painesville, O.

BULBS.

Fall Bulbs. Ready for immediate shipment. For varieties and prices see display advertisement elsewhere in this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

CALENDULAS.

Calendulas. Selected true Double Orange King, 2¼-in. pots, $6.00 per 100, $50.00 per 1,000. ROMAN J. IRWIN, 43 West 18th St., New York.

CALLAS.

CALLA BULBS.

Calla Aethiopica, the popular white calla, clean, sound bulbs, all with crown shoots.

Size Diameter	Per 100	Per 1000
1¼ to 1½-inch	$ 6.00	$ 50.00
1½ to 2 -inch	8.00	75.00
2-inch and up	15.00	125.00

Satisfaction guaranteed.
SEVIN-VINCENT CO.
612 Washington St. San Francisco, Calif.

CANNAS.

Canna, The President. Strong; vigorous, healthy grower. Strong two to three-eye divisions, $8.00 per 100, $75.00 per 1,000. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

CARNATIONS.

2,000 Enchantress, $8.00 per 100; $75.00 per 1,000.
NIC REDING
6731 Ridge Ave. Chicago

Carnations. Write for price list of latest varieties. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

Chrysanthemum stock plants in the following early varieties now ready at $10.00 per 100: Smith's Advance (white), Smith's Yellow Advance, Rosiea, October Frost, Sunray (1919), Smith's Sublime (1919), Unaka, Oconto and Chrysolora. ELI CROSS, 150 Monroe Ave., Grand Rapids, Mich.

Chrysanthemum novelties for 1921. Preliminary list free. Elmer D. Smith & Co., Adrian, Mich.

CINERARIAS.

CYCLAMEN.

CYCLAMEN GIGANTEUM
SEED NOW READY

Glory of Wandsbek, dark and light shades of salmon.
Daybreak, delicate shade of salmon.
Brilliant Red, large and fine.
Pure White, extra select.
White—Pink Eye, very large and fine.
Rosea Superba, deep shell pink.
Rose of Marienthal, light pink, dark eye.
Magnifica, dark rosy pink, very fine.
Lavender, very beautiful.
Above varieties, $12.00 per 1,000 net.
For novelties, price list and cultural directions, sent on application.
J. A. PETERSON & SONS
Westwood. Cincinnati, O.

Cyclamen, for one week only. 2¼-in., $10.00 per 100; $90.00 per 1,000. 3-in., $20.00 and $25.00; 4-in., $40.00 per 100. Geo. A. Kuhl, Pekin, Ill.

Cyclamen. See our special offer of 3-in. and 4-in. in our display add on page 753. MATTHEWSON'S, Sheboygan, Wis.

DAISIES.

Daisies: Bellis Montrosa, pink or white; also Longfellow and Snowball. Fine strong plants, $3.00 per 1000. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

DRACAENAS.

Dracaena Indivisa. Field-grown, ready for 4 and 6-in. pots, $12.00 per 100. Stronger plants, $20.00 and $25.00 per 100. 2¼-in. pots, $6.00 per 100. ROMAN J. IRWIN, 43 W. 18th St., New York.

FERNS.

BOSTON FERNS.
Good, strong bushy stock.

5-in.	$0.40
6-in.	.75
7-in.	.90
10-in.	2.00

Packing charges free.
DAVIS FLORAL CO.
Davenport, Ia.

Ferns. Bostons and Scotti. Exceptionally strong, clean, pot grown stock for immediate shipment. For sizes and prices see advertisement on front cover page of this issue. R. Vincent Jr. & Sons Co., White Marsh, Md.

FERNS.

Table ferns, standard varieties, 2¼-in., $5.00 per 100.
HENRY SMITH FLORAL CO., INC.
Grand Rapids, Mich.

Ferns of fine quality. For varieties and prices see advertisement on front cover page of this issue. F. R. Pierson, Inc., Tarrytown, N. Y.

500 4-in. pot grown Bostons, 100 4-in. Verona, at $20.00 per 100. Cash please. EDGAR EASTERDAY, Nokomis, Ill.

Hardy Ferns, Ill. descriptiive list mailed. L. MOSBAEK, Ferndale, Askov, Minn.

FORGET-ME-NOTS.

Forget-me-not. Alpestris Victoria, hardy dwarf, blue; strong plants, $4.00 per 1000. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

FREESIAS.

FREESIA PURITY BULBS.

Fresh, plump bulbs, true Fischer's Purity and of heavy-flowering, strong stemmed type. Satisfaction guaranteed.

7-16-in. to ½-in.	$ 6.00 per 1000
½-in. to ⅝-in.	8.00 per 1000
⅝-in. to ¾-in.	14.00 per 1000
¾-in. and up	22.00 per 1000

SEVIN-VINCENT CO.
512 Washington St., San Francisco, Calif.

GERANIUMS.

Geraniums, Nutt Buchner, Ricard, Poitevine and Viaud. Good short jointed plants. 2-in., $3.50 per 100; $35 per 1,000. Elmer Rawlings, Allegany, N. Y.

Geraniums, rooted cuttings only, send for prices. ALBERT M. HERR, R. F. D. 8, Lancaster, Pa.

GREENS.

Decorative Greens. Magnolia leaves, beech and oak sprays. Write for samples and prices. The Decorative Greens Co., Kinston, Ala.

HYDRANGEAS.

FIELD-GROWN HYDRANGEAS.
French Varieties and Otaska.

3 branches	$30.00 per 100
4 branches	40.00 per 100
6 branches and more	50.00 per 100

Ask for full list of all sizes, field-grown and pot grown.
ROMAN J. IRWIN,
43 West 18th St. New York.

IRISES.

IRISES.

87 varieties, true to name; nice young stock, special prices, write for list. GILBERT H. WILD, Sarcoxie, Mo.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

IVIES.

Hardy English Ivy. Exceptionally good stock. 2-in., $2.75 per 100, $25.00 per 1000; 3-in., $3.75 per 100, $35.00 per 1000. R. Vincent, Jr. & Sons Co., White Marsh, Md.

LILY OF THE VALLEY.

Valley pips. From cold storage. $30 per 1,000; $16 per 500; $8 per 250; $4 per 100. H. N. Bruns, 3032-42 W. Madison street, Chicago.

German Lily of the Valley. Choicest strains. International Bulb Co., 185 Duane St., New York.

ORCHIDS.

HASSALL & CO., orchid growers and raisers. Southgate, London, England. Cattleyas. Laelio-Cattleyas our specialty. One trial order solicited.

PANSIES.

PANSY PLANTS.

O'Neill's special and private stock, mixed, strong large flowers. The best stock that can be bought selected from one hundred thousand plants every year and the richest colors that can be got. Guaranteed to be the best on the market. $5.00 per 1,000, straight. Cash.

JAMES O'NEILL PANSY GARDEN,
Darkrun Lane and Erdrich St.
Frankford, Philadelphia, Pa.

PEONIES.

If you want the best White Peonies, hurry—
Peony Festiva Maxima...$16.50 per 100
Queen Victoria ..... 16.50 per 100
Packing Free.
H. G. WALKER.
312 W. Chestnut St. Louisville, Ky.

PRIMULAS.

Primula obconica, 2½-in., good strong plants at $6.00 per 100; $55.00 per 1,000; 4-in. at 25c; 5-in. at 50c; 6-in. at 75c; Malacoides, 2½-in., $5.00 per 100.
HENRY SMITH FLORAL CO., INC.
Grand Rapids Mich.

PRIVET.

Privet. Ibota and Amoor North River, $6.00 per 1000. ODOR GREENHOUSES, Iola, Kan.

ROSES.

Multiflora Japonica Rose Seedlings. Best American Rose stock for budding and grafting. 4-6 mm., $15.00 per 1,000; 2-4 mm., $10.00 per 1,000. C. R. Burr & Co., Manchester, Conn.

FRANK W. DUNLOP
The 1920 Wonder!
Own-root stock ready for immediate delivery.
$35.00 per 100; $300.00 per 1,000.
CHARLES H. TOTTY CO.
Madison N. J.

SEEDS.

Seed. Cyclamen. Best English and German strain, separate colors. Salmon-Wandsbek and Salmon King. $15.00 per 1,000. All other colors, $12.00 per 1,000. S. S. SKIDELSKY & CO., 60 Park Place, New York.

Seeds. Flower in all seasonable varieties. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co., 516-518 Market St., Philadelphia, Pa.

Seeds. Pedigree and selected stocks of rutabaga, turnip, cabbage, Savoy cabbage, beet and mangel; flower seeds. Write for special prices. Kelway & Sons, Langport, Eng.

SEEDS.

Seeds. Sweet peas, Spencer's grandiflora, etc. Asters and flower seeds in general. Tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds. The largest French cultures of Primulas. Ask for prices 1921 crop. Malacoides, $22.69 per lb. JH. PAQUET, bd., Magnan Nice (France).

Seeds Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seed. Garden beans. Growing contract offer for fall delivery mailed upon request. Henry Berrien Fish, Carpinteria, Calif.

Home Grown Stock

Greatly Increased Demand

Because of the Federal embargo against the importation of most kinds of Garden Plants, Roots and Bulbs, home grown stock is now in greatly increased demand.

If you have any to offer or are likely to have it soon, advertise in these columns now.

Seeds. The Kenilworth Giant Pansy. For varieties and prices see display advertisement elsewhere in this issue. Chas. Frost, Kenilworth, N. J.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seed. Cyclamen. For varieties and prices see advertisement on front cover page of this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

Seeds. Specialties: Pepper, eggplants, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

SEEDS.

Seeds. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seed growers for the trade. Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Peas, beans corn and vegetables of all kinds in quantity and highest quality. Jerome B. Rice Seed Co., Cambridge, N. Y.

Seeds. Specialties: Lettuce, onion, sweet pea, aster cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seed. Lawn mixtures and field, wholesale. Write for prices. Atlantic Grass Seed Co., 46 W. Broadway, New York.

Seeds. Flower and Garden seeds. Sweet pea and nasturtium a specialty. Routzahn Seed So., Arroyo Grande, Calif.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seeds. Choice sweet peas, nasturtium and flower. L. D. Waller Seed Co., Guadalupe, Calif.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Seed. For the wholesale trade only. Braslan Seed Growers' Co., San Jose Calif.

Garden Seeds. All varieties. I. N. Simon Son, 438 Market Street, Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

SMILAX.

Southern Wild Smilax, $7.50 per case. The E. F. Winterson Co., 166 N. Wabash Ave., Chicago.

SNAPDRAGONS.

Snapdragons, 2¼-in. pots, $6.00 per 100, $55.00 per 1,000. Nelrose, Keystone, Giant White, Giant Yellow, Silver Pink and Garnet. New Snapdragons, $8.00 per 100, $70.00 per 1,000. Golden Pink Queen, Orlando and Golden Delight.
ROMAN J. IRWIN
43 West 18th St. New York

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

STOCK WANTED.

Chicory roots. By the thousand at once. Warren Shinn, Woodbury, N. J.

SWEET PEAS.

Yellow Sweet Peas. See display advertisement elsewhere in this issue. McClenahan Greenhouses, 40th and Philips streets, Oklahoma City, Okla.

TULIPS.

Darwin tulips. For varieties and prices see advertisement on front cover page of this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

VINCAS.

FIELD-GROWN VARIEGATED VINCAS. 2½ to 3 ft. long, bushy, seven vines and more, $9.00 per 100, $80.00 per 1,000. ROMAN J. IRWIN, 43 West 18th St., New York.

VIOLETS.

Violets. Gov. Herrick, strong, field-grown clumps, $10 per 100. Cash. W. H. CULP, Wichita, Kan.

MISCELLANEOUS.

Seed packets for 1921. All packet sizes and larger bags up to two pounds or more, also catalogues, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Concrete post molds. Light, strong, durable. Made of sheet metal. Prices submitted upon request. Superior Machine & Boiler Works, 840-860 W. Superior St., Chicago.

Concrete bench legs, 16-in. high. Shipment made from our Joliet plant at Joliet, Ill. Write for particulars and prices. DAVIS-JOLIET CO., Davenport, Iowa.

Miscellaneous stock of all kinds. For varieties and prices see display advertisement elsewhere in this issue. Rosendale Greenhouses, Delanson, N. Y.

Gold letters of best quality. Prices greatly reduced. Write today for samples and prices. J. Lichtenberger, 1560 Avenue A, New York.

Meyer's Green Florists' Thread is the best for all florists' purposes. Write for prices. John C. Meyer, Florist Thread Works, Lowell, Mass.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, O.

1,000 letterheads and 1,000 envelopes, $8.50. Good stock. Cash please. Gorham Printery, Inc., 642 S. Dearborn St., Chicago.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

MISCELLANEOUS.

Dreer's Peerless Glazing Points. Write for samples and price. Henry A. Dreer, 713 Chestnut St., Philadelphia, Pa.

Peach trees, roses and evergreens a specialty with us. Write for prices. SOUTHERN NURSERY CO., Winchester, Tenn.

Giblin greenhouse boilers. Lets the florist sleep. Write for catalogue. Giblin & Company, Utica, N. Y.

Florist specialties and supplies of every description. Sam Seligman, 116 W. 28th St., New York.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $2.50; 50,000, $11.00. W. J. Cowee, Berlin, N. Y.

Greenhouse Boilers. Kroeschell Bros. Co., 462 Erie St., Chicago.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia, Pa.

CARNATION STAPLES.

Carnation staples, 36c per 1,000; 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c, 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

FERTILIZERS.

HARDWOOD ASHES AT PRE-WAR PRICES.
Have been instructed by the Ash Gatherers of Ontario to sell 30 cars of 30 tons each. It will pay you to buy a car at once and store till spring. GEO. STEVENS, 364 Mark St., Peterborough, Ont., Canada.

Magic fertilizers for the florist. Write for prices. Chicago Feed and Fertilizer Co., 809 Exchange Ave., U. S. Yards, Chcago.

Thomson's celebrated manure. Sold by all dealers or from sole makers, William Thomson & Sons, Ltd., Clovenfords, Scotland.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Wizard Brand Manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

FLORISTS' SUPPLIES.

Florists' supplies; baskets, chiffons and novelties. Write or wire your orders. Will ship same day order is received. Pittsburgh Cut Flower Co., Pittsburgh, Pa.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia, Pa.

Everything in florists' supplies and staples. The McCallum Co., 137 Seventh St., Pittsburgh, Pa.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moniger Co., 908 Blackhawk St., Chicago.

Greenhouse glass, paint and putty. Hooker's Dolesco brand. Big stock, priced right, good brands. H. M. Hooker Paint & Glass Co., 651-659 W. Washington Blvd., Chicago.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouses, superior in construction, durable and inexpensive. Write for estimates. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber. Adam Schillo Lumber Co., 1660 Kingsbury St., Chicago.

Greenhouse construction. When you are ready to talk building, say when and where and we'll be there. Lord & Burnham Co., Chicago and New York.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

GREENHOUSE CONSTRUCTION.

Callahan cut-to-fit greenhouses. Wolf ventilating apparatus. T. J. Callahan Co., 16 So. Canal St., Dayton, O.

Greenhouse material and greenhouse hardware. Write for estimate. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

INSECTICIDES.

Hall's new nicotine fumigator. Lights quickly, burns evenly, will not go out, and its results are sure. Guaranteed 12½% pure nicotine. One lb., $1.25; 2½ lbs., $2.50, 10 lbs., $8.50. Hall Tobacco Chemical Co., 3955 Park Ave., St. Louis, Mo.

Aphine, $1 per qt., $2.50 per gal. Fungine, $1 per qt., $3.50 per gal. Vermine, $1 per qt., $3 per gal. Aphine Manufacturing Co., Madison N. J.

LABELS.

LABELS for nurserymen and florists, Benjamin Chase Co., Derry Village, N. H.

POTS AND PANS.

High grade flower pots of every description. Write for prices. Western Pottery Co., 5220-30 Norwood Park Ave., Chicago.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

Pots. Florists'. Prices low and quality guaranteed. The Progressive Clay Co,, 9th floor, Marbridge Bldg., New York.

Florists' red pots, all sizes, moss aztec ware, fern pans, vases, etc. The Zane Pottery Co., South Zanesville, O.

Florists' red pots. Write us for prices before buying. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

WHOLESALE CUT FLOWERS.

Allen, J. K., New York.
Amling Co., E. C., Chicago.
Angermueller Co., Geo. H., St. Louis, Mo.
Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.
Berning, H. G. St. Louis, Mo.
Brenner, Edward, New York.
Budlong Co., J. A., Chicago.
Charles, Harry, New York.
Chicago Flower Growers' Ass'n, Chicago.
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Doyle & Booth, New York.
Erne & Company, Chicago.
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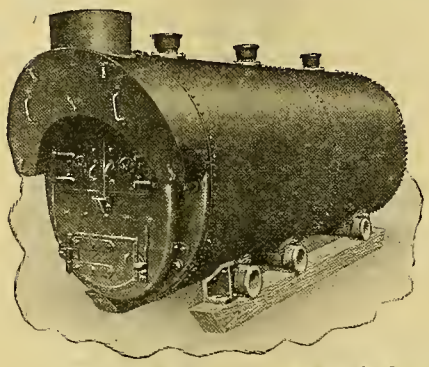

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Vol. LVII. **CHICAGO AND NEW YORK, NOVEMBER 5, 1921.** **No. 1744**

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The thirty-eighth annual convention will be held at Kansas City, Mo., August, 1922.

Fifth National Flower Show.

The Fifth National Flower Show will be held at Cleveland, O., March 25 to April 1, 1922.

THE

Autumn Number

—OF—

The American Florist

WILL APPEAR

Next Week

Please Send Special Advertisement by Early Mail.

SUGGESTIONS FOR PLANT GROWERS.

Gladioli.

As soon as the frost has killed down the foliage the gladiolus bulbs should be lifted and dried off. Keeping the varieties separate, the bulbs, with the tops attached, should be laid out in layers either on a light, dry shed floor or on boards in the open air where they can be protected at night during frosty weather. A set of boards or frame shutters spread along on the south side of a building make a very fine place to dry them off and fully ripen the bulbs. Have plenty of covering handy that can be thrown over them on cold nights. When thoroughly ripened the bulbs can be broken from the tops and packed away. Look the bulbs over carefully for any diseased spots and if any having these are found, keep them separate from the sound ones, for it is the prevailing opinion that the disease may be communicated to a sound bulb by coming in contact with a diseased one. Of the finer varieties and those which it is desired to increase, save all the small corms, and these can be planted to grow on in succeeding years to make flowering bulbs. There are so many new and meritorious varieties now being placed upon the market that the grower who has a market for gladioli should make it a point to use these, for the advance has been very rapid and many of the new ones are far ahead of the older varieties. This flower has forged rapidly ahead in the last few years as a cut flower, and with the improvement now going on, is bound to retain its popularity.

Mignonette.

As the weather grows cooler, the mignonette will begin to throw the long spikes that are so much desired by the best trade. The plants should be carefully kept tied or held erect, for if they get bent over, the stems will grow crooked and they are worthless. Growers adopt different methods for doing this. Some grow them in wire rings similar to the carnation supports, others cut short brush sticks which they set between the rows of plants and still others run wire lengthwise of the bench and tie strings across, making a square around each plant in which it will stand erect. Other wires and strings are added as the plant grows. Keep the plants growing very cool from now on; a house at about the temperature of a violet house, that is, from 36° to 40° at night, will produce the finest spikes of flowers. When the flower spikes begin to show, keep the plants well disbudded, allowing only the center flower to bloom and all the side shoots should be cut off. This will have to be done very early with the first bloom that sets, for as soon as it forms three shoots, it will immediately start to grow at the base of the flower; these should be removed as early as possible, that the entire strength of the stalk can go into the terminal flower.

After Chrysanthemums.

The early chrysanthemums are now through flowering and the space that they have occupied should be made of use by a growing crop. The soil in which they have been grown should be removed. It is very seldom that a good crop of any flower can be grown in the soil that has produced chrysanthemums. While it looks to be all right and often has much manure in it that the chrysanthemums have not taken up, yet our experience has been that the soil will not grow a succeeding crop. It is better to throw it out in a pile where it can be subjected to the sweetening process of nature. The stock plants of the chrysanthemums can be selected, and blocked up closely together and the surplus stock sold, and the space made ready for a following crop. Many growers frequently ask what can be grown to follow chrysanthemums. It depends greatly upon what the trade demands. Where the early frosts are not severe, the

single violets are left in the field and planted in the beds, but in the northern section of the country the weather is often too severe, the plants being badly frozen and will not recover until mid-winter. Plant growers will require the space for the growing plants and the lilies, where planted early, can be moved into the benches. Sweet peas make a good crop in these beds for spring blooming. If the seed is planted in pots in October and then transplanted to the beds early, they can be bloomed in March. There are a number of annuals that can be profitably grown, such as bachelor's buttons, and stocks, or early blooming herbaceous plants like Canterbury bells, and Coreopsis lanceolata, which will give an attractive assortment of flowers in early spring.

Dahlias.

Before the dahlias were through blooming they should have been carefully named and a label properly inscribed fastened to each plant that it is desired to save. As soon as the plants are killed by the frost they should be cut down and the tubers dug. Leave about six or eight inches of stem and firmly attach the label to this in such a manner that it cannot become loosened and lost. A good, dry cellar, either with a cement or earthen bottom, will keep them nicely through the winter, but it should be frost proof and not too near a boiler or heater. The tubers can be placed closely together and then covered with soil and they will come through the winter and the tubers will be nice and plump in the spring. They should be occasionally examined to see that they are not getting too dry or shriveling. If this happens, cover the soil with papers and then sprinkle the paper and the soil will absorb the moisture.

Callas.

The calla bulbs that were planted in pots during August should now have a fine start and should be placed in the benches or pots where they are going to bloom. Make the soil good and rich —it can hardly have too much manure to get the best results, but do not use too fresh manure; have it partly rotted. If grown in pots and the bulbs are large give them a good size; nine or ten inch is none too large, and pot firmly. After potting give the plants a good soaking and then withhold water until the plants have obtained a good foothold in the new soil, when they will require lots of water. Place them in a house where the temperature can be held at 60° at night if flowers during the winter are desired. Keep the plants tied up that the blooms may have straight stems. When cutting leaves, be careful not to cut too low or the young flower that is enfolded in the leaf stem may be injured.

COLUMBUS, O. — The Community Flower Shop is the name of a new establishment opened at Garfield avenue and Long street by J. H. Dorsam. —J. W. L.

OSHKOSH, WIS.—The Oshkosh Horticultural Society held the last of its rural meetings for the season, October 3, at the home of William Pierce and wife, Omro road. Interesting papers presented by members included: "Plants and Bulbs for Fall Planting," by Ward B. Davis; "Winter Protection of Perennials and Storing of Bulbs for Winter," by J. W. Rowe, and "Plans for the 1922 Horticultural and Agricultural Show and County Fair," by T. G. Brown.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Norton Centennial Float.

The accompanying illustration gives an excellent view of the float of F. J. Norton, Bucyrus, O., in the Centennial pageant held in that city, October 4. Mr. Norton is a grandson of Samuel Norton, the founder of Bucyrus.

Next Week in the Flower Shop.

Every flower shop should now be a picture, a symposium of glowing colors with its great wealth of chrysanthemums, in reds, whites, pinks, yellows and the brilliant hued autumn leaves, which with artistic arrangement will make a delightful setting for the window and store interior. As one goes about the flower shops he is apt to hear and much too often, that business is not what it ought to be. In nine cases out of 10 a glance around shows the reason why, and that is that the proprietor is waiting to have the business forced on him and seeing no reason for or necessity to make a bid for it. In some instances there is considerable stock in good variety, but it for the most part is crowded in the storage jars in the case; there is no attempt to feature anything, the thought being "We have the flowers if anybody wants them, and can make up as good as anyone in the business."

The importance of arranging a few baskets of vases of flowers and giving them an artistic touch in color, together with a contrast, autumn leaves or other foliage and some ribbon, and using them to give a decorative finish to the store, and at the same time offering suggestions to visitors and customers does not appeal to them. Business is never bad to the man who is everlastingly after it. If the great run of people are to be attracted and made to notice the store there must be something unusual, a little out of the common, that will cause them to stop and take a look. This is why I lay so much importance to the outside appearance of the building, its street front the little 20 feet of space in a block, three to four hundred feet in length. A more or less continuous stream is passing all hours of the day and night, not one out of 100 of which know anything of your store, and unless you do something to attract their attention they will pass you by, day after day without knowledge of your existence.

Every important article or bit of news in the newspaper is headlined and featured. Headlines are their decorated window, compelling you to stop and take a look. They spread interesting items on the other pages amongst the advertisements so you will turn to them as well, as without results here they would soon go out of business.

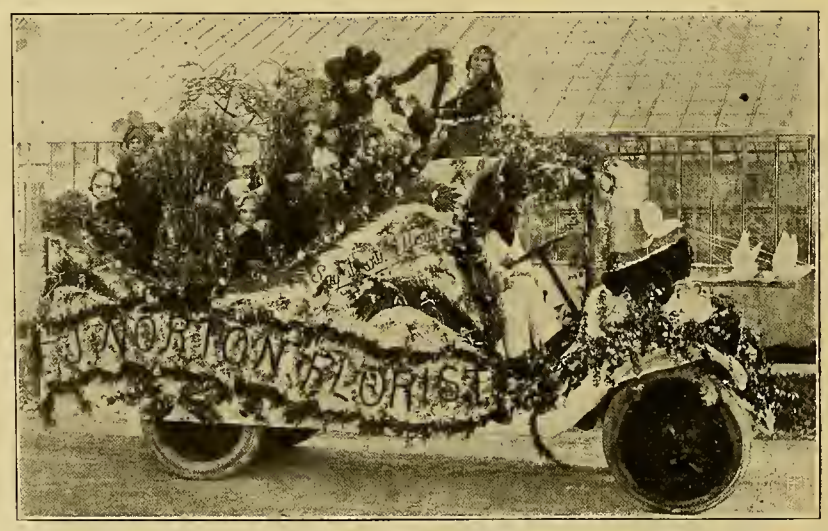
Of course, every storeman has a decorated window, but how they do differ in degree. Some stick in a few plants and a couple of vases of flowers and let it go at that from one week's end to the other. Many are often so "busy" that it goes two weeks or longer without change. The window, at least in some of its essentials, should be changed every day, it being the greatest asset of the store, in that it meets so many people upon which it is necessary it should make a good impression. It should always be full of suggestions, well trimmed plants which at once present a gift look, the little filled vase basket, an artistic gem that suggests how nice it would be to give to a friend. The well filled fernery with the card, "let us fill yours." The made up "take along" box of flowers at a popular price, will tempt people to purchase it. A real live, up-to-date window with every article in it a feature, or at least interesting enough to hold the attention for a moment, should at all times be put forth.

The special sale window can be run once or twice a week with splendid results in sales, and also in calling attention to the store as alive and up-to-date and anxious to do business. The price and small descriptive cards are very important. People will stop to read these small notices, which is a point gained as they then see what is in the window.

BIRTHDAYS SHOULD BE FEATURED.

Play up the birthdays at every opportunity as they are innumerable. They are frequently forgotten and if the flowers bring them to mind in the basket marked "for her birthday" the sale will naturally follow with this or some other item of stock.

The greatest source of business is, of course, that of flowers for funerals. It is considered unethical in the best trade to in any way solicit this trade,



F. J. NORTON'S FLOAT IN CENTENNIAL PAGEANT AT BUCYRUS, O., OCTOBER 4.

as it gravitates naturally to the florist who has the confidence of his customers. It is well, however, to be always prepared to talk to customers intelligently about such orders and turn them into channels that will be most profitable. Frequently flowers are asked for and designs wanted that are difficult to make and not as a rule satisfactory. The clever salesman avoids such difficulties and serves his customers better by turning their minds to flowers and their arrangement in a way that will be more satisfactory to all.

A little tray of boutonnieres in the window or a few on the end of the counter at all times always fresh and inviting, labeled, "a flower for your coat," is sure to bring gentlemen into the store. This trifling adornment should be encouraged in every way, it would give the business a wonderful impetus if this year a flower habit could be made general. Every member should do all he can to help it along.

Salesmanship.

One of the most important factors in the retail store is the salesmen, those whose business it is to meet the visitors or customers, show them every courtesy, and at the same time impress upon or bring to their attention the excellence of the various plants and flowers and their artistic arrangement as featured. To serve a person who wants a certain item of the stock is a very simple matter, but to take advantage of their presence in the store and sell them something they had no intention of buying, requires skill and finesse in the art of salesmanship, a faculty that is a most valuable asset and which can be acquired by study and practice.

To be successful as a salesman in any line one must be thoroughly familiar with his stock, must be able to talk about it intelligently and in such a way as to interest the prospective buyer. Two men for example tell the same story; with one's rendition it falls flat, while the other brings down the house. It is the enthusiasm and interest created by its proper presentation that makes all the difference. It is the way it is told that makes the hit, and it is the same in effective salesmanship. The bright, alert salesman takes the visitor about the store, calling attention to this or that flower or plant in an interesting way, noting the effect and impression made, never pressing sales, but at once following up an opening of increased interest shown by the visitor that may lead to the desired sale.

There are always many favorable points that can be brought out about plants and it is this information given at the right time, after interest is seen to be aroused, that frequently puts the sale over. The aspidistra is not as a rule very symmetrical but if its foliage is kept rubbed up it always presents a fresh, healthy appearance. If the fact of its great hardiness in the house is made known and it is shown in demonstration how the leaves gloss up when rubbed with a dust rag, it at once possesses a new virtue and may be added to the order.

"I have never had any success with ferns, they turn yellow so quickly," is often heard. A short explanation on their care as to position in light places, and watering, and giving examples of satisfied customers with whom they grow and beautify their rooms the entire season, will nearly always end in sales for another trial. There are other ferns, for example, the bird's nest, which with its glossy light green fronds, is very attractive, a word in reference to its being a splendid house plant and how it adds variety to the collection, will often effect a sale. The Hare's Foot rhizome of the polypodium, is an attractive feature that will often pass unnoticed if attention is not called to it. Its advantage as a very hardy variety, if played up, will often result in a sale.

CHEERFUL RECEPTION ESSENTIAL.

A bright, cheerful reception of all visitors is most essential; they should not be allowed to stand around without attention, neither should they be rushed. Far too frequently the store force is engaged in some pressing work, or may be talking together, not noticing the new arrivals, allowing them to wait or hunt up some one to wait on them. Under such circumstances visitors will frequently walk out, being annoyed at the inattention. A pleasing personality is essential, a bright, smiling face always wins: its cheerful "Good Morning," and when possible, calling the customer by name, puts them at once at ease and ready to give their order. The good salesman is quick to note the customer's objection to an article even before it is expressed in words and quickly explains it away or calls attention to other good qualities that offset the supposed imperfection.

A most important matter in many transactions is to find out how much the customer desires to spend. Particularly is this true in the case of a committee whose mission is the purchase of funeral flowers. Such an order generally amounts to a considerable sum. In nearly every case there is competition, they have been or are going elsewhere, and the question of price to those who do not know quality has much to do with the decision. Photographic books with priced designs sometimes give a clue or the salesman in suggesting various arrangements, can, in quoting prices, get a lead from the way in which certain prices quoted attract most interest, one of the committee saying let us see something for about this or that amount.

Two good stock pieces that should be on hand for such emergencies are a large well-made magnolia wreath with an easel and a standing base on either of which it may be placed, and a large panel of the same leaves. With a handsome bow of ribbon, a few palm leaves, some choice roses hastily clustered together, an idea is at once given of how this or that design will look. A large vase basket into which a big bunch of long-stemmed roses can be placed, together with others on the handle and a bow of ribbon, give just a hint of the elegance of the work when finished. Such demonstrations are sure to make a good impression and oft times land the order.

HESS & SWOBODA'S STORE, OMAHA, NEBR.
Showing a Few of the Many Baskets Made for the Herzberg Store Opening.

Frequently the small order may be increased in price, the box of flowers would look so much better with the addition of a bunch of violets, or a dozen lilies of the valley or a beautiful orchid. Generally it only needs the suggestion and the customer is always better satisfied. At times the order for out-of-town delivery is for $3. A word or two on how much better a $5 box will look delivered in this distant city, will very often bring the price up to this figure.

There are always items of stock that for some reason do not sell as fast as others. Before these have a chance to get shop-worn, they should be featured in the best possible manner and as well called to the attention of customers, whenever there is any chance for a sale. Good storekeeping demands that up-to-date featured articles of stock should always be well displayed, convenient at hand to present to customers when found in a buying humor.

PALMYRA, N. Y.—J. A. Cleary recently purchased property west of this city where he erected greenhouses and has also opened an establishment on Main street to be known as the Hill-Dale Flower Shop. He will conduct a wholesale and retail business.

SHERIDAN, WYO. — The Sheridan Greeenhouse Co. will soon complete a range of houses about one mile from this city, on Avoca avenue. The firm has leased a part of the Home Bakery building for offices and salesrooms and will discontinue its South Main street headquarters at an early date.

WITH THE GROWERS

Quality Stock at Norwood.

The true gardener will travel a day's journey to see a beautiful plant and feel himself amply rewarded as he feasts his eyes with its beauty. Knowing the difficulties, he appreciates the results attained. The commercial dealer also looks with satisfaction on the perfect foliage or flowering plant; its beauty to him, however, means not so much an achievement of the grower, but a beautiful creation that will brighten his stock and add to his prestige and profit. To all those who love and admire skill in horticulture as exemplified in choice plants, a visit to the establishment of the Robert Craig Co. at Norwood, Pa., will afford an opportunity to see one of the greatest commercial stocks in the country.

While the grower-retailer is catered to with quantities of young stock for growing on, the specialty here is the finished product, the perfect specimen either in foliage or flowering plant, which when its time comes, has reached its highest stage of perfection.

In the foliage section specialties are dracaenas, pandanuses, crotons, ferns and palms. One entire range is given to dracaenas which are seen in great variety. Dracaena terminalis, D. Massangeana, Lord Wolsley and D. Fragrans are seen in quantity, together with a number of fancy new ones, of which a stock is being worked up. D. Godseffiana, D. Sanderiana and D. Kelleriana, varieties especially suited for color in plant baskets, are grown in quantity in 3-inch pots. Pandanus Veitchii is a specialty, plants exceptionally well colored, and two large houses are filled with them.

Crotons have always been a specialty, the stock now numbering over 50,000 plants. The various sizes, from 3-inch upward, are exceptionally well colored. Several large houses are filled with ferns, wonderfully finished stock, the leading varieties are Nephrolepis Teddy, Jr., N. Scotti, N. Norwood, and N. Verona.

Areca lutescens is a specialty, this stock, from 4-inch pots to 10-inch tubs, has largely taken the place of the scarce kentias with the decorators, who find them very satisfactory.

FLOWERING SECTION.

A large house is filled with begonias in variety, plants in fine growth covered with buds, just right for autumn and holiday sales. Varieties are B. Cincinnati, B. Mrs. Peterson and B. Lonsdale. B. Pride of Newcastle of the Vernon type is a fine red that is always in flower. Poinsettias are done wonderfully here, over 75,000 cuttings are struck, for sale to others to grow on and for the holiday trade in flower. The stock, in from 3-inch pots up to large made up pans, is now in splendid condition.

The queen of the flowering section is the cyclamen; they have never had them as good before, 10-inch pots now measuring as much as 30 inches across the close set foliage. A large house of plants in 4-inch pots grown purposely to be flowered in this size, so as to produce a quantity of bloom in a small pot for basket work, will be much appreciated by the retailers. Next year's stock is now coming through the soil, many having the first leaf well up. There wll be another sowing of seed in November, making about 100,000 in all. Cherries, peppers and Otaheite oranges fill a house, these latter being wonderfully well fruited, plants in five and 6-inch pots carrying from 12 to 18 fruits and some more than this number. There is also a house of heather that is very well set with buds.

Two new houses, 28x150 feet, semi-iron frame construction, have just been put up in the record time of two weeks and are now filled with cold stock for Easter. These two houses complete the continuous ranges on both sides of a large central shed 28x500 feet. Rambler roses, hydrangeas, Easter lilies and genistas are quantity stocks that are being skillfully treated for the Easter holidays.

Robert Craig, Sr., is now in Porto Rico, where he will spend the winter looking after the tropical nursery, which this year will turn out dracaena canes of scarce varieties. The palms and aspidistras planted last season have made a splendid growth and this enterprise promises to be very successful.

Canadian Growers.

One of the most enjoyable features of the recent meeting of the Florists' Telegraph Delivery Association in Toronto, Ont., was the visits to the celebrated growers in the vicinity who supply the Toronto market and, in fact, almost the whole of Canada with cut flowers.

THE DALE ESTATE.

This immense range is said by no less an authority than Fred H. Lemon, of Richmond, Ind., to be one of the largest and most complete greenhouse establishments on the American continent. The houses are at Brampton, Ont., 20 miles from Toronto, where there are now 30 acres under glass all devoted to raising cut flowers. Several acres of this are planted with Asparagus plumosus; 350,000 carnations occupy many of the houses and all are on raised ground beds with cement sides. The condition of the stock is uniformly fine, as good as the best anywhere.

Each house, in its series of roofs on gutters between seven to eight feet above the ground space, is immense. Some are 600 feet and others over 800 feet in length. Rose plants, to the number of 250,000, all in superb condition, fill the benches in the rose ranges. Many are on raised ground beds and others on raised benches on posts, the latter method being preferred. All varieties appeared to do equally well here, the growth being most vigorous and the production of buds satisfactory. A bench of the new rose, Angelus, made a splendid showing, the flowers in quantity on the plants being superb in form and borne on good long stems. That the Angelus is clearly the best white rose up to the present time, was the opinion of Mr. Dale.

The orchid section, a range of houses, each 25x120 feet, contains nearly 70,000 plants. Cattleya labiata now in full flower made a fine display. None of these go to waste, there being continuous demand. Prices at present are 30, 40 and 50 cents each, according to size of flower. Plants here do not run out; they are repotted and divided about every third year and their stock is really increasing instead of diminishing. Temperatures of 58 to 60 degrees are maintained except when the plants are in flower, when 65 degrees is registered. Chrysanthemums are a quantity crop, about 200,000 being like all other stock, perfect in every respect. Many are disbudded from one to three to a plant and quantities grown without disbudding, being used as sprays. Several large houses have beds, growing one flower to a stem, for exhibition and special sales. These were making enormous flowers, some of which were partially shaded with cheese cloth and many individual flowers wore caps of wax paper.

The heating plant was a revelation. Four large boilers, 400 horse power each, placed in an immense high roofed brick building, heat the entire plant. Steam leaves the boilers at 100 pounds pressure and is reduced to 20, then to 10 and as low as seven pounds as it enters the various ranges. The coal, bituminous, is automatically fed to the boilers which are provided with automatic stokers, which gives almost perfect combustion, and the ashes are removed from the rear of the boiler. Neither the coal or ashes were in sight. The main steam pipes are carried from the boilers to the va-

DRACAENA AMABILIS AT CRAIG'S, NORWOOD, PA.

rious ranges through a large underground tunnel.

The cold storage room is very commodious, adjoining which is the grading department where all flowers as soon as cut are graded by a force of girls who are quite expert. On the floor above is the packing room where there is every convenience for this important branch to which they pay the greatest attention; an average of 300 orders are sent out daily over a territory covering 2,000 miles east and west in Canada. Only about five per cent of their product is shipped to the United States.

In all the houses there is a single stout wire well above the walk, which on a trolley, conveys a cut flower tray or basket, a great time saver when gathering the flowers. A great feature of the place is its cleanliness. Two men are on the job from morning till night with brooms, cleaning the walks. The force of employes ranges from 250 to 275, depending on regular or extra work. The management of the establishment is wonderful. It clearly stands in a niche by itself.

JOHN H. DUNLOP.

The extensive rose houses of John H. Dunlop, Richmond Hill, Ont., are models of efficiency. All stock is grown on raised benches, the principal varieties being Butterfly, Ophelia, Dunlop, Columbia, Sunburst, Ward, Double White Killarney, of his own sport, Hoosier Beauty and some Premier, the latter for some reason not doing well with him. All the stock appeared to be in fine condition, much of it just coming into crop, many of the Butterfly having 24 to 30-inch stems. When necessary, two weeks is considered enough to dry off rose beds for a rest and they are then cut back and started up again.

The seedling rose bench was interesting; several promising seedlings and sports looked very good, one a yellow Ophelia of good color and another a white sport of Sunburst. A red seedling made fine flowers. His strain of Double White Killarney is said to be much better than the original. In this section was planted 12 plants of Priscilla on trial. Its first autumn crop cut 57 fine flowers and it was again in full flower with superb blooms of a fine shade of pink, very large and borne on good stems. Certainly this looks like a winner.

Godfrey callas, two and three bulbs to an eight and 10-inch pot, are a feature. They are a profitable and dependable crop. Calendulas, mignonette, and chrysanthemums are catch crops which when cut out after the holidays leave room for the young rose stock.

The water supply here is pumped electrically from a pond and automatically kept at a pressure of 60 pounds. This never fails and the desired force is always at hand whenever required. The propagating house, 25x300 feet, has an enclosed bed for grafted stock. This has flat glass on top about 10 inches above the board bottom. With this there is no drip, as the moisture gathers and lies flat, then dries off again.

HAROLD MILLS.

At Harold Mills' establishment, which is in close proximity to John H. Dunlop's place, a seedling white rose of merit was a feature. This is a large double flower of unknown parentage, coming in a lot of seedlings without record. It is a very pretty flower which may have commercial value. A very beautiful sport of Columbia was also seen, a splendid flower but said not to come back as fast as its parent. Premier and Columbia are seen here at their best. A beautiful sight was a bed of Ophelia in full flower; they were not cut as they were wanted for Christmas, and by allowing them to flower out they would be properly timed when cut back.

BEGONIA MRS. PETERSON AT CRAIG'S, NORWOOD, PA.

MILLER & SONS.

Several acres of glass here were filled with chrysanthemums, roses and 60,000 carnations, all the stock being in excellent condition. An importation of choice azalea plants timed for Christmas were the envy of many American growers.

The city is rapidly closing in around Miller & Sons' establishment and they have gone into the building of residences, having already erected several hundred, proving a very remunerative side line.

CARL GROBBA.

The Carl Grobba plant was most interesting, being a half mile off the main road. Mr. Grobba had gone to the trouble to decorate his lane or side road with boxwood and bay trees on both sides for its entire length, much to the delight of the visitors. The extensive houses of 200,000 square feet or over were found full to repletion with splendidly grown stock and not a foot of unoccupied space was to be seen. A new concrete bulb shed had just been completed for storing 1,500,000 Dutch bulbs, for forcing. In the center where there is most light will be stored an extensive importation of bay trees and boxwood.

Twelve large deep pits contained stock which would be brought into the houses as fast as the chrysanthemums, which are grown in quantity, were cut away. Large houses containing 12,000 Md. Petrie azaleas in several sizes were all timed for Christmas. Another lot of 8,000 were on hand, later varieties to be brought in at Easter. Growers all declare that the intensive culture and utilization of space here has reached the maximum.

CINCINNATI, O.—Alfred Forder and wife have returned from Panama. Although sick at Los Angeles, Calif., Mr. Forder visited the recent exhibition in that city and says it was a grand display. Mr. Forder has not fully recovered his health but hopes to be able to attend to business in a few days.

THE S. A. F.

National Publicity Campaign.

Reports received from all sections of the country show renewed interest in the national publicity campaign, and evidence of continued effort to obtain subscriptions for another four years' campaign term to begin January 1, 1922, is forthcoming to a quite remarkable extent. It is the desire of the publicity committee that the national advertising continue without interruption, and if interest is kept up to the point it is at the present time, which should result in the necessary cash being available, publicity for flowers can be obtained on a scale not heretofore approached.

There are still some florists who have subscribed to the fund who have not fulfilled their obligations for this year, and if you, Mr. Reader, should happen to be one of these, your remittance would be more than welcomed now. The time is ripe for vigorous action, and all must admit that floricultural matters are receiving far more attention nowadays than they did before our campaign was started. The following editorial leader from the current number of the Ladies' Home Journal is given as an instance, and it should be borne in mind that this leader is placed before over 2,000,000 subscribers to the publication, which means in the neighborhood of 5,000,000 readers.

"Armistice Day."

"On Armistice Day, November 11, we shall celebrate the third anniversary of the cessation of fighting in France. The government will bury an unknown soldier in Arlington cemetery with great military and naval ceremony. Various cities and towns will have minor observances, but most folks will murmur only a devout 'Thank God' when they recall the date.

"Really we should do something more to show our appreciation of the soldiers and sailors who died, and also of the boys who came home safely. This memorial day need not be wholly for the dead; let it be also for the living. And that is the basis of a beautiful idea advanced by Mrs. Simeon Shaw, wife of a Methodist minister at Canyon City, Tex. Let us celebrate Armistice Day as a flower

day for the living soldiers of the world, Mrs. Shaw proposes; let each of us wear a blossom, any blossom, that day to show the service men that we have not forgotten what they did.

"'Anyone will buy flowers when you're dead,'" says Mrs. Shaw; "'but the living soldiers must not be forgotten. November 11 is late for flowers, I know, but 'hereafter' will be too late.'"

"Flower day for living soldiers is a happy thought. Let's wear a flower—any flower—on November 11."

The following subscriptions have been received since publication of our last list:

SUBSCRIPTIONS RECEIVED.

Bassett & Washburn, Chicago	$500.00
E. F. Winterson Co., Chicago	25.00
Mrs. G. C. Sparks, Thomasville, Ga.	1.00
Boatwright Fl. Co., N. Augusta, S. C.	1.00
Yalaha Conserv. Co., Yalaha, Fla.	5.00
	$532.00
Amount previously reported	30,452.16
Total	$30,984.16

Good reports are coming in slowly but surely from the live wires who have received subscription books and are making personal canvasses to help raise the required fund for a proper continuance of our publicity work. Mark P. Mills, Philadelphia, Pa., whose work in this connection has been most commendable, has sent additional subscriptions which make his total number sent in, 74. And others are also getting in some good work, as will be seen by the following list:

	For four years.
By Mark P. Mills, Philadelphia, Pa.	
Myers and Samtman, Chestnut Hill, Pa.	$100.00
M. Rice Co., Philadelphia	75.00
Wm. M. Ferguson, Philadelphia	10.00
Sawyer & Johnson, Bethlehem, Pa.	15.00
D. M. Goldberg, Bethlehem, Pa.	5.00
Herman Zimmer, W. Collingwood, N. J.	5.00
John Kuhn, Philadelphia	10.00
Total for four years	$220.00
By A. Langhans, Wheeling, W. Va.	
John Hallstern & Sons, Pleasant Valley, W. Va.	15.00
Albert Lash, Warwood, W. Va.	10.00
Frank C. Seibert, Wheeling, W. Va.	10.00
John Dieckerman, Elm Grove, W. Va.	25.00
Total for four years	$ 60.00
By A. L. Miller, ex-president of the Society of American Florists, Jamaica, N. Y.	
A. L. Miller, Jamaica, N. Y.	100.00
W. C. McCallum, Islip, N. Y.	10.00
Rowehl & Granz, Hicksville, L. I.	20.00
Gottleib Bartunck, Riverhead, N. Y.	10.00
Total for four years	$140.00
By D. C. Horgan, Macon, Ga.	
West View Florist, Atlanta, Ga.	15.00
Crucedale Florists, Athens, Ga.	5.00
The C. C. Dour Co., Augusta, Ga.	5.00
Henry Meinert, Marietta, Ga.	5.00
Toit Bros. Co., Brunswick, Ga.	25.00
Ralph Deans, Atlanta, Ga.	7.50
Idle Hour Nurseries, Macon, Ga.	50.00
Yalaha Conservatory Co., Yalaha, Ga.	5.00
Boatwright Floral Co., North Augusta, S. C.	1.00
Mrs. G. C. Sparks, Thomasville Ga.	1.00
Total for four years	$119.50
By Moss W. Armistead, Portsmouth, Va.	
Moss W. Armistead, Portsmouth	25.00
W. C. Weiss, Portsmouth	5.00
Charles Weiss & Son, Portsmouth	5.00
Total for four years	$ 35.00
By Baur & Steinkamp, Indianapolis, Ind.	50.00
By Pittsburgh Cut Flower Co., Pittsburgh, Pa. (for one year)	200.00

The subscriptions of Wm. Goos, Bettendorf, Ia.; H. W. Pauli, Davenport, Ia.; L. Stapp, Rock Island, Ill. and Wm. Knees & Co., previously reported, should have been credited to the good work of William Knees.

Fifth National Flower Show.

All arrangements are now practically completed covering the Fifth National Flower Show, so that from now on details only will demand attention. The guarantee fund of $20,000, which the National Flower Show committee decided to raise, is now over subscribed, the total being $20,657.

The little doubt which has all along existed in the minds of some as to the Auditorium in Cleveland, O., being ready in time for the show has been removed. Among the functions scheduled to take place in the building before our exhibition, is a big automobile show, and a public reception to Marshal Foch and other notables.

Reservations of trade space in the show are continually being made, and there is much correspondence passing between the secretary's office and prospective exhibitors. Up to date the following have contracted for space:

Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Henshaw Floral Co., New York.
A. N. Pierson, Inc., Cromwell, Conn.
Schloss Bros. Ribbons, Inc., New York.
Mead-Suydam Co., Newark, N. J.
American Bulb Co., Chicago.

W. H. Englehart, Memphis, Tenn.
President Tennesse State Florists' Association and Manager Idlewild Greenhouses.

Walter E. Cook, Inc., Cleveland, O.
Vaughan's Seed Store, Chicago.
Ideal Power Lawn Mower Co., Lansing, Mich.
H. Bayersdorfer & Co., Philadelphia, Pa.
The Zane Pottery Co., South Zanesville, O.
W. Atlee Burpee Co., Philadelphia, Pa.
L. C. Stroh & Sons, Batavia, N. Y.
Joseph G. Neidinger Co., Philadelphia, Pa.
Florists Exchange, New York.
Henry A. Dreer, Inc., Riverton, N. J.
Carl Hagenburger, W. Mentor, O.
B. Hammond Tracy, Inc., Wenham, Mass.
The Basket Shop, Bellefonte, Pa.
J. A. Evans Co., Richmond, Ind.
Pulverized Poultry Manure Co., Chicago.
Quincy Art Willow Ware Co., Quincy, Ill.
Muller-Sealey Co., Inc., New York.
The McCallum Co., Inc., Pittsburgh, Pa.
Lord & Burnham Co., Chicago.
Roman J. Irwin, New York.

SPECIAL PREMIUMS.

The local committees are working strenuously to make the show the success it surely will be, and are much encouraged by the thoroughness of arrangements already made. James McLaughlin, chairman of the special committee on premiums, reports the following premiums offered to date:

Henry G. Berning, St. Louis, Mo., any class, cash	$100.00
Gude Bros. Co., Washington, D. C., any class, cash	50.00
W. L. Rock, Kansas City, Mo., any class, cash	25.00
Hollywood Gardens, Inc., Seattle, Wash., any class, cash	10.00
Hitchings & Co., Elizabeth, N. J., any class, cash	10.00
S. S. Skidelsky & Co., New York, roses or carnations, commercial	25.00
Zanbergen Bros., Oyster Bay, N. Y., roses or carnations, commercial	25.00

For best collection May flowering tulips, any type, six varieties, two pots or pans of each. Open to private gardeners and amateurs only:

Mrs. J. C. Vaughan, Chicago	25.00

For best bridal bouquet, arranged by a member of the Ladies' Society of American Florists:

Ladies' Society of American Florists—	
For best bridal bouquet	25.00
For best table decoration	25.00

(Open only to members of the Ladies' Society of American Florists.)

Special premium to be awarded as National Flower Show committee desires	25.00

McCallum Co., Pittsburgh, Pa.—A wicker rocker, value $25, as a prize to be offered at discretion of National Flower Show Committee.

Henshaw Floral Co., Inc. (Supply Dept.), New York.—Lustreware vase, value $25, to be used by National Flower Show Committee, to the best advantage.

Hall & Robinson, by Wm. C. Hall, Montreal, Que.—For six tumbler baskets, filled as usually arranged by florists; $30, 1st; $20, 2nd.

H. F. Michell Co., Philadelphia, Pa.—Best six pans, not over eight inches, of tulips, one pan of each of the following varieties: Brilliant Star, Herman Schlegel, Kaiserkroon, Prosperity, Pink Beauty, Rose Luisante. Open to commerical and private growers; $15, 1st; $10, 2nd.

Max Schling, Inc., New York.—The Max Schling gold medal for the most artistic and effective retail exhibit. Three Max Schling gold bronze medals for the best bridal bouquet, the best table decoration and for the best flower basket. The three last named to be awarded to the first prize winners in their classes, at the discretion of the committee. Max Schling silver medal for the best private exhibit. The gold medal for the retail exhibit and the silver medal for the best private exhibit should be awarded as sweepstakes on the first or second day of the show.

M. Rice Co., Philadelphia, Pa.—Handsome large store display piece, value $50, to be offered at discretion of committee.

S. Pretniss Baldwin and wife, Cleveland.—Cash, $100 to be offered at discretion of committee.

The Plain Dealer, Cleveland.—Cash, $25, to be offered at discretion of committee.

The E. G. Hill Co., Richmond, Ind.—For the three recent introductions of twenty-five blooms of each, Columbia, Premier, Butterfly. Prize to be incorporated under one class, making 75 roses of the three varieties, and the prize offered, cash, $75.

The Bowler & Burdick Co., Jewelers, Cleveland.—A $35 cup to be awarded as committee desires.

E. C. Amling Co., Chicago.—Cash, $50, to be offered for the best vase of 100 red roses or any similar class that will promote the flower business.

John H. Dunlop & Son, Ltd., Richmond Hill, Ont.—For the best vase of F. W. Dunlop roses, cash $50.

Pittsburgh Cut Flower Co., Pittsburgh, Pa.—Cash, $25, to be offered at discretion of committee.

The National Flower Show Committee is to meet in Cleveland, November 17-18. At this meeting also will be present Robert Pyle, president of the American Rose Society; Wallace R. Pierson, chairman of the same society's committee on commercial growers' interests, and A. F. J. Baur, secretary of the American Carnation Society, who will discuss with the committee their plans for co-operation in the show. On Thursday, November 17, the committee will be guests at luncheon of the Rotary Club.

JOHN YOUNG, Sec'y.

BATTLE CREEK, MICH.—The Post Tavern Gardens is adding another greenhouse to its range, 36x206 feet.

HIGH POINT, N. C.—Frank Ford will build a flower shop and range of greenhouses, here, in the near future.

DETROIT, MICH. — The Hamilton Flower Shop recently opened a branch store at 7315 Livwood avenue to be known as the Linwood Flower Shop.

TAMPA, FLA.—The Violet Dell Florists recently opened a downtown store in the Goodrich building, Court street. John Caruthers is the proprietor.

BENTON, ILL.—Mrs. Lorene Benton, formerly with Grimm & Gorly, St. Louis, Mo., recently opened the first floral establishment in this city, the style of the business being the Benton Flower Shop.

Tennessee State Florists' Association.

ANNUAL MEETING, NOVEMBER 1-2.

The eighth annual convention of the Tennessee State Florists' Association is in session as we go to press at Chattanooga, November 1-2, with an excellent programme prepared for the occasion.

The programme includes President W. H. Englehart's address, Secretary-Treasurer Bentley's report and papers as follows: "Essential Details for a Successful Florist in the South," by Dan Horgan, Macon, Ga.; "National Plant Growers," by J. F. Ammann, Edwardsville, Ill.; "New Features of Greenhouse Construction," by Phil. Foley, Chicago; "Why I Selected the Retail Flower Business as a Vocation," by Chas. H. Grakelow, Philadelphia, Pa.; "Experiences While Attending the Society of American Florists' Convention at Washington, D. C.," by Edw. C. Truett, Franklin; "Possibilities of Bulb Growing in the South," by Chas. L. Baum, Knoxville, Tenn.; "Pot Plants," by Robt. Craig, Jr., Philadelphia, Pa.; "Necessary Essentials for Pot Plants in the South," by Wallace R. Patterson, Montgomery, Ala.; "The Florists' Telegraph Delivery Association," by M. Bloy, Detroit, Mich.; "Say It With Flowers Week," by Z. D. Blackistone, Washington, D. C.; and "What Our Government Thinks of the Florist Business," by Wm. F. Gude, Washington, D. C.

The meeting is a wonderful success with some 400 in attendance and 150 new members, the total membership being now 300. Nashville has been selected for the next meeting. Intense enthusiasm in the work of the association prevails.

Officers elected for the ensuing year are Harold Joy, Nashville, president; E. A. Marriom, Chattanooga, vice-president; Prof. G. M. Bentley, Knoxville, secretary-treasurer, who was re-elected for the eighth successive time.

Robt. Craig, Jr., and Chas. Grakelow, of Philadelphia, Pa., were unable to attend on account of pressure of business.

PRESIDENT ENGLEHART'S ADDRESS.

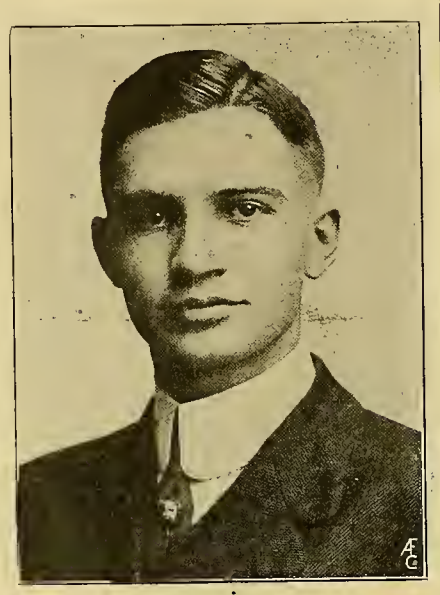
Mr. Chairman, Honorable Mayor Chambliss, Reverend Father Sullivan, our hosts the Chattanooga Florists' Club, members of the Tennessee State Florists' Association and friends:

Allow me to thank you one and all for your attendance at this, our eighth annual convention. It is the greatest yet. It seems but a few weeks since we were together at our last convention in Memphis last year. At that time we were rejoicing over the business of the preceding year; and it was great. We had not yet begun to feel the business decline which has since brought us face to face with a year of strenuous merchandising and careful management. I believe I can truly say that we have all sweat blood and wore our fingers almost to the quick in carrying on business, and coming through the year. Now, also, is a fitting time for great rejoicing, for business is again on the upturn, and I am sure you all will enjoy a brisk trade through the coming season and sincerely believe that before we assemble again business will have returned to normal with another great business and industrial expansion well on its way to keep us busy.

I believe good business lies ahead, for unless America's greatest business men, manufacturers and merchants have lost their keen insight, and their great foresight, we shall soon again experience better times. However, the times just past make it important, that we now learn carefully of those things which have caused us loss and nights of worry during the past year. A freedom of interchange of our experiences concerning "What we have done and how we have done it, to make it pay," will help make this convention profitable to each one of us. Let us do this while the lesson is still fresh in our minds. Our eighth annual covention affords us an all favorable opportunity to crystallize these successful experiences to our future and lasting good. We in Tennessee have had a healthy growth in the past three years. Even so, we are still in the A. B. C.'s of floriculture and merchandising, and the whole florist business is but in its infancy in the south.

LARGE GROWTH IN BUSINESS.

Tennessee growers have constructed huge ranges in the last 24 months. Tennessee retailers have built magnificient modern stores during the past two years. They may look tremendously large and bare at present, but in time they will prove too small and inadequate. I read where one big steel company is spending $10,000 on new buildings while their present factories are only about one-third in use. That company realizes that in another year, those plants may be two-thirds too small and are keeping their unemployed at work by this construction. We can, perhaps, very well apply this lesson of employment to profit and benefit in our own individual business, for business is coming back and the unemployed problem may be no problem at all, if the floral industry takes care of its workers and every other industry does likewise, and I truly believe we have been doing this for some time. Now is a good time to build, remodel, expand with your unemployed. It costs so little and I can give you some points in person on it if you wish. Those who have had the foresight to build and expand are sure to profit and are to be commended for their wisdom. For in flower growing today Tennessee does use nine times what she grows, and it will be some years before that ratio will change much. The awakening of new customers who are coming to "Say It With Flowers," will make us step fast to keep apace with its growth. Prepare for bigger business by using the unemployed.



Harold Joy, Nashville.
Pres.-Elect Tennessee State Florists' Ass'n.

The Tennessee florist business is still in its infancy and with more customers, a bigger market, more glass and a finer quality of merchandise being raised here as well as shipped here, there is every reason to assume, that by proper attention to management, good merchandising and advertising and fuller experience in growing, that Tennessee will show a phenomenal step forward in the florist business from now on. We have more reasons to rejoice. While we have been experiencing this so-called air-pocket in business, which has not been confined to the south or Tennessee, but the whole nation, our Tennessee State Florists' Association has pushed its way to the forefront among all other states, in one of the most inspiring sweeps of enthusiasm and growth in membership that your imagination can picture. One year ago after six years of faithful, tireless effort and determination, the total membership of our association reached the century mark.

Last year, due to the great work of my predecessor, A. J. McNutt, Tennessee was the only state in the entire south to be represented on the national board of the Society of American Florists, and the only southern state with a delegate to the meeting, and I have you all to thank for that honor. Tennessee led the way, I am proud to say, and since then several other southern states have succeeded in gaining representation. More than this, our Volunteer State also furnished a director of the Florists' Telegraph Delivery as well as a director of the Society of American Florists. Today we boast an even 100 per cent increase in membership in one year; numbering proudly, florists in Arkansas, Alabama, Mississippi and those in kindred businesses from New York to Florida. This good work must go on until we number every possible florist in Tennessee and our territory. The time will soon come when strength of membership will constitute the backbone of the part Tennessee can rightly play in the immense development of the floral industry in the south. Who knows, but that Memphis is building that magnificient $2,500,000 auditorium especially to house the national convention in 1923? Who knows the greater advantage that 100 per cent representation will provide for us.

TENNESSEE LEADING SOUTH.

This brings us down to the present moment and to the practical part of this convention, wherein we may further rejoice. Tennessee has taken the lead in the south. We have hardly begun to develop the immense possibilities of our market. A vast amount of business awaits our intense application of modern scientific floriculture and floral merchandising. Let us retailers go ahead by proper sales means and through good newspaper advertising and other ways sell the idea of "Say It With Flowers," and sell more merchandise. Let us growers go ahead and better our culture and supply the demand which we retailers are awakening. "How we ought to do it to make it pay," should from now on be the practical part of our convention.

It is gratifying to read the programme of the practical men, who will tell us their experiences at this time. Those who arranged this programme have struck the keynote of that big idea, and I believe Chattanooga is to be commended for that. Any man or woman who returns to his business after this convention without a better conception of it will have no one to blame but himself or herself. We are honored by a number of the leading and most successful florists and growers in America on this programme. We are equally honored by those recognized specialists who have come to give us of their knowledge. They will find us all willing and ready students, full of appreciation and wanting to know, "How to do it to make it pay."

So with the thought of the quick return of good business times and the forward march of our enthusiastic association toward a more perfect or-

ganization, with a definite aim to here gain practical benefits that will further enable Tennessee to develop her great possibilities and prepare for another period of expansion, let us move forward with the clear determination to give heed to the message of this convention.

Friends, it has been one of the extreme pleasures of my life to have served and have been honored by you all and I proffer my continued service to the advancement of our great association and my full support to my successor, whoever he may be. I thank you.

SECRETARY-TREASURER BENTLEY'S REPORT.

The Tennessee State Florists' Association this morning is seven years and nine months of age. We call this our eighth annual convention, as the organization was perfected in Nashville, January 29, 1915. While we feel that we are very young and inexperionced as an organization, yet stimulated by the developing floral business in the state and the hearty co-operation of the florists, the growth has been accelerated during these few years, and if you will not consider us conceited we think that we are big for our age, and forward in advance. For all of the rapid progress made by our association we feel that we only have just begun to grow and ere another eight years rolls around we will have a membership equal to that of the Society of American Florists. From the best information I can gain we are already the largest state organization of florists.

The Tennessee State Florists' Association was organized in Nashville on the night of January 29, 1915, with a membership of 30. At this first meeting T. C. Joy, of that city, was elected president. The meeting was held in connection with the annual convention of the Tennessee State Horticultural Society. The second annual convention was held in Nashville January 24, 1916, in connection with the horticultural society, the membership at the close being 59. At this second meeting Earl P. Baum, of Knoxville, was elected president. The third annual convention was held in Nashville, January 30, 1917, in connection with the same society, at the close of which there was a membership of 76, W. C. Johnson, of Memphis, being elected our third president.

The fourth annual convention was held in Nashville, January 29, 1918, with the state horticultural society, the membership increasing to 84. Oscar Geny, of Nashville, was elected president. The fifth annual convention was again held at Nashville, January 28, 1919, with a membership at the close of 90, H. G. Bramm, of Bristol, being elected president. So gratifying was the influence of the convention toward organizing the Nashville florists that it was decided to hold the meeting in different centers of the state where considerable interests are devoted to flower growing. Consequently the following convention was held in Knoxville, February 5-6, 1920. At the close of this sixth convention there was a membership of 115, A. J. McNutt, of Knoxville, being elected president. This meeting was the largest that had ever been held, the special features being trade exhibits and a strong programme with several of the leading out-of-state florists taking part in it.

The seventh annual convention was held in Memphis, November 17-18, 1920, closing with a membership of 150, and W. H. Englehart, of Memphis, was elected president. This meeting in some respects surpassed the convention held in Knoxville, more attention being devoted to trade exhibits and the attendance being greatly augmented by leading florists from not only the south, but from the east, north and west.

This is our brief history up to this morning. I am very pleased to report that our president in the chair. W. H. Englehart, president and manager of the Idlewild Greenhouses, of Memphis, has been the most active president the association has ever had in regard to giving publicity to its meetings and in adding to its membership. Since the close of the seventh annual convention held in Memphis, November, last year, the convention at which Mr. Englehart was elected our president, 56 names have been added. We believe that the present meeting will be the largest ever held and that the association will go on the map as one of the most active state florists' associations now in existence.

P. J. Foley, Chicago.
President Foley Greenhouse Mfg. Co.

New Features in Greenhouse Construction

Address by Philip J. Foley, of the Foley Greenhouse Mfg. Co., Chicago, before the Tennessee State Florists' Association, November 1-2, 1921.

It is needless to say that I feel highly honored to be called on to address you on a subject so near and dear to me, in fact, on my life's work, namely, greenhouse construction, my paper being "New Features of Greenhouse Construction."

Possibly I can best approach this subject by a comparison of the work as it is done today, compared with years ago when the average greenhouse was indeed insignificant as to size, though not insignificant as to its importance in the early stages of development in this profession. I need not take you back through the dead past to the days when a greenhouse eight, 10 or 12 feet wide was looked on as a fair width, while 25 feet long was often called a fair length; while in the question of heights I can best illustrate the difference by stating what I heard one of the Poehlmann brothers, of Chicago, say, that one of the first houses they had built was very narrow and low to the ground, consisting of two solid beds on either side of a deep, sunken path made necessary in order to give them room to stand up when they got in the house, but in order to get into the house it was necessary to enter on hands and knees through a door like the door in a dog house or kennel. After getting inside they dropped into the path and then could stand up and work the beds on either side.

So rapid has been their development that within a few years we furnished to them 46 houses, three separate orders being for 13 each, 39 all told, each 250 feet long, making one block of 13 houses wide in four 250 foot units in length; total 1,000 feet long (the first 13 were furnished by other manufacturers). The point on this I want to emphasize is that from the early house with eaves at the ground like a dog house the new ranges 1,000 feet long have gutters from 10 to 12 feet high, the difference in height running from 12 feet in center to 10 feet at ends to dispose of rain and melting snow.

WIDTH OF GLASS INCREASED.

Much progress has been made in the widths of glass used. Starting years ago houses had been built with glass six, eight, 10 and 12 inches wide, now it rarely occurs that any house is built with less than 16-inch glass, while many are built 18, 20 and 22 inches, and some large ranges have glass set 24 inches wide, giving a wonderful percentage of light, almost all daylight hampered only by about five per cent of shade from roof bars or rafters, which shade is constantly traveling and hence by reason of movement retards but little the necessary light. While the purlins of course cast some shadow, being mainly either pipe or angle iron as against the old heavy wood purlin, their light retarding is insignificant. With the demand for higher gutters or eaves naturally comes demand for wider houses, partly for looks, but largely for elimination of shade, such as is naturally cast by eave plates or gutters in the narrower houses; the higher gutter or eave plate also greatly helping by diffusing the shade. Ventilation being of vital importance to plant life and growth on account of necessity of oxygen much has been done to further proper ventilation in the way of ventilators, both sides of ridge ofttimes continuous or five lights in length with one light between; also with the aid of large sash as well as one or more doors in gables serving a dual purpose of entry of people and air through doors and of soil, manure, etc., as well as air through the gable sash, now commonly referred to as a wheeling sash.

Where the class of stock grown permits, side sash may be used to excellent advantage, but in the cases of many rose growers averse to any side ventilation that permits cold drafts on roses or other tender plants or blooms wall vents can be used below the side benches to very good advantage, as the fresh air obtained in this manner is warmed by contact with steam or hot water heating pipe under benches and though fresh and pure, still the chill is removed and the warm, fresh air helps intsead of shrinking, as it would coming in direct from side vents through glass, if still cold. Reverting back for a moment to speak again of advantage of high and wider houses, especially higher at gutter, I speak of the case of Fred Munzing, of Chicago, for whom we just completed some new houses on Cullom and Francisco avenues. At the insistent and earnest solicitation of my son, Philip, Jr., Mr. Munzing finally was prevailed on to permit of raising gutters one foot higher than he desired to build for growing pot plants and he reports that during the extreme hot weather this summer, though the new houses were tightly glazed, while glass in the old ones were more or less loose and should have been cooler on that account, the temperature in the new houses ran several degrees cooler than the old ones and due entirely to height and width being greater than the low ones, and that the pot plants grown were of the same varieties, etc., but clearly showed a much better growth and stood excessive summer heat better.

Another instance of difference in heights of houses and in this case perhaps it is more remarkable, a vegetable grower in Minnesota who had quite a range of glass built from our material started to build a new range adjoining within 50 feet of the old one. At my suggestion after a long siege, plugging for the high houses did raise these houses two feet higher than the old, and when our foreman on the construction job had the gutter posts set, it took another diplomatic siege to keep the owner from insisting that the post be cut down to the same height as the old ones, which, of course would have cost him a lot of money in labor and loss of material. A year or two later he was so elated over the results of the higher houses that he offered to give me $3,000 to raise the roofs of the old ones, which however could not be done for that money, yet it illustrates what it means to build the modern way, higher up.

Starting with the season of 1922 it is our intention to push the wider and higher houses, not only in the iron frame, of which I will speak later, but in the pipe frame. During the past seven years we have built a good many pipe frame houses up to 42 and 43 feet wide without splicing any rafters or roof bars, but we will extend this width to approximately 50 feet and even span without splicing any bars, thereby guaranteeing still better air and no leaky bars, as they are apt to be where roof bars are spliced from shorter lengths. Invariably the wider houses give better satisfaction than narrower ones. Frank Oechslin, also of Chicago, whose fame as a plant grower is national, says he likes our 36x300 feet house better than the narrower ones for certain purposes, while, of course, the latter are perhaps as good for other work, such as propagation.

Perhaps the greatest improvement in greenhouse construction is the modern way by which we cut and fit rafters at the factory to fit both ridge and sill, eave plate or gutter, involving the boring of bars or rafters for screws, both top and bottom of bar at the ridge and at sill or plate, so that all danger of splitting through nailing is eliminated. Not only this but building is made quicker and easier and as the cutting to fit and boring for screws is all done on modern machinery, the cost is very nominal, while the strength of any woodwork joined this way is by far greater than the using of finish nails for the same purpose, the screws being positive and strong and are galvanized to prevent rust. Another feature is the possibility of being able to take your houses down and move them with little or no loss as compared with the old way of destroying the nailed-up rafters when tearing down.

GALVANIZED CHANNEL GUTTER.

A new feature, which, I believe, has never been advertised, is the galvanized channel gutter, which is so formed that an old feature which at times caused some trouble where the gutter was immediately over a bench or solid bed or walk is now overcome; that is, the drip feature caused by heavy condensation accumulating at times on the flat surface of the metal bottom of the gutter and when the condensation got too heavy fell in the house. This is now changed by the reforming or altering the old standard gutter by raising the center of the gutter and causing sufficient fall to each side to carry the drops of condensation to the side of the gutters where they then drop into the drip conductors, (galvanized angles 2x2 in.), and thence through a downspout to the sewer or discharged within the greenhouse on the ground where no annoyance will result. This makes a very desirable and substantial gutter.

Many little features annoying to the florist or vegetable grower who did his own erection in years gone by are now eliminated by our cut-to-fit process at our factory. Inasmuch as we are doing a large amount of construction work on both private and commercial greenhouses we have naturally went as far as it is possible to go in the factory on our cut-to-fit and erecting jobs to save hand work on the job. Special machinery now does almost instantly what it took considerable skill and patience to do on the job. Visitors and prospective purchasers while at our factory have often questioned why we have not, through the advertising columns of trade papers and by catalogue and circulars, let the public know of our modern, specially designed and patented machinery which causes

Fred Kanst, Chicago.

Veteran Who Leaves the Chicago Parks This Month in His Seventy-Third Year After Forty-Eight Years Service. Mr. Kanst Is Our Best Authority on Trees and Shrubs for Chicago and Surrounding Country and It Affords Us Much Pleasure to Wish Him Every Enjoyment in His Well Earned Retirement.

so much labor saving on the job when it comes to the erecting of the houses.

In bench construction which may seem of minor importance, both in private greenhouse and in show houses for commercial florists where the public walk through between the benches, we have designed and use a special round corner of cast iron for bench sides which prevents the old sharp square corner of the bench, which could and has caught and torn a nice dress of a good customer in a commercial showhouse or milady owner of a private greenhouse. This feature has been highly commended and I would recommend its use in any show house where ladies are wont to pass through the walks. Special features of construction of benches for easy passage through of water at cross pieces by using two pieces of inch and spreader blocks between, are also recommended to conserve the life of bench bottoms for another year or two, standard details of which are furnished by us where bench lumber is sold.

The use of concrete legs which can be cast by use of heavy sheet iron molds, which we sell at reasonable prices and are carried in stock by us for three or four lengths of legs, is strongly recommended. These legs have a round shaft and a strong wide round base and the formula for mixing and using requires a certain percentage of sharp cinders which helps keep down your cinder pile and makes the legs lighter and amply strong. So far no cheap substitute for good Gulf peeky cypress has been found for bench construction and its use is strongly recommended. In the matter of construction of iron frame houses some new minor betterments are added but mainly in the beautifying of private greenhouses. After many years' use by us of air seasoned, clear California redwood, we find it is still giving universal satisfaction and repeat orders year by year from the same customers, and their neighbors who have seen this wonderful everlasting wood speak in terms undeniable of its peculiar fitness for this purpose.

Pardon my diversion to comment on a florist paper recommending that the florists buy up this standing redwood timber to prevent its being used too fast and eventually being a thing of the past. Better have our florist friends get after their senators and congressmen to allow us to use the trees all the way from 100 to several thousand years old, except for a few thousand acres here and there of easy access to railroads and auto roads to keep for their wonderful grandeur, and start a system of protecting the new growth, which will provide a liberal supply of this timber for building greenhouses for generations to come.

I have personally seen a clump of about 12 young healthy trees, running from six to eight inches in diameter and 40 to 50 feet high, growing around an old stump of a redwood tree about 15 or 16 feet in diameter. There are trees standing 25 to 35 feet in diameter and 200 to 300 feet high, where the public can hardly get to see them off railorads and automobile or wagon roads on rough high mountain sides, which when cut and put into lumber will make room for the young growth. To buy all the standing redwood in California today would take a great many millions of dollars, possibly 100 or 1,000 times as much as our florists would want to invest, but honest effort put forth to further the preservation and reforesting of the redwoods and the expenditure by our government of a few million dolars judiciously spent would return interest many fold.

The construction of our doors, vent sash and hotbed sash are different from other manufacturers in the way of mortising, as they are all strongly blind mortised and tennoned together, the tennons going into a square and mortise which, when properly white leaded and pinned with heavy galvanized steel pins, make a weatherproof strong joint. The vent sash are sent out with holes bored on top or bottom rail, according to weather sash are hinged at top or bottom to receive bolts instead of screws for attaching ventilator arms. Ball bearing vent machinery is as far as we know a purely Foley feature and is a decided step in progress over the old friction bearing. Many features in connection with our heating systems applicable to each individual condition will be found the cause of great savings in your fuel bills, we having in the last few years installed various types of hot water, steam and vapor heating systems, in many cases being called in to heat not only greenhouses, but various other buildings, such as men's quarters or apartments, fine residences, etc., which is the result of showings made in greenhouse heating by us on both private and commercial work. We have always been short on advertising and long on service; hence we prefer to act for you instead of talk to you in long winded epistles, so let's hear from you when you want service and we will give it to you.

THE AMERICAN FLORIST

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From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

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IMMORTELLES are moving slowly, buyers being hardly willing to allow the importer a profit.

ONE manufacturer has advanced the price of nicotine from $14.50 to $16.50 per 8-pound can.

DIXIE goldfish are flooding the market, Cockeysville, Md., supplying some of the largest shipments.

THE Indiana State Florists' Association will invite the Chrysanthemum Society of America to hold its annual meeting and exhibition at Indianapolis in 1922.

MANY flower stores in New York use illuminated electric signs inside their show windows with the legend, "Say It With Flowers," often in colored lights.

LILIUM GIGANTEUM flowers are bringing 25 cents each in Philadelphia and New York at wholesale, but growers say these cold storage bulbs hardly average two flowers to a plant.

TAMPA, FLA.—The Knull Floral Co. reports the trade suffered but little damage in the recent storm. One-half of this firm's lath house was blown down and is now being rebuilt.

Holiday Greens.

North Carolina had the only fancy holly in the south last year. This year, report says frost hurt the blooms and the crops of berries is a poor one.

Pennsylvania pickers of princess pine, who began with high prices, are now disposed to be more reasonable, the old prices being now in effect, eight to 10 cents per pound in the woods.

Boxwood prices are a shade easier, but deliveries were yet to be made and there is never enough good stock to go round.

No Bulb Quarantine Changes.

The following letter has been received by C. J. Speelman & Sons, New York, from the Federal Horticultural Board, under date of October 27:

"Your letter of October 24 has been received. There is no present intention of changing the quarantine regulations as far as they affect the importation of bulbs. In the event that it is found advisable to reconsider the matter, a public hearing will be held of which due notice will be given in order that all interested may arrange for representation."

Roosevelt Flowers.

Oyster Bay, L. I., October 30.—When dusk came tonight the grave of Theodore Roosevelt, in Young's Memorial cemetery, was covered with flowers. During the day more than 1,000 persons visited the cemetery, and several score brought bouquets and wreaths.

Three sightseeing automobiles crowded with Japanese visited the grave during the afternoon. The majority of them were members of the Tokio Club of Manhattan, accompanied by Prince Hirotada and Prince Asakira, who are making a tour of this country. Walking to the grave, they placed a wreath near the headstone, and the other members of the party stood uncovered.

Chrysanthemum Society of America.

The list of special prizes offered for the annual exhibition to be held at the Auditorium Hotel, Chicago, November 16-17, is now ready and copies may be had on application to the secretary, C. W. Johnson, 141 Summit street, Rockford, Ill.

ADDITIONAL SPECIAL PRIZES

The following additional special prizes have been announced by the secretary: The E. G. Hill Co. prize.—For 25 blooms, any one variety on long stems, $15, 1st; $10, 2nd. Offered by the E. G. Hill Co., Richmond, Ind.

Mrs. Charles H. Stout prize.—For the most artistically arranged vase or basket, a cut glass vase. Offered by Mrs. Charles H. Stout, Garden Club of America, Short Hills, N. J.

Seedlings can be sent to the exhibition to be passed on by the examining committee. The rule of the society allows supports to be fastened to the cut blooms to hold them erect.

EXAMINING COMMITTEES.

President S. S. Pennock announces the committees to examine new chrysanthemums for the ensuing year, as follows:

Boston, Mass. — James Wheeler, chairman. Ship flowers to W. J. Thurston, manager, Boston Flower Exchange, 1 Winthrop Square and Otis street, Boston, Mass., care of chairman.

New York. — Eugene Dailledouze, chairman; Wm. H. Duckham and A. Herrington. Ship flowers to New York Cut Flower Co., 55-57 West 26th street, New York, care chairman.

Philadelphia, Pa.—A. B. Cartledge, chairman; John Westcott and S. S. Pennock. Ship flowers to A. B. Cartledge, 1544 Chestnut street, Philadelphia, Pa.

Cincinnati, O. — R. Witterstaetter, chairman; James Allen and J. C. Murphy. Ship flowers to chairman. Jabez Elliott Flower Market, care of janitor.

Chicago.—N. J. Wietor, chairman; E. A. Kanst and Geo. Asmus. Ship flowers to 30 East Randolph street, Chicago, Ill., care of chairman.

Shipments should be made to arrive by 2 p. m. on examniation days to receive attention from the committees. They must be prepaid to destination and an entry fee of $2 should be forwarded to the secretary not later than Tuesday of the week they are to be examined or it may accompany the blooms.

Seedlings and sports are both eligible to be shown before these committees, provided the raiser has given them two years tiral to determine their true character—not less than six blooms of each variety to be shown. Special attention is called to the rule that sports, to receive a certificate must pass at least three of the five committees. These committees will be in session to examine such exhibits as may be submitted to them on each Saturday in November, the dates of which will be November 5, 12, 19 and 26. CHAS. W. JOHNSON, Sec'y.

Chicago Chrysanthemum Show.

The chrysanthemum show of the Chicago Florists' Club will be held at the Auditorium hotel, November 16-17, in connection with the annual exhibition and meeting of the Chrysanthemum Society of America, in this city. The flower show committee of the Florists' Club reports that many exhibits have been pledged by growers in Chicago and vicinity and all indications point to a successful exhibition. More growers are invited to make displays, no charge being made for space.

Admission to the show will be by ticket and more than 25,000 have been purchased by the retail florists of the city. Orders for tickets should be sent immediately to Fred Lautenschlager, secretary, Chicago Florists' Club, 460 West Erie street, Chicago. Telephone, Superior 8680.

A grand banquet will be given in honor of the visiting members of the chrysanthemum society by the florists of Chicago, at the Auditorium hotel, Thursday evening, November 17, beginning at 7 o'clock and followed by an elaborate entertainment and dancing. Every florist in the city is cordially invited to attend and reser- Secretary Lautenschlager.

Exhibits should be addressed to Fred Lautenschlager, Flower Show Manager, Auditorium hotel, Chicago, Ill., and sent by express, all charges prepaid.

Personal.

Robert Craig, Sr., of Philadelphia, Pa., writes from Porto Rico, that although he had a rough passage down and suffered from mal de mer, he is now rid of his cold and feeling better than when he left home.

President-Elect Pennock of the Society of American Florists will return from Europe this week.

Coming Exhibitions.

[Secretaries are requested to supply any omissions from this list and to correct any dates that have been altered since the last advices.]

October 31-November 5, Brookings, S. D.—Annual chrysanthemum show of the South Dakota State college. Dr. N. E. Hansen, South Dakota State college, department of horticulture, Brookings, S. D., manager.

November 1-2, Glen Cove, L. I.—Annual chrysanthemum show of the Nassau County Horticultural Society. Arthur Cook, Glen Cove, secretary.

November 2-4, Tarrytown, N. Y.—Fall exhibition of the Tarrytown Horticultural Society. E. W. Neubrand, Tarrytown, N. Y., secretary.

November 2-6, Boston, Mass.—Chrysanthemum show of the Massachusetts Horticultural Society. Wm. P. Rich, Horticultural hall, Boston, secretary.

November 2-4, Denver, Colo.—Flower Show of the Denver Society of Ornamental Horticulture at the City Auditorium. John L. Roberts, Denver, secretary.

November 3-4, Milwaukee, Wis.—Flower show of the Wisconsin State Florists' Association. H. R. Welke, 752 Third street, Milwaukee, Wis., secretary.

November 3-6, New York.—Annual fall show of the Horticultural Society of New York, in conjunction with the Garden Club of America, at the American Museum of Natural History. Mrs. Geo. V. Nash, New York Botanical garden, Bronx park, New York, secretary.

November 7-9, Philadelphia, Pa.—Annual exhibition of the Pennsylvania Horticultural Society. David Rust, 606 Finance building, Philadelphia, secretary.

November 8-11, Scranton, Pa.—Fall show of the Scranton Florists' Club. G. R. Clark, Scranton, secretary.

November 9-11, New York.—Annual exhibition of the American Institute of the City of New York at Engineering building, 33 West 39th street. Dr. J. W. Bartlett, 324 West 23rd street, New York, secretary.

November 10-12, Lancaster, Pa.—Flower show of the Lancaster County Florists' Association. Albert M. Herr, R. F. D. No. 8, Lancaster, Pa., secretary.

November 11-13, Lake Geneva, Wis.—Seventeenth annual chrysanthemum show of the Lake Geneva Gardeners' and Foremen's Association. Wm. McKinnon, Lake Geneva, Wis., secretary.

November 10-13, Columbus, O.—Annual chrysanthemum show of the Ohio State university, in connection with the horticultural festival. Walter Burwell, Horticultural department, Ohio State university, Columbus, O., manager.

November 12-15, Providence, R. I.—Annual fall show of the Rhode Island Horticultural Society at the Armory. Ernest K. Thomas, Kingston, R. I., secretary.

November 16-17, Chicago.—Annual exhibition of the Chrysanthemum Society of America. C. W. Johnson, 141 Summit street, Rockford, Ill., secretary.

January, 1922, Hartford, Conn.—Annual exhibition of the American Carnation Society. A. F. J. Baur, 38th street and Rockford avenue, Indianapolis, Ind., secretary.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, $1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order For Plant Advs., See Ready Reference Section

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted — Experienced grower and propagator of cut flowers and pot plants wants position; single, middle age. Address.
Key 713, Care American Florist.

Situation Wanted.—By young man with one year experience, wishes position with Chicago retail florist to thoroughly learn the business. Salary no object. **Phone Lawndale 8065.**

Situation Wanted—By gardener and florist with a life-long experience; will furnish good references. Am a hustler and will consider a big job. Give particulars in first letter. Address
Geo. E. Fuller, East Longmeadow, Mass.

WANTED TO LEASE

Small Greenhouses with Dwelling in lively town. Address

Key 805, care American Florist.

FOR SALE

Greenhouse property located 125 miles from Chicago; 1000 feet of glass, 2½ acres of land; garden under Skinner system; six-room cottage; 25 miles to nearest greenhouse; located on two steam roads in live town. Address

Key 812, care American Florist.

SITUATION WANTED
STOREMAN

Experienced retail man formerly in business for himself at Chicago, is open for an engagement. Can also attend to buying if necessary. Address

Key 807, care American Florist.

Retail Man Wanted

For Chicago loop store. Splendid opportunity for the right man to make a permanent connection at a high starting salary. Applicant must be a top-notcher to qualify. Address

Key 806, care American Florist.

HELP WANTED
Rose Grower.

Steady job. We pay the highest wages in the Chicago district. Apply to

BASSETT & WASHBURN, Hinsdale, Ill.

HELP WANTED

Man with some experience as a florist and landscape gardener.

JOHNSON & CHRONIS,
4701 Lake Park Ave., CHICAGO

Help Wanted

A good salesman and designer.

MANGEL, Florist,
17 East Monroe Street, CHICAGO

HELP WANTED.
PROPAGATOR OF NURSERY STOCK

Give full particulars as to experience, age, nationality, and names of firms by whom employed.

Vaughan's Seed Store, Chicago

HELP WANTED.

A-1 all around store man, good salesman capable of meeting the finest of trade Advancement for capable party who can prove ability. In replying give reference, married or single, salary to start. Mail late photograph with application.

Randolph & McClements
5936 Penn Avenue, Pittsburgh, Pa.

Wanted to Rent or Buy

By thoroughly experienced florist and decorator, a large retail flower shop. Only high grade proposition considered. Must stand closest investigation. Give full particulars and price in first letter.

Address **Key 808, care American Florist.**

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $4.50; per 1000, $6.50. Samples on request. Electro of leaf, postpaid, $3.00. Cash with order.

American Florist Co.
440 S. Dearborn Street
CHICAGO

HOME-GROWN STOCK

Greatly Increased Demand

If you have any to offer, or are likely to have any soon,

advertise in these columns now.

AMERICAN FLORIST CO.
440 So. Dearborn Street, ... CHICAGO

THE AMERICAN FLORIST

AUTUMN NUMBER

TO BE ISSUED

Next Week

JUST RIGHT FOR THE

THANKSGIVING and HOLIDAY TRADE

Many orders for **Seeds, Bulbs, Plants** and **Supplies** needed now will be placed during the next 30 days, and Growers, Manufacturers and Dealers can secure a large share of this business by liberal advertising in the

AUTUMN NUMBER

The price is **$1.75** per single column inch, **$52.50** per page. Rate by the year, **$1.25** per inch; page, **$37.50.**

THE AMERICAN FLORIST CO.

440 So. Dearborn St., -:- -:- CHICAGO

For 36 years the representative paper of the Florists, Seedsmen and Nurserymen of the United States and Canada.

Please send your copy for this issue as early as possible

All shipments of tender plants should be made before hard frost, to reduce loss and cost of wrapping

Narcissus Poeticus Ornatus.

BULBS

For Immediate Planting

For the Most Critical Florists.

Don't Wait Until It's Too Late.

Look out for those who sell bulbs without centimeter measure. The words "first, second or third" mean nothing.

All Prices Subject to Change without Notice.

Narcissus Paper White Grandiflora

Cases Full Standard Sizes and Correctly Stenciled.

12 ctms. bulbs (1400 to case)
13 ctms. bulbs (1250 to case)
14 ctms. bulbs (1000 to case)
Write for Prices.

Hyacinths (Dutch)

	Per 1000
Miniature, 13-14 ctms.	$26.00
Firsts, 19 ctms, up	70.00
Seconds, 17-19 ctms	52.50
Forcing, 16-17 ctms	40.00
Bedding, 15 ctms, up	35.00

Tulips Early Single

	Per 1000
Duc Van Thol (Scar.)	$23.00
Fred Moore	19.00
Prince of Austria	25.00
Sir Thomas Lipton	35.00
La Reine	20.00
White Swan	27.00
Cottage Maid	25.00
McKinley	25.00
Pink Beauty	34.00
Prosperpine	40.00
Rose Luisante	34.00
Yellow Prince	20.00
Duc de Berlin	21.00

Tulips Double

	Per 1000
Imperator Rubrorum	$31.00
Le Matador	35.00
Rubra Maxima	22.00
Vuurbaak	31.00
Couronne d'Or	25.00
Mr. Vander Hoef	32.00
Schoonoord	22.00
Lord Roseberry	27.00
Murillo	19.00
Salvator Rosa	19.00
Tournesol, Red, yellow	33.00

Tulips Darwin

	Per 1000
Baronne de La Tonnaye	$26.00
Bronze Queen	35.00
Electra	23.00
Euterpe	23.00
Europe	28.00
Glow	29.00
Gretchen	24.00
Leonardo Du Vinci	30.00
Mad. Krelage	32.00
Mrs. Cleveland	29.00
Mrs. Potter Palmer	40.00
Pride of Haarlem	27.00
Rev. Ewbank	26.00
Wm. Pitt	40.00
White Queen	27.00
Ariadne (Scarlet)	30.00
Wm. Copeland	35.00
Norham Beauty	35.00

Tulips Breeders'

	Per 1000
Prince of Orange	$33.00
Samson	50.00
Fen Ardent	35.00
Lucifer	50.00
Turenhe	35.00
Mad Lethierry	30.00
Velvet King	60.00

LILIUM GIGANTEUM

For Immediate Shipment

Write or wire for prices. Book your order now for shipments from ice storage during, 1922.

GLADIOLUS

Prices now ready. Place your orders NOW.

Narcissus (Dutch)

	Per 1000
Emperor, Dbl. Nose	$43.00
Victoria, Fancy	30.00
Victoria, Dbl. Nose	43.00
Golden Spur, Fancy	30.00
Golden Spur, Dbl. Nose	34.00
Von Sion, Fancy	28.00
Von Sion, Dbl. Nose	35.00
Poeticus Ornatus	17.00
Sir Watkins	27.00
Sir Watkins, Dbl. Nose	43.00
Princeps	23.00
King Alfred	80.00

POETAZ VARIETIES

	Per 1000
Alsace	$38.00
Aspasia	35.00
Elvira	35.00
Triumph	35.00

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

To the man who issues a catalogue:

Canna The President

You will make a mistake if you do not feature this greatest of American Cannas in your catalog for 1922.

The President is undoubtedly the red Canna by which all others will be judged by comparison. It is a strong, vigorous, healthy grower, forming large, bushy clumps about five feet high, with luxuriant, dark green, firm foliage, and with uniformly large, bright red flowers in greatest profusion.

We are now booking orders at specially attractive prices, and we shall be pleased to book your order and make reservation for delivery at such time as will suit your convenience.

Strong two-three-eye divisions

$8.00 per 100; $75.00 per 1000

Write us for prices on other varieties of Cannas, as we have an immense stock of the world's best varieties.

HENRY A. DREER, 714-716 Chestnut St., Philadelphia, Pa.

The above prices are intended for the trade only.

San Francisco.

EXCESSIVE SUPPLY BECAUSE OF HEAT.

A severe hot spell last week had a bad effect on stock. Growers were unprepared for it and the present result is an oversupply of many items. It has thrown a heavy cut of short stemmed roses on the market. Much of it is poor and soft and of poor keeping quality. There has been quite an increase in the cut of first quality stock with a corresponding reduction in prices. The best Mrs. Chas. Russell is now offered at $1.50 per dozen. Columbia and Premier bring the same price. Butterfly and Ophelia are very plentiful at prices below the average for this season of the year. More Cecile Brunner is now available than for some time. This variety, however, cleans up well. The hot weather forced much of the carnation stock on an already crowded market. Most of it is off color. It is impossible to quote prices on this stock and no reasonable offer is refused. Gladioli and dahlias are now over for the season. Growers of the former have had a very good season. Violets show the effect of the extreme heat. Prices range from 75 cents to $1 per dozen bunches. A small cut of Marie Louise is arriving daily. The first freesias of the season appeared in the market during the week and sold out rapidly. The stock was good and sold at the extremely low figure of $2 per 100. Chrysanthemums have now reached the stage where it is with the utmost difficulty that the crop is moved. The absence of rains this autumn has permitted growers to market their entire crop. There is still a heavy shipping and local demand, but not withstanding this prices have come down. The cut of Chieftain is about over for the season and May Hunter is now the popular pink variety. For a strictly fancy pink variety, Pink Turner is the leader. Pompons are so plentiful that much of the cut cannot be disposed of at any price. The best Chinese growers can realize is 25 to 35 cents per dozen. It is not expected that these conditions will exist for any length of time, as a killing frost is due at any time. Gardenias are scarce and high, and lily of the valley is firm. There is a scarcity of cattleyas and it is difficult to fill orders. Cut cyclamen are being largely used by all the stores. The demand for plants of all kinds is showing a strong increase, cyclamen and primulas being the leaders. The call for foliage plants for basket work is steady and good. Ferns are plentiful with no change in prices. Asparagus is in steady demand, both by the local florists and the shippers. Berried shrubs are featured by all the stores.

FLOWER SHOW, OCTOBER 26-28.

There is great interest in the flower show, which opened this week at the Auditorium. The orchid displays of John A. Carbone, Berkeley, and Ferrari Bros., of this city, were the most extensive ever shown here. The displays of H. Plath and Eric James, two of our leading plant specialists, were extensive and varied and of great interest to the local trade. Probably the finest display of chrysanthemums ever shown here were staged by the Japanese growers. The entries of private gardeners were large and nearly all the prominent retail stores were represented at the show by beautiful exhibits. M. Clarke, of Clarke Bros., Portland, Ore., officiated as one of the judges.

NOTES

Alex. Rose, the erica specialist, has over 50,000 young ericas in all the leading varieties growing at his nurseries, 126 Brighton avenue, this city. Mr. Rose is a prominent member of the Pacific Coast Horticultural Society and is one of the representatives of that organization on the committee having charge of the present show.

Peterson & Haywood report that the hot wave of last week had a bad effect on their rose crop. Mrs. Chas. Russell suffered more than any other variety. Joseph Haywood says the plant trade appears to be opening up earlier this season than last and that his firm has already booked many large planting contracts.

That Angelo J. Rossi is making a winning fight for supervisor at the November election is the opinion of his friends in the trade. He has been endorsed by both parties and every civic organization in the city.

A meeting of the Retail Florists' Association was held November 3 at the Co-operative Flower market. At this meeting the officers elected to serve during the coming year were installed.

At the greenhouses of M. A. Poss, San Mateo, there is a fine lot of cyclamens and other holiday plants. Mr. Poss disposes of his entire output at his local store.

Frank D. Pelicano, P. Vincent Matraia and V. L. Podesta, acted as judges at the Los Angeles show. H. Plath and Dan McRorie were visitors there. JAMES T. LYNCH.

PHILADELPHIA, PA.—The Bloom Shop, Florists and Decorators, is the name of a new establishment that will open at 132 South Fifteeenth street, about October 15.

MARYSVILLE, KANS.—H. R. Fisher, florist, who recently returned with his wife from their summer home at Leech Lake, Walker, Minn., has gained considerable prominence in developing a summer cottage resort and playground at that place.

Now! Evergreens

For Window Boxes and Tubbing

From Nov. 1st till Xmas. Throw out the tender stock and refill with hardy Evergreens. Make your window box and tubbing business do double duty.

See to it that your customers are supplied with hardy Evergreens for their window boxes and urns during the winter months, just as you see to it that Geraniums and Vincas are there for Decoration Day. For winter decoration Hill's Hardy Evergreens are indispensable. The charming foliage effects and rare fragrance of Evergreens is remarkable, adding color, warmth and cheerfulness, while their rugged hardiness permits outdoor use all the year around.

Wire or mail orders now. **Shipments will be on the way in a few hours.** Telegraph orders given special attention. Prompt service guaranteed. Cash with order earns 3% discount and free boxing.

Pyramidal Arbor Vitae.

Hill's Selected Evergreens

Window Box Evergreens.

	Inch	10	50
ASSORTED VARIETIES (OUR SELECTION) (25 PLANTS, $13.00)			$25.00
Thuya Pyramidalis (Slender)	10-12	$6.50	25.00
Thuya Pyramidalis (Slender)	12-18	7.50	35.00
Juniperus Canadensis (Low)	10-12	7.50	30.00
Juniperus Canadensis (Low)	12-18	10.00	45.00
Juniperus Virginiana (Pyramidal)	12-18	3.75	15.00
Juniperus Virginiana (Pyramidal)	18-24	4.50	20.00
Picea Canadensis (Conical)	10-12	5.25	22.50
Picea Canadensis (Conical)	12-18	6.00	27.50
Pinus Mugho (Globular)	8-10	7.50	30.00
Pinus Mugho (Globular)	10-12	9.00	37.50

Tubbing Evergreens.

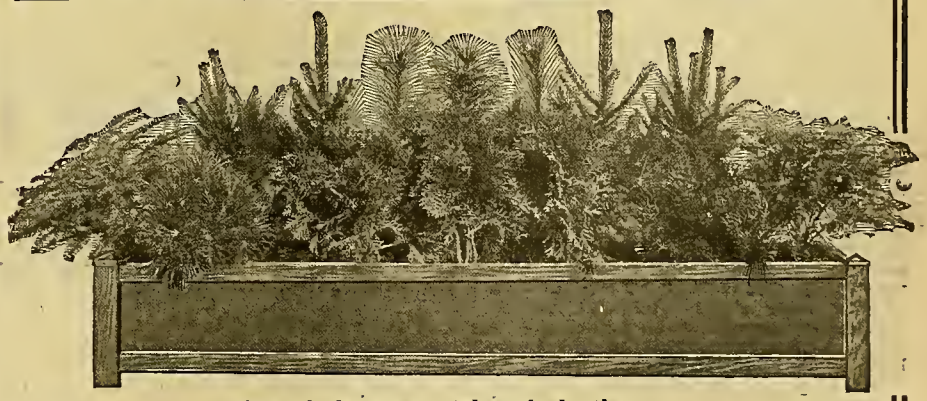
PYRAMIDAL	Feet	Each
Thuya Pyramidalis	3	$4.00
Juniperus Virginiana	3	5.00
Picea Canadensis	2	5.00
Juniperus Schotti	3	6.50
Juniperus Glauca	3	7.00
Sheared Globes (Thuya)	1¼x1¼	4.00

GLOBES AND DWARFS	Feet	Each
Juniperus Canadensis (Low)	1-1½	$2.50
Pinus Mugho (Low)	1-1½	2.50
Juniperus Pfitzeriana	3	6.50
Thuya Occidentalis	3	2.75
Tsuga Canadensis	3	4.50

All Tubbing Evergreens Balled and Burlapped B. & B.

SPECIAL OFFER

25 Window Box Evergreens, assorted..... **$20.00**
2 Tubbing Evergreens (Thuya), 3 feet.....



One of the many styles of planting.

FROM THE TRADE.

"Your shipment of Window Box Evergreens arrived in fine condition and we want to thank you for care in selecting it."
ERNEST WIENHOEBER CO., Chicago, Ill.

"The Evergreens for Window Boxes were received and proved entirely satisfactory. The Evergreens have attracted a great deal of attention."
C. YOUNG & SONS CO., St. Louis, Mo.

SEND FOR COMPLETE CATALOG.

The D. Hill Nursery Co., Inc.

Box 404, Evergreen Specialists Largest Growers in America **DUNDEE, ILL.**

Montgomery's Priscilla

That's the name of the new pink rose! The name will be Priscilla probably after the public has had it a while, but we have had to add the prefix to cover the rules of nomenclature.

In order to get someone who knows more about roses than we do to give an unbiased, honest opinion on the merits of this rose, we have placed 12 plants of it with each of the following growers:

E. G. Hill Co., Richmond, Ind.
Dailledouze Bros., Brooklyn, N. Y.
Albert F. Amling Co., Maywood, Ill.
Duckham-Pierson Co., Madison, N. J.
Rowayton Greenhouses, Rowayton, Conn.
Miller Floral Co., Farmington, Utah
Wellworth Farm Greenhouses, Downers Grove, Ill.
Poehlmann Bros. Co., Morton Grove, Ill.
Robert Pye, Nyack, N. Y.
John Coombs, Hartford, Conn.
Frank Schramm, Crystal Lake, Ill.
A. S. Burns, Jr., Spring Valley, N. Y.
Robt. Simpson, Clifton, N. J.
Chas. H. Totty Co., Madison, N. J.
Noe-Ruzicka Co., Madison, N. J.
Wm. H. Elliott Co., Madbury, N. H.
Anthony Ruzicka, Madison, N. J.
W. J. Pilcher, Kirkwood, Mo.
Jos. Heacock Co., Roelofs, Pa.
Ferrari Bros., San Francisco, Calif.
Peirce Bros., Waltham, Mass.
Batavia Greenhouse Co., Batavia, Ill.
Doemling-Schimmel Co., Mt. Clemens, Mich.
Wendland & Kelmel Co., Elmhurst, Ill.
Joy Floral Co., Nashville, Tenn.
Roberts Rose Co., Denver, Colo.
Geo. C. Weiland, Evanston, Ill.
Lakeview Rose Gardens, Jamestown, N. Y.
Exeter Rose Conservatories, Exeter, N. H.
Bassett & Washburn, Hinsdale, Ill.
H. O. May, Summit, N. J.
Budlong Rose Co., Auburn, R. I.
Dept. of Agriculture, Washington, D. C.
Gude Bros., Washington, D. C.
F. R. Pierson, Tarrytown, N. Y.
L. B. Coddington, Murray Hill, N. J.
Jos. H. Hill Co., Richmond, Ind.
S. Mortensen, Southampton, Pa.
Briar Cliff Gardens, Scarborough, N. Y.
John H. Dunlop & Son, Richmond Hill, Ont., Can.
J. J. Fallon Co., Lynchburg, Va.
Gullett & Sons, Lincoln, Ill.
Rolf Zetlitz Co., Lima, O.
Van Aken Bros. & Sons, Coldwater, Mich.
Premier Rose Gardens, Maywood, Ill.
Weiss & Meyer Co., Maywood, Ill.
Florex Gardens, North Wales, Pa.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Zetlitz Floral Products Co., Dayton, Ohio.

Ask them about it, if you will, at any time. They have our permission to tell the truth. We are going to let this rose sell itself! We shall be simply order takers.

A. N. PIERSON, Inc., Cromwell, Conn.

Columbus, O.

BUSINESS CONTINUALLY IMPROVING.

Trade is gradually improving under the influence of a definite improvement in the industrial situation. Funeral work has been especially heavy during the past few weeks. Weddings are also numerous and a number are scheduled for the early part of November. There are frequent orders for corsages. Chrysanthemums are coming in well and sell from $6 to $9 per dozen, pink and white predominating. Pompons are also selling well at $2 to $3 per dozen sprays. Carnations are also coming in well and the quality is especially good. Prices range around $2 per dozen. Roses are always in good demand. Butterfly, Columbia, Sunburst and Premier are the usual varieties offered for sale. Violets are arriving in limited quantities but the weather is too warm. Some Easter lillies are offered. Pot plants are selling fairly well for the early season; they are principally primrose, cyclamen, begonias and other varieties.

NOTES.

The City Beautification Association is urging the planting of trees and shrubs to carry out its plan of beautifying the city. The president of the association, Miss Neva J. Collins, in a recent statement called attention to the glories of nature as exemplified in the coloring of the trees during the present autumn. She, as well as the association, wants more beauty of that character in future years. The association is in a position to give definite instructions as to how shrubs shall be planted.

Showing that business in the university district is back to normal, one of the older firms which closed up during the world war has reopened its doors. The Block Floral Co., which was located at High street and Fifteenth avenue, closed in 1918, has been reopened at 11 Sixteenth avenue. Carl Block, the proprietor, handles a full line of flowers and pot plants. Mr. Block served for more than a year in the United States Navy during the war.

James McKellar, who purchased the greenhouses and growing plant at sheriff's sale on North Broadway, formerly operated by J. B. Martin, is working out plans for a complete reorganization of the concern. The plant consists of four greenhouses in an excellent state of repair. Mr. McKellar is operating the plant in the meantime.

McKellar, the Florist, who recently opened a new store at 35 West Broad street in the new James Theater block, reports a good business, roses and chrysanthemums being the best sellers.

The Munk Floral Co., 19 South High street, is cutting an extra fine grade of roses and chrysanthemums. Business is picking up remarkably and the company is selling out practically from day to day. The concern recently completed the installation of an electric pump at its greenhouses. J. W. L.

Silk Poppies

Short stem, good for general use.
Small size, 24 to bu., for.....$0.75
Medium size, 24 to bu., for.... .90
Large size, 12 to bu., for..... .60

Long stem for vases, baskets, etc., two and three flowers to a stem, also foliage, very pretty.
Per doz. stems.....$1.25

Prepared Lycopodium

Splendid for general work, as for making wreaths, filling baskets, etc. Soft, pliable and everlasting.
Per carton of 10 lbs.....$3.25
5 cartons or more, per carton.. 3.00

Fox Tails

On long stem with foliage. These are made of silk chenille of various rich colors, as red, green, white, purple, yellow, etc., three fox tails to each stem, just the thing to top off a fancy basket decoration, etc.
Price per dozen stems.....$1.50
Price per ½ gross stems..... 8.25
Price per gross stems.....15.00

Artificial Holly

A perfect imitation of natural holly, with green foliage and red berries.
(Four sprays to bunch.)
Per dozen bunches.....$ 1.50
Per carton, 9 dozen bunches.. 12.00

Complete list of many other items free.

One Floral Art Album given free with any order of $25.00 or more.

GEO. H. ANGERMUELLER CO.,
Wholesale Florists 1324 Pine Street, ST. LOUIS, MO.

Mention the American Florist when writing

IMMORTELLES

Ready for Immediate Shipment

RED, BLUE, WHITE, PURPLE, YELLOW

C. J. SPEELMAN & SONS
470 Greenwich St., NEW YORK CITY

EAST LIVERPOOL, O.—The Nelson Floral Co. has been incorporated with a capital of $20,000 to do a general retail florist business. Incorporators are Charles R. Thomas, Charles C. N. Nelson, Jane Nelson, John Young and James Clay Springer.—J. W. L.

Bid for Business with Craig Quality Stock

FALL PRICE LIST, 1921

CROTONS

The Croton, with its highly colored foliage, is indispensable during Fall and Winter. We have the largest and most complete collection of Crotons in the world, carrying at the present time for Fall sales over 50,000 in 200 varieties, all of the very highest quality and brilliantly colored.

Immediate Delivery

4-inch pots, strong plants, $10 per doz., $75 per 100.
5-inch pots, strong plants, $15 per doz.
6-inch pots, strong plants, $18 and $24 per doz.
7 and 8-inch pots, strong plants, $4, $5 and $6 each.
10-inch pots, strong plants, $7.50 and $10 each.
12 and 14-inch pots, specimen plants, $15, $20 and $25 each.

Croton Punctata

One of the finest and most satisfactory varieties for basket work and centers of ferneries.
2½-inch pots, $20 per 100, $175 per 1,000.
3-inch pots, $35 per 100.
4-inch pots, $50 per 100.

Every retail store and grower should feature Crotons this Fall and Winter. We know our stock will please you and your customer.

DRACAENAS

There is no variety of foliage plant so attractive as the highly colored Dracaena. The small and medium sizes can be used to great advantage in making up the popular Christmas baskets, while the large specimens have always been in great demand for decorative purposes. We are now growing more Dracaenas, in greater variety, than any firm in the country.

Dracaena Godseffiana

Green and white leaf, very hardy, fine for baskets.
2½-inch pots, $20 per 100.
3-inch pots, $35 per 100.
4-inch pots, $60 per 100.

Dracaena Warneckii (New)

Silver and green leaf. Very durable.
6-inch pots, $30 per doz. 7-inch pots, $3.50 each.

Fancy Dracaenas

We are offering a collection of the new and rare Dracaenas. Very handsome for home decoration or for fancy combination baskets.
4-inch pots, $9 per doz.
5-inch pots, $15 per doz.
6-inch pots, $18 and $24 per doz.
7 and 8-inch pots, $3.50 and $5 each.

Dracaena Massangeana

The variety with the golden stripe down the center of the leaf. The best of all Dracaenas for the house. We have an exceptionally large stock, well colored and of the very highest quality.
4-inch pots, $12 per doz., $100 per 100.
8-inch pots, heavy, $4 and $5 each.
6-inch pots, heavy, $2 and $2.50 each.
10-inch pots, heavy, $7.50 each.

Dracaena Fragrans

Plain green leaf.
4-inch pots, $9 per doz.
6-inch pots, $24 per doz.
8-inch pots, $4, $5 and $6 each.
10-inch pots, $7.50 each.

Dracaena Sanderiana

Small, light green leaves, edged with creamy white. Fine for center of fern dishes or basket work.
3-inch pots, $50 per 100.

Dracaena Lord Wolseley

One of the very best varieties for Easter and Christmas, being bright red in color. An excellent Christmas variety.
2-inch pots, $20.00 per 100.
3-inch pots, $35.00 per 100.
4-inch pots, $60 per 100.
5-inch pots, $15.00 per doz.
6-inch pots, $18 and $24 per doz.
7-inch pots, $3.50 and $4 each.

Dracaena Kelleriana (New)

One if the finest foliage plants for combination baskets or boxes.
2¼-inch pots, $20 per 100.
3-inch pots, $35 per 100.
4-inch pots, $60 per 100.
8-inch pots, $5 each, made up, very handsome.

Dracaena Terminalis

Exceptionally well colored.
2¼-inch pots, $20 per 100.
3-inch pots, $35 per 100.
5-inch pots, $15 per doz.
6-inch pots, $18 and $24 per doz. September delivery.

We would suggest ordering the above early, as the demand is always great.

Dracaena De Smetiana

A strong, vigorous grower, with bold, dark green foliage, which becomes beautifully suffused and variegated.
6-inch pots, $2 each. 7-inch pots, $3.50 each.

Dracaena Lindenii

Same type as Massangeana, but with the golden stripes on the outer edges of the leaf.
4-inch pots, $12 per doz., $100 per 100.
6-inch pots, $2 and $2.50 each.
8-inch pots, $4 and $5 each.

Dracaena Longii

4-inch pots, $5 each. 6-inch pots, $10 each.

Dracaena Tricolor

Very rare. Combination of coloring in pink, white and green. Very attractive and distinct.
4-inch pots, $1.50 each. 6-inch pots $3 each. 7-inch pots, $5 each.

BEGONIAS

Begonia Mrs. J. A. Peterson

5-inch pots, $125 per 100.
6-inch pots, $24 per doz.

Begonia Gloire De Lorraine

5-inch pots, $125 per 100.
6-inch pots, $18 and $24 per doz.

Begonia Glory of Cincinnati and Melior

These varieties are endorsed by all the leading retail florists. They will hold the flowers much better than Gloire de Lorraine.
5-inch pots, heavy, $125 per 100.
6-inch pots, heavy, $24 per doz.

Begonia Konkurrent

A greatly improved Begonia Cincinnati. This variety is a German introduction, and we have tried it for three years. It makes a much better shaped plant than Cincinnati and is free flowering.
5-inch pots, $125 per 100.
6-inch pots, very heavy, $24 per doz.

Begonia Pride of Newcastle

Dark red sport of Mrs. Patten. In bloom every day in the year.
4-inch pots, heavy, $4 per doz., $30 per 100.
6-inch pots, heavy, $9 per doz., $70 per 100.

Begonia Erfordii

4-inch pots, in bloom, $18 per 100.

HYDRANGEAS

French and Otaksa

We have in stock over 60,000 plants in the very best varieties, including Otaksa, Mme. Chautard, Mme. Mouillere, Jaconde, General de Vibraye, Radiant, etc. The above are all excellent sorts for forcing.
4-inch pots, strong plants, $35 per 100, $325 per 1,000.
6-inch pots, strong plants, $50 per 100, $475 per 1,000.
7-inch pots, strong plants, $75 per 100.
Larger plants, $12, $18 and $24 per doz.
Field grown, $35, $50 and $75 per 100.
Field grown, specimens, $1.50 and $2 each.

150,000 NEPHROLEPIS

(In variety.)

We are the largest growers of Nephrolepis Ferns in the country. In fact, we are headquarters for them.

Nephrolepis Norwood

The most beautiful fern of Nephrolepis to date; graceful, compact and symmetrical, a vigorous, healthy grower. All growers are invited to inspect it at our Norwood greenhouses.

Strong Plants

2¼-inch pots, $3 per doz., $12 per 100, $100 per 1,000.
4-inch pots, $6 per doz., $45 per 100.
Orders filled strictly in rotation.

Nephrolepis Verona

Makes a good plant in all sizes. Much finer frond than any created outside of N. Smithii. The fronds are carried on a heavy, wiry stem. We consider it one of the best of the newer introductions.
2¼-inch pots, $10 per 100, $90 per 1,000.
6-inch pots, $12 per doz., $90 per 100.

Nephrolepis Elegantissima Compacta

A dwarf, compact form of Nephrolepis Elegantissima, each plant making an ideal shape.
2¼-inch pots, $10 per 100, $90 per 1,000.
4-inch pots, $5 per doz., $35 per 100.
6-inch pots, $12 per doz., $90 per 100.

Nephrolepis Teddy Junior

Fine young plants from 2½-inch pots, $10 per 100, $90 per 1,000.
6-inch pots, heavy, $12 and $15 per doz.
8-inch pots, $24 per doz.
11-inch tubs, $4, $5 and $6 each.

Nephrolepis Harrisii or Roosevelt

2½-inch pots, $10 per 100, $90 per 1,000.
4-inch pots, $35 per 100.
6-inch pots, $12 per doz.
11-inch tubs, $5 and $6 each.

Nephrolepis Scottii

2¼-inch pots, $10 per 100, $90 per 1,000.
4-inch pots, $35 per 100.
6-inch pots, $12 per doz., $90 per 100.
8-inch pots, $24 and $30 per doz.

PALMS

Areca Lutescens

Perfect plants with rich, dark green foliage. Our stock is grown cool and hard. It is in splendid condition and will surely give satisfaction. Large sizes are very scarce this year. We have the largest stock in all sizes in the country.
6-inch pots, made up, $30 per doz.
7-inch pots, made up, $4, $5 and $6 each.
8-inch pots, made up, $7.50 and $10 each.
10-inch tubs, made up, $12.50 each, 5½ to 6 feet.

Phoenix Roebelenii

Very scarce. Fine for growing on.
2-inch pots, 3 to 4 leaf, $35 per 100.

MISCELLANEOUS STOCK

Otaheite Oranges

A fine stock of this wonderful Christmas plant.
2¼-inch pots, for growing on, $20 per 100, $190 per 1,000.
Plants in fruit, 30c per fruit.
Plants in fruit ripened, November and December, 40c per fruit.

Erica Melanthera

5½-inch pots and 6-inch pots, $18, $24 and $30 per doz.
7-inch pots, $36 per doz.

Pandanus Veitchii

Well colored plants.
5½-inch pots, $18 per doz.
6-inch pots, $24 and $30 per doz.
7-inch pots, $4 each.
10-inch pots, $7.50 each.
8-inch pots, $5 each.

Gardenia Veitchii

We have an exceptionally fine stock for growing on for Winter and Easter flowering.
2¼-inch pots, heavy plants, $15 per 100, $140 per 1,000.
3-inch pots, heavy plants, $35 per 100.
4-inch pots, heavy plants, $75 per 100.
6-inch pots, heavy plants, $18 per doz.

Genista Racemosa

A large stock of well-grown plants for growing on.
5-inch pots, $75 per 100. 6-inch pots, $1 each.
Larger plants, $1.50 $2 and $3 each.

Cyclamen

This has been one of our specialties for over twenty years. In all our experience we have never seen a finer lot of plants. We are growing our stock in new houses. They are absolutely clean and perfect in every way and not to be compared with weakly-drawn plants offered at less money.
4-inch pots, $50 per 100.
4-inch pots, extra heavy, $60 per 100.
5-inch pots, $15 per doz.
5½-inch pots, $18 per doz.
6-inch pots, $24 and $30 per doz.
7 and 8-inch pots, $36, $48 and $60 per doz.
This stock will be profitable to anyone buying now.

Sansevieria Zeylanica

4-inch pots, $6 per doz.

Geranium Alice Lemon

Single salmon. Very beautiful.
2¼-inch pots, $10 per 100, $90 per 1,000.

IMPORTANT NOTICE

We are pleased to announce that owing to the recent drop in price of lumber, it enables us to give our customers the benefit by reducing the price on packing as follows:

Full size cases	**$1.50 each**
Three-quarter size cases	**1.25 each**
Small size cases	**.50 each**
Half size boxes	**1.00 each**

THE ROBERT CRAIG COMPANY, NORWOOD STATION, Delaware County, PA.

CHRYSANTHEMUMS Very Choice

FANCY POMPONS—ALL COLORS

Our Roses Are in Full Crop

CURRENT PRICE LIST—Subject to Market Changes

RUSSELL, COLUMBIA, PREMIER, CRUSADER 100

Fancy Long $20.00
Good Medium .....$10.00 to 16.00
Good Short .....5.00 to 8.00

BUTTERFLY AND OPHELIA

Long $12.00
Medium .....$ 8.00 to 10.00
Short .....4.00 to 6.00

SUNBURST

Long $10.00
Medium 8.00
Short ..... 4.00 to 6.00

WHITE KILLARNEY

Per 100

Long $10.00
Medium 8.00
Short .....4.00 to 6.00

ASSORTED ROSES

SPECIAL OFFERING

Good fresh Roses, our selection, in lots of 200 or more, as follows:

Per 100

Good medium lengths.....$8.00
Good short lengths..... 6.00

CHRYSANTHEMUMS

Choice, large flowers, $2.00 to $4.00 per dozen.
Pompons, 35c to 50c per bunch.

New Fancy Ferns, per 1,000.....$3.00
Adiantum, per 100..... 1.50 to 2.00
Sprengeri, per 100..... 3.00
Galax, green, per 1,000..... 2.00
Galax, bronze, per 1,000..... 2.00
Asparagus Sprays, per bunch. .....35 to .40

Of miscellaneous flowers now coming into market, we will procure for our customers the best at lowest market prices. A trial order solicited.
In buying direct of the grower you are assured of fresh stock at all times, and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONES:
CENTRAL 1457
Greenhouses: Hinsdale, Ill., and Gregg Station, Ill.
Notice:—We close at 5 o'clock week days.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.
Closed all day Sundays

Chicago.

BUSINESS IS BETTER.

The demand is better at this writing than it has been for sometime, but there is much room for improvement, and while stock in general is in large supply, it is not as plentiful as last week. The demand then was very disappointing and the same holds true for the returns that were sent to the growers because many sales were made at sacrifice prices in order to move the stock to make room for the new shipments that kept arriving. The average in general was small, but particularly so on carnations, roses and chrysanthemums. The sales for October 29 were very satisfactory considering an exceptionally quiet week and the demand now is considerably better. Sweet peas are in larger supply and are in good demand, especially in the better grades. Single violets are quite a factor in this market and regular shipments of New York doubles are now being received, but the stock is coming through in very poor condition. Lilies are holding their own and callas are cleaning up. Lily of the valley is selling and the demand is improving for orchids. Daisies, calendulas and feverfew are included in the offerings. Home-grown chrysanthemums are so plentiful that the California growers have practically given up the idea to make any more shipments to this vicinity as long as the present supply lasts. Pompons are arriving in large numbers and are moving well. Roses are in large enough supply to meet the demand, but there seems to be a gradual checking up of stock. Greens are plentiful with the possible exception of one or two items at times.

CHRYSANTHEMUM SHOW.

The chrysanthemum show of the Florists' Club will be held at the Auditorium hotel, November 16-17, in

A large percentage of the total volume of stock which we ship is sent out on standing orders to ship daily or twice a week a fixed amount of certain stock.

This arrangement saves worry as well as expense, provides a reserve and insures against shortage.

Such orders are filled at the time when there is most leisure for careful selection; and, being known in advance, are always free from misunderstanding.

PLACE A STANDING ORDER NOW.

KENNICOTT BROTHERS Co
WHOLESALE FLORISTS

PETER REINBERG, INC.

WHOLESALE FLORISTS

30 East Randolph St., CHICAGO

Roses--Carnations--'Mums

Buy Direct From the Grower — CURRENT PRICE LIST — Subject to change without notice

MRS. CHAS. RUSSELL	Per 100
Specials	$20.00 to $25.00
Select	15.00 to 18.00
Medium	10.00 to 12.00
Short	6.00 to 8.00
COLUMBIA	
Specials	20.00
Select	$15.00 to 18.00
Medium	10.00 to 12.00
Short	6.00 to 8.00
PREMIER	
Specials	20.00
Select	$15.00 to 18.00
Medium	10.00 to 12.00
Short	6.00 to 8.00

SUNBURST, OPHELIA, WHITE KILLARNEY	Per 100
Specials	$18.00
Select	15.00
Medium	$10.00 to 12.00
Short	6.00

ROSES, Our Selection $6.00

Carnations	2.00 to 6.00
Chrysanthemum (White and Yellow)	3.00 to 5.00
Pansies, per dozen bunches	$2.00
Violets, single	$1.50 to 2.00
Sweet Peas	2.00 to 4.00
Adiantum	1.50
Asparagus, per bunch ..... 35c to 50c; extra fancy	75c
Boxwood, per bunch	35c
Ferns, per 1.000	$3.00
Galax, bronze and green, 1.000	2.00
Leucothoe Sprays	1.00

EXTRA SPECIAL STOCK BILLED ACCORDINGLY

GENUINE

Waterproof Crepe Paper

PAPERUS MAKE

ALL COLORS

Prepare yourself for the holiday season **now.** Don't wait, as everybody did last year; then be forced to resort to foreign-made, inferior stock, which is no more waterproof than a blotter.

Per Dozen Rolls, $3.75. Per 100 Rolls, $30.00.
Per 1000 Rolls, $290.00.

E. F. WINTERSON CO.

166 N. Wabash Ave., Phone Central 6004 Established 1893 **CHICAGO**

Big Crop of Roses

Premier--Columbia--Russell--Sunburst

Positively the finest stock in this market, particularly Premier, which is a big buy at the prices quoted.

Large Cuts of Carnations

All the leading varieties grown for this market — **THE BEST.**

CURRENT PRICE LIST— Subject to Change Without Notice.

PREMIER.	100
Special	$25.00
Long	20.00
Medium	$10.00 to 15.00
Short	6.00 to 8.00

COLUMBIA.	
Special	$20.00
Long	15.00
Medium	10.00 to 12.00
Short	6.00 to 8.00

RUSSELL.	100
Long	$20.00
Medium	12.00
Short	6.00

SUNBURST.	
Long	$12.00
Medium	8.00 to 10.00
Short	4.00 to 6.00

CARNATIONS.	100
Fancy	$4.00
Good	3.00

CHRYSANTHEMUMS. White and Yellow	Dozen
Small	$2.00
Medium	3.00
Large	4.00

GREENS.	1000
Ferns	$3.00
Asparagus, bunch	.50
Sprengeri	.50

WIETOR BROS.

Wholesale Growers of Quality Cut Flowers

30 East Randolph Street, L. D. Phone Randolph 2081 **CHICAGO**

PAUL R. KLINGSPORN, Manager

182 North Wabash Avenue L. D. Phone, Central 282 CHICAGO

connection with the annual exhibition and meeting of the Chrysanthemum Society of America. The flower show committee of the Florists' Club reports that many exhibits have been pledged by the growers in this city and vicinity and all indications point to a successful exhibition. More growers are invited to make displays, no charge being made for space.

Admission to the show will be by ticket and more than 25,000 have been purchased by the retail florists of this city. Orders for tickets should be sent immediately to Fred Lautenschlager, secretary, Chicago Florists' Club, 460 West Erie street, Chicago. Telephone, Superior 8680.

A grand banquet will be given in honor of the visiting members of the chrysanthemum society by the florists of this city, at the Auditorium hotel. Thursday evening, November 17, beginning at 7 o'clock and followed by an elaborate entertainment and dancing. Every florist in the city is cordially invited to attend and reservations should be made at once with Secretary Lautenschlager.

Exhibits should be addressed to Fred Lautenschlager, Flower Show Manager, Auditorium hotel, Chicago, Ill., and sent by express, all charges prepaid.

NOTES.

There were nearly 100 floral tokens at the opening of the new Chicago Theatre, October 26. Practically all the leading retailers were represented with Henry M. Hirsch heading the list with 10 orders.

Zech & Mann's shipments of stock include a new red pompon chrysanthemum which is in strong demand with the retailers. It is said to be particularly suitable for basket work or in color combination.

Oriental Goldfish & Supply Co.

Send for catalogue.

3757 Cottage Grove Ave., Chicago

The American Bulb Co. says that on account of the shortage there is no difficulty in selling Giganteum lily bulbs this season, even at the high prices.

The Weiland-Risch Co. cut its first Paper White narcissi October 29, which were the first to reach this market this season.

Good Supply of All Seasonable

CUT FLOWERS

Roses, 'Mums, Pompons, Callas, Lilies, Violets, Orchids, Valley, Calendulas, Carnations, Sweet Peas Daisies, Etc.

You can always get what you need here at the right prices. In addition to a complete line of Cut Flowers, we handle everything in Greens.

A. L. VAUGHAN & Co.
NOT INC.
PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave. Chicago

Mention the American Florist when writing

Quality Cut Flowers in Quantity

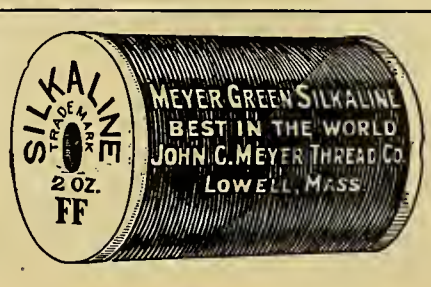
Roses, 'Mums, Pompons, Carnations, Sweet Peas, Valley, Orchids, Callas, Violets, Daisies, Calendulas, and all other miscellaneous seasonable stock. Complete line of Greens.

JOSEPH FOERSTER CO.
WHOLSESALE FLORISTS
160 N. Wabash Avenue, CHICAGO, ILL.

The Florists' Club will meet at the Hotel Randolph next Thursday evening, November 10, at 8 p. m., when the nomination of officers will be held.

A. T. Pyfer & Co. has installed the Burroughs bookkeeping system now in use at the wholesale houses of E. C. Amling Co. and A. L. Randall Co.

A. Henderson & Co. have been showing some fine chrysanthemum plants and cyclamens from the Illinois Plant Co., at Batavia.



USE THE

Meyer Green Florists' Thread

and you will get the two ounces of actual thread to every spool, 16 ounces of thread to the pound, net weight. Write direct to the manufacturer, and you will get the best.

Manufactured by

The John C. Meyer Thread Co.
LOWELL, MASS., U. S. A., Dept. XYZ.

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.
CHICAGO

Long Distance Phones Central 3283 Central 3284

Our Offerings Include:

LILIES

Absolutely the finest supply of Cut Lilies in this market.

ROSES

COLUMBIA
RUSSELL
White Killarney
Butterfly
Crusader Sunburst
Killarney Brilliant
Ward Ophelia
Premier

MISCELLANEOUS

Valley Cattleyas
Calendulas

CARNATIONS

CHRYSANTHEMUMS
SWEET PEAS
VIOLETS
GREENS
Plumosus Sprengeri
Bronze and Green Galax
Ferns
Adiantum Smilax
Mexican Ivy
Boxwood

Poehlmann Bros. Co. is cutting a splendid supply of roses, chrysanthemums and carnations. The supply department is busy filling orders of which a large number are being shipped to western points.

Vaughan's Seed Store reports a large crop of unusually fine gladiolus bulbs on its Homewood and Michigan farms. The bulbs are now safe in the warehouses, where they are being cleaned.

Wietor Bros. have already booked a large number of orders for chrysanthemum and carnation cuttings and are receiving a large number of inquiries regarding same.

A. L. Vaughan & Co. are handling a good supply of chrysanthemums in addition to their regular line of stock. The shipping trade is holding its own at this establishment.

The E. C. Amling Co. is pleasing its customers with choice Richmond chrysanthemums, which occupy a prominent place in loop window displays.

Four cars of California chrysanthemums were shipped into New Orleans, La., for All Saints' Day, which accounts for the poor demand in this market.

Hans Jepsen's chrysanthemum cut is heavy these days and includes many of the novelties in the large-flowered sections as well as in the pompons.

The Joseph Foerster Co. is supplying its trade with choice chrysanthemums and pompons are now arriving in quantity at their establishment.

Robert Blake, formerly with the Heepe Co. Akron, O., is now with the Gary Floral Co., Gary, Ind. He visited friends here October 29.

Mr. and Mrs. George Klehm have the sympathy of the trade in the death of their son, George, last week. The funeral took place October 31.

Robert Newcomb, representing the Burlington Willow Ware Shops, Burlington, Ia., is back from a successful western business trip.

The Chicago Flower Growers' Association is receiving a fair supply of Paper White narcissus in its regular cut flower shipments.

Kennicott Bros. Co. has no trouble in disposing of all its American Beauty roses, which are a scarce article in this market.

Math. Schlitz, who has been visiting friends here for a couple of days, left November 1 on a southern business trip.

The Wholesale Florists' Credit Association has filed application for a charter at Springfield, capital $40,000.

Fred Kanst, as noted elsewhere in this issue, retires from city park work this month after 48 years' service.

A number of changes will be made in the wholesale market among the employes, commencing next week.

Mrs. Chas. A. Bond, of Naperville, is planning a trip to her old home in Chauminay, France, next year.

H. E. Humiston, representing A. Henderson & Co., started out on another business trip this week.

The E. F. Winterson Co. is moving a large quantity of waterproof crepe paper and magnolia leaves.

Bassett & Washburn have started to cut Bonnafon chrysanthemums from the largest crop in years.

Erne & Co. are handling a good supply of greens, including regular shipments of boxwood.

H. L. Keun, 6850 Wentworth avenue, had a very attractive hallowe'en window last week.

Louis Hoeckner of Peter Reinberg, Inc., is back from a business trip to New Orleans, La.

D. L. Harris of the Pulverized Manure Co. is calling on the trade in the east.

Visitors: Wm. Gammage, London, Ont.; Martin Reukauf, representing H. Bayersdorfer & Co., Philadelphia, Pa.; J. P. McCarthy, representing M. Rice & Co., Philadelphia, Pa.; Robt. Newcomb, Los Angeles, Calif.; Thos. Heaven, Benton Harbor, Mich.

Uptown Chicago Exposition.

The Uptown Chicago Exposition was opened under auspicious circumstances at the Broadway armory, Broadway and Thorndale avenue, November 1, and will continue until Saturday night, November 5. Although a style exhibit and art display are a part of the exposition, the flower show is the predominating feature. Due to the efforts of H. D. Schiller, president of the Up-Town Chicago Exposition, flowers took the prominence in the decorating of the armory to which they were entitled.

The floral displays are profuse and beautiful, growers only being eligible to compete for the prizes. The exhibits were judged November 2, two of the prizes offered including large loving cups, one for the best display of plants and the other for the best exhibit of cut flowers.

Exhibitors the opening day included the following: Hans Jepsen, Poehlmann Bros. Co., Wietor Bros., James Psenica, Albert F. Amling Co., Weiss-Meyer Co., Joseph Kohout, Wehrmann & Wehrmann, Frank Oechslin, Vaughan's Seed Store, Wallace Floral Co., Albert Hall, Clody's Flower Shop, Birchwood Florist, Stollery Bros. and Schiller the Florist.

RALEIGH, N. C.—The McCarron Floral Co. recently held the formal opening of its new flower store in the Times building.

BATAVIA, ILL.—No finer cyclamen plants have ever been seen on the Chicago market, than those sent in by Manager Thos. Conlon, of the Illinois Plant Co., the sizes ranging from 5-inch pots to 12-inch pans. A large supply of the leading new hydrangeas is coming on for Easter, and Begonia Cincinnati and B. Melior are being propagated with much success for early sales.

Stock being more plentiful, same permits orders being filled with a better degree of satisfaction.

Use Budlong's Flowers

Line Up with the Progressive Element of the Trade and Make Your Business Grow

RUSSELL COLUMBIA PREMIER MILADY HEARST OPHELIA

Autumn Roses

Do you want a good White Rose? If so, order our Double White Killarney, the only good white on the Chicago market.

SUNBURST BUTTERFLY DUNLOP MONTROSE NESBIT

Use **Nesbit Roses**; they more than serve the purpose of Sweet Peas

CARNATIONS Nice Clean Flowers of Good Keeping Quality **in Good Supply**

'MUMS WHITE, YELLOW AND PINK—ALSO **POMPONS**

ORCHIDS in steady supply at reasonable prices

Easter Lilies, Feverfew and all other seasonable Cut Flowers

Use Our Valley for Your Wedding Work

Once Tried You Will Not Be Satisfied with Any Other

All Greens: Ferns, Adiantum, Plumosus, Sprengeri, Mexican Ivy

If you want good stock and good treatment, buy of

Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can reply upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

Pittsburgh.

OVERSUPPLY OF CHRYSANTHEMUMS.

The annual glut of midseason chrysanthemums is on, not only causing a big drop in prices in themselves, but in all other lines. Although this happens every year, it seems as if the growers will not heed it but go stronger the next season. Some of the finest chrysanthemums ever handled in this market are seen, but the call for fancy stock is light and medium sized blooms have the preference, thus leaving the fancy ones to be sold at medium prices. Pompons are also in heavy supply, but indoor stock is in competition with outdoor with the result that list prices are impossible and when it accumulates any price is accepted in order to move it. The demand for American Beauty roses is light and few retail stores will carry them in stock until the big supply of chrysanthemums is over. The offerings of other roses has slightly decreased, but still there are too many. The im-

ERNE & COMPANY
—WHOLESALE FLORISTS—
30 E. Randolph Street L. D. Phone, Randolph 6578. CHICAGO, ILL.

The Ove Gnatt Co., Inc.
Preservers of Natural Foliages LA PORTE, IND.
Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties

provement in carnations, both as to quality and quantity, was noticed last week, but they have taken a drop with everything else. Lilies have been the one exception and only the light supply is responsible for the price staying firm. Orchids and lily of the valley hold their own very well, while sweet peas of a very good quality have put in an appearance. Snapdragons have also made their annual bow, but are short in stem and small of flower. Sweet alyssum and calendulas about end the list of available stock.

NOTES.

The McCallum Co. has established a camp in Forrest county, which will be open until Thanksgiving, and nearly every one connected with the firm expects to spend at least a week there. The firm is having great success with the new perfected glazing cement, which they have christened "Puttium," and at last it looks as though they have found a composition that will do everything claimed for it.

The annual chrysanthemum shows at the city parks will open November 6. The conservatories at both Schenley and West park are well stocked and this season's exhibition promises to eclipse anything of its kind ever held here.

Chas. Edgar and wife spent several days here visiting old friends. Mr. and Mrs. Edgar were on their way to Philadelphia, where they will be located until after the holidays, when they will again resume traveling.

Now that the autumn is here in earnest, hunting seems to be the subject nearest the heart and it seems as though everyone was going to take a try at it some time before the season is over.

The sympathy of all the trade goes out to J. Leo Giesey in the loss of his mother. Mrs. Giesey had been ill for some time and her death was not unexpected.

The Pittsburgh Cut Flower Co. is cutting an exceptionally heavy crop of fancy chrysanthemums at present.

Visitors: Geo. W. Haas, Meadville, Pa.; J. W. Genn, Kittanning, Pa.

E. C. T.

Nashville, Tenn.

STOCK IN ABUNDANT SUPPLY.

The supply of flowers the past week has been exceptionally good and trade has been excellent. Weddings and all the social activities have been resumed with a rush. Chrysanthemums have come in now abundantly. There is a good demand for them at $6 and $8 per dozen. Carnations are more plentiful. Roses are getting better and finer every day and are as usual the favorite with all buyers. The varieties are Columbia, Mrs. Chas. Russell, Ward and Ophelia.

NOTES.

The Joy Floral Co. has had an abudance of flowers, sufficient to supply not only their own three stores in this city, Chattanooga and Atlanta, Ga., but to wholesale to florists in other cities. They will hold a display at the Chattanooga convention of chrysanthemums, roses, carnations and cyclamen plants.

Geny Bros. are getting in quantities of fine chrysanthemums of every variety. Their roses are very fine. Leon Geny will not be able to go to the convention, for his brother, Oscar Geny, is again very ill.

The McIntyre Floral Co. are getting in some of the finest chrysanthemums, plenty of carnations and lots of fine roses. They have a Golden Ophelia which promises to be a favorite.

John Haury has fine prospects for all kinds of flowers later on, the hot summer retarding his crops.

The State Florists' Convention will take place in Chattanooga, November 1-2.

M. C. D.

Decorative Evergreens
New Crop and All Guaranteed.
Quotations are as follows:

	Per 1,000
Galax leaves, less than case lots	$ 1.50
	Per Case
Galax leaves, medium size, cases of 10,000	7.50
Galax leaves, large size, cases of 10,000	10.00
Galax, in ten case lots	$7.00 and 8.50
	Per 1,000
Fancy and Dagger Ferns	2.00
Fancy and Dagger Ferns, cases of 5,000	1.50
Leucothoe Sprays, 10 to 12 inches	2.00
Leucothoe Sprays, 14 to 18 inches	3.50
Leucothoe Sprays, 20 inches and up	5.00
	Per Bag
Green Sheet Moss, per five bushel bags	2.00
	Per 1,000
Mountain Laurel Branches, 16 to 20 in.	4.00
Hemlock Branches, 24 to 36 inches	5.00
	Per 100 lbs.
Magnolia Leaves, prepared	15.00
Wild Smilax, per case	4.00

We are the original dealers, established 1893. We sell stock, not trash. Others may have it, we have it. Satisfaction or money back. For prompt shipment send cash.

E. J. PRITCHARD & CO., Elk Park, N.C.

GREEN SHEET MOSS
Fadeless, per bag, $3.50
Natural, " " 1.75
KNUD NIELSEN
Evergreen, Ala.

Prepared Magnolia
Bronze, Violet, Green, Red.
Prepared Oak Sprays
Prepared Beech Sprays
Dyed Green Sheet Moss
Fancy and Dagger Ferns
Southern Wild Smilax
Write or wire
The Decorative Greens Co.
KINSTON, ALA.
H. C. Willis Duncan Jackson

Mention the American Florist when writing

ARE YOU USING
Cut Evergreens
FOR FUNERAL WORK?
They are more satisfactory—they cost you less—it is fashionable to use them. Then why not get in line and order them from us? Place an order for shipment each 1st and 15th.
THUJA OCCIDENTALIS TSUGA CANADENSE
With or without fruit are the sellers. Order a sample shipment today.
BOTANICAL NURSERY CO.
WILD FLOWERS
1103 Court St., LAPEER, MICH.

H. Bayersdorfer & Co.
The Wholesale Supply House of America . . .
EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.

Golden Yellow Sweet Peas
McClenahan's Yellow Flower Dye
Send for sufficient to make one quart.
Price $1.00, prepaid.
McCLENAHAN'S GREENHOUSES
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WHOLESALE FLORISTS
164 N. Wabash Avenue
CHICAGO, ILL.
Long Distance Telephone, Central 3373.

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Wholesale
CUT FLOWERS
Supplies
30 E. Randolph St.
Telephone Central 6284
Chicago

Rochester, N. Y.

WEDDINGS HELP BUSINESS.

Business has been somewhat dull the past week with occasional spurts for weddings and funerals. Carnations are excellent but the prices are still high, $1.50 to $2 per dozen, retail. Roses are also in good condition. Chrysanthemums are arriving in large quantities and pompons are especially good.

NOTES.

J. B. Keller & Sons have repainted their store at 25 Clinton avenue. The ceiling is tinted white and the walls are a soft gray. The interior and woodwork are white enamel. At the firm's greenhouses a fine lot of yellow and white chrysanthemums and pansies are being cut.

Herman Zahn gave a Hollow'een party at his home in Irondequoit, October 29, in honor of the store force of H. E. Wilson and the Rochester Floral Co.

The Highland Park conservatory at the Municipal building consists of early pot chrysanthemums, pompons and Pandanus Veitchii.

Some excellent pompon chrysanthemums in pots are being shown at the Geo. T. Boucher store.

Visitors: James Bates and LeRoy Bates, Oakfield, N. Y.; Stephen Green, of H. Bayersdorfer & Co., Philadelphia, Pa. CHESTER.

Indianapolis, Ind.

STATE FLORISTS' MEETING.

The monthly meeting of the State Florists' Association of Indiana was held at the Baur & Steinkamp establishment, 3800 Rookwood avenue, November 1. An inspection was made of the new seeding chrysanthemums, which are coming along very favorably. An interesting and instructive address was read by Edw. Larson, on "The Hybridizing of Chrysanthemums."

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located
WHOLESALE
CUT FLOWER HOUSE
IN CHICAGO
169-75 N. Wabash Ave., CHICAGO
L. D. Phones: CENTRAL 1977 1978

Wholesale Flower Markets

Chicago
CURRENT PRICE LIST

		Dozen
Roses, Beauty	$ 4.00 to	$ 8.00
	Per	100
" Mrs. Chas. Russell	6.00 to	30.00
" Butterfly	6.00 to	30.00
" Columbia	6.00 to	30.00
" Dunlop	6.00 to	30.00
" Premier	6.00 to	30.00
" Hoosier Beauty	6.00 to	26.00
" Killarney Brilliant	6.00 to	20.00
" White Killarney	6.00 to	20.00
" Mrs. Geo. Shawyer	6.00 to	20.00
" Milady	6.00 to	30.00
" Mrs. Aaron Ward	6.00 to	20.00
" Sunburst	6.00 to	30.00
" Ophelia	6.00 to	20.00
" Dble. W. Killarney	6.00 to	20.00
" Cecile Brunner		4.00
" Our Selection		5.00
Calendulas	2.00 to	4.00
Daisies	2.00 to	3.00
Chrysanthemums, per doz	2.00 to	5.00
Pompoms, per bunch		.75
Cattleyas, per doz	18.00 to	24.00
Valley	8.00 to	10.00
Carnations	3.00 to	6.00
Lilies, per 100	20.00 to	25.00
Adiantum	2.00 to	3.00
Ferns per 1,000		3.00
Galax per 1,000		2.00
Leucothoe		1.00
Sprengeri, Plumosus Sprays	35c to 50c per bunch	
Mexican Ivy		1.00
Boxwood, 35c per lb., case		9.00
Southern Wild Smilax, per case		7.60

ZECH & MANN

WHOLESALE FLORISTS
30 E. Randolph St., CHICAGO
Telephone Central 3284

Baur & Steinkamp are showing a fine lot of chrysanthemums at their store, many of them being new varieties. Golden Glory, a beautiful large yellow, good foliage and a stiff stem, is one of the best. A new white kind which they expect to put out to the trade this year is named Snowbound. The first also has a fine lot of seedings, both the large flowering and pompon types, and many of them will be put on the market. The carnation plants are in excellent condition, the two outstanding varieties being Harvester, a white, and Edna, a red kind. O. E. Z.

THE
CHRYSANTHEMUM MANUAL

By Elmer D. Smith

FOURTH EDITION
Price 60 Cents. Cash with Order
American Florist Co.
440 S. Dearborn St., Chicago

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave., and Lake St.
CHICAGO, ILL.
Wholesale Cut Flowers, Florists' Supplies.

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George Reinberg

WHOLESALE FLORISTS

Extra fancy Ophelia, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

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NEW IMPORTATION
MINIATURE VELVET PANSIES

$3.60 per gross.
MINIATURE RED POPPIES..... $1.80 per gross
CLOTH CARNATIONS
White, Ward, Dark, Red Pink... $25.00 per 1000
SAM SELIGMAN
116 West 26th Street, NEW YORK

Mention the American Florist when writing

We are now booking orders for

Boxwood

for immediate delivery or for the holidays.

Advance orders are booked at a special price; so let us know your requirements now.

We have the small and large leaf variety. You have very little waste on our Boxwood, as it is carefully cut, sprays 8 to 12 inches long.

Lycopodium

Cleaned and bunched; very fine stock. Let us know how many pounds you need.

The Leo Niessen Co.
1201 Race Street
PHILADELPHIA, - PA.
Branches: Baltimore, Washington.

Mention the American Florist when writing

Philadelphia.

HEAVY SUPPLY OF STOCK.

The past week has not been very satisfactory from a trade point of view the market being filled with flowers of all kinds. There has been some quite heavy frosts that have almost finished the dahlias and they are no longer a factor. Chrysanthemums are now the leading flower. The outdoor pompons are particularly fine this season, the mild weather and continuous sunshine perfecting them almost equal to the inside stock. Every farmers' stall in the markets is filled with them and nearby florists say they feel the competition. The greenhouse stock is exceptionally fine both in large flowered varieties and pompons, and fairly floods the market. Values are fully 20 per cent less than last season, $4 being almost the top price per dozen for the highest grades. There are quantities of the best roses, Premier, Columbia, Butterfly, Ophelia, Pilgrim, and American Legion which latter is showing up strong. There are more carnations, the quality getting better all the time; they are having a hard fight however with the chrysanthemums. Good calendulas are seen but move slowly. Easter lily growers are holding off until the chrysanthemums begin to finish, still it is astonishing what the market takes of these at the top figures. Callas, many still in bud, are for some reason being forced on the market. Why the growers don't let them come to their full beauty on the plants, is a question often asked without an answer. The first double violets are in, small but very sweet. Lily of the valley is equal to the demand. Cattleyas are scarce apparently but to be had in quantity if one pays the price, $1.25 each.

EDWARD REID
CHOICE ROSES, All Grades.
CARNATIONS, EASTER LILIES and All Seasonable Flowers.
This is the exclusive shop, only one block from Express Depots.
1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

PHILADELPHIA, Nov. 2. Per 100

Roses, Beauty, special	50.00 @	75.00
" Ophelia	3.00 @	12.00
" Columbia	4.00 @	16.00
" Mrs. Charles Russell	8.00 @	25.00
" Killarney	2.00 @	6.00
" Hadley	10.00 @	25.00
" Sunburst	4.00 @	15.00
" Wards	3.00 @	6.00
" Premier	6.00 @	16.00
Adiantum	1.00 @	1.50
Asparagus, bunches	.35 @	.50
Asparagus, strings	.75 @	1.00
Calendulas	1.50 @	3.00
Carnations	2.00 @	6.00
Cattleyas	75.00 @	125.00
Chrysanthemums, per doz.	1.50 @	4.00
Dahlias	2.00 @	4.00
Easter Lilies	20.00 @	25.00
Larkspur, per dozen	.50 @	1.50
Lily of the Valley	6.00 @	10.00
Smilax		.35
Snapdragons, per doz.	.76 @	1.50
Sweet Peas	1.00 @	2.00
Violets, single	.50 @	.75
Violets, double	.50 @	.75

BOSTON, Nov. 2. Per 100

Roses, American Beauty	$6.00 @	75.00
" Russell	4.00 @	12.00
" Dunlop	4.00 @	10.00
" Pilgrim	4.00 @	10.00
" Crusader	4.00 @	10.00
" White Killarney	4.00 @	10.00
" Ward	4.00 @	10.00
" Maryland	4.00 @	10.00
" Hoosier Beauty	4.00 @	10.00
" Columbia	4.00 @	10.00
" Hadley	4.00 @	12.00
" Premier	4.00 @	10.00
" Ophelia	4.00 @	10.00
" Butterfly	4.00 @	10.00
" Cecile Brunner		2.00
Adiantum	1.50 @	2.00
Asparagus bchs., per bch.	.50 @	1.00
Asparagus Strings, dozen		12.00
B. Buttons		1.00
Bouvardia	1.50 @	2.00
Calendulas, per bunch		.50
Carnations	2.00 @	3.00
Cattleyas, per doz.		12.00
Chrysanthemums	1.50 @	3.00
Pompons	.50 @	.75
Lily of the Valley	10.00 @	12.00
Smilax, per doz.		6.00
Swansonia, per bch.	.50 @	.75
Violets		1.00

BUFFALO, Nov. 2. Per 100

Roses, White Killarney	$3.00 @	$10.00
" Dbl. Wht. Killarney	6.00 @	12.00
" Richmond	3.00 @	10.00
" Maryland	3.00 @	10.00
" Sunburst	4.00 @	12.00
" Columbia	5.00 @	20.00
" Ophelia	4.00 @	15.00
" Russell	6.00 @	20.00
" Premier	6.00 @	20.00
" Cecile Brunner	3.00 @	4.00
Asters	1.00 @	3.00
Calendulas	1.00 @	2.00
Carnations	3.00 @	5.00
Delphiniums	4.00 @	5.00
Easter Lilies	20.00 @	25.00
Mignonette	2.00 @	3.00
Rubrum Lilies	6.00 @	10.00
Snapdragons	3.00 @	5.00
Sweet Peas	1.00 @	2.00
Chrysanthemum Golden		
" White	8.00 @	35.00
" Pink	10.00 @	35.00

HORTICULTURAL SOCIETY AUTUMN SHOW.

The autumn show of the Pennsylvania Horticultural Society opens November 11 at the Academy of Music. Secretary Rust says the entries are so numerous that there will be difficulty in finding space for them all. Various social clubs and other society organizations are selling tickets on a half and half basis which promises to interest a large number of people and swell the attendance to the capacity of the building. Mr. Rust states the quality of the plants and flowers will be exceptionally good.

Philadelphia Growers' Cut Flower Market

A NEW OUTLET FOR CUT FLOWERS

The above named corporation announce the opening of a Growers' Cut Flower Market at

No. 7 South Mole St.,

in the heart of the wholesale district, where in their well arranged building they are fully equipped for up-to-date handling of Plants and Cut Flowers.

Consignments Solicited

WILLIAM C. LYNCH, Manager

Philadelphia Growers' Cut Flower Market
No. 7 South Mole St.,
PHILADELPHIA, PA.

Wholesale Florists' Supplies
THE HOUSE OF MERIT
Staple Baskets and Seasonable Novelties in Quantity
JOS. G. NEIDINGER CO
1309-1311 N. 2nd St., Phila., Pa.

Berger Bros.
The Choice of the Market in
EASTER LILIES,
ROSES and All Popular Flowers.
Exceptional Service.
1609 Sansom St., PHILADELPHIA, PA.

NOTES.

The craft in this city have in the person of Mark P. Mills a financier of no mean ability. The record as published in the trade papers of his collections for the publicity campaign was wonderful. But Mark says he is not through yet, as he has set the mark at $10,000 or over and those he has not yet seen should welcome him with a generous addition for this fund, an investment that is sure to bring them handsome returns.

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers and Greens

C. C. POLLWORTH CO.
CUT FLOWERS
PLANTS, BULBS
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Write For Our Price List On Cut Flowers
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WHOLESALE FLORISTS
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Headquarters of the Cudahy Roses
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MILWAUKEE, WIS.

Mention the American Florist when writing

Pittsburgh Cut Flower Co.
WHOLESALE FLORISTS
Growers of Quality Flowers
116-118 Seventh Street,
PITTSBURGH, - PA.

A dealer in speaking of over supplies on the market stated that retailers were loth to pay increased prices when stocks grew scarce, protesting at the natural increase, and furthermore many of them did not appreciate the trouble their dealer was often put to to fill their orders when stocks shortened up.

Paul Dahlhauser, late with Jacobs, in Camden, N. J., is now with the Bloom Shop at Fifteenth and Sansom street. Mr. Dahlhauser is a competent man with an all round knowledge of the business and whose energy will keep this shop to the front.

L. B. Coddington, Joseph Ruzicka and Lincoln Pierson, rose growers of Madison, N. J., were entertained at luncheon at the Adelphia hotel, October 25. Their mission was with the rose growers of this district who ship to the New York market.

The Bickmore greenhouses, Wallingford, which were built the past summer, are now finished and add considerably to the size of the already large ranges. The stock of carnations and chrysanthemums is quite up to market standards.

Leo Niessen says that cattleyas are not scarce as they can be had by the thousand for those who are willing to pay what they are worth. Choice roses and chrysanthemums of high grade in quantity, are leaders here.

In my notes of last week Williamstown should have read Wilmington where azaleas were described as doing so well, which mistake was kindly corrected by Edward Reid.

A fine line of pompon chrysanthemums were features of the stock of the Philadelphia Growers' Cut Flower Market. Roses and carnations are also quantity items.

W. J. Baker visited Mole street one day last week. The old war horse looked fine and as able to judge the market as in the days before his retirement.

Exceptionally fine chrysanthemums and choice roses were features of the Berger Bros. stock. Carnations and sweet peas were also noted.

There is a door draping that is doing overtime on Mole street; wonder where it will go next?

Wholesale Flower Markets

PITTSBURGH, Nov. 2.		Per 100
Roses, Beauty, spl., per doz.	7.50	60.00
" " fcy., per doz.	6.00	45.00
" " ex., per doz.	5.00	35.00
" " No. 1, per doz.	2.00	15.00
" American Legion ..	6.00@	25.00
" Killarney	6.00@	15.00
" Maryland	5.00@	15.00
" Sunburst	5.00@	15.00
" Mrs. Aaron Ward..	5.00@	15.00
" Russell	6.00@	30.00
" Columbia	6.00@	25.00
" Ophelia	6.00@	20.00
" Hilda	5.00@	15.00
" Premier	6.00@	30.00
" Madam Butterfly ...	6.00@	20.00
Carnations	3.00@	6.00
Pompons, per bch.....	.50@	1.00
Calendulas	2.00@	4.00
Chrysanthemums, per doz.	2.00@	5.00
Dahlias	6.00@	8.00
Lilies		25.00
Valley		8.00
Ferns, per 1,000		3.00
Galax, per 1,000		2.00
Plumosus, per bunch.....		.50
Sprengeri, per bunch.....		.60
Smilax, per doz. strings....		3.00
Sweet Peas		2.00

CINCINNATI, Nov. 2.		Per 100
Roses, Premier	6.00@	18.00
" Russell	6.00@	18.00
" Columbia	6.00@	18.00
" Butterfly	6.00@	18.00
" White Killarney ...	6.00@	18.00
" Pink Killarney	6.00@	18.00
" Sunburst	6.00@	18.00
" Mrs. Aaron Ward..	6.00@	18.00
" Ophelia	6.00@	18.00
" Baby Doll	3.00@	4.00
Asters	1.00@	4.00
Chrysanhemums, per doz..	2.00@	4.00
Cosmos, per dozen bchs...	1.50@	2.00
Easter Lilies	20.00@	25.00
Ferns, per 1,000.....		3.00
Galax, per 1,000		1.50
Plumosus (south) per bch..		.25
Smilax, per string	.15@	.25
Rubrum	4.00@	8.00
Leucothoe		5.00

THE McCALLUM CO.
Manufacturers—Importers
FLORISTS' SUPPLIES
Headquarters: PITTSBURGH, PA.

Mention the American Florist when writing

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RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

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ST. LOUIS, Nov. 2.		Per 100
Roses, Premier	3.00@	15.00
" White Killarney	3.00@	8.00
" Columbia	3.00@	12.50
" Ophelia	2.00@	8.00
" Russell	3.00@	20.00
" Ward	3.00@	6.00
" Sunburst	3.00@	6.00
Carnations	1.00@	6.00
Dahlias, per 1,000.....	1.00@	3.00
Fancy Dahlias, per doz....	1.20@	4.00
Delphinium	.50@	.75
Leucothoe		.75
Valley		8.00
Galax, green, per 1,000....		1.50
" bronze, per 1,000.		1.75
Ferns, per 1,000.....	1.00@	4.00
Chrysanthemums, White and Yellow, per doz....	1.00@	5.00

MILWAUKEE, Nov. 2.		Per 100
Roses, Kill'n'y, W. Kill'n'y	6.00@	12.00
" Premier	6.00@	20.00
" Ophelia	4.00@	12.00
" Columbia	6.00@	20.00
" Ward	4.00@	8.00
" Hoosier Beauty ...	6.00@	15.00
" Butterfly	4.00@	12.00
Carnations	3.00@	6.00
Gypsophila, per bunch.....	.25@	.35
Larkspur, per bunch.....		.50
Fancy Ferns, per 1000....		3.00
Asparagus, per bunch.....	.50@	.75
Chrysanthemums, per doz.	2.00@	5.00
Chrysanthemums, per bch.	.75@	1.00
Strawflowers, bch.	.25@	.50
Pompons	.75@	1.50
Sweet Peas	1.50@	2.00
Violets	1.00@	1.50
Wild Smilax, per case....		7.50

The Campbell cup, a trophy offered by Alfred M. Campbell to the winning baseball team in the Florist League of this city, was awarded to the S. S. Pennock Co. team, which won every game it played. The prize is a beautiful silver cup of good design 18 inches in height. This is to stand in a glass case in the Pennock Co.'s storeroom, and is an exhibit in which all the players will take great pride.

Edward J. Calahan, well known in wholesale circles, and who for the past year has been with the Leo Niessen Co., has purchased the cut flower business of Mrs. Hickman, 410 West Girard avenue, which he will continue as a first class retail store. He will take possession November 1. Mr. Calahan is an ambitious, earnest worker and should make a success of this old established stand.

The Rose Flower Shop, 310 South 60th street, has just completed extensive improvements to their store, which greatly increases their facilities. They carry a liberal assortment of plants and flowers and are much pleased with the way business has opened up this fall.

Frank J. Barrett, who recently purchased the cut flower store at 58th street and Chester avenue, moved his family from Haddonfield to this city October 15, and can now devote his whole time to the business, which is developing very satisfactorily. K.

New York.

LITTLE CHANGE IN BUSINESS.

There has been but little change in the condition of the cut flower trade since our last notes. The wholesalers continue to grumble over the listless condition of business, adding a few remarks on the poor quality of many of the chrysanthemums that have been arriving, soft with weak stems. But the better kinds are now being seen and with much cooler weather it may be hoped that there will be a better movement. No fault can be found with the general quality of roses and carnations, as excellent and seasonable stock is coming in. Some use is being made of violets in funeral work and good cattleyas wholesale at $1 per flower. There is an abundance of lily of the valley, but good Easter lilies are scarce. The supply of gardenias is limited, but thus far there does not seem to be much call for them. The trade in pot chrysanthemums is a feature, but not a very lively one. A number of retail stores have reported that their trade is slowly improving.

October 31.—There are indications of an improvement in business. The demand for American Beauty roses and violets has increased.

NOTES.

S. S. Pennock, who has been in Europe for nine months representing the American Service Committee, with arrive here on the S. S. Orbita on the morning of November 4. Leading spirits of the Florists' Club with Wallace R. Pierson as chairman, have arranged a welcome home banquet for him at the Hotel Pennsylvania, the same evening.

Chas. A. Dards has departed for a tour of India, where it is expected he will spend eight months. Manager Perry, of the Dard's Store, reports good business. For the arrival of Marshal Foch their large show window was decorated with a fine portrait of the Marshal with "Welcome" on a field of the national colors, surrounded by fine flowers.

W. S. Lee, in the Hippodrome building, recently made up a large number of designs for the funeral of a prominent banker. The casket cover was an exceptionally fine piece of work of Francis Scott Key roses, lily of the valley and violets.

To the Retail Trade:

Let us ship you some and convince you, **Mr. Retailer,** that they are the **best money can buy.**

CARNATIONS

Of the Finest Keeping Quality, 20 to 24 inch stems, are arriving at my store from the range of **W. D. Howard,** a veteran grower. They comprise **Cottage Maid, Laddie, Mrs. C. W. Ward, Pink Delight, Matchless, Eureka, Bernice, Benora, White Delight,** in any quantity; **Maine Sunshine** and **Rosalia** only in limited quantities.

Shipping orders promptly taken care of.

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Gold Letters and Scripts

Best and cheapest on the market.

Write for samples and prices.

J. LICHTENBERGER

1560 Avenue A, NEW YORK CITY

David Clarke's Sons are disposing of good chrysanthemums grown at their own range on Fordham Heights. Miss Anna Keppler, of their staff, is back on duty after a three months' vacation spent at her home in Williamsport, Pa.

A new retail store has been opened at 527 Madison avenue, under the name of the Weylin Florist. Aram Kedishlan, a young Armenian, who has been with A. Meyer, Madison avenue and 58th street for five years, and other associates, are the proprietors.

The Fordham Florist, 421 East Fordham road, near Fordham university, is making a fine display with chrysanthemums and other flowers, and a variety of plants.

The Wheatley Gardens, Roslyn, L. I., is sending to N. G. Pappas, of 28th street, a variety of stock, including chrysanthemums, callas and cut pansies.

Walter L. Singleman, for a number of years with J. J. Coan, wholesaler, now has a good store at 262 Graham avenue, Brooklyn.

Some department stores here have been selling burlapped evergreens, eight to 18 inches, at 95 cents each.

The city elections take place November 8, which should bring many summer travelers back to town.

Eugene Dailledouze, who has been on the sick list, is improving.

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Telephone: Watkins 10255

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Roses, Beauty	$8.00@	75.00
" American Legion	3.00@	10.00
" Crusader	5.00@	15.00
" Golden Ophelia	3.00@	12.00
" Columbia	3.00@	15.00
" Pilgrim	2.00@	10.00
" Hadley	5.00@	15.00
" Dunlop	2.00@	10.00
" Dble. Wht. Killarney	2.00@	10.00
" White Killarney	1.00@	6.00
" Aaron Ward	2.00@	8.00
" Ophelia	2.00@	10.00
" Scott Key	6.00@	35.00
" Sunburst	2.00@	8.00
" Mdm. Butterfly	2.00@	12.00
Adiantum Croweanum and Hybrid	1.00@	1.50
Asp. Plumosus sprays	1.00@	2.00
Asp. Plumosus, per bch	.25@	.50
Bouvardia, per bunch		.50
Carnations	2.00@	4.00
Cattleyas	35.00@	125.00
Chrysanthemums, per doz	1.50@	6.00
Gardenias, per doz	4.00@	6.00
L. Rubrum	6.00@	8.00
Leucothoe, per 1000	5.00@	7.00
Lilies white	20.00@	25.00
Lily of the Valley	1.00@	6.00
Smilax, doz. strings	1.25@	2.00
Galax, green and bronze, per 1000	1.50@	2.00
Ferns, per 1000	2.00@	2.60
Violets		.75
Sweet Peas	2.00@	3.00

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Fresh Cut Decorative Evergreens
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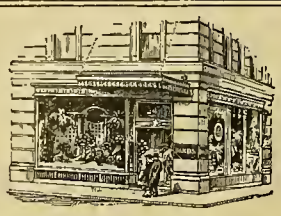

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FROM BALTIMORE, Mississippi, I. M. M. Lines (London-Antwerp).
FROM BALTIMORE, West Arrow, Oriole Lines (Liverpool).

November 9.

Rochambeau, French Line (Havre).
Vedic, I. M. M. Lines (Liverpool).
FROM NORFOLK, Mississippi, I. M. M. Lines (London-Antwerp).
FROM BOSTON, Gorredyk, Holland-America Line (Rotterdam).

November 10.

Londonier, Belgian Line (Antwerp-Havre.)
FROM PHILADELPHIA, Mackinaw, I. M. M. Lines (Hamburg).
FROM NEW ORLEANS, Median, I. M. M. Lines (Liverpool).

November 11.

Stavangerfjord, Norwegian-America Line (Kristiania).

November 12.

Rotterdam, Holland-America Line (Rotterdam).
Lafayette, French Line (Havre).
Montana, I. M. M. Lines (Liverpool).
Scythia, Cunard-Anchor Line (Liverpool).
Vasconia, Cunard-Anchor Line (London).
Algeria, Cunard-Anchor Line (Glasgow).
River Orontes, Cunard-Anchor Line (Constantinople-Egypt).
FROM PHILADELPHIA, Vardulia, Cunard-Anchor Line (London).
FROM GALVESTON, Andyk, Holland-America Line (Rotterdam).
FROM BOSTON, Novian, I. M. M. Lines (Manchester).
FROM MONTREAL, Verbania, Cunard-Anchor Line (London).

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Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
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Chicago—Central Floral Co., 132 N. State St.
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Chicago—Schiller, The Florist, W. Madison.
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Chicago—Henry Wittbold & Son.
Chicago—Mangel, 17 E. Monroe St.
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Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The Park Floral Co.
Cleveland, O.—The J. M. Gasser Co.
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Detroit, Mch.—John Breitmeyer's Sons.
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Evanston, Ill.—Henry Wittbold & Son.
Galesburg, Ill.—Pillsbury's Flower Stores.
Grand Rapids, Mich.—Grand Rapids Fl. Co
Grand Rapids, Mich.—Henry Smith Floral Co., Inc.
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Hartford, Conn.—Geo. G. McClunie
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—Apollo Flower Shop, The
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
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La Crosse, Wis.—Salzer Floral Gardens.
Lincoln, Neb.—Frey & Frey.
Liverpool, Eng.—Bee's, Ltd.
Los Angeles—Wolfskill Bros. & M. Goldenson
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
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Memphis, Tenn.—Memphis Floral Co.
Miami, Fla.—The Exotic Gardens.
Milwaukee, Wis.—Fox's, Incorporated.
Montreal, Que., Can.—Dominion Floral Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—The Rosary Floral Co.
Newark, N. J.—Phillips Bros.
New Britain, Conn.—Welch's Flower Shop.
New Orleans, La.—Matairie Ridge Nur. Co
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
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New York—A. Eckrich, 924 Madison Ave.
New York—A. T. Bunyard, Madison Ave.
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New York—Chatmas Florists, 2726 8th Ave.
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New York—Irene Hayes.
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Pittsburgh, Pa.—A. W. Smith Co.
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Sheboygan, Wis.—J. E. Matthewson.
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The Largest Grower of Cut Flowers in the South

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Personal attention given to orders For Knoxville and East Tennessee.

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Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heinl & Sons.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackistone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Wichita, Kan.—W. H. Culp & Co.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

BUNYARD, NEW YORK, 413 Madison Ave.

Bellevue Avenue, NEWPORT, R. Summer Season.

Mention the American Florist when writing

Hession

Madison Ave. and 76 St.
NEW YORK

Quality Flowers

BEST IN THE MARKET
AT REASONABLE PRICES

Plant Specialists Phones: Rhinelander 107—420—775

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Bronx, New York City
Fordham Florist

421 East Fordham Road
Telephone: Fordham 3975

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NEW YORK. Telephone Audubon 6618 Established 1906

Olympia Florist

(PETER LAMBOS & CO.)
3799 Broadway, S. W. Cor. 158th St.
FRESH CUT FLOWERS DAILY
Orders from Other Cities filled with promptness

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New York's Favorite Flower Shop

G. E. M. Stumpp

Fifth Avenue at 58th Street
Member F. T. D. Ass'n.

Mention the American Florist when writing

NEW YORK

Chatmas Florists

CHATMAS BROS.
2726 Eighth Avenue
Bet. 144th and 145th Sts.
Telephone Audubon 6044.
Orders from Other Cities Promptly Filled

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GRAND RAPIDS, MICH.

GRAND RAPIDS FLORAL CO

ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

BRANCHES: RITZ-CARLTON and VANDERBILT HOTELS

KOTTMILLER

426 Madison Ave., NEW YORK

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NEW YORK.

Malandre Brothers

2077 Broadway, near 72nd St.
'Phone, Columbus 6883

The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

PITTSBURGH, PA.

A. W. Smith Co.

KEENAN BLDG.
Largest Floral Establishment in America
Established 1874 Incorporated 1909

Mention the American Florist when writing

NEW YORK.

BROADWAY FLORIST

2094 Broadway, S. E. Cor., 72d St.
Phone Columbus 5468
Branch: 840 Westchester Ave., Bronx.
Phone: Intervale 4990.

Mention the American Florist when writing

WICHITA, Kansas Shipments for Kansas and Oklahoma.

W. H. CULP & COMPANY

Quality Flowers
Personal Service
Members F. T. D.

Mention the American Florist when writing

El Paso, Texas

Potter Floral Co.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Kansas City, Mo.

W. J. Barnes FLORIST KC MO

Kansas and Western Missouri.
Up-to-date Service.
F. T. D. Est. 1890

Mention the American Florist when writing

Albany, N. Y.

Danker FLORIST

The Best Service

Mention the American Florist when writing

NEW YORK Established 1849

David Clarke's Sons

2139-2141 Broadway, Cor. 75th St.
Orders by Telegraph Promptly Filled
Phones 1552-1553 Columbus

Mention the American Florist when writing

MEMPHIS, TENN.

Memphis Floral Company

MAIN AND UNION
WIRE US

Mention the American Florist when writing

Oklahoma City

OKLAHOMA

FURROW & CO.

205 W. Main St.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

FREY & FREY

1338 O Street, LINCOLN, NEB.
Wholesale and Retail
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

J. W. RODGERS

Elks' Building
South Jefferson Street
Dayton, O.

Telegraph orders for Dayton will receive our immediate and careful attention.

Mention the American Florist when writing

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

DETROIT'S
Leading Florists

JOHN BREITMEYER'S SONS

1314 Broadway

PHILIP BREITMEYER, - President

Mention the American Florist when writing

Boston, Mass.

Penn The Florist

"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.

124 TREMONT STREET

Mention the American Florist when writing

Worcester's Shop of Quality and Service

Randall's Flower Shop
22 Pearl St.,
WORCESTER, MASS.
Member F. T. D.

Mention the American Florist when writing

BROOKLYN, N. Y.

JAMES WEIR, Inc.
FLORIST
324 Fulton St., cor. Pierrepont

Telegraph orders receive our usual good care and prompt attention. Phones 270-271 Main.

Mention the American Florist when writing

MICHIGAN. Orders will be carefully cared for by

Henry Smith Floral Co., Inc.
Wholesale and Retail Florists of Grand Rapids.

Mention the American Florist when writing

WIRE YOUR ORDERS
Metairie Ridge Nursery Co., Ltd.
LEADING RETAIL FLORISTS
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

Send Telegraph, Telephone or Mail Orders for florist's service in this vicinity to

The Dominion Floral Co.
484 St. Catherines St. West,
Montreal, Que., Canada
Every order receives prompt and careful attention.

WASHINGTON, D. C.

BLACKISTONE, Inc.
14th and H Streets, N. W.
Exceptional Service

A. J. Weber
Telephones: Lenox 2352, Lenox 7019
1062 Madison Ave., Near 80th St.
NEW YORK
Orders from other cities promptly filled.

TORONTO, CAN.
Canada's Best Known and Most Reliable Florist

Only the Best **Dunlop's**
8 and 10 West Adelaide Street
We deliver anywhere in Canada and guarantee safe arrival.

Orders in or around **Washington, D.C.**
Geo. C. Shaffer
FLORIST
900 Fourteenth Street

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Send your orders for flowers for delivery in this city and vicinity to

John A. Salzer Seed Co.
Quality and Service Assured

BROOKLYN, N. Y.

JOSEPH TREPEL
BROOKLYN'S LARGEST FLORIST
Eleven Stores
Main Store— Lewis Ave. Cor. Hancock St.
Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.
Member of Florists' Telegraph Delivery.

Nashville, Chattanooga and Atlanta — THREE STORES

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Matthew A. Battista FLORIST
44 Carmine Street
Phone 1274 Spring
Out of Town and Steamer Orders Promptly Filled

San Francisco
Podesta & Baldocchi
224-226 Grant Avenue
Mail or telegraphic orders promptly and most carefully executed.
Members of Florists' Telegraph Delivery

Chicago

Congress Flower Shop
CONGRESS HOTEL
520 South Michigan Ave.

WASHINGTON, D. C.

Louise Flower Shop
Connecticut Ave., at N. St., N. W.
Miss Louise W. Daugherty, Proprietress
Phones—Franklin 3579, 3841, 3842
Member of Florists' Telegraph Delivery.

Cincinnati, O.
HARDESTY & CO.
150 East Fourth Street
THE BEST THAT GROWS. EXPERTS TO ARRANGE THEM.

New York's
SHOP OF QUALITY
Irene Hayes, Inc.
F. T. D. 799 Park Avenue
Telephone Rhinelander 0202 and 0203

Mention the American Florist when writing

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

HARTFORD, CONN.

WELCH'S Flower Shop

Also Store at New Britain, Conn.

Established 1885.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Colorado Springs, Col.

Wholesale and Retail

Pikes Peak Floral Co.

Orders Carefully Executed

Members of Florists' Telegraph Delivery.

DENVER, COLO.

The Park Floral Co.

B. E. GILLIS, President.
E. P. NEIMAN, Secretary.

GALESBURG, ILL. AND CENTRAL ILLINOIS

Pillsbury's Flower Stores

Your orders will receive careful attention.

Members of Florists' Telegraph Delivery.

KANSAS CITY, MO.

A. Newell
FLORIST

Established over 30 years.
Southwest corner of 11th and McGee Sts.

WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery.

LOUISVILLE, KY.

AUGUST R. BAUMER

MASONIC TEMPLE

Member of Florists' Telegraph Delivery.

ST. LOUIS, MO.

F. H. WEBER

N. E. Cor. Taylor and Olive Sts.

Flowers delivered in City and State on Short Notice.

Member of Florists' Telegraph Delivery.

CHICAGO OPPOSITE FIELD'S — **DETROIT**

Central Floral Co. 132 N. State, CHICAGO; 1331 Broadway, DETROIT

Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

ROANOKE, VA.

FALLON, Florist.

Mention the American Florist when writing

Seattle-Rosaia Bros.

Finest floral studio in Northwest. Member F.T.D.

Mention the American Florist when writing

EDWARD SCEERY

Passaic, N. J. F. T. D. Paterson, N. J.

Mention the American Florist when writing

Washington, D. C.

GEO. H. COOKE
FLORIST

Connecticut Avenue and L Street

Mention the American Florist when writing

FOR WISCONSIN DELIVERY
—OF—
"Home Grown Flowers"

Get in touch with

MATTHEWSON'S, SHEBOYGAN, WISCONSIN.

Member of Florists' Telegraph Delivery.

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NEWARK, N. J.

Philips Bros.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE.

Mention the American Florist when writing

IN THE HEART OF **Newark, N. J.**

The Rosery Floral Co.

167 Market St., at Broad St.

EVERYTHING IN FLOWERS

Prompt Deliveries to any town or city within 150 miles of Newark. Telephone Market 494

Mention the American Florist when writing

BROOKLYN, N. Y.

HUGO H. JAHN
—FLORIST—

710 Nostrand Ave., cor. Prospect Place

Phone: 1952 Lafayette.

Flowers Delivered Anywhere. Personal Attention.

Mention the American Florist when writing

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES **Memphis, Tenn.**

89 South Main St.

"Up-to-the-Minute" Service and Execution.

Every Flower in Season.

New York. Telephone Lenox 3822

HENRY HART, Inc.
FLORIST

1000 Madison Avenue

In the Heart of most exclusive residential section.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

The Seed Trade

American Seed Trade Association.

L. L. Olds, Madison, Wis., President; Alex. Forbes, Newark, N. J., First Vice-President; Louis B. Reuter, New Orleans, La., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, 73 Tremont Street, Boston, Mass., Counsel.

The fortieth annual meeting will be held June, 1922.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass, Counsel.

The next annual meeting will be held June, 1922.

BURLAP at $4.25 for 8-ounce remains low.

VISITED CHICAGO: James A. Blanchard, New York.

SEEDSMEN and bulb dealers report stocks well reduced.

NARCISSUS VON SION is one of the long items this season.

CARTER'S TESTED SEEDS, New York, are remodelling the Thorburn building.

LILY OF THE VALLEY clumps containing actual blooming pips are difficult to locate.

MANAGER SCOTT, of the Yokohama Nursery Co., New York, has returned from the northern woods.

S. D. WOODRUFF & Sons, New York, sell many potatoes for food to shipping lines delivering by their own trucks.

LOS ANGELES, CALIF.—The Aggeler & Musser Seed Co. ran half page seed advertisements in the local papers during the recent show.

LOW PRICES for sweet clover seed are retarding its movement, less than 10 per cent of the crop having been sold by the growers.

OMAHA, NEB.—The winter wheat crop of Nebraska has been greatly benefited by recent snows and rains which ended a long dry spell.

KANSAS CITY, MO.—W. A. Duncan & Co. recently purchased a building, containing a storeroom, 30x140 feet, suitable for field seeds or potatoes.

LILIUM GIGANTEUM bulbs have been delivered to florist growers in the vicinity of New York, during the past two weeks, prices highest ever known.

ACCORDING to the November calendar of the J. C. Robinson Seed Co., Waterloo, Neb., "The more you know the more you know you ought to know."

THERE was three-fourths of an inch of rain at Los Angeles, Calif., October 22, probably hurting the big flower show attendance more than helping the crops.

VISITED NEW YORK: Howard M. Earl, of the Jerome B. Rice Seed Co., Cambridge, N. Y., and son; D. L. Harris, of the Pulverized Manure Co., Chicago.

PRICE of bags at Chicago, November 2: Anchor, 16 oz., $31.50 per bale, in bale lots or over; Royal River, 16 oz., $32.00; National, 16 oz., $30.00; Crown, 12 oz., $24.50.

JOHN P. DEGNAN long identified with the Chicago seed trade, store manager of A. Henderson & Co., in recent years, says he expects to return to California in the near future.

NEW YORK seedsmen, in view of the great shortage of Paper White narcissus, have been trying to buy some back from their florist customers who have not yet potted or flatted the bulbs received in September.

ONION SET prices in the Chicago district remain about the same, colors, $1.50 and whites $1.75, fall delivery. The mild weather has favored sprouting in some warehouses, but the lower November temperature will check its progress.

THE Henry F. Michell Co., Philadelphia, Pa., has its four large windows artistically arranged in Philip Freund's best style, and still maintain an elaborate pavement display. Business in all lines of bulbs and fall seeds is highly satisfactory.

DAVID BURPEE of the W. Atlee Burpee Co., Philadelphia, Pa., says business has run continuously ahead of last year since the end of July, that month being slightly behind last year. There has been good demand for Dutch bulbs, also flower and vegetable seeds for fall sowing.

JOHN FOTTLER, of the Fottler, Fiske, Rawson Co., Boston, Mass., was knocked down by a horse and wagon on State street recently, and suffered considerably from the shock, but otherwise was not injured seriously. It is believed, that after resting a week or two, he will be able to attend to business as usual.

HENRY A. DREER, Inc., Philadelphia, report good demand this season for Dutch and other bulbs. The show windows are filled with bulbs and specimen plants from their Riverton nurseries, where they have had heavy business in all kinds of decorative plants. Geo. Strohlein of this firm, who had three ribs broken recently while superintending the operations on a car shipment of plants, is progressing favorably.

E. F. BALL, who for the past 15 years was manager of the commission box department of C. C. Morse & Co., San Francisco, Calif., died October 22, at his home in that city. Previous to his association with C. C. Morse & Co., Mr. Ball had charge of the commission box business of E. J. Bowen, pioneer commission box man of the Pacific coast. Mr. Bowen was the uncle of Lem W. Bowen, president of D. M. Ferry & Co., Detroit, Mich.

Wholesale Growers
SELECT STOCKS
Beet
Carrot
Lettuce
Onion
Parsley
Parsnip
Radish
Sweet Peas
PIETERS-WHEELER SEED CO.
GILROY, CALIFORNIA

Flower Seed Industry in California.

Address by L. D. Waller, of the L. D. Waller Seed Co., Guadalupe, Calif., Before the American Seed Trade Association at St. Louis, Mo.

We know that vegetable seed was being successfully produced in California as far back as 1851. History has failed to record when the first production of flower seed began, but in 1885 the first sweet peas, consisting of not over a dozen varieties were grown in a moderate way. Their merit was quickly recognized, and gradually flower seeds were added to the list, and the outside world began to realize that our climatic conditions gave a vitality to our seeds that made them desirable. The industry grew until the advent of the world war. By that time it had become so important a factor in the world's market that when the crisis came the dealers here and abroad turned to California for practically their entire supply.

The war gave the flower seed industry of California a tremendous impetus. Orders were doubled over night, demands for unusually large amounts of flower seeds were received not only form the trade in this country but from England, Canada, Australia and also practically all other countries whose soil was not invaded or blockaded. Many of you know how the growers rose to the occasion and that for the past eight years it has been necessary to almost double the acreage annually.

ACREAGE.

It has been impossible for me to compile on such short notice, accurate data on the acreage devoted to flower seeds in California, but I believe that, if we omit the sweet pea acreage, the total will run well over 2,000 acres. Some of the leading varieties being: Asters, alyssum, antirrhinum, calendula, candytuft, cosmos, larkspur, mignonette, nasturtium, petunia, hocks, verbena and zinnia.

Again omitting the sweet pea acreage we find the growing of small flower seeds confined to the southern part of the state and to practically two distinct districts: The southern part of San Luis Obispo county with Guadalupe and Lompoc in the northern part of Santa Barbara county form one district and Los Angeles with surrounding territory, the other district.

METHODS.

The growers quickly realized that this increase in business would not be

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Braslan Seed Growers Company, Inc.
Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY AND MIXED SWEET PEAS.
SAN JOSE, CALIFORNIA

Garden Seed Beans

Growing Lima and pole varieties is my specialty.

My growing contract offer for fall delivery will be mailed upon request.

Henry Berrien Fish
Carpinteria, Calif.

lasting unless the greatest efforts were made along the lines of quality and to this end our combined efforts have been directed. The production of quality flower seeds was set up as the guiding star to be followed regardless of cost of production and hardest of all, regardless of deliveries. Owing to the fact that we received many orders for varieties ordinarily purchased abroad, it was many times necessary to import stock seed. This so-called stock seed is a sad story. Often we rogued out two-thirds of our crop of some variety in order to true up the strain. Those were years when we wore out many rogueing sticks; one customer naming us the "ruthless roguers," and we are proud of the title.

The first few years the growers had two problems: First, to raise the quality and second, quantity production. It was difficult to do both at the same time, but by ruthless rogueing it was accomplished and how successfully is shown by the size of the flower seed industry in the state today. Only two and a half years after the signing of the Armistice, the growers have succeeded in making California flower seeds stand for the highest grade of quality, along with the other high-grade products of our state.

It is perfectly obvious that to become successful growers of flower seeds, we must build up our strains and just as large manufacturing concerns employ a number of high priced chemists, the California growers employ one or more hybridists, who are continually working to perfect present strains and develop new ones. Nearly all our growers maintain a considerable acreage devoted exclusively to experimental grounds, a work shop, or as the French have it, a Jardin d'experience. The very best land is selected for this acreage; it is intensively cultivated and generally bears a definite relation to the total acreage under cultivation. It is in this workshop that various strains and varieties of flower seeds are cultured and careful records kept of their behavior, as regards trueness to type, habit, form and color.

Advances in varieties are made by plant selections, mutations (natural selection) and cross-fertilization, and the careful observer is able to select plants for various attributes, such as precocity, doubleness and variations in color. These selections are carefully grown in the trial ground with due attention given to spacing. The plants will show a number of variations from the type selected and from this seed a number of rows are grown the following year from which the dominant strain is selected; and a block grown for stock seed for field planting the following year. When a dominant is once determined, field rogueing is a comparatively simple process and we

JEROME B. RICE SEED CO.
WHOLESALE SEED GROWERS
America's Largest Producers of Seed Peas
Also a Complete Line of
VEGETABLE SEEDS
Growing Stations Throughout America. Office: Cambridge, New York

Waldo Rohnert
GILROY, CAL.
WHOLESALE SEED GROWER
Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish
Correspondence Solicited.

JAMES VICK'S SONS
Growers of
Flower and Vegetable Seeds
Get the benefit of our 72 years' experience
All Seasonable Varieties.
Our stocks are very complete.
ROCHESTER, N. Y., The Flower City

Before Placing Orders for
SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write
JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

BURPEE'S SEEDS GROW
Wholesale Price List for Florists and Market Gardeners.
W. Atlee Burpee Co.
Seed Growers Philadelphia

LANDRETH
Seeds Which Succeed
Bloomsdale Farm BRISTOL, PA.

LAWN SEED MIXTURES
FIELD SEEDS
Atlantic Grass Seed Co.
WHOLESALE
46 W. Broadway, NEW YORK CITY

L. D. WALLER SEED CO.
Growers of Choice Sweet Pea, Nasturtium and Flower Seeds.
GUADALUPE, CALIFORNIA

SEEDS
Flower, Vegetable and Farm
Send your inquiries to
The W. W. BARNARD CO.
231-235 W. Madison St., Chicago
Mention the American Florist when writing

EDGAR F. HURFF
SWEDESBORO, N. J.
Grower of High-Grade Seed
TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.
CORRESPONDENCE SOLICITED

TOMATO SEED
Grown for the Wholesale Seed Trade
HAVEN SEED CO.
SANTA ANA, CALIFORNIA
Mention the American Florist when writing

—THE—
J. C. ROBINSON SEED CO.
WATERLOO, NEBRASKA
ROCKY FORD, COLORADO
Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.
Mention the American Florist when writing

Dutch and French Bulbs
C. J. Speelman & Sons, Sassenheim, Holland | Lagarde & Speelman, Ollioules, Var. France
NEW YORK OFFICE
470 GREENWICH ST.
Pacific Coast Representative, Mr. W. B. Clarke, Box 543, San Jose, Calif.
Mention the American Florist when writing

An experience of half a century in producing high grade
GARDEN SEEDS
at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.
S. D. WOODRUFF & SONS
Orange, Conn., and New York City.
Mention the American Florist when writing

I. N. Simon & Son

Garden Seeds

438 MARKET STREET

Philadelphia - - Pa.

have what is known as a pure line strain.

The evolution of mutations is to a certain extent shrouded in mystery; suffice it to say, these mutations are for the greater part true and continue true. This process of selection continues year after year with a great number of species and varieties, and if I may be permitted to say it, the strains of flower seeds grown by the California growers are as near pure line as it is humanly possible to make them.

Few of us realize the debt of gratitude we owe the Austrian monk, Gregor Mendel, with whose work on cross-pollination on peas most of you are familiar. Many of the great advances of today, especially in early flowering sweet peas, are by cross-pollination, where the color of the late or standard sorts is implanted in the early type. By this process a marvelous number of new and pleasing shades now exist in the early flowering types.

QUALITY.

By these intensive methods always keeping quality as the main object to be attained regardless of cost, we stand prepared to prove to the whole world that the quality of California grown flower seed is second to none. Every seedsman who visits our state and inspects the growing crops returns home converted to California flower seeds. This fact is proved by increased orders placed, especially from those who visit the state for the first time and they generally remark that they wish they had started to visit us 10 years sooner.

A trip through the ranches of the large growers cannot fail to impress one with the great care and pains taken, the cleanness of the fields and purity of the strains.

GERMINATION.

Added to quality we have another factor equally as important, which is strong germination. It is well known that California grown seeds give a higher germinating test and hold their germination longer than seed grown in any other climate, and this is a big item for seed that has to be carried over.

Our climate is particularly adapted to the natural curing of seed and we never have to resort to artificial drying. You are now all familiar with the quality of the California grown nasturtium seed, the bright clean appearance and hardness of hull. This is caused by our bright sunshine and absence of rain during the harvest period. So with quality we also have strong germination, and quality plus germination is a combination hard to beat.

MIXTURES.

Along with the effort for purity of color, type and form came the problem of mixtures. A properly blended mixture is a work of art, and although it may not seem difficult, it is really much harder to accomplish than the growing of one straight pure color. Mixtures are all grown from formula and we try out many new formulas each year. When a perfect blend is obtained, the formula is perpetuated and the mixture

SPECIAL OFFER

Double Narcissus Von Sion

Large Single Nosed Bulbs, $18 per 1000
Planting Size, $9 per 1000

IMMEDIATE DELIVERY

C. J. SPEELMAN & SONS

470 Greenwich St., NEW YORK CITY

VALLEY PIPS

FROM COLD STORAGE

$30.00 per 1000; $16.00 per 500; $8.00 per 250; $4.00 per 100.

H. N. BRUNS, 3032-42 W. Madison St., Chicago, Ill.

ANTIRRHINUMS

Obtain from Headquarters.

Watkins & Simpson, Ltd.,

27-29 Drury Lane,

LONDON, W. C., ENGLAND,

Who Have Introduced the Leading Varieties.

McHutchison

& CO. OFFERS

Immediate Shipment

VALLEY PIPS, German and Dutch, from cold storage.
FICUS ELASTICA, rooted mossed cuttings or pot-grown.
CALLA BULBS, Elliottiana.
BAMBOO CANES, natural and dyed green, all sizes, bale lots.
RAFFIA, natural and colored, 25 lbs. up.

Fall Shipment

JAP. LILY BULBS, F. O. B. New York, Chicago, Denver, Toronto, etc.
VALLEY PIPS, German and Dutch; best forcing pips.
MANETTI STOCKS, English or French; selected for greenhouse grafting.
ROSES and **LILACS,** best forcing varieties.
BEGONIA and **GLOXINIA BULBS,** all colors, all sizes.
PALM SEEDS, Kentia, Forsteriana and Belmoreana, per bushel or 1000. Cocos Weddelliana, Areca Lutescens.
GLADIOLUS BULBS, best commercial varieties; all northern-grown bulbs.

Write for prices on business stationery, specifically stating your requirements.

McHUTCHISON & CO.,
95 Chambers St., NEW YORK

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.

Branches: Wisconsin, Colorado, Montana, Idaho, Washington. Milford, Conn

Mention the American Florist when writing

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

GEORGE R. PEDRICK & SON

PEDRICKTOWN, N. J.

Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.

Correspondence Solicited.

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FLOWER SEEDS

New Crop Hardy Perennial

DELPHINIUM SEED

Guaranteed saved from our world-famed exhibition varieties at Langport.
Named varieties. ... $2.15 per oz.
Mixed..$2.10 per oz.; $25.00 per lb.
Write today direct to

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Wholesale Seed Growers
LANGPORT, ENGLAND

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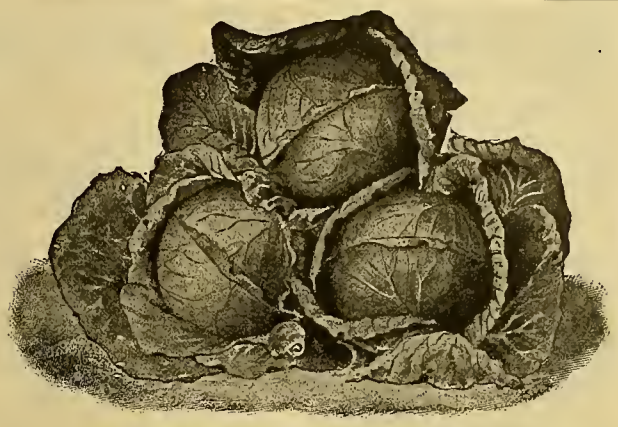
SLUIS & GROOT, Ltd.,
Enkhuisen, Holland
GROWERS OF
Vegetable and Flower Seeds
SPECIALTIES:
Beet, Swiss Chard, Cabbage, Cauliflower, Kale, Corn Salad, Cress, Radish, Spinach, Turnip, Rutabaga, Nasturtium, Pansies, Phlox, and many other Vegetable and Flower Seeds.
Our New Price List is now ready, and will be sent to WHOLESALERS on request.



Cabbage White Enkhuisen Glory, Introduced by Our Firm.

is made up in exactly the same way each year. All mixtures are grown along these lines and it is necessary to grow a great many varieties of each species, some of which have very small sales in separate colors, but which have to be grown to enrich the mixture.

As an example: A peculiar case arose in the mixture of Cupid sweet peas several years ago. Cupids had been declining in popularity for a number of years and the growing of them in separate colors had been discontinued, although about 20 distinct colors used to be listed. But there was and is enough demand for the Cupid mixed to make them worth while growing. The mixture was running back and consisted of 90 per cent Blanche Ferry and would shortly have contained nothing but this variety.

It was impossible to buy them in separate colors as no one had them, so we had to select as many varieties as we could that were left in the mixture. We managed to save the seed of the last lavender plant in an acre patch, also red, cream, white, maroon and several lighter colors, and by listing them separately we have again created a limited demand and have achieved our main purpose, a perfectly blended mixture.

THE FUTURE.

The California flower seed growers are looking forward to the future confident that quality plus strong germination is a combination hard to beat. This combination will hold the state flower seed industry steady in the position which it has attained and which we are holding in spite of foreign competition and low rates of exchange. It is only possible to give you a slight idea in this paper as to the work the growers are doing in order to give you something better than you have ever received before in flower seeds. You can only realize it by making a visit to California yourself.

Our business is producing, yours is distributing; we are both dependent upon, and must cater to, the demands of the ultimate consumer. We, the growers, are familiar with and appreciate your educational campaign in this direction. But, do you know what we are doing to back up your claims to the consuming public? It is true that you strive to win the confidence of your trade and we in turn try to merit yours, but first hand information is a valuable asset. Where ignorance is bliss there is much more to be gained by getting wise. I have tried to briefly outline to you an American industry which we, the growers of California, believe is adequate to supply the nation.

I believe that I voice the sentiments of this convention when I state that the excellent hospitality shown us by our friends, the seedsmen of Missouri, has made us all feel at home. The favorable impression will linger. It has been said that Missourians like to be shown. On behalf of the flower seed growers of California, I accept the challenge. Come to California and see for yourselves, the invitation is general. I thank you.

Hogewoning & Sons, Inc.
Wholesale Bulb Growers and Importers
299 Broadway, New York

Richard Diener Company, Inc.
Originators and Growers of the Largest and Finest
Gladiolus and Petunias
Catalog on Request
Kentfield, Marin Co., Calif.

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ROUTZAHN SEED CO.
Arroyo Grande, Calif.
Sweet Pea and Nasturtium Specialists.
Wholesale Growers of full list of
FLOWER and GARDEN SEEDS

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FITCHBURG, MASS., U. S. A.

SEED PACKETS THAT SELL THE SEED
LITHOGRAPHED IN COLORS TRUE TO NATURE AND VARIETY
SEED PACKETS FOR ALL VARIETIES OF VEGETABLE AND FLOWER SEEDS
We also make a Specialty of Seed Catalog Covers, Hangers, Box Labels, Nurserymen's Plates, Lawn Grass and Bird Seed Cartons and Seed Cartons of every description. We always carry a large stock of all items for immediate shipment, and give prompt attention to orders for individual requirements.
Write for listing and quotations today
STECHER LITHOGRAPHIC COMPANY
ROCHESTER, N. Y.

KENILWORTH
GIANT PANSY SEED
Kenilworth Mixture, 1000 seeds, 35c; ⅛ oz., 90c; ¼ oz., $1.65; 1 oz., $6.00.
All colors, separate or mixed, 1000 seeds, 30c; any 4 pkts., $1.00; ¼ oz., $1.30; 1 oz., $5.00.
CHAS. FROST Kenilworth N. J.

Gladiolus Bulbs
Have a considerable surplus of **High Grade Bulbs**, which are offered at attractive prices in **Prize Varieties.** Send for prices.
M. B. HAWKS,
Elmwood Terrace, Bennington, Vt.

Yokohama Nursery Co., Ltd.
Woolworth Building
NEW YORK CITY
IMPORTERS
Japanese Bulbs, Plants and Seeds

The Nursery Trade

American Association of Nurserymen.

M. R. Cashman, Owatonna, Minn., President; Paul C. Lindley, Pomona, N. C., Vice-President; John Watson 400 Nassau Street, Princeton, N. J., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

The forty-seventh annual convention will be held at Detroit, Mich., June, 1922.

FRUIT trees were in bloom near Cairo, Ill., October 26.

HARRISBURG, PA. — The Park Place Nurseries Co. has increased its capital to $300,000.

"Eat More Cranberries" is a double-column, 10-inch advertisement in the New York dailies, signed American Cranberry Exchange.

MONTGOMERY, N. Y.—Apple and chestnut trees were reported to be in bloom in this city, October 29, as well as lilac bushes, which were in bud.

GRAPE shipments from California to eastern points have been exceptionally heavy, the Lodi district reporting a movement of 1,928 cars during September.

TORREL, TEX.—Long continued dry weather has prevented the shipment of nursery stock, which cannot be dug until heavy rains soften the ground.

STURGEON BAY, WIS.—Fruit business has placed over $1,000,000 in circulation, here, this season, preventing business depression, which is noticeable in other nearby communities.

JOHN WATSON, Princeton, N. J., secretary of the American Association of Nurserymen, who has been making an extended tour of the south, was at Houston, Tex., October 29.

OLNEY, ILL.—The thirty-sixth annual meeting of the Illinois State Horticultural Society, held in this city recently, elected A. C. Hammond, of Warsaw, secretary for the ninth consecutive time.

WHEELING, W. VA.—The Landscape Service Co., was recently incorporated with a capital of $50,000, M. E. Beatchley, Norman Koleman, F. H. Wildren, John Maguire and Hazel Morrison being the incorporators.

PATERSON, N. J.—The De Jager-Snell Nursery Co., was recently incorporated with a capital of $50,000. John De Jager, Antonia W. De Jager, this city, and Antje Snell, Hackensack, N. J., are the incorporators.

EXCELSIOR, MINN.—Underwood is the name of a new plum recently brought out by the Minnesota Horticultural Experiment station here. It is named after J. M. Underwood, president of the Jewell Nursery Co., Lake City, Minn.

GRAND RAPIDS, MICH. — The Michigan State Horticultural Society will hold its annual convention and trade exhibition in this city, December 6-8. State and federal experts are expected to deliver addresses. T. A. Farrand, East Lansing, Mich., is secretary of the organization.

TRAVERSE CITY, MICH.—The heaviest planting of fruit trees for several seasons is expected to begin here at an early date. Several carloads have been ordered, the bulk of the shipments going to the upper peninsula of Michigan, comprising 90 per cent one and two-year old cherry and 10 per cent apple and plum trees.

New York Parks.

Public park lands owned by New York city are appraised at $489,989,000, as follows: Central, $236,500,000; City Hall Park, $31,196,000; Battery Park, $16,527,500; Bryant, $22,550,000; Riverside Park, $15,152,000; Manhattan Square, $11,275,000; Van Cortlandt Park, $13,250,000; Bronx Park, $8,611,900; Pelham Bay Park, $5,775,000; Prospect Park, Brooklyn, $33,600,000.

Pear, Plum and Prune Production.

The United States Department of Commerce, through the bureau of the census, announces, subject to correction, the following preliminary figures from the 1920 census of agriculture for the United States, with comparative figures for the preceding census:

There were 14,204,265 bushels of pears produced in 1919, an increase of 60.7 per cent compared with 1909, with California leading with 3,952,923, and New York following with 1,830,237 bushels. The number of pear trees capable of producing totaled 14,647,412, representing a decrease of 524,112 trees. The number of pear trees not of bearing age in 1919 amounted to 6,052,247, a falling off of 31.3 per cent.

No separate figures can be given for plums and prunes, the total crop amounting to 19,083,942 bushels, an increase of 23.3 per cent. California, Oregon, Washington and Idaho produced 87.1 per cent of the crop, the first state mentioned leading with 13,200,805 bushels, Oregon following with 2,151,864 bushels. Trees of bearing age amounted to 20,452,293, a decrease of 12.8 per cent. There were 9,375,268 plum and prune trees not of bearing age, a gain of 35.4 per cent.

Los Angeles Show.

The California flower show and horticultural exhibition held at Exposition park, Los Angeles, October 20-26, as previously announced in our issue of October 29, page 722, was considered the largest, costliest and finest ever staged west of Chicago, covering at least 10 times the area of any previous show in the same section of the country. Every horticultural industry in the state was represented, comprising roses and avocados from the coast regions and date palms from the Imperial and Coachella Valleys. Thirty-one cups and over $3,000 in cash prizes were distributed to the exhibitors.

The sunken gardens, occupying seven acres, which were to be abandoned at the close of the show, will undoubtedly become a permanent feature of the park if a resolution passed by the California Association of Nurserymen is indorsed by the park commission. It was pointed out that if the plants were permitted to remain in the gardens and other new, or little known varieties sent in, a public testing ground would be created. As outlined by John C. Bodger, a director of the association, the California department of forestry and agriculture would have suitable acreage to test plants unknown to that region.

The grand sweepstakes cup was awarded to Howard & Smith for the Wee Hoose Mang the Heather, a bit of old Scotland tucked away in one corner of exposition park. It is an old sod shanty, with sunken gardens, a calf lot, a family of little ducks swimming in the pond, and various other homelike touches.

F. Lichtenberg was awarded first prize for his exhibit in the decorated dinner table class. His display was a huge centerpiece consisting of a basket of mixed fruits almost hidden by brilliant marigolds, asters and other yellow and orange tinted flowers.

One of the most interesting exhibits in the nurserymen's department was a plot of espaliers arranged by John Finken, of The Palms. He showed in detail how young apple, pear, plum, peach and other fruit trees may be trained in U or fan shapes, to be attached to trellis or garden wall. It is a space conservation plan much practiced in England and France, and one which is gradually finding favor here as home grounds become more crowded and the demand for a little fruit lot at every home increases.

The Los Angeles Sunday Times of October 16 carried a remarkable 24-page supplement mostly devoted to the exposition. Especially noteworthy are the illustrations of Howard & Smith's big rose garden, palms and box trees of Wilcox & Co., asters of Bodger and Frey's freesias. All pages carry liberal advertisements of the seedsmen and florists in that section, with portraits of the officers of the organization and others prominent in the trade.

The Barclay Nursery
Importers and Growers of
Seeds, Bulbs, Plants, Trees, Vines, Shrubs and All Hardy Perennials.
All Kinds of Decorative Plants.
Our Specialty — Everblooming Hardy Roses, Boxwood and Rhododendrons.
60 Barclay St., 14 West Broadway and 62 Vesey St., New York
Telephone: Cortlandt 1518

STAR BRAND ROSES
"American Pillar" and nearly every other good hardy climber.
Send for our list.
The CONARD & JONES CO. WEST GROVE PENNA.
Robert Pyle, Pres. Ant. Wintzer, Vice-Pres.

Specimen Xmas & Easter Plants
Exceptionally Well Grown
BUDDLEIA Asiatica, 3-6 ft., $1.50-$5 each. HEATHER Melanthera, 2-4 ft., $2.50-$6 each. ACACIA Longifolinm, $5-$10 each. Standard and Bush GENISTAS, $2.50-$6 each. BOUGAINVILLEA Sanderiana — Pyramid and Globes, $2-$8 each. HYDRANGEAS, Mixed French Variety, 15-25 branches, $2-$3 each. HYDRANGEA Trophie, the best red, 15-20 branches, $2.50-$3.50 each. CROTONS, Choice Broad-Leaf Varieties, 4½-in., $75 per 100. DEUTZIA Gracilis, 6- and 7-in. pots at $50 per 100. All stock in A1 condition. Cash with order or satisfactory reference.
A. L. MILLER, Jamaica, N. Y.

BECOME A LANDSCAPE ARCHITECT
Dignified, Exclusive Profession not overrun with competitors. Crowded with opportunity for money-making and big fees. $5,000 to $10,000 incomes attained by experts. Easy to master under our correspondence methods. Diploma awarded. We assist students and graduates in getting started and developing their businesses. Established 1916. Write for information: it will open your eyes. Do it today.
American Landscape School, 11-J, Newark, New York

HILL'S CHOICE NURSERY STOCK

Evergreens for Lining Out.

		Inch	100	1000
Abies Ts. Canadensis	x	6—8	$18.50	$175.00
Abies Concolor	x	6—8	22.50	.....
Abies Veitchii	o	2—4	10.00	90.00
Biota Orientalis	x	10—12	11.00	100.00
Buxus Sempervirens	x	6—8	20.00	.....
Cedrus Atlant. Arg.	o	2—4	9.00	80.00
Cedrus Deodara	o	4—6	10.00	90.00
Cedrus Libani	o	2—4	9.00	80.00
Ginko Biloba	o	10—12	8.00	70.00
Juniperus Canadensis	o	6—8	10.00	90.00
Junip. Sabina Horiz	x	6—8	32.00	.....
Juniperus Virginiana	xx	12—18	25.00	225.00
Picea Alba	x	8—10	12.00	110.00
Picea Canadensis	xx	10—12	40.00	.....
Picea Excelsa	xx	12—18	17.50	165.00
Picea Pungens	x	8—10	16.50	155.00
Pinus Austriaca	xx	10—12	30.00	.....
Pinus Excelsa	o	2—4	10.00	.....
Pinus Mugho	x	6—8	20.00	.....
Pinus Ponderoe	xx	10—12	20.00	.....

		Inch	100	1000
Pinus Strobus	xx	12—18	$20.00	$.....
Pinus Sylvestris	xx	10—12	20.00	.....
Retinospora Filifera	x	6—8	22.50	.....
Retinospora Plum. Aurea	x	6—8	25.00	.....
Taxus Canadensis	x	10—12	20.00	.....
Taxus Cuspidata	x	6—8	35.00	.....
Thuya Occidentalis	xx	12—18	20.00	190.00
Thuya Occi. Compacta	x	6—8	18.50	175.00
Thuya Douglassi Aurea	x	6—8	32.50	.....
Thuya Doug. Pyramidalis	x	6—8	25.00	.....
Thuya Elwangeriana	x	6—8	25.00	.....
Thuya Globosa	xx	10—12	50.00	.....
Thuya Globosa Nova	x	6—8	30.00	.....
Thuya Hoveyl	x	6—8	25.00	.....
Thuya Plicala	x	6—8	25.00	.....
Thuya Pyramidalis	x	6—8	20.00	.....
Thuya Spicata Alba	x	6—8	32.50	.....
Thuya Wareana Siberica	x	6—8	25.00	.....
Thuya Woodwardi	x	6—8	50.00	.....
Thuya Biota Orientalis	x	10—12	11.00	100.00

Specimen Evergreens
Send for Complete Catalog.

Shrubs and Deciduous Trees
Large assortment of choice varieties.

Window Box and Tubbing Evergreens
See special advertisement in this paper.

Understocks for Grafting Conifers

		Inch	100	1000
Juniperus Virginiana	Sdl.	6—8	$ 4.50	$ 37.50
Picea Excelsa	x	8—10	7.50	65.00
Thuya Orientalis	x	6—8	8.00	75.00
Thuya Occidentalis	x	8—10	7.00	60.00
ROSE STOCK.				
Rosa Canina—No. 1 Grade			$2.75	$17.50

Each X indicates one transplanting. O indicates never transplanted. 50 of same variety and size at 100 rate; 500 at the 1000 rate.

THE D. HILL NURSERY CO., Inc., Evergreen Specialists, Largest Growers in America, **Box 404, Dundee, Ill.**

REAL BARGAINS

Cyclamen

First-class stock, consisting of the best named varieties, including red, salmon, pink, etc.

While Stock Lasts:
4-inch, at.....$25.00 per 100
3-inch, at..... 10.00 per 100

MACAWII FERNS
6-inch, elegant specimens, $1.00 each.
Cash with order. No charge for packing.

MATTHEWSON'S, Sheboygan, Wisconsin

Mention the American Florist when writing

FERNS

Good, stocky, clean stock, ready for a shift; will be shipped without pots, and will require a larger size to be potted in when received.

Boston, Scottii and Holly, 4-inch, $3.60 per doz., $25.00 per 100; 5-inch, $5.40 per doz., $40.00 per 100; 6-inch, $8.00 per doz., $60.00 per 100.

Macawii, Whitmanii and **Norwood** listed in our price list.

Ferns shipped without pots.
No charge for packing.

TABLE FERNS.
Assorted Table Ferns, including Holly, 3-inch, $1.50 per doz., $6.00 per 100.

R. VINCENT, Jr. & SONS CO.
White Marsh, Md.

Mention the American Florist when writing

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty.

Mention the American Florist when writing

Elmer D. Smith & Co.

ADRIAN, MICH.

Chrysanthemum Specialists

Catalogue Free.

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Seasonable Stock

Asparagus Sprengerii, 1½ in., $3.50 per 100, $30.00 per 1,000; 2½ in., $5.00 per 100, $45.00 per 1,000; heavy 4 in., $15.00 per 100; heavy 5 in., $25.00 per 100.

Bougainvillea, Glabra Sanderiana, 2½ in., $10.00 per 100; 3 in., $20.00 per 100; 5 in., $75.00 per 100 specimens; 6 in., $100.00 per 100 specimens.

Begonias, large leaved, in variety, 2½ in., $8.00 per 100.

Cineraria, Dwarf Hybrids, 2½ in., $5.00 per 100, $45.00 per 1,000.

Euonymous Argentia, grand for dishes, 3 in., $20.00 per 100, $150.00 per 1,000.

Fern Dish Ferns, best varieties, 2¼ in., $5.00 per 100, $40.00 per 1,000.

Fern, Boston, 2¼ in., $6.50 per 100, $60.00 per 1,000; 3 in., $10.00 per 100, $80.00 per 1,000; 4 in., $25.00 per 100; 5 in., $50.00 per 100.

Genista, Racemosus, well trimmed, 4 in., $20.00 per 100.

Hydrangea, good French varieties, 2½ in., $6.50 per 100, $60.00 per 1,000; 4 in., $20.00 per 100; 5 in., $30.00 per 100; heavy field grown specimens, 8 to 10 shoots, fine for specimen tubs, $7.00 per dozen, $50.00 per 100.

The Storrs & Harrison Co., Painesville, Ohio

Mention the American Florist when writing

CARNATIONS

F. Dorner & Sons Co.

Lafayette, Ind.

Mention the American Florist when writing

Abundance of Stock

	100	1000
2¼-inch Asparagus Sprengeri	$ 5.00	$45.00
2¼-inch Calendula Orange King	4.50	40.00
2¼-inch Snapdragons, 5 varieties	5.00	45.00
4 -in. Ferns, 6 varieties	25.00	
Vinca Variegata, large field grown	10.00	95.00

Liberal extras. Correspondence solicited

ALONZO J. BRYAN,
Wholesale Florist, Washington, New Jersey

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REX BEGONIAS

3-inch, $2.00 per dozen.

GERANIUMS (Our Specialty)
Nutt, Buchner, Ricard, Poitevine, Viaud
Good short jointed plants from 2-inch pots, at $3.50 per 100; $35.00 per 1000.
We ship safe anywhere

Elmer Rawlings, Wholesale Grower, ALLEGANY, N. Y.

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CYCLAMEN

We must have room and offer for one week,
2,500 2¼-in. Cyclamen, at $10.00 per 100
$90.00 per 1000.
3,000 2-in. Cyclamen, at $20 and $25 per 100
1,000 4-in. Cyclamen, at $40.00 per 100.

Ask for our prices of Easter Greeting
Pelargoniums and Ferns.

GEO. A. KUHL, Wholesale Grower PEKIN, ILL.

Mention the American Florist when writing

Market Gardeners

Vegetable Growers' Association of America.

Louis F. Miller, Toledo.O., President; H. A. Dooley, Cleveland, O., Vice-President; S. W. Severance, Louisville Ky., Secretary; H. J. Cheney, Grand Rapids, Mich., Treasurer. The next annual meeting will be held at Albany, N. Y., November 1-5, 1921.

FRUIT shipments totaling 7,132 tons passed through the Panama canal during the eight months' period ending August 31, nearly 6,000 tons originating on the Pacific coast of the United States.

THE Seabrook Farms Co., four miles north of Bridgeton, N. J., on the Camden state road, devotes 1,000 acres to trucking, with 200 acres equipped with Skinner's overhead irrigation. Six Lord & Burnham houses, each 60x300 feet are devoted to vegetable crops requiring an expenditure of $500 annually for bees used in pollination. Cold frames cover two acres.

Prices of Indoor Fruits and Vegetables.

Chicago, November 1.—Cucumbers, two dozen box, $2.50 to $2.75; leaf lettuce, per two dozen box 10 cents; radishes, 40 to 50 cents per dozen bunches.

New York, October 27.—Cucumbers, $1 to $1.50 per basket; mushrooms, per three-pound basket, 75 cents to $1.65; radishes, 100 bunches, $1 to $2.

Fruits and Vegetables from Europe.

Receipts of fruits and vegetables from Europe at New York recently, included: Horseradish from Germany; grapes and endive from Denmark; onions, figs and grapes from Spain, and chestnuts from Italy.

The first shipment of greenhouse grapes was received from Belgium last week, being of excellent quality and more than twice the size of Concords, bringing 40 to 50 cents per pound, wholesale. A consignment of 12,850 kegs of white table grapes received from Almeria, Spain, were sold at $12.50 to $14.50 per keg, each keg containing about 45 pounds. A shipment of 60,325 kegs of grapes from Almeria is expected at an early date. About 25,000 kegs of grapes remain on the New York market, unsold. Spanish figs amounting to 3,000 boxes brought seven cents a pound. Eleven thousand crates of onions have been received and 16,250 packages of onions are expected soon from the Province of Valencia, Spain.

Vegetable Movement.

WEEK OF OCTOBER 24-29.

Potato values continue to decline because of a heavily supplied market, 7,821 cars having been shipped during the week. New York round whites declined 25 cents per 100 pounds in eastern markets, closing at $2 to $2.15. Colorado and Idaho white varieties have been sold to jobbers at $1 to $1.25. Maine Green Mountain potatoes have also fallen off in value.

Onion movement has decreased 195 cars, with prices being maintained at previous high levels, except at Chicago, where California yellow varieties were in poor demand at $4.50 to $5 per 100 pounds. Eastern Yellow Globes were firm at seaboard markets, bringing $5 to $5.75.

Cabbage demand has decreased considerably, New York Danish type bringing $26 to $28 per ton to growers. In city markets values declined $5. The same condition holds true in western centers, in spite of a falling off in movement.

Apple shipments have fallen off about 1,000 cars, the supplies of previous weeks, causing slightly reduced prices. Baldwin apples from New York were firm in eastern centers, closing at $7 to $7.50 per barrel. Northwestern extra fancy boxed Jonathans declined at Chicago to $2.35 to $2.90.

Sweet potatoes continue to decline, a loss of 75 cents per barrel being noted in Chicago on Virginia yellow varieties, and a loss of 25 cents in New York. Tennessee Nancy Halls declined 75 cents to $1 per bushel in middlewestern markets.

Cauliflower from Long Island is in excellent demand in eastern markets.

Florida cucumbers have been sold to Philadelphia jobbers at $4 to $4.50 per bushel.

New Jersey and Massachusetts cranberries advanced $2 to $2.50 per barrel bringing $15 to $17 in Chicago and Cincinnati.

St. Louis, Mo.

CONTINUED IMPROVEMENT IN BUSINESS

Business has been exceptionally good the past week, with stock of good quality arriving in quantities. Outside flowers are about finished, only a few cosmos and dahlias coming in. Gladioli had their best season on record. The greenhouse material is arriving in excellent condition. Chrysanthemums of very good quality are arriving daily, and sell well. All types are to be had from the smallest cut or pot pompon to the large incurved type. The demand for large blooms seems to be decreasing, and the smaller types taking their places. Pot plants are easily disposed of and are bringing good prices. Richmond and Sun Glow are about the best yellows; Polly Rose and Early Frost, the best whites. There are several good pinks also. Roses are of excellent quality. Premier are among the best and have been arriving with 36-inch stems and large well-formed blooms. These are easily disposed of at good prices. Mrs. Chas. Russell and Columbia are both running a good second. Crusader, Ophelia and Sunburst are coming in in good quality, while Butterfly, Ward, Milady and White Killarney are much improved. A few Nesbit and Cecile Brunner are seen, but the demand is not good. Carnations are of good quality, but there is still room for improvement. Their stems are much longer than they have been but the blooms are not so well formed. Snapdragons are making their appearance for the winter, and are of very good quality. Cattleyas are meeting a brisk demand and clean up daily, C. labiata being the chief variety. Cypripediums are coming in in small lots and are easily sold. They are very attractive. Lily of the valley is on the market in large lots and easily cleans up. Asparagus sprengeri and plumosa are arriving in good quality and find a ready market. Calendulas sell well because of their attractive colors. Pot ferns are bringing good prices, and begonias are still seen, having had a very successful season.

NOTES.

Grimm & Gorly are enjoying an excellent trade, especially in cut flowers. Chrysanthemums are the chief item and they are quickly disposed of.

The arrival of Marshal Foch and General Pershing, November 2, stimulated a considerable demand for designs and corsages.

Most of the small florists' shops about the city had many attractive Hallowe'en decorations in their windows.

The large department stores all have floral departments now and are doing a good business.

The St. Louis Wholesale Cut Flower Co. reports business has been exceptionally good. J. K. M.

Boston, Mass.

NO IMPROVEMENT IN MARKET.

There has been no change in the market from a week ago, as there is still over supply of all stock coming in. The chrysanthemums are more plentiful out of town this year than for some few years past, which condition is reflected here. The wholesalers who are the chief source of supply for the out-of-town retailers are not buying chrysanthemums this year as they have in the past. The local retailers are evidently not doing the business this autumn that was anticipated earlier in the season, the result being the poorest market which this city has experienced at this season of the year, since pre-war days. Carnations seem to move out with more regularity than any other stock though they do not bring a price in proportion to the quality. Roses are exceptionally hard to sell in any quantity, long special stock going at times as low as six and eight cents. Orchids are holding their own, good flowers selling at $12 a dozen. There has been no quotable change in prices on other stock. Some very fine specimen chrysanthemum plants are also going begging.

Visitors: C. F. Baker, Sr., and son, Utica, N. Y.; A. M. Schleyer, Fredericton, N. B.

Miscellaneous Stock

Cleveland Cherries, field.....25c, 35c, 50c
Xmas Peppers, 4 in 15c
Primula Obconica, 3 in.....10c
Primula Obconica, 4 in.....20c
Cyclamen, 4 in.....40c
Stevia, dwarf, 2 in. 4c
Forget-Me-Nots, 2 in., winter-flowering...4c
Per 100
1000 **Matchless Carnation** plants.....$10.00
1000 Hardy **Phlox,** all colors..... 10.00
Sprengeri, 2 in..... 3.00
Swainsona, 3 in..... 10.00

Rosendale Greenhouses
DELANSON, N. Y.

Multiflora Japonica Rose Seedlings

Best American Rose Stock for Budding and Grafting.
New England grown, well rooted.
No. 1. 4-6 mm .....$15.00 per 1000
No. 2. 2-4 mm ..... 10.00 per 1000
Ready for delivery after November 1st.

C. R. BURR & COMPANY, - Manchester, Conn.

Ready Reference Section

15 CENTS, NET, PER LINE

ASPARAGUS.

Asparaus Sprengeri, 1½-in., $3.50 per 100; $30.00 per 1,000; 2½-in., $5.00 per 100; $45.00 per 1,000; heavy 4-in., $15.00 per 100; heavy 5-in., $25.00 per 100. The Storrs & Harrison Co., Painesville, O.

Asparagus Sprengeri, 2½-in., 4½c each. ODOR GREENHOUSES, Iola, Kan.

ASPLENIUM.

Asplenium Nidus Avis (Bird's Nest Ferns), good strong, healthy stock, 3-in. pots, 35c; 4-in., 75c; 5-in., $1.50. Packing material charged for at cost. Wm. K. HARRIS, 55th and Springfield Ave., W. Phila., Pa.

BEGONIAS.

Begonias. Luminosa, Prima Donna and Gloire de Chatelaine. 2-in., $3.00 per 100, $27.50 per 1000; 3-in., $6.00 per 100, $50.00 per 1000. R. Vincent Jr. & Sons Co., White Marsh, Md.

Begonias, large leaved, in variety, 2½-in., $8.00 per 100. The Storrs & Harrison Co., Painesville, O.

BOUGAINVILLEA.

Bougainvillea, Glabra Sanderiana, 2½-in., $10.00 per 100; 3-in., $20.00 per 100; 5-in. specimens, $75.00 per 100; 6-in. epecimens, $100.00 per 100. The Storrs & Harrison Co., Painesville, O.

Bougainvillea Sanderiana, pyramid and globes, $2.00 to $10.00 each. A. L. MILLER, Jamaica, N. Y.

CALENDULAS.

Calendulas. Selected true Double Orange King, 2¼-in. pots, $6.00 per 100, $50.00 per 1,000. ROMAN J. IRWIN, 43 West 18th St., New York.

CALLAS.

CALLA BULBS.

Calla Aethiopica, the popular white calla, clean, eound bulbs, all with crown shoots.

Size Diameter	Per 100	Per 1000
1¼ to 1½-inch	$ 6.00	$ 50.00
1½ to 2 -inch	8.00	75.00
2-inch and up	15.00	125.00

Satisfaction guaranteed.

SEVIN-VINCENT CO.
512 Washington St. San Francisco, Calif.

CANNAS.

Canna, The President. Strong; vigorous, healthy grower. Strong two to three-eye divisions, $8.00 per 100, $75.00 per 1,000. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

CARNATIONS.

2,000 Enchantress, $8.00 per 100; $75.00 per 1,000.

NIC REDING
6731 Ridge Ave. Chicago

Carnations. Write for price list of latest varieties. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

Chrysanthemum stock plants in the following early varieties now ready at $10.00 per 100: Smith's Advance (white), Smith's Yellow Advance, Rosiea, October Frost, Sunray (1919), Smith's Sublime (1919), Unaka, Oconto and Chrysolora. ELI CROSS, 150 Monroe Ave., Grand Rapids, Mich.

Chrysanthemum novelties for 1921. Preliminary list free. Elmer D. Smith & Co., Adrian, Mich.

CYCLAMEN.

CYCLAMEN GIGANTEUM
SEED NOW READY

Glory of Wandsbek, dark and light shades of salmon.
Daybreak, delicate shade of salmon.
Brilliant Red, large and fine.
Pure White, extra select.
White—Pink Eye, very large and fine.
Rosea Superba, deep shell pink.
Rose of Marienthal, light pink, dark eye.
Magnifica, dark rosy pink, very fine.
Lavender, very beautiful.

Above varieties, $12.00 per 1,000 net.
For novelties, price list and cultural directions, sent on application.

J. A. PETERSON & SONS
Westwood, Cincinnati, O.

Cyclamen, for one week only. 2¼-in., $10.00 per 100; $90.00 per 1,000. 3-in., $20.00 and $25.00; 4-in., $40.00 per 100. Geo. A. Kuhl, Pekin, Ill.

Cyclamen. See our epecial offer of 3-in. and 4-in. in our display add on page 801. MATTHEWSON'S, Sheboygan, Wis.

DAISIES.

Daisies: Bellis Montrosa, pink or white; also Longfellow and Snowball. Fine strong plants, $3.00 per 1000. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

DRACAENAS.

Dracaena Indivisa. Field-grown, ready for 4 and 5-in. pots, $12.00 per 100. Stronger plants, $20.00 and $25.00 per 100. 2¼-in. pots, $6.00 per 100. ROMAN J. IRWIN, 43 W. 18th St., New York.

FERNS.

BOSTON FERNS.
Good, strong bushy stock.

5-in.	$0.40
6-in.	.75
7-in.	.90
10-in.	2.00

Packing charges free.

DAVIS FLORAL CO.
Davenport, Ia.

Ferns. Bostons and Scotti. Exceptionally strong, clean, pot grown stock for immediate shipment. For sizes and prices see advertisement elsewhere in this issue. R. Vincent Jr. & Sons Co., White Marsh, Md.

ERICAS.

ERICAS.
Buy Now for Christmas Trade.

Perfectly budded, the best we ever had. 50 degrees during the day and 60 during the night will bring them in full bloom for Christmas. They are now all housed and the pots and plants have been advanced so far that we are compelled to advance our prices accordingly.

	Doz.	Larger, Doz.
Pres. Carnot, pink trumpet, from 4½-in.	$ 9.00	$12.00
Pres. Felix Faure, bright pk. trumpet, 4½-in.	9.00	12.00
Pres. Felix Faure, bright pk. trumpet, 6 and 6½-in.	15.00	18.00
Hielana, new orange trumpet, 4½-in.	9.00	12.00
Globular flowers:		
Regerminans, lavender, best Xmas variety for basket work, 4½-in.	9.00	12.00
Regerminans, lavender, best Xmas variety for basket work, 3-year-old plants	18.00	24.00
Ovata, pink, 5-in.	9.00	12.00
Fragrans Melanthera, heavily budded, best for Xmas, 4½-in.	9.00	12.00
Fragrans Melenthera, heavily budded, best for Xmas, 3-year-old plants	18.00	24.00

Fragrans Melanthera, heavily budded, best for Xmas, extra fine specimens, $36, $48 and $60 per dozen.

Fragrans Melanthera, heavily budded, best for Xmas, 5-year-old plants, $6 to $10 each.

We can furnish up to 500 of any of the above varieties.

Easter Varieties. We offer the following varieties, which can be carried in a cold house like Azaleas, for immediate shipment. 4½-in., $9.00, larger $12.00 per dozen.

Perfecta, pink, Persoluta Alba, Persoluta Rosea, King Edward VII, salmon pink, Cupressina, shell pink, Translusens, red.

Specimens of above, $18, $24 and $36 per dozen.

Three per cent of amount of bill for packing. We require cash with order from firms with whom we have not dealt before.

ANTON SCHULTHEIS
Erica Specialist,
316 19th St., College Point, N. Y.

FERNS.

Table ferns, standard varieties, 2¼-in., $5.00 per 100.

HENRY SMITH FLORAL CO., INC.
Grand Rapids, Mich.

Ferns of fine quality. For varieties and prices see advertisement on front cover page of this issue. F. R. Pierson, Inc., Tarrytown, N. Y.

500 4-in. pot grown Bostons, 100 4-in. Verona, at $20.00 per 100. Cash please. EDGAR EASTERDAY, Nokomis, Ill.

Hardy Ferns, Ill. descriptiive list mailed. L. MOSBAEK, Ferndale, Askov, Minn.

FORGET-ME-NOTS.

Forget-me-not. Alpestris Victoria, hardy dwarf, blue; strong plants, $4.00 per 1000. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

FREESIAS.

FREESIA PURITY BULBS.

Fresh, plump bulbs, true Fischer's Purity and of heavy-flowering, strong stemmed type. Satisfaction guaranteed.

7-16-in. to ½-in. .....$ 5.00 per 1000
½-in. to ⅝-in. ..... 8.00 per 1000
⅝-in. to ¾-in. ..... 14.00 per 1000
¾-in. and up..... 22.00 per 1000

SEVIN-VINCENT CO.
512 Washington St., San Francisco, Calif.

GERANIUMS.

Geraniums, Nutt Buebner, Ricard, Poitevine and Viaud. Good short jointed plants. 2-in., $3.50 per 100; $35 per 1,000. Elmer Rawlings, Allegany, N. Y.

Geraniums, rooted cuttings only, send for prices. ALBERT M. HERR, R. F. D. 8, Lancaster, Pa.

GREENS.

Decorative Greens. Magnolia leaves, beech and oak sprays. Write for samples and prices. The Decorative Greens Co., Kinston, Ala.

HYDRANGEAS.

Hydrangea Trophie, pot grown. 15-20 branches, $2.50 to $3.50 each. A. L. MILLER, Jamaica, N. Y.

IMMORTELLES.

Immortelles. Ready for immediate shipment; red, blue, white, purple, yellow. C. J. Speelman & Sons, 470 Greenwich St., New York.

IRISES.

IRISES.

87 varieties, true to name; nice young stock, special prices, write for list. GILBERT H. WILD, Sarcoxie, Mo.

IVIES.

Hardy English Ivy. Exceptionally good stock. 2-in., $2.75 per 100, $25.00 per 1000; 3-in., $3.75 per 100, $35.00 per 1000. R. Vincent, Jr. & Sons Co., White Marsh, Md.

LILY OF THE VALLEY.

Valley pips. From cold storage. $30 per 1,000; $16 per 500; $8 per 250; $4 per 100. H. N. Bruns, 3032-42 W. Madison street, Chicago.

German Lily of the Valley. Choicest strains. International Bulb Co., 185 Duane St., New York.

NARCISSI.

Double Narcissus Von Sion. Large single nosed bulbs, $18 per 1000; planting size, $9 per 1000. Immediate delivery. C. J. Speelman & Sons, 470 Greenwich St., New York City.

ORCHIDS.

HASSALL & CO., orchid growers and raisers. Southgate, London, England. Cattleyas. Laelio-Cattleyas our specialty. One trial order solicited.

PRIMULAS.

Primula obconica, 2½-in., good strong plants at $6.00 per 100; $55.00 per 1,000; 4-in. at 25c; 5-in. at 50c; 6-in. at 75c; Malacoides, 2½-in., $5.00 per 100.

HENRY SMITH FLORAL CO., INC.
Grand Rapids Mich.

PRIVET.

Privet, Ibota and Amoor North River, $6.00 per 1000. ODOR GREENHOUSES, Iola, Kan.

ROSES.

Multiflora Japonica Rose Seedlings. Best American Rose stock for budding and grafting. 4-6 mm., $15.00 per 1,000; 2-4 mm., $10.00 per 1,000. C. R. Burr & Co., Manchester, Conn.

FRANK W. DUNLOP
The 1920 Wonder!
Own-root stock ready for immediate delivery.
$35.00 per 100; $300.00 per 1,000.
CHARLES H. TOTTY CO.
Madison N. J.

Roses. 2-year-old field-grown for forcing. Ask for complete list. Shipping now. ROMAN J. IRWIN, 43 W. 18th St., New York.

Home Grown Stock

Greatly Increased Demand

Because of the Federal embargo against the importation of most kinds of Garden Plants, Roots and Bulbs, home grown stock is now in greatly increased demand.

If you have any to offer or are likely to have it soon, advertise in these columns now.

SEEDS.

Seed. Cyclamen. Best English and German strain, separate colors. Salmon-Wandsbek and Salmon King. $15.00 per 1,000. All other colors, $12.00 per 1,000. S. S. SKIDELSKY & CO., 50 Park Place, New York.

Seeds. Flower in all seasonable varieties. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co., 516-518 Market St., Philadelphia, Pa.

Seeds. Pedigree and selected stocks of rutabaga, turnip, cabbage, Savoy cabbage, beet and mangel; flower seeds. Write for special prices. Kelway & Sons, Langport, Eng.

Seeds. Sweet peas, Spencer's grandiflora, etc. Asters and flower seeds in general. Tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds. The largest French cultures of Primulas. Ask for prices 1921 crop. Malacoides, $22.69 per lb. JH. PAQUET, bd., Magnan Nice (France).

SEEDS.

Seeds Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seed. Garden beans. Growing contract offer for fall delivery mailed upon request. Henry Berrien Fish, Carpinteria, Calif.

Seeds. The Kenilworth Giant Pansy. For varieties and prices see display advertisement elsewhere in this issue. Chas. Frost, Kenilworth, N. J.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seed. Cyclamen. For varieties and prices see advertisement on front cover page of this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

Seeds. Specialties: Pepper, eggplants, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seeds. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seed growers for the trade. Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Peas, beans corn and vegetables of all kinds in quantity and highest quality. Jerome B. Rice Seed Co., Cambridge, N. Y.

Seeds. Specialties: Lettuce, onion, sweet pea, aster cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seed. Lawn mixtures and field, wholesale. Write for prices. Atlantic Grass Seed Co., 46 W. Broadway, New York.

Seeds. Vegetable and flower of all kinds. New price list mailed on request. Sluis & Groot, Ltd., Enkhuisen, Holland.

Seeds. Flower and Garden seeds. Sweet pea and nasturtium a specialty. Routzahn Seed So., Arroyo Grande, Calif.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seeds. Choice sweet peas, nasturtium and flower. L. D. Waller Seed Co., Guadalupe, Calif.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

SEEDS.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Seed. For the wholesale trade only. Brasian Seed Growers' Co., San Jose Calif.

Garden Seeds. All varieties. I. N. Simon Son, 438 Market Street, Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

SMILAX.

Southern Wild Smilax, $7.50 per case. The E. F. Winterson Co., 166 N. Wabash Ave., Chicago.

STRAWFLOWERS.

Strawflowers, helichrysum and statice. Wholesale or retail. Send for one dollar sample and prices. LITTLE RIVER PLANT AND FRUIT FARM. Office, room 3, Colonial Bldg., Marinette, Wis.

STOCKS.

Stocks. Beauty of Nice, 2¼-in. pots, $7.50 per 100, $66.00 per 1000. White, lavender, shell-pink, rose-pink, lilac and purple. ROMAN J. IRWIN, 43 W. 18th St., New York.

STOCK WANTED.

Chicory roots. By the thousand at once. Warren Shinn, Woodbury, N. J.

SWEET PEAS.

Yellow Sweet Peas. See display advertisement elsewhere in this issue. McClenahan Greenhouses, 40th and Philips streets, Oklahoma City, Okla.

TULIPS.

Darwin tulips. For varieties and prices see advertisement on front cover page of this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

ASPARAGUS ROOTS.

FIVE AND EIGHT YEAR OLD FORCING ASPARAGUS ROOTS. Will produce luscious asparagus this winter in your greenhouses and cellars. Order now for fresh asparagus for winter. Price for 5-year roots, $1 per doz., $5 per 100. 8-year roots, $2 per doz., $8 per 100.

WARREN SHINN
Woodbury N. J.

MISCELLANEOUS.

Seed packets for 1921. All packet sizes and larger bags up to two pounds or more, also catalogues, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Concrete bench legs, 16-in. high. Shipment made from our Joliet plant at Joliet, Ill. Write for particulars and prices. DAVIS-JOLIET CO., Davenport, Iowa.

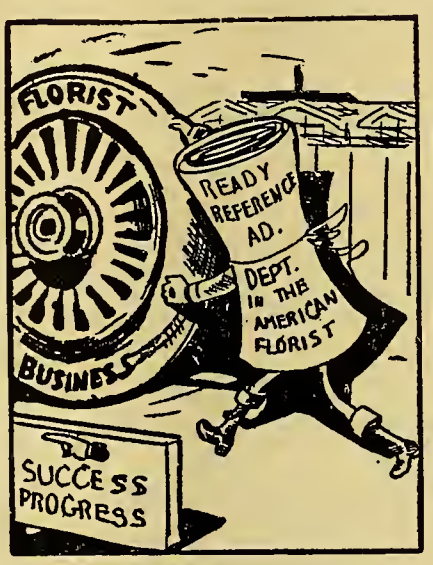
MISCELLANEOUS.

Miscellaneous stock of all kinds. For varieties and prices see display advertisement elsewhere in this issue. Rosendale Greenhouses, Delanson, N. Y.

Genuine waterproof crepe paper. All colors. Doz. rolls, $3.75; 100 rolls, $30.00; 1000 rolls, $290.00. E. F. Winterson Co., 166 N. Wabash Ave., Chicago.

Gold letters of best quality. Prices greatly reduced. Write today for samples and prices. J. Lichtenberger, 1560 Avenue A, New York.

Meyer's Green Florists' Thread is the best for all florists' purposes. Write for prices. John C. Meyer, Florist Thread Works, Lowell, Mass.



It Puts Its Shoulder to the Wheel.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, O.

1,000 letterheads and 1,000 envelopes, $8.50. Good stock. Cash please. Gorham Printery, Inc., 542 S. Dearborn St., Chicago.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

MISCELLANEOUS

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Dreer's Peerless Glazing Points. Write for samples and price. Henry A. Dreer, 713 Chestnut St., Philadelphia, Pa.

Peach trees, roses and evergreens a specialty with us. Write for prices. SOUTHERN NURSERY CO., Winchester, Tenn.

Giblin greenhouse boilers. Lets the florist sleep. Write for catalogue. Giblin & Company, Utica, N. Y.

Florist specialties and supplies of every description. Sam Seligman, 116 W. 28th St., New York.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $2.50; 50,000, $11.00. W. J. Cowee, Berlin, N. Y.

Greenhouse Boilers. Kroeschell Bros. Co., 452 Erie St., Chicago.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia, Pa.

CARNATION STAPLES.

Carnation staples, 35c per 1,000; 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c, 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

FERTILIZERS.

HARDWOOD ASHES AT PRE-WAR PRICES.
Have been instructed by the Ash Gatherers of Ontario to sell 30 cars of 30 tons each. It will pay you to buy a car at once and store till spring. GEO. STEVENS, 364 Mark St., Peterborough, Ont., Canada.

Magic fertilizers for the florist. Write for prices. Chicago Feed and Fertilizer Co., 809 Exchange Ave., U. S. Yards, Chcago.

Thomson's celebrated manure. Sold by all dealers or from sole makers, William Thomson & Sons, Ltd., Clovenfords, Scotland.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Wizard Brand Manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

FLORISTS' SUPPLIES.

Florists' supplies; baskets, chiffons and novelties. Write or wire your orders. Will ship same day order is received. Pittsburgh Cut Flower Co., Pittsburgh, Pa.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

FLORISTS' SUPPLIES.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia, Pa.

Everything in florists' supplies and staples. The McCallum Co., 137 Seventh St., Pittsburgh, Pa.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moniger Co., 908 Blackhawk St., Chicago.

Greenhouse glass, paint and putty. Hooker's Dolesco brand. Big stock, priced right, good brands. H. M. Hooker Paint & Glass Co., 551-559 W. Washington Blvd., Chicago.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2542 Sheffield Ave., Chicago.

Greenhouses, superior in construction, durable and inexpensive. Write for estimates. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber. Adam Schillo Lumber Co., 1550 Kingsbury St., Chicago.

Greenhouse construction. When you are ready to talk building, say when and where and we'll be there. Lord & Burnham Co., Chicago and New York.

Callahan cut-to-fit greenhousee. Wolf ventilating apparatus. T. J. Callahan Co., 16 So. Canal St., Dayton, O.

Greenhouse material and greenhouse hardware. Write for estimate. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

INSECTICIDES.

Hall's new nicotine fumigator. Lights quickly, burns evenly, will not go out, and its results are sure. Guaranteed 12½% pure nicotine. One lb., $1.25; 2½ lbs., $2.50, 10 lbs., $8.50. Hall Tobacco Chemical Co., 3955 Park Ave., St. Louis, Mo.

Aphine, $1 per qt., $2.50 per gal. Fungine, $1 per qt., $3.50 per gal. Vermine, $1 per qt., $3 per gal. Aphine Manufacturing Co., Madison N. J.

LABELS.

LABELS for nurserymen and florists, Benjamin Chase Co., Derry Village, N. H.

POTS AND PANS.

High grade flower pots of every description. Write for prices. Western Pottery Co., 5220-30 Norwood Park Ave., Chicago.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

POTS AND PANS.

Pots. Florists'. Prices low and quality guaranteed. The Progressive Clay Co., 9th floor, Marbridge Bldg., New York.

Florists' red pots, all sizes, moss aztec ware, fern pans, vases, etc. The Zane Pottery Co., South Zanesville, O.

Florists' red pots. Write us for prices before buying. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

WHOLESALE CUT FLOWERS.

Allen, J. K., New York.
Amling Co., E. C., Chicago.
Angermueller Co., Geo. H., St. Louis, Mo.
Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.
Berning, H. G. St. Louis, Mo.
Brenner, Edward, New York.
Budlong Co., J. A., Chicago.
Charles, Harry, New York.
Chicago Flower Growers' Ass'n, Chicago.
Coan, J. J., Inc., New York.
Doyle & Booth, New York.
Erne & Company, Chicago.
Foerster Co., Joseph, Chicago.
Ford, M. C., New York.
Ford, William P., New York.
Froment, H. E., New York.
Goldstein, I., New York.
Hart, Geo. B., Rochester, N. Y.
Hentz & Nash, Inc., New York
Holton & Hunkel Co. Milwaukee, Wis.
Kasting Co., W. F., Buffalo, N. Y.
Kennicott Bros., Chicago.
Kervan Co., The, New York.
Kessler, Wm. A., New York.
Krutchen, John, Chicago.
Kuhl, George A., Pekin, Ill.
Mackle, William, New York.
McCallum Co., Pittsburgh, Pa.
Meconi, Paul, New York.
Millang, Joseph A., New York.
Neidinger Co., Jos. G., Philadelphia, Pa.
N. Y. Cut Flower Exchange, New York.
Niessen Co., The Leo, Philadelphia, Pa.
Pierson, A. N., Inc., Cromwell, Conn.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Poehlmann Bros. Co., Chicago.
Pollworth Co., C. C., Milwaukee, Wis.
Pyfer & Co., A. T., Chicago.
Randall Co., A. L., Chicago.
Reid, Edward, Philadelphia, Pa.
Reinberg, George, Chicago.
Reinberg, Peter Chicago.
Rice Bros., Minneapolis, Minn.
Rusch & Co., Gust., Milwaukee, Wis.
Siebrecht, Geo. C., New York.
Sullivan, Dolan & Co., New York.
Tonner, O. A. & L. A., Chicago.
Totty Co., Chas. H., Madison, N. J.
Traendly & Schenck, New York.
Traveling Wholesale Florists, New York.
United Cut Flower Co., New York.
Vaughan, A. L. & Co., Chicago.
Weiland & Risch Co., Chicago.
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Thanksgiving Suggestions.

Chrysanthemum Time.

Thanksgiving Day, the first of the season's important holidays, is rapidly approaching. This fall festival gains in interest every succeeding year, and while it generally gives the store man all he can handle, it can, by individual and united effort of the trade as a whole assume much greater force as a floral holiday. Too much stress cannot be urged for individual work along publicity lines, it being greatly to his advantage in retaining old and securing new business and increasing the use of flowers in connection with the observance of the day. Well written leaflets or folders should feature the various plants suitable for room and window decoration and what a charm and life they give to the house for homecoming, especially the pot chrysanthemums now so decorative, the cut chrysanthemums for the table, either in vases or basket plateaus, the large specimen blooms suitable as gifts, the cut roses and other seasonable flowers. A word about the fernery, which may need attention, should also be included.

One of these leaflets in the hands of every customer and prospect on the store's list when they are making preparations for the day, cannot help but have its influence in a greater use of plants and flowers in connection with the event. The store should be at its very best as the market is so full of choice plants and cut flowers, particularly chrysanthemums, which are such an important factor at this time. Fern stocks were never better, and being the most popular of house plants should be featured in pot covers, jardinieres and in the wicker window boxes on stands, which are very ornamental when filled with a few ferns. Polypodium Mandiana and the bird's nest fern will add variety. Palms in various sizes, Pandanus Veitchii and Dracæna Massangeana and D. Fragrans are all symmetrical and splendid plants for stock.

Baskets of foliage and flowering plants are decorative and will be found salable. With the aid of a small vase or two concealed in the body of the basket, cut chrysanthemums and other cut flowers may be added to make them more attractive. If there is not a good stock of plants and flower baskets and other like accessories on hand they should be ordered at once, for now is the time to show them in use and to the best advantage.

Vase baskets filled with chrysanthemums with a ribbon at the handle look very decorative, particularly the large flowers, which can be shown in this manner better than in the ordinary jars. Pompons in the small baskets are attractive, all of these having a gift appearance which suggests their mission and oft times leads to sales. Many things are sold when the uses to which they can be put are made known and shown in decorative effects. This matter of showing plants and flowers in artistic arrangements should have much thought and study in the flower shop as the various decorated plants and unique color effects in well-filled baskets are sure to attract admiring attention and often bring to mind a person to whom they would make an acceptable gift, and the sale is made.

The Window Decoration.

The window should be made to do its utmost for two weeks previous to the event. It must be a Thanksgiving window in which the holiday idea is to be kept to the front and set people thinking about flowers and their indispensable use in connection with the day. Cornstalks with the partially husked ears are often used as a background with a border of field vegetables. The balance of the space is for the floral display. There should

be frequent changes, each planned well ahead of the event so that all the material shall be on hand, requiring but little time to arrange. A table top of sufficient size to look well in the space can be placed on low tressels and when covered with a white table cloth, a very good representation of a Thanksgiving table decoration in miniature may be made.

There are many ways in which this decoration may be done. With the papier mache turkey, for the end or head of the table, wreathed in flowers there is room in the center for a plateau of fruit and flowers. Two cornucopias of fruit and flowers may be linked around a slender standard which supports a basket of flowers above the line of vision. For another as a centerpiece, an all yellow or all red or pink chrysanthemum decoration will be showy and conspicuous. A window of made-up baskets of chrysanthemums, large and small, labeled "Gifts for Thanksgiving," will be sure to secure business. An exhibit of foliage and flowering plants marked, "For the Home Coming," will also prove attractive.

Boxes of flowers, some filled and open, others empty but tied up and decorated outside ready for delivery and labeled, "Thanksgiving Boxes," will help along the idea of making gifts of flowers for this occasion. In all the large cities and college communities a feature of Thanksgiving Day is the football game. The college colors can be featured in corsages and flag decorations. The business at times in flowers for these games is enormous and well worth catering to.

Next Week in the Flower Shop.

This is the season of the chrysanthemum and the most should be made of these showy flowers while they last. Feature them in every possible way; suggest their use for the dining or lunch table by low rose bowls filled with pompons, and a few autumn leaves, the arrangement placed in the center of a small table on a doily. An inscription, "for the lunch or dinner table," will help make sales. High handled vase baskets that will not easily topple over, holding a dozen large blooms, can be most effectively used to display chrysanthemums in a decorative way. A little art in arangement together with a few autumn leaves will give an artistic finish that will make them much more salable than when huddled together in the old fibre jar. Placed around the store at vantage points they will add much to the decorative effect. It is this featuring flowers in various decorative arrangements that suggests to customers the many ways they may be of use to them, either as gifts to friends or to brighten the rooms at home.

Just now, when all out-doors has taken on a winter aspect, is the time to push foliage and flowering plants for use in the dwelling. Jardinieres, pot covers, plant stands and other receptacles should all be used, as plants will show to much better advantage in these decorative helps than when standing around in the red pots. In addition all this material, if well selected, is good stock to carry and will sell more readily when shown in use with the plants than by itself.

WAYS OF FEATURING FLOWERING PLANTS.

Flowering plants should always be featured with some kind of cover to conceal the pot. White paper alone, tied with a tasseled cord or tape the color of the flower, given an artistic finish that at once makes it available as a gift. Set a number of these together on a table and their chances of sale are increased 100 fold. An inscription, "Gift Plants", will at once suggest a use to the observer that might not have been in their mind before. A table with a number of small vase baskets filled with pompons or of short roses or others of calendulas, will if good use is made of the possible color effects, prove attractive and salable. Price cards are a great help as many will decide to purchase when the price is known that would hesitate to ask.

There is nothing particularly new in the above suggestion, just common sense business methods that are certain to help along the sales and create new business that otherwise would have been lost. "The Lord helps them that helps themselves" is an adage that holds good particularly in the flower shop, as there is so much that can be accomplished with plants and flowers, which, beautiful in themselves, can be made to show to so much better advantage in artistic arrangement. Various articles that do not move as they ought to should be given especial attention. Everything that has merit should be salable to one person or another and can be moved if given the proper attention.

Corsage bouquets can be pushed to advantage. If a line of these are kept made up and on view many sales will be possible that but for the suggestion would be lost. Many florists build up a trade for violets by always having a few well made bunches with ribbon and pin ready to put on, invitingly displayed. It is astonishing what a trade can be built up for any specialty if one persists in keeping it to the front.

If certain good customers do not appear so far in the season's charges or have been missed from the store, it is well to send a reminder of the shop in a few choice flowers with your compliments. If there has been some slight misunderstanding it is then very likely to be overlooked and the account again opened. A few choice flowers distributed among the best patrons occasionally is a splendid form of publicity which is sure to bring handsome returns.

Rose and lemon scented geraniums and lemon verbena are good stocks to carry at all times. A few sprigs add so much to a box of cut flowers and are always appreciated. Begonia Rex, peperomias and tradescantias in low pans, a number together, are rather distinctive and will be found salable as giving variety to plants for the table.

Get ready for Thanksgiving Day; see that there is a good stock of foliage and flowering plants, particularly chrysanthemums in flower, as they are good sellers at this time. Try and get the autumn window box filling out of the way before Thanksgiving week. Customers who have not yet sent their orders in should be seen and the importance of having the work attended

POMPON CHRYSANTHEMUMS IN SMALL VASE BASKET.

to at once before hard frost sets in explained. In most cases the order will be secured. Every box that goes from the store helps along the propaganda in making such winter decorations the custom, and shows their decorative value in the added attractiveness of the dwelling.

DINNER TABLE PLATEAU.
Chrysanthemums and Fruit.

Modern Methods in Retailing.

Take a walk through the streets in any of the large cities and note the outside appearance of the many shops devoted to the sale of the various kinds of merchandise of which they make a specialty. At the great majority of these stores the front from the pavement to the top of the cornice is most modern in architecture and coloring, while the show windows are marvels in construction, entirely of glass, set in angles and recesses which, tapering back, lead directly to the entrance, showing none of the woodwork that formerly was thought necessary and that shut off so much of the view.

The inside finish, the background for the various displays, is of the finest woods, the whole making a most advantageous setting for the store's displays, and then the beautiful way in which the various goods are featured, the original ideas in their arrangement, no two even in the same line having the same conception, using entirely different color schemes and artistic placing of their novelties. There is nothing haphazard, however, in the arrangement, the whole effect being planned and thought out well in advance. The illumination is considered most important, it must be brilliant without showing its source. On all busy streets it remains in service after the store is closed until the theatre crowds have passed on their way home.

VARYING DISPLAYS.

These inviting displays of the best the store has to offer are considered of the most vital importance by all high-class retail shops. Trained men skilled at this work are continually planning and arranging one display after another. Clothiers, men's haberdashers, hatters, milliners, gift, drug shops, furriers, etc., are constantly, in their attractively arranged windows, making a bid for the trade of the throngs that continually crowd the retail thoroughfares. The store interiors must also present a specially featured display of all the novelties and standard goods in their line. In a word, the windows must be backed up by the goods inside, where they are shown to the best advantage and in much greater variety.

The great majority of retail florists can get many ideas in store and window decoration from these prominent establishments, in which competition is very keen, and who are always on the alert for new ways of presenting their goods. Nearly everything in such stores is featured and made to look most desirable and advantageous to the visitor. The per centage of those who are attracted in to look, and who are induced to make a purchase, is considerable, and well repays the efforts made to interest them.

Retail florists should not wait for business to come, but by keeping in touch with these up-to-date methods of merchandising, and adapting them to their own use, force business by attracting visitors and as far as possible making new friends and customers to add to their store list. Probably not one in 100 of the throngs that pass the flower store in a day are customers, and the percentage is likely much higher.

BIDDING FOR BUSINESS.

It is a very interesting and profitable study, to find out the best methods to get the attention and interest of all the likely flower buyers, who pass by day after day, almost without thought or notice of the shop. A great percentage of these can be reached, but it will take bold original methods, something a little out of the common, that will so interest them that they will stop and take a look. The whole exterior of the store, with its living green-lined pavements, should be so different from other shops in the block as to create an atmosphere, an oasis as it were, which, together with the striking window decoration, will call a halt or at least a momentary glance or pause, which next time may be prolonged to a satisfying look and a reading of the short notices that are carrying your message.

The closing of the front door at night must not include the window illumination, the beautiful picture should remain as a treat to the late lecture or theatre crowds and others whose interests take them on the streets at night. H. H. Battles, of Philadelphia, Pa., one of the most successful retail florists of the country, brilliantly illuminates the elaborately decorated show windows of his two stores and also lights up the entire front of both buildings, which are side by side, with powerful electric spreading spot lights, under which both structures stand out in a most striking manner, which cannot fail to attract all who come within the block.

It is such methods as these that mark the progressive retailer and attracts the crowds to his store.

SAINTPAULIA IONANTHA.

THE SHOWS.

Pennsylvania Horticultural Society.

The annual exhibition of the Pennsylvania Horticultural Society was staged in the Academy of Music, Philadelphia, November 7-9, with an excellent attendance on the opening day. The orchestra and parquet had been floored over and brought up to a level with the stage, which gave quite a commodious exhibition space, but which, however, proved not large enough as several loads of plants had to be taken back, there not being room for their proper display. The large corridor which encircles the auditorium was also used, as was the green room. While there were a number of other interesting exhibits, much the greater part of the display was chrysanthemum plants and cut flowers of the same.

The feature was the wonderful perfection of the cut blooms, which measured many of them from 10 to as high as 14 inches in diameter. One exhibitor, Jos. E. Widener, (Wm. Kleinheinz, gardener), staged almost 100 of these large blooms. Others in competition and whose blooms were so fine as to give the judges considerable trouble in making a decision, were The Barclay farms, (David Aitken, gardener); W. W. Frazier, Esq., (Hugh S. Scott, gardener); Wm. Ellis, Esq., (Alex. Lindreth, gardener); Mrs. S. D. Riddle, (Geo. Annand, gardener), and Dr. Mathison. The fine quality of the blooms was much praised by all the judges, the general opinion being they had never been quite as fine at any previous show. Prominent varieties were White, Yellow and Pink Turner, Louisa Pockett, Firestone, Vermont and Nagiroc, some of these sorts being in nearly every collection.

There were several exhibits of large flowered anemones, which were much admired. The pompons and single varieties consisting of a number of exhibits of cut blooms, were staged in the blue room and corridor. Chas. H. Totty's collection contained over 90 vases, each a separate variety, and made a fine showing. The specimen chrysanthemum plants with few exceptions were not quite up to the mark, some going by, others not far enough advanced and many very short of bloom.

MAGNIFICENT ORCHID DISPLAY.

There were two magnificent groups of orchids arranged for effect. Mrs. F. E. Dixon's group (James Goodier, gardener), was staged in the center of the hall, under a double arched canopy, which supported clumps of orchids on top. This round group contained over 200 plants in flower including 54 hybrid cattleyas, all with very distinctive and beautiful flowers. Adiantum Farleyense was used as a background. The Jos. E. Widener entry covered a space of 50 square feet, and was beautifully arranged at the back of the stage, surmounted with a huge cibotium, slender tree branches supporting many of the plants as if growing in their native habitat. A group of ferns, and another of flowering and foliage plants, by the same exhibitor, were handsomely arranged and received first prize in their class. There were other groups by commercial florists.

H. A. Dreer, Inc., staged a superb lot of crotons, wonderful in coloring and vigor. The Robert Craig Co., Norwood Station, Pa., placed several fine groups, one of crotons, another of Pandunus Veitchii and one of draceanas, all showing splendid culture. Jos. Hurley staged a well arranged pyramid of crotons and Girard college a bed of of the same flowers. The sunken garden of the Henry F. Michell Co., covering 500 square feet, was a gem. This space was enclosed with a white ballustrade, on the inside of which was a bed of showy chrysanthemums, and in front of these was a wide green grass border. In the corners of the border were triangles of lily of the valley. The center was filled with white pebbles and there were steps leading down from the stage floor. It was a Philip Freud creation and another of his many successes.

W. A. Manda, South Orange, N. J., staged ferns, cactus, billbergia, ruffled ivy and other novelties, covering 500 square feet. The Julius Roehrs Co., Rutherford, N. J., exhibited winter flowering, tuberous rooted begonias in variety. Jos. Manda, East Orange, N. J., filled a table with cut cypripediums, very choice flowers. Begonias, Golden Shower and Premier, shown by A. B. Johnson, Esq., (Wm. Comfort, gardener), were superb plants. The specimen cibotium and Pandanus Lindenhurst, by John Wanamaker, Esq., (John Dodds, gardener), were the choicest plants in the hall. A new sport of Dracaena Godseffiana, named D. Doddsii in honor of Mr. Dodds, is with its yellow white ground dotted in green, very distinct. It was awarded a gold medal.

There were several displays of single stemmed chrysanthemum plants which bore enormous blooms. Four large vases filled with 25 immense blooms each, arranged with oak and other foliage and grasses, were very showy. The foyer had a handsome setting of evergreens from the nurseries of Thos. Meehan & Son, Germantown, Pa. The whole building from pit to dome was decorated by J. J. Habermehl's Sons, the work being in charge of Wm. Graham. K.

Chrysanthemum Gilda.

Elmer D. Smith & Co.'s Orange Pompon for Pot Culture.

Tarrytown Show.

The Tarrytown Horticultural Society held its twenty-third exhibition at Tarrytown, N. Y., November 2-4, with a wonderful display of chrysanthemums and other flowers, fruits and vegetables. Tarrytown takes second place to none in its annual flower shows. Those of New York, Chicago and other big cities are larger, but this show, which is almost entirely one of the private estates in the towns along the Hudson river, cannot be exceeded in beauty and quality.

Four silver cups were awarded, the largest and most important, offered by W. D. Thompson, of Yonkers, N. Y., being won by J. Insley Blair, of Tuxedo, for the best 20 blooms of chrysanthemums, five varieties of four each. Mr. Thompson, who was also an exhibitor, took two of the remaining three cups, one offered by Wm. Rockefeller, for the best 18 blooms of chrysanthemums, six varieties, three of each, and he also took Mrs. Frederic E. Lewis' cup for the most effectively arranged group of palms, flowering and foliage plants in 100 feet of space. John D. Rockefeller won second prize in this class, $15.

The fourth silver cup awarded was offered by William F. McCord and went to S. M. Lehman, of Tarrytown, for the most effectively arranged vase of chrysanthemums. It was a very beautiful arrangement of large, yellow flowers set off by branches of large leaved autumn foliage. The second prize was won by Mrs. Samuel Untermyer. Dr. Joseph A. Blake carried off the third prize. He offered a special money prize at the show for the best vase of 12 Columbia roses. Finley J. Shepard offered a money prize for the best collection of fruit grown either out of doors or in the greenhouse. Stuyesant Fish presented a silver cup for the table decorations and James Speyer one for carnations.

There were two professional exhibitors, A. N. Pierson, of Cromwell, Conn., showed a new pompon chrysanthemum, a pretty little reddish yellow blossom, named New York, and F. R. Pierson, of Tarrytown, had a large exhibit, masking the front of the stage, with the red Francis Scott Key rose, which, from its easy growth, is taking the place of the American Beauty, in the center. He showed a particularly pretty pink chrysanthemum, the Lillian Dotty.

Begonias were features on one table and J. Insley Blair carried off first prize for two plants with big double rose colored blossoms and satin like leaves, the Altrinchan, while John D. Rockefeller took second prize for two larger plants with beautiful large leaves, the big double blossoms a lighter pink, named Emily Clibrans.

ORNAMENTAL FRUITS.

One of the most attractive exhibits, although tucked away in a corner, was a new one at the show. It was brought out by Miss Blanche Patter's offer of a prize of $15 for the best named collection of fruits of ornamental trees. The only entry was Samuel Untermyer. In the collection was the American strawberry bush, more commonly known as bittersweet; there was the snow berry or snow drop, the branches loaded with big white clusters of the drops; the Japanese privet with purple berries and red leaves and the Japanese barberry, much used for hedges, with drooping branches of bright red fruit. The mock orange showed its fruit in little green berries, and the Rosaruga, the great rose which grows rampantly in hedges, many of them in

use around Newport, and whose large pink flowers are succeeded by the big red seed pods, were all to be seen in Mr. Untermyer's exhibit.

There was a magnificent exhibition of vegetables of all kinds, prizes being offered for their arrangement, and many varieties of beautiful apples were shown with other fruit. Other exhibitors were E. Berolzheimer, Mrs. Thomas Luke, R. C. Colt, Stuyvesant Fish, Mrs. R. M. Tilford, Mrs. Charles Mallon, R. A. Strong, D. E. Oppenheim, Hugh Hill, Frederick P. King, William Mitchell, H. C. Praag, Mrs. Eugene Meyer, Jr., Mrs. J. J. Straus and Hubert E. Rogers.

Horticultural Society of New York.

ANNUAL EXHIBITION, NOVEMBER 3-6.

The exhibition of the Horticultural Society of New York, in connection with the Garden Club of America, was held in the American Museum of Natural History, New York, November 3-6. While in some former years a larger amount of chrysanthemum stock, both cut and in pots, has been exhibited, this show was a good one in quality of stock and excellent arrangement. The Joseph Manda Co., Inc., West Orange, N. J., captured the sweepstakes prize with a novel and interesting exhibit of pots of cypripediums arranged with oak foliage. The exhibit, which covered considerable space, was arranged in V shape on the floor of the rotunda.

Another novel exhibit was by Mrs. W. D. Guthrie, Locust Valley, N. Y. (Jas. A. Winsock, gardener). It consisted of a large number of celosias of the variety, Pride of Castle Gould, arranged for effect, which was pleasing and attractive; the Julius Roehrs Co., Rutherford, N. J.; Lager & Hurrell, Summit, N. J., and Geo. E. Baldwin & Co., Mamaroneck, N. Y., made fine orchid exhibits. A. N. Pierson, Inc., Cromwell, Conn., made a fine display with their new pompon chrysanthemums. The Chas. H. Totty Co., F. R. Pierson and L. B. Coddington, as well as several private growers, made good exhibits of roses.

Special prizes were awarded to G. E. Baldwin & Co. A gold medal for orchids was given to Howard Phipps, Westburg, N. Y. (L. J. Muller, gardener), for anemones and pompons; C. H. Totty Co., for pompons and singles, and James Stewart, Marmaroneck, N. Y., for anemones. Cromwell Gardens received a silver medal for new pompon chrysanthemums. Noteworthy out-of-town visitors to the exhibition included Albert C. Burrage, president of the Massachusetts Horticultural Society; Thomas Roland, president of the Society of American Florists; George L. Stillman, Westerly, R. I., and J. T. Butterworth, of Framingham, Mass.

THE AWARDS.

Chrysanthemum plants, specimen bushes, any color.—W. B. Thompson, Yonkers, N. Y., 1st; Miss A. Delamar, Glen Cove, L. I., 2nd.

Chrysanthemum plants, specimen standards, any color.—Miss A. Delamar, 1st; W. B. Thompson, 2nd.

Chrysanthemum plants, odd shapes, any color.—Miss A. Delamar, 1st; W. B. Thompson, 2nd.

Cut Chrysanthemums—Non-commercial.

Six white.—Mrs. W. D. Guthrie, Locust Valley, N. Y., 1st; Harold I. Pratt, Glen Cove, L. I., 2nd.

Six pink.—Harold I. Pratt, 1st; H. L. Parson, West End, N. J., 2nd.

Six yellow.—Mrs. W. Redmond Cross, Morristown, N. J., 1st; Mrs. F. A. Constable, (Geo. Ferguson, gr.), Manhasset, N. Y., 2nd.

Six any color.—Mrs. F. A. Constable, 1st; Mrs. W. D. Guthrie, 2nd.

Vase of one or more varieties, arranged for effect, any other foliage permitted.—Mrs. Payne Whitney, 1st; Miss A. Delamar, 2nd.

Ten vases, in 10 varieties, three blooms of each.—Mrs. W. D. Guthrie, 1st; Mrs. Payne Whitney, 2nd.

Collection of 12 varieties, one of each.—Mrs. Payne Whitney, 1st; H. L. Parson, 2nd.

Collection of six varieties, one of each. Growers with over 2,500 square feet not eligible.—H. I. Pratt, 1st; Howard Cole, Madison, N. J., 2nd.

Collection of singles, 12 varieties.—Mrs. Payne Whitney, 1st; H. I. Pratt, 2nd.

Collection of pompons, 12 varieties.—H. I. Pratt, 1st; Mrs. Payne Whitney, 2nd.

Collection of anemones, six varieties, disbudded, six blooms of each.—Mrs. Payne Whitney, 1st.

Vase of pompons, 25 sprays.—Mrs. Chas. Mallory, 1st; Mrs. Payne Whitney, 2nd.

Wm. Barr memorial fund prize, for group of cut blooms, arranged for effect, covering 100 square feet.—Mrs. F. E. Lewis, Ridgefield, Conn., 1st; Mrs. Payne Whitney, 2nd.

Commercial Growers.

Twenty blooms, one variety.—C. H. Totty Co., Madison, N. J., 1st.

Collection of 20 varieties, one of each.—C. H. Totty Co., 1st.

Collection of pompons, 12 varieties.—Springfield Floral Co., Springfield, N. J., 1st; C. H. Totty Co., 2nd

Collection of singles, 12 varieties.—C. H. Totty Co., 1st.

For a meritorious variety, not in commerce.—C. Mackay, Roslyn, N. Y., 1st.

Roses—Cut Flowers.

Eighteen red.—C. M. Holstein, (C. J. McCormack, gr.), Edge Hill, Pa., 1st; Mrs. L. W. Skidmore, Great Neck, N. Y., 2nd.

Eighteen dark pink.—H. Cole, 1st; C. M. Holstein, 2nd.

Eighteen flesh or light pink.—H. Cole, 1st; Mrs. W. D. Guthrie, 2nd.

Eighteen any other color.—Mrs. W. D. Guthrie, 1st; C. M. Holstein, 2nd.

Vase of 50 assortetd, arranged for effect.—Mrs. W. D. Guthrie, 1st; C. M. Holstein, 2nd.

Commercial Growers.

Fifty white.—C. H. Totty, 1st; F. R. Pierson, Tarrytown, N. Y., 2nd.

Fifty red.—F. R. Pierson, 1st; L. B. Coddington, Murray Hill, N. J., 2nd.

Fifty dark pink.—L. B. Coddington, 1st; F. R. Pierson, 2nd.

Fifty flesh or light pink.—C. H. Totty Co., 1st; L. B. Coddington, 2nd.

Fifty yellow.—L. B. Coddington, 1st.

For a new meritorious variety, not in commerce, silver medal.—C. H. Totty, 1st.

Carnations—Cut Flowers.

Eighteen white.—Mrs. Payne Whitney, 1st; Mrs. F. E. Lewis, 2nd.

Eighteen Enchantress shade.—Jas. Fraser, Woodbury, N. Y., 1st; Mrs. F. E. Lewis, 2nd.

Eighteen Winsor shade.—Mrs. Payne Whitney, 1st.

Eighteen Lawson shade.—Mrs. Payne Whitney, 1st.

Eighteen scarlet.—Mrs. Payne Whitney, 1st.

Eighteen crimson.—Mrs. Payne Whitney, 1st.

Eighteen yellow.—Mrs. Payne Whitney, 1st.

Eighteen variegated.—Mrs. Payne Whitney, 1st.

Foliage and Decorative Plants.

Group of greenhouse plants, arranged for artistic effect, to occupy 100 square feet, orchids excluded.—W. B. Thompson, 1st.

Display of begonias, Gloire de Lorraine type, 12 plants.—W. B. Thompson, 1st; Miss A. Delamar, 2nd.

Collection of Nephrolepis exaltata, and its varieties, to cover 100 square feet.—F. R. Pierson, 1st.

CALENDULAS IN SMALL VASE BASKET.

Specimen of Cibotium Schiedei.—S. Untermeyer, Yonkers, N. Y., 1st; F. R. Pierson, 2nd.

Specimen adiantum.—S. Untermeyer, 1st; Mrs. W. D. Guthrie, 2nd.

Specimen Geniophlebium subauriculatum.—S. Untermeyer, 1st.

Specimen Staghorn fern.—Miss A. Delamar, 1st.

Specimen any other fern.—W. B. Thompson, 1st; F. R. Pierson, 2nd.

Collection of orchids, not less than 25 species and varieties (species to be considered in preference to varieties) covering 50 square feet of table space.—Julius Roehrs Co., Rutherford, N. J., 1st; Lager & Hurrell, Summit, N. J., 2nd.

One orchid plant.—Lager & Hurrell, 1st.

For a new meritorious orchid, not in commerce, silver medal.—Julius Roehrs Co., 1st.

A. F. F.

Denver Flower Show.

The fourth annual flower show, given under the auspices of the Denver Society of Ornamental Horticulture, the Mothers' Congress, Parent-Teachers' Association, the Garden Club of Denver and Colorado florists, was held in the City Auditorium, Denver, Colo., November 2-4. The auditorium was given free for this exhibition, with no entry or admission fee, which undoubtedly helped in making the attendance as large as it was. It was an exceedingly fine show considering that there was only local representation, with the exception of two participants from Colorado Springs. There were many excellent entries in the chrysanthemum, rose and carnation classes, the growers and retailers deserving considerable commendation for the meritorious exhibits and for making it a show that was a credit to the city.

The wonderful displays of combination baskets and various arrangements by the retail stores were commented on by all the visiting florists and those in attendance. There were only two competitive classes for arrangements, one for the Robert Spier memorial cup, for the most artistic arrangement of a floral basket, and the other for the American Legion cup, for the best legion design or basket. The Park Floral Co., awarded the Robert Spier cup, had a tastefully arranged basket of Cottage Maid carnations, made up by Eugene Ardelt, designer for the store, which was well worthy of the prize. Other entries in this class were the Mauff Floral Co., Rockmount, for Flowers; D. S. Grimes' Son, Alpha Floral Co., and Daniels & Fisher Flower Stores. The competition for the cup was so keen that it gave the judges considerable trouble in rendering a decision. The American Legion cup was awarded to Geo. Quackenbush and Clyde Bugley, members of that organization, who entered a very artistic design.

Other participants in the arrangement of baskets and exhibits from the retail stores were: The American Flower Shop, Crown Hill Florists, Boldt & Lundy Flower Shop, Geo. H. Cooper, Pikes Peak Floral Co., Colorado Springs; Elitch Gardens Co., Denver Wholesale Florists' Co., Bright Spot, Globe Greenhouses, Holly Floral Co., and the Fairmount Cemetery Association. C. F. Maler deserves special mention for his display of cattleyas, ferns and cyclamen.

In the chrysanthemum classes some very fine blooms of Pockett, Bonnaffon, Celebration, Nagiroc, Delight, Yellow, White and Pink Turner were entered by E. W. Burkhard, Glen Eyre; Colorado Springs Garden Co., D. S. Grimes' Son, Crown Hill Florists, F. Hollberg, Boldt & Lundy Flower Shop and the Mauff Floral Co.

In the roses, Premier, Columbia, Butterfly, Francis Scott Key, Dunlop and Ophelia were excellent. The Roberts Rose Co. also entered Pilgrim, White Ophelia and Golden Ophelia. Their entry of Pilgrim deserves special mention, also the other entries in this class. The Mauff Floral Co., T. H. Trimmer & Sons, and the Park Floral Co. also had meritorius entries in this group.

The entries in the carnation section were exceedingly good considering the early season, and proves that Denver does produce some very fine stock. There was some keen competition here by the Mauff Floral Co., Roberts Rose Co., D. S. Grimes' Son, and Verner Christian. In the sweet pea entries some good stock was shown by Gray & Work, F. Hollberg and Henry Weiland. Robert Voegeler and Mr. Weiland also deserve credit for their excellent displays of violets.

There were not many entries in the plant classes except cyclamens and some excellent stock by The Park Floral Co., Mauff Floral Co., E. W. Burkhard, Boldt & Lundy Flower Shop, C. F. Maler, Holly Floral Co., and the Elitch Gardens Co. The Mauff Floral Co. and the Park Floral Co. had very good displays of ornamental plants. In the garden exhibits by the school children, some excellent vegetables, preserved and canned fruits and jellies were displayed.

THE AWARDS.

Specimen bush chrysanthemum.—Mauff Floral Co., 1st.

Full standard chrysanthemum.—Mauff Floral Co., 1st.

Twelve chrysanthemum plants.—Park Floral Co., 1st; Holly Floral Co., 2nd.

Half standard chrysanthemum plant.—Mauff Floral Co., 1st.

Twenty-five pot chrysanthemums.—Mauff Floral Co., 1st.

Twelve pompon chrysanthemums.—Park Floral Co., 1st.

Twelve anemone chrysanhemums.—Park Floral Co., 1st.

Group of ornamental foliage plants.—Park Floral Co., 1st; Mauff Floral Co., 2nd.

Specimen palm.—Park Floral Co., 1st; Boldt & Lundy Flower Shop, 2nd; Mauff Floral Co., 3rd.

Specimen fern.—Mauff Floral Co., 1st; Boldt & Lundy Flower Shop, 2nd.

Specimen cattleya plant.—C. F. Maler, 1st.

Any other ornamental plant.—Mauff Floral Co., 1st; Boldt & Lundy Flower Shop, 2nd.

Twelve flowering begonias.—Park Floral Co., 1st.

Twelve other begonias.—Park Floral Co., 1st.

Twelve cyclamen.—Park Floral Co., 1st; Mauff Floral Co., 2nd; Boldt & Lundy Flower Shop, 3rd.

Six fern nephrolepis.—Boldt & Lundy Flower Shop, 1st.

Pan ornamental plants.—Holly Floral Co., 1st.

Twelve house plants.—Park Floral Co., 1st; Mauff Floral Co., 2nd.

Chrysanthemums—Cut Flowers.

Twenty-five chrysanthemums, one variety.—E. W. Burkhard, Glen Eyre, Colo., 1st; D. S. Grimes' Son, 2nd; Crown Hill Florists, 3rd.

Twenty-four chrysanthemums, 12 varieties.—E. W. Burkhard, 1st.

Twelve White Turner.—F. Holmberg, 1st; Boldt & Lundy Flower Shop, 2nd; Crown Hill Florists, 3rd.

Twelve Yellow Turner.—F. Holmberg, 1st; Boldt & Lundy Flower Shop, 2nd; Crown Hill Florists, 3rd.

Twelve Louisa Pockett.—E. W. Burkhard, 1st; Boldt & Lundy Flower Shop, 2nd.

Twelve white chrysanthemums other than above.—Crown Hill Florists, 1st; Mauff Floral Co., 2nd.

Twelve pink chrysanthemums.—E. W. Burkhard, 1st; D. S. Grimes' Son, 2nd.

Twelve chrysanthemums, any other color.—D. S. Grimes' Son, 1st; Crown Hill Florists, 2nd.

Twenty-five pompons.—Park Floral Co 1st; Louis Kintzele, 2nd; Henry Weiland, 3rd.

Twenty-five anemones.—Park Floral Co., 1st; Louis Kintzele, 2nd.

Twenty-five new pompons.—Roberts Rose Co., 1st.

Sweepstakes for 36 chrysanthemums in three colors.—D. S. Grimes' Son, trophy; E. W. Burkhard, certificate.

Roses.

Twenty-five Columbia.—Mauff Floral Co., 1st; Roberts Rose Co., 2nd; Boldt & Lundy Flower Shop, 3rd.

Twenty-five Premier.—Roberts Rose Co., 1st; Park Floral Co., 2nd; Mauff Floral Co., 3rd.

Twenty-five Ophelia.—O. E. Sandberg, 1st; Mauff Floral Co., 2nd.

Twenty-five Milady.—Mauff Floral Co., 1st.

Twenty-five Francis Scott Key.—Roberts Rose Co., 1st; T. H. Trimmer & Son, 2nd; Park Floral Co., 3rd.

Twenty-five Golden Ophelia.—Roberts Rose Co., 1st.

Twenty five Mrs. Chas. Russell.—T. H. Trimmer & Son, 1st.

Twenty-five white.—Roberts Rose Co., 1st; Park Floral Co., 2nd.

Twenty-five Butterfly.—Roberts Rose Co., 1st; Boldt & Lundy Flower Shop, 2nd; Mauff Floral Co., 3rd.

Twenty-five Crusader.—Roberts Rose Co., 1st.

Twenty-five Frank Dunlop.—Roberts Rose Co., 1st; Park Floral Co., 2nd.

Twenty-five Pilgrim.—Roberts Rose Co., 1st.

Sweepstakes for 100 blooms in four colors.—Roberts Rose Co., 1st.

Display orchids.—C. F. Maler, 1st.

Twenty-five white carnations.—Mauff Floral Co., 1st.

Twenty-five dark pink carnations.—V. Christian, 1st; Mauff Floral Co., 2nd.

Twenty-five light pink carnations.—Mauff Floral Co., 1st; Roberts Rose Co., 2nd.

Twenty-five red carnations.—V. Christian, 1st; Roberts Rose Co., 2nd; Mauff Floral Co., 3rd.

Twenty-five yellow carnations.—Mauff Floral Co., 1st; Roberts Rose Co., 2nd.

Fifty carnations in one variety.—Mauff Floral Co., 1st; D. S. Grimes' Son, 2nd.

Sweepstakes 100 carnations in four colors.—Mauff Floral Co., trophy.

Twenty-five snapdragons.—Henry Wieland, 1st.

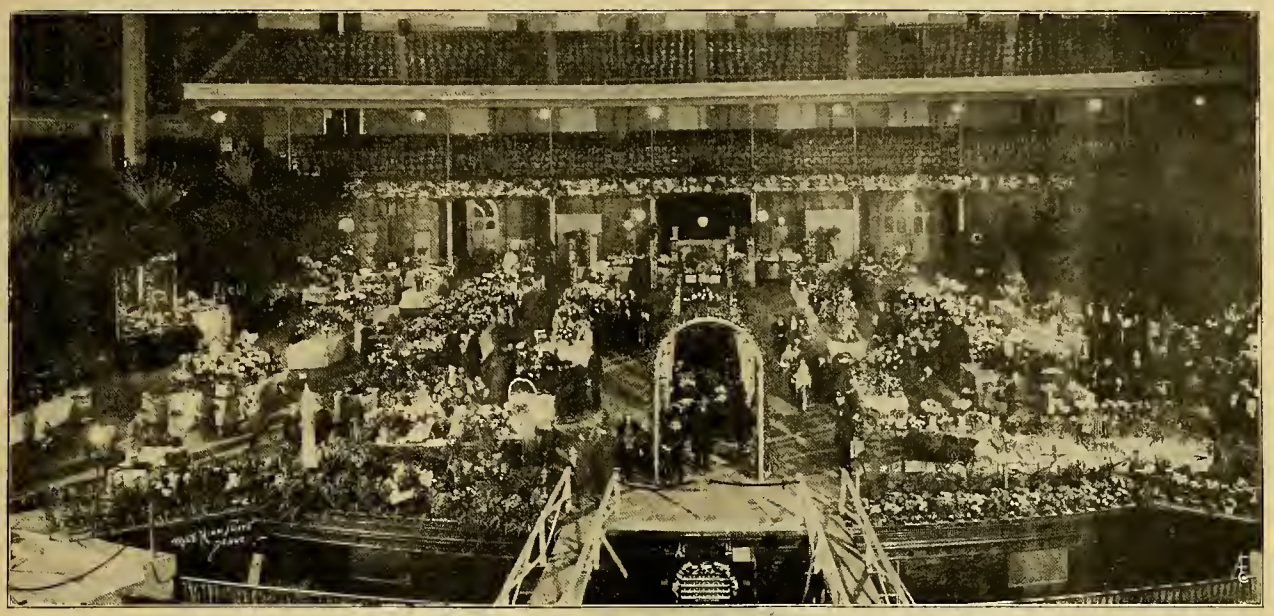
Twenty-five calendulas.—Henry Wieland, 1st.

One hundred fifty single violets.—H. Vogeler, 1st; H. Wieland, 2nd.

One hundred fifty double violets.—R. Vogeler, 1st.

Two Easter lily blooms.—D. S. Grimes' Son, 1st; Park Floral Co., 2nd.

BASKETS AT THE DENVER SHOW.
Spier Memorial Cup Awarded Park Floral Co. for Arrangement at Extreme Right.



GENERAL VIEW DENVER SHOW, NOVEMBER 2-4.

Two hundred sprays sweet peas.—Gray & Work, 1st; F. Hollberg, 2nd.

Spier memorial cup, for most artistic arrangement in basket of cut flowers.—The Park Floral Co.

American Legion cup, for best legion emblem or design.—George Quackenbush and Clyde Bugley

San Francisco Show.

The fall flower show and horticultural exhibition, conducted under the auspices of the Pacific Coast Horticultural Society and the San Francisco Retail Florists' Association, was held in the Civic auditorium, San Francisco, October 26-28. It was without question, the finest exhibition ever held in this city. Notwithstanding the fact that the auditorium is one of the largest in the country the hall was completely filled with wonderful displays of plants and cut flowers. Everything shown was locally grown, there being no exhibitors from other cities. It is a matter of much pride to the local trade that they were able to fill this vast building with such splendid stock and all the product of white growers.

Great interest was displayed in the orchid exhibits, John Carbone, Berkeley, Ferrari Bros., this city, and the Herbert Fleishhacker estate, Menlo Park, being the chief exhibitors. The Carbone collection was the most complete and valuable ever shown in this city and was awarded the James L. Flood challenge cup as the best exhibit in the show. The display of the brasso-cattleya hybrids in the Carbone group was particularly fine and many beautiful new kinds were seen for the first time. Brasso-Cattleya Pride of California, a dark pink with blossoms of enormous size, was awarded the prize as the best hybrid in the show. Pride of Berkeley, another hybrid of apricot color, was greatly admired. Numerous other brasso-cattleya hybrids of great beauty were seen. The group contained well flowered specimens of odontoglossums. Cattleya labiata in great variety and C. Dowiana were also displayed by Mr. Carbone as well as a fine collection of cypripediums, all splendidly grown.

The second award in the cattleya group went to Ferrari Bros., the splendid exhibit of this firm being artistically arranged on branches of oak trees, giving a fine tropical effect and showing the plants to excellent advantage. Beautiful specimens of cattleyas in variety, odontoglossoms, oncidiums and cypripediums were among the varieties shown. Some very fine English brasso-cattleya hybrids were gems among this exhibit. This firm made practically a clean sweep in the rose section, winning every first prize, with one exception. Victor A. Ferrari is entitled to great credit for the showing made by his firm.

The flowering and foliage plant exhibits brought out two of the foremost specialists in this group in the west, namely, H. Plath, of this city, and Eric James, Elmhurst. Fresh from his victories at the Los Angeles show, Mr. Plath won first prize for the best collection of ferns and was a consistent winner in many other of the plant groups. His general display occupied 200 square feet. The Eric James group of flowering plants and specimen ferns also occupied 200 square feet and presented a beautiful spectacle. Mr. James' past record as a plantsman was fully sustained at this show and he carried off the majority of first honors in the flowering plant classes, as well as for specimen nephrolepis, cibotium and other decorative stock. His cyclamen, celosias and primulas were all perfect specimens. Peterson & Haywood, Burlingame, made a very large exhibit of decorative plants, heather and cut flowers. The group was arranged in a most artistic manner. Their showing of roses was very extensive and of the finest quality. This enterprising firm was probably the largest exhibitor of the entire show. The Belmont Florists showed finely grown specimens of nephrolepis but did not compete for prizes. The Foothill Nursery display of cyclamen brought great credit to this firm.

The center of the hall was occupied by the magnificent group of Golden Gate park. The palms, dracaenas, crotons and great variety of ferns made one of the striking exhibits of the show. This group was awarded a certificate of merit. Special mention of the beautiful hybrid amaryllis should also be made. C. C. Morse & Co. made a comprehensive and instructive display of seeds, bulbs and requisites. This exhibit, which was in charge of Manager Thos. C. Holmes, was given a special award of merit.

The cut flower display was a greatly admired section of the exhibition. For some unexplained reason the display of chrysanthemums was not as extensive as hoped for. Mori Bros., San Mateo, carried off most of the first awards in this section. The Growers Floral Co. also showed fine stock. As was expected, Nels Peterson, of San Mateo, proved his superiority as a carnation grower and won the majority of the first awards. Despite the fact that it was a little early for a carnation display, his stock was of the highest quality. A beautiful feature of the exhibition was the very large showing of cut blooms of tuberous begonias exhibited by W. Neven, head gardener of the Henry E. Bathin estate, at Ross. This collection was especially fine and received all firsts in this section. The Metzner Floral Co., Mountain View, showed gladioli in great variety. Their exhibit of Gerbera Jamesonii gained much favorable comment. The dahlia exhibits were unusually fine for so late in the season. The displays of Frank C. Burns, secretary of the Dahlia Society of California, and J. W. Davies, president of the society, were extensive and very beautiful.

The section of the hall occupied by the members of the Menlo Park Horticultural Society drew great crowds, the exhibits of George Munn, Walter Bassett, John M. Daly, John Aitken and Percy Copp being well arranged. This group of private growers carried away all the first prizes in the single and pompon chrysanthemum section, berried shrubs, fruits and vegetables. The display of John Aitken received first for the largest chrysanthemum in the show. His collection contained some of the largest chrysanthemum blooms ever displayed in this city. The exhibit of pears by George Munn contained over 20 varieties of splendidly grown fruit. Walter Bassett carried off all first awards in the groups of 12 chrysanthemums. The exhibits by

the various retail stores was the most extensive ever attempted in this city. No expense was spared by the exhibitors in making the various displays and their beauty and elegance will be remembered for a long time. Podesta & Baldocchi were awarded first honors for the best store exhibit. This group consisted of cupped boxwood, ferns, palms, roses, and orchids. The entire floor of this display was of Italian marble and the benches, tables and flower stands were also of the same material. The Albert O. Stein display of a bridal altar was the winner of the best decorative display in the show. The splendid artistry shown by Mr. Stein in arranging this novel exhibit was warmly commended by every visitor. The color scheme was gold and bronze and made entirely of chrysanthemums, pompons, singles and the large flowered varieties. A continual spotlight from the gallery played on the altar day and night.

Pelicano, Rossi & Co.'s display was very beautiful and elaborate. Life size figures arrayed in the costliest satin garments, displayed bride, bridesmaid and other bouquets of orchids and lily of the valley. One of the striking store exhibits was the immense basket composed entirely of bronze chrysanthemums made by the Art Floral Co. The basket was 10 feet high and eight feet in diameter. It required thousands of flowers to make it. This firm also surrounded the basket with a large number of specimen kentias, every one from 10 to 12 feet in height. Brown & Kennedy made a varied and beautiful showing of chrysanthemums and dahlias in their fine display but did not compete for prizes. Intense interest was shown by the public in the exhibit of baskets by the Francis Floral Co. It occupied over 200 square feet and was a beautiful sight.

The showing made by B. M. Joseph of fruits, flowers and favors was very elaborate and the subject of much attention. A massive marble vase of fruit and autumn leaves was especially fine.

The management of the show was in the capable hands of P. Vincent Matraia. It was a big job for one man but he handled it in the most efficient and satisfactory manner. The idea of holding these shows was first conceived by Mr. Matraia and he has worked hard for many months and deserves the united thanks of all for bringing it to such a successful conclusion. Thanks are also due to Chas. W. Brown, H. Plath, B. M. Joseph and Victor A. Ferrari, assistant managers, for their efforts and splendid advice. The following acted as judges in the various classes: Cut flowers, M. A. Poss, Wm. Kettlewell and Sidney Clock; plants, John McLaren, Edw. Schwerin, Alexander Rose, Wm. Eldred and W. M. Brown. Their decision gave complete satisfaction. From a financial point of view the show was an unqualified success; artistically, it was a triumph.

AWARDS.

The following is a complete list of the awards:

Chrysanthemums.

Vase of 50 yellow chrysanthemums.—Growers Floral Co., 1st.

Vase of 50 white chrysanthemums.—T. Yonemoto Nursery Co., 1st.

Vase of 50 pink chrysanthemums.—Mori Bros., 1st.

Vase of 50 chrysanthemums, any other color.—Mori Bros., 1st.

Twenty-five chrysanthemums, in not less than 20 varieties, one bloom to vase, not over 18-inch stems.—Mori Bros., 1st.

Vase of 12 yellow chrysanthemums.—Mori Bros., 1st.

Vase of 12 white chrysanthemums.—Mori Bros., 1st.

Vase of 12 pink chrysanthemums.—Mori Bros., 1st.

Vase of 12 red or crimson chrysanthemums.—Mori Bros., 1st.

Vase of 12 chrysanthemums, any other color.—Mori Bros., 1st.

Largest chrysanthemum.—John W. Aitken, 1st.

Chrysanthemums—Non-commercial Growers.

Collection of chrysanthemums.—John W. Aitken, 1st.

Vase of 12 yellow chrysanthemums.—Geo. Munn, 1st.

Vase of 12 white chrysanthemums.—Walter Bassett, 1st; Harry Dick, 2nd.

Vase of 12 pink chrysanthemums.—Walter Bassett, 1st.

Vase of 12 red or crimson chrysanthemums.—Walter Bassett, 1st.

Vase of 12 chrysanthemums, any other color.—Walter Bassett, 1st; Geo. Munn, 2nd.

Roses—Open to All.

Display of roses, not less than six varieties, 25 blooms of each variety.—Ferrari Bros., 1st.

Chrysanthemums in Japanese Vase.

Vase of 50 blooms, Mrs. Chas. Russell.—Ferrari Bros., 1st; Peterson & Haywood, 2nd.

Vase 50 blooms, pink.—Ferrari Bros., 1st; Peterson & Haywood, 2nd.

Vase 50 blooms, white.—Ferrari Bros., 1st.

Vase 50 blooms, red.—Ferrari Bros., 1st; Peterson & Haywood, 2nd.

Vase 50 blooms, yellow.—Ferrari Bros., 1st.

Vase 50 blooms, any other color.—Ferrari Bros., 1st.

Vase 25 blooms, Mrs. Chas. Russell.—Ferrari Bros., 1st; Peterson & Haywood, 2nd.

Vase 25 blooms, pink.—Ferrari Bros., 1st.; Peterson & Haywood, 2nd.

Vase 25 blooms, white.—Ferrari Bros., 1st.

Vase 25 blooms, red.—Peterson & Haywood, 1st; Ferrari Bros., 2nd.

Vase 25 blooms, yellow.—Ferrari Bros., 1st.

Vase 25 blooms, any other color.—Ferrari Bros., 1st.

Carnations—Open to All.

Vase 50 blooms, red.—N. Peterson, 1st.

Vase 50 blooms, white.—M. Hirao, 1st; N. Peterson, 2nd.

Vase 50 blooms, flesh pink.—N. Peterson, 1st; M. Hirao, 2nd.

Vase 50 blooms, any other color.—N. Peterson, 1st.

Vase 25 blooms, flesh pink.—Abe. Glemo, 1st; N. Peterson, 2nd.

Vase 25 blooms, any other color.—N. Peterson, 1st.

Collection of cut tuberous begonias, not less than 50 blooms.—Henry E. Bothin, 1st.

Collection of gladioli.—Metzner Floral Co., 1st.

Vase of gladioli.—Metzner Floral Co., 1st.

Collection of dahlias, 100 blooms.—Peterson & Haywood, 1st; Star Dahlia Gardens, 2nd.

Collection of dahlias, 50 blooms.—Star Dahlia Gardens, 1st.

Vase dahlias, 50 blooms.—Star Dahlia Gardens, 1st.

Vase 25 cactus dahlias.—J. W. Davies, 1st.

Vase 25 show dahlias.—Star Dahlia Gardens, 1st.

Vase 25 peony dahlias.—J. W. Davies, 1st; F. C. Burns, 2nd.

Vase 25 decorative dahlias.—Richard Lohrmann, 1st; Percy Copp, 2nd.

Basket pompon dahlias.—Star Dahlia Gardens, 1st; Peterson & Haywood, 2nd.

Basket collarette dahlias.—Peterson & Haywood, 1st.

Vase three-year-old seedling dahlias.—J. W. Davies, 1st.

Vase seedling dahlias, not disseminated.—Richard Lohrmann, 1st; Star Dahlia Gardens, 2nd.

1921 seedling.—Jack Flagg, 1st.

Plants—Open to All.

Display of orchids in flower arranged for effect with other plants.—J. A. Carbone, 1st; Ferrari Bros., 2nd.

Three plants cattleyas in bloom.—Mrs. Herbert Fleishhacker, 1st.

Three plants cypripediums in bloom.—Mrs. Herbert Fleishhacker, 1st.

Three plants phalaenopsis in bloom.—Mrs. Herbert Fleishhacker, 1st.

Most rare orchid in show.—J. A. Carbone, 1st; Mrs. Herbert Fleishhacker, 2nd.

Group of stove and greenhouse foliage plants, covering not less than 200 square feet, arranged for effect.—H. Plath, 1st.

Phoenix Roebelini.—Eric James, 1st.

Single specimen Nephrolepis Bostoniensis.—H. Plath, 1st.

Single specimen N. Elegantissimi or Whitmanii.—Eric James, 1st.

Single speciment N. Roosevelt.—Eric James, 1st.

Single specimen N. Norwood.—Eric James, 1st; H. Plath, 2nd.

Single specimen N. Teddy, Jr.—H. Plath, 1st.

Single specimen N. Smithii.—Eric James, 1st; H. Plath, 2nd.

Single specimen Cibotium Shiedii.—Eric James, 1st.

Single specimen Farleyense or Floriosa.—Eric James, 1st; Mrs. Herbert Fleishhacker, 2nd.

Single specimen platycerium.—Mrs. Herbert Fleishhacker, 1st; Peterson & Haywood, 2nd.

Collection cyclamen.—Foothill Nursery Co., 1st; Eric James, 2nd.

Twelve cyclamen.—Foothill Nursery Co., 1st; Valley Crest Nursery, 2nd.

Primula obconica.—Eric James, 1st.

Collection celosias.—Eric James, 1st.

Hanging basket of foliage plants.—H. Plath, 1st.

Hanging basket of fern plants.—H. Plath, 1st.

Retail Florists only.

Table decoration, open to all, round table, 7-foot top, with cover for 10. Service, subject to approval of committee.—A. O. Stein, 1st; Pelicano, Rossi & Co., 3rd.

Basket of chrysanthemums arranged for effect ,open to all, not to exceed 50 blooms, foliage permitted.—Shellgrain & Ritter, 1st.

General exhibit.—Podesta & Baldocchi, 1st;

Basket of pot plants, foliage and flowering.—Pelicano Rossi, 1st; Shellgrain & Ritter, 2nd.

Arranged basket or hamper, main feature fruit.—A. O. Stein, 1st; Pelicano, Rossi & Co., 2nd.

Bridal shower.—Francis Floral Co., 1st; Pelicano, Rossi & Co., 2nd.

Basket or hamper of combination flowers.—Francis Floral Co., 1st; Pelicano, Rossi & Co., 2nd.

Original design made of fresh foliage and flowers.—Shellgrain & Ritter, 1st; A. O. Stein, 2nd.

Arranged basket by florists' employes.—Pelicano, Rossi & Co., 1st.

Basket or hamper, main feature dahlias.—Pelicano, Rossi & Co., 1st; Peterson & Haywood, 2nd.

Basket or hamper, main feature roses.—Star Dahlia Gardens, 1st; Avansino Bros., 2nd.

Best exhibit in show, open to all, to be won three years in succession. Jas. L. Flood Challenge Trophy.—J. A. Carbone, 1st.

Blossom Shop.—Award of merit, Horn of Plenty.

Morse Seed Co.—Award of merit.

Castro Flower Shop, Special Prize, groom Bouquet.

Best general decorative exhibit.—Albert O. Stein.

Golden Gate Park.—Award of merit.

Miscellaneous.

Collection vegetables.—Mrs. M. Fleishhacker, 1st.

Collection of fruit.—Mrs. Sig. Stern, 1st.

Collection of six berried shrubs.—Mrs. Moses Heller, 1st.

Collection of three berried shrubs.—Mrs. Matt. Harris, 1st.

Collection of nine single chrysanthemums.—Mrs. Sig. Stern, 1st; Mrs. M. Fleishhacker, 2nd.

Collection of six single chrysanthemums.—Mrs. Matt. Harris, 1st; Mrs. M. Fleishhacker, 2nd.

Collection of six pompon chrysanthemums.—Mrs. M. Fleishhacker, 2nd.

JAMES T. LYNCH.

Morris County Show.

The twenty-fifth annual flower show of the Morris County Gardeners' and Florists' Society created additional interest from the fact that it was the society's jubilee show, taking place at the Armory, Morristown, N. J., October 27-29, inclusive. Fine autumn weather added to the success of the event. Charles H. Totty, who is generally accepted as an oracle on matters horticultural by the people of New Jersey and neighboring states, said on the opening day: "The exhibition is by all indications the finest that the society has yet held." Arthur Herrington, who superintended the show, William H. Duckham and Secretary Reagan, all experienced flower showmen, were much of the same mind as Mr. Totty.

The writer would vouch for it being an excellent show, without adducing expert evidence, but it is always convenient to have it on hand. The armory, it will be understood, is not built to be fitted up and furnished like a lady's boudoir, so a considerable amount of decorating was done to transform it into a temple of peaceful art. Even the big guns outside were decorated, by David Francis, with English ivy. Tall cedars were placed along the interior walls and Otto Koch of the State hospital, Morris Plains, screened off the rear of the hall with fine palms from the hospital conservatories, the recess being occupied by the musicians. Having attended a number, but not all, of this society's shows, it was our impression that as good flowers, particularly chrysanthemums, had been exhibited in previous years, but the arrangement and blending of colors was decidedly superior to previous efforts that we had witnessed.

The group exhibit of Mrs. H. McK. Twombly, Madison, N. J., arranged by Robert Tyson, superintendent of her estate, was a fine example of what can be done by a discerning eye and trained hand in harmoniously blending colors. Tall palms were in the center and crotons, dracaenas and chrysanthemums large and small in a great variety of colors were placed around them. It is well to here note what a large place the hardy chrysanthemums now fill in shows as well as the trade. There were two groups by L. L. Dunham of Madison, (Ernest Wild, superintendent), largely of chrysanthemums, that were creditable both for quality of stock and arrangement. In these were noticed such well known names as Lady Hopeton, Bob Pulling, Magirroe, Louisa Podsett and the hardy Lillian and White Doty.

The Charles H. Totty Co., Madison, can always be depended upon to furnish something new and striking. It had a large group of all kinds of chrysanthemums, the prize beauty of the collection being the large bronze flower, named Miss Ruth Twombly. A six-foot table of roses was also among the Totty display, with others in separate vases. Angelus, pure white, soon to be disseminated; Souvenir de Claudius Pernet, a beautiful yellow, and a red Columbia were all featured. In this show a large number of round tables six feet in diameter were used to exhibit roses, carnations, chrysanthemums, orchids and baskets of flowers, an innovation that both for convenience and effect is superior to older forms.

The Duckham-Pierson Co., Madison, had fine displays of roses as will be noted in the awards. L. B. Coddington, Murray Hill, N. J., came in a good second. Harry O. May, Summit, N. J., made a fine showing of carnations. There were excellent features in dinner table decorations and baskets, and excellent exhibits of vegetables and fruit. We even noticed fresh eggs and rolls of butter that would not have been safely exposed in a less orderly community.

CHRYSANTHEMUM ROSE DELIGHT.
Color of the Opening Buds Deep Rose Pink, Softening at Maturity to Very Pleasing Shade. Finest Incurved Form, Maturing October 20. Elmer D. Smith & Co.

THE AWARDS.

Court House silver cup for 24 cut chrysanthemums, four varieties, six of each.—Mrs. H. McK. Twombly (Robert Tyson, Supt.), Madison, N. J., 1st; Mrs. Felix Field, 2nd.

Muller-Sealey Co., Inc., prize, 15 flowers in three varieties.—Chas. H. Totty Co., Madison, N. J., 1st.

Voorhees prize for 12 flowers, 12 varieties, in one vase.—Mrs. H. McK. Twombley, 1st.

Washington News Co. prize, 10 chrysanthemums, any yellow variety.—New Jersey State hospital, 1st.

Willis H. Dutton prize, 10 chrysanthemums, any white variety.—New Jersey State hospital, 1st.

Eugene S. Burke prize, 10 chrysanthemums, any pink variety.—New Jersey State hospital, 1st.

R. Hoffman prize, 10 chrysanthemums, any other color—New Jersey State hospital, 1st.

Eugene Dailledouze prize, for 18 chrysanthemums in 18 kinds, not over 12-inch stems.—Chas. H. Totty Co., 1st; New Jersey State hospital, 2nd.

Hitchings & Co. silver cup for best 12 chrysanthemums in 12 varieties, stems under 12 inches.—Mrs. H. McK. Twombly, 1st; James Fraser, Woodbury, N. Y., 2nd.

Phillips &. Sons prize, six varieties of chrysanthemums, in single vases.—H. Cole, Madison, N. J. (W. R. Fawkes, gr.), 1st; Chas. Barbour, Morristown, 2nd.

W. H. Downs prize, six chrysanthemums, any pink variety.—Mrs. S. H. Gillespie, Morristown (M. Appia, gr.), 1st; Mrs. Redmond Cross, Morristown, 2nd.

W. F. Barkman prize, six chrysanthemums, any white variety.—Mrs. Redmond Cross, 1st; H. Cole, 2nd.

Sturgis Bros. prize, six chrysanthemums, any yellow variety.—H. Cole, 1st; C. Barbour, 2nd.

National Beef Co. prize.—Mrs. Paul Moore, Convent Station, N. J., (G. T. Sisley, gr.), 1st; Mrs. S. H. Gillespie, 2nd.

Henry F. Michell medals for one vase cut chrysanthemums, singles, pompons, anemones, grown under glass.—Mrs. Paul Moore, 1st.

Vaughan's Seed Store prize for vase of chrysanthemums arranged for effect.—Mrs. H. McK. Twombly, 1st; Mrs. Redmond Cross, 2nd.

Consumer Coal Co. prize for five vases of singles, five varieties, six sprays to a vase.—Twin Oaks Farms, Morristown, 1st; Mrs. J. T. Pyle, (Morristown, D. Gule, gr.), 2nd.

Boniface's market prize for one vase anemone flowered, 12 varieties of chrysanthemums.—Mrs. H. McK. Twombly, 1st.

Louis Haiman prize, for one vase anemone flowered chrysanthemums, six flowers in variety.—Chas. H. Totty Co., 1st.

Police department silver cup, for 10 vases outdoor grown chrysanthemums, to be competed for by private gardeners having no greenhouses.—Mrs. Ridley Watts, Morristown, (S. Golding, gr.), 1st; W. S. Kaney, Washington Valley, N. J., 2nd.

H. C. Holmes silver cup, for table of single and pompon chrysanthemums, six feet in diameter.—Mrs. Redmond Cross, 1st; Mrs. S. H. Gillespie, 2nd.

Roses.

D. P. McClelland prize, for 25 cut roses.—Duckham-Pierson Co., Madison, 1st.

W. E. Marshall Co., Inc., prize for any 25 red roses.—Duckham-Pierson Co., 1st; L. B. Coddington, Murray Hill, N. J., 2nd.

Wm. A. Smudden special prize for 25 Aaron Ward.—L. B. Coddington, 1st.

Bobbink & Atkins prize, for 25 Sunburst.—Wm. Vert, Madison, 1st.

Twenty-five Ophelia. — Duckham-Pierson Co., 1st; L. B. Coddington, 2nd.

Twenty-five Dunlop.—L. B. Coddington, 1st.

Twenty-five Premier. — Duckham-Pierson Co., 1st; L. B. Coddington, 2nd.

Twenty-five Columbia.—Duckham-Pierson Co., 1st.

Chas. H. Totty Co. prize, for 25 Butterfly.

—Duckham-Pierson Co., 1st: L. B. Coddington, 2nd.

Gray Construction Co. silver cup, for basket of roses arranged for effect.—Mrs. H. McK. Twombly, 1st; Harry O. May, Summitt, N. J., 2nd.

Twelve Premier.—H. Cole, 1st.

Twelve any white rose.—H. Cole, 1st.

Twelve any light pink rose.—H. Cole, 1st; L. L. Dunham, Madison, (E. Wild gr.), 2nd.

Twelve any dark pink rose.—Twin Oaks Farms, 1st; H. Cole, 2nd.

Twelve any yellow rose.—H. Cole, 1st; F. F. Dryden, Bernardsville, N. J., (Chas. Davison, gr.), 2nd.

Twelve roses, one vase, three or more kinds.—H. Cole, 1st; F. F. Dryden, 2nd.

Carnations.

Duckham-Pierson Co. prize for table of carnations, Carnation foliage and other greens allowed.—H. O. May, 1st; D. Francis, Morristown, 2nd.

A. M. Henshaw prize for table of carnations, four feet in diameter.—Mrs. H. McK. Twombly, 1st.

Henry Elzerman prize, for 12 blooms, crimson.—L. L. Dunham, 1st.

Henry Elzerman prize.—James Fraser, 1st; Howard Cole, 2nd.

H. Salmon prize, for 12 blooms, light pink.—Harry O. May, 1st; D. Francis, 2nd.

Twelve blooms dark pink.—L. L. Dunham, 1st; Howard Cole, 2nd.

Twelve blooms white.—James Fraser, 1st; L. L. Dunham, 2nd.

American Oil Co. prize, 12 blooms red.—L. L. Dunham, 1st.

Twelve blooms yellow.—L. L. Dunham, 1st; James Fraser, 2nd.

Twelve blooms variegated.—Twin Oaks Farms, 1st; L. L. Dunham, 2nd.

Eighteen blooms any undesignated variety.—Springfield Floral Co., Springfield, N. J.

One bunch, 100 flowers, blue double violets.—Howard Coghill, Morristown, 1st.

One bunch flowers, blue single.—Dudley Olcott, Morristown, 1st.

W. L. Edison prize.—Mrs. Redmond Cross, 1st.

W. L. Edison prize, best vase cut flowers by assistant florists or gardeners.—B. Louis Spears, Convent, N. J., 1st.

Mrs. Samuel H. Gillespie silver cup for group of chrysanthemums, 50 square feet.—L. L. Dunham, 1st; Mrs. Paul Moore, 2nd.

William F. Birch silver cup for chrysanthemums, 75 square feet.—Mrs. H. McK. Twombly, 1st; L. L. Dunham, 2nd.

Mrs. Redmond Cross prize for specimen chrysanthemum plants in flower.—Mrs. Paul Moore, 1st.

John C. Sweeny silver cup for 12 chrysanthemum plants in flower, in six or more varieties, single stems.—L. L. Dunham, 1st; D. H. McAlpine, Morris Plains, N. J., 2nd.

F. & F. Nurseries prize for six chrysanthemum plants, in three or more varieties, single stetms.—L. L. Dunham, 1st.

Victor A. Wiss & Bros. prize for 12 chrysanthemums in flower.—L. L. Dunham, 1st; Six chrysanthemum plants in flower.—L. L Dunham, 1st; Mrs. Paul Moore, 2nd.

One specimen flowering plant other than chrysanthemum.—Mrs. H. McK. Twombly, 1st; D. Francis, 2nd.

Table of ferns and foliage plants arranged for effect.—Mrs. S. H. Gillespie, 1st; Mrs. H. McK. Twombly 2nd.

Two specimen ferns in not over 10-inch pots.—New Jersey State hospital, 1st; Mrs. S. H. Gillespie, 2nd.

Lord & Burnham prize for table of orchid plants in flower, arranged with ferns for effect.—Mrs. H. McK. Twombly, 1st.

American Seed Tape Co. silver cup for first table decoration, first day only.—D. Francis, 1st; Rose Shop, Summit, 2nd.

A. F. F.

Nassau County Hortcultural Society.

ANNUAL SHOW, NOVEMBER 1-2.

The seventeenth annual exhibition of the Nassau County Horticultural Society was held in Pembroke hall, Glen Cove, L. I., November 1-2, exceptionally fine displays of the larger exhibition chrysanthemus and a great variety of hardy stock being staged Two floors of the the hall were filled to overflowering, the lower one being taken up principally with pompons and single chrysanthemums. Noteworthy blooms, such as Queen Mary, Sergt. W. E. Young, Lady Hopetown, Nerissa, Louisa Podsett, Mary Mason, Wm. Rigby, Wm. Turner, Earl Kitchener, and other well known kinds attracted much attention, showing that the old-timers cannot be easily pushed aside.

Groups of chrysanthemum, foliage and flowering plants, vases arranged with foliage and grasses and displays of carnations and roses made a very creditable showing.

J. E. Alfred had a tasteful arrangement of chrysanthemums, covering 60 square feet, for which he was awarded first prize. The James McCarthy special prize for the best six chrysanthemum plants grown for market was won by Miss Alice De Lamar. Chas. A. Coffin, Locust Valley, N. Y., won the Hitchings & Co. special prize for 12 chrysanthemums in four varieties. Mrs. Payne Whitney had the honor of winning the Chas. H. Totty prize for the largest bloom of the above mentioned flower, in the show. In the single and hardy chrysanthemum classes, A. C. Bedford showed an excellent collection of 25 kinds, grown and flowered outdoors and including decorative, single and pompon types, winning the C. F. Bertanzel special prize. For the best vase of 12 sprays of anemones, Mrs. H. I. Pratt was awarded the Mrs. A. W. Rossiter prize.

In the carnation classes the Titus & Brown prize was given to P. Chubb for 25 flowers arranged for effect. The best group of flowering and foliage plants in the show, occupying 40 square feet, was staged by Miss A. D. Lamar, and for the effective arrangement and quality of 12 kinds of vegetables, the Stumpp & Walter silver cup was given to Mrs. H. L. Pratt.

A. F. F.

Massachusetts Agricultural College Fair.

The second annual country fair of the Massachusetts Agricultural College was held October 21-23 at Amherst. Each department of the college had its individual tent in which were placed its exhibits. In the department of floriculture, competitive classes were arranged for the various student courses. The students in senior floriculture were furnished carnations and greens with which to make table decorations, each table being set for six people. The junior students were furnished roses, greens and ribbons to put up a decorative basket. The students in the two-year courses were furnished roses and greens with which to make a table decoration.

Vases of roses, chrysanthemums and carnations were exhibited by the commercial florists from the nearby towns, and while it was rather early for chrysanthemums there were many good blooms. G. H. Sinclair, of Holyoke, exhibited a vase of fine yellow chrysanthemums. Mark Aitken, of Springfield, displayed four vases of excellent roses, Ophelia, White Killarney, Columbia and Frank M. Dunlop; also yellow and white chrysanthemums, hunnemania, and a mixed bouquet of ruscus, purple beech and Chinese lantern plant, the latter attracting much attention, because it is not commonly seen. The department of floriculture exhibited a large group of foliage and flowering plants, and the students in greenhouse construction had a fine display of greenhouse building material and tools.

The awards were as follows:

Basket arrangement of roses.—R. D. Fuller Woburn, Ophelia and Maiden Hair fern, 1st; R. J. Drexel, Tifton, Ophelia and Asparagus plumosus, 2nd; A. B. Marshall, Greenwich, Conn., Montgomery's Priscilla and Maiden Hair fern, 3rd.

Table decorations, using roses, by the two-year class.—J. Balmayne, East Milton, black bowl with White Killarney and Maiden Hair fern, 1st; A. Wells, natural color willow basket with White Killarney, Crusader, and Maiden Hair fern, 2nd; Miss K. L. Powell, Newton Center, gray bowl with Premier, 3rd.

Table decorations, using carnations, by senior four-year students.—V. S. Anderson, South Manchester, Conn., cream-white bowl with Eureka and Asparagus plumosus, 1st; Miss Elizabeth Coleman, Scranton, Pa., gray basket with Enchantress and Maiden Hair fern, 2nd; Miss R. W. Hurder, Milton, cream-white bowl with Enchantress and Asparagus sprengeri, 3rd.

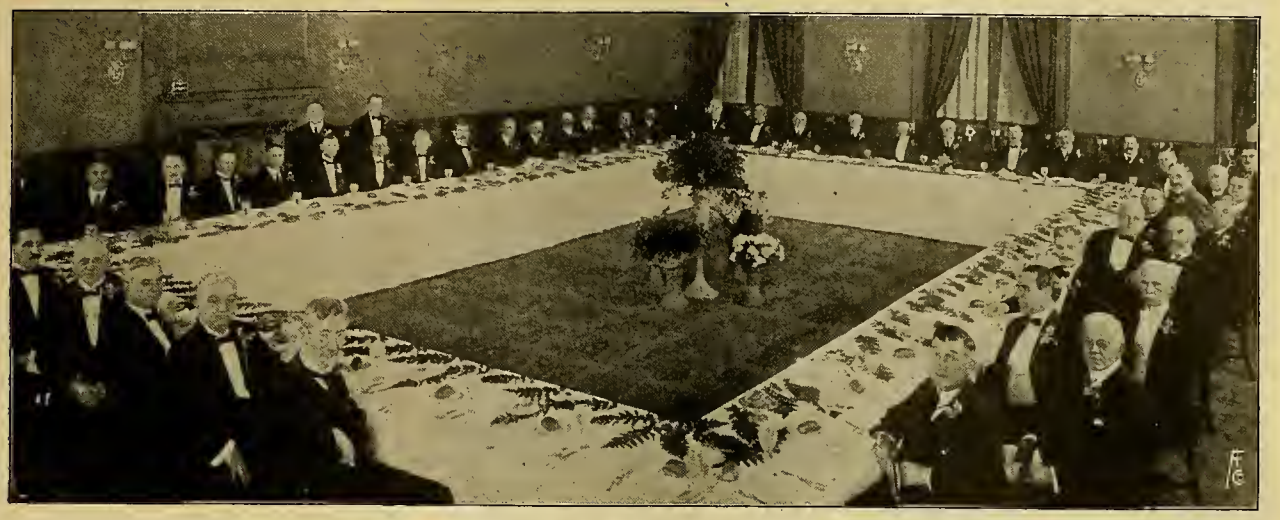
A. B. M.

Government's Attitude Toward Florists.

Address by W. F. Gude, Washington, D. C., Before the Tennessee State Florists' Association, November 1-2, 1921.

What does our government think of the florists' business? That question can be answered best by citing specific instances of the government's expression of approbation and confidence. When the government goes down into its pockets for money to carry on the business of growing flowers, we are assured of such approbation and confidence. To illustrate: Enormous appropriations have been made by the government for the United States Botanic Gardens, the Department of Agriculture, the United States Propagating Gardens, the White House greenhouses, and numerous other more or less prominent and important flower arrangements, as the greenhouses at Arlington cemetery, the naval observatory, the Naval hospital, Marine barracks, and other

BANK OF PALMS AT THE DENVER SHOW.
Exhibited by the Park Floral Co.



DINNER TO S. S. PENNOCK. HOTEL PENNSYLVANIA, NEW YORK, NOVEMBER 4.
President-Elect Society of American Florists on His Return From Europe.

places under the jurisdiction of the federal government.

What does the state government think of the florist? To answer this question it is only necessary to refer to the Bronx Gardens, in New York, where hundreds of thousands of dollars are invested in greenhouses for the edification of human kind; the Phipps conservatory at Pittsburgh, Pa., the glorious Shendley Park; the wonderful Shaw Gardens, at St. Louis, Mo., and many other gardens and greenhouses where state supervision is making the garden places as up to date as possible.

Every effort is being made in many of the states of the union to keep abreast of the times and not only to make exquisite certain places which may be visited by the people but also to further, through propaganda in the cities and states, happiness and love for beautiful flowers. Civic associations, women's clubs, schools, and churches are aiding the state and municipal governments in plans for beautifying otherwise unsightly places, and more and more encouraging the idea of implanting higher ideals in the breasts of the people by bringing before them the beauty of flowers and plants.

The best illustration of the influence of governmental opinion upon a municipality may be found in Washington, D. C., the capital of the United States. Here we find a combination of influence which includes every group of people, from the smallest civic association of women to the great agricultural department, itself, striving to make the streets, avenues, and parks of the city the most beautiful in the world.

FLORAL BEAUTY OF NATIONAL CAPITAL.

Horticulture and arboriculture are closely allied to the florists' business and here in the nation's capital one's eye is greeted not only with the beauty of millions of wonderful cultured plants and flowers but also long avenues, lined on both sides with magnificent trees, in truth some 105,803, and nowhere in the world are trees given such attention. Tree doctors employed by the government watch their growth with as much interest and concentrated care as would be given to a favorite rose bush by a gardener who loves his roses. Their big cavities are cemented promptly and their foliage is carefully sprayed, every possible attention being given to make them flourish. The result of

Wm. F. Gude, Washington, D. C.

such care is plainly visible to the eye of the least keen observer. Almost the first observation made by strangers to the city is how wonderful these trees and flowers are. The florists' business alone has made Washington the most talked of city in the world. All this shows what the government thinks of the florists' business.

The art of landscape gardening, the science of horticulture, floriculture, and arboriculture, are combined here to make the outdoors of Washington a fitting foreground for the setting of architectural grandeur, even unsurpassed in the capitals of the old world. These exquisite bits of gardening have a noticeable effect upon the people. They feed the higher ideals and add tremendously to the suppression of unrest and to the amelioration of conditions which have brought about unhappiness in these days of unemployment and attendant bitter anxieties. That the United States government recognizes this influence is shown most delightfully in the beautiful avenues and parks.

Recently, just after we entered the terrible world war, a great colonel of the Walter Reed General hospital told me that flowers did more good at that great hospital than any doctor of medicine could ever hope to do, and that he could not run a hospital without flowers. He asked me if I could not help him to secure flowers and plants for each of the 27 different wards. In less than 24 hours, I had a plant placed in each ward and many suitable plants in the assembly hall where all the patients congregated. The effect was instantaneous and amazing. It was noticed that patients who were in the depths of despair visibly brightened, that the shell-shocked victims, who had no bodily injury, but the most pathetic of all, a mental unbalance, felt the influence of the flowers as soon as their eyes rested upon them; that many patients, who had not been able to hear music, to read or to take pleasure in any recreation, found, in the flowers themselves, a happiness and a restfulness they had been unable to meet any place else. Doctors, nurses and patients, all sent expressions of gratitude to us.

The idea spread like wildfire in those dark days of melancholy. Many camps throughout the United States, hearing of the amazing effect upon the patients, asked for flowers and, whenever asked for, I am informed the florists were quick to respond, giving thousands of flowers. Many rose bushes are now beautifying the grounds and buildings of these camps. At Camp Meigs, Washington, D. C., three months after the gift of the rose bushes, the soldiers had the most beautiful gardens imaginable, helping to make the camp life of the boys more cheerful and raising the morale, as a sense of beauty always elevates ideals and principles.

I must not pass by the events of the recent world war without speaking of an episode which took place in Washington when flowers were about to be classed as non-essentials. The word went out that the allocation of coal should be made to none of the non-essential industries, and immediately, the government, through its agencies, attempted to draw the line between essentials and non-essentials. The announcement was made that the florists' business was non essential. An emphasis placed upon this announcement caused the florists throughout the country to view the situation with great alarm. Hundreds of messages came to Washington, many of these to me personally. I called upon the powers that be and placed before them the argument which was afterwards to

be intensified by that remark of the colonel,—a remark which I am sure will become famous in the annals of the florists' trade.—"I could not run a hospital without flowers."

Could any trade be non-essential which was to cater to the needs of the wounded soldiers? Could any trade be counted non-essential which was so necessary to bringing about peace and harmony to the general public? If ever I plead a cause with real sincerity and a deep feeling it was on this occasion when I made an appeal to the government not to cut out everything that was beautiful in the world that was crushing down over our heads. The sense of that appeal may be visualized in the beautiful camp and hospital gardens to which I have above referred. The government did bear in mind that it was to the general benefit of the public at large that flowers be grown. After considerable argument, much of which had to do with the shipping abroad of coal, coal was allocated to the florists. Before the appeal, they decided to let us have none, then 50 per cent, then 66 2-3 per cent, and with that the florists throughout the length and breadth of the country could keep the greenhouses alive. Millions of dollars, tied up in the florists' business, had hung in the balance. That hour of argument and appeal for this great and growing industry of ours was the most dramatic in my life.

Our trade was not out of the trenches with the allocation of coal to its needs. Another order was sent broadcast throughout the length and breadth of the land and that concerned the allocation of labor. The workingman was told to find essential work or fight. Public opinion was the force that impelled the men to choose their fields of labor if they could not fight and public opinion, unthinking and in the chaos of disturbed thought which kept it from clearly seeing the effect of its verdict, classed the florists' business as non-essential. The appeal to be made to the public had to be more emphatic even than that which had been made to the smaller group in Washington. The point was made through the press that this was a legitimate business needed by the hospitals and by the general public during the war, and also that it was a business in which thousands of men could be employed after the war. As soon as it was thoroughly understood the consensus of public opinion changed and the business went on undisturbed.

And now, more than ever, in Washington, the nation's capital, the government is showing its interest in the culture of flowers. Recently 475 acres of ground were acquired to make a new magnificent United States Botanic Gardens.

What does the government think of the florists' business? The government expresses in all of these acts above mentioned that the florists' business is second to none on the face of the earth when it comes to doing good for mankind, and the men who compose our government realize that the florists' business is uppermost in the minds of those who know psychology best. To demonstrate this, 527 trees were planted on Executive avenue in honor of the brave soldiers who died for their country in the recent war. It may be interesting to add that the Rotary Club will place American flags and flowers on each of these trees on Armistice Day.

Wisconsin State Florists' Association.

The annual meeting and flower show of the Wisconsin State Florists' Association was held at Milwaukee, November 3-4, President Haentze in the chair. There was a large attendance, with an excellent programme prepared for the occasion. Phil Grau, of the Milwaukee Association of Commerce, welcomed the visitors to the city, at the first session, Thursday afternoon, following which the reports of Secretary Henry Welke and Treasurer Zimmermann were presented. Gust Rusch, of Milwaukee, read an instructive paper on "Bettering the Relationship Between the Wholesaler and Retailer," Lewis Turner, of Kenosha, taking up the other phase of that subject of "Bettering the Relationship Between the Retailer and Wholesaler." "The Best Method of Advertising for the Retailer," was the subject of an address by H. J. Seel.

Fred Rentschler, Madison, Wis.
President-Elect Wisconsin State Florists' Ass'n.

A general discussion then followed of the Florists' Telegraph Delivery Association service and a committee was appointed to recommend a universal telegraphic flower code for the association. A resolution was adopted asking the express companies to exercise more care in handling shipments. Oshkosh was selected as the place of meeting for the summer of 1922.

Before adjournment of the business meeting the following officers were elected for the coming year: Fred Rentschler, Madison, president; James E. Taylor, Oshkosh, vice-president; Henry Welke, Milwaukee, secretary, and Wm. Zimmermann, Milwaukee, treasurer. Director for three years: Lewis Turner, Jr., Kenosha.

The banquet held at 7 p. m. was well attended, many ladies being present. C. C. Pollworth acted as toastmaster and in well chosen remarks introduced Attorney Nevin,, of Milwaukee, the speaker of the evening. The banquet was a great success in every way. Friday morning an inspection by automobile was made of the principal greenhouses of the city, the first place visited being the Cudahy Floral Co. From there the range of the C. C. Pollworth Co., was inspected, after which a delightful luncheon was served on Wolff's Island. After the repast the members sojourned to Holton & Hunkel Co.'s plant at Brown Deer. There were 40 in the party and an interesting time was enjoyed by all.

THE FLOWER SHOW.

The exhibits, which were staged in the Milwaukee Athletic Club rooms, were very good, Nic. Zweifel deserving much credit for his untiring efforts in arranging them. The following had displays:

Vase William Turner chrysanthemums.—Ward Davis, Oshkosh.

Three varieties of sweet peas.—Peter Obertinn, Kenosha.

Twelve Betsy Ross chrysanthemums.—John A. Salzer Seed Co., La Crosse.

One vase assorted chrysanthemums and one begonia, hybrid Pendula, double dwarf, drooping, tuberous rooted.—Haentze Floral Co., Fond du Lac.

Specimen ferns.—J. E. Mathewson, Sheboygan.

Cleveland cherry plants.—Nero & Sons, Cedarburg.

Collection of gladioli bulbs.—Vaughan's Seed Store, Chicago.

Extensive display of artificial wreaths, straw flowers, Christmas cherries, peppers and two vases of chrysanthemums.—Beaver Floral Co., Beaver Dam.

Vase of carnations and Kaiserin roses.—Herman Staeps, Elm Grove.

Two vases pompon chrysanthemums.—Zech & Mann, Chicago.

Four vases pompon chrysanthemums.—Fox Point Floral Co.

Vase Morning Glow carnation.—Gust Pohl, Milwaukee.

One vase each of Maine Sunshine, Enchantress, Laddie and Matchless carnations.—Kamp & Spinki Floral Co.

Three vases pompon chrysanthemums.—Riebs Bros.

One vase each Richmond chrysanthemums and Nebraska carnations.—A. Reinhardt.

Eight vases chrysanthemums and Columbia roses.—Holton & Hunkel Co., Milwaukee.

Collection of Ophelia, White Killarney, Columbia, Milady, Premier roses; C. W. Ward, Harvester, Ruth Bauer, Edna, Laddie, Enchantress, Supreme and Delight carnations; imported Pink Chieftain, Richmond, single and pompon chrysanthemums.—C. C. Pollworth Co, Milwaukee.

Cyclamen plants in four, five and six-inch pots.—M. G. Madson Seed Co., Manitowoc.

One vase each of Richmond and single yellow chrysanthemums.—Neitman-Oestreicher Co., Milwaukee.

Artistic combination of flower and fruit basket.—Fox's, Inc., Milwaukee.

Artistic colonial bouquet.—Baumgarten Floral Co., Inc., Milwaukee.

Artistic colonial bouquet.—Edlefsen-Leidiger Co.

IN ATTENDANCE.

E. E. Austin, Delevan.
H. A. Bertole, Milwaukee.
Guy O. Blondey, New London.
J. H. Boelter, Appleton.
Wm. Buccohlz, Oshkosh.
Frederick Cranefield, Madison.
Ward B. Davis, Oshkosh.
Ernst Eberhardt, Cedarburg.
A. H. Ferdinand, Fond du Lac.
Jos. Fritsch, Milwaukee.
E. H. Goldenstein, Chicago.
Oscar Golin, Milwaukee.
R. D. Haentze, Fond du Lac.
Walter Hamilton, Manitowoc.
Christ Hansen Two Rivers.
T. D. Hefco, Marshfield.
Chas. Kamp, Milwaukee.
Aug. F. Kellner, Milwaukee.
Henry Kienahs, La Crosse.
Jacob J. Kolb, Beaver Dam.
Jacob P. Kolb, Beaver Dam.
Richard Lietz, Milwaukee.
Ed. L. Matthewson, Sheboygan.
Miles Meidam, Appleton.
Walter F. Nero, Cedarburg.
Eug. Oestreicher, Milwaukee.
R. E. Pamplin, Oshkosh.
C. C. Pollworth, Milwaukee.
William Rayner, Oconomowoc.
A. Reinhardt, Milwaukee.
Fred Rentschler, Madison.
Irwin A. Riebs, North Milwaukee.
J. Rindfleisch, Beloit.
Hugo Rudolph, Manitowoc.
Gus. J. Rusch, Milwaukee.
Wm. A. Schaefer, Platteville.
W. G. Schucht, Chilton.
Oscar Schurrer, Milwaukee.
A. H. Sylvester, Oconomowoc.
J. Sylvester, Oconto.
Otto Sylvester, Oconomowoc.
James E. Taylor, Oshkosh.
Geo. Tomlinson, Madison.
L. Turner, Jr., Kenosha.
Geo. Vatter, Marietta.
H. R. Welke, Milwaukee.
E. A. Wilson, Stevens Point.
A. J. Zech, Chicago.
Nic. Zweifel, Milwaukee.

THE LADIES.

Mrs. E. A. Austin, Delevan.
Mrs. A. H. Ferdinand, Fond du Lac.
Mrs. R. D. Haentze, Fond du Lac.
Mrs. W. E. Macklin, Stevens Point.
Mrs. Wm. Rayner, Oconomowoc.

E. O.

Bulb Growing in the South.

Address by Chas. L. Baum, Knoxville, Tenn., Before the Tennessee State Florists' Association, at Chattanooga, November 1-2, 1921.

In attempting to address you on the subject assigned me, "Possibilities of Bulb Growing in the South," I can only give you my experience and observation, which is somewhat limited. There is no doubt but there are many bulbs that have been and are now being grown in foreign countries that will be grown here in the south in the near future.

It has already been demonstarted that certain kinds of bulbs do as well here if not better than in the north or in foreign countries. For instance, gladiolus; we can plant in March or April and they will make their full growth and the bulb will ripen before killing frost, which is not true of our northern climate. Northern-grown bulbs are too often cut down by frost while the foliage is still green and in full growth causing the bulb to be dug in a premature state, which will naturally be soft on account of being dug before growth had finished. Bulbs grown under these conditions will never give as good results for forcing or planting otherwise, as bulbs that have had a long enough season to ripen naturally. It has been said that gladiolus bulbs grown in the south will not bloom as well as northern-grown bulbs. I for one, deny this, for it stands to reason that a bulb that has been planted early with plenty of time to make its growth, can naturally be planted earlier, and will also bloom earlier with a larger per cent of blossoms than one that has had a short season and dug and cured prematurely. What I have just said has been my own experience with the gladiolus and it is equally true of many other bulbs and plants.

Just a word about Quarantine No. 37. It may be for our own good, as it will compel us to grow our own bulbs and other stock, much of which has heretofore come from abroad. And I dare say that this section is an ideal place to grow most of the foreign bulbs. Our climate, altitude, soil and rainfall is ideal. The possibility for Japanese bulbs is wonderful. All of the lilies grow well. I have tried several varieties and have found them thoroughly adapted to our conditions. All of the Speciosum type such as L. album, L. rubrum, L. roseum and L. longiflorum do well and the bulbs grown here force as well as the imported gigas. We discovered in our nearby mountains in July of this year a wonderful patch of L. superbum containing in the neighborhood of 5,000 bulbs growing wild, which was one of the most beautiful sights I ever witnessed. Some of these lilies had attained the heighth of eight feet and had from 10 to 48 buds and blooms on a stalk. These were growing at an altitude of about 6,700 feet, but can be grown successfully at a much lower altitude. This goes to prove that this section of our country is naturally adapted to the growing of lilies, and that nearly all types may be grown here. When it comes to L. candidum our country is full of them.

Our farmers have them almost growing wild, and bring the cut blooms to our market by the thousands and sell them very cheap. We also have daffodils, jonquils and all kinds of narcissus, except Paper White, growing almost wild; tulips, irises and all kinds of cannas, dahlias and spiraeas. In fact, practically every kind of bulb or plant that we have for many years been importing for cut flowers and pot plants, possibly with the exception of Dutch hyacinths. But I firmly believe that there will be found somewhere in this great country of ours a place where all conditions will be favorable for the growing of hyacinths. As for the French and Italian bulbs they can all be grown in the south. We can grow the Roman, Italian and red skin hyacinth here as well as anywhere.

Some may say how about labor? Can we get it cheap enough to compete with the foreign market? How about Quarantine No. 37? Uncle Sam says you can not import bulbs. Grow them yourself. So get busy, you southerners, and go to work, for this is the place to grow bulbs. I believe in a few years the south will be the bulb growing section of this country. We have just finished digging 20 acres of very fine gladiolus bulbs. We also grew some five or six acres of lilies, dahlias and cannas and all our stock was of extra good quality. This goes to prove that the south is the right place to grow bulbs.

CHRYSANTHEMUM SHOW, DEPARTMENT OF AGRICULTURE GREENHOUSES, WASHINGTON, D. C.

GALENA, ILL.—B. F. Vandervate opened a flower store in this city November 1.

KANSAS CITY, KANS.—Robert H. Fields has leased one of his greenhouses to the park department of this city, until June 15, 1922.

TACOMA, WASH.—The Smith Floral Co. formally opened its new shop at 1113 Broadway, October 24, more than 5,000 visitors passing through the doors.

FREMONT, NEB.—S. R. Rowe picked American Beauty roses from a bush at his home on East Military street, October 29, making the fifth time the bush has been in bloom this season.

DUNDEE, ILL.—The D. Hill Nursery Co., Inc., is building one new greenhouse and remodeling the employees' dwelling. Mr. Hill has just returned from the Dakota hot springs, where he has been spending some time on account of rheumatism, and will soon join Mrs. Hill in California, where she has spent the summer.

Chrysanthemum Society of America.

EXHIBITION AND MEETING NOV. 16-17.

The twentieth annual meeting and exhibition of the Chrysanthemum Society of America will be held at the Auditorium hotel, November 16-17, and will include the election of officers. The society will offer numerous prizes for exhibits, the premium list comprising gold and silver medals, silver loving cups and cash prizes. The flower show to be staged in the grand ballroom of the Auditorium hotel will be open to the public, Wednesday afternoon, November 16, at 1:30 o'clock. Growers who are not members may join the society at once and be permitted to stage exhibits, which should be addressed to Fred Lautenschlager, flower show manager, Auditorium hotel, Chicago, Ill., and sent by express, all charges prepaid.

A grand banquet, entertainment and dance will be given by the Chicago Florists' Club in honor of the visiting members of the chrysanthemum society at the hotel, Thursday evening, at 7 o'clock.

The following are the officers of the society: S. S. Pennock, Philadelphia, Pa., president; N. J. Wietor, Chicago, vice-president; C. W. Johnson, 141 Summit street, Rockford, Ill., secretary, and Chas. H. Totty, Madison, N. J., treasurer.

The list of special prizes offered for the annual exhibition to be held at the Auditorium Hotel, Chicago, November 16-17, is now ready and copies may be had on application to the secretary, C. W. Johnson, 141 Summit street, Rockford, Ill.

EXAMINING COMMITTEES

President S. S. Pennock announces the committees to examine new chrysanthemums for the ensuing year, as follows:

Boston, Mass. — James Wheeler, chairman. Ship flowers to W. J. Thurston, manager, Boston Flower Exchange. 1 Winthrop Square and Otis street, Boston, Mass., care of chairman.

New York. — Eugene Dailledouze, chairman; Wm. H. Duckham and A. Herrington. Ship flowers to New York

Cut Flower Co., 55-57 West 26th street, New York, care chairman.

Philadelphia, Pa.—A. B. Cartledge, chairman; John Wescott and S. S. Pennock. Ship flowers to A. B. Cartledge, 1544 Chestnut street, Philadelphia, Pa.

Cincinnati, O. — R. Witterstaetter, chairman; James Allen and J. C. Murphy. Ship flowers to chairman, Jabez Elliott Flower Market, care of janitor.

Chicago.—N. J. Wietor, chairman; E. A. Kanst and Geo. Asmus. Ship flowers to 30 East Randolph street, Chicago, Ill., care of chairman.

Shipments should be made to arrive by 2 p. m. on examination days to receive attention from the committees. They must be prepaid to destination and an entry fee of $2 should be forwarded to the secretary not later than Tuesday of the week they are to be examined or it may accompany the blooms.

Seedlings and sports are both eligible to be shown before these committees, provided the raiser has given them two years trial to determine their true character—not less than six blooms of each variety to be shown. Special attention is called to the rule that sports, to receive a certificate must pass at least three of the five committees. These committees will be in session to examine such exhibits as may be submitted to them on each Saturday in November, the dates of which will be November 12, 19 and 26. CHAS. W. JOHNSON, Sec'y.

University of Illinois.

CHRYSANTHEMUM SHOW, NOV. 11-16.

The tenth annual chrysanthemum show, is to be staged by the division of floriculture at the University of Illinois, Urbana, November 11-16, inclusive. The show will be open from 9 a. m. to 5 p. m. each day including Sunday.

In addition to the regular exhibition and commercial varieties the division of floriculture will have on display many new pompons, anemones and singles which were originated by the students in floriculture. A hearty invitation is extended to all the florists of the state to visit the university and view the exhibit.

Otto Schubert Missing.

Mrs. Anna Messner, 421 South Walnut street, Bucyrus, O., has made inquiry as to the whereabouts of her husband, Otto Schubert, also known as Schulze, who deserted her about 20 years ago. He was born in Germany, is over 50 years of age and speaks broken English. Mr. Schubert often spoke about operating greenhouses of his own and his wife thinks that he might be engaged in that work, either in Chicago or California.

Mrs. Messner would greatly appreciate information as to the location of her husband, as she is in failing health and needs his support.

Nashville, Tenn.

STOCK IN EXCELLENT DEMAND.

Trade has greatly improved since the opening of the social season. Weddings are very numerous now, with decorated altars and the finest of flowers for the bridesmaids. Chrysanthemums are the season's flower and are used at every occasion, prices ranging from $4 to $8 per dozen. They have never been finer or in greater profusion, nor have they sold at better prices. Roses are in excellent condition, the stems are longer and the quality of the stock improving as the season advances. Carnations are now arriving in greater numbers. Cyclamen plants are on the market for the first time with prospects for a fine supply later on.

NOTES.

The reunion of the 30th Division, A. E. F., was held in this city last week, more than 10,000 ex-service men being in attendance. This stimulated a heavy demand for flowers and all of the trade reaped a substantial benefit. General Pershing, who was a visitor, placed a wreath on the grave of Andrew Jackson, at the Hermitage, consisting of magnolia leaves, cycas and galax and tied with red, white and blue ribbons.

Thomas H. Joy, Miss Lillian Joy, John Geny and Thomas McIntyre, were visitors at the Chattanooga convention last week. The Joy Floral Co. and Geny Bros. staged exhibits.

The annual meeting of the Tennessee State Florists' Association will be held here in 1922.

Visitors: J. F. Ammann, Edwardsville, Ill.; P. J. Foley, Chicago; Eric Johnson and Wm. Reed, of the A. L. Randall Co., Chicago; Ed. Truett, Franklin, Tenn., enroute from the Tennessee State Florists' Association Convention at Chattanooga.

M. C. D.

Philadelphia Florists' Club.

The November 1 meeting of the Florists' Club with its splendid exhibition of plants and cut flowers, together with its varied literary features, was most successful. This session was planned to interest the retailers, there being large exhibits of foliage and flowering plants, those of the Robert Craig Co. with its great variety of splendidly grown stock, and also the Wm. K. Harris collection of ferns and other choice plants were all of great interest to the men of the flower shop. There were also superb cut chrysanthemums, Jos. Goetter and Thos. Logan showing the variety Richmond as it had never been seen here before. C. U. Liggit staged a number of varieties of choice pompons and other kinds for the Springfield Floral Co., Springfield, N. J. A. N. Pierson, Inc., Cromwell, Conn., had a large vase of splendid flowers of the new rose, Priscilla. This is without doubt the largest of the pink forcing roses, a variety of great promise, so declared by the best rose growers in this market. This firm also staged a new golden bronze pompon chrysanthemum named New York, in every way a winner. Edward Towill's vase of American Legion was the best ever seen of this fine rose, closely resembling in color, size of flowers and foliage, American Beauty. A vase of his new rose Phantom, was also a feature. C. U. Liggit exhibited a vase of the new rose Angelus, for The Fred. Lemon Co., Richmond, Ind., an exceptionally fine white flower.

The literary feature of the evening was the address on the Florists' Telegraph Delivery Association, by Victor I. Rideneur, who in his convincing truths about the organization and the great business it had created, doing last year upwards of $7,000,000, made every one present feel as if he would like to become a member at once. One of his many points was that it was a co-operative organization in every sense of the word, as those who worked the hardest for it received the most benefit. He told of the recent wonderful business meeting of the organization at Toronto, which he had attended and found most inspiring. John C. Gracey, who was also at Toronto, described the great hospitality of the Canadian craft and the wonderful benefits he had derived from being present. He told of a recent order of his to another florist, for $15, which the telegraph company through mistake had raised to $50, and for which amount the flowers were delivered. When it was proved to the company that the mistake was on them they at once paid the bill. Chas. Henry Fox also gave interesting F. T. D. experiences, particularly in long distance deliveries, one as far as New Zealand, and having recently taken a Christmas order for British East Africa. He also made up and demonstrated his new pillow basket, which he filled in good style in eight and one-half minutes. It was a meeting full of interest to all present, but disappointing in that so few retailers thought it worth while to attend, only about 20 per cent of the audience of 150 being flower shop men. K.

POMPON CHRYSANTHEMUMS AT THE DEPARTMENT OF AGRICULTURE GREENHOUSES, WASHINGTON, D. C.

San Francisco.

QUICK RECOVERY IN BUSINESS.

Business has recovered quickly from the slump of a week ago. As the season advances there is a gradual shortening up of some lines of stock and although there is still a large supply of chrysanthemums the offerings of large flowered varieties is not so heavy as formerly. Prices have advanced on all grades. Shipping demand has decreased considerably, due to the fact that distant cities have liberal local supplies. Wm. Turner, Yellow Turner and Pink Turner are the leaders in their respective colors. May Hunter is a popular pink kind while W. H. Waite holds first place as the best bronze. The Chinese growers report a much better call for small stock this week and are sending in a heavy cut of short Bonnaffon. Pompons and singles are not so plentiful and clean up fairly well, with prices on the latter at a lower level. The absence of rain and frost has aided the growers in cashing in on chrysanthemums. Roses of good quality are arriving, with Mrs. Chas. Russell leading. There is hardly enough of this kind to go around. There is a heavy supply of short and second grade stock arriving, principally Premier and Columbia, which are bringing good prices. Hoosier Beauty and Hadley have shown much improvement and sell out rapidly. The supply of Ward is shortening up and Butterfly is in steady demand. Cecile Brunner continues to enjoy its steady demand. Violets are in need of a good rain. The heavy cut of carnations has been absorbed by the market and only stock grown by specialists is arrving, principally Laddie, which is in small supply. Growers expect a good market for their carnations from this time forward. The supply of cattleyas is increasing. Cypripediums in variety are now being offered. Oncidiums and odontoglossums are becoming more noticeable, prices being firm for all this stock. Lily of the valley cleans up daily and cut white cyclamen blooms have been used to great extent for wedding work. Gardenias and freesias are scarce articles. Dahlias continue to arrive and are used mainly for decorations and funeral work. Fancy blooms of this variety are finished for the season. Berried shrubs are much used in decorative work, the first California red berry having arrived, the color being poor however. Arbutus of the native variety cleans up well. Quantities of outdoor foliage and flowering plants are obtainable and move well, made up baskets of the two meeting a ready sale. Cyclamen and begonias are the leaders. Ferns, especially nephrolepis, sell without difficulty. Plant growers are sure of a splendid season, difficulty being experienced at times to secure enough stock to supply the demand.

NOTES.

Podesta & Baldocchi received many compliments for their fine display at the flower show, October 26-28. All of the marble floor, marble settees, vases and urns were imported direct from Italy for the exhibition and were not cleared by the Custom house officials untill 3 p.m., on the opening day, which necessitated quick work on the part of the firm in placing the exhibit. These furnishings will be used in their Grant avenue establishment.

The Valley Crest Nursery, Selma, made a very good showing at the exhibition, of specimen cyclamen.

Frank D. Pelicano was very enthusiastic over the outcome of the show and is already making plans for the one to be staged next year.

The many friends of Sidney Clock were glad to greet him at the flower show, where he officiated as one of the judges. He is now head gardener at the United States Base hospital, Menlo Park.

A heavy shipping business in violets and chyrsanthemums is being experienced by the Co-Operative Wholesale Market. During the morning this place is crowded with buyers from the city.

The E. Gill Nursery Co. has the largest stock of roses in the history of the company. Mr. Gill states that the demand is excellent.

The trade will regret to learn of the death of Mrs. John Vallance, wife of John Vallance of the Vallance Nurseries, Oakland. She was a most estimable lady and frequently attended the conventions. The sincere sympathy of the trade is extended to Mr. Vallance in his irreparable loss.

J. A. Axell, 463 Bush street, the wholesale distributor of the mas-art basket, reports a strong demand for this article. He staged an excellent exhibit at the recent flower show.

G. Bottini, 430 Bush street, is building up an excellent business in ferns and other greens and maintains a stall at the Co-Operative Flower Market.

JAMES T. LYNCH.

Milwaukee, Wis.

FAIR DEMAND FOR STOCK.

Market conditions were very irregular the past week, one day would witness a good demand while on the following, stock would move slowly, due to the heavy receipts of large, single and pompon chrysanthemums, some of them being of poor grade. Other lines have also suffered, lilies being hard to move. Too many long, fancy roses have been received to hold their own. Heavy offerings of carnations, especially short stemmed stock, has reduced prices considerably for this flower. A heavy frost on the night of November 4 has relieved the market of outside competition for the season.

Lawrence Pollworth, who was a member of the arrangements committee of the Wisconsin State Florists' Association was taken ill with mumps a few days before the annual meeting of the organization here, and is still confined to his home.

Much interest is being taken in the chrysanthemum show to be staged in Chicago by the Chrysanthemum Society of America, November 16-17, and a number of the local trade will attend. Tickets can be secured from C. C. Pollworth.

E. O.

Boston, Mass.

NO IMPROVEMENT IN BUSINESS.

This has been another of those disastrous weeks for business. The prices for stock, excepting chrysanthemums, was hardly worth the cutting and packing. Roses have been particularly hard hit considering the quality. Toward the close of the week the market strengthened somewhat, but that was only temporary as prices receded again the following Monday. The demand for chrysanthemums still holds good and the price is about equal to that of a week ago, but the call for this flower is more than counteracted in the light buying of all other stock. Carnations have shortened up some, but owing to the light call this shortage is hardly felt. Very quiet conditions prevail throughout the whole market generally.

Max Lakin, formerly with the New England Supply Co., has bought out the business of Carl Johnson, Quincy, Mass.

The directors of both markets held a meeting this week to consider selling at retail after 10 a. m. every day.

HORTICULTURAL SOCIETY SHOW.

The Massachusetts' Horticultural Society staged an excellent exhibition of flowers, plants, fruits and vegetables at its autumn show in Horticultural hall, November 2-6. Thomas E. Proctor was awarded the society prize for a group of winter-flowering begonias. Caplan, the Florist featured a display showing the various ways flowers can be used in house decorations and also won a society prize.

E. F. S.

OBITUARY.

Edward J. Canning.

Edward J. Canning, aged 58, died November 1, of hardening of the arteries at his home on Prospect street, Northampton, Mass., Mr. Canning, who was known throughout the country as a horticultural expert, landscape gardener and florist, was born near Stratford-on-Avon, England, and came to this country from England in 1894, following his graduation from the Royal Botanical Gardens, Kew.

He was for many years curator of the botanical gardens at Smith College and under his administration the Smith gardens became known throughout the country as among the finest to be seen at any American collegiate institution. In 1911, Mr. Canning severed his connection with the college and went into business for himself, maintaining nurseries and undertaking contracts for landscape gardening. Some of the largest estates throughout New England were under his direction.

Besides his widow, Mr. Canning is survived by three daughters and one son, the latter, Herbert, a landscape architect, having been associated with his father.

Mrs. J. T. D. Fulmer.

Mrs. J. T. D. Fulmer, of Union Park, Des Moines, Ia., died November 5, having been in failing health for over two years. Her death is a severe loss to her many friends in the Ladies' Society of American Florists, of which she was a member, and she was held in high esteem by all who knew her. The funeral services were held November 7, with burial at Woodland cemetery, Des Moines.

Mrs. Fulmer is survived by her husband, a daughter, Perle B. Fulmer, treasurer of the Ladies' Society of American Florists, and a son, Carl G., of Los Angeles, Calif.

APPRECIATION.

Mrs. C. H. Maynard, of Auburn, Ind., in appreciation of the esteem in which Mrs. Fulmer was held by her friends, writes as follows: "In the passing of Mrs. J. T. D. Fulmer, the Ladies' Society of American Florists has lost one of its most valued and enthusiastic members. Mrs. Fulmer, an excellent parliamentarian, was a great help in guiding our annual meetings. She will be sadly missed by her many friends."

HARRISBURG, PA.—The Park Place Nurseries Co. has increased its capital from $200,000 to $300,000.

CLEVELAND, O.—Henry Schumacher, formerly with Knoble Brs., recently opened a retail flower shop at Twenty-fifth and Dennison streets.

WINSTED CONN.— J. A. Martell, proprietor of the Rosery Flower Shop, will discontinue his store at an early date and will conduct all of his business at his greenhouses, in Mooreville, Conn.

THE AMERICAN FLORIST

ESTABLISHED 1885.

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When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

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NEW crop kentia and other pound seeds, are reported on the way.

MARSHAL FOCH, at the Chicago celebration in his honor, last week, was presented with a bouquet of daisies, said to be the new official American Legion flower.

GROWING canna plants have been greatly benefited by the long warm fall and will yield a good crop of roots, reduced somewhat by continued drought in some sections.

COAL.—With coal strikes threatened, the nation is many millions of tons behind in its production of bituminous. The geological survey reports that during 249 working days of this year, 327,177,000 tons of soft coal were mined, which is 109,000,000 behind that period of last year, 59,000,000 behind 1919 and about 136,000,000 behind the average of war years. Compared with the average of all four years, it is 110,000,000 tons behind.

President-Elect Pennock's Reception.

President-Elect S. S. Pennock of the Society of American Florists, who returned from Europe last week, as stated in our issue of November 5, was tendered a reception and dinner by a number of friends at the Hotel Pennsylvania, New York, on the occasion of his return from Europe after an absence of seven months as representative of the American Friends Service Committee, Friday evening, November 4. Wallace R. Pierson was chairman and the other hosts of the occasion included: Robert Simpson, G. E. M. Stumpp, F. R. Pierson, Leonard Barron, Wm. H. Duckham, Frank H. Traendly, A. M. Henshaw, A. T. Bunyard, John Young, Benjamin Hammond, F. L. Atkins, John H. Pepper, Joseph Manda, Roman J. Irwin, Thos. Roland, Charles Schenck, J. C. Vaughan, Chas. B. Weathered, E. J. Fancourt, David S. Ward, Chas. H. Totty, Isaac S. Hendrickson, Wm. R. Cobb, W. A. Manda, A. T. DeLaMare, H. T. Brown, A. L. Miller, W. H. Siebrecht, Sr., J. H. Fiesser, James McHutchison, Percy B. Rigby, John G. Esler, L. W. C. Tuthill, Max Schling, J. Walter Reimels, A. M. Schneider, Henry Rudolph, Peter Gerlaird, Charles Schwake, Emil Schloss, Jos. E. Morichard, Jos. A. Millang and Dennis Kenna.

Mr. Pennock gave an exhaustive account of his experiences and observacount of his experiences and observations abroad and other speakers were Thomas Roland, F. L. Atkins, Leonard Barron and John Young. Patrick Welch, Boston, Mass., wrote regretting his inability to attend and welcome home telegrams were received from George Asmus, Chicago, and Vice-President-Elect Samuel Murray, Kansas City, Mo.

Wallace R. Pierson and Joseph Manda contributed chrysanthemums and orchids for the occasion.

Progressive Methods.

It is easy to follow the beaten path, but which frequently has many turns and is not always the most direct route. There are many who in their eagerness to reach that city of success are constantly passing their slow-going competitors by cutting corners and speeding ahead with the assistance of all the up-to-date appliances at their command.

The successful men in all lines of the business are those who are most progressive, who keep up to the times both in their production and selling departments. If growers, new roses, new carnations or other new stocks at once attract their attention and after investigation are given a trial or an extensive planting. Intensive use of greenhouse space with close rotation of crops is another feature with the successful greenhouse man. A close watch on the market and its returns to see that production is up to capacity, is a constant spur to every department for its utmost in efficiency.

The progressive retailer keeps to the front with the latest in all kinds of accessories, baskets, pottery, vases, ribbons, etc., and always the best in plants and cut flowers, making a continuous bid for business in their featured and artistic arrangement. His short cuts are his publicity methods and his wide awake attractive displays, full of suggestions that create desire, resulting in new business and prestige that is most profitable.

Do not wait for business to come; get the wheels out of the rut, get after it and make a bid for the trade the best you know how. You cannot be too urgent or too strong. One little success will lead to another and once you get started you will be surprised at the results. So get busy and make your start today.

Chicago Chrysanthemum Show.

The chrysanthemum show of the Chicago Florists' Club will be staged at the Auditorium hotel, November 16-17, in connection with the annual exhibition and meeting of the Chrysanthemum Society of America. Every grower and retail florist is invited to send an exhibit, notifying Fred Lautenschlager, secretary, Chicago Florists' Club, 460 West Erie street, Chicago. Telephone. Superior 8680 immediately, stating the kind of exhibit to be sent and the size of space desired. The show will be held in the grand ballroom of the Auditorium hotel, which will be ready for the exhibits Wednesday morning, November 16, at eight o'clock. Admission to the exhibition will be by ticket and retail florists desiring them for their customers should notify Secretary Lautenschlager at once.

The crowning feature of the show will be a grand banquet, entertainment and dance in honor of the visiting members of the chrysanthemum society by the florists of Chicago at the Auditorium hotel, Thursday evening, November 17, beginning at 7 o'clock. Every florist in the city is cordially invited to attend and should make necessary reservations with Secretary Lautenschlager.

Exhibits should be addressed to Fred Lautenschlager, flower show manager, Auditorium hotel, Chicago, Ill., and sent by express, all charges prepaid.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in officers and of the date, time and place of meetings.]

Baltimore, Md., November 14.—Gardeners' and Florists' Club of Baltimore at Royal Arcanum hall, 18 Saratoga street. Robt. T. Paterson, 934 East Preston street, Baltimore, secretary.

Cincinnati, O., November 14, 8 p. m.—Cincinnati Florists' Society at 532 Race street. Alex Ostendarpt, 14 East Third street, Cincinnati, secretary.

Columbus, O., November 14, 8 p. m.—Columbus Florists' Association at the Neil house. E. A. Munk, 19 South High street, Columbus, secretary.

Helena, Mont., November 19, 8 p. m.—Florists' and Nurserymen's Association of Montana. E. A. Calmettes, Helena, secretary.

Lake Geneva, Wis., November 19, 8 p. m.—Lake Geneva Gardeners' and Foremen's Association at Horticultural hall. Wm. McKinnon, Lake Geneva, secretary.

Lancaster, Pa., November 17, 8 p. m.—Lancaster County Florists' Association at the Chamber of Commerce. Albert M. Herr, Lancaster, secretary.

New Orleans, La., November 13, 2 p. m.—Gardeners' Mutual Protective Association at 5001 Rampart street. John Parr, 4539 North Rampart street, New Orleans, secretary.

New York, November 14, 8 p. m.—New York Florists' Club at Engineering building, 33 West 39th street. John Young, 43 West Eighteenth street, New York, secretary.

Portland, Ore., November 15, 8 p. m.—Oregon Floral Society at Masonic Temple. F. A. Van Kirk, 64 East 50th street, Portland, secretary.

Seattle Wash., November 13, 4 p. m.—Florists' and Gardeners' Union, No. 16,667, at I. O. C. T. hall. E. Popp, Fort Steilacoom, Wash., secretary.

Springfield, O., November 14, 8 p. m.—Springfield Florists' Club. Arthur Leedle, Springfield, secretary.

St. Louis, Mo., November 14, 8 p. m.—Retail Florists' Association of St. Louis. Oscar Ruff, 3119 South Grand avenue, St. Louis, secretary.

Tarrytown, N. Y., November 16, 8 p. m.—Tarrytown Horticultural Society at Corporation building. H. W. Neubrand, Tarrytown, secretary.

Toronto, Ont., November 15, 8 p. m.—Gardeners' and Florists' Asociation at St. George's hall, Elm street. Alex Simpson, 87 Grosvenor, Toronto, secretary.

Coming Exhibitions.

[Secretaries are requested to supply any omissions from this list and to correct any dates that have been altered since the last advices.]

November 8-11, Scranton, Pa.—Fall show of the Scranton Florists' Club. G. R. Clark, Scranton, secretary.

November 9-11, New York.—Annual exhibition of the American Institute of the City of New York at Engineering building, 33 West 39th street. Dr. J. W. Bartlett, 324 West 23rd street, New York, secretary.

November 10-12, Lancaster, Pa.—Flower show of the Lancaster County Florists' Association. Albert M. Herr, R. F. D. No. 8, Lancaster, Pa., secretary.

November 10-13, Columbus, O.—Annual chrysanthemum show of the Ohio State university, in connection with the horticultural festival. Walter Burwell, Horticultural department, Ohio State university, Columbus, O., manager.

November 11-13, Lake Geneva, Wis.—Seventeenth annual chrysanthemum show of the Lake Geneva Gardeners' and Foremen's Association. Wm. McKinnon, Lake Geneva, Wis., secretary.

November 12-15, Providence, R. I.—Annual fall show of the Rhode Island Horticultural Society at the Armory. Ernest K. Thomas, Kingston, R. I., secretary.

November 16-17, Chicago.—Annual exhibition of the Chrysanthemum Society of America. C. W. Johnson, 141 Summit street, Rockford, Ill., secretary.

January, 1922, Hartford, Conn.—Annual exhibition of the American Carnation Society. A. F. J. Baur, 38th street and Rockford avenue, Indianapolis, Ind., secretary.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, $1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order For Plant Advs., See Ready Reference Section

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—Florist and gardener wants a position on private place; 25 years' experience; good references. Address
P. O. Box 43, Port Edwards, Wis.

Situation Wanted—By gardener and florist with a life-long experience; will furnish good references. Am a hustler and will consider a big job. Give particulars in first letter. Address
Geo. E. Fuller, East Longmeadow, Mass.

Wanted—Storeman and designer for New York City. An exceptional opportunity for a good man. Steady employment at good wages. Send references in first letter.
A. F. F., care American Florist, 134 West 16th St., New York.

HELP WANTED

Rose Grower.

Steady job. We pay the highest wages in the Chicago district. Apply to

BASSETT & WASHBURN, Hinsdale, Ill.

HELP WANTED

Man with some experience as a florist and landscape gardener.

JOHNSON & CHRONIS,
4701 Lake Park Ave., CHICAGO

Help Wanted

A good salesman and designer.

MANGEL, Florist,
17 East Monroe Street, CHICAGO

HELP WANTED.

Young lady for retail store.

LEWIS & ROCCA,
55 East Jackson Boulevard, Chicago

HELP WANTED.

A-1 all around store man, good salesman capable of meeting the finest of trade Advancement for capable party who can prove ability. In replying give reference, married or single, salary to start. Mail late photograph with application.

Randolph & McClements
5936 Penn Avenue, Pittsburgh, Pa.

Retail Man Wanted

For Chicago loop store. Splendid opportunity for the right man to make a permanent connection at a high starting salary. Applicant must be a top-notcher to qualify. Address

Key 806, care American Florist.

Situation Wanted

GROWER. Address

JOHN F. GUENTHER
2410 Cold Spring Ave., MILWAUKEE, WIS.

SITUATION WANTED
STOREMAN

Experienced retail man formerly in business for himself at Chicago, is open for an engagement. Can also attend to buying if necessary. Address

Key 807, care American Florist.

WANTED TO LEASE

Small Greenhouses with Dwelling in lively town. Address

Key 805, care American Florist.

Wanted to Rent or Buy

By thoroughly experienced florist and decorator, a large retail flower shop. Only high grade proposition considered. Must stand closest investigation. Give full particulars and price in first letter.

Address **Key 808, care American Florist.**

WANTED

Partner in growing establishment containing 40,000 square feet of glass. Must be good grower and have some money. Inquire of

I. GOLDSTEIN
43 West 18th Street, NEW YORK CITY

FOR SALE

Greenhouse property located 125 miles from Chicago; 10,000 feet of glass, 3½ acres of land; garden under Skinner system; six-room modern cottage; 25 miles to nearest greenhouse; located on two steam roads in live town. Address

Key 812, care American Florist.

$5.00 Reward

To anyone for information of the whereabouts of **Oscar C. Miller,** a native of Switzerland, who left Summit, N. J., August 18th, 1903 or 1904, to work with the Butte City Floral Co., Butte City, Montana. Address

MRS. O. MILLER
German House, Harvey Ave., **BROOKLYN, N. Y.**

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $4.50; per 1000, $6.50. Samples on request. Electro of leaf, postpaid, $3.00. Cash with order.

American Florist Co.
440 S. Dearborn Street
CHICAGO

A HOLLY WREATH

RED AND GREEN

FOR HOLIDAY CIRCULARS AND ADVERTISING

Plates for printing this fine Holly Wreath in two colors—green leaves and red berries and ribbon—$5.00 per set of two plates. Larger size, 3¾x4 inches, $7.50 per set of two plates.

Plate shown here for one color, $3.00. The large size, one color, $4.50.

Cash with order.

American Florist Co.
440 S. Dearborn St., CHICAGO.

OUR

Chrysanthemum Novelties

For 1922

Will include several large flowering commercial varieties, and also **Pompons, Singles** and **Anemones,** especially adapted to florists' use.

As heretofore, our stock will comprise the best of the standard kinds.

ELMER D. SMITH & CO., Adrian, Mich.

Toledo, O.

BUSINESS SHOWS GAIN.

October came to the fore with an astonishing increase in business over September. When present industrial conditions are considered this is particularly surprising and makes florists here feel that the holiday demand for flowers will be greater than ever. There has been a very lively call for funeral work due to the frequent deaths of prominent citizens here, but this has by no means been all. Flowers are being used in increasing quantities for social occasions, weddings, birthdays, openings, and many other events. Stock of all kinds has been sufficient for every demand. Chrysanthemums are now coming into their own and by next week will be at their best. Florists here are pushing the sales of chrysanthemums and their shops are featuring colorful displays with fine results. Pompons are plentiful, the quality excellent and the demand for them is good. Local growers are sending in some fine carnations and they clean up well. Roses are of good quality and equal to the demand. Sweet peas in the better grades sell fairly well and there is no scarcity of greens.

NOTES.

The marriage of Miss Helen Patten in Chicago came as a great surprise to her many local friends in the trade. At a reception held in her Point Place home, they showered her with congratulations and well wishes and gave her an appropriate expression of their esteem. A mock wedding put on by her employes featured the evening. She will continue to conduct her store as usual.

Max Zaller, successor to Max Spanner, in the Ohio building, is certainly having an excellent business. He held a very successful autumn opening last week which was well advertised. Flowers were given to all visitors who attented. His trade for October showed a big gain over the previous month.

Schramm Brothers are featuring chrysanthemums during November and homegrown lily of the valley of which they are making a specialty. They are also making an intensive drive on bulbs, which they are disposing of in great quantities. They report a fine sale of various bowls.

Bayer's Bonnaffon chrysanthemums, which have a national reputation for their quality, will be ready for the market within a few days. Their arrival is being eagerly awaited by the retail florists here because of their salability.

Wm. Krueger's greenhouses are now producing large quantities of really fine pompon chrysanthemums. They are enjoying great popularity and retailing at $1 and $1.25 per bunch, making an unexcelled showing.

The demand for all kinds of stock for the annual Memorial services in Catholic cemeteries on All Saints' Day, has been very lively and helped considerably to clean up surplus stock.

Henry Miller, the carnation specialist, is sending into the market some of the best carnations we have seen for a long time. There is always a ready sale for his product.

The Avery Flower Shop, which made its opening bow to the public some months ago at Collingwood and Delaware street, is enjoying a lively business.

Hall's Flower Shop is sending out thermometers as an advertising stunt. They report a constantly increasing call for stock.

Metz & Bateman say that the demand for funeral work has been extremely heavy at their store during the past two weeks.

A. C. K.

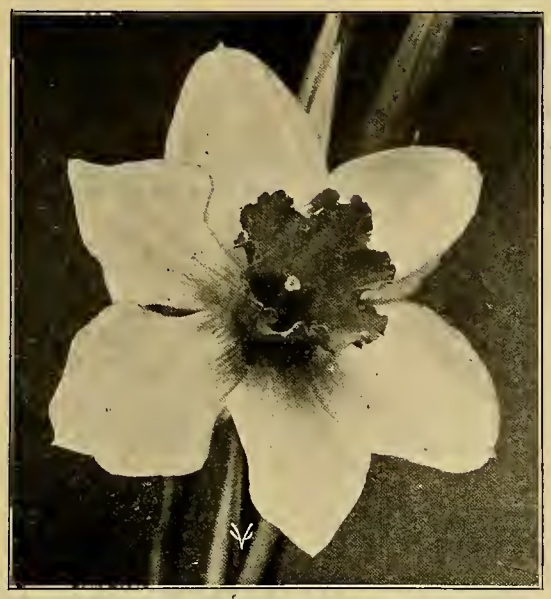
Pittsburgh.

STOCK DIFFICULT TO MOVE.

The past week has been even worse than the previous one from the growers' view, because the market was flooded with seasonable flowers of all kinds, with chrysanthemums the worst offender. Pompons are in heavy supply but hard to move, as hardy chrysanthemums are in competition and in heavy supply, and the farmers who raise them and market them have no idea as to their value and they figure that whatever they bring is profit, as they are only a side line and they have to come to town anyway with their farm products. Consequently, the greenhouse-grown pompons suffer. While the offerings of roses have not been so heavy, still it is very difficult to move them. Carnations are in heavy supply, and their day will not come until chrysanthemums are out of the way. Sweet peas are arriving more freely and are selling well, as are lily of the valley and orchids. Lilies are still short and clean up on sight. Other arrivals include calendula, baby primrose and sweet alyssum, neither of which has much demand.

FLORISTS' AND GARDENERS' CLUB.

The regular meeting of the Florists and Gardeners' Club, held Tuesday, November 1, had an added feature in a miniature flower show, the exhibits being numerous and fine. The general opinion prevailed that it was the biggest and best ever held at any meeting of the club. Especially noteworthy were exhibitions of chrysanthemums in variety shown by John W. Jones,



Narcissus Sir Watkins.

The QUALITY

Remains the Same

The Net Prices Are Lower

According to Stocks Unsold

Growers who retail their own crops will find money makers here at these low prices.

Most Stocks f. o. b. Chicago, some f. o. b. New York.

Hyacinths (Dutch)

	Per 1000
Miniature, 13-14 ctms.	$26.00
Bedding, 15 ctms, up	35.00
Forcing, 16-17 ctms.	40.00
Seconds, 17-19 ctms.	52.50
Firsts, 19 ctms, up	60.00

Tulips Early Single

	1000
Duc Van Thol (Scarlet)	$18.00
Fred Moore	15.00
Prince of Austria	19.00
Sir Thomas Lipton	29.00
La Reine	15.00
White Swan	27.00
Cottage Maid	21.00
McKinley	22.00
Pink Beauty	27.00
Prosperpine	35.00
Rose Luisante	27.00
Yellow Prince	17.00
Duc de Berlin	17.00
Mixed, Regular Grade	15.00
Mixed, Vaughan's Special	17.00

Tulips Double

	Per 1000
Imperator Rubrorum	$29.00
Le Matador	35.00
Rubra Maxima	20.00
Vuurbaak	31.00
Couronne d'Or	22.00
Mr. Vander Hoef	32.00
Schoonoord	20.00
Lord Roseberry	27.00
Salvator Rosa	19.00
Tournesol, Red, Yellow	33.00
Mixed, Regular Grade	17.00
Mixed, Vaughan's Special	19.00

Tulips Darwin

	Per 1000
Baronne de La Tonnaye	$26.00
Bronze Queen	35.00
Electra	18.00
Euterpe	18.00
Europe	28.00
Glow	29.00
Gretchen	18.00
Leonardo Du Vinci	30.00
Mad. Krelage	32.00
Mrs. Cleveland	18.00
Mrs. Potter Palmer	40.00
Pride of Haarlem	27.00
Rev. Ewbank	26.00
Wm. Pitt	40.00
White Queen	22.00
Ariadne (Scarlet)	25.00
Wm. Copeland	35.00
Norham Beauty	25.00
Finest Mixed	17.50

Tulips

	Per 1000
Breeders	$30.00

Seven best named kinds, average price our selection.

LILIUM GIGANTEUM
For Immediate Shipment
For Ice Storage
Valley Pips for Xmas.
New Valley Soon.

Narcissus Paper White Grandiflora

12 ctms. bulbs (1400 to case)...
13 ctms. bulbs (1250 to case)...
14 ctms. bulbs (1000 to case)...

Write for Prices

GLADIOLUS NEW CROP
Place your orders NOW.

Narcissus (Dutch)

	Per 1000
Emperor, Dbl. Nose	$33.00
Victoria, Fancy	25.00
Victoria, Dbl. Nose	33.00
Golden Spur, Fancy	22.00
Golden Spur, Dbl. Nose	29.00
Von Sion, Fancy	23.00
Von Sion, Dbl. Nose	35.00
Poeticus Ornatus	17.00
Sir Watkins	25.00
Sir Watkins, Dbl. Nose	30.00
Princeps, Dbl. Nose	23.00

POETAZ NARCISSUS

Per 1000

Alsace
Aspasia
Elvira
Triumph

$30.00

Tulips.

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

To the man who issues a catalogue:

Canna The President

You will make a mistake if you do not feature this greatest of American Cannas in your catalog for 1922.

The President is undoubtedly the red Canna by which all others will be judged by comparison. It is a strong, vigorous, healthy grower, forming large, bushy clumps about five feet high, with luxuriant, dark green, firm foliage, and with uniformly large, bright red flowers in greatest profusion.

We are now booking orders at specially attractive prices, and we shall be pleased to book your order and make reservation for delivery at such time as will suit your convenience.

Strong two three-eye divisions

$8.00 per 100; $75.00 per 1000

Write us for prices on other varieties of Cannas, as we have an immense stock of the world's best varieties.

HENRY A. DREER, 714-716 Chestnut St., Philadelphia, Pa.

The above prices are intended for the trade only.

James Stewart, Wm. Thomson and F. B. Rieg. Commercial chrysanthemums were shown by Max Schreiber, C. H. Goodwin and Roderich Ross. Elmer D. Smith, of Adrian, Mich., sent a fine collection of the newer varieties, especially praiseworthy were Silver King, an exhibition chrysanthemum; Mary Pickford, Dainty Maid and Juliana, all pompons. Seedling singles and pompons were shown by Manns Curran and Herman Rapp, the latter receiving a certificate of merit for a seedling anemone-flowered, named Mrs. Edna Thompson. As there had been no killing frost in this section, the dahlias shown rivaled the chrysanthemums, the size of the flowers being immense. The exhibit made by John Barnet would be hard to excel. Some of the flowers displayed in this exhibit were over 10 inches in diameter. The dahlias shown by Manns Curran were also good. It was a splendid meeting and we hope to have many more like it.

NOTES.

At the recent meeting of the Retail Florists' Club, the Milwaukee, Wis., plan was thoroughly discussed and the idea approved. The president appointed a committee consisting of W. A. Clark, E. J. McCallum, A. W. Smith, Gilbert Weaklen, Ed McGrath and Ben Elliott to draw up a resolution to be presented at the next meeting, putting the proposition into effect. During the previous two weeks a committee visited all the florists in this district to secure their co-operation on this form of advertising and found only one florist in the entire district opposed to the plan. It is estimated that between $5,000 and $10,000 per year can be raised in this manner at a very small cost per firm. It was also agreed that the club should immediately incorporate in order to successfully carry out the work in hand.

Gabriel Wessenauer left for a three weeks' hunting trip in Potter county. Wm. Turner is also away, taking a shot at bear and deer.

Several thousand chrysanthemums in full bloom were the main attraction at the chrysanthemum show staged at Schenley park recently. E. C. T.

Tennessee State Florists' Association.

ANNUAL MEETING, NOVEMBER 1-2.

The eighth annual convention of the Tennessee State Florists' Association, as announced in our issue of November 5, page 767, was held at Chattanooga and was a pronounced success in every way. The addresses were very ably presented, many of the speakers being from other states.

After the reports of Secretary-Treasurer Bentley had been presented, Dan Horgan, of Macon, Ga., told of the "Essential Details for a Successful Florist in the South," stating that at the present time the utmost energy was needed to succeed. "New Features of Greenhouse Construction," by Phil. Foley, of Chicago, was listened to with interest by the members, because of the many new features that have been brought out in this work in recent years. Chas. L. Baum, of Knoxville, spoke of the "Possibilities of Bulb Growing in the South," and told of the many thousands of lilies he had seen growing wild in that section of the country. "What Our Government Thinks of the Florist Business," by Wm. F. Gude, Washington, D. C., was ably presented. He told of the successful efforts he had made during the war to have the government increase the supply of coal for the florists. Other addresses included: "Why I Selected the Retail Florist Business as a Vocation," by Chas. H. Gakelow, Philadelphia, Pa.; "Say It With Flowers Week," by Z. D. Blackistone, Washington, D. C., and "Experiences While Attending the Society of American Florists' Convention at Washington, D. C.," by Edw. C. Truett, Franklin.

Many excellent exhibits of flowers were staged at the Tivoli theatre, consisting principally of Columbia and Premier roses, chrysanthemums and carnations. The Joy Floral Co., of Nashville, featured its new T. C. Joy carnation, which it has developed and put on the market. Geny Bros., also of Nashville, had a fine display of chrysanthemums, Butterfly and Columbia roses. Exhibitors from outside the state included the J. G. Hill Co., Richmond, Ind., and others.

The social part of the convention consisted of a trip to Lookout mountain and a dinner-dance at the Hotel Patten, with the Chattanooga Florists' Club as hosts. G. M. Bentley, Knoxville, who was re-elected secretary-terasurer, was pesented wth a handsome leather suit case, in appreciation for the valuable services be has rendered to the association. M. C. D.

Cincinnati, O.

MARKET HEAVILY SUPPLIED.

Market conditions were not as brisk the past week as was expected. Plenty of stock arrived, but there was little business. Roses, as is the case every year at this season, glut the market and can be bought at one's own price. Pompons and the larger varieties of chrysanthemums are plentiful, the best bringing $3 per dozen, while some can be had as low as $4 per 100. Pompons, always very popular with the trade, are now arriving in all colors and move well at 35 to 50 cents per bunch. Sweet peas are making themselves known more and more as the season advances, and the first arrivals are exceptionally good, bringing $1 to $2 per 100. Carnations are seen in

Now! Evergreens

For Window Boxes and Tubbing

From Nov. 1st till Xmas. Throw out the tender stock and refill with hardy Evergreens. Make your window box and tubbing business do double duty.

See to it that your customers are supplied with hardy Evergreens for their window boxes and urns during the winter months, just as you see to it that Geraniums and Vincas are there for Decoration Day. For winter decoration Hill's Hardy Evergreens are indispensable. The charming foliage effects and rare fragrance of Evergreens is remarkable, adding color, warmth and cheerfulness, while their rugged hardiness permits outdoor use all the year around.

Wire or mail orders now. **Shipments will be on the way in a few hours.** Telegraph orders given special attention. Prompt service guaranteed. Cash with order earns 3% discount and free boxing.

Pyramidal Arbor Vitae.

Hill's Selected Evergreens

Window Box Evergreens.

	Inch	10	50
ASSORTED VARIETIES (OUR SELECTION) (25 PLANTS, $13.00)			$25.00
Thuya Pyramidalis (Slender)	10-12	$6.50	25.00
Thuya Pyramidalis (Slender)	12-18	7.50	35.00
Juniperus Canadensis (Low)	10-12	7.50	30.00
Juniperus Canadensis (Low)	12-18	10.00	45.00
Juniperus Virginiana (Pyramidal)	12-18	3.75	15.00
Juniperus Virginiana (Pyramidal)	18-24	4.50	20.00
Picea Canadensis (Conical)	10-12	5.25	22.50
Picea Canadensis (Conical)	12-18	6.00	27.50
Pinus Mugho (Globular)	8-10	7.50	30.00
Pinus Mugho (Globular)	10-12	9.00	37.50

Tubbing Evergreens.

PYRAMIDAL	Feet	Each
Thuya Pyramidalis	3	$4.00
Juniperus Virginiana	3	5.00
Picea Canadensis	2	5.00
Juniperus Schotti	3	6.50
Juniperus Glauca	3	7.00
Sheared Globes (Thuya)	1¼x1¼	4.00

GLOBES AND DWARFS	Feet	Each
Juniperus Canadensis (Low)	1-1½	$2.50
Pinus Mugho (Low)	1-1½	2.50
Juniperus Pfitzeriana	3	6.50
Thuya Occidentalis	3	2.75
Tsuga Canadensis	3	4.50

All Tubbing Evergreens Balled and Burlapped B. & B.

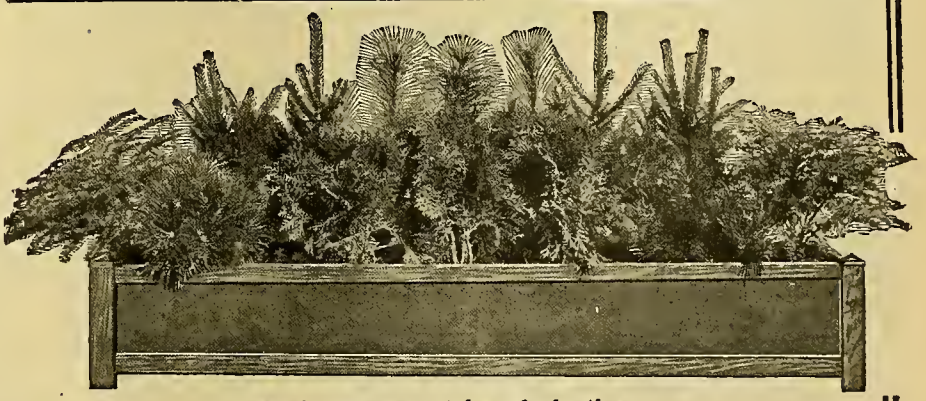
SPECIAL OFFER

25 Window Box Evergreens, assorted..... **$20.00**
2 Tubbing Evergreens (Thuya), 3 feet.....

FROM THE TRADE.

"Your shipment of Window Box Evergreens arrived in fine condition and we want to thank you for care in selecting it."
ERNEST WIENHOESER CO., Chicago, Ill.

"The Evergreens for Window Boxes were received and proved entirely satisfactory. The Evergreens have attracted a great deal of attention."
C. YOUNG & SONS CO., St. Louis, Mo.



One of the many styles of planting.

SEND FOR COMPLETE CATALOG.

The D. Hill Nursery Co., Inc.

Box 404, Evergreen Specialists Largest Growers in America **DUNDEE, ILL.**

Montgomery's Priscilla

That's the name of the new pink rose! The name will be Priscilla probably after the public has had it a while, but we have had to add the prefix to cover the rules of nomenclature.

In order to get someone who knows more about roses than we do to give an unbiased, honest opinion on the merits of this rose, we have placed 12 plants of it with each of the following growers:

E. G. Hill Co., Richmond, Ind.
Dailledouze Bros., Brooklyn, N. Y.
Albert F. Amling Co., Maywood, Ill.
Duckham-Pierson Co., Madison, N. J.
Rowayton Greenhouses, Rowayton, Conn.
Miller Floral Co., Farmington, Utah
Wellworth Farm Greenhouses, Downers Grove, Ill.
Poehlmann Bros. Co., Morton Grove, Ill.
Robert Pye, Nyack, N. Y.
John Coombs, Hartford, Conn.
Frank Schramm, Crystal Lake, Ill.
A. S. Burns, Jr., Spring Valley, N. Y.
Robt. Simpson, Clifton, N. J.
Chas. H. Totty Co., Madison, N. J.
Noe-Ruzicka Co., Madison, N. J.
Wm. H. Elliott Co., Madbury, N. H.
Anthony Ruzicka, Madison, N. J.
W. J. Pilcher, Kirkwood, Mo.
Jos. Heacock Co., Roelofs, Pa.
Ferrari Bros., San Francisco, Calif.
Peirce Bros., Waltham, Mass.
Batavia Greenhouse Co., Batavia, Ill.
Doemling-Schimmel Co., Mt. Clemens, Mich.
Wendland & Keimel Co., Elmhurst, Ill.
Joy Floral Co., Nashville, Tenn.
Roberts Rose Co., Denver, Colo.
Geo. C. Weiland, Evanston, Ill.
Lakeview Rose Gardens, Jamestown, N. Y.
Exeter Rose Conservatories, Exeter, N. H.
Bassett & Washburn, Hinsdale, Ill.
H. O. May, Summit, N. J.
Budlong Rose Co., Auburn, R. I.
Dept. of Agriculture, Washington, D. C.
Gude Bros., Washington, D. C.
F. R. Pierson, Tarrytown, N. Y.
L. B. Coddington, Murray Hill, N. J.
Jos. H. Hill Co., Richmond, Ind.
S. Mortensen, Southampton, Pa.
Briar Cliff Gardens, Scarborough, N. Y.
John H. Dunlop & Son, Richmond Hill, Ont., Can.
J. J. Fallon Co., Lynchburg, Va.
Gullett & Sons, Lincoln, Ill.
Rolf Zetlitz Co., Lima, O.
Van Aken Bros. & Sons, Coldwater, Mich.
Premier Rose Gardens, Maywood, Ill.
Weiss & Meyer Co., Maywood, Ill.
Florex Gardens, North Wales, Pa.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Zetlitz Floral Prodocts Co., Dayton, Ohio.

Ask them about it, if you will, at any time. They have our permission to tell the truth. We are going to let this rose sell itself! We shall be simply order takers.

A. N. PIERSON, Inc., Cromwell, Conn.

larger quantities and better condition than has been the case the past few weeks. Boxwood, southern smilax and other green goods are good sellers.

NOTES.

C. E. Critchell is receiving some excellent white chrysanthemums of the Timothy Eaton variety from Roy Rudolph, College Hill. He reports a good week in the sale of chiffons and dried straw flowers, the latter being received from Michigan.

C. E. Critchell, Jos. H. Hill, Richmond, Ind., and R. H. Murphy recently returned from the south, where they attended the Tennessee State Florists' Association convention. They report business there as very poor.

The Peter Weiland Co. is obtaining some very good sweet peas and snapdragons from Newcastle, Ind.

Excellent roses are being received by L. H. Kyrk, from Franke Bros., Portland, Ind.

H. W. Sheppard is busy with funeral work and debutante decorations.

The Wm. Murphy Co. report good sales of plants and southern smilax.

Weddings and funeral work are the leaders with Irwin Sheppard.

Visitors: S. C. Mayer, of Lion & Co., New York; Jos. R. Goldman, Middleton, O., and M. Cohen, of Cohen & Hiller, New York. G. K.

IMMORTELLES

Ready for Immediate Shipment

RED, BLUE, WHITE, PURPLE, YELLOW

C. J. SPEELMAN & SONS

470 Greenwich St., NEW YORK CITY

Columbus, O.

STEADY DEMAND FOR FLOWERS.

There is a steady demand for flowers and plants with the opening of the autumn social season. The marked improvement in business continues. Funeral work has been rather active. Chrysanthemums, carnations, roses, violets and sweet peas are the principal items, the latter having just made its appearance and is of excellent quality, but prices are rather high. Roses are mostly Sunburst, Columbia, Ward and Premier and sell from $3 to $8 per dozen. Carnations are selling fairly well. Chrysanthemums are in good demand, the call running mostly to pinks and whites. There is a growing demand for pot plants and all of the florists specializing in that line of supplies are doing well. Cyclamens are the favorites with frequent orders for begonias and primroses.

NOTES.

The formal opening of the new store of James McKellar, 35 West Broad street, in the James Theater building, was held November 1-3. The store, which is one of the most attractive here, has been occupied for several weeks, but all of the decorations have now been completed. Lady visitors were complimented with flowers. The new shop is 20x50 feet with a large basement, giving much needed space to make up pieces and designs. The other store at 22 North High street, is being continued and will probably be operated four or five months.

The regular semi-monthly meeting of the Flower Growers' and Dealers' Association, which was scheduled, for November 1 was postponed because of lack of a quorum. One of the reasons was the big celebration of October 31, when the West Broad street bridge was opened and many florists took a prominent part. An attempt will be made to meet in two weeks, according to Carl Jagsch, president of the association.

B. H. Flynn, manager of the Art Floral Co., at 57 East Gay street, reports a marked improvement in business with orders increasing right along. Mr. Flynn reports that there are extra fine grades of chrysanthemums, pompons and carnations in the market at this time. One of the features at this place is the call for pot plants, with cyclamen in the lead.

The Fifth Avenue Floral Co. has completed the remodeling of its store at 120 East Broad street, the interior being completely decorated and many changes made. The company reports a good demand for all kinds of seasonable flowers, especially chrysanthemums, carnations and roses.

Underwood Bros., which operate a large greenhouse at Twenty-first street and Fair avenue, reports a good business during the past few weeks. Trade is confined mostly to chrysanthemums, carnations and roses. The quality of the cut is especially good.

F. J. Steffan, manager of the Wilson Seed Co., is having a good trade in all seasonable flowers with chrysanthemums and roses the best features. Mr. Steffan believes that trade will continue good during the remainder of the autumn and early winter.

About $300 worth of flowers were purchased for Dr. W. O. Thompson, president of the Ohio State University, November 3, on his birthday anniversary. J. W. L.

Rochester, N. Y.

MARKET OVERSUPPLIED.

Trade continues quiet and there is an accumulation of all kinds of stock, such as chrysanthemums, roses, pompons, etc. Violets are much improved by cooler weather and are plentiful; however, the demand is not very strong. Snapdragons and calendulas are still arriving in small quantities. Pot chrysanthemums are fairly good. Primroses, cyclamen and Jerusalem cherries are now in the market. Oak leaves and laurel are more than plentiful.

NOTES.

J. B. Keller & Sons have added a new indirect lighting system to their newly renovated store at 25 North Clinton street. At their greenhouse on South avenue, J. M. Keller is cutting some excellent chrysanthemums and pompons in bronze and yellow.

Geo. Cramer had the decoration for a number of auto salesrooms for the closed car auto show recently. It consisted of autumn leaves, corn shocks, pumpkins, arborvitæ and huge vases filled with chrysanthemums.

N. A. Hallower finished cutting his dahlias last week and expects soon to

SWEET PEAS

Winter Flowering--Spencer Varieties

EARLY OR CHRISTMAS FLOWERING

	Oz.	Lb.
Amethyst. This is the nearest to Royal Purple in color in the early-flowering class	$0.80	$10.00
Apricot Orchid. A delightful and charming shade	.65	8.00
Asta Ohn. A clear lavender	.65	8.00
Aviator. This is to our knowledge the best scarlet winter flowering sweet pea	.80	10.00
Blue Bird. A charming mid-blue self. A heavy producer. One of the best sellers in the Chicago market	.65	8.00
Cherry Ripe. Glowing cherry or salmon-cerise self	.65	8.00
Columbia. This is the most profitable pink and white winter-flowering sweet pea	1.00	15.00
Cream. Identical in color and size of blossoms to Dobbie's Cream. It has immense blossoms very frilled and duplexed	.65	8.00
Fire King. Deep orange scarlet	.80	10.00
Glitters. Standard a bright, fiery orange and the wings deep orange. The flowers are large, of good substance, and are borne on long, strong stalks	1.00	15.00
Gorgeous. Charming soft salmon cerise	.80	10.00
Heather Bell. The color is a rich but pleasing mauve, but after standing in water the color becomes a beautiful mauve lavender	.65	8.00
Hercules. Of the same lovely shade of pink as Countess Spencer. Long stem and a free producer	.80	10.00
Liberty. Brilliant red	.65	8.00
Melody. Rose pink on white ground	.65	8.00
Miss Louise Gude. One of the largest and best in the shell pink class. (The nearest to Zvolanek's Rose)	.80	10.00
Morning Star. Deep orange scarlet or flame color in standard, with rich orange pink wings	.65	8.00
Mrs. A. A. Skaach. Flowers bright shell pink	.65	8.00
Mrs. Chas. A. Zvolanek. One of the largest and best clear lavenders	.80	10.00
Mrs. M. Spanolin. Black-seeded white	.65	8.00
Mrs. William Sim. Apricot pink	.65	8.00
Othello. Rich deep maroon	.90	12.00
Pink and White. Blanche Ferry type, extra	.65	8.00
Princess. Clear lavender, with good stems	.65	8.00
Rose Charm. Bright rose, same color as Rosabelle the late Spencer class ¼ oz., 40c	1.50	20.00
Rose Queen. A splendid commercial pink, best seller on Chicago market. Sow in summer for winter blooming	$0.90	$12.00
Song Bird. Pale pink with a distinct tint of buff	.65	8.00
Songster. Giant early lavender	1.00	14.00
Snow Flake. The best early-flowering white-seeded Spencer	.65	8.00
Snow Storm. Improved. A good early pure white for late planting	.90	12.00
Spring Maid. Light pink on a cream ground	.65	8.00
Venus. Standard white, slightly blushed pink wings	.65	8.00
Warbler. Rich mauve purple	.65	8.00
Wedgewood. Magnificent clear blue; intermediate	.65	8.00
White Orchid. White flowers of good substance	.50	6.00
Yarrawa	.50	6.00
Zvolanek's Blue. Very large, of the brightest blue	.80	10.00

Vaughan's Special Mixture Winter Spencer made up of the best white, pink, rose, lavender pink and white and blue. Florists who do not have sufficient room for separate colors will find this a very fine assortment. **Oz. 90c; ¼ lb., $3.20; lb., $12.00.**

NEW VARIETIES

All White. This is an early King White, and compared to other varieties grown in 1920 proved the best white seeded variety. **Oz., $1.50; lb., $20.00.**

Fair Maid. Finest blush pink suffused salmon, on white ground, of robust growth, with long stems carrying fours regularly. Exact counterpart of Elfrida Pearson in the late Spencer class. **Oz., $1.50; lb., $20.00.**

Madonna. Black seeded white. Result of a cross between late Constance Hinton and Early Asta Ohn, unlike other black seeded white; it has no trace of a pink tinge. Owing to its being crossed on the lavender Early Asta Ohn, it has increased the opaque whiteness of the blooms and size of flowers. **Oz., $1.50; lb., $20.00.**

Nightingale. Bluish lavender. Similar to Florence Nightingale in the late Spencer class. **Oz., 90c; lb., $12.00.**

Torch. Salmon orange. Same shade ae Illuminator in the late Spencers. **Oz., $1.00; lb., $14.00.**

CHICAGO **VAUGHAN'S SEED STORE,** **NEW YORK**

cut his late pompon chrysanthemums.

C. W. Curtis, of Irondequoit, is cutting some excellent show chrysanthemums, Yellow and White Turners being some of the best varieties.

E. R. Frey has moved into his new and attractive store across the street from his former location on West avenue.

The killing frosts of October 27-28 did much damage to outdoor flowers and put an end to that source of supply.

Attractive baskets of snapdragons and pompon chrysanthemums are being displayed by Colatus Bros.

Horace J. Head was on the sick list last week.

CHESTER.

Silk Poppies

Short stem, good for general use.
Small size, 24 to bu., for.....$0.75
Medium size, 24 to bu., for.... .90
Large size, 12 to bu., for..... .60

Long stem for vases, baskets, etc., two and three flowers to a stem, also foliage, very pretty.
Per doz. stems.....$1.25

Prepared Lycopodium

Splendid for general work, as for making wreaths, filling baskets, etc. Soft, pliable and everlasting.
Per carton of 10 lbs.....$3.25
5 cartons or more, per carton.. 3.00

Fox Tails

On long stem with foliage. These are made of silk chenille of various rich colors, as red, green, white, purple, yellow, etc., three fox tails to each stem, just the thing to top off a fancy basket decoration, etc.
Price per dozen stems.....$1.50
Price per ½ gross stems..... 8.25
Price per gross stems.....15.00

Artificial Holly

A perfect imitation of natural holly, with green foliage and red berries.
(Four sprays to bunch.)
Per dozen bunches.....$ 1.50
Per carton, 9 dozen bunches.. 12.00

Complete list of many other items free.

One Floral Art Album given free with any order of $25.00 or more.

GEO. H. ANGERMUELLER CO.,
Wholesale Florists **1324 Pine Street, ST. LOUIS, MO.**

Indiana State Florists' Association.

At the meeting November 1 of the Indiana State Florists' Association, at Indianapolis, it was decided to invite the convention of the Chrysanthemum Society of America to that city in 1922. The decision came after a report of a committee whose duty it was to investigate conditions, finances, etc., and report as to whether or not it was possible for the state organization to handle such a convention. The committee consisted of Herman Young and E. E. Temperley, of Indianapolis, and Fred Lemon, of Richmond. It was decided in addition to inviting the convention, to stage a flower show simultaneously, provided it was seen that the state organization is in a condition to hold a show.

E. B.

BELLINGHAM, WASH.—This city recently held a tulip planting week, thousands of bulbs being imported from Holland for the occasion. The third annual tulip festival will be staged in the spring of 1922.

CHRYSANTHEMUMS

Our own growth: We do not handle California 'Mums. Yellow, per dozen, **$3.00** to **$5.00.**
Fancy Pompons, all colors, per bunch.....**50c.**

THANKSGIVING PRICE LIST

For this holiday, the demand is largely for Yellow 'Mums and choice assorted colored Pompons. We are in full crop with **Bonnaffon, Yellow Eaton, Mrs. Morgan** and **Celebration,** and in Pompons: **Western Beauty, White Mensa, Yellow Mensa, Peter Pan, Languelotte** and others. The above are the choicest commercial varieties and ship in fine condition. Our Roses are the best in this market. Prices are so low in comparison to the last few years that a big trade is expected. **ORDER EARLY.**

IT PAYS TO ORDER DIRECT OF THE GROWER.

RUSSELL, COLUMBIA, PREMIER, CRUSADER

	100
Fancy Long	$20.00
Good Medium	$10.00 to 16.00
Good Short	6.00 to 8.00

BUTTERFLY AND OPHELIA

Long	$12.00
Medium	$ 8.00 to 10.00
Short	4.00 to 6.00

WHITE KILLARNEY AND SUNBURST

Long	$10.00
Medium	8.00
Short	4.00 to 6.00

SPECIAL OFFERING ASSORTED ROSES
Our selection, in lots of 200 or more.

	Per 100
Good medium lengths	$10.00
Good short lengths	6.00

Good Fancy Ferns, here in quantity, per 1000, $3.00.

Adiantum, per 100	$1.50 to 2.00
Sprengeri, per 100	3.00
Galax, bronze, per 1,000	2.00
Asparagus Sprays, per bch.	.35 to .40

A TRIAL ORDER SOLICITED.

In buying direct of the grower you are assured of fresh stock at all times and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONES:
CENTRAL 1457
Greenhouses: Hinsdale, Ill., and Gregg Station, Ill.
Notice:—We close at 5 o'clock week days.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.
Closed all day Sundays

Chicago.

SOME IMPROVEMENT IN TRADE.

Business was better last week but there is much room for improvement with plenty of stock on hand at this writing to take care of all the orders that come in. The weather man has predicted colder weather for this vicinity, and if he happens to be right, there will be a decided change in this market before the week is over. Roses in general do not appear to be arriving in such large quantities as before, and while there have been enough to fill all orders up to now, prices have stiffened somewhat and the bargain offers are not as plentiful. Chrysanthemums are in large supply and considerable pushing is needed to move the stock even at the low prices asked. Pompons are quite a factor in the market and are in good demand, especially in the fancier varieties. Sweet peas are in good supply. Single and double violets are obtainable. Orchids are holding their own and have advanced in price. Lily of the valley is cleaning up right along. The supply of lilies is larger than it has been for several months and prices are not as firm. Callas, mignonette, Paper White narcissus, pansies, daisies, feverfew and other miscellaneous seasonable stock is included in the shipments. Carnations are in good supply and are selling well, considering the general market conditions. The demand was poor the opening of this week, but conditions in general throughout the trade seem to be improving. Inquiries in regard to the supply of stock for Thanksgiving are numerous and while the outlook is bright for good crops of chrysanthemums and pompons, everyone will do well to place their orders in advance. Look over the advertisements in this issue and send in your orders by next mail. The wholesalers unite in inviting the trade to attend the annual con-

DO YOU?

Our customers demand quality. And we insist on quality in all we handle. Do you?

When we speak of quality in roses, we do not think of stem-length. Long stem or short stem quality implies perfect foliage, straight stem, typical color, characteristic bud—plus an intangible something called class.

Our growers are specialists, each one devoting himself to the variety he best approves. They work for quality, produce it and give it to you.

OLD. RELIABLE.
ESTABLISHED. SURE.

KENNICOTT BROTHERS Co
WHOLESALE FLORISTS

Magnificent Supply of Stock
FOR THANKSGIVING

Pompons and 'Mums

Largest and finest supply of stock in the middle west, including the greatest and best commercial assortment of varieties ever grown in one establishment. Leading Chicago retail florists pronounce our stock the best obtainable, and use it in preference to all others.

Roses and Carnations

The quality is unequalled in this market, and the discriminating buyer desirous of giving his customers the best at the right prices cannot afford to place his orders elsewhere.

Place a trial order today, and you will be a big buyer at Thanksgiving. Plenty for everyone, so send in your orders now.

THANKSGIVING PRICE LIST Subject to Change Without Notice

PREMIER.

	100
Special	$25.00
Long	20.00
Medium	$10.00 to 15.00
Short	6.00 to 8.00

COLUMBIA.

Special	$20.00
Long	15.00
Medium	10.00 to 12.00
Short	6.00 to 8.00

RUSSELL.

	100
Special	$25.00
Long	20.00
Medium	$12.00 to 15.00
Short	6.00 to 8.00

SUNBURST

Long	$12.00 to 15.00
Medium	10.00
Short	6.00 to 8.00

CARNATIONS.

Fancy	$6.00
Good	4.00

CHRYSANTHEMUMS.
White and Yellow.

	Dozen
Small	$2.00
Medium	3.00
Large	$4.00 to 5.00

Pompons, per bunch 50 to 75c

GREENS.

	1000
Ferns	$3.50
Asparagus, bunch	.50
Sprengeri	.50

Our Range of Greenhouses is one of the Three Largest in America and is in good crop for Thanksgiving.

WIETOR BROS.

30 East Randolph Street, L. D. Phone Randolph 2081 **CHICAGO**

PAUL R. KLINGSPORN, Manager

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue L. D. Phone, Central 282 CHICAGO

NOW BOOKING ADVANCE ORDERS FOR THANKSGIVING

We offer you the largest supply and finest assortment of big 'Mums and Pompons. We handle Hill's 'Mums, and every Florist knows Hill's big exhibition blooms are without equal in the Middle-west. Our supply of Bunch 'Mums will be exceptionally fine, and consist of an extra large number of varieties.

Roses, Carnations, Sweet Peas, Violets, Orchids, Valley, Daisies, Pansies, Lilies, Callas, Narcissus, Feverfew, and all other Miscellaneous Seasonable Stock, besides a large and complete supply of Greens.

vention and exhibition of the Chrysanthemum Society of America, to be held in this city, November 16-17.

CHRYSANTHEMUM SHOW.

The chrysanthemum show of the Florists' Club will be staged at the Auditorium hotel, November 16-17, in connection with the annual exhibition and meeting of the Chrysanthemum Society of America. Every grower and retail florist is invited to send an exhibit. The show will be held in the grand ballroom of the Auditorium hotel, which will be ready for the exhibits Wednesday morning, November 16, at 8 o'clock. Admission to the show will be by ticket, and florists desiring them for their customers should notify Secretary Fred Lautenschlager, 460 West Erie street, Chicago. Telephone, Superior 8680, at once. A grand banquet, entertainment and dance will be given by the Florists' Club in honor of the visiting members of the chrysanthemum society, Thursday evening, November 17, beginning at 7 o'clock.

Exhibits should be addressed to Fred Lautenschlager, flower show manager, Auditorium hotel, Chicago, Ill., and sent by express, all charges prepaid.

NOTES.

The Alpha Floral Co. is having a flower show of its own at its South Wabash avenue store, in which chrysanthemums play the leading part. All other seasonable stock is prominently displayed and attracts much favorable attention.

The E. F. Winterson Co. was still supplying its trade with outdoor calendulas from Highland Park, November 9. Straw flowers from the same place were included in the shipments.

Peter Reinberg, Inc., reports business as good and is now booking advance orders for Thanksgiving. Roses and chrysanthemums are in large supply at this establishment.

Oriental Goldfish & Supply Co.

Send for catalogue.

3757 Cottage Grove Ave., Chicago

Vaughan's Seed Store is making extensive preparations for the supply of holly, bouquet green, immortelles and other specialties for the holiday season.

Mrs. Stuart, of the Bohannon Floral Co., is back from a pleasant visit with L. R. Bohannon and wife at Kansas City, Mo.

'MUMS and POMPONS

Large supply of Chrysanthemums and Pompons in all the leading seasonable varieties. All colors, particularly White, Pink and Yellow.

Roses--Carnations

Extra choice stock in quantity. You will make no mistake if you place your orders for these two items with us.

Violets -- Sweet Peas -- Orchids
Valley -- Narcissus -- Mignonette
Pansies-Calendulas-Greens-Etc.

Place Your Thanksgiving Orders With Us and Protect Your Supply.

THANKSGIVING PRICE LIST

Subject to Change Without Notice

ROSES

		Per 100
Premier,	special	$25.00 to $35.00
"	long	18.00 to 20.00
"	medium	12.00 to 15.00
"	short	8.00 to 10.00
Russell,	special	$25.00 to $35.00
"	long	18.00 to 20.00
"	medium	12.00 to 15.00
"	short	8.00 to 10.00
Dunlop,	special	$25.00
"	long	$15.00 to 20.00
"	medium	10.00 to 12.00
"	short	8.00
Milady,	special	$25.00 to $35.00
"	long	18.00 to 20.00
"	medium	12.00 to 15.00
"	short	8.00 to 10.00
Columbia,	special	$20.00 to $25.00
"	long	15.00 to 18.00
"	medium	10.00 to 12.00
"	short	8.00
Ophelia,	special	$20.00
"	long	$15.00 to 18.00
"	medium	10.00 to 12.00
"	short	8.00

		Per 100
Sunburst,	special	$20.00
"	long	$15.00 to 18.00
"	medium	10.00 to 12.00
"	short	8.00
White,	special	$20.00 to $25.00
"	long	15.00 to 18.00
"	medium	10.00 to 12.00
"	short	8.00
Mrs. Ward,	long	$10.00 to $12.00
"	" medium	8.00
"	" short	6.00
Butterfly,	special	$20.00 to $25.00
"	long	15.00 to 18.00
"	medium	10.00 to 12.00
"	short	8.00

BRUNNER, the Miniature Rose..... $2.00 to $3.00 per 100

Extra Special Roses Billed Accordingly

Carnations	
Select	$ 3.00 to $ 4.00
Fancy	5.00
Extra Fancy	6.00

Chrysanthemums	Per Dozen
Small	$ 2.00 to $ 2.50
Medium	3.00 to 4.00
Largest	5.00 to 6.00
Pompons, assorted colors, per bunch	.50 to 1.00

MISCELLANEOUS FLOWERS.	Per 100
Valley	$ 8.00
Sweet Peas	$ 1.50 to 3.00
Calendulas	4.00 to 6.00
Violets, single	1.00 to 1.50
Paper Whites	8.00 to 10.00
Mignonette	8.00
Giganteum Lilies Per 100	$20.00
Calla Lilies, per doz.	2.50
Pansies, dozen bunches	1.50
Per 100 bunches	10.00

DECORATIVE GREENS.

Ferns	$3.00 per 1000
Adiantum	1.50 per 100
Plumosus	50c bunch
Sprengeri	35c to 50c bunch
Smilax	$4.00 doz.
Galax	$3.00 per 1000
Boxwood, per bunch	35c

A. L. VAUGHAN & Co.

NOT INC.

PHONES:

CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572

161 North Wabash Ave. Chicago

Quality Cut Flowers
For Thanksgiving

Chrysanthemums, Pompons, Roses, Carnations, Sweet Peas, Lilies, Valley, Violets, Orchids, Calendulas, and all other miscellaneous seasonable stock, in addition to a complete line of Greens.

JOSEPH FOERSTER CO.

WHOLSESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

EVERYTHING IN CUT FLOWERS
FOR THANKSGIVING

Good Supply of Chrysanthemums, Pompons, Roses, Carnations, Violets, Narcissus, Sweet Peas, and All Other Seasonable Cut Flowers and Greens.

We advise everyone to place orders immediately so as to avoid disappointment. All orders submitted to our care will be filled to the best of our ability at the prevailing market quotations on day of shipment.

ERNE & COMPANY

WHOLESALE FLORISTS

30 E. Randolph Street, L. D. Phone, Randolph 6578. **CHICAGO, ILL.**

George V. Wienhoeber had a suitable window display last week in honor of Ferdinand Foch, who was the guest of this city November 5. He divided the space equally with the great French soldier and General Pershing, a portrait of each draped with their country's flag playing the main part in the display. It was so simple that it commanded immediate and favorable attention.

The Bergman Decorating Co., 1630 Milwaukee avenue, is showing a magnificent line of prepared goods and it is well worth one's time to inspect this firm's offerings. Their $25 business builder assortment is in much demand by the retail florists, and is particularly valuable for displaying purposes.

Wietor Bros. are cutting heavily in chrysanthemums and are supplying their customers with choice pompons in a large number of varieties. Roses and carnations are also in good crop with them and of the same high quality as the chrysanthemums.

Poehlmann Bros. Co. is having a strong call for orchids, which are exceedingly scarce at this writing. Roses and chrysanthemums are in large supply at this house, not to mention carnations and other stock.

Miss Mary Parker and Thurman Grady, of Joliet, will be married in this city November 24. She is a sister of Miss Nettie Parker, of A. T. Pyfer & Co., and is well-known to many members of the local trade.

The J. A. Budlong Co. is strong on stock of all kinds, particularly chrysanthemums, roses and carnations. The shipping trade is holding up remarkably well and has shown considerable improvement the past week.

Zech & Mann's daily receipts of lilies are increasing and enable them to fill all their orders in full. Some new pompons are included in their shipments and sell almost as soon as they are unpacked.

Erne & Co. are receiving a good supply of choice pompons and chrysanthemums in addition to their usual line of cut flowers. Greens are quite an item at this house, especially ferns.

The Chicago Flower Growers' Association is featuring a particularly fine supply of Mrs. Chas. Russell roses, which is attracting much favorable attention at the store.

The John Kruchten Co. is receiving a good supply of well-grown pompons from the Kruchten greenhouses, including the popular Godfrey and Buckingham.

A. L. Vaughan & Co. are handling a good supply of chrysanthemums and pompons and will have plenty to supply their trade with for Thanksgiving.

Henry Wittbold & Son had a vase of Baur & Steinkamp's new yellow chrysanthemum, Golden Glory, on display this week. It looks like a winner.

The Chicago Society of Artists has an exhibition of forest preserve pictures in the county building, which will continue to November 17.

Allie Zech, Robert Newcomb and Ed. Goldenstein attended the Wiconsin State Florists' Association meeting at Milwaukee, Wis., last week.

Fred Lautenschlager is again attending to his duties at Kroeschell Bros. Co., after being at home for a week with blood poisoning.

William Hansen, formerly with the E. C. Amling Co., joined the force of the Joseph Foerster Co. this week.

The American Bulb Co., is showing a fine line of imported decorative materials for the holidays.

For Thanksgiving

FANCY ROSES

IN QUANTITY

Russell, Columbia, Butterfly, Sunburst, Premier, Ophelia, White Killarney, Etc.

'Mums-Pompons

Large supply of all the leading commercial varieties. You cannot do any better elsewhere, so place your order with us and get the best for the least money.

CARNATIONS

Heavy supply of choice stock in all the best new and standard varieties.

Also Sweet Peas, Pansies, Violets, Greens, Etc.

Buy Direct From the Grower THANKSGIVING PRICE LIST **Subject to change without notice**

MRS. CHAS. RUSSELL	Per 100
Specials	$25.00 to $30.00
Select	18.00 to 20.00
Medium	12.00 to 15.00
Short	8.00 to 10.00
COLUMBIA	
Specials	$25.00 to $30.00
Select	18.00 to 20.00
Medium	12.00 to 15.00
Short	8.00 to 10.00
PREMIER	
Specials	$25.00 to $30.00
Select	18.00 to 20.00
Medium	12.00 to 15.00
Short	8.00 to 10.00

SUNBURST, OPHELIA, WHITE KILLARNEY	Per 100
Specials	$20.00 to $25.00
Select	15.00 to 18.00
Medium	10.00 to 12.00
Short	8.00

ROSES, Our Selection **$6.00**

Carnations	$4.00 to $6.00
Chrysanthemum (White and Yellow)	3.00 to 6.00
Pompons, assorted colors, per bunch	50c to 1.00
Pansies, per dozen bunches	2.00
Violets, single	$1.50 to 2.00
Sweet Peas	2.00 to 4.00
Adiantum	1.50
Asparagus, per bunch	35c to 50c
extra fancy	75c
Boxwood, per bunch	35c
Ferns, per 1,000	$3.00
Galax, bronze and green, 1,000	2.00
Leucothoe Sprays	1.00

EXTRA SPECIAL STOCK BILLED ACCORDINGLY

PETER REINBERG, INC.

WHOLESALE FLORISTS

30 East Randolph St., CHICAGO

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.
CHICAGO

Long Distance Phones Central 3283 Central 3284

Our Offerings Include:

LILIES

Absolutely the finest supply of Cut Lilies in this market.

ROSES

COLUMBIA
RUSSELL
White Killarney
Butterfly
Crusader Sunburst
Killarney Brilliant
Ward Ophelia
Premier

MISCELLANEOUS

Valley Cattleyas
Calendulas

CARNATIONS

CHRYSANTHEMUMS
SWEET PEAS
VIOLETS
GREENS
Plumosus Sprengeri
Bronze and Green Galax
Ferns
Adiantum Smilax
Mexican Ivy
Boxwood

A. E. Turner left for Mosinee, Wis., November 4, after calling on the wholesale trade here.

Kennicott Bros. Co.'s shipments include a good supply of sweet peas and single violets.

Dave Geddes, of St. Louis, Mo., was a visitor in the wholesale market, November 4.

A Henderson & Co., report their various line of fall bulbs well sold up.

Al. Barber, of Cleveland, O., was a welcome visitor this week.

W. N. Rudd was in Denver, Colo., this week.

Visitors: M. H. Levine, New York; W. L. Hamilton, Manitowoc, Wis.; Art Leidiger, Milwaukee, Wis.; George Taffel, representing Schloss Bros., Ribbons, Inc., New York.

Uptown Chicago Exposition.

The Uptown Chicago Exposition was held in the Broadway armory, Broadway and Thorndale avenue, November 1-5, and was a success far beyond the expectations of those who had charge of its arrangements. The floral displays were profuse and beautiful and predominated in the decorations of the hall.

Poehlmann Bros. Co. was awarded the grand prize, a silver cup for the best display of cut flowers, their exhibit consisting of a tastefully arranged group of pompon chrysanthemums and a number of kinds of very fine roses. Frank Oeschlin was the winner of the grand prize, also a silver cup, for the best display of plants, which comprised more than 30 varieties of well grown foliage and flowering plants.

The flower show committee, of the Uptown Chicago Exposition Association, comprising Geo. D. Franks, W. G. Smyth and R. C. Sheely, recommended that the following be awarded a certificate of merit: Vaughan's Seed Store, for specimen chrysanthemum plants, well grown; Guardian Angel Greenhouses, chrysanthemums; Wietor Bros., chrysanthemums; A. F. Amling Co., Maywood, roses; Poehlmann Bros. Co., choice plants; Erickson & Holmberg, chrysanthemums, pompons and carnations; A. H. Schneider, Primula obconica, peppers, made-up baskets and plants; Weiss & Meyer, basket display and Columbia roses; Hans Jepsen, vases of well grown chrysanthemums and new varieties of pompons, and Chas. Swenson, chrysanthemums.

Special mention should be made of the following wholesale houses and growers who contributed stock and supplies for use at the flower show: A. L. Randall Co., who so generously loaned baskets and vases for staging the flowers: H. N. Bruns, lily of the valley; E. C. Amling, roses, chrysanthemums, carnations, pompons, asparagus, orchids and roses; Chas. Erne & Co., asters, cosmos and pompon chrysanthemums; Jos. Kohout, roses; A. L. Randall Co., carnations and pompon chrysanthemums; Jos. Ziska & Son, crepe paper, toothpicks and ribbon; American Bulb Co., crepe paper and sheet moss; E. H. Bluemmeiser, pompon chrysanthemums; D. Freres & Co., chrysanthemums; John Kruchten, pompon chrysanthemums; Jos. Foerster Co., pompon chrysanthemums and sweet peas; Chicago Flower Growers' Association, pompon chrysanthemums and roses; Kennicott Bros. Co., roses, and others who contributed cut flowers and supplies.

The committee further recommended that the following receive honorable mention: Sykora Greenhouse Co., carnations; Wellworth Farm Greenhouse, roses; Wehrman & Wehrman, roses; Robert Windler, white and yellow daisies; Wiltgen & Son, display of calendulas and carnations; V. Bezdek & Bros., display of white pompon chrysanthemums; Geo. Hansen, seedling pompon chrysanthemums; Wm. Sauerland, variety pompon chrysanthemums; Des Plaines Floral Co., several varieties of pompon chrysanthemums; Bassett & Washburn, roses; E. H. Hunt & Co., white, yellow and blue daisies and pompon chrysanthemums; R. Scheffler, pompon chrysanthemums; John Weiland, roses; Paul C. Heitman, sweet peas.

Salt Lake City.

STRONGER DEMAND FOR STOCK.

The heavy frosts of the past week have about cleaned up the outdoor flowers and a stronger demand is already noticeable for greenhouse stock. Prices were advanced immediately following the frosts, but they are still below those of last year. Chrysanthemums are the strongest sellers in the retail stores, Chieftian, Calumet and Bonnaffon being the favorites, prices ranging from $2 to $2.50 per dozen, wholesale. Sprays and pompons sell quite readily. Rose sales are as good as can be expected while the chrysanthemums are so plentiful. Columbia, Ophelia, Hoosier Beauty and Dunlop are the best sellers, and demand the highest price, from eight to 20 cents. Pilgrim, Shawyer and Killarney are selling at from six to 15 cents each wholesale. The growers are still unable to supply the call for carnations, although the cut has increased rapidly of late. The demand is heaviest for white. Whitmanii and Boston ferns have a steady demand and Asparagus sprengeri and plumosus move fairly well. Cyclamen are of good quality, the supply being ample. Hydrangeas, peppers, coleus and begonias are not selling rapidly.

ROSE DISPLAY.

Many florists and rosarians were visitors at the greenhouses of the Miller Floral Co., Farmington, last week, to see the rose exhibit, as a result of an invitation issued through local and trade papers. Visitors were taken through the houses and the different phases of rose growing were explained by experienced growers. Much interest was shown in Montgomery's Pris-

Stock being more plentiful, same permits orders being filled with a better degree of satisfaction.

Use Budlong's Flowers

Line Up with the Progressive Element of the Trade and Make Your Business Grow

RUSSELL COLUMBIA PREMIER MILADY HEARST OPHELIA

Autumn Roses

Do you want a good White Rose? If so, order our Double White Killarney, the only good white on the Chicago market.

SUNBURST BUTTERFLY DUNLOP MONTROSE NESBIT

Use **Nesbit Roses**; they more than serve the purpose of Sweet Peas

CARNATIONS Nice Clean Flowers of Good Keeping Quality **in Good Supply**

'MUMS WHITE, YELLOW AND PINK—ALSO **POMPONS**

ORCHIDS in steady supply at reasonable prices

Easter Lilies, Feverfew and all other seasonable Cut Flowers

Use Our Valley for Your Wedding Work

Once Tried You Will Not Be Satisfied with Any Other

All Greens: Ferns, Adiantum, Plumosus, Sprengeri, Mexican Ivy

If you want good stock and good treatment, buy of

Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can reply upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

cilla, the new rose being disseminated by A. N. Pierson, Inc., Cromwell, Conn. Angelus, the new white kind by Fred H. Lemon & Co., Richmond, Ind., is offering to the trade and Legion, a new red rose developed at Towill Greenhouses, Philadelphia, Pa., were also viewed with much enthusiasm. Much surprise and interest was displayed in some of the Miller Floral Co.'s own seedlings, some of which show promise of replacing some of the standard commercial varieties now grown. Those receiving special mention were a white seedling, being a cross between Ophelia and Dr. Smith, and a red seedling of Ophelia and Hoosier, which shows beautifully the color characteristics of Hoosier, but resembles Ophelia in color of foliage and strong heavy growth of plant, and a pink seedling of Ophelia parentage, resembling Columbia in many respects, especially in its green growth. It is slightly darker in color, and unlike Columbia the buds come in perfect shape. After going through the houses

Holly XXX

Holly

XXX Holly

Winter Berries, Boxwood, Mistletoe, Immortelles, Frizz, Ruscus, Magnolias.

Book Now for Christmas. Fresh and Prepared Lycopodium.

Write for Vaughan's Holiday Circular and "Bargain List" of Bulbs to Close.

CHICAGO **Vaughan's Seed Store** NEW YORK

Mention the American Florist when writing

the visitors were asked to register, many being from points as far away as Alberta, Oklahoma City, Okla., and Los Angeles, Calif.

Robert Miller, manager of the Miller Floral Co., visited Denver, Colo., last week, to act as a judge at the annual flower show in that city.

V. G. Gill, of Ogden, is opening a new flower store on Washington avenue. J. W. W.

RUSTON, LA.—Mrs. C. W. Perkins, who has been unfortunate in breaking her arm recently, is progressing satisfactorily.

ARKANSAS CITY, KANS.—Mrs. Annie McCool, who operates greenhouses here, will open an up-to-date flower shop in the near future.

KANSAS CITY, MO.—Samuel Murray had the elaborate decoration of the Kansas City Star building for the recent American Legion celebrations here, and they reflected great credit on the city. Mr. Murray and his staff, Miss Hayden, store manager, supervising the entire work.

GREEN SHEET MOSS

Fadeless, per bag, $3 50
Natural, " " 1.75

KNUD NIELSEN
Evergreen, Ala.

Mention the American Florist when writing

DAYTON, O.—J. W. Rodgers states that business is gradually improving, partly because of the season, but principally due to improved industrial conditions.

Prepared Magnolia

Bronze, Violet, Green, Red.

Prepared Oak Sprays
Prepared Beech Sprays
Dyed Green Sheet Moss
Fancy and Dagger Ferns
Southern Wild Smilax

Write or wire

The Decorative Greens Co.
KINSTON, ALA.

H. C. Willis Duncan Jackson

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

Mention the American Florist when writing

Southern Wild Smilax, $7.50 per case

THE E. F. WINTERSON CO., 166 N. Wabash Avenue, Long Distance Telephone, Central 6004 Chicago, Ill.

Mention the American Florist when writing

A. T. Pyfer & Co.

WHOLESALE FLORISTS
164 N. Wabash Avenue
CHICAGO, ILL.
Long Distance Telephone, Central 3373.

Mention the American Florist when writing

WEILAND-RISCH CO.

FLOWER GROWERS
TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing

TONNET

Wholesale
CUT FLOWERS
Supplies
30 E. Randolph St.
Telephone Central 6284
Chicago

H. Bayersdorfer & Co.

The Wholesale Supply House of America . . .
EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.

Golden Yellow Sweet Peas

McClenahan's Yellow Flower Dye
Send for sufficient to make one quart.
Price $1.00, prepaid.
McCLENAHAN'S GREENHOUSES
40th and Phillips Sts., Oklahoma City, Okla.

NEW IMPORTATION
MINIATURE VELVET PANSIES

$3.60 per gross.
MINIATURE RED POPPIES..... $1.80 per gross
CLOTH CARNATIONS
White, Ward, Dark, Red Pink. $25.00 per 1000
SAM SELIGMAN
116 West 28th Street, NEW YORK

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located
WHOLESALE
CUT FLOWER HOUSE
IN CHICAGO
169-75 N. Wabash Ave., CHICAGO
L. D. Phones: CENTRAL 1977 1978

Wholesale Flower Markets

Chicago
CURRENT PRICE LIST

	Dozen	
Roses, Beauty	$ 4.00 to	$ 8.00
	Per 100	
" Mrs. Chas. Russell	6.00 to	30.00
" Butterfly	6.00 to	30.00
" Columbia	6.00 to	30.00
" Dunlop	6.00 to	30.00
" Premier	6.00 to	30.00
" Hoosier Beauty	6.00 to	25.00
" Killarney Brilliant	6.00 to	20.00
" White Killarney	6.00 to	20.00
" Mrs. Geo. Shawyer	6.00 to	20.00
" Milady	6.00 to	30.00
" Mrs. Aaron Ward	6.00 to	20.00
" Sunburst	6.00 to	30.00
" Ophelia	6.00 to	20.00
" Dble. W. Killarney	6.00 to	20.00
" Cecile Brunner		4.00
" Our Selection		6.00
Calendulas	2.00 to	4.00
Daisies	2.00 to	3.00
Chrysanthemums, per doz	2.00 to	5.00
Pompons, per bunch	.50 to	1.00
Cattleyas, per doz		24.00
Valley	8.00 to	10.00
Carnations	3.00 to	6.00
Lilies, per 100	20.00 to	25.00
Adiantum	2.00 to	3.00
Ferns per 1,000		3.00
Galax per 1,000		2.00
Leucothoe		1.00
Sprengeri, Plumosus Sprays	35c to 50c per bunch	
Mexican Ivy		1.00
Boxwood, 35c per lb., case		9.00
Southern Wild Smilax, per case		7.50

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Telephone Central 3284

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We have the small and large leaf variety. You have very little waste on our Boxwood, as it is carefully cut, sprays 8 to 12 inches long.

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Cleaned and bunched; very fine stock. Let us know how many pounds you need.

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CHOICE ROSES, All Grades.
CARNATIONS, EASTER LILIES and All Seasonable Flowers.
This is the exclusive shop, only one block from Express Depots.
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Philadelphia.

MARKET NOT SATISFACTORY.

There has been a fairly good volume of business the past week but most of the stores say it was dull and far from satisfactory. One retailer in speaking of the situation said the wiseacres told us things would pick up as soon as the dahlias were out of the way; well now that they are gone things are not a whit better—in fact, hardly as good. Either the call is light or the market is overstocked, particularly with chrysanthemums, which are now the main factor. The stock is fine, but take it all through, from high class single stemmed flowers to the bunch pompons, prices are 20 per cent below those of last year. There are also quantities of roses in all grades which are fully up to the standard for the season, but have also to be reduced much below last season's figures. Easter lilies are holding top prices in spite of the competition with the chrysanthemums; this is because they have become standard in quality, are to be had all the season round, and are much favored in sprays for funerals. Cattleyas are on the short side and bring top prices, and lily of of the valley is equal to the demand. Violets, both single and double, are moved slowly, but end-of-the-week sales and the football games help clean them up on Saturdays. Callas are coming stronger each week. Calendulas are also seen in increased numbers. Carnations are better in both flower and stem but are also quoted lower than last year at this time. Sweet peas are beginning to make their presence felt, some growers sending in very good stock. Mignonette and snapdragons are two other dependable market items. In summing up the situation a large dealer declared the autumn had been unusally fine with much sun, there being many successive days of sunshine which brought the stock along faster than the market could absorb it. There was nearly always an over-supply of chrysanthemums at some time in their season, which had a bad effect on the trade and influenced the prices on nearly all other stocks.

NATIONAL PUBLICITY CAMPAIGN.

The national publicity campaign has found a doughty exponent in Mark P. Mills, who for the past month has been visiting the trade and explaining the new interest that is being taken and the need for additional funds to enable the committee to carry along the work as outlined for the coming season. Mr. Mills finds a great awakening to the need of publicity among all branches of the trade and has secured splendid support, subscriptions being obtained from every member of the trade whom he has so far been able to see. He finds they have all been greatly benefited by the national slogan, "Say It With Flowers," and it is now up to everybody to "Say It With Money," so that the commit-

Wholesale Flower Markets

PHILADELPHIA, Nov. 9.	Per 100
Roses, Beauty, special	60.00@ 75.00
" Ophelia	3.00@ 12.00
" Columbia	4.00@ 16.00
" Mrs. Charles Russell	8.00@ 25.00
" Killarney	2.00@ 6.00
" Hadley	10.00@ 25.00
" Sunburst	4.00@ 15.00
" Wards	3.00@ 6.00
" Premier	6.00@ 15.00
Adiantum	1.00@ 1.50
Asparagus, bunches	.35@ .60
Asparagus, strings	.75@ 1.00
Calendulas	1.50@ 3.00
Carnations	2.00@ 6.00
Cattleyas	75.00@ 125.00
Chrysanthemums, per doz.	1.60@ 4.00
Dahlias	2.00@ 4.00
Easter Lilies	20.00@ 25.00
Larkspur, per dozen	.60@ 1.60
Lily of the Valley	6.00@ 10.00
Smilax	.35
Snapdragons, per doz.	.75@ 1.60
Sweet Peas	1.00@ 2.00
Violets, single	.50@ .75
Violets, double	.50@ .75

BOSTON, Nov. 9.	Per 100
Roses, American Beauty	$6.00@$75.00
" Russell	4.00@ 12.00
" Dunlop	3.00@ 10.00
" Pilgrim	4.00@ 10.00
" Crusader	4.00@ 10.00
" White Killarney	4.00@ 10.00
" Ward	4.00@ 10.00
" Maryland	3.00@ 10.00
" Hoosier Beauty	4.00@ 10.00
" Columbia	4.00@ 10.00
" Hadley	4.00@ 12.00
" Premier	4.00@ 10.00
" Ophelia	4.00@ 10.00
" Butterfly	4.00@ 10.00
" Cecile Brunner	1.50@ 2.00
Adiantum	1.50@ 2.00
Asparagus bchs., per bch.	.50@ 1.00
Asparagus Strings, dozen.	12.00
B. Buttons	2.00
Bouvardia	1.50@ 2.00
Calendulas, per bunch	.60
Carnations, ordinary	2.00@ 3.00
Cattleyas, per doz.	12.00@ 15.00
Chrysanthemums	1.50@ 3.00
Pompons	.50@ .75
Lily of the Valley	10.00@ 12.00
Smilax, per dozen	6.00
Swainsona, per bch.	.60@ .75
Violets	1.00
Carnations, fancy	4.00
Cypripediums, dozen	4.00@ 6.00

BUFFALO, Nov. 9.	Per 100
Roses, White Killarney	$3.00@$10.00
" Dbl. Wht. Killarney	5.00@ 12.00
" Richmond	6.00@ 12.00
" Maryland	4.00@ 10.00
" Sunburst	4.00@ 12.00
" Columbia	6.00@ 20.00
" Ophelia	4.00@ 16.00
" Russell	6.00@ 20.00
" Premier	8.00@ 20.00
" Cecile Brunner	3.00@ 4.00
Calendulas	3.00@ 4.00
Carnations	3.00@ 5.00
Easter Lilies	20.00@ 25.00
Mignonette	3.00@ 6.00
Rubrum Lilies	6.00@ 10.00
Snapdragons	3.00@ 5.00
Sweet Peas	1.00@ 2.50
Chrysanthemums, White	8.00@ 35.00
" Pink	10.00@ 35.00
" Yellow	12.00@ 36.00
" Pompons	35.00

Philadelphia Growers' Cut Flower Market

A NEW OUTLET FOR CUT FLOWERS

The above named corporation announce the opening of a Growers' Cut Flower Market at

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in the heart of the wholesale district, where in their well arranged building they are fully equipped for up-to-date handling of Plants and Cut Flowers.

Consignments Solicited

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Philadelphia Growers' Cut Flower Market
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WHOLESALE FLORISTS
Growers of Quality Flowers
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PITTSBURGH, - PA.

tee will have the sinews of war for this great battle of publicity. His pledges now amount to over $12,000. Hurrah for the publicity fund and hurrah for Mark Mills, the man on the job.

NOTES.

The new cut flower store opened at 132 South Fifteenth street under the name the Bloom Shop, Florist and Decorator, is much pleased with the way business is coming in. This is a commodious store room, in an excellent location, which, with an earnest bid for business, has every chance for success.

Macaw Bros., Norwood, Pa., have just finished two houses 35x150 feet, making a considerable addition to their fast growing range. These were made necessary to house their heavy Easter crops of hydrangeas, roses and Easter lilies. They have had a large turnover in ferns the past autumn.

Chas. E. Meehan's new double store property rapidly approaching completion, will be the finest building on Mole street. He aims to make his own particular shop a model commission house in every sense of the word.

John Berger reports business all right but it takes a lot of hustling to get it, now that the market is so full of flowers. Choice chrysanthemums, roses, Easter lilies and carnations are features here.

The Philadelphia Growers' Cut Flower Co. is adding growers and clients each week. Manager Lynch is well pleased with business considering the crowded condition of the market the past week.

The work on the new flower shop of Mayhew & Miller, Broad street below Erie avenue, will soon be completed. It will be up-to-date in every respect, a splendid addition to the uptown stores.

Chrysanthemums in variety are a strong factor with the Leo Niessen Co. at this time, the specials being unusually fine. Choice roses, lily of the valley and orchids are also features.

Columbia, Butterfly, Premier and Double White Killarney are the rose leaders with Edward Reid. A good line of chrysanthemums is also a feature.

Samuel Sproul has opened a new flower shop at 52nd street and Haverford avenue. K.

Wholesale Flower Markets

PITTSBURGH, Nov. 9.		Per 100
Roses, Beauty, spl., per doz.	7.60	60.00
" " fcy., per doz.	6.00	46.00
" " ex., per doz.	5.00	36.00
" " No. 1, per doz.	2.00	16.00
" American Legion ..	6.00@	25.00
" Killarney	5.00@	15.00
" Maryland	6.00@	15.00
" Sunburst	6.00@	15.00
" Mrs. Aaron Ward..	5.00@	15.00
" Russell	6.00@	30.00
" Columbia	6.00@	25.00
" Ophelia	6.00@	20.00
" Hilda	6.00@	15.00
" Premier	6.00@	30.00
" Madam Butterfly ...	6.00@	20.00
Carnations	3.00@	6.00
Pompons, per bch.....	.25@	.75
Calendulas	2.00@	4.00
Chrysanthemums, per doz.	2.00@	6.00
Lilies		25.00
Valley		8.00
Ferns, per 1,000		3.00
Galax, per 1,000		2.00
Plumosus, per bunch.....		.50
Sprengeri, per bunch.....		.60
Smilax, per doz. strings....		3.00
Sweet Peas		2.00

CINCINNATI, Nov. 9.		Per 100
Roses, Premier	6.00@	18.00
" Russell	6.00@	18.00
" Columbia	6.00@	18.00
" Butterfly	6.00@	18.00
" White Killarney ...	6.00@	18.00
" Pink Killarney	6.00@	18.00
" Sunburst	6.00@	18.00
" Mrs. Aaron Ward..	6.00@	18.00
" Ophelia	6.00@	18.00
" Baby Doll	3.00@	4.00
Asters	1.00@	4.00
Chrysanhemums, per doz..	2.00@	4.00
Cosmos, per dozen bchs...	1.50@	2.00
Easter Lilies	20.00@	25.00
Ferns, per 1,000.....		3.00
Galax, per 1,000		1.50
Plumosus (south) per bch..		.25
Smilax, per string	.15@	.25
Ruhrum	4.00@	8.00
Leucothoe		5.00

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Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

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ST. LOUIS, Nov. 9.		Per 100
Roses, Premier	3.00@	15.00
" White Killarney	3.00@	8.00
" Columbia	3.00@	15.00
" Ophelia	2.00@	8.00
" Russell	3.00@	20.00
" Ward	2.00@	8.00
" Sunburst	3.00@	10.00
Carnations	2.00@	5.00
Dahlias, per 1,000.....	1.00@	3.00
Fancy Dahlias, per doz....	6.00@	12.00
Delphinium		.75
Leucothoe		.75
Valley	6.00@	8.00
Galax, green, per 1,000....		1.50
" bronze, per 1,000.		1.50
Ferns, per 1,000.....		3.00
Chrysanthemums, White and Yellow, per doz.....	1.50@	4.00

MILWAUKEE, Nov. 9.		Per 100
Roses, Kill'n'y, W. Kill'n'y	6.00@	12.00
" Premier	6.00@	20.00
" Ophelia	6.00@	15.00
" Columbia	6.00@	20.00
" Ward	4.00@	8.00
" Hoosier Beauty ...	6.00@	15.00
" Butterfly	4.00@	12.00
Carnations	2.00@	4.00
Fancy Ferns, per 1000....		3.00
Asparagus, per bunch.....	.60@	.75
Chrysanthemums, per doz.	2.00@	5.00
Chrysanthemums, per bch.	.50@	1.00
Lilium Rubrum	6.00@	8.00
Strawflowers, bch.	.25@	.50
Sweet Peas	1.50@	2.00
Violets	1.00@	1.50
Wild Smilax, per case....		7.50

New York.

SLIGHT IMPROVEMENT IN TRADE.

There is a perceptible improvement in business, but it must be acknowledged that there is yet room for it to go much further along that line. The football season creates a little temporary business. Thanksgiving is near at hand and its incidental events may be expected to move considerable stock, and there is plenty of it to move. The large chrysanthemums are now arriving and with them great stocks of pompons and singles. In fact the buying public seems to be turning more to bunches of small chrysanthemums in preference to the large kinds. The pompons seems more to be the vogue, and economy with many buyers is another reason. There are many excellent carnations on the market and some of the best have wholesaled up to $5 and $6 per 100. The supply of violets is not heavy and the best are bringing at wholesale $1 per 100. There is only a fair movement in orchids, and lily of the valley continues cheap and slow. Easter lilies are in demand and there is no prospect of a surplus.

November 7.—There is necessarily considerable buying on Monday morning, but at this writing it is largely a cheap class of trade. Immense stocks of pompons and single chrysanthemums are on the market.

PRESIDENT-ELECT PENNOCK'S RECEPTION.

A noteworthy event of last week was the reception and dinner tendered President-Elect S. S. Pennock, of the Society of American Florists, at the Hotel Pennsylvania on the night of November 4. Wallace R. Pierson acted as toastmaster and it was the general opinion that he covered the happy medium between dullness and loquacity. Mr. Pennock, the guest of the evening, made an extended address, recounting his experience during nine months spent in Germany representing the American Friends' (Quakers) Service Committee. He spoke of hardships that had been endured by the people as a consequence of the war, and there, as in many other countries during the past summer, agriculture and horticulture suffered from drought. Other speakers were President Roland, of the Society of American Florists; J. C. Vaughan, Chicago; W. A. Manda, South Orange, N. J.; Fred L. Atkins, Leonard Barron and John Young.

Mr. Pennock stated that on his way home he visited England and some of its horticultural establishments. At Covent Garden Market, London, he was impressed with the great quantity of chrysanthemums for sale. Appropriate responses were made by all the other speakers to the clever hits of the toastmaster, John Young being referred to as one of the founders of the Society of American Florists. It developed that when the society was formed, Frank Traendly was guiding him about on the sidewalks of New York. Letters of regret at their inability to be present, with cordial good wishes, were read from Patrick Welch, Boston, Mass., George Asmus, Chicago, and Samuel Murray, Kansas City, Mo. President-Elect Pennock expressed gratitude for the good will and courtesy shown him.

Besides President Roland, the following ex-presidents of the Society of American Florists were present: J. C. Vaughan, A. L. Miller, C. H. Totty, Frank H. Traendly and F. R. Pierson, President Hendrickson of the Florists' Club, and the following ex-presidents of the club were also in attendance: F. H. Traendly, C. H. Totty, G. E. M. Stumpp, W. A. Manda, Jos. Manda, W. H. Duckham, A. L. Miller, Charles Schenck, Wm. H. Siebrecht, Sr., and A. M. Henshaw. Wallace R. Pierson furnished table decorations of the new pompon chrysanthemum named, we believe, New York. If it was not New York, it was at least new, as he has a variety of them. Jos. Manda furnished every one present with a boutonniere of his famous cypripediums. A handsome bouquet was sent to Mrs. Pennock.

The attendance numbered 45.

HARVEST HOME FESTIVAL.

The wonder garden held its harvest home festival on the afternoon of October 15. The wonder garden, it should be explained, is located on the grounds of the Rockefeller institute, in Avenue A, and comprises four blocks above 60th street. The celebration was under the direction of the National Plant, Flower and Fruit Guild. Six hundred children and 80 adults have been caring for the garden. Prizes and medals were awarded on the afternoon of the celebration. The affair was of sufficient importance to call Dr. Simon Flexner, of the Rockefeller institute, from his researches to make an address and distribute the prizes. Miss Henrietta Munchowitz is director of the garden and Wm. Steiner, head gardener. In proof of the permanent good accomplished by interesting children in gardening, the guild announces that 30 families have been influenced to leave the city for the country. It is told that one boy supplied all the fresh vegetables needed in his own family of father, mother and himself and sold $11 worth. In the interest of the work talks on subject akin to gardening

To the Retail Trade:

Let us ship you some and convince you, **Mr. Retailer,** that they are the **best money can buy.**

CARNATIONS

Of the Finest Keeping Quality, 20 to 24 inch stems, are arriving at my store from the range of **W. D. Howard,** a veteran grower. They comprise **Cottage Maid, Laddie, Mrs. C. W. Ward, Pink Delight, Matchless, Eureka, Bernice, Benora, White Delight,** in any quantity; **Goddard's Gold Medal Laddie** and **Rosalia.**

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Wholesale Flower Markets

NEW YORK, Nov. 9.		Per 100
Roses, Beauty	$8.00@	75.00
" American Legion	3.00@	10.00
" Crusader	6.00@	15.00
" Golden Ophelia	3.00@	12.00
" Columbia	3.00@	16.00
" Pilgrim	2.00@	10.00
" Hadley	6.00@	15.00
" Dunlop	2.00@	10.00
" Dble. Wht. Killarney	2.00@	10.00
" White Killarney	1.00@	6.00
" Aaron Ward	2.00@	8.00
" Ophelia	2.00@	10.00
" Scott Key	6.00@	40.00
" Sunburst	2.00@	8.00
" Mdm. Butterfly	2.00@	12.00
Adiantum Croweanum and Hybrid	1.00@	1.50
Asp. Plumosus sprays	1.00@	2.00
Asp. Plumosus, per bch	.25@	.50
Bouvardia, per bunch		.50
Carnations	2.00@	5.00
Cattleyas	35.00@	125.00
Chrysanthemums, per doz.	1.50@	6.00
Gardenias, per doz.	4.00@	6.00
L. Rubrum	6.00@	8.00
Leucothoe, per 1000	5.00@	7.00
Lilies, white		25.00
Lily of the Valley	1.00@	6.00
Smilax, doz. strings	1.25@	2.00
Galax, green and bronze, per 1000	1.50@	2.00
Ferns, per 1000	2.00@	2.50
Violets	.75@	1.00
Sweet Peas	2.00@	3.00
Callas, per dozen	1.50@	2.00

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Ferns, Dagger, $1.50 per 1000; per case, 5,000	$5.00
" Fancy, $1.50 per 1000; per case, 5,000	5.00
Galax Leaves, large size, per case. 10,000	8.06
Leucothoe Sprays, long, per 1000	3.00
" " medium, per 1000	2.00
" " short, per 1000	1.00
Blue Berry Cedar, per lb	.10
Berry Holly, per lb	.10

Guaranteed Fresh Stock.
Terms: Cash with order.

J. ANDES EVERGREEN CO.,
Dark Ridge, N. C.

will be given this winter in the tool house on the grounds, where the harvest home fruits were displayed.

BROOKLYN BOTANIC GARDEN.

A visit to the Brooklyn Botanic garden, October 15, was worth while. Montague Free, manager, showed us many interesting features in plants, also a bunch of bananas, grown in the conservatory that might shame some bunches that come from tropical countries. An interesting feature in the children's garden annex was over 100 boys and girls gathering their crops of beets, carrots, egg plants, etc., and the productions would have been creditable to older heads and hands.

NOTES

The culmination of a war romance came October 15, when Edward A. Manda, son of Joseph Manda, of West Orange, N. J., was married to Miss Mary Hoffman of Allenhurst, N. J. They first met when he was in the service and she was a canteen worker. Young Mr. Manda is a popular member of the Florists' Club and well known in the trade of this city. The young couple will make their home at 103 Valley street, West Orange, N. J.

Myer of Madison avenue and 58th street, who has the concession for the sale of flowers in the Hotel Plaza, has just finished the job of refilling the window boxes of that hotel, arbor-vitae and blue spruce being used.

The Rowland Advertising Co., Inc., which has charge of the publicity for the spring flower show, recently moved from the Grand Central palace to a new location in the Fisk building, Broadway and 47th street.

Louis Schmutz, Brooklyn, has sold his ground, greenhouses and house on Parkside avenue, to the City of New York for playgrounds. He retains his large place on Clarkson street.

For Thanksgiving

California Violets

Chrysanthemums & Pompons

(A LARGE SUPPLY.)

Roses of All Varieties

Carnations Pink, White, Red.

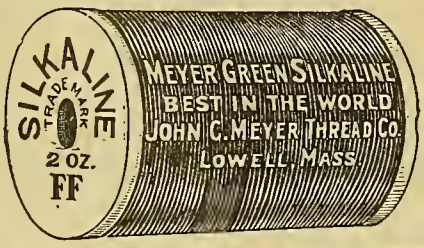
Greens Woodwardia, Plumosus, Adiantum, Smilax, Etc.

Our Prices Are Always Right.

ENOMOTO & CO.,

Wholesale Growers and Shippers,

35 St. Anne Street, SAN FRANCISCO, CALIF.



USE THE

Meyer Green Florists' Thread

and you will get the two ounces of actual thread to every spool, 16 ounces of thread to the pound, net weight. Write direct to the manufacturer, and you will get the best.

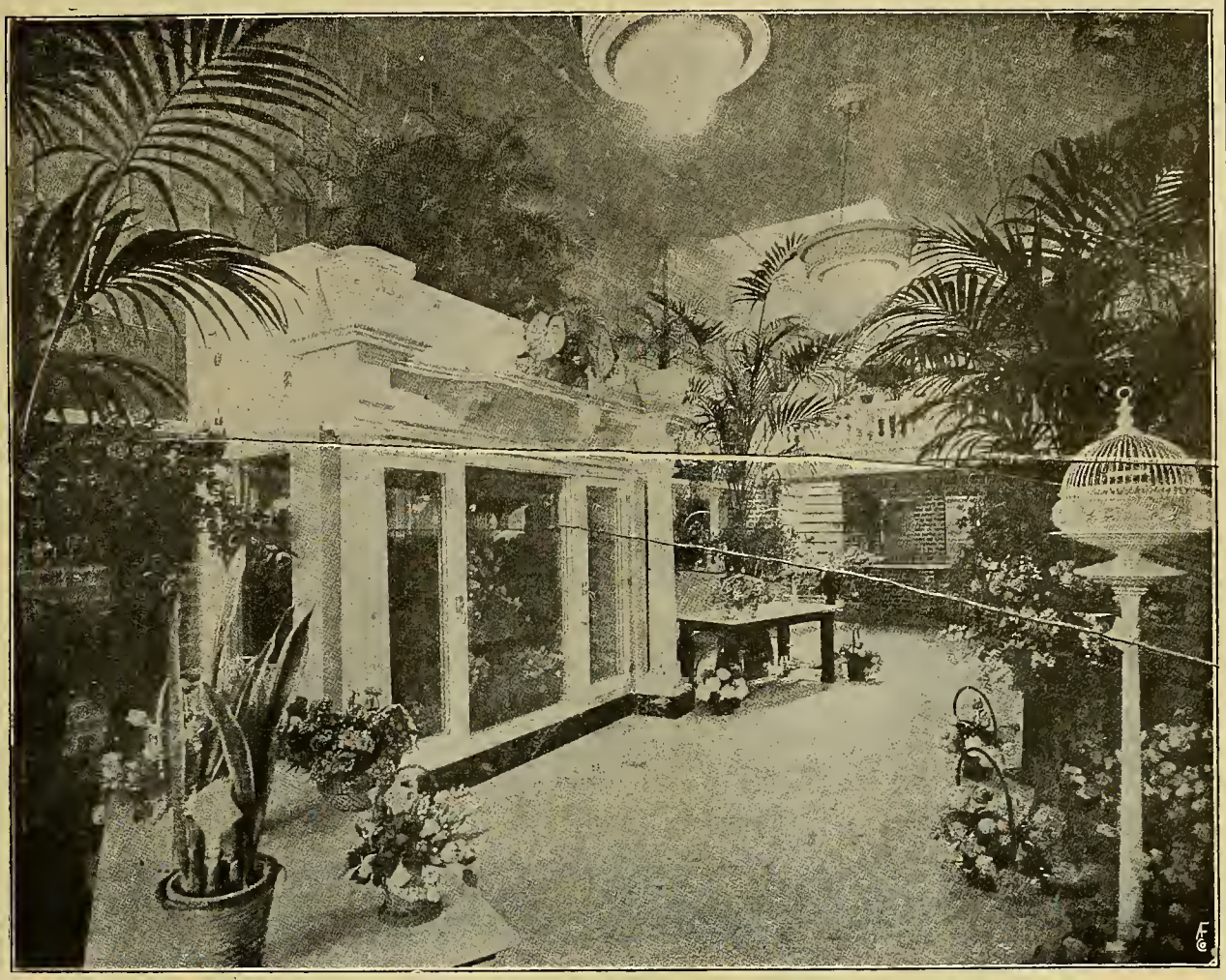
Manufactured by

The John C. Meyer Thread Co.
LOWELL, MASS., U. S. A. Dept. XYZ.

McHutchinson & Co. say they have seen nothing of depression and that their business is far ahead of last year's, which was their best year up to that time.

Wm. Mackie, in the Eighteenth street market, is receiving large stocks of the most popular kinds of chrysanthemums.

Trepel Florists, of Brooklyn, have increased their capital from $10,000 to $100,000. A. F. F.



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"Say it with Flowers"

THANKSGIVING

THROUGH

SAMUEL MURRAY

FOR

Kansas City and Vicinity

We Give the Florist the Same High Class Service That We Do the Customer

SAMUEL MURRAY, 1017 Grand Ave., Kansas City, Mo.

THANKSGIVING TELEGRAPH ORDERS

For delivery in Chicago and vicinity will be filled best if placed with us.

We have made arrangements for a large and complete supply of stock suitable for this occasion, which with an unexcelled location and delivery system, together with capable help enable us to guarantee this.

CHICAGO **The Homes of Flowers** **CHICAGO**

Alpha Floral Company

Northwest Corner Wabash Ave. and Adams St.

Our Motto: Satisfaction, Quality and Service.

Members of the F. T. D.

Johnson & Chronis FLORISTS

Southwest Corner 47th St. and Lake Park Ave.

Send Your Telegraph Orders to Us

Located in the heart of the Chicago loop, a few blocks from the World's Greatest Wholesale Cut Flower Market, we are able to fill all orders at a moment's notice to the entire satisfaction of all concerned. Link up with Chicago's Livest Retail establishment. We exchange orders whenever possible.

Make sure your order goes to 75 East Adams Street.

HENRY Wittbold and Son FLORAL DECORATORS FLORISTS

75 E. Adams St., CHICAGO **3025 Central St., EVANSTON, ILL.**

THANKSGIVING DAY

Brings Many Happy Reunions

On That Day Flowers Should Brighten Every Home

Those who are too far away or too busy to visit the "Old Home" cannot do better than to order flowers to remind the home folks that they are held in **loving remembrance.**

The name "Malandre Brothers" on a box of flowers is a guarantee of quality

Orders from other cities receive our personal attention, and will be filled with the finest stock and promptly delivered

Malandre Brothers

2077 Broadway, near 72nd St.,

NEW YORK

Phone: Columbus 6893. **Members of Florists' Telegraph Delivery.**

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Telephones, Plaza 5296 5297

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Florist

Madison Ave. at 58th St.

NEW YORK CITY

Member F. T. D.

Mention the American Florist when writing

Phone Rhinelander 8117

Christatos & Koster

FLORISTS

717 Madison Avenue

NEW YORK

Bet. 63rd and 64th Sts.

Branches: 918 Park Ave., NEW YORK
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Send your Orders for Chicago and Suburbs to

Schiller The Florist

2221-2223 W. Madison St. CHICAGO

All orders carefully filled under the supervision of

GEORGE ASMUS, Mgr.

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Member of Florists' Telegraph Delivery.

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FLOWERS OR DESIGN WORK

Delivered in Albany and vicinity on telegraphic order.

106 STATE STREET

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

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J. J. HABERMEHL'S SONS

Flowers and Service

THE BELLEVUE-STRATFORD BROAD AT WALNUT STS.

Conservatories, Diamond St. at 22nd.

BOHANNON FLORAL CO.

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Member of F. T. D.

Telephone Schuyler 6375

The Boulevard Floral Co.

2391 Broadway

Members F. T. D. NEW YORK

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Staten Island, N. Y.

F. T. D.

ALEX. S. GEORGE

(Not Incorporated)

National Florist

FLORAL ARTIST

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(V. M. C.)

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S. A. ANDERSON

440 Main Street

Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport, Niagara Falls and Western New York.

Members of Florists' Telegraph Delivery.

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17 E. MONROE ST.

TERRE HAUTE, IND.

THINK OF HEINL'S

LITTLEFIELD, Florist

WORCESTER, MASS.

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George G. McClunie

Established 1897.

Fresh Flowers

165 Main Street

Right in the Hospital District.

Member of F. T. D. Association.

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Boston, Mass.

MEMBER

Houghton Gorney Flower Shop

UNDER THE PARK STREET CHURCH

Centrally located. Each order receives my personal attention. Best facilities for shipping

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Cincinnati.

JULIUS BAER

FLOWERS

Mail and Telegraph orders carefully filled.

138-140 Fourth St., East

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Chas. H. Grakelow

Broad St., at Cumberland

Members of Florists' Telegraph Delivery.

CHARLES L. SCHMIDT

23 No. Second St., Harrisburg, Pa.

Night and day service in all Central Pennsylvania.

TACOMA, WASH.

California Florists

will take care of all telegraph orders.

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Wittbold FLORIST

745 Buckingham Place
L. D. Phone, Graceland 1112
Send us your retail orders.
We have the Best Facilities in the City
No. branch stores. Established 1857.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

SALT LAKE CITY.

Miller Floral Co.
10 EAST BROADWAY
250,000 Square Feet of Modern Glass
First-class stock and service. Usual discount.
We reach the whole of Utah and to Central part of Nevada and Idaho
Members of Florists' Telegraph Delivery.

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ROCHESTER, N. Y.

J. B. KELLER SONS,
FLORISTS
25 Clinton Avenue N
Rochester ph. 506. Long Dist. Bell ph. 2189
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LOS ANGELES, CALIF.

Wolfskill Bros. and Morris Goldenson
Cut Flower Merchants
We solicit telegraph orders. Regular trade discount.
229 WEST THIRD STREET

Mention the American Florist when writing

Randolph & McClements
Floral Experts
5936 Penn Ave., Pittsburgh, Pa.

Mention the American Florist when writing

NEW YORK.

A. ECKRICH
(Successor to Charles E. Grunewald)
FLORIST
924 Madison Ave., bet. 73rd & 74th Sts.
Phone: 9864 Rhinelander. Orders from Other Cities Promptly Filled

Mention the American Florist when writing

CHICAGO.

A. Lange
77-79 E. Madison Street

Mention the American Florist when writing

FROM NEW YORK EXCEPT AS NOTED.

November 14.

FROM PHILADELPHIA, Mackinaw, I. M. M. Lines (Hamburg).
FROM PHILADELPHIA, Mississippi, I. M. M. Lines (London-Antwerp).

November 15.

Aquitania, Cunard-Anchor Line (Cherbourg-Southampton).
Munplace, Munson Lines (Vera Cruz-Mexico).
Centennial State, United States Lines (London-Bouglone).
FROM NEW ORLEANS, Nessian, I. M. M. Lines (Liverpool).
FROM GALVESTON, Lake Slavi, Lykes lines (West Indies).

November 16

Gothland, I. M. M. Lines (Gilbraltar).

November 17

Walter D. Munson, Munson Lines (Cuba).
Hansa, Hamburg-American Line (Hamburg).
FROM BALTIMORE, West Lake, Oriole Lines (Liverpool).

November 19

Baltic, I. M. M. Lines (Liverpool).
Ryndam, Holland-American Line (Rotterdam).
La Savoie, French Line (Havre).
Meneominee, I. M. Lines (Rotterdam).
Novian, I. M. M. Lines (Manchester).
Vardulia, Cunard-Anchor Line (London).
Cameronia, Cunard-Anchor Line (Naples).
Dante Alighieri, Transatlantica Italiana (Naples-Genoa).
San Lorenzo, Porto Rico Line (San Juan).
Rio Grande, Stray's South American Line (Rio de Janeiro-Buenos Aires).
FROM BALTIMORE, Gorredyk, Holland-Ameircan Line (Rotterdam).
FROM NEW ORLEANS, Corozal, Porto Rico Line (San Juan).
FROM BALTIMORE, Rexmore, Furness Lines (Liverpool).

ENGLAND

You can "Say It With Flowers" to anyone in the British Isles through Bees' Flower Service.
(Members F. T. D.)

Ye Busy Bees
Bees Ltd
Bold Street
LIVERPOOL

Steamers arriving at or leaving any port can be served at a few hours' notice.
(Members F. T. D.)

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75 E. Adams St.
HENRY Wittbold and Son
FLORAL DECORATORS FLORISTS
EVANSTON, ILL. 3025 Central St.
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CINCINNATI
HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO.
Good Stock and Good Service.

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Telephone Lenox 1987
MARKATOS
FLORIST
1174 Madison Ave., NEW YORK
Orders from other cities promptly filled with good stock.

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Kansas City, Mo.
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FLORISTS
1415 Farnum St. PHONES: 1501 and L1582
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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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ROCK'S FLOWERS

Members of Florists' Telegraph Delivery

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CLEVELAND, O. AND VICINITY.

BRAMLEY & SON

1811 E. 71st St.

The Largest Growers of Flowers in the City

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KANSAS CITY, MO.

The Apollo Flower Shop

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We Carry the Largest Stock of Cut Flowers in the City. We Please the People.

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Incorporated

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Lang Floral & Nursery Co.

1214 Main Street, Dallas, Texas.

Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

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City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Penn, the Florist.
Boston, Mass.—Houghton Gorney Fl. Shop.
Bronx, New York—Fordham Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Bohannon Flower Shop.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Congress Flower Shop.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Schiller, The Florist, W. Madison.
Chicago—G. Wittbold Co., Buckingham Pl.
Chicago—Henry Witthold & Son.
Chicago—Mangel, 17 E. Monroe St.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The Park Floral Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—Central Floral Co., B'way.
Detroit, Mch.—John Breitmeyer's Sons.
El Paso, Tex.—Potter Floral Co.
Evanston, Ill.—Henry Wittbold & Son.
Galesburg, Ill.—Pillsbury's Flower Stores.
Grand Rapids, Mich.—Grand Rapids Fl. Co
Grand Rapids, Mich.—Henry Smith Floral Co., Inc.
Hartford, Conn.—Welch's Flower Shop.
Hartford, Conn.—Geo. G. McClunie
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—Apollo Flower Shop, The
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
Knoxville, Tenn.—Baum's Home of Flowers.
La Crosse, Wis.—Salzer Floral Gardens.
Lincoln, Neb.—Frey & Frey.
Liverpool, Eng.—Bee's, Ltd.
Los Angeles—Wolfskill Bros. & M. Goldenson
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Memphis, Tenn.—Memphis Floral Co.
Miami, Fla.—The Exotic Gardens.
Milwaukee, Wis.—Fox's, Incorporated.
Montreal, Que., Can.—Dominion Floral Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—The Rosary Floral Co.
Newark, N. J.—Phillips Bros.
New Britain, Conn.—Welch's Flower Shop.
New Orleans, La.—Matairie Ridge Nur. Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New Rochelle, N. Y.—New York Floral Co
New York—A. Eckrich, 924 Madison Ave.
New York—A. T. Bunyard, Madison Ave.
New York—Broadway Florist.
New York—Chatmas Florists, 2726 8th Ave.
New York—Christatos & Koster, 918 Park.
New York—Dard's, 44th and Madison Ave
New York—David Clarke's Sons.
New York—Henry Hart, Inc.
New York—Hession.
New York—Irene Hayes.
New York—Kottmiller.
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New York—Markatos, Florist, 1174 Madison.
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New York—Olympia Florist.
New York—G. E. M. Stumpp.
New York The Boulevard Floral Co.
Oklahoma City, Okla.—Furrow & Co.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
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Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Salt Lake City, Utah—Evans Floral Co.
Salt Lake City, Utah—Miller Floral Co.
Staten Island, N. Y.—Alex S. George.
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Members of Florists' Telegraph Delivery.

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The Largest Grower of Cut Flowers in the South

NEW ORLEANS, LA.

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Oldest Florist South

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Personal attention given to orders For Knoxville and East Tennessee. Member F. T. D.

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St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
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Toronto—Dunlop's, 8 and 10 W. Adelaide St.
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Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Wichita, Kan.—W. H. Culp & Co.
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Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

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413 Madison Ave.
Bellevue Avenue, NEWPORT, R.
Summer Season.

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Hession

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Quality Flowers

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AT REASONABLE PRICES

Plant Specialists — Phones: Rhinelander 107—420—775

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Telephone: Fordham 3975

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Olympia Florist

(PETER LAMBOS & CO.)
3799 Broadway, S. W. Cor. 158th St.
FRESH CUT FLOWERS DAILY
Orders from Other Cities filled with promptness

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New York's Favorite Flower Shop

G. E. M. Stumpp

Fifth Avenue at 58th Street
Member F. T. D. Ass'n.

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Orders from other cities receive our personal attention.
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Up-to-date Service.
F. T. D. Est. 1890

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The Best Service — MEMBER

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Phones 1552-1553 Columbus

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OKLAHOMA

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Wholesale and Retail
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Elks' Building
South Jefferson Street
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Telegraph orders for Dayton will receive our immediate and careful attention.

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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JOHN BREITMEYER'S SONS
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PHILIP BREITMEYER, - President

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"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.
124 TREMONT STREET

Mention the American Florist when writing

Worcester's Shop of Quality and Service

Randall's Flower Shop
22 Pearl St.,
WORCESTER, MASS.
Member F. T. D.

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BROOKLYN, N. Y.
JAMES WEIR, Inc.
FLORIST
324 Fulton St., cor. Pierrepont
Telegraph orders receive our usual good care and prompt attention. Phones 270-271 Main.

Mention the American Florist when writing

MICHIGAN. Orders will be carefully cared for by
Henry Smith Floral Co., Inc.
Wholesale and Retail Florists of Grand Rapids.

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WIRE YOUR ORDERS
Metairie Ridge Nursery Co., Ltd.
LEADING RETAIL FLORISTS
135 Carondelet St.
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ROSES ORCHIDS VIOLETS
F.T.D.

Send Telegraph, Telephone or Mail Orders for florist's service in this vicinity to
The Dominion Floral Co.
484 St. Catherines St. West,
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Every order receives prompt and careful attention.

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BLACKISTONE, Inc.
14th and H Streets, N. W.
Exceptional Service

Telephones:
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Lenox 7019
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Near 80th St.
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Orders from other cities promptly filled.

TORONTO, CAN.
Canada's Best Known and Most Reliable Florist
Only the Best **Dunlop's**
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We deliver anywhere in Canada and guarantee safe arrival.

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Geo. C. Shaffer
FLORIST
900 Fourteenth Street

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Send your orders for flowers for delivery in this city and vicinity to
John A. Salzer Seed Co.
Quality and Service Assured

BROOKLYN, N. Y.
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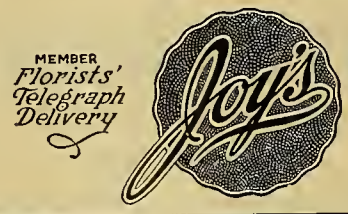
BROOKLYN'S LARGEST FLORIST
Eleven Stores
Main Store— Lewis Ave. Cor. Hancock St
Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.
Member of Florists' Telegraph Delivery.

Nashville, Chattanooga and Atlanta
THREE STORES



New York

44 Carmine Street
Phone 1274 Spring
Out of Town and Steamer Orders Promptly Filled

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Podesta & Baldocchi
224-226 Grant Avenue
Mail or telegraphic orders promptly and most carefully executed.
Members of Florists' Telegraph Delivery

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Congress Flower Shop
CONGRESS HOTEL
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Louise Flower Shop
Connecticut Ave., at N. St., N. W.
Miss Louise W. Daugherty, Proprietress
Phones—Franklin 3579, 3841, 3842
Member of Florists' Telegraph Delivery.

Cincinnati, O.
HARDESTY & CO.
150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

New York's
SHOP OF QUALITY
Irene Hayes, Inc.
F. T. D.
799 Park Avenue
Telephone Rhinelander 0202 and 0203

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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WELCH'S Flower Shop

Also Store at New Britain, Conn.

Established 1885.

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Wholesale and Retail

Pikes Peak Floral Co.

Orders Carefully Executed

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Pillsbury's Flower Stores

Your orders will receive careful attention.

Members of Florists' Telegraph Delivery.

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A. C. NEWELL

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Established over 30 years.
Southwest corner of 11th and McGee Sts.

WASHINGTON D. C.

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Members of Florists' Telegraph Delivery.

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Flowers delivered in City and State on Short Notice.

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Central Floral Co. 132 N. State, CHICAGO; 1331 Broadway, DETROIT

Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery.

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ROANOKE, VA.

FALLON, Florist.

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Seattle-Rosaia Bros. Finest floral studio in Northwest. Member F.T.D.

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Passaic, N. J. F. T. D. Paterson, N. J.

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FLORIST

Connecticut Avenue and L Street

Mention the American Florist when writing

FOR WISCONSIN DELIVERY

—OF—

"Home Grown Flowers"

Get in touch with

MATTHEWSON'S, SHEBOYGAN, WISCONSIN.

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NEWARK, N. J.

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938 BROAD STREET

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LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE.

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IN THE HEART OF **Newark, N. J.**

The Rosery Floral Co.

167 Market St., at Broad St.

EVERYTHING IN FLOWERS

Prompt Deliveries to any town or city within 150 miles of Newark. Telephone Market 494

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BROOKLYN, N. Y.

HUGO H. JAHN

—FLORIST—

710 Nostrand Ave., cor. Prospect Place

Phone: 1952 Lafayette.

Flowers Delivered Anywhere. Personal Attention.

Mention the American Florist when writing

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES **Memphis, Tenn.**

89 South Main St.

"Up-to-the-Minute" Service and Execution.

Every Flower in Season.

New York. Telephone Lenox 3822

HENRY HART, Inc.

FLORIST

1000 Madison Avenue

In the Heart of most exclusive residential section.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

The Seed Trade

American Seed Trade Association.

L. L. Olds, Madison, Wis., President; Alex. Forbes, Newark, N. J., First Vice-President; Louis B. Reuter, New Orleans, La., Second Vice-President; C. E. Keudel, 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, 73 Tremont Street, Boston, Mass., Counsel.

The fortieth annual meeting will be held June, 1922.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass, Counsel.

The next annual meeting will be held June, 1922.

J. C. VAUGHAN, Chicago, returned from the east November 7.

A. E. KUNDERD, Goshen, Ind., is now offering his well known strains of gladioli at wholesale.

IT will be remarkable if the tariff bill is enacted before March, says a Washington writer.

THE Western Canners' Association will meet at the Hotel Sherman, Chicago, November 11-12.

S. S. SKIDELSKY, New York, is on his usual Thanksgiving route through South Atlantic coast cities.

VISITED CHICAGO: J. C. Robinson, of the J. C. Robinson Seed Co. Waterloo, Neb., returning from an Ohio trip.

JACKSONVILLE, FLA.—The trustee in the E. A. Martin Seed Co. bankruptcy case, is paying a dividend of one per cent.

J. A. BROWN and wife, Capitola, Calif., sailed from New York for Europe November 8, on the S. S. George Washington.

WHEAT, for future delivery, reached its lowest price since October, 1915, when it sold at 99 to 99¼ cents, November 3, at Chicago.

SAGINAW, MICH.—It is Commodore A. T. Ferrell now, since he brought his new yacht here from Chicago. John C. Leonard was sailing master on the voyage.

PRICE of bags at Chicago, November 9: Anchor, 16 oz., $31.50 per bale, in bale lots or over; Royal River, 16 oz., $32.00; National, 16 oz., $30.00; Crown, 12 oz., $24.50.

WISCONSIN led all other states in 1919 in the production of red clover seed. Illinois, Iowa, Indiana, Minnesota, Michigan and Ohio followed in the order given.

BOARD OF TRADE.—Prices for grass seed on the Chicago Board of Trade, November 9, were as follows: Timothy, $4 to $5.50 per 100 pounds; Red Clover, $11 to $17.75.

IT is reported that Carters Tested Seeds will condense some of the firm's various branches in the recently acquired Thorburn establishment on Barclay street, New York.

F. B. DAWSON, representative of Charles Sharpe & Co., Sleaford, Eng., who sailed for home the last week of October, says drought has seriously affected the English seed crops.

STUMPP & WALTER New York, ran large 200-line retail bulb advertisements in The Sun last week, offering a general line and suggesting election day as a good day for bulb planting.

LOMPOC, CALIF.—The John Bodger & Sons Co., of Los Angeles, Calif., recently opened a branch office, at College and Oak streets, and have contracted the output of 150 acres of sweet peas.

J. D. BLANCHARD, the well-known New York insecticide manufacturer, recently lost his factory at St. Joseph, Mich., by fire; damage about $6,000 more than the insurance. Mr. Blanchard has gone west to straighten out matters.

CONSIDERABLE activity has been displayed by seedsmen in bidding on timothy seed held by growers during the past few weeks with the result that prices have advanced from five to 35 cents per 100 pounds in all sections. Growers, October 25 were receiving on an average $4.20.

WATKINS & SIMPSON, LTD., London, Eng., are offering Snow White, a new double gypsophila, Statice sinuata True Blue, Hollyhock Double Exquisite and a number of new sweet peas and antirrhinums, also several novelties in garden vegetables.

THE Albert Dickinson Co., Chicago, is floating a $2,500,000 first mortgage, 5-year, seven per cent bond issue through the Greenebaum Sons Investment Co., secured by 60 acres of land in the central manufacturing district, buildings thereon and other assets valued at upwards of $7,000,000.

URBANA, O.—A meeting of the principal creditors of the Wing Seed Co., was held here November 7. The report of the receiver was submitted and it was decided to continue the business under his management. A committee composed of leading creditors was appointed for consultation with the receiver. In the figures submitted by the receiver the assets exceed the liabilities, not reckoning stock liabilities. The inventory of iris roots exceeded $125,000.

AT the annual convention of the Wisconsin Canners' Association, held at Milwaukee November 7-9, there was considerable inquiry for seeds but little business was placed. The Everett B. Clark Seed Co., Milford, Conn.; Jerome B. Rice Seed Co., Cambridge, N. Y.; The W. W. Barnard Co., Rogers Bros. and Leonard Seed Co., Chicago; John H. Allan Seed Co., Sheboygan, Wis., and N. B. Keeney & Son, Le Roy, N. Y., had fine displays of their specialties in canners' seeds. Others in attendance included Wm. A. Davis, Bozeman, Mont.; J. F. Garfat, representing Hogg & Lytle, Toronto, Ont., and Burt Brotherton, Port Huron, Mich.

Wholesale Growers
SELECT STOCKS
Beet
Carrot
Lettuce
Onion
Parsley
Parsnip
Radish
Sweet Peas
PIETERS-WHEELER SEED CO.
GILROY, CALIFORNIA

Peas and Beans.

The Alfred J. Brown Seed Co., Grand Rapids, Mich., writes October 29, stating this is an off year for peas. In some Michigan sections growers are not getting their seed back. The best of the crops are only giving growers two for one of seed planted. The Wisconsin crops are almost as bad. Even green peas on the market were so scarce that the few offered brought $5 to $6 per bushel, and were of very poor quality.

The bean crop is only fair, a considerable part of it getting wet at harvest time. Many of the beans are still damp and will have to be placed on racks and dried out before shipping. The western crops made a poor showing. Stocks carried over are being rapidly absorbed, and it looks as if some varieties would be quite scarce before spring.

Clark's Seed Crops.

The Everett B. Clark Seed Co., of Milford, Conn., write November 1 regarding seed crops in that state: "Dwarf beans, both Green Pod and Wax Pod, will be short this year, for there was a very limited acreage planted by the growers, and crop conditions in some sections have been so disappointing that the harvest has produced much lower yields than the estimates earlier in the season indicated. It appears now that the stocks of beans carried over, together with the new crop, will be necessary to supply the demand, and even then there will be shortage in some varieties.

In garden peas we expect to see a clean-up of all holdings, both the carry-over and this year's harvest, before the 1922 planting season is completed. The acreage planted in peas was only 25 to 30 per cent of normal, and with only a fair crop the call for some of the most desirable sorts will probably produce shortgaes. Sweet corn is fair with a small acreage planted. Curing conditions have been ideal throughout the autumn, so that both samples and vitality will be fine. Turnip and beet made poor yields but onion is a fair crop."

Nebraska Seed Crops.

The C. Herbert Coy Seed Co., of Valley, Douglas county, Neb., report as follows: "While our crops of squash,

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Braslan Seed Growers Company, Inc.
Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY AND MIXED SWEET PEAS.
SAN JOSE, CALIFORNIA

Garden Seed Beans

Growing Lima and pole varieties is my specialty.

My growing contract offer for fall delivery will be mailed upon request.

Henry Berrien Fish
Carpinteria, Calif.

pumpkin, gourd and watermelon are not all harvested, such crops as have been received indicate that the yield as a whole will be very good. We anticipate a considerable surplus of summer squash and some varieties of winter squash, pumpkin and watermelon and gourd.

"The cucumber crop is short and deliveries are far from normal. Muskmelon is good and we believe there will be sufficient to supply the demand, except one or two varieties. Flint and field corn are husking well and sweet corn, while appearing to be a normal crop, will be considerably reduced after milling and hand picking, because of damage by worms. The quality and yield of all corn seems to be normal.

"Orders are perceptibly increasing and if they continue there will be little danger of a large surplus. We believe the trade as a whole has put off buying its requirements until such time as it is absolutely necessary to purchase stocks.

California Seed Growing Industry.

Address of John C. Bodger, of the John Bodger & Sons Co., Los Angeles, Calif., Before the California Association of Nurserymen at Los Angeles, October, 1921.

Notwithstanding the fact that the majority of our assembly represent the nurserymen of California, our president thought it would be of interest to many of those present to learn a few facts regarding the acreage that is devoted to the growing of seeds in California, especially flower seeds.

For 30 years or over, California has been the world's source of supply for onion, lettuce, seed beans and sweet peas. During the last five years it has been estimated that approximately 20,000 acres have been devoted to these crops with an annual output of several hundred car-loads of seed. The opening of hostilities in 1914 shut off the European sources, and opened up the avenues for a great increase in all lines of seed growing, especially small flower seeds, which has been fostered in California for 25 years against all foreign competition and with no protective tariff. During the war, the European nations gave up growing flower seeds and devoted their energies to the production of food stuffs. This left California literally as the world's market for flower seeds and the growers of Southern California lost no time in taking advantage of the situation. With the impetus thus given to the industry, local growers felt encouraged to devote time and energy to the improving of stocks in all the leading flowers, especially those most in demand by the florist, sweet peas, asters and zinnias being the principal three.

California now produces many acres of sweet peas in all the leading colors and types, this seed being distributed all over the world. Asters have been

JEROME B. RICE SEED CO.

WHOLESALE SEED GROWERS

America's Largest Producers of Seed Peas

Also a Complete Line of

VEGETABLE SEEDS

Growing Stations Throughout America. Office: **Cambridge, New York**

C. C. MORSE & CO.

WHOLESALE SEED GROWERS

SAN FRANCISCO, CALIFORNIA

CARROT-CELERY-ENDIVE-LEEK-LETTUCE-ONION-RADISH-PARSNIP-PARSLEY-SALSIFY
SWEET PEAS - ALL VARIETIES PEAS - KENTUCKY WONDER BEANS

Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER

Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish

Correspondence Solicited.

JAMES VICK'S SONS

Growers of

Flower and Vegetable Seeds

Get the benefit of our 72 years' experience
All Seasonable Varieties.
Our stocks are very complete.

ROCHESTER, N. Y., The Flower City

Before Placing Orders for

SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

Mention the American Florist when writing

BURPEE'S SEEDS GROW

Wholesale Price List for Florists and Market Gardeners.

W. Atlee Burpee Co.
Seed Growers Philadelphia

Mention the American Florist when writing

LANDRETH

Seeds Which Succeed

Bloomsdale Farm BRISTOL, PA.

Mention the American Florist when writing

SEEDS

Flower, Vegetable and Farm

Send your inquiries to

The W. W. BARNARD CO.
231-235 W. Madison St., Chicago

Mention the American Florist when writing

EDGAR F. HURFF

SWEDESBORO, N. J.

Grower of High-Grade Seed

TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.

CORRESPONDENCE SOLICITED

TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

Mention the American Florist when writing

—THE—

J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA

ROCKY FORD, COLORADO

Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.

Mention the American Florist when writing

Dutch and French Bulbs

C. J. Speelman & Sons, Sassenheim, Holland | Lagarde & Speelman, Ollioules, Var. France

NEW YORK OFFICE
470 GREENWICH ST.

Pacific Coast Representative, Mr. W. B. Clarke, Box 543, San Jose, Calif.

I. N. Simon & Son
Garden Seeds
438 MARKET STREET
Philadelphia - - Pa.

KELWAY'S
FLOWER SEEDS
New Crop Hardy Perennial
DELPHINIUM SEED
Guaranteed saved from our world-famed exhibition varieties at Langport.
Named varieties. . $2.15 per oz.
Mixed. $2.10 per oz.; $25.00 per lb.
Write today direct to
KELWAY & SON
Wholesale Seed Growers
LANGPORT, ENGLAND

a general favorite among growers of flowers for a long time, but have only taken a prominent place in floral work since the development of the now well-known American varieties, such as Late Branching, Improved Ostrich Feather, Improved Crego and later the beauty types. It might be well to say a word here regarding the very latest florists' kind, the California Giant aster, which is a cross between the American Beauty and Crego types and is noted for size of its flowers, length of stem and beauty of coloring. The beauty asters are now being grown in large quantities in southern California for shipment to the middle west cut flower markets, such as St. Louis, Mo., and Chicago.

Southern California has reached a place of importance as an aster growing section during comparatively recent years. We have always had the advantage here of better climatic conditions than the eastern states, and the discovery of a section blessed with suitable soil conditions for asters near Los Angeles has supplied the one factor needed to make southern California the ideal location for growing the finest asters in the world, both vations should be made at once with in regard to quality of flower and high vitality of seed. The demand for California aster seed now calls for a solid planting of 200 acres with an output of several tons of seed. Through the channels of business, this vast quantity of seed is distributed all over the civilized world.

ZINNIA.

Zinnia Elegans has long been known as a garden favorite due to the ease with which it can be grown and the fact that it will thrive in almost any temperate climate. Originally, however, it was a native of Mexico and as it attains its fullest development in a rather warm climate, Southern California provides ideal conditions for its growth. During the last few years the noticeable improvement in both size and doubleness of flower, as well as the remarkably increased color range has made the zinnia a favorite not only among home gardeners but also in the exclusive florist trade. Among novelties introduced in the last few years, the dahlia-flowered type stands out pre-eminent. These flowers are very large, the center being indented instead of showing the usual

SPECIAL OFFER
Double Narcissus Von Sion
Large Single Nosed Bulbs, $18 per 1000
Planting Size, $9 per 1000
IMMEDIATE DELIVERY
C. J. SPEELMAN & SONS
470 Greenwich St., NEW YORK CITY

Mention the American Florist when writing

VALLEY PIPS
FROM COLD STORAGE
$30.00 per 1000; $16.00 per 500; $8.00 per 250; $4.00 per 100.
H. N. BRUNS, 3032-42 W. Madison St., Chicago, Ill.

N. B. A.
Ask for the above mark when sending your order for next season to your American supplier for
PAPER WHITE NARCISSUS
from The Narcissi Bulbgrowers' Association,
Carqueiranne, Var, France.
You will avoid disappointment and be sure to receive stock giving the best results.
WHOLESALE ONLY.

ANTIRRHINUMS
Obtain from Headquarters.
Watkins & Simpson, Ltd.,
27-29 Drury Lane,
LONDON, W. C., ENGLAND,
Who Have Introduced the Leading Varieties.

The Everett B. Clark Seed Co.
GROWERS FOR THE TRADE
Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.
Branches: Wisconsin, Colorado, Montana, Idaho, Washington. Milford, Conn

THE C. HERBERT COY SEED CO.
VALLEY, Douglas County, NEB.
Contract Growers of
HIGH GRADE SEEDS
Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

McHutchison
& CO. OFFERS
Immediate Shipment
VALLEY PIPS, German and Dutch, from cold storage.
FICUS ELASTICA, rooted mossed cuttings or pot-grown.
CALLA BULBS, Elliottiana.
BAMBOO CANES, natural and dyed green, all sizes, bale lots.
RAFFIA, natural and colored, 25 lbs. up.
Fall Shipment
JAP. LILY BULBS, F. O. B. New York, Chicago, Denver, Toronto, etc.
VALLEY PIPS, German and Dutch; best forcing pips.
MANETTI STOCKS, English or French; selected for greenhouse grafting.
ROSES and LILACS, best forcing varieties.
BEGONIA and GLOXINIA BULBS, all colors, all sizes.
PALM SEEDS, Kentia Forsteriana and Belmoreana, per bushel or 1000. Cocos Weddelliana, Areca Lutescens.
GLADIOLUS BULBS, best commercial varieties; all northern-grown bulbs.
Write for prices on business stationery, specifically stating your requirements.
McHUTCHISON & CO.,
95 Chambers St., NEW YORK

Mention the American Florist when writing

SLUIS & GROOT, Ltd.,

Enkhuisen, Holland

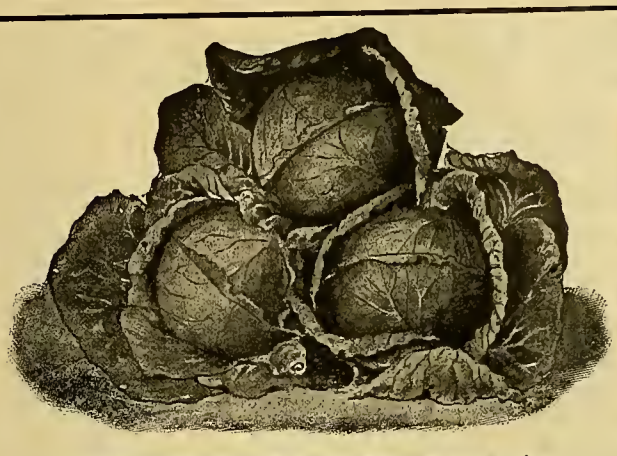
GROWERS OF

Vegetable and Flower Seeds

SPECIALTIES:

Beet, Swiss Chard, Cabbage, Cauliflower, Kale, Corn Salad, Cress, Radish, Spinach, Turnip, Rutabaga, Nasturtium, Pansies, Phlox, and many other Vegetable and Flower Seeds.

Our New Price List is now ready, and will be sent to WHOLESALERS on request.



Cabbage White Enkhuisen Glory, Introduced by Our Firm.

beehive habit of zinnias, with velvety petals regularly placed, and a wide diversity of color, including all the artistic pastel shades which are in such demand for up-to-date decorative work. At least 50 distinct colors and types of zinnias are grown in the vicinity of Los Angeles with a total acreage of about 150 acres and a production of seed running into tons.

Between 200 and 300 acres is devoted to the production of other flower seeds in the state, the varieties grown including alyssum, mignonette, petunia, poppy, stocks and the full line sold in the seed stores during the year. A conservative estimate of the amount of flower seed grown in California places it about 60 per cent of the world's annual production. Until recently this state has been handicapped by its distance from the principal markets of the world; now with the opening of the Panama canal and the trans-Atlantic steamers touching our coast, we are within easy reach of the principal centers which use our products and have good prospects of doing a much larger business in future years.

Dutch Bulb Trade.

United States Consul George E. Anderson writes from Rotterdam: "As a result of the removal of certain restrictions on the import of bulbs into the United States and Germany, and also on account of the lowering of freight rates and the high exchange value of the American dollar, a great improvement was noticeable in the export of flower bulbs from the Netherlands during the month of August. The total export of bulbs from this country to the United States during the first six months of the current year reached a declared value of $1,475,973. During the month of July exports to the United States amounted to $245,997, and this increased during the month of August to $2 375,556. The declared exports to the United States of bulbs for the first eight months of the year, therefore, amounted to $4,092,516, as compared with $2,951,947 during the entire year of 1920.

"Exports of bulbs to Germany have also increased materially, and the trade to Sweden, Great Britain and Canada likewise shows substantial gains, with the result that while three months ago the bulb-growing industry was in a critical state because of poor trade and a poor outlook for the immediate future, it is now in a far better position than it has been for years. The stocks are well cleared and the demand for all kinds of bulbs is very great."

Hogewoning & Sons, Inc.

Wholesale Bulb Growers and Importers

299 Broadway, New York

An experience of half a century in producing high grade

GARDEN SEEDS

at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.

S. D. WOODRUFF & SONS
Orange, Conn., and New York City.

Mention the American Florist when writing

LAWN SEED MIXTURES

FIELD SEEDS

Atlantic Grass Seed Co.
WHOLESALE
46 W. Broadway, NEW YORK CITY

Mention the American Florist when writing

L. D. WALLER SEED CO.

Growers of Choice Sweet Pea, Nasturtium and Flower Seeds.

GUADALUPE, CALIFORNIA

Mention the American Florist when writing

Yokohama Nursery Co., Ltd.

Woolworth Building
NEW YORK CITY
IMPORTERS
Japanese Bulbs, Plants and Seeds

GEORGE R. PEDRICK & SON

PEDRICKTOWN, N. J.

Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.

Correspondence Solicited.

WHOLESALE SEED GROWERS

Mention the American Florist when writing

Richard Diener Company, Inc.

Originators and Growers of the Largest and Finest

Gladiolus and Petunias

Catalog on Request

Kentfield, Marin Co., Calif.

Mention the American Florist when writing

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

Mention the American Florist when writing

Return Envelopes Catalogue Envelopes Seed Packets

Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.

Mention the American Florist when writing

KENILWORTH

GIANT PANSY SEED

Kenilworth Mixture, 1000 seeds, 35c; ⅛ oz., 90c; ¼ oz., $1.65; 1 oz., $6.00.

All colors, separate or mixed, 1000 seeds, 30c; any 4 pkts., $1.00; ¼ oz., $1.30; 1 oz., $5.00.

CHAS. FROST
Kenilworth
N. J.

The Nursery Trade

American Association of Nurserymen.

M. R. Cashman, Owatonna, Minn., President; Paul C. Lindley, Pomona, N. C., Vice-President; Charles Sizemore, Louisiana, Mo., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

The forty-seventh annual convention will be held at Detroit, Mich., June, 1922.

MANETTI stocks, according to McHutchison & Co., New York, are due to arrive shortly.

BURLINGTON, IA.—The Bock Nurseries will add one house to its establishment next spring, 130x240 feet, which will increase the glass area to 150,000 square feet.

FAYETTEVILLE, ARK.—The Grape Belt & Fruit Co., Paw Paw, Mich., was recently inspecting sites in this vicinity, with probability of establishing a branch nursery in the spring of 1922.

UPPER ALTON, ILL.—H. M. Burton has received an order for 200 memorial trees to be planted along the highway between Granite City and Alton, Ill., in honor of the soldier dead, November 11.

TOLEDO, O.—The Indian Hills Nursery Co. recently opened a new store on Twenty-third street, between Madison and Jefferson avenues, landscape work being one of the specialties. John J. Watson is president and general manager of the concern with offices in the Gardner building, this city.

JOHN HALL, former secretary of the American Association of Nurserymen, celebrated with Mrs. Hall, their children and many guests, their golden wedding at Detroit, Mich., October 18, Mr. Hall was also with James Vick and the Brown Bros. Co., of Rochester, N. Y. He was secretary of the Western New York Horticultural Society for many years.

American Pomological Society.

ANNUAL MEETING, DECEMBER 7-9.

The thirty-eighth annual convention of the American Pomological Society will be held in Toledo, O., December 7-9, in connection with the National Farmers' Exposition. All persons interested in fruit growing are invited to attend and horticultural societies and firms are asked to send delegates. out the United States and Canada send It is desired that nurserymen through-exhibits of nursery stock, good fruit, fresh and preserved, for the exhibition to be held in connection with the meeting. Manufacturers are asked to display machines, devices, materials and whatever else may contribute to the attractiveness of the general display. The student fruit judging contests and the participation of collegiate members from the agricultural colleges at the sessions will be attractive features.

The programme will take up the important topics of organization, transportation, marketing, government control, the future prospects of the fruit industry as well as the consideration of the problems of production and a discussion of different varieties. It is not the plan of the society to duplicate the work of state and provincial organizations, but to give the meeting a national and international character by acting as a clearing house for the problems of both the commercial and amateur grower. The society stands newal of fellowship and a contribution to the public good.

The following are the officers of the organization: Dr. L. H. Bailey, Ithaca, N. Y., president; Samuel Adams, Greenwood, Va., vice-president; W. T. Macoun, Ottawa, Ont., vice-president, and R. B. Cruickshank, Columbus, O., secretary-treasurer.

Winter Killing.

In all of the northwestern prairie states one of the most serious causes of winter killing of fruit, ornamental and shade trees as well as shrubs and perennials, is the dry freezing of roots, according to Dr. H. E. Hansen, of the South Dakota State College, department of horticulture. This trouble is not in evidence every autumn, but is met with after unusually hot summers. Special care should be taken to give the roots a thorough soaking. One-half barrel of water to every apple tree is not too much, if there appears to be any danger of the trees going into the winter with dry roots. In other words, the roots must not freeze dry.

After long winters with but little snow, the bark of trees will be more or less in a shriveled condition. This is quickly remedied by the early spring rains, when the bark plumps up again. But for success it is absolutely necessary that all trees should go into winter quarters with the bark and wood well soaked, so that they can withstand the drying effect of the winter winds. This is one strong argument in favor of windbreaks, especially with evergreens. If you stop the windsweep, it reduces vastly the winter killing caused by drying of the stems. Winter killing, or winter dessication as it is called, is hard enough on the native trees, but it is disastrous to half hardy trees whose vitality is lowered because they are native to a more enervating climate.

Peach Borer.

The so-called peach-tree borer has constituted one of the principal drawbacks to the successful cultivation of the peach for 150 years, and only within five years have effective and practical means of control been discovered. The para-dichlorobenzene treatment developed by E. R. Blakeslee of the bureau of entomology, United States Department of Agriculture, is described in Farmers Bulletin 1246, "The Peach Borer: How to Prevent or Lessen Its Ravages," by Dr. A. L. Quaintance, entomologist in charge of fruit insect investigations.

The peach borer is the larva of a beautiful clear-winged moth. It feeds on the inner bark at the base of the tree or on the adjacent roots, seriously injuring and frequently killing the trees attacked. Few American insects have been more experimented with by entomologists and others than the peach borer. As a result of experiments begun by the department in 1915, it was found that this pest could be largely destroyed by the application of para-dichlorobenzene, which is a volatile poison. The chemical is applied in the fall around the base of the tree. The soil is first leveled off and a band of "paradichlor" is applied to the soil on a continuous band about two inches from the tree trunk, using it at the rate of one ounce per tree.

The bulletin treats briefly of the life and habits of the insect; of the worming methods of destroying the borers where there are only a few trees involved, and of the "paradichlor" method.

Albany, N. Y.

FALL FLOWER SHOW.

Members of the Florists' Club held their fall flower show in the storeroom of the Albany Cut Flower Exchange, Inc., November 3, and at the close auctioned off the exhibits to the retailers present, for the benefit of the club treasury. Fred R. Lemon & Co., Richmond, Ind., had on exhibition a vase of the new rose, Angelus, which the Lemon firm will introduce to the trade in January, 1922. The Angelus is a white rose with good stem and foliage and promises well. Fred A. Danker and George H. Person, Catskill (Samuel Goldring, grower), showed some remarkable blooms of the white chrysanthemum, William Turner, Orange Queen, a bronze, and Big Chieftain, a yellow. Henkes Bros., Newtonville, had several varieties of chrysanthemums and carnations; Wm. Hannell, Watervliet, showed pompons and cyclamen; Frederick Goldring, Slingerland, chrysanthemums, cyclamen and Jerusalem cherries, and Joseph Trandt,

M. Koster & Sons
Boskoop, Holland,
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MANETTI and Other Stocks for the American Trade.

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All Kinds of Decorative Plants.
Our Specialty — Everblooming Hardy Roses, Boxwood and Rhododendrons.
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Also Berberris Thunbergii, Hydrangea Paniculata, Weigelia, Spireas, Etc.
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Specimen Xmas & Easter Plants
Exceptionally Well Grown
BUDDLEIA Asiatica, 3-6 ft., $1.50-$5 each. HEATHER Melanthera, 2-4 ft., $2.50-$6 each. ACACIA Longifolium, $5-$10 each. Standard and Bush GENISTAS, $2.50-$6 each. BOUGAINVILLEA Sanderiana — Pyramid and Globes, $2-$8 each. HYDRANGEAS, Mixed French Variety, 15-25 branches, $2-$3 each. HYDRANGEA Trophie, the best red, 15-20 branches, $2.50-$3.50 each. CROTONS, Choice Broad-Leaf Varieties, 4½-in., $75 per 100. DEUTZIA Gracilis, 6- and 7-in. pots at $50 per 100. All stock in A1 condition. Cash with order or satisfactory reference.
A. L. MILLER, Jamaica, N. Y.

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Evergreens for Lining Out.

		Inch	100	1000
Abies Ts. Canadensis	x	6—8	$18.50	$175.00
Abies Concolor	x	6—8	22.50	.....
Abies Veitchii	o	2—4	10.00	90.00
Biota Orientalis	x	10—12	11.00	100.00
Buxus Sempervirens	x	6—8	20.00	.....
Cedrus Atlant. Arg.	o	2—4	9.00	80.00
Cedrus Deodara	o	4—6	10.00	90.00
Cedrus Libani	o	2—4	9.00	80.00
Ginko Biloba	o	10—12	8.00	70.00
Juniperus Canadensis	o	6—8	10.00	90.00
Junip. Sabina Horiz	x	6—8	32.00	.....
Juniperus Virginiana	xx	12—18	25.00	225.00
Picea Alba	x	8—10	12.00	110.00
Picea Canadensis	xx	10—12	40.00	.....
Picea Excelsa	xx	12—18	17.50	165.00
Picea Pungens	x	8—10	16.50	155.00
Pinus Austriaca	xx	10—12	30.00	.....
Pinus Excelsa	o	2—4	10.00	.....
Pinus Mugho	x	6—8	20.00	.....
Pinus Ponderosa	xx	10—12	20.00	.....

		Inch	100	1000
Pinus Strobus	xx	12—18	$20.00	$.....
Pinus Sylvestris	xx	10—12	20.00	.....
Restinospora Filifera	x	6—8	22.50	.....
Retinospora Plum. Aurea	x	6—8	25.00	.....
Taxus Canadensis	x	10—12	20.00	.....
Taxus Cuspidata	x	6—8	35.00	.....
Thuya Occidentalis	xx	12—18	20.00	190.00
Thuya Occi. Compacta	x	6—8	18.50	175.00
Thuya Douglassi Aurea	x	6—8	32.50	.....
Thuya Doug. Pyramidalis	x	6—8	25.00	.....
Thuya Elwangeriana	x	6—8	25.00	.....
Thuya Globosa	xx	10—12	50.00	.....
Thuya Globosa Nova	x	6—8	30.00	.....
Thuya Hoveyi	x	6—8	25.00	.....
Thuya Plicata	x	6—8	25.00	.....
Thuya Pyramidalis	x	6—8	20.00	.....
Thuya Spicata Alba	x	6—8	32.50	.....
Thuya Wareana Siberica	x	6—8	25.00	.....
Thuya Woodwardi	x	6—8	50.00	.....
Thuya Biota Orientalis	x	10—12	11.00	100.00

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Large assortment of choice varieties.

Window Box and Tubbing Evergreens
See special advertisement in this paper.

Understocks for Grafting Conifers

		Inch	100	1000
Juniperus Virginiana	Sdl.	6—8	$ 4.50	$ 37.50
Picea Excelsa	x	8—10	7.50	65.00
Thuya Orientalis	x	6—8	8.00	75.00
Thuya Occidentalis	x	8—10	7.00	60.00

ROSE STOCK.
Rosa Canina—No. 1 Grade....$2.75 $17.50

Each X indicates one transplanting. O indicates never transplanted. 50 of same variety and size at 100 rate; 500 at the 1000 rate.

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Good, stocky, clean stock, ready for a shift; will be shipped without pots, and will require a larger size to be potted in when received.

Boston, Scottii and Holly, 4-inch, $3.60 per doz., $25.00 per 100; 5-inch, $5.40 per doz., $40.00 per 100; 6-inch, $8.00 per doz., $60.00 per 100.

Macawii, Whitmanii and **Norwood** listed in our price list.

Ferns shipped without pots.
No charge for packing.

TABLE FERNS.

Assorted Table Ferns, including Holly, 3-inch, $1.50 per doz., $6.00 per 100.

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WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty.

Canajoharie, chrysanthemums and coleus.

The annual display of chrysanthemums offered by the Park department, was opened in the lake house, Washington park, November 6. The exhibit will be continued for two weeks, from 10 a. m. to 10 p. m., Sundays included. The department has 625 plants, comprising 275 varieties, a number of which are shown here for the first time. A list of the latest and most interesting varieties was published in the newspapers a few days before the opening of the show. Last year, for the first time in two decades, the Park department did not hold a show. The midge early in the season got among the stock in the greenhouses and the plants had to be destroyed. For the exhibit this year Superintendent Bender purchased new stock.

Fred A. Danker, Edw. P. Tracey and Wm. C. Gloeckner, of this city, and Henry Schrade, of Saratoga Springs, attended the Florists' Telegraph Delivery Association convention. They reported themselves well pleased with the business of the convention and spoke of the hospitality of their Canadian hosts as wonderful.

R. D.

Seasonable Stock

Asparagus Sprengerii, 1½ in., $3.50 per 100, $30.00 per 1,000; 2½ in., $5.00 per 100, $45.00 per 1,000; heavy 4 in., $15.00 per 100; heavy 5 in., $25.00 per 100.

Bougainvillea, Glabra Sanderiana, 2½ in., $10.00 per 100; 3 in., $20.00 per 100; 5 in., $75.00 per 100 specimens; 6 in., $100.00 per 100 specimens.

Begonias, large leaved, in variety, 2½ in., $8.00 per 100.

Begonia, Manicata Aurea, 2½-in., $12.00 per 100; 3-in., $20 per 100.

Lantanas, best dwarf, Craigi, Jacob Schulz and Michael Schmidt, $5.00 per 100; $45.00 per 1,000.

Cineraria, Dwarf Hybrids, 2½ in., $5.00 per 100, $45.00 per 1,000.

Euonymous Argentia, grand for dishes, 3 in., $20.00 per 100, $150.00 per 1,000.

Fern Dish Ferns, best varieties, 2¼ in., $5.00 per 100, $40.00 per 1,000.

Genista, Racemosus, well trimmed, 4 in., $20.00 per 100.

Hydrangea, good French varieties, 2½ in., $6.50 per 100, $60.00 per 1,000; 4 in., $20.00 per 100; heavy field grown specimens, 8 to 10 shoots, fine for specimen tubs, $7.00 per dozen; $50.00 per 100.

The Storrs & Harrison Co., Painesville, Ohio

Mention the American Florist when writing

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REX BEGONIAS

3-inch, $2.00 per dozen.

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Good short jointed plants from 2-inch pots, at $3.50 per 100; $35.00 per 1000.
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Abundance of Stock

	100	1000
2¼-inch **Asparagus Sprengeri**	$ 5.00	$45.00
2¼-inch **Calendula Orange King.**	4.50	40.00
2¼-inch **Snapdragons,** 5 varieties.	5.00	45.00
4 -in. **Ferns.** 5 varieties	25.00	
Vinca Variegata, large field grown	10.00	95.00

Liberal extras. Correspondence solicited

ALONZO J. BRYAN,
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CYCLAMEN

We must have room and offer for one week,
2,500 2¼-in. **Cyclamen,** at $10.00 per 100
$90.00 per 1000.
3,000 2-in. **Cyclamen,** at $20 and $25 per 100
1,000 4-in. **Cyclamen,** at $40.00 per 100.

Ask for our prices of **Easter Greeting Pelargoniums and Ferns.**

GEO. A. KUHL, Wholesale Growers PEKIN, ILL.

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Market Gardeners

Vegetable Growers' Association of America.

Louis F. Miller, Toledo, O., President; H. A. Dooley, Cleveland, O., Vice-President; S. W. Severance, Louisville Ky., Secretary; H. J. Cheney, Grand Rapids, Mich., Treasurer. The next annual meeting will be held at Albany, N. Y., November 1-5, 1921.

DILL pickles in casks have brought the best prices for years, while sour pickles sold only fairly.

PENNBORO, W. VA.—J. W. Powers is building greenhouses and will grow vegetables and cut flowers.

CARTERVILLE, ILL.—Roy Scoby and Joe Rice are building greenhouses near the Oakwood cemetery and will grow flowers and vegetables.

THE apple crop of the three northwestern states is estimated to be worth $100,000,000, the bulk of it being shipped via Puget Sound and the Panama canal.

SUGAR BEET investments in Michigan now amount to $30,000,000, with an annual income to growers of between $9,000,000 and $10,000,000. In 1920, the average yield was 8.6 tons per acre from 129,400 acres.

SPINACH crops in eastern Virginia are seriously threatened by blight or yellows, and the Virginia Truck Experiment station, Norfolk, in hope of standardizing a type that will be disease resistant, has contracted a quantity of seed to be grown in northern states. It is expected that 6,000 to 8,000 pounds of spinach seed will be available for Norfolk growers next year.

Prices of Indoor Fruits and Vegetables.

Chicago, November 7.—Cucumbers, two dozen box, $2 to $2.50; leaf lettuce, per two dozen box, 10 cents; radishes, 25 to 50 cents per dozen bunches.

New York, November 5.—Cucumbers, $1 to $1.50 per basket; mushrooms, per three-pound basket, 50 cents to $1.25; radishes, 100 bunches, $1 to $2.

Vegetable Growers' Ass'n of America.

ALBANY CONVENTION, NOVEMBER 1-5.

The thirteenth annual convention of the Vegetable Growers' Association of America was held in the State Armory, Albany, N. Y., November 1-5, with an attendance of over 300 delegates. The convention was opened Tuesday morning by an address of welcome by Mayor James R. Watt, E. A. Dunbar, Ashtabula, O., junior vice-president, responding in well chosen words. President Louis F. Miller, of Toledo, O., then delivered his opening address. Professors H. F. Thompson, of Arlington, Mass.; B. L. Hartwell, Kingston, R. I., and T. C. Johnson, Norfolk, Va., read papers relating to the research work in vegetable growing being accomplished in their respective states. At the evening session, E. F. Rockwell, with the aid of stereopticon slides, showed the great work being done by the Seabrook Farms, of Bridgeton, N. J., who operate 4,000 acres.

At the Wednesday morning session, the greenhouse, market garden and truck crop, muck crop, and canning crop sections held important meetings. President Miller, who was in charge at the meeting of the greenhouse section, presented facts about experiments, heating and plant food problems, as did Prof. H. W. Schneck, of Cornell university, Ithaca, N. Y., and J. H. Rice, of Ashtabula, O. Prof. Paul Work, of Cornell university, presided at the sessions of the market garden and truck crop section, where seed problems were discussed by Prof. Work, Geo. Starr and others. At the meeting of the muck crop section, President C. F. Mason, of the New York State Vegetable Growers' Association, was in charge and many interesting and instructive addresses were presented as follows: "High Points in the Growing of Vegetables on Muck," by W. P. Rogers, Williamson, N. Y.; "Plant Food Problems on Muck Land," by Prof. Albert E. Wilkinson, and "Plant Food Problems on Muck Land," by Dr. H. W. Dye, of Cornell University. Prof. H. C. Thompson presided at the session of the canning crop section, the feature of which was a round table discussion in which Prof. C. H. Nissley, of New Brunswick, N. J., Prof. F. C. Gaylord and Prof. Thompson took part.

At the Thursday morning session, the members of the greenhouse, canning crop, and market garden and truck crop sections continued their discussions of the previous day, Prof. Wm. R. Beattie having charge of the latter. In the afternoon the delegates visited the State capitol, Educational building and State museum. At 7 o'clock an elaborate banquet was served, covers being laid for nearly 600, many of whom were members of the New York State Vegetable Growers' Association, and their wives. Fred W. Kelley, president of the Albany Chamber of Commerce, was the principal speaker, and told of "Some of the Similarities in the Problem of Marketing as It Affects Gardeners." President Miller thanked the Chamber of Commerce and other bodies for their hearty co-operation in making the meeting such a success. Dancing concluded an enjoyable evening.

CELERY CONTEST.

The winner in the celery king contest was announced at the Friday morning session, Tuttle & Russell, Williamson, N. Y., carrying off the honors in the contest instituted by the Market Growers' Journal, for 30 bunches of celery, a silver loving cup being presented to them. There were seven other prominent growers entered in the contest. The second prize, a cuckoo clock, offered by the Hoffman-Corr Tape Mfg. Co., Philadelphia, Pa., was awarded to F. B. Chase & Sons, Eugene, Ore. John R. Rothrock, of Bangor, Pa., received a special award for the best entry in green celery, amounting to $25 in cash.

Before adjournment on the afternoon of November 4, the following two important resolutions were adopted: To urge congress to pass an appropriation for a quarantine against the European corn borer, and, second, to have the same body pass the Purnell bill, which provides for appropriations to aid state agricultural experiment stations in their research work.

After the adjournment of the convention the delegates boarded a special train for New York, where on Friday night and Saturday morning they visited the principal wholesale markets in the metropolis. At various points, experts in marketing gave talks on how the products were packed, shipped, received, handled and distributed.

OFFICERS ELECTED.

The officers of 1921 were re-elected with the exception of secretary and organization secretary, which were combined, and one new man elected to fill the office. The officers for the coming year are: Louis F. Miller, Toledo, O., president; E. A. Dunbar, Ashtabula, O., junior vice-president; H. A. Dooley, Cleveland, O., vice-president; H. J. Cheney, Grand Rapids, Mich., treasurer. The office of secretary, held by Samuel W. Severance, of Louisville, Ky., and of organization secretary, held by C. W. Waid, of Columbus, O., were combined and Prof. C. H. Nissley, of New Brunswick, N. J., was elected to fill the office of secretary. The directors are: J. P. Esty, Newton Center, Mass.; A. H. MacLennan, Toronto, Ont.; J. H. Rice, Ashtabula, O.; W. B. Davis, Aurora, Ill.; M. S. Yoder, Barberton, O., and J. G. Hills, Newtonville, N. Y. Four cities, St. Paul, Minn., Indianapolis, Ind., Atlantic City, N. J., and Bridgeton, N. J., were mentioned as places for the 1922 convention, but the matter will be decided later by the officers. R. D.

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Miscellaneous Stock

Cleveland Cherries, field.....25c, 35c, 50c
Xmas Peppers, 4 in 15c
Primula Obconica, 3 in..... 10c
Primula Obconica, 4 in.....20c
Cyclamen, 4 in.....40c
Stevia, dwarf, 2 in. 4c
Forget-Me-Nots, 2 in., winter-flowering...4c
Per 100
1000 Matchless Carnation plants.....$10.00
1000 Hardy Phlox, all colors..... 10.00
Sprengeri, 2 in..... 3.00
Swainsona, 3 in..... 10.00

Rosendale Greenhouses

DELANSON, N. Y.

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Multiflora Japonica Rose Seedlings

Best American Rose Stock for Budding and Grafting.
New England grown, well rooted.

No. 1. 4-6 mm .....$15.00 per 1000
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15 CENTS, NET, PER LINE

ASPARAGUS.

Asparagus Sprengeri, 1½-in., $3.50 per 100; $30.00 per 1,000; 2½-in., $5.00 per 100; $45.00 per 1,000; heavy 4-in., $16.00 per 100; heavy 5-in., $25.00 per 100. The Storrs & Harrison Co., Painesville, O.

Asparagus Sprengeri, 2½-in., 4½c each. ODOR GREENHOUSES, Iola, Kan.

ASPLENIUM.

Asplenium Ninus Avis (Bird's Nest Ferns), good strong, healthy stock, 3-in. pots, 35c; 4-in., 75c; 5-in., $1.50. Packing material charged for at cost. Wm. K. HARRIS, 55th and Springfield Ave., W. Phila., Pa.

BEGONIAS.

Begonias, Luminosa, Prima Donna and Gloire de Chatelaine. 2-in., $3.00 per 100, $27.50 per 1,000; 3-in., $6.00 per 100, $50.00 per 1,000. R. Vincent Jr. & Sons Co., White Marsh, Md.

Begonias, large leaved, in variety, 2½-in., $8.00 per 100. The Storrs & Harrison Co., Painesville, O.

BOUGAINVILLEA.

Bougainvillea, Glabra Sanderiana, 2½-in., $10.00 per 100; 3-in., $20.00 per 100; 5-in. specimens, $75.00 per 100; 6-in. specimens, $100.00 per 100. The Storrs & Harrison Co., Painesville, O.

Bougainvillea Sanderiana, pyramid and globes, $2.00 to $10.00 each. A. L. MILLER, Jamaica, N. Y.

CALENDULAS.

Calendulas. Selected true Double Orange King, 2¼-in. pots, $6.00 per 100, $50.00 per 1,000. ROMAN J. IRWIN, 43 West 18th St., New York.

CALLAS.

CALLA BULBS

Calla Aethiopica, the popular white calla, clean, sound bulbs, all with crown shoots.

Size	Diameter	Per 100	Per 1000
1¼ to 1½-inch		$ 6.00	$ 50.00
1½ to 2 -inch		8.00	75.00
2-inch and up		15.00	125.00

Satisfaction guaranteed.

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512 Washington St. San Francisco, Calif.

CANNAS

Canna, The President. Strong; vigorous, healthy grower. Strong two to three-eye divisions, $8.00 per 100, $75.00 per 1,000. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

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Carnations. Write for price list of latest varieties. F. Dorner & Sons Co., Lafayette, Ind.

COLEUS.

Coleus. Several varieties, clean and strong, well rooted, $1.25 per 100. Christmas Gem, fine color, vigorous, $2.00 per 100. MAULDIN FLORAL CO., Greenville, S. C.

CHRYSANTHEMUMS.

Chrysanthemum novelties for 1921. Preliminary list free. Elmer D. Smith & Co., Adrian, Mich.

CYCLAMEN.

Cyclamen, for one week only. 2¼-in., $10.00 per 100; $90.00 per 1,000. 3-in., $20.00 and $25.00; 4-in., $40.00 per 100. Geo. A. Kuhl, Pekin, Ill.

DAISIES.

Daisies: Bellis Montrosa, pink or white; also Longfellow and Snowball. Fine strong plants, $3.00 per 1,000. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

DRACAENAS.

Dracaena Indivisa. Field-grown, ready for 4 and 5-in. pots, $12.00 per 100. Stronger plants, $20.00 and $25.00 per 100. 2¼-in pots, $6.00 per 100. ROMAN J. IRWIN, 43 W. 18th St., New York.

ERICAS.

ERICAS.

Buy Now for Christmas Trade.

Perfectly budded, the best we ever had. 60 degrees during the day and 60 during the night will bring them in full bloom for Christmas. They are now all housed and the pots and plants have been advanced so far that we are compelled to advance our prices accordingly.

	Doz.	Larger, Doz.
Pres. Carnot, pink trumpet, from 4½-in.	$ 9.00	$12.00
Pres. Felix Faure, bright pk. trumpet, 4½-in.	9.00	12.00
Pres. Felix Faure, bright pk. trumpet, 6 and 6½-in.	15.00	18.00
Hielana, new orange trumpet, 4½-in.	9.00	12.00
Globular flowers:		
Regerminans, lavender, best Xmas variety for basket work, 4½-in.	9.00	12.00
Regerminans, lavender, best Xmas variety for basket work, 2-year-old plants	18.00	24.00
Ovata, pink, 5-in.	9.00	12.00
Fragrans Melanthera, heavily budded, best for Xmas, 4½-in.	9.00	12.00
Fragrans Melenthera, heavily budded, best for Xmas, 3-year-old plants	18.00	24.00

Fragrans Melanthera, heavily budded, best for Xmas, extra fine specimens, $36, $48 and $60 per dozen.

Fragrans Melanthera, heavily budded, best for Xmas, 6-year-old plants, $6 to $10 each.

We can furnish up to 600 of any of the above varieties.

Easter Varieties. We offer the following varieties, which can be carried in a cold house like Azaleas, for immediate shipment. 4½-in., $9.00, larger $12.00 per dozen.

Perfecta, pink, Persoluta Alba, Persoluta Rosea, King Edward VII, salmon pink, Cupressina, shell pink, Translusens, red.

Specimens of above, $18, $24 and $36 per dozen.

Three per cent of amount of bill for packing. We require cash with order from firms with whom we have not dealt before.

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Good, strong bushy stock.

5-in.	$0.40
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THE AMERICAN FLORIST

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Vol. LVII. CHICAGO AND NEW YORK, NOVEMBER 19, 1921. No. 1746

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS—THOMAS ROLAND, Nahant, Mass., President; ADOLPHUS GUDE, Washington, D. C., Vice-President; JOHN YOUNG, 41-43 West 18th St., New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer.

OFFICERS-ELECT—S. S. PENNOCK, Philadelphia, Pa., President; SAMUEL MURRAY, Kansas City, Mo., Vice-President; JOHN YOUNG, New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer.

The thirty-eighth annual convention will be held at Kansas City, Mo., August, 1922.

Fifth National Flower Show.

The Fifth National Flower Show will be held at Cleveland, O., March 25 to April 1, 1922.

CHRYSANTHEMUM SOCIETY OF AMERICA

Next annual convention and exhibition at Chicago, November 16-17, 1921. OFFICERS: S. S. PENNOCK, Philadelphia, Pa., President; N. J. WIETOR, Chicago, Vice-President; C. W. JOHNSON, 141 Summit Street, Rockford, Ill., Secretary; CHAS. H. TOTTY, Madison, N. J., Treasurer.

FLORISTS' TELEGRAPH DELIVERY ASSOCIATION.

Next annual meeting at Baltimore, Md., 1922. OFFICERS: PHILIP BREITMEYER, Detroit, Mich., President; CHAS. F. FEAST, Baltimore, Md., Vice-President; ALBERT POCHELON, Detroit, Mich., Secretary; WM. L. ROCK, Kansas City, Mo., Treasurer.

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Next annual meeting and exhibition, Hartford, Conn., January 1922. OFFICERS: W. D. HOWARD, Milford, Mass., President; N. C. OSBORN, Hartford, Conn., Vice-President; A. F. J. BAUR, Thirty-eighth St. and Rockwood Ave., Indianapolis, Ind., Secretary.

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Chrysanthemum Society of America.

Twentieth Annual Meeting, Chicago, Nov. 16-17.

Chrysanthemum Revival.

A conspicuous revival of interest in the autumn queen of flowers was noticable in the twentieth annual meeting and exhibition of the Chrysanthemum Society of America, which, with the co-operation of the Chicago Florists' Club is being held in the grand ballroom, Auditorium hotel, that city, this week, November 16-17. The entry list is the largest in the history of the society and an early view of the exhibits indicates they are of high quality. The people, apparently, are showing new interest in these events and with fair weather a good attendance seems assured.

President Pennock, Secretary Johnson and Treasurer Totty were early on hand and Vice-president Wietor, Joseph Kohout, Fred Lautenschlager, and others of the local committees are busy with preparations for the opening. The exhibitors include Poehlmann Bros. Co., Wietor Bros., Vaughan's Seed Store, W. N. Rudd, Frank Oechslin, Hans Jepsen, M. Winandy, Sr., Joseph Kohout, Guardian Angel Greenhouses, Geo. Wienhoeber, Schiller the Florist, A. Lange, A. L. Randall Co., Robt. J. Windler, A. F. Amling Co., John Mangel, Elmer D. Smith & Co., Adrian, Mich.; A. N. Pierson Co., Inc., Cromwell, Conn.; Chas. H. Totty Co., Madison, N. J.; E. G. Hill Co., Richmond, Ind.; H. W. Buckbee, Rockford, Ill.; E. L. Ford Estate, Detroit, Mich.; Baur & Steinkamp, and Hartje & Elder, Indianapolis, Ind.; A. Jablonsky, Olivette, Mo.; Joy Floral Co., Nashville, Tenn.; Ernst Wienhoeber Co., John A. Salzer, La Crosse, Wis.

Among the early visitors are John Young, New York; Frank Gorly, St. Louis, Mo.; Prof. H. B. Dorner and S. W. Hall, Urbana, Ill.; Elmer D. Smith and wife, Adrian, Mich.; W. A. Rowe and W. J. Pilcher, Kirkwood, Mo.; Earl Mann, Jos. H. Hill, Fred Lemon, J. A. Evans and Lawrence Lakman, Richmond, Ind.; A. F. J. Baur, E. J. Larson and John Hartje, Indianapolis, Ind.; C. H. Reardon, Davenport, Ia.; J. Heslup, Adrian, Mich.; Mrs. C. W. Johnson, Rockford, Ill.; Robt. Lillei, Detroit, Mich.; J. F. Ammann and L. R. Smith, Edwardsville, Ill.; H. J. Anderson, Cromwell, Conn.; L. C. Vinson, Cleveland, O.; Miss Rennison, Sioux City, Ia.; Alex Wilson and Mrs. J. S. Wilson, Des Moines, Ia.; P. W. Peterson and F. Sterling, Joliet, Ill.; C. C. Pollworth and wife, Wm. Manke and wife, and W. A. Kennedy and wife, Milwaukee, Wis.; Dave Geddes, H. G. Berning and wife, St. Louis, Mo.; H. V. Hunkel, Nic. Zweifel and W. R. Schroeder, Milwaukee, Wis., and Thos. Roland, Nahant, Mass.

The outstanding features of the show were a vase of chrysanthemum blooms from Lowe & Shawyer, London, Eng., cut October 25, and brought over by President Pennock on his return trip from Europe; chrysanthemum blooms of the Chas. H. Totty Co., and Elmer D. Smith & Co.; the roses of the Poehlmann Bros. Co., pompons of Wietor Bros.; chrysanthemum plants of Vaughan's Seed Store, the E. G. Hill Co's. new rose, America; Fred Lemon's new rose, Angelus, the extensive contributions of the Lake Forest gardeners, and Frank Oechslin's holiday plants.

At the business meeting of the society, November 16, President Pennock delivered his address, which was followed by the reports of Secretary Johnson and Treasurer Totty. St. Louis, Mo., was chosen for the next meeting and officers for the ensuing year elected as follows: Earl Mann, Richmond, Ind., president; W. A. Rowe, Kirkwood, Mo., vice-president; C. W. Johnson, Rockford, Ill., secretary; Chas. H. Totty, Madison, N. J., treasurer.

President Pennock's Address.

In coming before you as your president, I feel more or less a hypocrite, having done practically nothing towards making the year, the annual meeting nor the exhibition, a success, having left everything to our able secretary, Mr. Johnson.

There were two reasons for this—the first and main one was that Mr. Johnson knew all the workings, how to secure the exhibits, the premiums, and the co-operation of our Chicago friends as to the meeting place and all other details necessary for a successful convention. The second reason was that I have been out of the country since last March, only just returning a few days ago. I've felt everything was in competent hands, Mr. Johnson steering things with the excellent and splendid support of Chas. H. Totty in the east and N. J. Wietor in the west. So I come to you with my apologies which I hope you will accept and excuse all inefficiencies that may have come to the surface, and chargeable to the president.

It would be amiss not to take this opportunity to thank our Chicago friends and supporters for the very able way they have stood back of the chrysanthemum society. Last autumn, when Chicago extended the invitation for the annual meeting in 1921, I felt with all the chrysanthemum growers in and around Chicago, some small, some medium, some large, and among them some of our most progressive, that the annual meeting would be an assured success, and I am glad to say, Chicago has fully lived up to what we expected of her. A successful annual meeting and exhibition means more general interest, which should help the society in every way, particularly towards a larger membership. Chicago with all her push and energy can, I am sure, help us increase our membership by bringing into the fold every worthwhile chrysanthemum grower within her confines. Not only should this apply to Chicago but to every community where chrysanthemums are grown. In numbers there is strength and that means co-operation and a pulling together that will be for the benefit of all.

All of us in our businesses today are working more and more for the good of all, than for the star play. The star play is being relegated more to the past, and we are thereby becoming more broadminded, more helpful and more tolerant towards our business associates, whether they be competitors or associates. We know that to help our business we must think of the other fellow as much as ourselves. If he fails it may not seem to hurt us, but indirectly it does, so it is up to us to do everything we can to help put the society on a higher level. Increasing the membership will be one way.

SECURING NEW MEMBERS.

To get new members we must have a reason why they should join the society. We want to benefit them; we don't want them to join out of a feeling of charity or still worse, pity, but give them a good sound reason and show them they are going to be benefited, by giving each member something for his money. One suggestion: Information as to planting, culture of certain new varieties are points that could be embodied in a leaflet mailed at the proper time of the year. Do you want amateurs as well as the professional and private gardeners? If so, another suggestion would be to cater to a membership among the lovers of hardy outdoor chrysanthemums and pompons, issuing a descriptive book bearing on the best varieties, when they come into bloom; what locality they are hardy in, cultural notes how to protect them during the winter, and what are the best varieties to grow. So many have their plants die out during the winter that they become discouraged and discontinue growing hardy chrysanthemums, but if they could join the Chrysanthemum Society of America, and get a pamphlet that was impartially edited telling them what they should grow in their particular localities, it would bring in a great field for new members and indirectly help the commercial man, creating a love for the Queen of Autumn that would mean purchases not only before but after the frost had killed all outdoor flowers.

Even if it were thought best not to canvass memberships among these lovers of chrysanthemums, it would pay the society to issue a pamphlet and distribute it free or at a nominal charge. The results would certainly be warranted by increased sales among the plantsmen and the cut flower men, a splendid bit of publicity, not only helping the chrysanthemum business but every branch of the flower business as well. Creating a love for flowers means just that much more publicity for the sale of flowers.

Speaking of hardy chrysanthemums, brings to mind what Miss Boardman, one of the commissioners of the District of Columbia, said at the annual meeting of the society, in Washington, D. C., last year, of the possibilities of chrysanthemums for park use. She did not see why this flower could not be used in decorations in the parking spaces and parks that dot the city, making Washington the city of chrysanthemums. This is extremely interesting to note, in comparison with the way I saw hardy chrysanthemums used in Germany, an example we might profitably follow in this country. Private homes, business houses, and public buildings, window boxes filled with hardy chrysanthemums, a box at every window, usually all one color on a building, generally cerise, yellow or pink gave some beautiful effects. Then in the parks and squares the plantings are generally in border effects. The Germans are great for set designs in their flowers beds, well planned and thought out, beautiful and well kept as a rule but sometimes a little clashy as to colors as for instance, cerise and pink together, very striking, but pleasing, nevertheless, despite our American taste for more blending and harmonious color effects.

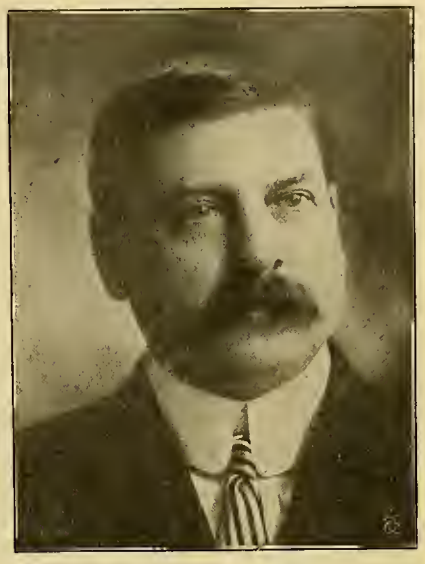
BEAUTIFUL GERMAN WINDOW DISPLAYS.

In Berlin the window displays in the flower stores were much more lavish and pretentious than in any other of the cities that I visited in Germany, containing some wonderfully beautiful windows of greenhouse grown chrysanthemums, splendid large specimens. Berlin and a few other cities were able to support a better class of

POEHLMANN EXHIBIT AT THE UPTOWN CHICAGO SHOW.

S. S. Pennock, Philadelphia, Pa.
President Chrysanthemum Society of America.

N. J. Wietor, Chicago.
Vice-Pres. Chrysanthemum Society of America.



Chas. H. Totty, Madison, N. J.
Treasurer Chrysanthemum Society of America.

flower stores on account of having such a large foreign population, and at the rate of exchange what would be an extravagance to a German was a reasonable price for a foreigner. Their mark in pre-war times was worth 24 cents and a fraction. When I left Germany it was worth five-ninths of a cent, so you can readily see why the foreigner had such an advantage over the German when it came to buying something that was considered a luxury. One of the largest retail florists in Berlin said he felt when the war was over his business would be over too, but much to his surprise it has steadily increased each year, mainly on account, I should say, of the increase in the foreign population. By this I don't mean to say other cities were not doing business in the flower line, as they were, as all the Germans, in fact French and English as well, are great flower lovers. Probably other European countries are, too, but I only visited these three excepting Luxembourg, where I spent one day, and they are just as fond of flowers as in the other countries. In Germany every garden has its chrysanthemums, even some of the vegetable plots in the city have their corner of chrysanthemums. In both Germany and England, chrysanthemums appear much earlier in the season than with us; in Germany they appeared in the shop windows the beginning of August, whites, yellows and pinks; I understand in England as early as the middle of July. When I reached England about the middle of October they were far more plentiful than with us at the same time of the year. I never saw so many chrysanthemums as I did at Covent Garden, not hundreds but thousands of boxes. They do not unpack them but sell them in the boxes as they come from the growers, charging for the boxes and crediting them when returned.

CHRYSANTHEMUMS IN ENGLAND.

Unfortunately, I did not get into any of the larger greenhouse establishments in Germany where they grew chrysanthemums, but in England I did; visiting a number of the larger growers and spent a very interesting day at Hampton with the Pages, and at Uxbridge, with Lowe & Shawyers.

Chas. W. Johnson, Rockford, Ill.
Secretary Chrysanthemum Society of America.

Fred Lautenschlager.
Manager Chicago Flower Show.

In the greenhouses the chrysanthemums are all grown in 5 to 7-inch pots. The only ones grown in the ground are under burlap covering or temporary flat houses, made of cold frame sash, not heated, and usually varieties that are not disbudded. One of the most extensive chrysanthemum places I ever saw was at Lowe & Shawyers, where they force half a million plants. The day I was there it took four large trucks to haul their cut to London. This did not include other markets, Liverpool, Birmingham, Glasgow, etc. Everything on the place, and it was an immense establishment, was as neat as could be, and every house and frame a money-maker, in the best possible shape. It was a revelation to me.

In Germany I met Robert Blossfeld, of Potsdam, who has written me a few lines about chrysanthemums in Germany and I quote from his letter:

"Chrysanthemums were always grown with great success by German gardeners, notwithstanding in the western provinces Belgian and Dutch chrysanthemum flowers were used occasionally. Since the war foreign flowers were prohibited and this stimulated many growers to extend their cultures in order to fill the brisk demand for good flowers. But owing to the treaty of peace the re-importation of flowers from Italy and France must be one day or the other expected, and so the depreciation of southern flowers on the German market will prevent any development of German cut flower establishments, if no means are found to keep these undesired flowers outside. There is a hope, that this effort will be fruitful and then we may be sure that the somewhat discouraged German growers will cover the demand by national production. In this case the American growers and the American establishments will be the example to be followed. Regarding chrysanthemums, they are, owing to the aforesaid conditions, not grown like in American establishments. The run of crops is based upon other facts.

"So after the chrysanthemums have passed over, lilacs, Prunus triloba, viburnums, hortensias, azaleas, geraniums or other plants are put in their place. In some modernly managed establishments stocks are forced or other suitable flowers or tomatoes. In gen-

eral, the small-flowered varieties of chrysanthemums are grown planted outdoors, but if grown in pots, the flowers keep better, when cut. In autumn, of course, they are protected against frost by means of hotbed sashes or they are put into cold frames or greenhouses. Greenhouses are preferred for late flowering varieties. Some varieties, suitable for pot plants, are potted up if not grown the whole season in pots and the early flowering bedding varieties are planted in the beds or borders after the begonias, geraniums or others are losing their effects.

"In former years quantities of Ada Owen, a fine simple flowered variety were grown, flowers not very large, but of a fine rose-mauve color. The plants formed easily, any form desired, balls or pyramids, and were covered with flowers. These plants were quite an attraction for the flower shops, but at present cheaper plants are preferred.

"For the Berlin market the following varieties are leaders for pot plants: Mahnke, mauve-rose, semi-double, Berolina, and Frau Emilie Reichard, the latter of a good rose color. Most of the flower beds and borders in the Berlin parks were planted with Berolina last year. Large flowered chrysanthemums are generally grown in pots, but there are some also planted out, and in July or August they are planted in cool houses. Mlle. Marguerithe Desjouis and Queen Mary, also Draps-Dom, Monaco, Linoet, E. J. Brooks and Wm. Turner are the leading varieties. Sax's Export, Deutsche Kaiserin, Deutschland, Mons. Louiseau-Rousseau, Tokio, Rayonnant and Mme. R. Oberthuer are also grown and a consecutive cut from the end of August until January is secured in using these varieties. Of course these large flowering varieties are grown during the summer outdoors, but in fall they are brought into the greenhouses, where heating can be afforded if needed. Pompons are very seldom seen."

KEEPING QUALITIES IMPORTANT FACTOR.

One thing that I want to draw very strongly to your attention, is the consideration of the keeping qualities of a flower. I think we so often lose sight of this in favor of size, and do not consider enough whether it is going to give the public the service it should. I believe our European brothers are more careful in this respect than we are. They consider quality and size of equal importance instead of just considering size. This not only applies to chrysanthemums but every other flower that is handled by the florists, and it is up to us to put the business on the highest possible plane, giving the public the best value possible for their money. A satisfied customer is certainly one of the greatest publicity assets we can have, and to sell them flowers that will keep, will certainly help the flower business in the long run.

May the society prosper in the years to come and be a real help to the chrysanthemum in all its glory.

Secretary Johnson's Report.

The nineteenth annual meeting of the society was held in conjunction with the fall show under the auspices of the Washington florists, at Washington, D. C. There was a very nice exhibition of blooms and plants shown by the local growers in and around Washington but the society members did not support the show either by exhibiting or by their attendance. The Chas. H. Totty Co., Madison, N. J., and Baur & Steinkamp, Indianapolis, Ind., were the principal exhibitors for the special prizes of the society, the majority of which there were not any entries made.

There being so very little to report regarding the last meeting, together with pressure of business and the high cost of printed material as well as additional cost of this exhibition, that your secretary considered it wise not to issue a separate report of the Washington meeting but to combine it with the report of the proceedings of this meeting. Two hundred and fifty copies of the schedule of special premiums for this exhibition were printed and mailed to all the members of the society and to any others who sent in a request for them, also 100 class cards with first and second prize stickers were provided for the different classes. These two items are an added expense which the society has not had to furnish in the past.

The invitation of the Chicago Florists' Club to hold the 1921 meeting being accepted, your secretary accordingly made a solicitation of special premiums and thanks to those who contributed to the same. We have a very creditable list of premiums which should be well competed for. The secretary has had considerable correspondence with the ladies of the Garden Club of America concerning the co-operation of the chrysanthemum society with the garden clubs and at the suggestion of Mrs. Charles H. Stout, of Short Hills, N. J. Mrs. Walter S. Brewster, of Chicago, has been invited to address the members on the subject.

At the time of writing this report, the entries received by the secretary are an indication that we shall have a fine display of blooms and good competition at this show, which will be very gratifying to the officers of the society. Your secretary seeks the co-operation of every member of the society toward an increase of membership and any suggestions that would help boost the membership will be most welcome.

The examining committees are receiving a good list of new varieties for their examination, which are given careful attention. The trade papers, as heretofore, very generously published all notices sent to them from time to time during the year, for which we owe to them a vote of thanks.

Your secretary wishes to acknowledge the kindness of Elmer D. Smith, Adrian, Mich., in furnishing him with a complete list of varieties disseminated in 1920.

Awards.

Society's silver cup for the best six vases pompons, six varieties, 12 sprays, not less than 18 inches long to a vase. —A. N. Pierson, Inc., Cromwell, Conn.

Gold medal for best four vases, 12 blooms of one variety in each vase, commercial varieties, offered by the Naperville Nurseries, Inc., Naperville, Ill.—H. W. Buckbee, Rockford, Ill.

Cash prize, $25, for best six vases, six blooms of one variety in each vase, open to all, offered by Chas. H. Totty Co., Madison, N. J.—E. G. Hill Co., Richmond, Ind.

Three medals, gold, silver and bronze, first, second and third prize respectively, for three blooms any variety in-

HANS JEPSEN'S EXHIBIT AT THE UPTOWN CHICAGO SHOW.

troduced in 1921, offered by Chas. H. Totty Co.—Elmer D. Smith & Co., Adrian, Mich., gold medal.

Silver cup for 25 blooms, assorted varieties in one vase, not less than five kinds, offered by American Bulb Co., Chicago.—Ford Estate, Detroit, Mich.

Cash prize $25, for 12 blooms, 12 varieties on short stems, to be staged in separate vases, offered by the Lord & Burnham Co., New York.—Elmer D. Smith & Co.

Silver cup for best vase of single, pompon or anemone varieties, arranged for effect, offered by Hitchings & Co., Elizabeth, N. J.—Chas. H. Totty Co.

Cash prize $10, for six blooms, white, one variety, on long stems, offered by the Foley Greenhouse Mfg. Co., Chicago.—Chas. H. Totty Co.

Cash prize $10, for best six blooms, yellow, one variety, on long stems, offered by A. Henderson & Co., Chicago. —H. W. Buckbee.

Cash prize $10, for best vase, pink, one variety, on long stems, offered by Henry A. Dreer, Inc., Philadelphia, Pa. —Chas. H. Totty Co.

Cash prize $10, for best vase, six blooms, bronze, one variety, on long stems, offered by A. N. Pierson, Inc., Cromwell, Conn.—Chas. H. Totty Co.

Cash prize $10, for best vase, six blooms, crimson, one variety, on long stems, offered by the Muller Sealey Co., Inc., New York.—H. W. Buckbee.

Silver medal for best six largest cut blooms, any color or colors, offered by the Henry F. Michell Co., Philadelphia, Pa.—Ford Estate.

Cash prize $25, for best vase large kinds, not less than 50 blooms, any color or variety, offered by Commercial Flower Growers of Chicago.—Divided between Elmer D. Smith & Co. and H. W. Buckbee.

Cash prize $15, for best vase 25 blooms, any one variety, on long stems, offered by the E. G. Hill Co., Richmond, Ind.—H. W. Buckbee.

The judges were N. J. Wietor, Geo. Asmus and Ed. Kanst.

Lancaster County Show.

The Lancaster County flower show was staged in the Heinenz auditorium, Lancaster, Pa., November 10-12. The quality of the stock displayed and the artistic effect was all that anyone could desire and of the thousands of people who paid their 50 cents to see it, there was not one but felt and said he had received more than value for his money.

In the amateur class were several good exhibits of dahlias and a goodly number in the various chrysanthemum classes, and even here we had such a friendly rivalry that it made the secretary feel that "peace and good will" had truly come back to earth.

The exhibit by the Florex Gardens, North Wales, of roses and the novelties staged by C. U. Liggit were one of the star attractions of the show. American Legion took first prize as the best new rose and Citronella the second, with Phantom, making a close call for that honor. Locally, Elmer Weaver and W. B. Girvin made a wonderful display of roses, showing that Lancaster county is on the map as a rose growing center.

The most admired exhibit of new pompon chrysanthemums was made by A. N. Pierson, Inc., Cromwell, Conn., who sent immense big vases of November Gold, Louise Davenport, New York and Elizabeth McDowell. Elmer D. Smith & Co., of Adrian, Mich., sent 18 varieties of new pompons and four of the larger flowering class, every one of excellent quality. Hans Jepsen, of

CHRYSANTHEMUM ADELPHIA.

Pompon for Disbudding, Pure White, Globular Form, Excellent Substance. Elmer D. Smith & Co.

Maywood, Ill., had 12 new pompon chrysanthemums that received much admiration and many favorable comments. C. U. Liggit had a table of new pompons from various growers all good, many being of excellent quality.

Heck Bros., of Wyomissing, exhibited a vase of their new pink seedling, large flowering chrysanthemum, which certainly showed many points of merit and will no doubt have a good future.

RETAIL FLORISTS' DISPLAYS.

The Rosary had a wonderfully tasty and appropriate exhibit with a dining room decorated for a wedding dinner, and won first prize for table decorations. Adjoining it was a bride's boudoir with a seated bride and her maid giving the final touches to her costume. The bridal bouquet would have pleased any bride to be, and the corsage lying on a stand in this room was declared by one of judges to be a poetic dream.

Mrs. Geo. Goldbach filled her space with the taste and good judgment that characterizes her work and won first prize for a center piece. She had a living bride and flower girl attendant to display the bride's bouquet and her exhibit was the center of attraction much of the time. Suter, Bauman & Caldwell arranged their space with novel and artistic effect and won first prize for the best basket of chrysanthemums.

H. A. Schroyer, who was lying critically ill in the hospital, made a creditable showing through his able assistant, Miss Carrie Steckman, of a fine table decoration.

The largest exhibit in the hall was taken up by the retail display of the B. F. Barr Co., which won first prize for a basket of chrysanthemums, corsage, bridal bouquet, a basket of mixed flowers and an artistic plateau of foliage plants and the sweepstakes for the best general exhibit. Rudolph Nagle was awarded first prize for the best display of foliage and blooming plants.

CHRYSANTHEMUMS.

The silver cup for the best display of chrysanthemums was awarded to H. D. Rohrer, who staged 80 varieties, many of them new and wonderfully well grown, sharing honors with roses as being the best exhibit in the hall. In fact, this display was reported by men who have been to other shows as being far ahead of anything seen in the larger cities.

Other exhibitors who had good stock were J. M. Zeck, Elizabethtown; J. Rutter Mass, Gap; Walter Denlinger, Vintage; Fred Spinner, Lititz, and Ira Landis, Lancaster, the latter having well colored oak leaves and branches, which deserve special mention. Kate L. Park showed two fine baskets of chrysanthemums. Fred Rouf had some of the older varieties of chrysanthemums, the equal of any of the new ones, and M. J. Brinton, Christiana, staged pompons and some large flowering kinds, tastefully arranged. Elmer

Weaver had a center mound of large flowering chrysanthemums, surrounded with pompons and foliage plants, and a good display of cut stock as well. His exhibit ranked with the best four in the show. Chas. M. Weaver had the largest collection of pompons ever seen in Lancaster, and everyone of them excellent. His sweet peas were the admiration of everyone who saw them. Lemon Landis had a unique display in the shape of a miniature garden with beds of pompon chrysanthemums for color effect. E. P. Hostetter, Manheim, showed some greenhouse grown zinnias, and C. S. Loeffler, Lititz, had excellent snapdragons.

In spite of the fact that it was a little early for carnations, there were many good displays. Strouts, Inc., Biddeford, Me., sent Maine Sunshine and White Delight, which were much admired. Robert Smallwood received a first and J. Wade a second prize for choice varieties. W. B. Girvin also had good stock. A. F. Strickler featured a fine plaque of outdoor pansy blooms and Jos. Clerico had a table of mixed flowers, together with a few of his fine chrysanthemums. M. Kleinheinz, of the Jos. E. Widener estate, was kind enough to send a collection of cattleyas.

Sunday morning, November 13, the flowers were sent to charitable institutions of Lancaster. The show was a success in every particular, the music under the direction of Mrs. A. M. Herr and an able committee not being the least of the attractions. Every one of our 55 florists gave their whole-hearted co-operation to the show and as a result it went financially beyond our highest expectations.

A. M. H.

Scranton Show.

The Scranton, Pa., Flower Show was held in the Armory, that city, November 8-11, and was one of the great successes of the exhibition of chrysanthemums among our larger cities. The show opened Tuesday with many school children attending by invitation of the Scranton Florists' Club, at which time the state department of forestry under the direction of Lynn Emerick, state forester, distributed pot evergreen plants to the children. This caused great enthusiasm among the little folks and they came again on Wednesday and the same remembrances were given to them. Over 5,000 evergreens had been planted. The display of the state was very educational.

The judges, Chas. H. Grakelow and Leo Niessen, of Philadelphia; Chas. H. Totty, of Madison, N. J. and Anton Schultheis, of College Point, found it a difficult task to distribute the awards, which took place Wednesday afternoon. Many of the displays were of such fine character that they were some time in placing the prizes.

The banquet of the club was held Wednesday evening, and was exceedingly well attended. Each one of the judges responded to a toast, Mr. Grakelow making the principal speech of the evening. He delivered himself in his usual fine manner and effectiveness. It was very gratifying to the Scranton florists as the praise of these judges were very lavish.

On Thursday the attendance was excellent as the weather was better than than the two preceding days. That evening the Knights Templars held their annual ball and grand march, going in and out of the aisles of the floral exhibits which made a wonderful effect long to be remembered. The closing night was in charge of the American Legion, there being fully 5,000 in attendance. The center of the floor was cleared and the displays placed to the side. With the overhead decoration a beautiful effect was made. The legion has expressed the desire that this flower show be featured next Armistice Day. G. R. CLARK, Sec'y.

Lake Geneva Show.

The seventeenth annual chrysanthemum, fruit and vegetable show of the Lake Geneva Gardeners' and Foremen's Association was held in Horticultural hall, Lake Geneva, Wis., November 11-13. F. T. A. Junkin (Axel Johnson, gardener), staged an excellent exhibit of chrysanthemums and foliage plants in 100 square feet, winning first prize; H. M. Byllesby (F. Lowry, gardener), and Seymour Morris (C. West, gardener), being awarded second and third prize, respectively, in the same class. For a group of pompon chrysanthemums, in 75 square feet, A. C. Bartlett (F. Brady, gardener), was the recipient of a first award and certificate of cerit, who was also awarded a first prize for single chrysanthemums in 75 square feet, A. Leath, (Wm. McKinnon, gardener), winning second in the same class. Other prominent winners in the chrysanthemum classes were J. Borden (R. Brydon, gardener), Wm. Wrigley (E. Bailey, gardener), S. B. Chapin (C. Ackerson, gardener), R. J. Lefens (R. Niles, gardener), and others.

In the vegetable group the outstanding feature was the superb collection of 15 varieties staged by J. Borden, who received first prize. In the other vegetable classes the winners were E. T. A. Junkin, A. Leath, R. J. Lefens, S. B. Chapin, Seymour Morris and M. Barrett. The fruit classes were represented by E. T. A. Junkin and S. B. Chapin. The judge for the occasion was W. H. Griffith of Lake Forest, Ill.

THE AWARDS.

Following is a complete list of the awards:

Chrysanthemums.

Group of chrysanthemum and foliage plants, in 100 square feet.—E. T. A. Junkin (Axel Johnson, gr.), 1st; H. M. Byllesby (F. Lowry, gr.), 2nd; Seymour Morris (C. West, gr.), 3rd.

Group of pompons in 75 square feet—A. C. Barlett (F. Brady, gardener), 1st.

Group of Anemones.—A. C. Bartlett, 1st. (Certificate of merit).

Group of anemones.—A. C. Bartlett, 1st.

Group of singles, in 75 square feet.—A. C. Bartlett, 1st; A. Leath (Wm. McKinnon, gr.), 2nd.

Three largest and best white.—J. Borden (R. Brydon, gr.), 1st; Wm. Wrigley (E. Bailey, gr.), 2nd.

Six William Turner.—E. T. A. Junkin, 1st.

Six any other white.—Wm. Wrigley, 1st.

Six dark yellow.—Wm. Wrigley, 1st.

Six light yellow.—E. T. A. Junkin, 1st.

Six pink.—J. Borden, 1st; Wm. Wrigley, 2nd; Seymour Morris, 3rd.

Six crimson.—Wm. Wrigley, 1st.

Six bronze.—J. Borden, 1st.

Six any other color.—Wm. Wrigley, 1st.

Twelve William Turner.—Wm. Wrigley, 1st.

Twelve light yellow.—Wm. Wrigley, 1st.

Twelve pink.—J. Borden, 1st; Seymour Morris, 2nd.

Ten blooms, 10 varieties.—J. Borden, 1st; Seymour Morris, 2nd.

Three vases pompons.—E. T. A. Junkin, 1st; A. Leath, 2nd.

Three vases anemones.—E. T. A. Junkin, 1st.

Three vases singles.—A. Leath, 1st; E. T. A. Junkin, 2nd.

One vase unnamed seedling pompon.—C. Elliott, Park Ridge, Ill., 1st.

One vase unnamed seedling single.—C. Elliott, 1st; E. T. A. Junkin, 2nd.

Roses.

Twelve Ophelia.—E. T. A. Junkin, 1st. J. Borden, 2nd.

Twelve light pink.—J. Borden, 1st.

Twelve dark pink.—E. T. A. Junkin, 1st.

Twelve blooms carnations, mixed varieties.—E. T. A. Junkin, 1st.

Vase of cut flowers, other than chrysanthemum.—E. T. A. Junkin, 1st; Miles Barrett, 2nd; J. Borden, 3rd.

WM. MCKINNON, Sec'y.

BANQUET SCRANTON FLORISTS' CLUB, NOVEMBER 9.

SCRANTON FLORISTS' FIRST FLOWER SHOW. GENERAL VIEW.

Ohio State University.

FLOWER AND HORTICULTURAL SHOW.

The department of horticulture of the Ohio State university, Columbus, staged a flower and horticultural show in Horticultural building, November 9-12. The exhibition is an annual affair and developed from an apple show which was started several years ago. It gradually expanded until other lines of fruits were added and finally flowers of many varieties. All branches of the department are co-operating to make the affair a great success and the show this year was especially large and well attended.

In the display of flowers a number of out-of-town growers participated. The exhibits were especially large and complete and were visited by thousands of Columbus people. The flower section of the show was under the charge of Prof. Alfred Hottes, head of the department of floriculture, and Walter Burwell, student manager. Out of town exhibitors were Elmer D. Smith, Adrian, Mich.; Pittsburgh Cut Flower Co., Pittsburgh, Pa.; J. B. Shaffer, Dayton; the J. M. Gasser Co., Cleveland; the Charleston Cut Flower Co., Charleston, W. Va., and the Buck Greenhouses, Washington Court House, O. The display consisted mostly of chrysanthemums and roses, although several other kinds were seen. Capuano Bros., of Columbus, had a fine display of cyclamens. Other Columbus exhibitors were the Fifth Avenue Floral Co., the Franklin Park Floral Co., the Munk Floral Co., Helm Bros., John R. Hellenthal, Indianola Florists, Otto Ackerman and S. F. Stephans & Son. The Fifth Avenue Floral Co. was awarded the sweepstakes cup for the best exhibit and the largest number of events won in all classes.

To W. F. Roskar, a senior in agriculture at the university, who has worked his way through college by running his own 40-acre apple farm at Port Clinton, went highest honors. Mr. Roskar won the silver cup offered by Dr. W. O. Thompson, president of the university, for the best student exhibit in fruit, and also won state sweepstakes in the growers' classes. T. L. White, and C. E. Button, of Mentor, took second and third prizes in students' sweepstakes on fruit. Starr Winsor, of Washington county, and H. M. Wells, of Gallia county, were second and third in the growers' sweepstakes.

In the vegetable classes, Homer C. Richardson, William S. Speed and Lowell Hancock, all students, were the three sweepstakes winners. Peter Farnof, Columbus, H. H. Richardson, Cleveland, and W. D. Windmiller, of Columbus, took first, second and third sweepstakes in the vegetable growers' classes. The displays exceeded those of any past festival. The apple show displayed 400 plates and 40 trays, the vegetable section had over 100 entries, and there were more than 200 floral exhibits.

Features in connection with the show were a number of lectures on horticulture and moving pictures of orange growing, the film being obtained from the United States Department of Agriculture. Demonstrations in dusting fruit trees with insect powder were very instructive. J. W. L.

American Institute Flower Show.

The flower show of the American Institute of the City of New York was staged at the Engineering building, 33 West 39th street, November 9-11, and brought out a large quantity of good stock. Noteworthy exhibits by commercial growers were roses and chrysanthemums by the Chas. H. Totty Co., Madison, N. J., and A. N. Pierson, Inc., Cromwell, Conn. The Springfield Floral Co. of Springfield, N. J., staged carnations and chrysanthemums, receiving a special prize for a collection of singles and pompons. A new yellow rose named Phantom, shown by Edw. Towill, of Roslyn, Pa., was awarded a silver medal, which was also awarded to the C. H. Totty Co. for Rose Angelus and to A. N. Pierson, Inc., for Rose Montgomery's Priscilla.

The private estates were well represented. Wm. B. Thompson, of Yonkers, N. Y., took three prizes for large bush chrysanthemum plants. Fine cut stock of the large exhibition kinds was exhibited and prizes won by Mrs. Payne Whitney, Manhasset, N. Y.; Otto H. Kuhn, Mrs. Chas. Mallory, of Port Chester, N. Y.; Mrs. Harold I. Pratt, Glen Cove, N. Y.; Mrs. Percival Chubb, of Glencove, N. Y.; Mrs. H. McK. Twombly, of Madison, N. J., and Mrs. Harold B. Plant. Groton, Conn. Howard Cole, Madison, N. J., was awarded prizes for roses and L. L. Dunham, of the same city, for carnations. The Brooklyn Botanic garden exhibited three splendidly outdoor grown bush chrysanthemum plants. A. F. F.

National Flower Growers' Association.

The Youngstown branch of the Ohio district of the National Flower Growres' Association, met November 9, in the Y. M. C. A., that city, with a large attendance of members from the following places: Youngstown, Newton Falls, Warren, Girard, Salem, Columbiana, Greenford, Hubbard and New Castle, Pa. Dinner was served at 6:30 p. m., the dining room being beautifully decorated with fine specimens of Yellow Turner and Laura Pockett chrysanthemums, and Melior begonias, grown by Schmidt & Meine, Youngstown.

Immediately after dinner business was transacted and it was unanimously decided to include, as associate members, retail florists and affiliated tradesmen. Associate members will not vote on matters pertaining to the state or national growers' association. It was also decided to meet the second Tuesday of each month. At our next meeting, December 13, new officers will be selected.

By the courtesy of Joseph H. Hill Co., of Richmond, Ind., there was exhibited a vase of the new white Angelus which attracted much attention and was highly admired by all present, a committee voting it a certificate of merit.

Business being over, our state president of the growers' association, Carl Hagenburger, of West Mentor, was introduced as the speaker of the evening. Mr. Hagenberger gave an enthusiastic outline of the history of the association from the beginning to the present time and told of the different methods of advertising. He strongly urged national co-operative advertising in "Saying it With Flowers." He also told us of his trip to Toronto, Ont., to the Florists' Telegraph Delivery Association meeting, and of the good the F. T. D. was doing. At the close a rising vote of thanks was extended Mr. Hagenburger. JOHN WILLIAMS, Sec'y.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Floral Tributes from France.

The floral tributes from France, presented at the burial of the unknown American soldier at Arlington, November 11, were profuse and beautiful. There were two floral pieces from the government, one from the navy, tied with the tricolor, and a large wreath of pink roses, artistically arranged with palm leaves, from the army. In front of the coffin was placed a large solid bronze piece, interwined with palm and laurel leaves. A tribute placed on top of the casket consisted of a bouquet of imperishable palms, from the Red Cross Society of Havre.

Armistice Wreaths.

The accompanying illustration gives an excellent view of the 50 wreaths, representing each state in the union, Alaska and the District of Columbia, used in the Armistice Day ceremonies at Arlington, Va. These wreaths, which were made by the Gude Brothers Co., were placed in the rotunda of the capitol at Washington, November 10, and then removed to Arlington where they were hung on the columns surrounding the stadium, the burial of the unknown American soldier taking placing there. This firm placed a handsome wreath on the bier of the unknown soldier at the capitol, in the name of the Society of American Florists.

On November 12, Gude Brothers Co. made up a large artistic basket of American Beauty roses, delivering it for the opening of the limitation of arms conference at Continental Memorial hall, with the following inscription: "In the Name of the Society of American Florists we Present these Flowers to the Limitation of Arms Conference as a Symbolic Expression of our Hope for a Firm Foundation of Everlasting Peace Between Nations."

Marshal Foch at Cleveland.

Cleveland, O., did itself proud in the matter of entertainment to the Marshal of France, Ferdinand Foch, November 9. Though it rained all day, there was no cessation of the activities that had been planned. The marshal called it "Magnificent!" "Wonderful!"

At the American Legion banquet at the Hollenden hotel, which finished the day's festivities, there was a wonderful outpouring of the leading military men of the United States. One of the features of the evening that our florists will be interested in was the presentation to Marshal Foch of an immense bunch of the finest chrysanthemums to be found in the city. These were fastened together with the colors of France.

To the ribbon was attached the following invitation: "The Society of the American Florists, the American Rose Society and the American Carnation Society invite Marshal Ferdinand Foch to honor us with greetings from France at our Magnificent flower show, which will be held in the New City Auditorium, Cleveland, O., March 25, 1922. We will deeply appreciate these greetings from you to the American people who will assemble at that time to do honor to the Goddess of Flora, which is also the Goddess of Peace."

The flowers were presented in person by Mrs. Ella Grant Wilson, who bore to the Marshal a word of greeting: "We greet you, Marshal Foch, with the flowers of the Armistice. We have re-christened them "Chrysarmistice." These flowers are the product of Cleveland. They are inter-mixed with oak branches, which stand for strength and are emblematical of the friendship between America and France." ELLA GRANT WILSON.

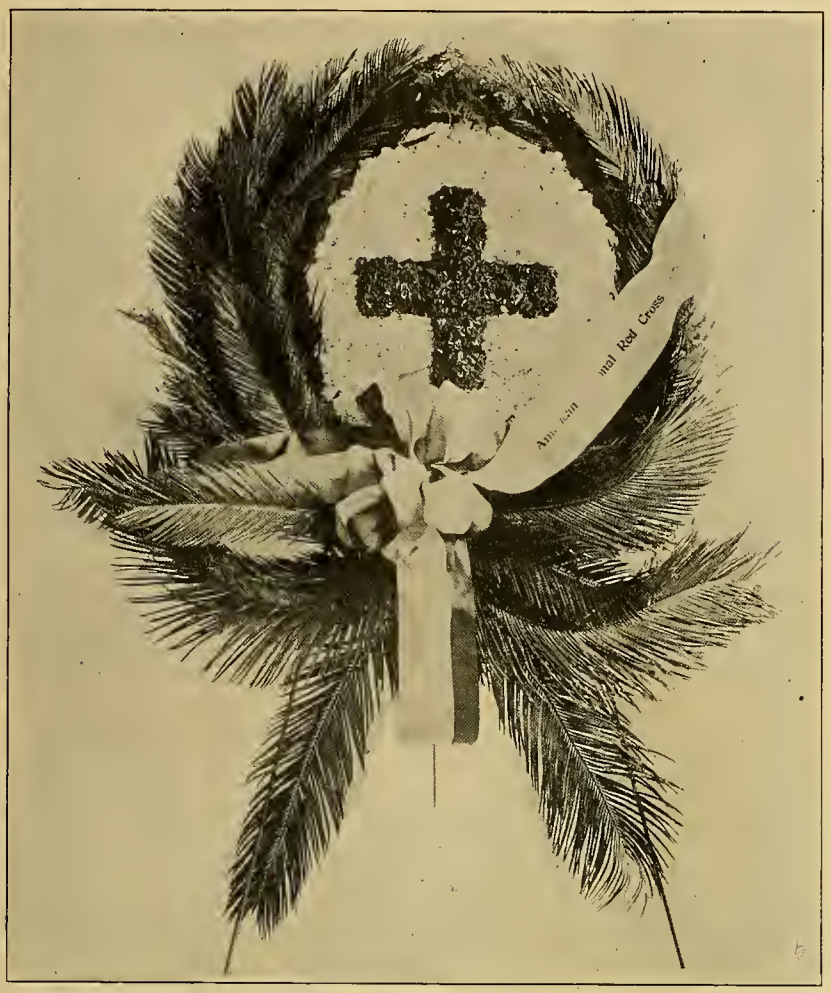
BASKET OF AMERICAN BEAUTY ROSES BY GUDE BROS. CO.
Presented to the Limitation of Arms Conference at the Opening Meeting November 12, at Continental Memorial Hall, Washington, D. C., by the Society of American Florists.

Featuring as a Factor.

Flowers of all kinds are beautiful and in varying degree in their progressive stages until they attain their full perfection. As handled commercially they are at first buds of promise which at times, owing to no fault of theirs, they fail to fulfill. Everything is made more effective by a correct and helpful environment which applies to flowers, the most beautiful things in nature that cannot be improved on in themselves, but which with the various accessories of the flower shop, can in color combination and artistic arrangement be made to show to better advantage and given a value for this or that purpose that greatly expedites their sale. Far too often they are seen in the show case in their original bunches until almost too far advanced for work or orders. Had the packages been broken and arranged in vase baskets with other foliage, they would have shown to much better advantage and most likely appealed to an otherwise disappointed would-be buyer.

The importance of carrying a good variety of ferns and other greenhouse foliage is not appreciated as it should be. The tasseled fronds of various varieties of the nephrolepis are most effective and not expensive, while each spray of green is as valuable in an arrangement as the separate flowers. Croton leaves, tradescantia sprays, and other like foliage all lend their aid in color combination and gracefulness. Outside or woods greens are also valuable. Small cutleaf oak, cedar, pine, hemlock and spruce are very effective in some combinations, as is the green and golden privet, which latter is to be had in quantity from early spring until frost. The use of any of the above not only gives variety and attractiveness but by their use the more valuable flowers are made to go farther.

It is the manipulation and artistic arrangement of cut flowers that make them more noticeable and attractive. As they are received from the grower they are simply stock, as crude almost as the paints in the artist's color tubes. The business of the intelligent florist, who has in mind the many purposes to which they may be put, is to make the best use of his various accessories, the vase baskets, large and small, flower bowls and holders, vases and other appliances, in which with artistic arrangement he creates combinations of the open flower down to the most minute bud, using stock at times that would not otherwise be salable. These various arrangements are for the most part suitable as gifts and in their beauty suggest to the observer a home they would brighten, a bit of cheer for an invalid, a birthday remembrance, as just the thing



ARMISTICE DAY WREATH FOR THE UNKNOWN DEAD.
From the American National Red Cross. By J. H. Small & Sons, Washington, D. C.

with which to pay this or that obligation. It is such use of flowers, this showing them off to best advantage, that is the mainspring of business. It puts life into an otherwise passive stock which in its original cold storage, bunch-like condition would stand until it might or might not be called for.

At times of overproduction the small to medium vase basket can be used to the best possible advantage in moving this surplus stock. Flowers, foliage, artistic arrangement in correct color combination, and a little knot of ribbon at the handle will present an array of bargains in a window display that will be most appealing and soon start them on their mission of usefulness. Such feature sales should show a good margin of profit and also redound to the credit of the store as each purchase by a stranger brings the store to notice and is likely to lead to other sales.

EXPLANATORY CARDS EFFECTIVE.

Each different arrangement in its importance should bear its explanatory card, such as "A bit of cheer for the sick room." "A birthday congratulation," "For the little stranger," "Let this carry your message," etc., and where a quantity of a size is offered, always a price card. This silent salesman is on the job all the time and wonderfully effective. It is the same with flowering and foliage plants, which while graceful and decorative and in the showy, flowering stock, bright colored and effective as they arrive from the grower, yet with a little dressing and aid from the store's stock of plain or handle pot covers, crepe and other fancy paper trimmings they are given a dressy holiday appearance that makes them doubly attractive.

The wicker window box stands for indoor decoration which are now offered in great variety by the florist supply houses, are much more salable when nicely filled with plants and vines. They give the store a decorative effect, and several together will make a good window display. It is showing the various specialties in novelty or stock baskets or plant holders in use that gives customers an idea of their utility.

Every month there should be a special of fern or table centers. These are to be seen in great variety of silver, cut glass, china and other pottery in fancy colorings. A number of these in various plant combinations will be certain to attract attention and stimulate this branch of the business. For week-end sales when stock is plentiful and can be offered much below the usual price, cornucopia packages in waxed or white paper, enclosing a dozen or more flowers will be found an attractive and quick method of handling them. A half sheet of white or waxed paper around a dozen flowers with a scrap of ferns or other foliage adds very much to their appearance and suggests a handy package, that at the low price quoted by the silent salesman, is almost irresistible. These must be displayed a number together to be effective.

There is no question but that such featuring methods as above described, add greatly to the attractiveness of the products of the flower shop, giving activity to their still life and an idea to the public of the many uses for which they are available.

Cornell University.

FLORISTS' CLUB ORGANIZED.

November 7, the students registered in floriculture at Cornell University, Ithaca, N. Y., organized a floricultural club. C. G. Bowers, of Binghamton, N. Y., was elected president and Miss Caroline Griminger, of Unadilla, N. Y., secretary. The meetings of this new organization will be conducted along the same lines of the old horticultural Lazy Club, organized by Dr. L. H. Bailey and which at one time counted among its members some of America's foremost horticulturists. The records of this organization are being preserved by the department of floriculture. The new club is planning to have regular meetings, at which local men will be called upon to address them, and in addition they will from time to time bring to Ithaca men who are leaders in the floricultural industry.

VISIT TO COMMERCIAL ESTABLISHMENTS.

Last week the students registered in the course in commercial floriculture made a trip to Auburn and Syracuse, N. Y., where they made a study of the stores and commercial ranges. Ralph Roskelly, president of the Bool Floral Co., and David Murray, superintendent of greenhouses of the department of floriculture, accompanied the students on the trip. In Auburn they found the houses of Shaw & Boehler and Terrance Gilbert in excellent condition. Mr. Gilbert caters to a class of rather particular people, and for this reason grows a great variety of plants, among them a good many which are ordinarily found only in private collections. At the Shaw & Boehler range a very practical forced-draft heating apparatus received particular attention.

In Syracuse the students made a study of the stores of Werner Bultman and the P. R. Quinlan Co. At both stores they found the owners eager to give them all the information possible. Later they visited the Edwards range and the houses of the P. R. Quinlan Co. At the Edwards range they found well grown chrysanthemums and carnations and they were also impressed by the fact that every inch of space was being utilized in the culture of some commercial crop. The Quinlan houses were also filled with well grown stock. They had a fine house of the newer varieties of roses and wonderful cyclamen and poinsettias. A visit to the conservatories of the late L. C. Smith was also included in the trip.

Professor A. H. Nehrling reports the heaviest registration in the history of the department. Among those registered are a numbr of sons of florists from different parts of the country. In the short course which opened November 9, the number is also greater than ever. Over 70 students, coming from all parts of the United States, have registered for this course. John B. Adams, Pass Christian, Miss., holds the record of coming the greatest distance. Twelve girls from the Onondaga Indian Reservation are registered in the course in garden flowers. These girls are eager to learn all they can about the culture of flowers so they can go back and teach others how to improve and beautify the homes on the reservation.

New York Florists' Club.

The monthly meeting of the New York Florists' Club was held in its hall in the Engineering building on the night of November 14, President Hendrickson in the chair. In the absence of Secretary Young, J. H. Pepper acted as secretary. Max Schling read appropriate resolutions on the death of Geo. V. Nash, who was a member of the club.

Paul Rigo, for a special committee appointed to investigate rates to the convention of the Society of American Florists, at Kansas City, Mo., made a report, which on motion of A. T. De LaMare, will be printed and distributed to the members.

Chas. Weathered reported for the committee on nomination of officers for 1922, as follows: For president, I. S. Hendrickson, Arthur Herrington, John H. Fiesser, and Roman J. Irwin. For vice-president, Anton Schultheis, Jr., Curt Thimm, Wm. A. Rodman and Alfred Kottmiller. John Young was renominated for secretary and Wm. C. Richards renominated for treasurer. Chairman Weathered made some remarks about the uselessness of nominating other men for those two offices and have them decline, as they have always done. Any member can make a nomination from the floor, but none availed themselves of the privilege. For trustees, Chas. Knight, J. B. Rigby, A. M. Henshaw, Robt. Koehne, L. E. Dupuy, Paul Rigo, and Clifford Lowther were nominated. Several new members were present and were introduced to the club.

A letter was read from J. F. Ammann of the national publicity committee, of the Society of American Florists, relating to "Say It With Flowers" signboards. Ten signs have been allotted to the club, which can be had by paying charges from Fort Wayne, Ind. Enough members volunteered to take the lot.

It may be stated that the event of the evening was the lecture of W. N. Craig, Brookline, Mass., on "Quarantine No. 37." Mr. Craig made a vigorous extempore address and held the close attention of the members as he denounced what he called "the iniquitous Quarantine No. 37." John Watson, ex-secretary of the American Nurserymen's Association, was called to the platform and made humorous and pleasing remarks. Mr. Craig was accorded a rising vote of thanks.

THE EXHIBITS.

Roman J. Irwin exhibited a new pink carnation, not yet disseminated, named Natalie, also a new white salvia named Bonfire, and received a vote of thanks.

A. N. Pierson, Inc., Cromwell, Conn., made a fine display of pompons and two vases of the large chrysanthemums. The latter were Thanksgiving Pink and White Surprise. Noteworthy of the pompons were Louise Davenport, November Gold, New York and Sarah Townsend and Elizabeth McDowell, a single. Highly commended. The Springfield Floral Co., Springfield, N. J., had a vase of the large chrysanthemum, Sunbeam, which somewhat favors Major Bonnaffon; Lady Neville, a single white, a yellow pompon, named Helen Andre and Romaine Warren. The firm was highly commended for the display.

Traendly & Schenck, this city, showed a vase of a new rose, a sport of Aaron Ward. It has longer stems and larger buds and is a shade darker than the parent, receiving preliminary certificate. A. F. F.

Chicago Florists' Club.

The regular monthly meeting of the Chicago Florists' Club was held at the Randolph hotel, November 10, President Kohout in the chair. Chairman T. E. Waters, of the good of the club committee, stated that he had completed all arrangements for the entertainment to be given at the banquet of the club in honor of the visiting members of the Chrysanthemum Society of America, the best of talent having been secured for the occasion. The secretary, on behalf of N. J. Wietor, chairman of the flower show committee, reported that all arrangements had been made for the chrysanthemum show to be staged in connection with the annual exhibition and meeting of the chrysanthemum society, November 16-17. Over 30,000 tickets had been sold for the show and 90 tickets for the banquet at the Auditorium hotel, Thursday evening, November 17.

Peter Pearson told of the great success of the flower show held in connection with the Uptown Chicago Exposition, November 1-5, and said that among the large chrysanthemums on exhibition, Richmond, Betsy Robbins and Chieftain had the best keeping qualities. He heartily thanked the exhibitors and those who contributed flowers for use in the decorations and said that members of the exposition association expressed the highest praise and compliment of the florist trade.

The premium lists of the rose and carnation classes of the National Flower Show to be staged at Cleveland, O., March 25-April 1, next, which had been sent by Secretary John Young of the Society of American Florists, were distributed to the members. A letter was read from J. F. Ammann, of the national publicity committee of the same society, in reference to the "Say It With Flowers" billboards. The unanimous opinion of the club was to place at least 10 of these boards among the members and Secretary Lautenschlager was instructed to write Mr. Ammann for more time in considering the matter. Two billboards were ordered to be shipped at once to Hans Jepsen, Maywood, and R. Windler, 6638 Ridge boulevard. Growers who desire one of these signboards should communicate with the secretary at once.

An unsigned letter full of suggestions to increase attendance at the regular meetings of the club was read, which aroused considerable discussion. Finally the writer introduced himself as Alex. Gardiner, one of the new members. The president then appointed Mr. Gardiner and T. E. Waters a committee to prepare the programme for the December meeting.

In the selection of officers for the ensuing year, the present officers were nominated: Joseph Kohout, for president; A. T. Pyfer, vice-president; A. R. Schneider, treasurer, and Fred Lautenschlager, secretary. Hans Jepsen, Albert Koehler and Ed. Goldenstein, were nominated for trustee, one to be elected for three years. The election will take place at the December meeting.

Hans Jepsen displayed a very fine vase of chrysanthemums, consisting of the following varieties: Delight, Colonel Appleton, Marigold, William Turner, W. H. Chadwick, Dr. Englehardt, Corporal Piper, President Everett, Mrs. Leslie Davis, Richmond Hill, Sergeant Young and Nagiroc. Peter Pearson showed a few pompon chrysanthemums named James Hamilton Lewis. Mr. Jepsen in speaking of his exhibit stated that many of the varieties were the latest introductions from the Chas. H. Totty Co., Madison, N. J., and the E. G. Hill Co., Richmond, Ind.

The following were elected to membership: Chas. Elliott, Park Ridge; Oscar Nelson, Melrose Park; Wm. Abrahamson, Lake street and Wabash avenue. F. W. Topell and Andrew Dean, of St. Paul, Minn., were visitors, who made short addresses.

Uptown Chicago Exposition,

The flower show of the Uptown Chicago Exposition, as announced in our issue of November 12, page 838, was an unqualified success, over 100,000 visitors passing through the doors. H. D. Schiller, of Schiller the Florist, president of the exposition association, saw the advantage of staging a flower show in connection with the exposition and secured adequate space for it. As this was the first time that an exhibition of this kind in the outlying districts of Chicago had attempted a flower show in connection, there was some doubt as to its outcome, but everyone in charge worked to the utmost and their efforts were crowned with success. It was evident from the attention the public gave to the flowers that they were the most popular of the numerous items on exhibition.

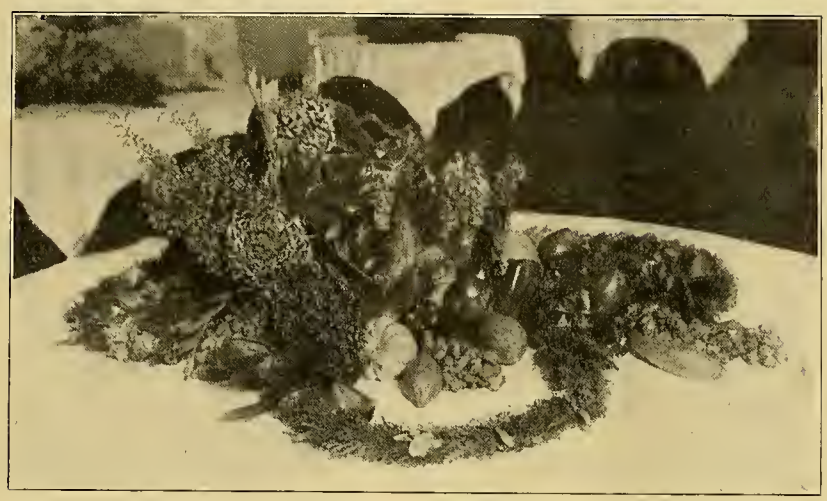
Many advantages in holding a flower show in conection with the display of other merchandise were noted by the management, chief among them being that people who come to view other exhibits would probably not attend a professional flower exhibition, and the great advertising value that accrues in comparing other merchandise with flowers, in adjoining booths. In this way flowers show their superiority as a birthday gift, a token of love and esteem and a condolence for the sorrowing.

The growers and wholesalers were very liberal in furnishing plants and flowers and space allotted was insufficient. Fortunately many of the exhibitors in the center booths were banks and business associations, who had no merchandise to show, and tables were placed in their booths and

WREATHS FOR ARMISTICE DAY BY GUDE BROS. CO., WASHINGTON, D. C.

used for floral displays. At the front entrance, a space 6x75 feet, was used with effect. The center of the hall had the appearance of a huge bower of flowers, and the many comments made by the public showed that a deep impression had been made. Baskets of chrysanthemums, roses and carnations were observed as well as corsages, colonial bouquets and a bride's shower bouquet of lily of the valley. When the different bouquets and flowers were shown and explained to the visitors, special notice was taken of them and many were the maidens who inspected the wedding flowers most minutely. Apparently occasion for their use was not far away.

The space used for the flower exhibits was donated by the association and the expenses, including the cut flowers on display, used for making up designs, totaled $1,100.



SAN FRANCISCO SHOW.
Albert O. Stein's First Prize Table Decoration. See Issue of November 12.

Boston, Mass.

HEAVY SUPPLY HARD TO MOVE.

There has been no appreciable gain in the market from a week ago. Business has been very slow according to reports from the retailers in town and the wholesalers are quiet. The quality of stock arriving is about normal for this season, which causes the grower to feel somewhat peeved that he is not getting the returns of the past two or three years. Orchids have had a sharp increase in price owing to the demand coming to this city from other markets. Roses are moving slowly with no expectations of any demand until Thanksgiving. Carnations, while not plentiful, have not advanced any in price owing to the very light call. Chrysanthemums are of better quality now than at any time this season. The late varieties, such as Bonnaffon, Chieftain, Razor, etc., are of good quality. Nothing new is coming to market.

MARSHAL FOCH'S RECEPTION.

At the state dinner at the Copley Plaza hotel, November 14, tendered to Marshal Foch, the National Flower Growers' Association presented the French general with a handsome basket of roses, chrysanthemums and orchids. It was the largest basket of flowers ever seen here, 12 feet high and four feet wide. The Flower Exchange donated flowers enough to decorate a couple of good sized halls and also the suite in the Copley hotel assigned to the marshal.

NOTES.

The Flower Growers' Association decided to open the markets to the public after 9 a. m. every day. On November 8, the first day it was tried out, advertisements were displayed in all the newspapers, and almost daily since, but it has not eased up the surplus to any great extent. The retailers held a meeting to devise ways of neutralizing the harm they feel this will do them but nothing definite has been decided on.

NOTES.

The annual meeting of the Massachusetts Horticultural Society will begin at 10 o'clock, Saturday morning, November 19, in Horticultural hall, this city, instead of noon, as previously announced. The session will continue until 3 p. m.

Hugh Clark, buyer for Thos. F. Galvin, Jr., has resigned his position. It is rumored he will take over the business of his sister, Miss Sarah Clark, of Holyoke, Mass., one of the leading florists of that city.

The Gardeners' and Florists' Club held a meeting November 15, at which the election of officers took place.

E. F. S.

HARTFORD, CONN.—Kenneth T. Mackay has opened a new flower store in the Bond hotel, 328 Asylum street.

Cincinnati, O.

OVER SUPPLY OF STOCK.

The market the past week was oversupplied with chrysanthemums and roses. The better grades of the former moved fairly well, but the smaller kinds were always found in the refrigerators at the end of the day. Roses now are arriving in large shipments and moving well, considering this being chrysanthemum season and always a poor time for them. Carnations are now better than before, both in stem and bloom, and sell at $3 per 100 for whites and $4 per 100 for colored. Easter lilies are obtainable, but nobody seems to want them. Ruhrum lilies sell readily. Sweet peas are now arriving more liberally than heretofore. Green goods are in good demand and the same can be said of calendulas.

NOTES.

C. E. Critchell reports a good week in the sale of southern smilax and is receiving shipments of pompon chrysanthemums of the Golden Feather variety from Jos. H. Hill Co., of Richmond, Ind. Mr. Hill also sent his first lot of his new seedling rose Joanna.

At the rate of speed shown by our over-the-river friends, business must be very brisk. Joe Maunder, Newport, and Jos. Grimm, Covington, can be seen on the market any time causing a little excitement among the clerks in the wholesale houses.

J. Baer has been booking a few decorative orders and was the recipient of an order to supply flowers for use at the opening of a large new jewelry store.

Ray W. Murphy had an unpleasant experience with robbers at his home last Thursday night, who took $250 in cash and a gold watch valued at $50.

A new flower shop has been opened in the Dixie Terminal building, Wm. France, formerly of the Wilder Seed Co., this city, proprietor.

P. J. Olinger has been receiving some exceptional pink and yellow chrysanthemums from his greenhouses at New Castle, Ind.

The Avondale Floral Co. recently purchased another new truck, which indicates good business at that establishment.

L. H. Kyrk is receiving shipments of Diana pompon chrysanthemums from Geo. Klotter, Price Hill.

Gus. Mickley reports a good week in funeral work and a number of wedding orders for the near future.

G. K.

B. E. & J. T. COKELY'S EXHIBIT AT THE SCRANTON SHOW.

San Francisco.

EXCELLENT TRADE IN ALL LINES.

Trade conditions are in excellent shape and florists in every section of the city agree that the autumn is opening up in a most satisfactory manner. The warm weather of last week was very favorable to the roses and growers were kept busy fighting mildew. The quality is declining to a noticeable extent. Prices have tightened on the fancy grades. Good Mrs. Chas. Russell is scarce but quantities of second grade stock are obtainable, which is also true of Premier and Columbia. Plenty of Aaron Ward is on hand which sells at low figures. There is a constant call for Butterfly, Ophelia and all red kinds. A fairly good cut of Cecile Brunner is arriving and sells well. The peak of the season for fancy chrysanthemums has been reached. The supply of all varieties is on the decline, Bonnaffon being the leading yellow. William H. Waite, a bronze, continues to be the highest priced chrysanthemum on the market, the prices for other varieties being about $7 per bunch of six dozen blooms. There are practically no red varieties seen. Pompons and singles continue in large supply with prices below normal. No severe rains or frosts have damaged the crop as yet. The Chinese growers of small stock are sending in a heavy cut each morning, and it sells very cheaply. The shipping demand for chrysanthemums still continues heavy. Violets are plentiful and clean up rapidly, and have a very good out-of-town demand. Fine carnations are seen but there is an oversupply of poor grade stock. Shippers are now in the market for the fancy grades of carnations. The supply of gardenias has increased and a strong demand keeps the stock well cleaned up. Lily of the valley is scarce and high and cattleyas are on the short side with a heavy demand. Quantities of oncidiums and cypripediums are helping to relieve the cattleya shortage. The flowering plant season is fairly well advanced and great improvement is being observed in cyclamens. This plant and primulas are selling very well, which constitute the leaders in this line. Nephrolepis, dracaenas and assorted ferns for basket work are moving nicely. Other ferns and greens are plentiful. Splendid California red berried shrubs and Madrones are obtainable and sell out rapidly.

RETAIL FLORISTS' ASSOCIATION.

The Retail Florists' Association held a fine meeting, November 2, to hear the report of the officers for the past season. The association was shown to be in a flourishing condition. Each member present voted to donate an appropriate floral design to the unknown heroes' memorial services at the civic center, Armistice Day. An Angelo J. Rossi Club was organized to further the candidacy of this well known florist in his race for supervisor, John Kilroy, of the Castro Floral Co., being elected president and James T. Lynch, secretary.

NOTES.

As a tribute to Angelo J. Rossi and to help his election for supervisor, to which office he was elected over 43 competitors, polling 6,000 more votes than his nearest opponent, the largest parade of florists' automobiles and delivery cars was held on the evening of November 4. The machines numbering more than 100, paraded through all sections of the city, with John Kilroy as leader. Great enthusiasm was aroused along the line of march and incidently the trade received considerable publicity.

Manager P. V. Matraia, of the fall flower show, called a special meeting, November 12, to wind up the affairs of the recent exhibition. A statement in regard to next year's show will be announced later, as many of the growers wish to be informed of the dates early in advance, so they can grow stock accordingly.

The California State Floral Society held its monthly meeting at Redmen's Hall, November 11. An exhibit of autumn flowers and the rendition of several musical numbers were features. JAMES T. LYNCH.

Pittsburgh.

MARKET CONDITIONS UNIMPROVED.

The only change noted in the market has been the fact that less stock is coming in, but the demand has not increased to any extent, so that prices remain about the same. This district has experienced its first touch of winter, with a heavy snow and the first real freeze of the season, which should put a little life into things. The stock arriving is just the same, with chrysanthemums and pompons the principal items. Roses are not so plentiful, but the demand is small and will remain that way until the chrysanthemums are out of the road. Roses are a little off color, due to the stretch of dark weather we have been having. Carnations are in over supply, and the quality could not be improved on. Cattleyas are scarce, and from all reports this condition will prevail, as no new plants have come in to this country for some time, due to the embargo, and the supply will keep on decreasing until this embargo is lifted. Easter lilies are still scarce and sell on sight. Several of the growers are complaining that they have only realized about one-fourth crop from the bulbs planted. Lily of the valley is of good quality and the supply is equal to all demands.

NOTES.

The McCallum Co. have just heard from Albert Balster of their sales force, who met with a serious accident some time ago. Mr. Balster uses a machine in covering his territory, and somewhere between Mackinaw and Morton, Ill., on a dark rainy night, did not see a dangerous curve and ran into a telegraph pole, which threw his machine in the ditch, breaking two of his ribs and his right arm between the elbow and wrist. Mr. Balster is recovering nicely and expects soon to be able to again resume his duties. The company has just completed equipping the last of its boilers with stokers. George C. McCallum, Homer D. Wood, Lawrence Cooper and Ed. Niggel of the firm are trying to capture the elusive bunny at the company's camp in Forrest county. E. J. McCallum expects to join them this week.

The E. C. Ludwig Co. captured first prize for the best decorated automobile in the Hallow'een parade held by the North Shore Board of Trade, and now E. C. is wearing the smile that won't come off.

It was our pleasure to visit the plants of the Pittsburgh Cut Flower Co. at Bakerstown, and The McCallum Co., at Evans City, Pa., where everything was found in first class condition.

The Pittsburgh Cut Flower Co. have just completed their new boiler house, which gives them one of the best and most up-to-date heating systems in the country.

The sympathy of all the trade goes out to Samuel and John McClements in the death of their father, who passed away November 6.

The E. A. Williams Co., Inc., have been showing the finest bronze chrysanthemums of their own growing ever seen in this section.

Joseph Thomas, of Greensburg, is recovering from a very serious illness and his friends will be glad to see him around again. E. C. T.

TOPEKA, KANS.—The second annual chrysanthemum show held by the Rosary, October 31-November 5, was attended by over 2,000 people. The Stuppy Floral Co., St. Joseph, Mo., who staged a display of 36 varieties, and the California Floral Co., Los Angeles, were noteworthy exhibitors.

JAMES PSENICKA & SONS' EXHIBIT AT THE UPTOWN CHICAGO SHOW.

Columbus, O.

ARMISTICE DAY A FACTOR.

With Armistice Day and the social season showing more activity, trade has been rather brisk. Armistice Day, while not observed with flowers to any extent, still was the occasion for a good many sales of loose stock. Oftimes a mother who lost a son in France was remembered by an offering of flowers. Funeral work has also been good. Wedding events are taking place regularly. Some sorority events at the state university are scheduled soon. The tone of the market is rather strong with florists pretty generally optimistic. Chrysanthemums are probably the best feature, in yellow and white with a few pinks. The quality is good and they sell from $4 to $8 per dozen. Pompons are also selling briskly and the supply is good. They are pink, yellow, white and variegated, prices ranging from $2 to $4. Carnations are selling briskly and the quality is good. Violets are coming in but the quality is not the best and business is not as active as would be the case with better violets. Easter lilies are selling well and roses are in extra good demand. Premier, Sunburst, Columbia and Butterfly are the usual varieties offered for sale. Pot plants have a good call with fair supply, cyclamens, primroses and begonias being the leaders.

FLOWER GROWERS' AND DEALERS' ASS'N.

The regular meeting of the Flower Growers' and Dealers' Association was held at the retail shop of the Brunst Floral Co., West Broad street, November 8, with 12 members present. The discussion was along the line of business conditions and a large majority of the members present reported good trade in the past month. The question of taking up the advertising campaign was also considered and it was decided to lay it on the table for the time being. Plans are being made, however, to push the advertising campaign some time later on and a fund will be collected for that purpose. In the absence of Carl Jagsch, president, because of illness, I. H. Siebert, vice president, was in the chair.

NOTES.

Practically all of the down-town florists have put in a line of bulbs which are selling exceedingly well. It was only recently that bulbs were being handled by florists, as this business was usually in the hands of the seed stores and 10-cent establishments. But with the removal of a large seed store from the down-town district, florists have been receiving a number of calls for bulbs with the result that many have built up a good trade.

Larry Doyle, formerly with T. J. Ludwig, florist on High street, has taken a position with McKellar, the Florist on West Broad street. Mr. McKellar reports several large funerals during the past week. This concern has also furnished flowers for several weddings early in the month.

An excellent trade in bulbs is being experienced by S. F. Stephans & Co., narcissus and lily being the specialty. The company is also cutting a quantity of chrysanthemums which are selling rapidly. According to Walter Stephans the demand for this flower is very good.

Carl Jagsch, manager of the Franklin Park Floral Co., is cutting a good quality of chrysanthemums, carnations and lilies. He says business is fair, but with good prospects for the future. Mr. Jagsch was ill, early in November, but has recovered completely.

The Fifth Avenue Floral Co., which has a retail store on East Broad street, is having a good call for chrysanthemums and carnations, according to Manager Clark. The concern grows its own stock and is cutting many chrysanthemums, carnations and roses.

William Metzmaier, of the firm of Emil Metzmaier, growers on South Fourth street, has a good demand for chrysanthemums and carnations, which are the principal flowers grown by this concern. The quality is excellent and demand is strong.

The account of the horticultural show at the state university will be found elsewhere in this issue.

J. W. L.

Milwaukee, Wis.

SLIGHT IMPROVEMENT IN TRADE.

Market conditions for the past week showed a slight improvement. The demand was somewhat better and cleaned up the good stock fairly well. The trouble seems to be in trying to dispose of the inferior grades of chrysanthemums and carnations. Especially in times like these, when there is more than enough to go around, does the poor stock move slowly and lower the prices of the better grades.

FLORISTS' CLUB MEETING.

The Florists' Club held a well attended meeting November 10. Many topics of interest were taken up and discussed, amongst them the unjust treatment accorded our state fair committee by the Wisconsin state board of agriculture; it seems that the professional florists are getting the most unfair treatment of any exhibiting class and in order to improve conditions, the president was authorized to appoint a committee of four to go to Madison and lay their plans for the 1922 fair, before the proper officials, and thereby try to gain their end. C. C. Pollworth distributed tickets for the Chicago chrysanthemum show, November 16-17, which will be attended by many from this city.

FLORISTS' PUBLICITY ASS'N.

The board of directors of the Florists' Publicity Association held its first business session for the coming season, November 7, following a supper at the Blatz hotel. The following officers were elected for the coming year: H. V. Hunkel, president; Gust Rusch, vice-president; Henry Welke, treasurer, and J. H. Seal, secretary. Plans and appropriations for the next two months were made. Upon suggestion of Archie McDonald, publicity man, it was decided to feature large advertisements in the daily newspapers for Armistice Day, on November 9-10, thereby making a start and tryout for a possible new flower day.

NOTES.

Ten gold star sons, who arrived from France, November 12, were taken to the Auditorium, where they laid in state until November 13, when impressive services were held at 3 p. m. Many flowers in form of bouquets, baskets and designs were in evidence, among them a five-foot wreath on a base, from the florists of the city.

The annual chrysanthemum show of the Park board opened November 6, in Mitchell park conservatory, and will continue about three weeks. Over 4,000 plants are on display, in 50 varieties.

Alvin Locker, of Hugo Locker & Sons, Wauwatosa, is on his annual vacation, visiting Chicago, St. Louis, Mo., New Orleans, La., and when last heard from was on his way to California.

Miss Hilda Menger, daughter of Chas. Menger, retailer at 27th and Walnut streets, was married to Wm. Heiber, October 29.

We had our first real snow, November 8, followed by a minimum temperature of 20° the next night.

All the wholesale houses closed at noon, Armistice Day.

E. O.

OBITUARY.

Byron Henry Ives.

Byron Henry Ives, a well known florist of Albuquerque, N. M., died suddenly at his home in that city, November 4, age 62 years. Mr. Ives had been in bad health for the past year and his death is thought to have been due to a stroke of apoplexy. Mr. Ives was in the Armistice day parade with his auto shortly before death came upon him.

Mr. Ives was born in Gouverneur, N. Y., in 1849, and came to Albuquerque 25 years ago. He was first employed as a carpenter in the Santa Fe railway shops and a few years later began growing flowers for the market, which his wife had started on a small scale in window boxes. From this small beginning Mr. Ives developed one of the largest floral establishments in the state. He leaves an estate valued at about $100,000 and has no heirs, his closest relatives being second cousins in New York.

The funeral services were held in French's chapel, November 7, after which the body was shipped to Mr. Ives' old home in Gouverneur, N. Y., where he will be buried beside his two wives, both of whom died there.

MARION, IND.—The Siebrecht Floral Co. was recently incorporated with a capital of $2,500 to grow and sell flowers.

CINCINNATTI, O.—Wm. France will install an up-to-date flower shop in the Dixie Terminal building, in the near future.

WEST BATH, ME.—Thomas F. Perkins is rebuilding his greenhouses, which were broken down by the heavy snow of 1919.

NORTH GERMANTOWN, N. Y.—Allbright Bros. recently added one house, 24x100 feet, to their extensive range, devoted to sweet peas.

DUNDEE, ILL.—The D. Hill Nursery Co., Inc., is building five propagating houses, not one as previously reported. The A. Dietsch Co., of Chicago, has the contract.

CEDAR FALLS, IA.—Joseph Bancroft & Son's Thanksgiving price list is attractively illustrated, featuring a table of chrysanthemums and roses, with a harvest field in the background.

MILWAUKEE, WIS.—The annual chrysanthemum show of the Park board opened in Mitchell park conservatory, November 6, and will continue about three weeks. Over 4,000 plants are on display, in 50 varieties.

NEWPORT, DEL.—The Delaware State Dahlia Society was formed here, November 3, and the following officers were elected for the coming year: H. E. Reed, this city, president; W. F. Lynch, Wilmington, vice-president; R. Lunt, Wilmington, treasurer, and F. F. Gallaher, 914 North Du Pont street, Wilmington, Del., secretary.

ROCKFORD, ILL.—The H. W. Buckbee greenhouses, 1405 Kishwaukee street, were opened to the public, November 6-8, for an inspection of the many excellent varieties of chrysanthemums grown under the supervision of Chas. W. Johnson, secretary of the Chrysanthemum Society of America. Among the choice kinds in bloom were Mrs. David Lloyd George, Joan of Arc, Private Merle Hay, Private James Gresham, Golden Champion, Mrs. Charles W. Johnson and Corporal Fred J. Piper.

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From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

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Oklahoma City, Okla. 914

FIGURE out the overhead correctly or you will never be certain of your profits.

THE makers of brick and tile in a brief to the interstate commerce commission say their product will not move under the existing rail rates, which are heavier than the traffic will bear.

THE people, apparently, are again interested in flower shows, after a prolonged wartime period of apathy. The trade will do well to foster this renewed support of the public by presenting in exhibitions something more and better than can be seen in the park displays which have been so well maintained during recent years.

THANKSGIVING.

On account of the holiday next week, correspondents and advertisers will confer a favor by mailing copy one day earlier than usual.

Rose Priscilla Withdrawn.

Elsewhere in this issue the Montgomery Co., of Hadley, Mass., and A. N. Pierson, Inc., Cromwell, Conn., announce the withdrawal of the new rose Priscilla from commerce because of defects developed under trial. Some 150,000 plants had been sold in advance and all orders have been cancelled. This action on the part of the raisers and introducers entailing heavy loss to them, is most commendable and a noteworthy example of good business ethics.

Corrections.

Never let a day go by in correcting a mistake no matter how trivial, or, for that matter, so serious that it is approached with dread. There should be at once a willingness shown, an anxiety, in fact, to correct the error as soon as discovered or complaint is made, that will in itself make a good impression. Explanations avail little with an angry customer, but the offer to more than make good generally is met with a graeious acceptance and the incident is soon closed.

It is always best to assume that the customer is right. "The fern dish was refilled with half-dead ferns," when you know they became so from neglect in watering. "The buds were not fresh as they wilted down right away," because they were placed in too shallow a vase. In both cases it is best to replace without protest, as dissatisfied customers, even if unreasonable, always have their hammers out when the store is mentioned. Many a good customer is lost through only a fancied grievance, who would have remained a valuable asset had the matter been looked up and at once adjusted.

The Florists' Club.

Organization and earnest support can bring about wonderful results. The personality of an individual who has initiative, untiring energy, and shows great enthusiasm in his business, will through his achievements eventually place himself in a commanding position in his community. Such a leader gives a wonderful impetus to the whole trade, as others, lacking the intiative but being capable of following up and carrying out the new ideas, soon adopt and profit by them.

With such individual results how much greater are the possibilities of a combined body of earnest men of the trade, working together for the general advancement of the business in every large community. When there are 50 or more members of the trade and others closely allied, there should be an organized florists' club, a live active body, holding meetings at least once a month, at which various topics interesting to all come up for discussion, where minor exhibitions of new plants and cut flowers are features, and best of all where a spirit of cordial relations is engendered, uniting the members and making possible forward movements for their greater benefit as a whole.

Parcel Post Indemnities.

The new third assistant postmaster general, W. Irving Glover, has taken definite steps to clear up the very serious arrearage in the payments of indemnity for loss and damage of insured parcel post, concerning which so much complaint by the public has been made for a year or more. An appropriation for the employment of additional temporary assistance has been obtained and it is expected that this arrearage will be cleared up in the next 60 or 90 days.

There was a tremendous increase in parcel post business in the early part of last year following the railroad strike and the consequent embargoes on freight and express, and this brought about a correspondingly larger number of losses and damages to parcels, with a depleted force of employes to handle the claims.

The principal cause of delay in adjustment of the claims at the present time is the failure of postmasters to complete the claims and forward them promptly to the department. This is particularly true in cases of postmasters at the smaller offices. Instructions are being sent to all postmasters to give immediate attention to the forwarding of these claims to the department.

White Medal of Honor.

In our issue of October 15, page 630, we announced the award of the White medal of honor to Mrs. Louisa Yeomans King, of Alma, Mich., by the Massachusetts Horticultural Society, and gave a partial list of others who had received this medal. The complete list of the recipients of the medal to date is as follows:

1909, Prof. C. S. Sargent, Arnold Arboretum.
1910, Jackson Thornton Dawson.
1911, Victor Lemoine, Nancy, France.
1912, Michael H. Walsh, Woods Hole, Mass.
1913, Park Commission, Rochester, N. Y.
1914, Sir Harry James Veitch, London, Eng.
1915, E. H. Wilson, Jamaica Plain, Mass.
1916, Wm. Robinson, Gravetye Manor, Sussex, Eng.
1917, Niels Ebbesen Hansen, Brookings, S. D.
1918, Dr. Walter Van Fleet, Washington, D. C.
1919, Vilmorin-Andrieux Co., Paris, France.
1920, George Forrest, England.
1921, Louisa Yeomans King, Alma, Mich.

Success.

SOME HELPFUL FACTORS.

H. F. Reifert, florist, of Englewood, Chicago, past 80 years of age, wants to sell his business at 18 West Sixty-fifth street and join the greater part of his family in California. Mr. Reifert was born at Zeitz, near Leipzig, Germany, and reached Cook county in 1860. For a time he taught school at Kankakee, but his health failing in this work, he drifted into the growing and sale of vegetables and flowers 31 years ago, deriving most of his knowledge from THE AMERICAN FLORIST, to which he has been a subscriber since its first issue in 1885. Mr. Reifert's first crop was Vaughan's Twenty Day radish, which he sold to his neighbors at five cents a bunch. By industry and square dealing he built up a respectable business, which has enabled him to raise a large family and now permits him to enjoy his declining years in comfort and happiness. Mr. Reifert's story from his own lips is far brighter and far more inspiring than cold type can make it, proof anew of the dominant and abiding merit of application and honesty.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, $1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order For Plant Advs., See Ready Reference Section

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—Florist and gardener wants a position on private place; 25 years' experience; good references. Address

P. O. Box 43, Port Edwards, Wis.

Situation Wanted — Experienced grower and propagator of cut flower and pot plants wants position; single, middle age. Address,

Key 816, Care American Florist.

Situation Wanted—By gardener and florist with a life-long experience; will furnish good references. Am a hustler and will consider a big job. Give particulars in first letter. Address

Geo. E. Fuller, East Longmeadow, Mass.

Wanted—Experienced man as active partner, with $1,000 cash; at once.

Rosendale Greenhouses, Delanson, N. Y.

Wanted—Storeman and designer for New York City. An exceptional opportunity for a good man. Steady employment at good wages. Send references in first letter.

A. F. F., care American Florist, 134 West 16th St., New York.

Situation Wanted

By young man with small family as assistant in greenhouse. Experienced in growing and making up. Would prefer Iowa or western states. Reasonable wages to start. Best of references upon request. Address

Key 817, care American Florist.

Help Wanted

A good salesman and designer.

MANGEL, Florist,

17 East Monroe Street, CHICAGO

WANTED

A thorough florist whose experience has been in large, busy stores.

Address

Key 815, care American Florist

HELP WANTED.

Young lady for retail store.

LEWIS & ROCCA,

55 East Jackson Boulevard, Chicago

HELP WANTED.

A-1 all around store man, good salesman capable of meeting the finest of trade. Advancement for capable party who can prove ability. In replying give reference, married or single, salary to start. Mail late photograph with application.

Randolph & McClements

5936 Penn Avenue, Pittsburgh, Pa.

Retail Man Wanted

For Chicago loop store. Splendid opportunity for the right man to make a permanent connection at a high starting salary. Applicant must be a top-notcher to qualify. Address

Key 806, care American Florist.

Situation Wanted

GROWER. Address

JOHN F. GUENTHER

2410 Cold Spring Ave., MILWAUKEE, WIS

SITUATION WANTED STOREMAN

Experienced retail man formerly in business for himself at Chicago, is open for an engagement. Can also attend to buying if necessary. Address

Key 807, care American Florist.

WANTED TO LEASE

Small Greenhouses with Dwelling in lively town. Address

Key 805, care American Florist.

Wanted to Rent or Buy

By thoroughly experienced florist and decorator, a large retail flower shop. Only high grade proposition considered. Must stand closest investigation. Give full particulars and price in first letter.

Address **Key 808, care American Florist.**

WANTED

Partner in growing establishment containing 40,000 square feet of glass. Must be good grower and have some money. Inquire of

I. GOLDSTEIN

43 West 18th Street, NEW YORK CITY

FOR SALE

Greenhouse property located 125 miles from Chicago; 10,000 feet of glass, 3½ acres of land; garden under Skinner system; six-room modern cottage; 25 miles to nearest greenhouse; located on two steam roads in live town. Address

Key 812, care American Florist.

$5.00 Reward

To anyone for information of the whereabouts of **Oscar C. Miller,** a native of Switzerland, who left Summit, N. J., August 18th, 1903 or 1904, to work with the Butte City Floral Co., Butte City, Montana. Address

MRS. O. MILLER

German House, Harvey Ave., BROOKLYN, N. Y.

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $4.50; per 1000, $6.50. Samples on request. Electro of leaf, postpaid, $3.00. Cash with order.

American Florist Co.

440 S. Dearborn Street

CHICAGO

A HOLLY WREATH

RED AND GREEN

FOR HOLIDAY CIRCULARS AND ADVERTISING

Plates for printing this fine Holly Wreath in two colors—green leaves and red berries and ribbon—$5.00 per set of two plates. Larger size, 3¾x4 inches, $7.50 per set of two plates.

Plate shown here for one color, $3.00. The large size, one color, $4.50.

Cash with order.

American Florist Co.

440 S. Dearborn St., CHICAGO.

NEW CROP

LILY OF THE VALLEY

Now on the Way

I am glad to be able to announce that I am again in a position to offer

Bruns' Celebrated Chicago Market Pips

VALLEY PIPS FROM COLD STORAGE.
$30.00 per 1000; $16.00 per 500; $8.00 per 250; $4.00 per 100.

H. N. BRUNS, 3040 W. Madison St., Chicago

Regarding Priscilla!

The Montgomery Company and A. N. Pierson, Inc., believing that Priscella would make good as a forcing rose and having no desire to sell to the rose growers of America a rose inferior to those varieties already in commerce, placed Priscilla with the best rose growers of the country for trial.

On this date, November 10th, there has been expressed by those who handle it and who are growing it, the opinion that the color is not satisfactory and that the flower lacks substance to such an extent that Priscilla will not be a desirable rose to grow. It is regretted by ourselves as introducers of roses that this is the case but we feel more satisfaction than regret due to the fact that the general test given Priscilla has disclosed this weakness which might have been overlooked were the rose not placed in the hands of this unprejudiced jury of rose men.

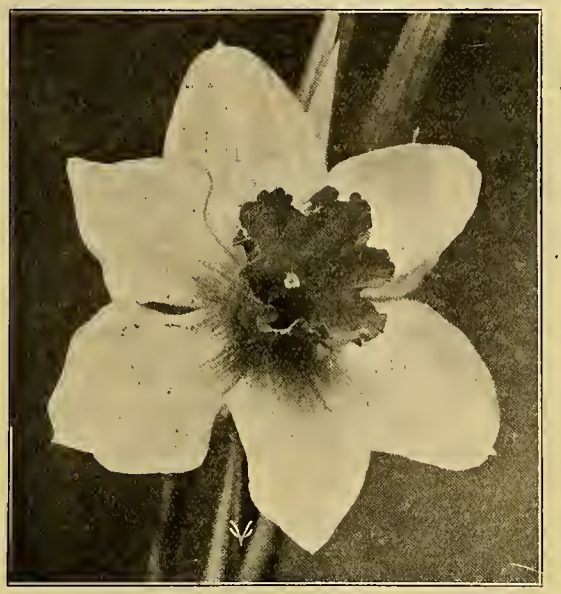
Priscilla will not be offered to the trade and is hereby formally withdrawn from sale. Over 150,000 have been sold in advance, but these orders are hereby cancelled. Both the Montgomery Company and A. N. Pierson, Inc., are satisfied that the judgment on Priscilla is fair and that honesty of purpose and fairness of business methods justify this withdrawal of Priscilla.

Signed { A. N. PIERSON, Inc., Cromwell, Conn.
THE MONTGOMERY COMPANY, Hadley, Mass.

Toledo, O.

ARMISTICE DAY BUSINESS GOOD.

The call for flowers on Armistice Day was quite lively here but very little of the demand was due to the peculiar significance of the day. Some poppies were sold. The big stores here voted to stay open on this great national holiday, which to the writer's mind is not showing the respect for the soldiers who gave their all to which they are entitled. On a day like this there is little business transacted. If the day is to be a national holiday, why not observe it right or give it up entirely. Florists could make a good flower day out of November 11 with the right kind of publicity. The past week saw heavy arrivals of chrysanthemums and the trade can now push the sales of these without fear of a shortage. Bonnaffons are here now and their quality is excellent. Pompons of fine quality and in all seasonable colors are good stock and find a ready sale. Sweet peas are constantly improving in quantity and quality, but are moving slowly. Chrysanthemums have more or less displaced roses in popularity and there is an excess supply of the latter. Lily of the valley is plentiful. The demand for pot plants is improving day by day as is the selection offered. Cyclamen lead in the selling, followed by begonias and primroses. Ferns have sold well this autumn. There has been a steady and unabated demand for funeral work to which there seems no end. F. T. D. orders are increasing in number week by week.



Narcissus Sir Watkins.

The QUALITY

Remains the Same

The Net Prices Are Lower

According to Stocks Unsold

Growers who retail their own crops will find money makers here at these low prices.

Most Stocks f. o. b. Chicago, some f. o. b. New York.

Hyacinths (Dutch)

	Per 1000
Miniature, 13-14 ctms	$26.00
Bedding, 15 ctms, up	35.00
Forcing, 16-17 ctms	40.00
Seconds, 17-19 ctms	52.50
Firsts, 19 ctms, up	60.00

Tulips Early Single

	1000
Duc Van Thol (Scarlet)	$18.00
Fred Moore	15.00
Prince of Austria	19.00
Sir Thomas Lipton	29.00
Thos. Moore	15.00
La Reine	15.00
White Swan	27.00
Princess Marie Anne	15.00
Cottage Maid	21.00
McKinley	22.00
Prosperpine	35.00
Rose Luisante	27.00
Rising Sun	20.00
Vaughan's New Pink	18.00
Yellow Prince	17.00
Duc de Berlin	17.00
Mixed, Regular Grade	15.00
Mixed, Vaughan's Special	17.00

Tulips

	Per 1000
Breeders	$30.00

Seven best named kinds, average price our selection.

LILIUM GIGANTEUM
For Immediate Shipment
For Ice Storage

Valley Pips for Xmas.
New Valley Soon.

Narcissus Paper White Grandiflora

Write For Prices

Tulips Double

	Per 1000
Imperator Rubrorum	$29.00
Le Matador	35.00
Rubra Maxima	20.00
Vuurbaak	31.00
Couronne d'Or	22.00
Mr. Vander Hoef	32.00
Brimston's Beauty	20.00
Bleu Celeste	30.00
Schoonoord	20.00
Lord Roseberry	27.00
Salvator Rosa	19.00
Tournesol, Red, Yellow	33.00
Mixed, Regular Grade	17.00
Mixed, Vaughan's Special	19.00

Tulips Darwin

	Per 1000
Bronze Queen	$35.00
Electra	18.00
Euterpe	18.00
Europe	28.00
Gretchen	18.00
Leonardo Du Vinci	30.00
Mad. Krelage	32.00
Mrs. Potter Palmer	40.00
Faust	25.00
Peterus Hondius	25.00
Philippe de Commies	25.00
Rev. Ewbank	26.00
Sultan	20.00
Wm. Pitt	40.00
White Queen	22.00
Zulu	20.00
Ariadne (Scarlet)	25.00
Wm. Copeland	35.00
Finest Mixed	17.50

Tulips Cottage

	Per 1000
Isabella	$20.00
John Ruskin	25.00
Norham Beauty	20.00

GLADIOLUS, NEW CROP
Place Your Orders NOW

Narcissus (Dutch)

	Per 1000
Emperor, Dbl. Nose	$33.00
Victoria, Fancy	25.00
Victoria, Dbl. Nose	33.00
Mrs. Walter T. Ware	30.00
Golden Spur, Dbl. Nose	25.00
Von Sion, Fancy	23.00
Von Sion, Dbl. Nose	35.00
Mad. Plemp	30.00
Sir Watkins	25.00
Sir Watkins, Dbl. Nose	30.00
Princeps, Dbl. Nose	23.00
Evangeline	40.00
White Lady	30.00
Sulphur Phoenix	25.00

POETAZ NARCISSUS

Alsace, Aspasia, Elvira, Triumph — Per 1000 **$30.00**

Tulips.

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

To the man who issues a catalogue:

Canna The President

You will make a mistake if you do not feature this greatest of American Cannas in your catalog for 1922.

The President is undoubtedly the red Canna by which all others will be judged by comparison. It is a strong, vigorous, healthy grower, forming large, bushy clumps about five feet high, with luxuriant, dark green, firm foliage, and with uniformly large, bright red flowers in greatest profusion.

We are now booking orders at specially attractive prices, and we shall be pleased to book your order and make reservation for delivery at such time as will suit your convenience.

Strong two three-eye divisions

$8.00 per 100; $75.00 per 1000

Write us for prices on other varieties of Cannas, as we have an immense stock of the world's best varieties.

HENRY A. DREER, 714-716 Chestnut St., Philadelphia, Pa.

The above prices are intended for the trade only.

Mention the American Florist when writing

The Ove Gnatt Co., Inc.

Preservers of Natural Foliages **LA PORTE, IND.**

Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties.

NOTES.

Primrose plants were offered Saturday at Spanner's Flower Shop in a special sale at 29 cents. Manager Zaller reports a numerous sale. Max Spanner recently returned from Cleveland, where he spent many months with his sister, recuperating his health. He is ready to resume his activities in the trade and will probably open a wholesale supply house in the near future.

Business at the Scottwood Greenhouses is showing rapid improvement, according to Manager Tom Magee. The display of specimen chrysanthemums is one of the most impressive to be seen in any flower shop in this city. Sales of these are lively.

The Helmer Flower Shop has a fine collection of chrysanthemums and the interior of their shop appears as if a flower show were in progress. Jacob Helmer looks forward to a good Thanksgiving Day and Christmas trade.

Florists here should take a greater interest in the national publicity campaign as well as in local publicity. Many opportunities for increasing the sale of flowers are lost by not advertising at the right time.

Frank M. Schramm has been working day and night during the past week due to the sickness of George B. Schramm, chief decorator, and also of the bookkeeper. Demand continues brisk here.

Feniger's Superior street flower shop is featuring excellent displays of chrysanthemums in its handsome display

Silk Poppies

Short stem, good for general use.
Small size, 24 to bu., for.....$0.75
Medium size, 24 to bu., for.... .90
Large size, 12 to bu., for..... .60

Long stem for vases, baskets, etc., two and three flowers to a stem, also foliage, very pretty.
Per doz. stems.....$1.25

Prepared Lycopodium

Splendid for general work, as for making wreaths, filling baskets, etc. Soft, pliable and everlasting.
Per carton of 10 lbs.....$3.25
5 cartons or more, per carton.. 3.00

Fox Tails

On long stem with foliage. These are made of silk chenille of various rich colors, as red, green, white, purple, yellow, etc., three fox tails to each stem, just the thing to top off a fancy basket decoration, etc.
Price per dozen stems.....$1.50
Price per ½ gross stems..... 8.25
Price per gross stems.....15.00

Artificial Holly

A perfect imitation of natural holly, with green foliage and red berries.
(Four sprays to bunch.)
Per dozen bunches.....$ 1.50
Per carton, 9 dozen bunches.. 12.00

Complete list of many other items free.

One Floral Art Album given free with any order of $25.00 or more.

GEO. H. ANGERMUELLER CO.,

Wholesale Florists **1324 Pine Street, ST. LOUIS, MO.**

Now! Evergreens

For Window Boxes and Tubbing

From Nov. 1st till Xmas. Throw out the tender stock and refill with hardy Evergreens. Make your window box and tubbing business do double duty.

See to it that your customers are supplied with hardy Evergreens for their window boxes and urns during the winter months, just as you see to it that Geraniums and Vincas are there for Decoration Day. For winter decoration Hill's Hardy Evergreens are indispensable. The charming foliage effects and rare fragrance of Evergreens is remarkable, adding color, warmth and cheerfulness, while their rugged hardiness permits outdoor use all the year around.

Wire or mail orders now. **Shipments will be on the way in a few hours.** Telegraph orders given special attention. Prompt service guaranteed. Cash with order earns 3% discount and free boxing.

Pyramidal Arbor Vitae.

Hill's Selected Evergreens

Window Box Evergreens.

	Inch	10	50
ASSORTED VARIETIES (OUR SELECTION) (25 PLANTS, $13.00)			$25.00
Thuya Pyramidalis (Slender)	10-12	$6.50	25.00
Thuya Pyramidalis (Slender)	12-18	7.50	35.00
Juniperus Canadensis (Low)	10-12	7.50	30.00
Juniperus Canadensis (Low)	12-18	10.00	45.00
Juniperus Virginiana (Pyramidal)	12-18	3.75	15.00
Juniperus Virginiana (Pyramidal)	18-24	4.50	20.00
Picea Canadensis (Conical)	10-12	5.25	22.50
Picea Canadensis (Conical)	12-18	6.00	27.50
Pinus Mugho (Globular)	8-10	7.50	30.00
Pinus Mugho (Globular)	10-12	9.00	37.50

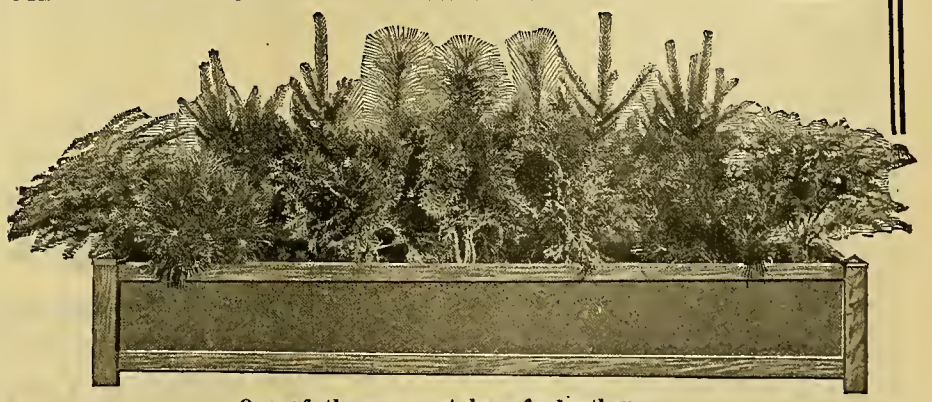
Tubbing Evergreens.

PYRAMIDAL	Feet	Each	GLOBES AND DWARFS	Feet	Each
Thuya Pyramidalis	3	$4.00	Juniperus Canadensis (Low)	1-1½	$2.50
Juniperus Virginiana	3	5.00	Pinus Mugho (Low)	1-1½	2.50
Picea Canadensis	2	5.00	Juniperus Pfitzeriana	3	6.50
Juniperus Schotti	3	6.50	Thuya Occidentalis	3	2.75
Juniperus Glauca	3	7.00	Tsuga Canadensis	3	4.50
Sheared Globes (Thuya)	1¼x1¼	4.00			

All Tubbing Evergreens Balled and Burlapped B. & B.

SPECIAL OFFER

25 Window Box Evergreens, assorted..... **$20.00**
2 Tubbing Evergreens (Thuya), 3 feet.....



One of the many styles of planting.

FROM THE TRADE.

"Your shipment of Window Box Evergreens arrived in fine condition and we want to thank you for care in selecting it."
ERNEST WIENHOEBER CO. Chicago, Ill.

"The Evergreens for Window Boxes were received and proved entirely satisfactory. The Evergreens have attracted a great deal of attention."
C. YOUNG & SONS CO., St. Louis, Mo.

SEND FOR COMPLETE CATALOG.

The D. Hill Nursery Co., Inc.

Box 404, Evergreen Specialists Largest Growers in America **DUNDEE, ILL.**

YOU WHO HAVE SEEN THE

NEW POMPON "NEW YORK"

Have recognized something that is better than anything among the older named varieties. It is a seller on the market, and is well deserving of the Silver Medal awarded it at the Museum of Natural History Show.
Following "New York" and a sister to it is

"LOUISE DAVENPORT"

There is more bronze and less yellow in its color. There is a wonderful similarity between the two, and "Louise Davenport" follows "New York" by nearly two weeks in season.

"SARAH TOWNSEND"

Another Hilda Canning Seedling and a sister to both "New York" and "Louise Davenport." Very similar in color and form. Will be offered for 1922. "Sarah Townsend" will be ready to cut November 20th.

These three Bronze Button Pompons will give a continuous supply of this type from November 1st until December 1st. You need all three to cover the month properly.

"NOVEMBER GOLD"

The finest of all the yellow sorts, will also be offered this season.

We believe these four Pompons to be the best of their type. The price will be $15.00 per 100, $140.00 per 1000, for cuttings.

A. N. PIERSON, Inc., Cromwell, Conn.

window. Sales are lively at this shop, many poppies being sold on Armistice Day.

Harry Turvey, the West Toledo florist, had a good call for funeral work the past week and a brisk sale of pompons and chrysanthemums. His business is growing steadily.

John Koelker is sending some fine chrysanthemums into this market and is cleaning up nicely each day.

A. C. K.

Providence, R. I.

HEAVY SUPPLY MOVES SLOWLY.

Stock is very plentiful and the supply more than equals the demand, except roses, which are fine and sell very well. Chrysanthemums are good and improving all the time. Carnations find a ready sale and several of the growers are cutting good quality flowers. Violets are also in good condition but the sales are poor. Cattleyas move well. The offerings of snapdragons are not up to standard but the call is good. Although lilies are in excellent shape their sales are insignificant. Spray chrysanthemums and bachelor buttons move nicely. Although trade generally is quiet, yet there are occasional spurts that help out materially.

RHODE ISLAND HORTICULTURAL SOCIETY.

The annual November show of the Rhode Island Horticultural Society is in progress as we go to press, continuing until November 17. It is being held in connection with the food, bird and poultry show at the State armory and is one of the best ever staged by the society. The displays of cattleyas are excellent, many of the entrants being Massachusetts growers. The monthly meeting of the society brought out a very good attendance and was held in the Public library, November 16. Dr. W. W. Garner, of the United States Department of Agriculture, gave an interesting lecture, illustrated with stereopticon slides, on research work in "The Flowering and Fruiting of Plants Controlled by the Hours to which they are Exposed to Daylight." The speaker brought out the practical uses to which this control can be put and his discovery is of interest to all plantsmen.

NOTES.

Scott the Florist, Broad street, has completed the interior decorations in his store, which is finished in Japanese style, with many pagodas. The lattice work encircles the entire shop, making it one of the most attractive in the city. He reports a good demand for stock.

Nurserymen report that the past season has been exceptionally good for outdoor shrubbery, many large orders being filled.

O. Williams, Pocassett, is cutting Bonnaffon chrysanthemums, which are selling readily.

H. A. T.

Drive Your Slogan Home

THE NEW WRAPPING PAPER
Made especially for Florists
WATERMARKED
"Say it with Flowers"

Carries your dynamic slogan right into the homes of your trade
and
adds just the proper touch to your service

Orchard Paper Company
758 Spruce Street
SAINT LOUIS

Mention the American Florist when writing

IMMORTELLES

Ready for Immediate Shipment

RED, BLUE, WHITE, PURPLE, YELLOW

C. J. SPEELMAN & SONS

470 Greenwich St., NEW YORK CITY

Bid for Business with Craig Quality Stock

FALL PRICE LIST, 1921

CROTONS

The Croton, with its highly colored foliage, is indispensable during Fall and Winter. We have the largest and most complete collection of Crotons in the world, carrying at the present time for Fall sales over 50,000 in 200 varieties, all of the very highest quality and brilliantly colored.

Immediate Delivery

4-inch pots, strong plants, $10 per doz., $75 per 100.
5-inch pots, strong plants, $15 per doz.
6-inch pots, strong plants, $18 and $24 per doz.
7 and 8-inch pots, strong plants, $4, $5 and $6 each.
10-inch pots, strong plants, $7.50 and $10 each.
12 and 14-inch pots, specimen plants, $16, $20 and $25 each.

Croton Punctata

One of the finest and most satisfactory varieties for basket work and centers of ferneries.
2½-inch pots, $20 per 100, $175 per 1,000.
3-inch pots, $35 per 100.
4-inch pots, $50 per 100.

Every retail store and grower should feature Crotons this Fall and Winter. We know our stock will please you and your customer.

DRACAENAS

There is no variety of foliage plant so attractive as the highly colored Dracaena. The small and medium sizes can be used to great advantage in making up the popular Christmas baskets, while the large specimens have always been in great demand for decorative purposes. We are now growing more Dracaenas, in greater variety, than any firm in the country.

Dracaena Godseffiana

Green and white leaf, very hardy, fine for baskets.
2½-inch pots, $20 per 100.
3-inch pots, $35 per 100.
4-inch pots, $60 per 100.

Dracaena Warneckii (New)

Silver and green leaf. Very durable.
6-inch pots, $30 per doz. 7-inch pots, $3.50 each.

Fancy Dracaenas

We are offering a collection of the new and rare Dracaenas. Very handsome for home decoration or for fancy combination baskets.
4-inch pots, $9 per doz.
5-inch pots, $15 per doz.
6-inch pots, $18 and $24 per doz.
7 and 8-inch pots, $3.50 and $5 each.

Dracaena Massangeana

The variety with the golden stripe down the center of the leaf. The best of all Dracaenas for the house. We have an exceptionally large stock, well colored and of the very highest quality.
4-inch pots, $12 per doz., $100 per 100.
8-inch pots, heavy, $4 and $5 each.
6-inch pots, heavy, $2 and $2.50 each.
10-inch pots, heavy, $7.50 each.

Dracaena Fragrans

Plain green leaf.
4-inch pots, $9 per doz.
6-inch pots, $24 per doz.
8-inch pots, $4, $5 and $6 each.
10-inch pots, $7.50 each.

Dracaena Sanderiana

Small, light green leaves, edged with creamy white. Fine for center of fern dishes or basket work.
3-inch pots, $50 per 100.

Dracaena Lord Wolseley

One of the very best varieties for Easter and Christmas, being bright red in color. An excellent Christmas variety.
2-inch pots, $20.00 per 100.
3-inch pots, $35.00 per 100.
4-inch pots, $60 per 100.
5-inch pots, $15.00 per doz.
6-inch pots, $18 and $24 per doz.
7-inch pots, $3.50 and $4 each.

Dracaena Kelleriana (New)

One if the finest foliage plants for combination baskets or boxes.
2¼-inch pots, $20 per 100.
3-inch pots, $35 per 100.
4-inch pots, $60 per 100.
8-inch pots, $5 each, made up, very handsome.

Dracaena Terminalis

Exceptionally well colored.
2¼-inch pots, $20 per 100.
3-inch pots, $35 per 100.
5-inch pots, $15 per doz.
6-inch pots, $18 and $24 per doz. September delivery.

We would suggest ordering the above early, as the demand is always great.

Dracaena De Smetiana

A strong, vigorous grower, with bold, dark green foliage, which becomes beautifully suffused and variegated.
6-inch pots, $2 each. 7-inch pots, $3.50 each.

Dracaena Lindenii

Same type as Massangeana, but with the golden stripes on the outer edges of the leaf.
4-inch pots, $12 per doz., $100 per 100.
6-inch pots, $2 and $2.50 each.
8-inch pots, $4 and $6 each.

Dracaena Longii

4-inch pots, $5 each. 6-inch pots, $10 each.

Dracaena Tricolor

Very rare. Combination of coloring in pink, white and green. Very attractive and distinct.
4-inch pots, $1.50 each. 6-inch pots $3 each. 7-inch pots, $6 each.

BEGONIAS

Begonia Mrs. J. A. Peterson

5-inch pots, $125 per 100.
6-inch pots, $24 per doz.

Begonia Gloire De Lorraine

5-inch pots, $125 per 100.
6-inch pots, $18 and $24 per doz.

Begonia Glory of Cincinnati and Melior

These varieties are endorsed by all the leading retail florists. They will hold the flowers much better than Gloire de Lorraine.
5-inch pots, heavy, $125 per 100.
6-inch pots, heavy, $24 per doz.

Begonia Konkurrent

A greatly improved Begonia Cincinnati. This variety is a German introduction, and we have tried it for three years. It makes a much better shaped plant than Cincinnati and is free flowering.
5-inch pots, $125 per 100.
6-inch pots, very heavy, $24 per doz.

Begonia Pride of Newcastle

Dark red sport of Mrs. Patten. In bloom every day in the year.
4-inch pots, heavy, $4 per doz., $30 per 100.
6-inch pots, heavy, $9 per doz., $70 per 100.

Begonia Erfordii

4-inch pots, in bloom, $18 per 100.

HYDRANGEAS

French and Otaksa

We have in stock over 60,000 plants in the very best varieties, including Otaksa, Mme. Chautard, Mme. Mouillere, Jaconde, General de Vibraye, Radiant, etc. The above are all excellent sorts for forcing.
4-inch pots, strong plants, $35 per 100, $325 per 1,000.
6-inch pots, strong plants, $50 per 100, $475 per 1,000.
7-inch pots, strong plants, $75 per 100.
Larger plants, $12, $18 and $24 per doz.
Field grown, $35, $50 and $75 per 100.
Field grown, specimens, $1.50 and $2 each.

150,000 NEPHROLEPIS

(In variety.)

We are the largest growers of Nephrolepis Ferns in the country. In fact, we are headquarters for them.

Nephrolepis Norwood

The most beautiful fern of Nephrolepis to date; graceful, compact and symmetrical, a vigorous, healthy grower. All growers are invited to inspect it at our Norwood greenhouses.

Strong Plants

2¼-inch pots, $3 per doz., $12 per 100, $100 per 1,000.
4-inch pots, $6 per doz., $45 per 100.
Orders filled strictly in rotation.

Nephrolepis Verona

Makes a good plant in all sizes. Much finer frond than any created outside of N. Smithii. The fronds are carried on a heavy, wiry stem. We consider it one of the best of the newer introductions.
2¼-inch pots, $10 per 100, $90 per 1,000.
6-inch pots, $12 per doz., $90 per 100.

Nephrolepis Elegantissima Compacta

A dwarf, compact form of Nephrolepis Elegantissima, each plant making an ideal shape.
2¼-inch pots, $10 per 100, $90 per 1,000.
4-inch pots, $6 per doz., $35 per 100.
6-inch pots, $12 per doz., $90 per 100.

Nephrolepis Teddy Junior

Fine young plants from 2½-inch pots, $10 per 100, $90 per 1,000.
6-inch pots, heavy, $12 and $16 per doz.
8-inch pots, $24 per doz.
11-inch tubs, $4, $5 and $6 each.

Nephrolepis Harrisii or Roosevelt

2½-inch pots, $10 per 100, $90 per 1,000.
4-inch pots, $35 per 100.
6-inch pots, $12 per doz.
11-inch tubs, $5 and $6 each.

Nephrolepis Scottii

2¼-inch pots, $10 per 100, $90 per 1,000.
4-inch pots, $35 per 100.
6-inch pots, $12 per doz., $90 per 100.
8-inch pots, $24 and $30 per doz.

PALMS

Areca Lutescens

Perfect plants with rich, dark green foliage. Our stock is grown cool and hard. It is in splendid condition and will surely give satisfaction. Large sizes are very scarce this year. We have the largest stock in all sizes in the country.
6-inch pots, made up, $30 per doz.
7-inch pots, made up, $4, $5 and $6 each.
8-inch pots, made up, $7.50 and $10 each.
10-inch tubs, made up, $12.50 each, 5½ to 6 feet.

Phoenix Roebelenii

Very scarce. Fine for growing on.
2-inch pots, 3 to 4 leaf, $35 per 100.

MISCELLANEOUS STOCK

Otaheite Oranges

A fine stock of this wonderful Christmas plant.
2¼-inch pots, for growing on, $20 per 100, $190 per 1,000.
Plants in fruit, 30c per fruit.
Plants in fruit ripened, November and December, 40c per fruit.

Erica Melanthera

5½-inch pots and 6-inch pots, $18, $24 and $30 per doz.
7-inch pots, $36 per doz.

Pandanus Veitchii

Well colored plants.
5½-inch pots, $18 per doz.
6-inch pots, $24 and $30 per doz.
7-inch pots, $4 each.
10-inch pots, $7.60 each.
8-inch pots, $5 each.

Gardenia Veitchii

We have an exceptionally fine stock for growing on for Winter and Easter flowering.
2¼-inch pots, heavy plants, $15 per 100, $140 per 1,000.
3-inch pots, heavy plants, $35 per 100.
4-inch pots, heavy plants, $75 per 100.
6-inch pots, heavy plants, $18 per doz.

Genista Racemosa

A large stock of well-grown plants for growing on.
5-inch pots $75 per 100. 6-inch pots, $1 each.
Larger plants, $1.50 $2 and $3 each.

Cyclamen

This has been one of our specialties for over twenty years. In all our experience we have never seen a finer lot of plants. We are growing our stock in new houses. They are absolutely clean and perfect in every way and not to be compared with weakly-drawn plants offered at less money.
4-inch pots, $50 per 100.
4-inch pots, extra heavy, $60 per 100.
5-inch pots, $15 per doz.
5½-inch pots, $18 per doz.
6-inch pots, $24 and $30 per doz.
7 and 8-inch pots, $36, $48 and $60 per doz.
This stock will be profitable to anyone buying now.

Sansevieria Zeylanica

4-inch pots, $6 per doz.

Geranium Alice Lemon

Single salmon. Very beautiful.
2¼-inch pots, $10 per 100, $90 per 1,000.

IMPORTANT NOTICE

We are pleased to announce that owing to the recent drop in price of lumber, it enables us to give our customers the benefit by reducing the price on packing as follows:

Full size cases	**$1.50 each**
Three-quarter size cases	**1.25 each**
Small size cases	**.50 each**
Half size boxes	**1.00 each**

THE ROBERT CRAIG COMPANY, NORWOOD STATION, Delaware County, PA.

CHRYSANTHEMUMS

Our own growth: We do not handle California 'Mums. Yellow, per dozen, **$3.00** to **$5.00.**
Fancy Pompons, all colors, per bunch.....**50c.**

THANKSGIVING PRICE LIST

For this holiday, the demand is largely for Yellow 'Mums and choice assorted colored Pompons. We are in full crop with **Bonnaffon, Yellow Eaton, Pink Siedewitz** and **Celebration,** and in Pompons: **Western Beauty, White Mensa, Yellow Mensa, Peter Pan, Languelotte** and others. The above are the choicest commercial varieties and ship in fine condition. Our Roses are the best in this market. Prices are so low in comparison to the last few years that a big trade is expected. **ORDER EARLY.**

IT PAYS TO ORDER DIRECT OF THE GROWER.

RUSSELL, COLUMBIA, PREMIER, CRUSADER 100

Fancy Long	$20.00
Good Medium	$10.00 to 16.00
Good Short	6.00 to 8.00

BUTTERFLY AND OPHELIA

Long	$12.00
Medium	$ 8.00 to 10.00
Short	4.00 to 6.00

WHITE KILLARNEY AND SUNBURST

Long	$10.00
Medium	8.00
Short	4.00 to 6.00

SPECIAL OFFERING ASSORTED ROSES
Our selection, in lots of 200 or more.

	Per 100
Good medium lengths	$10.00
Good short lengths	6.00

Good Fancy Ferns, here in quantity, per 1000, $3.00.

Adiantum, per 100	$1.50 to 2.00
Sprengeri, per 100	3.00
Galax, bronze, per 1,000	2.00
Asparagus Sprays, per bch.	.35 to .40

A TRIAL ORDER SOLICITED.

In buying direct of the grower you are assured of fresh stock at all times and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONES:
CENTRAL 1457
Greenhouses: Hinsdale, Ill., and Gregg Station, Ill.
Notice:—We close at 5 o'clock week days.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.
Closed all day Sundays

Chicago.

EARLY DEMAND GOOD FOR THANKSGIVING.

The early demand is good for Thanksgiving and if the orders continue to arrive the way they have the past few days the market should clean up nicely in all lines before the rush is over. Chrysanthemums are in large supply and in good demand. Pompons are plentiful and are having a good call, especially in the fancier varieties. Carnations are seen in good supply at many of the houses and have improved wonderfully in quality the past week. Roses do not appear to be any too plentiful, although there are plenty to go around. Sweet peas are more plentiful and the same holds true for Paper White narcissi. Orchids are holdinng their own and so is lily of the valley. Violets are arriving in larger quantities and in a trifle better condition. Lilies, callas, snapdragons, calendulas, daisies, pansies and other miscellaneous seasonable stock is to be had. Business has not been as brisk as it should be but it is gradually improving and the outlook for a brisk Thanksgiving trade is very bright even though some of the dealers are not any too enthusiastic so far. The retailers are not complaining over business but admit there is room for improvement. Blooming plants have made their appearance in fair sized quantities and here and there some are gradually pushing Christmas goods to the front. The colder weather of the past week has helped the market some, consequently prices have advanced accordingly. Those who have not placed their orders for Thanksgiving should do so immediately so as to protect their supply.

NOTES.

Wietor Bros. are in good crop for Thanksgiving and are cutting heavily in chrysanthemums. Their shipments

STANDING ORDERS

INSURE AGAINST SHORTAGE,
ECONOMIZE ON EXPENSE,
ASSURE PROMPT DELIVERY,
SAVE ALL ANNOYANCE.

KENNICOTT BROTHERS CO.
WHOLESALE FLORISTS

PETER REINBERG, INC.

WHOLESALE FLORISTS

30 East Randolph St., CHICAGO

HEAVY SUPPLY

'Mums, Pompons, Roses, Carnations, Sweet Peas, Violets, Lilies, Etc.

Buy Direct From the Grower — THANKSGIVING PRICE LIST — Subject to change without notice

	Per 100
MRS. CHAS. RUSSELL	
Specials	$25.00 to $30.00
Select	18.00 to 20.00
Medium	12.00 to 15.00
Short	8.00 to 10.00
COLUMBIA	
Specials	$25.00 to $30.00
Select	18.00 to 20.00
Medium	12.00 to 15.00
Short	8.00 to 10.00
PREMIER	
Specials	$25.00 to $30.00
Select	18.00 to 20.00
Medium	12.00 to 15.00
Short	8.00 to 10.00

	Per 100
SUNBURST, OPHELIA, WHITE KILLARNEY	
Specials	$20.00 to $25.00
Select	15.00 to 18.00
Medium	10.00 to 12.00
Short	8.00
ROSES, Our Selection	**$6.00**
Carnations	$4.00 to $6.00
Chrysanthemum (White and Yellow)	3.00 to 6.00
Pompons, assorted colors, per bunch	50c to 1.00
Pansies, per dozen bunches	2.00
Violets, single	$1.50 to 2.00
Sweet Peas	2.00 to 4.00
Adiantum	1.50
Asparagus, per bunch	35c to 50c
extra fancy	75c
Boxwood, per bunch	35c
Ferns, per 1,000	$3.00
Galax, bronze and green, 1,000	2.00
Leucothoe Sprays	1.00

EXTRA SPECIAL STOCK BILLED ACCORDINGLY

Magnolia Leaves

PREPARED

Brown, Purple, Green

100 Pounds to Case. Per Case, $18.00

BUY NOW. PREPARE
Yourself for the Holidays

E. F. WINTERSON CO.

166 N. Wabash Ave., Phone Central 6004 Established 1893 **CHICAGO**

Magnificent Supply of Stock FOR THANKSGIVING

Pompons, 'Mums

ROSES--CARNATIONS

THANKSGIVING PRICE LIST Subject to Change Without Notice

PREMIER.	100
Special	$25.00
Long	20.00
Medium	$10.00 to 15.00
Short	6.00 to 8.00

COLUMBIA.	
Special	$20.00
Long	15.00
Medium	10.00 to 12.00
Short	6.00 to 8.00

RUSSELL.	100
Special	$25.00
Long	20.00
Medium	$12.00 to 15.00
Short	6.00 to 8.00
SUNBURST	
Long	$12.00 to 15.00
Medium	10.00
Short	6.00 to 8.00
CARNATIONS.	
Fancy	$6.00
Good	4.00

CHRYSANTHEMUMS. White and Yellow.	Dozen
Small	$2.00
Medium	3.00
Large	$4.00 to 5.00
Pompons, per bunch 50 to 75c	

GREENS.	1000
Ferns	$3.50
Asparagus, bunch	.50
Sprengeri	.50

WIETOR BROS.

Wholesale Growers of Quality Cut Flowers

30 East Randolph Street, L. D. Phone Randolph 2081 CHICAGO

Mention the American Florist when writing

Thanksgiving Cut Flowers

Chrysanthemums, Pompons, Roses, Carnations, Sweet Peas, Lilies, Valley, Violets, Orchids, Calendulas, and all other miscellaneous seasonable stock, in addition to a complete line of Greens.

JOSEPH FOERSTER CO.

WHOLSESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

of pompons include a large number of varieties especially all the old favorites besides many new ones.

Poehlmann Bros. Co. is cutting heavily in stock of all kinds and are in splendid shape to take care of all the orders that come their way for Thanksgiving. Their roses have been unusually fine all season and their carnations are arriving in splendid condition.

Zech & Mann have booked a large number of orders for Thanksgiving and new ones are arriving in every mail. The demand is principally for chrysanthemums and pompons, although roses and carnations are having a good call.

A. Henderson & Co. say fall bulbs have cleaned up wonderfully and that there are no surpluses worth mentioning this season, with prospects good for spring stocks.

A. E. Shaw, the fern man, is making his headquarters with A. L. Vaughan & Co.

Oriental Goldfish & Supply Co.

Send for catalogue.

3757 Cottage Grove Ave., Chicago

Mention the American Florist when writing

Thanksgiving Cut Flowers

IN QUANTITY

Large and Complete Supply of All Seasonable Stock.

Chrysanthemums, Pompons, Carnations, Roses, Violets, Paper Whites, Daisies, Lilies, Valley, Sweet Peas, Calendulas, Snapdragons, Orchids, Pansies, Greens.

Write or Wire for Special Prices on quantity lots. We can take care of all your orders to your entire satisfaction.

A. L. VAUGHAN & Co.

NOT INC.

PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave. Chicago

PAUL R. KLINGSPORN, Manager

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue — L. D. Phone, Central 282 — CHICAGO

All late orders for Thanksgiving will be given prompt attention. Plenty of stock of all kinds to go around, so send your order here.

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street — L. D. Phone, Randolph 6578. — CHICAGO, ILL.

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECHMAN & MANN

30 E. Randolph St.
CHICAGO

Long Distance Phones Central 3283 Central 3284

Our Offerings Include:

LILIES

Absolutely the finest supply of Cut Lilies in this market.

ROSES

COLUMBIA
RUSSELL
White Killarney
Butterfly
Crusader Sunburst
Killarney Brilliant
Ward Ophelia
Premier

MISCELLANEOUS

Valley Cattleyas
Calendulas

CARNATIONS

CHRYSANTHEMUMS
POMPONS
SWEET PEAS
VIOLETS
GREENS
Plumosus Sprengeri
Bronze and Green Galax
Ferns
Adiantum Smilax
Mexican Ivy
Boxwood

Mention the American Florist when writing

Joy Morton, of this city, and president of the Morton Salt Co., has set aside 400 acres of his 2,000-acre farm, near Downers Grove, for what will be known as the Morton Arboretum. Both native and foreign trees and plants will be grown and it is hoped to have it opened to the public in two years. O. C. Simons, the well-known landscape architect, is in charge of the work.

Wietor Bros. are cutting heavily in chrysanthemums and pompons but the season is late this year, some of the varieties that should have been ready several weeks ago will not be in until just before Thanksgiving. Mr. Wietor, who is vice-president of the Chrysanthemum Society of America, has been busy as a bee this week.

The annual chrysanthemum exhibitions of the Lincoln, Washington and Garfield Park conservatories opened November 10 and will continue for several weeks. Two new varieties, Admiral Beatty and Mrs. David Lloyd George, are attracting much attention. Ten thousand plants are being displayed.

Earl Poehlmann, Walter Poehlmann and Roland Poehlmann attended the Chicago-Illinois football game at Urbana, November 12, which was also homecoming day. Morton Poehlmann is attending the Illinois university and the other three mentioned graduated from there within the last few years.

Vaughan's Seed Store reports indications are for a heavy business in its holiday specialties, holly, bouquet green, immortelles, etc. The fall bulb business continues brisk for this late date and already there are many inquiries for gladioli and flower seeds.

A petition for permission to drain land in the skokie for manufacturing purposes was thrown out of court November 14, by County Judge Righeimer. The ruling will allow the forest preserve commissioners to make a park out of the skokie district.

Miss Marie Groth, formerly with Poehlmann Bros. Co., has rented space in the Atlas building and will go into business for herself under the firm name of M. Groth Novelty Co. She will deal principally in florists' novelties, table favors, etc.

The Avenue Flower Shop, of Oak Park, was recently sold by the former owner, Mrs. L. C. Schlegal, to Herman Y. Scholle, who has taken possession. The formal opening, under the new management, will be announced at an early date.

A. L. Vaughan & Co. report the early demand for Thanksgiving as very satisfactory and everything points to big business at this establishment. Chrysanthemums are in large supply here and clean up nicely right along.

A. Lange has been busy with fall store decorations this week, and for the opening of the opera season Monday night had the order for the laurel wreaths (Mexican ivy and tricolor ribbon) presented to Lucien Muratore.

Poehlmann Bros. Co. is having a strong call for orchids and lily of the valley. Roses of splendid quality are in good supply at this establishment, not to mention chrysanthemums and carnations.

The E. F. Winterson Co. reports a strong demand for waterproof crepe paper, magnolia leaves, etc. Fancy chrysanthemums fit for the exhibition table are in large supply at this establishment.

Peter Reinberg, Inc., is pleased with the early demand for Thanksgiving especially from out of town points. Snapdragons have made their appearance at this house.

The Joseph Foerster Co. received a large shipment of boxwood the past week, which is keeping the boys busy bunching in their spare moments.

Robert Newcomb, representing the Burlington Willow-Ware Shops, Burlington, Ia., is back from a visit to the firm's factories.

M. Tredup, veteran florist of 2619 East 75th street, has the sympathy of many trade friends in the death of his wife, November 10.

The American Bulb Co. is making extensive preparations for a big business in gladioli, cannas and caladiums the coming season.

Bassett & Washburn are strong on chrysanthemums this week with the receipts including a large number of choice Bonnaffon.

Robert Groves, one of the eastern fern dealers with headquarters at Adams, Mass., called on the wholesale trade this week.

The J. A. Budlong Co. is enjoying a good shipping business and the outlook is bright for a good Thanksgiving demand.

H. N. Bruns' fine new dwelling in River Forest, corner Chicago avenue and William street, is nearing completion.

Kennicott Bros. Co. is having a good call for American Beauty roses, which are none too plentiful in this market.

Erne & Co. are handling a large supply of greens, including boxwood, which is in good supply with them.

The Chicago Flower Growers' Association filled an order for 25,000 carnations November 16.

The A. L. Randall Co. is pleasing its trade with especially fine Bonnaffon chrysanthemums.

George Wienhoeber had a fine display of all seasonable stock for flower show week.

The Fleischman Floral Co. has increased its capital from $20,000 to $30,000.

Visitors: L. L. Kumlein, representing the D. Hill Nursery Co., Inc., Dundee, Ill.; Julius Dilloff, representing Wertheimer Bros., New York; Alex Wilson and Mrs. J. S. Wilson, Des Moines, Ia.

Stock being more plentiful, same permits orders being filled with a better degree of satisfaction.

Use Budlong's Flowers

Line Up with the Progressive Element of the Trade and Make Your Business Grow

RUSSELL COLUMBIA PREMIER MILADY HEARST OPHELIA

Autumn Roses

Do you want a good White Rose? If so, order our Double White Killarney, the only good white on the Chicago market.

SUNBURST BUTTERFLY DUNLOP MONTROSE NESBIT

Use **Nesbit Roses**; they more than serve the purpose of Sweet Peas

CARNATIONS Nice Clean Flowers of Good Keeping Quality **in Good Supply**

'MUMS WHITE, YELLOW AND PINK—ALSO **POMPONS**

ORCHIDS in steady supply at reasonable prices

Easter Lilies, Feverfew and all other seasonable Cut Flowers

Use Our Valley for Your Wedding Work

Once Tried You Will Not Be Satisfied with Any Other

All Greens: Ferns, Adiantum, Plumosus, Sprengeri, Mexican Ivy

If you want good stock and good treatment, buy of

Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can reply upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

Indianapolis, Ind.

PURDUE UNIVERSITY SHOW.

The horticultural show of Purdue University, department of horticulture, was staged at the Marstellar street greenhouses of the university, Lafayette, November 11-14, and included displays of apples, flowers and vegetables. It was the largest show of its kind ever held there. Seven years ago this exhibition was first staged as an apple exhibit in a basement room of the agricultural building. The chrysanthemum display was a special feature of the present show.

Perhaps there has never been a more beautiful floral opening in the history of Shelbyville, than the one held at the Cossairt Flower Shop recently. Throughout the day it was crowded with people who came to admire the magnificent chrysanthemums. Large vases containing roses of many different varieties, among them being Butterfly, Columbia and Premier, were placed in various parts of the shop.

Holly XXX
Holly
XXX Holly

Bouquet Green, Boxwood, Mistletoe, Immortelles, Frizz, Ruscus, Magnolias.

Book Now for Christmas. **Prepared Lycopodium.**

Write for Vaughan's Holiday Circular and "Bargain List" of Bulbs to Close.

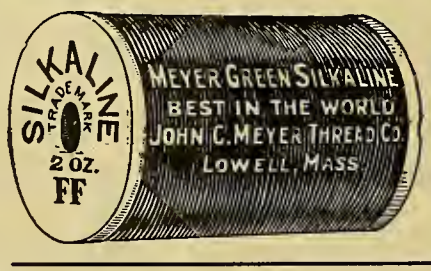
CHICAGO **Vaughan's Seed Store** NEW YORK

Mention the American Florist when writing

along with many other autumn flowers and wreaths of every description. The room in the rear of the shop was daintily decorated with ferns and a number of plants.

"Why do people go to Florida when they can raise roses like these in the yard?" said W. W. Coles, florist, of Kokomo, recently, as he exhibited a beautiful deep pink rose measuring four inches in diameter which he cut from a bush in his yard at 132 Conrad avenue, that city. There are two unusual features about the rose. One is that it is unusual to have roses of any kind and particularly roses of that size blooming in the yard in November. The other is that this rose is the only one of the variety in existence. It is a sport of Premier and originated with Mr. Coles. The bush, which was planted last June, is at present about four feet high and is of a vining variety, the only climbing Premier in existence, according to Mr. Coles. E. B.

AUBURN, N. Y.—J. W. Gilbert, who makes a specialty of cyclamens, has them unusually fine this year.



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MOSS

Fadeless, per bag, $3.50
Natural, " " 1.75

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PREPARED MAGNOLIA
Price and quality guaranteed.
DECORATIVE GREENS CO., KINSTON, ALA.

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EVERYTHING THE BEST IN FLORISTS' SUPPLIES
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The Largest, Best Equipped, Most Centrally Located
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Wholesale Flower Markets

Chicago
CURRENT PRICE LIST

		Dozen
Roses, Beauty	$ 4.00 to	$ 8.00
		Per 100
" Mrs. Chas. Russell	6.00 to	35.00
" Butterfly	6.00 to	30.00
" Columbia	6.00 to	30.00
" Dunlop	6.00 to	30.00
" Premier	6.00 to	30.00
" Hoosier Beauty	6.00 to	25.00
" Killarney Brilliant	6.00 to	20.00
" White Killarney	6.00 to	20.00
" Mrs. Geo. Shawyer	6.00 to	20.00
" Milady	6.00 to	30.00
" Mrs. Aaron Ward	6.00 to	20.00
" Sunburst	6.00 to	30.00
" Ophelia	6.00 to	20.00
" Dble. W. Killarney	6.00 to	20.00
" Cecile Brunner		4.00
" Our Selection		5.00
Calendulas	2.00 to	4.00
Daisies	2.00 to	3.00
Chrysanthemums, per doz.	2.00 to	5.00
Pompons, per bunch	.50 to	1.00
Cattleyas, per doz.		24.00
Valley	8.00 to	10.00
Carnations	4.00 to	6.00
Lilies, per 100	20.00 to	25.00
Sweet Peas	1.50 to	3.00
Paper White		8.00
Violets	.75 to	1.00
Adiantum	2.00 to	3.00
Ferns per 1,000		3.00
Galax per 1,000		2.00
Leucothoe		1.00
Sprengeri, Plumosus Sprays	35c to 50c per bunch	
Mexican Ivy		1.00
Boxwood, 35c per lb., case		9.00
Southern Wild Smilax, per case		7.50

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WHOLESALE FLORISTS
30 E. Randolph St., CHICAGO
Telephone Central 3284

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Golden Yellow Sweet Peas
McClennahan's Yellow Flower Dye
Send for sufficient to make one quart.
Price $1.00, prepaid.
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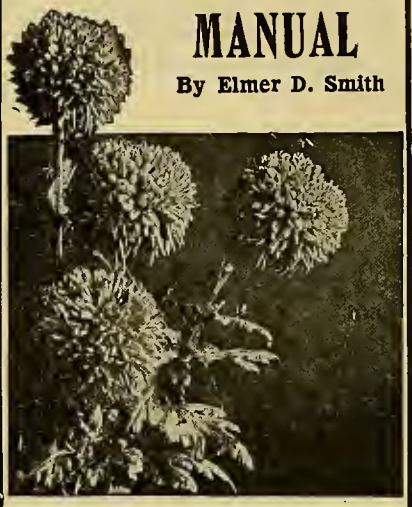
THE CHRYSANTHEMUM MANUAL
By Elmer D. Smith



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Wabash Ave., and Lake St.
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Wholesale Cut Flowers, Florists' Supplies.

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George Reinberg
WHOLESALE FLORISTS
Extra fancy Ophelia, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.
162 N. Wabash Ave. CHICAGO

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NEW IMPORTATION
MINIATURE VELVET PANSIES
$3.60 per gross.
MINIATURE RED POPPIES..... $1.80 per gross
CLOTH CARNATIONS
White, Ward, Dark, Red Pink. . $25.00 per 1000
SAM SELIGMAN
116 West 28th Street, NEW YORK

Mention the American Florist when writing

We are now booking orders for

Boxwood

for immediate delivery or for the holidays.

Advance orders are booked at a special price; so let us know your requirements now.

We have the small and large leaf variety. You have very little waste on our Boxwood, as it is carefully cut, sprays 8 to 12 inches long.

Lycopodium

Cleaned and bunched; very fine stock. Let us know how many pounds you need.

The Leo Niessen Co.
1201 Race Street
PHILADELPHIA, - PA.
Branches: Baltimore, Washington.

EDWARD REID
CHOICE ROSES, All Grades.
CARNATIONS, EASTER LILIES and All Seasonable Flowers.
This is the exclusive shop, only one block from Express Depots.
1619-1621 Ranstead Street, PHILADELPHIA, PA.

Philadelphia.

HEAVY SUPPLY SHORTENS SLIGHTLY.

At this writing the great flood of flowers that has stalled the market for the past two weeks appears to have let up a bit and the wholesale houses are encouraged to think the worst is over. The outdoor pompon chrysanthemums are finished, which lightens the load considerably. As one of the wholesalers put it, "If the retailers would only push things a little at such times they would not only benefit themselves but keep things moving so that there would be little or no surplus." There are quantities of chrysanthemums, and for the most part, very fine flowers, many of them being handled at about 20 per cent less than last season's prices. The market has been very full of roses of all grades and they have been the hardest stock to move. In quantity lots from $10 to $25 per 1,000, for all but special grades, has been the moving figures. Very few retailers will buy in such quantities, however, only the street men taking advantage of the job lots. Carnations are also plentiful and hard to move, although a few of the special good shipping sorts bring as high as $5 per 100. Calendulas are coming strong, but there is no call for them as yet. Easter lilies and callas are none too plentiful and hold top prices. Sweet peas are improving and in fair demand. Lily of the valley has been a trifle overdone. Cattleyas are almost out of sight, anything choice bringing $2. Violets are a heavy load to carry. There is an abundance of asparagus with the home-grown having the preference.

November 14.—The market opened overstocked and with little demand. Every line is full, particularly the chrysanthemums, of which from pompons to exhibition blooms they are to be had in quantity at buyers' prices.

Wholesale Flower Markets

PHILADELPHIA, Nov. 16.	Per 100
Roses, Beauty, special	60.00@ 75.00
" Ophelia	3.00@ 12.00
" Columbia	4.00@ 16.00
" Mrs. Charles Russell	8.00@ 20.00
" Killarney	2.00@ 6.00
" Hadley	10.00@ 25.00
" Sunburst	4.00@ 12.00
" Wards	3.00@ 6.00
" Premier	6.00@ 15.00
Adiantum	1.00@ 1.50
Asparagus, bunches	.35@ .50
Asparagus, strings	.75@ 1.00
Calendulas	1.50@ 3.00
Carnations	2.00@ 6.00
Cattleyas	150.00@200.00
Chrysanthemums, per doz.	1.50@ 4.00
Easter Lilies	20.00@ 26.00
Lily of the Valley	6.00@ 10.00
Smilax	.35
Snapdragons, per doz.	.75@ 1.50
Sweet Peas	1.00@ 2.00
Violets, single	.50@ .75
Violets, double	.75@ 1.00

BOSTON, Nov. 16.	Per 100
Roses, American Beauty	$6.00@$75.00
" Russell	4.00@ 12.00
" Dunlop	3.00@ 10.00
" Pilgrim	4.00@ 10.00
" Crusader	4.00@ 10.00
" White Killarney	4.00@ 10.00
" Ward	4.00@ 10.00
" Maryland	3.00@ 10.00
" Hoosier Beauty	4.00@ 10.00
" Columbia	4.00@ 10.00
" Hadley	4.00@ 12.00
" Premier	4.00@ 10.00
" Ophelia	4.00@ 10.00
" Butterfly	4.00@ 10.00
" Cecile Brunner	1.50@ 2.00
Adiantum	1.50@ 2.00
Asparagus bchs., per bch.	.50@ 1.00
Asparagus Strings, dozen.	12.00
B. Buttons	2.00
Bouvardia	1.50@ 2.00
Calendulas, per bunch	.50
Carnations, ordinary	2.00@ 3.00
Cattleyas, per doz.	18.00
Chrysanthemums	1.50@ 3.00
Pompons	.50@ .75
Lily of the Valley	10.00@ 12.00
Smilax, per dozen	6.00
Swainsona, per bch.	.50@ .75
Violets	1.25@ 1.50
Carnations, fancy	4.00
Cypripediums, dozen	4.00@ 6.00
Pansies	1.00@ 1.50

BUFFALO, Nov. 16.	Per 100
Roses, White Killarney	$3.00@$10.00
" Dbl. Wht. Killarney	5.00@ 12.00
" Richmond	5.00@ 12.00
" Maryland	4.00@ 10.00
" Sunburst	4.00@ 12.00
" Columbia	5.00@ 20.00
" Ophelia	4.00@ 15.00
" Russell	6.00@ 20.00
" Premier	8.00@ 20.00
" Cecile Brunner	3.00@ 4.00
Calendulas	3.00@ 4.00
Carnations	3.00@ 5.00
Easter Lilies	20.00@ 25.00
Mignonette	3.00@ 5.00
Rubrum Lilies	6.00@ 10.00
Snapdragons	3.00@ 5.00
Sweet Peas	1.00@ 2.50
Chrysanthemums, White	8.00@ 35.00
" Pink	10.00@ 35.00
" Yellow	12.00@ 35.00
" Pompons.	.35@ 1.00

S. S. PENNOCK'S RECEPTION.

The return of S. S. Pennock from Germany on Friday, November 4, was made quite an event in florist circles. New York and other leaders of the trade arranged a welcome home dinner at the Hotel Pennsylvania the evening of that day, sending him an invitation by wireless of their intention to thus honor him. This function was a great success. His store force gave him a rousing reception at his arrival on Saturday, the store room being decorated with flags and the word "Welcome" in electric lights. On Monday night a delightful dinner in his honor was given on the second floor in a beautifully decorated room; plants, flags and flowers were most artistically blended. This was a home affair, only the office force and employes being present. The evening was much enjoyed.

Philadelphia Growers' Cut Flower Market

A NEW OUTLET FOR CUT FLOWERS

The above named corporation announce the opening of a Growers' Cut Flower Market at

No. 7 South Mole St.,

in the heart of the wholesale district, where in their well arranged building they are fully equipped for up-to-date handling of Plants and Cut Flowers.

Consignments Solicited

WILLIAM C. LYNCH, Manager

Philadelphia Growers' Cut Flower Market
No. 7 South Mole St.,
PHILADELPHIA, PA.

Wholesale Florists' Supplies
THE HOUSE OF MERIT
Staple Baskets and Seasonable Novelties in Quantity
JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St., Phila., Pa.

Berger Bros.
The Choice of the Market in
EASTER LILIES,
ROSES and All Popular Flowers.
Exceptional Service.
1609 Sansom St., PHILADELPHIA, PA.

NOTES.

A party of Lancester countians, Elmer Weaver and his two sons, Lloyd and Paul, James Brown, and Ira Landis, motored to this city on Tuesday, November 8, visiting Alfred M. Campbell, at Strafford, on the way to this city, where they found much to

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers and Greens

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MILWAUKEE, WIS.

Pittsburgh Cut Flower Co.
WHOLESALE FLORISTS
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116-118 Seventh Street,
PITTSBURGH, - PA.

interest them in the large stocks of chrysanthemums, carnations and particularly the Easter lilies, all of which showed splendid culture. They were much interested in the Pennsylvania Horticultural Society's show which they visited, seeking ideas to add to their own fine show of the following week.

The exhibition of the Pennsylvania Horticultural Society was a great success in everything but the attendance, that most necessary feature being away below par, although $1,500 had been spent in advertising. What this city needs is a huge centrally located exhibition hall, and as far as flower shows are concerned, a "Florist Barnum," one who can put across in the papers "The Greatest Flower Show On Earth," and then success will be assured.

An interested visitor was A. H. Stevens, a retail florist of Victoria street, London, Eng., who accompanied the English war mother with quantities of cut flowers and pot plants with which to decorate the unknown soldier's tomb in Arlington on Armistice day. Chrysanthemums, roses and lilies kept fairly well, but carnations did not carry although none but the best stock was selected.

Arthur Niessen, Alfred M. Campbell, John Andre, and Hilborn Darlington, took a run out last week through the Kennett Square district, calling first at Alvin Harvey & Son's, Brandywine Summitt. The rose houses here were in excellent condition. In fact at the various places visited stock was for the most part in fine shape and everybody looking forward to a good season.

Wholesale Flower Markets

PITTSBURGH, Nov. 16		Per 100
Roses, Beauty, spl., per doz.	7.50	60.00
" " fcy., per doz.	6.00	45.00
" " ex., per doz.	5.00	35.00
" " No. 1, per doz.	2.00	15.00
" American Legion	6.00@	25.00
" Killarney	5.00@	15.00
" Maryland	5.00@	15.00
" Sunburst	5.00@	15.00
" Mrs. Aaron Ward	5.00@	15.00
" Russell	6.00@	30.00
" Columbia	6.00@	25.00
" Ophelia	6.00@	20.00
" Hilda	5.00@	15.00
" Premier	6.00@	30.00
" Madam Butterfly	6.00@	20.00
Carnations	3.00@	6.00
Pompons, per bch.	.25@	.75
Calendulas	2.00@	4.00
Chrysanthemums, per doz.	2.00@	5.00
Lilies		25.00
Valley		8.00
Ferns, per 1,000		3.00
Galax, per 1,000		2.00
Plumosus, per bunch		.50
Sprengeri, per bunch		.60
Smilax, per doz. strings		3.00
Sweet Peas		2.00

CINCINNATI, Nov. 16.		Per 100
Roses, Premier	5.00@	18.00
" Russell	6.00@	18.00
" Columbia	6.00@	18.00
" Butterfly	6.00@	18.00
" White Killarney	6.00@	18.00
" Pink Killarney	6.00@	18.00
" Sunburst	6.00@	18.00
" Mrs. Aaron Ward	6.00@	18.00
" Ophelia	6.00@	18.00
" Baby Doll	3.00@	4.00
Asters	1.00@	4.00
Chrysanthemums, per doz.	2.00@	4.00
Cosmos, per dozen bchs.	1.50@	2.00
Easter Lilies	20.00@	25.00
Ferns, per 1,000		3.00
Galax, per 1,000		1.50
Plumosus (south) per bch.		.25
Smilax, per string	.15@	.25
Rubrum	4.00@	8.00
Leucothoe		5.00

Choice chrysanthemums, roses and carnations are the quantity items of the Leo. Niessen Co. market. Bouvardias, sweet peas and fine lily of the valley are also features. Mr. Niessen spent a day in Scranton the past week where he officiated as one of the judges in the flower show there.

S. S. Pennock left November 14 for Chicago to attend the show and convention of the Chrysanthemum Society of America. He will later in the week attend a meeting of the national flower show committee in Cleveland, O.

THE McCALLUM CO.
Manufacturers—Importers
FLORISTS' SUPPLIES
Headquarters: PITTSBURGH, PA.

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MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

Mention the American Florist when writing

ST. LOUIS, Nov. 16.		Per 100
Roses, Premier	3.00@	15.00
" White Killarney	3.00@	8.00
" Columbia	3.00@	15.00
" Ophelia	2.00@	8.00
" Russell	3.00@	20.00
" Ward	2.00@	8.00
" Sunburst	3.00@	10.00
Carnations	2.00@	6.00
Dahlias, per 1,000	1.00@	3.00
Fancy Dahlias, per doz.	6.00@	12.50
Delphinium		.75
Leucothoe		.75
Valley	6.00@	8.00
Galax, green, per 1,000		1.50
" bronze, per 1,000		1.50
Ferns, per 1,000		3.00
Chrysanthemums, White and Yellow, per doz.	1.50@	4.00

MILWAUKEE, Nov. 16.		Per 100
Roses, Kill'n'y, W. Kill'n'y	6.00@	12.00
" Premier	6.00@	20.00
" Ophelia	6.00@	15.00
" Columbia	6.00@	20.00
" Ward	4.00@	8.00
" Hoosier Beauty	6.00@	15.00
" Butterfly	4.00@	12.00
Carnations	2.00@	4.00
Fancy Ferns, per 1000		3.00
Asparagus, per bunch	.50@	.75
Chrysanthemums, per doz.	2.00@	6.00
Chrysanthemums, per bch.	.50@	1.00
Lilium Rubrum	6.00@	8.00
Strawflowers, bch.	.25@	.50
Sweet Peas	1.50@	2.00
Violets	1.00@	1.50
Wild Smilax, per case		7.50

The Berger Bros. stock is full and plenty these days, choice roses, chrysanthemums, sweet peas and carnations predominating. A little flat but improving, is the good word about business.

Edward Reid looks for better business from now on as stocks have begun to shorten up. Choice roses, chrysanthemums, Easter lilies and carnations are quantity items here.

Choice roses, chrysanthemums and carnations are leaders with the Philadelphia Growers' Cut Flower Market.

K.

New York.

NO IMPROVEMENT NOTICEABLE.

Business was dull during the past week. Heavy shipments of large chrysanthemums, pompons and singles, also roses, arrived and the movement of all was slow. Excepting Easter lilies, there is an abundant supply of staple stock. Paper White narcissus has appeared on the market but not in sufficient quantity to be a factor. Both wholesalers and retailers are hopeful for a good Thanksgiving business. The society writers report a large number of debutantes for the season, which should make considerable business for the florists.

November 14.—While there was considerable buying this morning, after it was over it was difficult to discern any reduction in the visible supply of stock in the wholesale district. The market is overloaded with both large and small chrysanthemums, special tea roses and violets. Attempts to push up violets to $2 per 100 for the football games at New Haven, November 12, were dismal failures and thousands of them are now reposing in the ice boxes. There is a fair demand for roses from No. 2s up to extras, but special stock, if it sells, goes at $8 to $12 per 100. The only exceptions are American Beauty and Francis Scott Key, which are not in heavy supply. In chrysanthemums, Wells, both pink and white, Glenview, Golden Chadwick and other good kinds are on the market, but all hard to move, even at reduced prices from former years. The supply of cattleyas is light.

NOTES.

One of the finest stores in Brooklyn is that of Rodman & Sons, Buskirck avenue at Conway street, which has a large conservatory attached. Calling recently we found them filling large orders for funeral work. They have another shop on Conway street which is conducted by Mrs. Rodman and daughter.

Thomas Fitzpatrick, for 20 years an office man with the late firm of J. M. Washburn & Co., died suddenly November 12, at his home in Rosebank, Staten Island. He was a native of Staten Island and had always lived there. He was 48 years old and is survived by his wife and two children.

Charles H. Totty and John Young left for Chicago, November 14, the former taking along a quantity of roses and chrysanthemums for the exhibition of the Chrysanthemum Society of America. They will later visit Cleveland, O., to attend a meeting of the national flower show committee.

Mrs. Katie Kopp's large store at the corner of Broadway and Chauncey street, Brooklyn, has many attractive features. Mrs. Kopp has had long experience and been successful in the business. Robert Smith, her buyer, is one of the best known men in the wholesale district.

D. Halikas, the Clinton Florist, 406 Myrtle avenue, Brooklyn, was formerly buyer for Trepel & Berskad. Since going into business for himself he has bought the building in which his establishment is located.

To the Retail Trade:

Let us ship you some and convince you, **Mr. Retailer,** that they are the **best money can buy.**

CARNATIONS

Of the Finest Keeping Quality, 20 to 24 inch stems, are arriving at my store from the range of **W. D. Howard,** a veteran grower. They comprise **Cottage Maid, Laddie, Mrs. C. W. Ward, Pink Delight, Matchless, Eureka, Bernice, Benora, White Delight,** in any quantity; **Goddard's Gold Medal Laddie** and **Rosalia.**

Shipping orders promptly taken care of.

Siebrecht's Valley always on hand.

HERMAN WEISS

121 W. 28th St., WHOLESALE FLORIST, Telephone: Watkins 0634-9408, **New York City**

Telephone Chelsea 5713
For prompt and satisfactory results ship to

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112 West 28th St. NEW YORK
All Seasonable Flowers

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Gold Letters and Scripts

Best and cheapest on the market.
Write for samples and prices.

J. LICHTENBERGER

1560 Avenue A, NEW YORK CITY

President Vincent, of the American Dahlia Society, attended a meeting of the executive committee of that society, November 9, and also visited the American Institute flower show.

Mrs. Nash, widow of George V. Nash, who for a number of years was secretary of the Horticultural Society of New York, is now acceptably filling the position of secretary.

Doyle & Booth, 112 West 28th street, are receiving from James Didato, Bound Brook, N. J., fine stock of a new and large pompon chrysanthemum named Moskiko. A. F. F.

SHELBY, O.—The Shelby Floral Co. recently doubled its glass area at its range on South Gamble street. The firm staged a display of roses, carnations, sweet peas and other seasonable flowers at the H. L. Crowell Drug Store, November 5.

KNOXVILLE, TENN.—Baum's Home of Flowers, Inc., had attractive advertisements in the Journal and Tribune, recently, 8x10 inches, featuring their flower shop, one of the show places of the city, greenhouses and the firm's 65-acre bulb farm, one of the largest in the United States.

W. L. DOYLE A. E. BOOTH

Doyle & Booth

Wholesale Florists
Consignments Solicited
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112 West 28th St., NEW YORK

J. J. COAN, Inc.

WHOLESALE FLORIST
Everything in Cut Flowers
Phones 5413 & 5891 Watkins
31 and 43 W. 18th St., New York

ANN ARBOR, MICH.—The Blue Maize Blossom Shop recently held the formal opening of the second store it is operating here, at 213 East Liberty street.

PAUL MECONI
WHOLESALE FLORIST
55-57 WEST 26TH STREET
Telephones: 3864 and 3158 Watkins
NEW YORK CITY

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J. K. ALLEN Commission dealer in Cut Flowers at the entrance of the Great Wholesale Flower Market, 43 West 18th Stree
Solicits ROSES, CARNATIONS, VALLEY, ORCHIDS.
Best facilities for handling. Highest Prices. Quick Returns.
Prompt Payments. Telephones: Watkins 0167-3058.
43 West 18th St. J. K. ALLEN N. Y. City

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Wholesale Florist
31 and 43 W. 18th St., NEW YORK
Carnations and Sweet Peas of Fine Quality.
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111 W. 28th St., NEW YORK

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" Columbia	3.00@	15.00
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" Dble. Wht. Killarney	3.00@	10.00
" White Killarney	3.00@	6.00
" Aaron Ward	3.00@	10.00
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" Mdm. Butterfly	3.00@	12.00
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Bouvardia, per bunch		.50
Carnations	2.00@	5.00
Cattleyas	100.00@	150.00
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L. Rubrum	6.00@	8.00
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Lily of the Valley	1.00@	6.00
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Galax, green and bronze, per 1000	1.50@	2.00
Ferns, per 1000	2.00@	2.50
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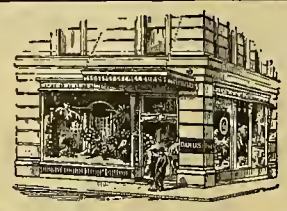

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Carisholm, Swedish-American Line (Stockholm-Norrkoeping).

November 21.
Roma, Fabre Line (Marseilles).
FROM PHILADELPHIA, Mississippi, I. M. M. Lines (Hamburg).

November 22.
Pipestone County, Cosmopolitan Line (Dunkirk-Havre).
Matura, Trinidad Line (Grenada-Trinidad).
FROM NEWPORT NEWS, Gorredyk, Holland-America (Rotterdam).

November 23.
Chicago, French Line (Havre).
Tarantia, Cunard-Anchor Line (Glasgow).
Estonia, Baltic-America Line (Reval).
Southern Cross, Munson Steamship Lines (South America).
FROM PHILADELPHIA, Manchester Shipper, Furness Lines (Manchester).
FROM BOSTON, Lexington, Furness Lines (Liverpool-Glasgow).

November 24.
FROM MONTREAL, Welshman, I. M. M. Lines (Avonmouth).

November 25.
Paris, French Line (Havre).
Texas, French Line (Bordeaux-Havre).
Gasconier, Belgian Line (Baltic ports).
FROM MONTREAL, Vindelia, Cunard-Anchor Line (London).
FROM BALTIMORE, Mahopac, I. M. M. Lines (Antwerp).

November 26.
New Amsterdam, Holland-America Line (Amsterdam).
Cedric, I. M. M. Lines (Liverpool).
Mesaba, I. M. M. Lines (London).
Vennonia, Cunard-Anchor Line (London).
Ottar Jarl, Stray Line (Stavanger-Christianssand).
Sorland, Stray Line (Kristiania-Trondjhem).
Oropesa, Royal Mail Steam Packet Line (Hamburg).
Ponce, Porto Rico Line (Mayaguez-Ponce).
FROM PHILADELPHIA, Taormina, Navigazione Generale Italiana (Naples).
FROM HALIFAX, Sachem, Furness Lines (Liverpool).
FROM BALTIMORE, Parisiana, Furness Lines (Liverpool).
FROM BOSTON, Svestdyk, Holland-America Line (Rotterdam).
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FROM MONTREAL, Manchester Hero, Furness Lines (Manchester).

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Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

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Boston, Mass.—Houghton Gorney Fl. Shop.
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Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Bohannon Flower Shop.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Congress Flower Shop.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Schiller, The Florist, W. Madison.
Chicago—G. Wittbold Co., Buckingham Pl.
Chicago—Henry Wittbold & Son.
Chicago—Mangel, 17 E. Monroe St.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The Park Floral Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—Central Floral Co., B'way.
Detroit, Mich.—John Breitmeyer's Sons.
El Paso, Tex.—Potter Floral Co.
Evanston, Ill.—Henry Wittbold & Son.
Galesburg, Ill.—Pillsbury's Flower Stores.
Grand Rapids, Mich.—Grand Rapids Fl. Co
Grand Rapids, Mich.—Henry Smith Floral Co., Inc.
Hartford, Conn.—Welch's Flower Shop.
Hartford, Conn.—Geo. G. McClunie
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—Apollo Flower Shop, The
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
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La Crosse, Wis.—Salzer Floral Gardens.
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Phones—Franklin 3579, 3841, 3842
Member of Florists' Telegraph Delivery.

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HARDESTY & CO.
150 East Fourth Street
THE BEST THAT GROWS. EXPERTS TO ARRANGE THEM.

New York's
SHOP OF QUALITY
Irene Hayes, Inc.
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Telephone Rhinelander 0202 and 0203

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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WELCH'S Flower Shop

Also Store at New Britain, Conn.

Established 1885.

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Colorado Springs, Col

Wholesale and Retail

Pikes Peak Floral Co.

Orders Carefully Executed

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The Park Floral Co.

B. E. GILLIS, President.
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GALESBURG, ILL. AND CENTRAL ILLINOIS

Pillsbury's Flower Stores

Your orders will receive careful attention.

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A. Newell FLORIST

Established over 30 years.
Southwest corner of 11th and McGee Sts.

WASHINGTON D. C.

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Members of Florists' Telegraph Delivery.

LOUISVILLE, KY.

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Member of Florists' Telegraph Delivery.

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N. E. Cor. Taylor and Olive Sts.

Flowers delivered in City and State on Short Notice.

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Central Floral Co. 132 N. State, CHICAGO; 1331 Broadway, DETROIT

Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery.

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ROANOKE, VA.

FALLON, Florist.

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Seattle-Rosaia Bros.

Finest floral studio in Northwest. Member F.T.D.

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FOR WISCONSIN DELIVERY

—OF—

"Home Grown Flowers"

Get in touch with

MATTHEWSON'S, SHEBOYGAN, WISCONSIN.

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Philips Bros.

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LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE.

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IN THE HEART OF **Newark, N. J.**

The Rosery Floral Co.

167 Market St., at Broad St.

EVERYTHING IN FLOWERS

Prompt Deliveries to any town or city within 150 miles of Newark. Telephone Market 494

Mention the American Florist when writing

BROOKLYN, N. Y.

HUGO H. JAHN

—FLORIST—

710 Nostrand Ave., cor. Prospect Place

Phone: 1952 Lafayette.

Flowers Delivered Anywhere. Personal Attention.

Mention the American Florist when writing

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES **Memphis, Tenn.**

89 South Main St.

"Up-to-the-Minute" Service and Execution.

Every Flower in Season.

New York. Telephone Lenox 3822

HENRY HART, Inc.

FLORIST

1000 Madison Avenue

In the Heart of most exclusive residential section.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

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The Seed Trade

American Seed Trade Association.

L. L. Olds, Madison, Wis., President; Alex. Forbes, Newark, N. J., First Vice-President; Louis B. Reuter, New Orleans, La., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, 73 Tremont Street, Boston, Mass., Counsel.

The fortieth annual meeting will be held June, 1922.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass, Counsel.

The next annual meeting will be held June, 1922.

TEXAS sudan grass seed crop is smaller than in 1920.

W. D. BALCOM, Greeley, Colo., has been making an eastern trip.

ROGERS BROS. SEED CO., Chicago, reports good recent sales of canners' peas.

IDAHO warehouses are making a profit storing potatoes at five cents a bag, per month.

THE production of sugar beet in the United States this year is estimated to be 3,575,000 pounds.

MILWAUKEE, WIS.—Dealers in field seeds report an excellent shipping demand out of the state the past six weeks.

THIS is the time of the year when N. B. Keeney, LeRoy, N. Y., lays the foundation for his crop of spring lambs.

CAMBRIDGE, N. Y.—W. B. Hayt, veteran salesman of the Jerome B. Rice Seed Co., left November 4, on his annual trip south.

FIFTEEN cars of California onions were recently shipped to Chicago at $4.25 per bag, and it is said the supply is increasing.

C. C. MASSIE, of Northrup, King & Co., Minneapolis, Minn., says fairly high produce and a plentiful supply of labor ought to stimulate gardening.

ABBOTT'S Pearl muskmelon, a variety introduced by the J. C. Robinson Seed Co., Waterloo, Neb., is much in favor in the Turlock, Calif., melon district.

THE L. D. Waller Seed Co., Guadalupe, Calif., is installing a complete outfit of drawers and bins to take care of all orders which come in after harvest.

ALFALFA seed demand has been sluggish during the past two weeks. Seedsmen generally are not bidding on seed, and prices show lower trend, quality excellent.

BOSTON, MASS.—John Fottler, of the Fottler, Fiske, Rawson Co., who was recently run down by a horse and wagon, is improving, but is still at home on crutches.

MORE than 14 billion pounds of seeds, exclusive of seed potatoes, seed sugar canes and other vegetative planting stocks, are sown or planted in the United States annually.

ALPENA, MICH.—The power yacht Marguerite III, Commodore A. T. Ferrell and party on board, was storm bound here two days last week. Fresh vegetables were taken aboard for the crew.

GEO. R. PEDRICK & SON'S WAREHOUSE, PEDRICKTOWN, N. J.

BOARD OF TRADE—Prices for grass seed on the Chicago Board of Trade, November 16, were as follows: Timothy, $4 to $5.50 per 100 pounds; Red Clover, $12 to $18.50, an advance of 75 cents to $1.

GEO. R. PEDRICK & SON, Pedricktown, N. J., say New Jersey tomato, pepper and egg plant seed crops were very good this year. There will be, however, some shortage on a few varieties of tomato.

TRADERS are taking the short side of fertilizer stocks and farm implement companies because of the danger of the low price of wheat further curtailing the purchasing power of the agricultural communities.

JOHN LEWIS CHILDS, INC., Floral Park, N. Y., say the fall retail business was remarkably good. Replies to advertising and requests for catalogues ran so far ahead of last year they were obliged to print a second edition of the fall list.

EAR corn at 20 cents a bushel is equal in fuel value to a fair grade of western soft coal at $10 per ton, according to Secretary of Agriculture Wallace, who suggests that unless corn advances in price or the value of coal declines, corn should be used as fuel in the communities where it is cheap.

SEEDSMEN should call the attention of their representatives in congress to a resolution adopted by the Vegetable Growers' Association of America, which appears on this page under the heading, "Seeds for Starving Russia."

IN connection with the bankruptcy of J. M. Thorburn & Co., New York, E. E. Bruggerhof, late president of the company, filed a petition in bankruptcy, which came before P. B. Olney, the referee, last week for examination. This was concluded, there being no objection offered by the only creditor, the National Park Bank, its claim being for a balance due on a promissory note given by J. M. Thorburn & Co., endorsed by Mr. Bruggerhof in his capacity as president. It is expected that Mr. Bruggerhof will obtain his discharge in bankruptcy very shortly.

Seeds for Starving Russia.

At the annual convention of the Vegetable Growers' Association of America, held at Albany, N. Y., November 1-5, report of which will be found in our Market Gardeners' Department, issue of November 12, page 862, the following resolution was presented and adopted:

Wholesale Growers
SELECT STOCKS
Beet
Carrot
Lettuce
Onion
Parsley
Parsnip
Radish
Sweet Peas
PIETERS-WHEELER SEED CO.
GILROY, CALIFORNIA
Mention the American Florist when writing

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Braslan Seed Growers Company, Inc.
Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY AND MIXED SWEET PEAS.
SAN JOSE, CALIFORNIA

Garden Seed Beans

Growing Lima and pole varieties is my specialty.

My growing contract offer for fall delivery will be mailed upon request.

Henry Berrien Fish
Carpinteria, Calif.

Mention the American Florist when writing

Whereas, the vegetable growers of America are deeply interested in the disasters which have overtaken the food producers of Russia; and,

Whereas, It is a matter of common knowledge that shortage of seed supplies is an important factor contributing to the distress and suffering which prevails in the Russian nation; and,

Whereas, The making available of supplies of grain and vegetable seeds would be a substantial aid in ameliorating the famine conditions;

Therefore, Be it resolved, that the Vegetable Growers' Association of America earnestly request the Congress of the United States to allocate for the needs of the starving people of Russia, for seed purposes, the seed supplies ordinarily distributed to the farmers of America through the Congressional Free Seed distribution, and that such seeds be distributed through the agency of the American Relief for starving Russia.

Western Canners.

The meeting of the Western Canners' Association at the Hotel Sherman, Chicago, November 11-12, was well attended, the principal subject of contention being the handling of canned vegetable specialties by the meat packers, to which the growers were strongly opposed. Standard peas were reported scarce and fancies more plentiful; tomatoes still in fair supply and corn heavy.

As at Milwaukee the previous week, there was some inquiry for seeds but little business. The seedsmen in attendance or represented included: The Everett B. Clark Seed Co., Milford, Conn.; Jerome B. Rice Seed Co., Cambridge, N. Y.; John H. Allan Seed Co., Sheboygan, Wis.; N. B. Keeney & Son, Le Roy, N. Y.; A. J. Brown Seed Co., Grand Rapids, Mich.; Hogg & Lytle, Toronto, Ont.; Wm. A. Davis, Bozeman, Mont.; Burt Brotherton, Port Huron, Mich.; The W. W. Barnard Co., Rogers Bros. Seed Co., and Leonard Seed Co., Chicago.

Catalogues Received.

F. W. Kelsey Nursery Co., New York, nursery stock; R. Vincent, Jr., & Sons Co., White Marsh, Md., florists' plants; A. E. Kunderd, Goshen, Ind., gladioli, wholesale; Alfred Oesterling, Butler, Pa., gladioli; Ludwig Mosbaek, Ferndale, Askov, Minn., hardy ferns.

Honore Roumanille & Son, St. Remy de Provence, France, seeds, bulbs and plants; Watkins & Simpson, Ltd., London, Eng., flower and vegetable seeds; Sluis & Groots, Enkhuizen, Holland, vegetable and flower seeds.

JEROME B. RICE SEED CO.

WHOLESALE SEED GROWERS

America's Largest Producers of Seed Peas

Also a Complete Line of

VEGETABLE SEEDS

Growing Stations Throughout America. Office: **Cambridge, New York**

C. C. MORSE & CO.

WHOLESALE SEED GROWERS

SAN FRANCISCO, CALIFORNIA

CARROT-CELERY-ENDIVE-LEEK-LETTUCE-ONION-RADISH-PARSNIP-PARSLEY-SALSIFY
SWEET PEAS - ALL VARIETIES PEAS - KENTUCKY WONDER BEANS

Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER

Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish

Correspondence Solicited.

JAMES VICK'S SONS

Growers of

Flower and Vegetable Seeds

Get the benefit of our 72 years' experience
All Seasonable Varieties.
Our stocks are very complete.

ROCHESTER, N. Y., The Flower City

Before Placing Orders for

SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

Mention the American Florist when writing

BURPEE'S SEEDS GROW

Wholesale Price List for Florists and Market Gardeners.

W. Atlee Burpee Co.
Seed Growers Philadelphia

Mention the American Florist when writing

LANDRETH

Seeds Which Succeed

Bloomsdale Farm BRISTOL, PA.

Mention the American Florist when writing

SEEDS

Flower, Vegetable and Farm
Send your inquiries to

The W. W. BARNARD CO.
231-235 W. Madison St., Chicago

Mention the American Florist when writing

EDGAR F. HURFF

SWEDESBORO, N. J.

Grower of High-Grade Seed

TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.

CORRESPONDENCE SOLICITED

TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

Mention the American Florist when writing

—THE—

J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA

ROCKY FORD, COLORADO

Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.

Mention the American Florist when writing

Dutch and French Bulbs

C. J. Speelman & Sons, Sassenheim, Holland | Lagarde & Speelman, Ollioules, Var, France

NEW YORK OFFICE
470 GREENWICH ST.

Pacific Coast Representative, Mr. W. B. Clarke, Box 543, San Jose, Calif.

KELWAY'S
FLOWER SEEDS
New Crop Hardy Perennial
DELPHINIUM SEED
Guaranteed saved from our world-famed exhibition varieties at Langport.
Named varieties. $2.15 per oz.
Mixed . $2.10 per oz.; $25.00 per lb.
Write today direct to
KELWAY & SON
Wholesale Seed Growers
LANGPORT, ENGLAND

SPECIAL OFFER
Double Narcissus Von Sion
Large Single Nosed Bulbs, $18 per 1000
Planting Size, $9 per 1000
IMMEDIATE DELIVERY
C. J. SPEELMAN & SONS
470 Greenwich St., NEW YORK CITY

I. N. Simon & Son
Garden Seeds
438 MARKET STREET
Philadelphia - - Pa.

N. B. A.
Ask for the above mark when sending your order for next season to your American supplier for
PAPER WHITE NARCISSUS
from The Narcissi Bulbgrowers' Association,
Carqueiranne, Var, France.
You will avoid disappointment and be sure to receive stock giving the best results.
WHOLESALE ONLY.

Mangels in Colorado Beets.

Near Rocky Ford, 6,000 acres of beet land, supposedly planted with true sugar beet seed, have developed crops of mangels. Although there is a small percentage of sugar beet in the crop, the loss to planters will be nearly $500,000.

Many operators have been inclined to ignore the regular seed trade in their purchases of stocks, seeming to consider this seed as ordinary merchandise and disregarding pedigree records, always insisted upon by trained seedsmen.

Red Clover.

Approximately 10 per cent more of the red and alsike clover seed crop was sold by the growers during the week ending October 15, than had been sold up to October 1, according to the Government Market Reporter. A little less than one-third of the 1921 crop of red clover and somewhat less than one-half of the alsike clover seed crop have been sold by growers. Recent prices paid for red clover are higher whereas those paid for alsike are lower.

In Wisconsin about one-fifth of the red clover crop has left the growers' hands. In northern Indiana, northern Illinois and northwestern Ohio about one-half of the crop has been sold. Prices paid, October 11, averaged 50 cents per 100 pounds more than on September 27, ranging from $15 to $15.50 per 100 pounds, clean seed; in Nebraska and Iowa to $17.25 to $18.35 in portions of Wisconsin and Ohio, respectively. Taking the country as a whole, there probably was little difference in the quality of this year's and the 1920 crop.

The movement of alsike clover fell off slightly between September 27 and October 11, because of declining prices. About 45 per cent of the crop has been sold by growers, the greatest movement being in Idaho, northwestern Ohio, Oregon, northern Illinois and Indiana and New York. Average prices paid to growers for clean seed ranged from $12.50 per 100 pounds in Oregon and southwestern Ohio to $15.50 in New York. In some sections there was a variation of 15 to 25 cents while in other districts as high as $2 was noted. The quality of alsike is about the same as last year except in central Indiana, northwestern Ohio, northern and central Illinois and southern Michigan where it is inferior.

ANTIRRHINUMS
Obtain from Headquarters.
Watkins & Simpson, Ltd.,
27-29 Drury Lane,
LONDON, W. C., ENGLAND,
Who Have Introduced the Leading Varieties.

Mention the American Florist when writing

Seed Loans

Employment of field inspectors to aid in collecting the federal loans made to many grain farmers in the northwest last spring for the purchase of seed has been authorized by Secretary of Agriculture Wallace. They will be a part of the organization of the branch office opened at Grand Forks, N. D., recently for collecting the loans. With this as their headquarters, the inspectors will travel in the counties where the seed loans were made, investigating individual instances of irregularity in obtaining and in paying the loans. They will investigate reports of crop failures, especially in localities where crops were generally good, verifying the statements in applications for extension of loans by borrowers who harvested a fair crop but who are unable to pay their debt to the government and have enough left for seed and living expenses through the next crop season.

The government, it is said, expects full and prompt settlement from borrowers who are able to pay off their

McHutchison
& CO. OFFERS
Immediate Shipment
VALLEY PIPS, German and Dutch, from cold storage.
FICUS ELASTICA, rooted mossed cuttings or pot-grown.
CALLA BULBS, Elliottiana.
BAMBOO CANES, natural and dyed green, all sizes, bale lots.
RAFFIA, natural and colored, 25 lbs. up.
Fall Shipment
JAP. LILY BULBS, F. O. B. New York, Chicago, Denver, Toronto, etc.
VALLEY PIPS, German and Dutch; best forcing pips.
MANETTI STOCKS, English or French; selected for greenhouse grafting.
ROSES and LILACS, best forcing varieties.
BEGONIA and GLOXINIA BULBS, all colors, all sizes.
PALM SEEDS, Kentia Forsteriana and Belmoreana, per bushel or 1000. Cocos Weddelliana, Areca Lutescens.
GLADIOLUS BULBS, best commercial varieties; all northern-grown bulbs.
Write for prices on business stationery, specifically stating your requirements.
McHUTCHISON & CO.,
95 Chambers St., NEW YORK

THE C. HERBERT COY SEED CO.
VALLEY, Douglas County, NEB.
Contract Growers of
HIGH GRADE SEEDS
Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

The Everett B. Clark Seed Co.
GROWERS FOR THE TRADE
Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.
Branches: Wisconsin, Colorado, Montana, Idaho, Washington. Milford, Conn

SLUIS & GROOT, Ltd.,

Enkhuisen, Holland

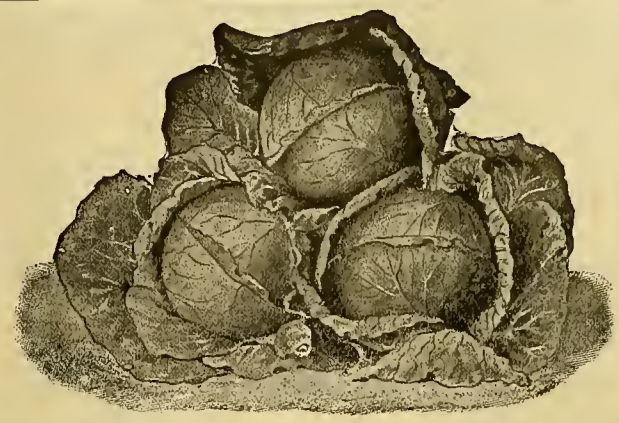
GROWERS OF

Vegetable and Flower Seeds

SPECIALTIES:

Beet, Swiss Chard, Cabbage, Cauliflower, Kale, Corn Salad, Cress, Radish, Spinach, Turnip, Rutabaga, Nasturtium, Pansies, Phlox, and many other Vegetable and Flower Seeds.

Our New Price List is now ready, and will be sent to WHOLESALERS on request.



Cabbage White Enkhuisen Glory, Introduced by Our Firm.

L. D. WALLER SEED CO.

Growers of Choice Sweet Pea, Nasturtium and Flower Seeds.

GUADALUPE, CALIFORNIA

Yokohama Nursery Co., Ltd.

Woolworth Building

NEW YORK CITY

IMPORTERS

Japanese Bulbs, Plants and Seeds

loans, and where necessary will enforce its prior-crop liens. The federal law provides severe penalties for misrepresentation in connection with seed loan applications and settlements. James R. Williams, of the solicitor's office, and Chalmers T. Forster, of the inspection office, of the United States Department of Agriculture, have been appointed as field inspectors. Up to September 24 remittances in settlement of seed-grain loans amounting to $16,341 had been received and forwarded by the Grand Forks office. Total remittances to October 1 were $34,075.82.

Canners' Meetings.

December 5-6, Minnesota Canners' Association, St. Paul, St. Francis hotel.

December 7-8, New York Canners' Association, Rochester, Powers hotel.

December 13-14, Ohio Canners' Association, Cincinnati, Gibson hotel.

December 15-16, Tri-State Packers' Association, Philadelphia, Adelphi hotel.

January 16-20, National Canners' Association, Louisville, Ky.

McHUTCHISON & Co., New York, write: "To date, 14 carloads of Japanese lily bulbs have been distributed, but eight more are en route, with others still to come. Since September 1, we have been refusing orders for Lilium giganteum, as we may receive not more than enough to take care of advance orders. In general, we figure that only about 70 per cent of American requirements in L. giganteum will arrive from Japan, the shortage being fully 60 per cent in the 8-10 and larger sizes. Every case must be paid for in full before it leaves Japan.

END OF SEASON OPPORTUNITY

Quality Holland Bulbs

AT SURPLUS BARGAIN PRICES

SINGLE HYACINTHS
In Salable Varieties.

	100	1000
1st Size Bulbs	$6.00	$55.00
2nd Size Bulbs	5.00	45.00
3rd Size Bulbs	3.50	30.00
MINIATURE HYACINTHS	2.00	18.00
CROCUS, Yellow, 1st Size		6.00

Write also for Surplus Prices on Tulips and Narcissi.

Terms—90 days net, or 3% cash 10 days. Satisfactory references to be furnished by us. Prices F. O. B. Gordonville, Pa. Packing at cost.

J. R. EDDY, PARADISE, Lancaster Co., **Penna.**

Hogewoning & Sons, Inc.

Wholesale Bulb Growers and Importers

299 Broadway, New York

An experience of half a century in producing high grade

GARDEN SEEDS

at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.

S. D. WOODRUFF & SONS
Orange, Conn., and New York City.

Mention the American Florist when writing

KENILWORTH

GIANT PANSY SEED

Kenilworth Mixture, 1000 seeds, 35c; ⅛ oz., 90c; ¼ oz., $1.65; 1 oz., $6.00.

All colors, separate or mixed, 1000 seeds, 30c; any 4 pkts., $1.00; ¼ oz., $1.30; 1 oz., $5.00.

CHAS. FROST Kenilworth N. J.

Mention the American Florist when writing

GEORGE R. PEDRICK & SON

PEDRICKTOWN, N. J.

Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.

Correspondence Solicited.

WHOLESALE SEED GROWERS

Mention the American Florist when writing

Richard Diener Company, Inc.

Originators and Growers of the Largest and Finest

Gladiolus and Petunias

Catalog on Request

Kentfield, Marin Co., Calif.

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

Return Envelopes
Catalogue Envelopes
Seed Packets

Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.

The Nursery Trade

American Association of Nurserymen.

M. R. Cashman, Owatonna, Minn., President; Paul C. Lindley, Pomona, N. C., Vice-President; Charles Sizemore, Louisiana, Mo., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

The forty-seventh annual convention will be held at Detroit, Mich., June, 1922.

JERSEYVILLE, ILL.—The Jerseyville Nursery recently increased its capital to $50,000.

TIMBER hands, for winter work in Michigan woods, are receiving $1 per day and board.

MILWAUKEE, WIS.—Gordon Whitnall, son of C. B. Whitnall of this city, is secretary of the Los Angeles, Calif., city planting board.

LANSING, MICH. — The Michigan Agricultural College has shipped 110,000 trees from the college nursery this year, to be used as windbreaks and for roadside planting.

MEMORIAL TREE DAY, November 11, was a big day for the tree planters, many thousands of trees being planted on that date all over the land. The memorial tree idea is a good one, but from an economic viewpoint the starting of memorial forests in each state, with adequate provisions by each commonwealth for their perpetual maintanance would be infinitely better.

GRAND RAPIDS, MICH.—The Michigan State Horticultural Society will meet in Press hall, this city, December 6-8. Many speakers of national reputation have been secured to deliver addresses, including: Prof. C. W. Mann, of the United States Department of Agriculture, bureau of markets and crop estimates; Dr. E. J. Krause, of the University of Wisconsin, Madison; Prof. C. P. Halligan, of the Michigan Agricultural College, department of horticulture, and others.

American Civic Association.

The seventeenth annual meeting of the American Civic Association was held at the Drake hotel, Chicago, November 13-17, with an excellent attendance. Sunday evening, the first day of the convention, the visitors attended the services of the Sunday Evening Club, at Orchestra Hall, and listened to addresses by Miss Jane Addams and Judge John B. Payne, on "The International Conference on Limitation of Armament."

The first regular session of the association began at 10:30 o'clock, November 14, President J. Horace McFarland, of Harrisburg, Pa., in the chair. The delegates were welcomed to the city by Clifford W. Barnes, chairman of the Chicago convention committee. Addresses for the first day included "Citizens' Organizations on War Memorials," by J. L. Nichols, Kansas City, Mo.; "Keeping Ahead of the Park Needs," by Arthur Sarvis, of Flint, Mich., and others. At the conference banquet, Monday evening, President McFarland presented an able paper on "Free Citizen or Slave—Which?"

At the Tuesday morning session, Eames MacVeagh, of Chicago, gave an interesting talk about "Billboard Regulation and Overhead Signs." The national park dinner was served at the Drake hotel, Tuesday evening, Judge John B. Payne, of Chicago, presiding. A number of instructive addresses were delivered, including, "The Service in Our National Parks," by Stephen T. Mather, of the United States Department of the Interior, director of national park service, Washington, D. C.; "Views of an Experienced Outsider—A Visit to the Yellowstone and Proposed Roosevelt-Sequoia National Parks," by Frederick L. Olmsted, of Brookline, Mass., and "The Forest Preserve of Cook County," by Dwight H. Perkins, of the Cook county forest preserve board, Chicago.

The Wednesday sessions were in the hands of the Chicago Real Estate Board, Henry T. Carr, vice-chairman of the Chicago zoning committee, presiding. Various phases of zoning for the city occupied the time of the delegates throughout the day. At the Thursday morning session, the progress of the association during the past year was thoroughly discussed, showing that much good had been accomplished. A conference banquet, the concluding feature of the convention, was held at the Commons, University of Chicago, on the evening of November 17, the principal address being presented by President McFarland on "The Protection to the Home Investor Through Zoning."

Arboretum for Chicago.

Joy Morton, Chicago, president of the Morton Salt Co., has set aside 400 acres of his 2000-acre farm, near Downers Grove, Ill., to what will be known as the Morton Arboretum, which it is expected will rival anything of its kind in the world. The site of the proposed arboretum is in DuPage county, 10 miles west of the new zoological gardens in Riverside, and consists of a wide valley, the east fork of the DuPage river running through the center of it. The valley is bordered by hills, wooded with excellent specimens of native trees and shrubs. Mr. Morton has been developing plans for the project for many years and recently transplated 40,000 evergreens to the tract.

The notable gardens throughout the world, especially the Jardin des Plantes, Paris, France; the Terveum, Brussels, Belgium; the Arnold Arboretum, Boston, Mass; Shaw Botanic Garden, St. Louis, Mo., and Kew, London, Eng., have been thoroughly studied and their noteworthy features will be incorporated in the new arboretum. It is expected to open it to the public in two years.

Mr. Morton will endow the arboretum with a perpetual fund, so that it will be always possible to carry on the work planned for it. O. C. Simons, the well-known landscape architect, is in charge of the work.

White Pine Blister Rust in Pennsylvania

For the first time since the white pine blister rust was discovered in America, infections on currant and gooseberry bushes were found this fall in Pennsylvania. The original discovery was made by a United States Department of Agriculture blister rust investigator in Wayne county. The significance of this discovery lies in the fact that white pine blister rust is spread from pine to pine only through the medium of currant or gooseberry bushes. While some blister rust has been found on planted pines in Pennsylvania, they were brought in from Europe in a diseased condition. These infected trees were destroyed before currant and gooseberry leaves became diseased, thus eliminating the danger of the blister rust attacking healthy pines.

Extensive work has been done in New England and northern New York the past summer to organize movements for eradication of the death-dealing bushes within 300 yards of white-pine trees and stands. Such work protects the trees from the disease for a period of years, but both wild and cultivated currant and gooseberry bushes must be destroyed within the 300-yard zone. Owners of fine stands of white pine often have been reluctant to believe danger exists through the proximity of the bushes, but once demonstration has been made, they become active in rooting out the offending shrubs. Infestations as high as 46 per cent of the pines have been found on some properties in New England and New York. White pine is well recognized as one of the most profitable crops that can be grown on the poorer soils of the northeastern states.

M. Koster & Sons
Boskoop, Holland,
Offer to Grow on CONTRACT
MANETTI and Other Stocks for the American Trade.

The Barclay Nursery
Importers and Growers of
Seeds, Bulbs, Plants, Trees, Vines, Shrubs and All Hardy Perennials.
All Kinds of Decorative Plants.
Our Specialty — Everblooming Hardy Roses, Boxwood and Rhododendrons.
60 Barclay St., 14 West Broadway and 62 Vesey St., New York
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STAR BRAND ROSES
"American Pillar" and nearly every other good hardy climber.
Send for our list.
The CONARD & JONES CO. WEST GROVE PENNA.
Robert Pyle, Pres. Ant. Wintzer, Vice-Pres.

Specimen Xmas & Easter Plants
Exceptionally Well Grown
BUDDLEIA Asiatica, 3-5 ft., $1.50-$5 each. HEATHER Melanthera, 2-4 ft., $2.50-$5 each. ACACIA Longifolium, $5-$10 each. Standard and Bush GENISTAS, $2.50-$6 each. BOUGAINVILLEA Sanderiana — Pyramid and Globes, $2-$8 each. HYDRANGEAS, Mixed French Variety, 15-25 branches, $2-$3 each. HYDRANGEA Trophie, the best red, 15-20 branches, $2.50-$3.50 each. CROTONS, Choice Broad-Leaf Varieties, 4½-in., $75 per 100. DEUTZIA Gracilis, 6- and 7-in. pots at $50 per 100. All stock in A1 condition. Cash with order or satisfactory reference.
A. L. MILLER, Jamaica, N. Y

BECOME A LANDSCAPE ARCHITECT
Dignified, Exclusive Profession not overrun with competitors. Crowded with opportunity for money-making and big fees. $5,000 to $10,000 incomes attained by experts. Easy to master under our correspondence methods. Diploma awarded. We assist students and graduates in getting started and developing their businesses. Established 1915. Write for information; it will open your eyes. Do it today.
American Landscape School, 11-J, Newark, New York

HILL'S CHOICE NURSERY STOCK

Evergreens for Lining Out.

		Inch	100	1000
Abies Ts. Canadensis	x	6—8	$18.50	$175.00
Abies Concolor	x	6—8	22.50	.....
Abies Veitchii	o	2—4	10.00	90.00
Biota Orientalis	x	10—12	11.00	100.00
Buxus Sempervirens	x	6—8	20.00	.....
Cedrus Atlant. Arg..	o	2—4	9.00	80.00
Cedrus Deodara	o	4—6	10.00	90.00
Cedrus Libani	o	2—4	9.00	80.00
Ginko Biloba	o	10—12	8.00	70.00
Juniperus Canadensis	o	6—8	10.00	90.00
Junip. Sabina Horiz	x	6—8	32.00	.....
Juniperus Virginiana	xx	12—18	25.00	225.00
Picea Alba	x	8—10	12.00	110.00
Picea Canadensis ..	xx	10—12	40.00	.....
Picea Excelsa	xx	12—18	17.50	165.00
Picea Pungens	x	8—10	16.50	155.00
Pinus Austriaca	xx	10—12	30.00	.....
Pinus Excelsa	o	2—4	10.00	.....
Pinus Mugho	x	6—8	20.00	.....
Pinus Ponderosa ...	xx	10—12	20.00	.....

		Inch	100	1000
Pinus Strobus	xx	12—18	$20.00	$.....
Pinus Sylvestris ..	xx	10—12	20.00	.....
Restinospora Filifera.	x	6—8	22.50	.....
Retinospora Plum. Aurea	x	6—8	25.00	.....
Taxus Canadensis ..	x	10—12	20.00	.....
Taxus Cuspidata ..	x	6—8	35.00	.....
Thuya Occidentalis.	xx	12—18	20.00	190.00
Thuya Occi. Compacta	x	6—8	18.50	175.00
Thuya Douglassi Aurea	x	6—8	32.50	.....
Thuya Doug. Pyramidalis	x	6—8	25.00	.....
Thuya Elwangeriana	x	6—8	25.00	.....
Thuya Globosa	xx	10—12	50.00	.....
Thuya Globosa Nova	x	6—8	30.00	.....
Thuya Hoveyi	x	6—8	25.00	.....
Thuya Plicata	x	6—8	25.00	.....
Thuya Pyramidalis.	x	6—8	20.00	.....
Thuya Spicata Alba	x	6—8	32.50	.....
Thuya Wareana Siberica	x	6—8	25.00	.....
Thuya Woodwardi..	x	6—8	50.00	.....
Thuya Biota Orientalis	x	10—12	11.00	100.00

Specimen Evergreens
Send for Complete Catalog.

Shrubs and Deciduous Trees
Large assortment of choice varieties.

Window Box and Tubbing Evergreens
See special advertisement in this paper.

Understocks for Grafting Conifers

	Inch	100	1000
Juniperus Virginiana .....Sdl.	6—8	$ 4.50	$ 37.50
Picea Excelsa x	8—10	7.50	65.00
Thuya Orientalis... x	6—8	8.00	75.00
Thuya Occidentalis x	8—10	7.00	60.00
ROSE STOCK.			
Rosa Canina—No. 1 Grade....		$2.75	$17.50

Each X indicates one transplanting. O indicates never transplanted. 50 of same variety and size at 100 rate; 500 at the 1000 rate.

THE D. HILL NURSERY CO., Inc., Evergreen Specialists, Largest Growers in America, **Box 404, Dundee, Ill.**

FERNS

Good, stocky, clean stock, ready for a shift; will be shipped without pots, and will require a larger size to be potted in when received.

Boston, Scottii and Holly, 4-inch, $3.60 per doz., $25.00 per 100; 5-inch, $5.40 per doz., $40.00 per 100; 6-inch, $8.00 per doz., $60.00 per 100.

Macawii, Whitmanii and **Norwood** listed in our price list.

Ferns shipped without pots.
No charge for packing.

TABLE FERNS.

Assorted Table Ferns, including Holly, 3-inch, $1.50 per doz., $6.00 per 100.

R. VINCENT, Jr. & SONS CO.
White Marsh, Md.

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty.

Elmer D. Smith & Co.

ADRIAN, MICH.

Chrysanthemum Specialists

Catalogue Free.

Miscellaneous Stock

Swainsona, white 4-inch, 15c
Cleveland Cherries..... ....5-inch, 25c
Cleveland Cherries.....4-inch, 15c
Cyclamen..... .....5-inch, 50c
Genistas.....5-inch, 25c
Cash.

ROSENDALE GREENHOUSES
DELANSON, N. Y.

Bailey's New Standard Cyclopedia of Horticulture
Price, $48.00.
Sold only in complete sets.
American Florist Co.
440 S. Dearborn St., CHICAGO

Seasonable Stock

Asparagus Sprengerii, 1½ in., $3.50 per 100, $30.00 per 1,000; 2½ in., $5.00 per 100, $45.00 per 1,000; heavy 4 in., $15.00 per 100; heavy 5 in., $25.00 per 100.

Bougainvillea, Glabra Sanderiana, 2½ in., $10.00 per 100; 3 in., $20.00 per 100; 5 in., $75.00 per 100 specimens; 6 in., $100.00 per 100 specimens.

Begonias, large leaved, in variety, 2½ in., $8.00 per 100.

Begonia, Manicata Aurea, 2½-in., $12.00 per 100; 3-in., $20 per 100.

Lantanas, best dwarf, Craigi, Jacob Schulz and Michael Schmidt, $5.00 per 100; $45.00 per 1,000.

Cineraria, Dwarf Hybrids, 2½ in., $5.00 per 100, $45.00 per 1,000.

Euonymous Argentia, grand for dishes, 3 in., $20.00 per 100, $150.00 per 1,000.

Fern Dish Ferns, best varieties, 2¼ in., $5.00 per 100, $40.00 per 1,000.

Genista, Racemosus, well trimmed, 4 in., $20.00 per 100.

Hydrangea, good French varieties, 2½ in., $6.50 per 100, $60.00 per 1,000; 4 in., $20.00 per 100; heavy field grown specimens, 8 to 10 shoots, fine for specimen tubs, $7.00 per dozen; $50.00 per 100.

The Storrs & Harrison Co., Painesville, Ohio

Mention the American Florist when writing

CARNATIONS

F. Dorner & Sons Co.
Lafayette, Ind.

Mention the American Florist when writing

Abundance of Stock

	100	1000
2¼-inch Asparagus Sprengeri..	$ 5.00	$45.00
2¼-inch Calendula Orange King.	4.50	40.00
2¼-inch Snapdragons, 5 varieties.	5.00	45.00
4 -in. Ferns, 6 varieties	25.00	
Vinca Variegata, large field grown	10.00	95.00

Liberal extras. Correspondence solicited

ALONZO J. BRYAN,
Wholesale Florist, Washington, New Jersey

Mention the American Florist when writing

REX BEGONIAS

3-inch, $2.00 per dozen.

GERANIUMS (Our Specialty)
Nutt, Buchner, Ricard, Poitevine, Viaud
Good short jointed plants from 2-inch pots, at $3.50 per 100; $35.00 per 1000.
We ship safe anywhere

Elmer Rawlings, Wholesale Grower, ALLEGANY, N. Y.

Mention the American Florist when writing

CYCLAMEN

We must have room and offer for one week,
2,500 2¼-in. Cyclamen, at $10.00 per 100 $90.00 per 1000.
3,000 2-in. Cyclamen, at $20 and $25 per 100
1,000 4-in. Cyclamen, at $40.00 per 100.

Ask for our prices of Easter Greeting Pelargoniums and Ferns.

GEO. A. KUHL, Wholesale Grower PEKIN, ILL.

Mention the American Florist when writing

Market Gardeners

Vegetable Growers' Association of America.

Louis F. Miller, Toledo, O., President; H. A. Dooley, Cleveland, O., Vice-President; C. H. Nissley, New Brunswick, N. J., Secretary; H. J. Cheney, Grand Rapids, Mich., Treasurer.

FIFTEEN THOUSAND barrels of Spanish grapes arrived on the S. S. Canopic at New York, November 12, for the New England trade.

CELERY shipments have increased greatly since 1916, carload movement having nearly doubled in the past six years. Florida and California are the largest shipping states.

SAUERKRAUT will be difficult to obtain this year, because of yellows attacking the cabbage in the heavy producing areas. It is thought that next year the supply will be greatly increased, due to successful tests made with disease resistant seed in infected ground.

YOUNGSTOWN, O.—Geo. L. Oles, who has resided in this city but three months and started business with a barrel of potatoes and a wheelbarrow, was elected mayor on a platform that provided discontinuing the street car service and turning the streets over to motor busses, jailing every citizen who paid taxes under a recent re-valuation, an other eccentric issues. Mr. Oles now has one of the largest food markets in the city.

Prices of Indoor Fruits and Vegetables.

Chicago, November 15—Cucumbers, two dozen box, $3.25 to $4; leaf lettuce, per two dozen box, 15 to 17½ cents; radishes, 25 to 50 cents per dozen bunches.

New York, November 11.—Cucumbers, $2.50 to $4 per basket; mushrooms, per three-pound basket, 50 cents to $1.35; radishes, 100 bunches, $1.25 to $2.50.

Vegetable Movement.

WEEK OF NOVEMBER 7-12.

Potato shipments fell off 750 cars from the previous week, Maine, Minnesota and New York being the leaders. New York Round Whites declined slightly, closing at $1.75 per 100 pounds, in consuming centers. At Idaho shipping points Rurals have been sold to jobbers at 90 cents to $1. Sales in Chicago, of carload lots, advanced to a level of $1.70 to $2.

Northwestern fancy Jonathan apples, from Washington, moved slowly in most eastern markets, with the exception of Chicago and Kansas City, bringing $2.00 to $2.75 per box at the former and $3 at the latter market. Barreled apples have decreased 30 per cent in movement which has helped in keeping prices firm. Baldwins, 2½ inch, have been sold to New York jobbers at $6.50.

Sweet potatoes have recovered their previous level of prices in eastern markets, Virginia yellow varieties bringing $2.50 to $3.25 per barrel. At Chicago, values ranged from $4 to $4.25 for the same stock. Tennessee Nancy Halls show no change in middleswestern markets, closing at $1 per hamper. Shipments totaled 429 cars of all varieties.

Cabbage demand was poor at the opening of the week but advanced. Danish type gaining $7 per ton in New York, closing at $35. The same variety advanced $15 to $18 at Wisconsin shipping points.

Yellow globe onions have been sold at $5.75 to $6 per 100 pounds at Boston, making a considerable advance. In Chicago, prices fell off to $4 to $4.50 per sack due to the heavy offerings. Brown varieties made a slight advance in eastern markets. Three hundred and twenty-four cars were moved during the week.

Cauliflower was in firm demand in New York at $3.75 to $4.25 per crate, but declined at Philadelphia to $2.40 to $2.65.

Golden Heart celery has been sold to St. Louis jobbers at $3.25 to $3.50 per large crate. Colorado celery is bringing $6.50 in Kansas City.

Cucumbers from Florida, in crates, have an excellent call at New York at $3.50 to $4.

Western Ice Berg lettuce is popular in middlewestern markets.

Kieffer pears, from New York state, are bringing $2 to $2.50 per bushel in eastern markets.

Oklahoma City, Okla.

CHRYSANTHEMUMS IN HEAVY SUPPLY.

Cool autumn weather has greatly increased the local carnation crop, which will be in full bloom soon. The local chrysanthemums are arriving in large numbers and are excellent quality, especially White Turner, Chrysolora and Mensa. Local Cecile Brunner roses and lily of the valley are in good supply and find a ready call.

NOTES.

A big demand for party flowers and other trade has kept Furrow & Co. busy the past week. M. Blocker, of this firm, is on the jury. John Furrow, who has been successful as a duck hunter, recently invited his store employes to a duck dinner.

The Batten Floral & Seed Co. have a new employe, Mr. Baker, formerly of the Stiles Co. The firm reports a heavy call for bulbs and the supply is practically exhausted. Other business is good.

The Foster Floral Co. has been featuring some handsome chrysanthemum windows. Business at this store has been good and of a mixed variety.

The Stiles Floral Co. report a heavy demand for funeral flowers. They are receiving some choice chrysanthemums from their greenhouses.

PAUL RICHMOND.

Mushroom Growing

By B. M. Duggar

Presenting accurately the requirements for success.

260 pages, cloth, fully illustrated. Price, $1.75

American Florist Co.

140 S. Dearborn St., CHICAGO

Multiflora Japonica Rose Seedlings

Best American Rose Stock for Budding and Grafting.

New England grown, well rooted.

No. 1. 4-6 mm ..... $15.00 per 1000

No. 2. 2-4 mm ..... 10.00 per 1000

Ready for delivery after November 1st.

C. R. BURR & COMPANY, - Manchester, Conn.

VEGETABLE GROWERS' ASSOCIATION OF AMERICA AT THE ANNUAL CONVENTION, ALBANY, N. Y., NOVEMBER 1-5.

See Issue of November 12, Page 862.

Ready Reference Section

15 CENTS, NET, PER LINE

ASPARAGUS.

Asparagus Sprengeri, 1½-in., $3.50 per 100; $30.00 per 1,000; 2½-in., $6.00 per 100; $45.00 per 1,000; heavy 4-in., $16.00 per 100; heavy 6-in., $26.00 per 100. The Storrs & Harrison Co., Painesville, O.

Asparagus Sprengeri, 2½-in., 4½c each. ODOR GREENHOUSES, Iola, Kan.

ASPLENIUM.

Asplenium Ninus Avis (Bird's Nest Ferns), good strong, healthy stock, 3-in. pots, 35c; 4-in., 75c; 6-in., $1.50. Packing material charged for at cost. Wm. K. HARRIS, 66th and Springfield Ave., W. Phila., Pa.

BEGONIAS.

Begonias, Luminosa, Prima Donna and Gloire de Chatelaine. 2-in., $3.00 per 100. $27.50 per 1,000; 3 -in., $6.00 per 100, $50.00 per 1,000 R. Vincent Jr. & Sons Co., White Marsh, Md.

Begonias, large leaved, in variety, 2½-in., $8.00 per 100. The Storrs & Harrison Co., Painesville, O.

BOUGAINVILLEA.

Bougainvillea, Glabra Sanderiana, 2½-in., $10.00 per 100; 3-in., $20.00 per 100; 6-in. specimens, $75.00 per 100; 6-in. specimens, $100.00 per 100. The Storrs & Harrison Co., Painesville, O.

Bougainvillea Sanderiana, pyramid and globes, $2.00 to $10.00 each. A. L. MILLER, Jamaica, N. Y.

BULBS.

Bulbs. Hyacinths, Tulips and Narcissus, Dutch. Stock of the best quality and net prices lower. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

CALENDULAS.

Calendulas. Selected true Double Orange King, 2¼-in. pots, $6.00 per 100, $50.00 per 1,000. ROMAN J. IRWIN, 43 West 18th St., New York.

CALLAS.

CALLA BULBS

Calla Aethiopica, the popular white calla, clean, sound bulbs, all with crown shoots.

Size Diameter	Per 100	Per 1000
1¼ to 1½-inch	$ 6.00	$ 50.00
1½ to 2 -inch	8.00	75.00
2-inch and up	15.00	125.00

Satisfaction guaranteed.

SEVIN-VINCENT CO.
512 Washington St. San Francisco, Calif.

CANNAS

Canna, The President. Strong; vigorous, healthy grower. Strong two to three-eye divisions, $8.00 per 100, $76.00 per 1,000. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

CARNATIONS.

Carnations. Write for price list of latest varieties. F. Dorner & Sons Co., Lafayette, Ind.

COLEUS.

Coleus. Several varieties, clean and strong, well rooted, $1.25 per 100. Christmas Gem, fine color, vigorous, $2.00 per 100. MAULDIN FLORAL CO., Greenville, S. C.

CHRYSANTHEMUMS.

Chrysanthemums. Stock plants, $1.00 per doz., $7.00 per 100. Cash. In following sorts: Betsy Ross, Pacific Supreme, Alice Day, Early Frost, Richmond, Smith's Advance, Yellow Advance, Smith's Imperial, Golden Glow, Golden Queen, Chrysolora, White Chieftain, Chas. Razer, Josephine Foley, Oconto, Marigold, Enguehardt, Whittier, Harvard, Tekonsha, Pink Sensation, Golden Gate, Helen Frick, E. Siedewitz.

Pompons: Diana, Souv. de Melaine, Ida, Vasca, Golden Climax, Lucille Noble, Mrs. Buckingham, Golden Harvest, Helen Newberry, Pink Doty, White Doty, Marianna, Anna, Lula, Veta, Little Gem, Elizabeth Firestone, Margaret Waite, Meyer's Perfection, E. D. Godfrey.

W. H. CULP & CO.,
Wichita, Kansas.

Chrysanthemum novelties for 1921. Preliminary list free. Elmer D. Smith & Co., Adrian, Mich.

CYCLAMEN.

Cyclamen, for one week only. 2¼-in., $10.00 per 100; $90.00 per 1,000. 3-in., $20.00 and $25.00; 4-in., $40.00 per 100. Geo. A. Kuhl, Pekin, Ill.

DRACAENAS.

Dracaena Indivisa. Field-grown, ready for 4 and 6-in. pots, $12.00 per 100. Stronger plants, $20.00 and $25.00 per 100. 2¼-in pots, $6.00 per 100. ROMAN J. IRWIN, 43 W. 18th St., New York.

FERNS.

BOSTON FERNS.

Good, strong bushy stock.

6-in.	$0.40
6-in.	.75
7-in.	.90
10-in.	2.00

Packing charges free.

DAVIS FLORAL CO.
Davenport, Ia.

Ferns. Bostons and Scotti. Exceptionally strong, clean, pot grown stock for immediate shipment. For sizes and prices see advertisement elsewhere in this issue. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Table ferns, standard varieties, 2¼-in., $5.00 per 100.

HENRY SMITH FLORAL CO., INC.
Grand Rapids, Mich.

Ferns of fine quality. For varieties and prices see advertisement on front cover page of this issue. F. R. Pierson, Inc., Tarrytown, N. Y.

FERNS.

500 4-in. pot grown Bostons, 100 4-in. Verona, at $20.00 per 100. Cash, please. EDGAR EASTERDAY, Nokomis, Ill.

Ferns, dagger and fancy, $1.60 per 1000; case of 5000, $5.00. J. Andes Evergreen Co., Dark Ridge, N. C.

Hardy Ferns, Ill. descriptive list mailed. L. MOSBAEK, Ferndale, Askov, Minn.

ERICAS.

ERICAS.

Buy Now for Christmas Trade.

Perfectly budded, the best we ever had. 50 degrees during the day and 60 during the night will bring them in full bloom for Christmas. They are now all housed and the pots and plants have been advanced so far that we are compelled to advance our prices accordingly.

	Doz.	Larger, Doz.
Pres. Carnot, pink trumpet, from 4½-in.	$ 9.00	$12.00
Pres. Felix Faure, bright pk. trumpet, 4½-in.	9.00	12.00
Pres. Felix Faure, bright pk. trumpet, 6 and 6½-in.	16.00	18.00
Hielana, new orange trumpet, 4½-in.	9.00	12.00
Globular flowers:		
Regerminans, lavender, best Xmas variety for basket work, 4½-in.	9.00	12.00
Regerminans, lavender, best Xmas variety for basket work, 3-year-old plants	18.00	24.00
Ovata, pink, 6-in.	9.00	12.00
Fragrans Melanthera, heavily budded, best for Xmas, 4½-in.	9.00	12.00
Fragrans Melenthera, heavily budded, best for Xmas, 3-year-old plants	18.00	24.00

Fragrans Melanthera, heavily budded, best for Xmas, extra fine specimens, $36, $48 and $60 per dozen.

Fragrans Melanthera, heavily budded, best for Xmas, 6-year-old plants, $6 to $10 each.

We can furnish up to 500 of any of the above varieties.

Easter Varieties. We offer the following varieties, which can be carried in a cold house like Azaleas, for immediate shipment. 4½-in., $9.00, larger $12.00 per dozen.

Perfecta, pink. Persoluta Alba, Persoluta Rosea, King Edward VII, salmon pink, Cupressina, shell pink, Translusens, red.

Specimens of above, $18, $24 and $36 per dozen.

Three per cent of amount of bill for packing. We require cash with order from firms with whom we have not dealt before.

ANTON SCHULTHEIS
Erica Specialist,
316 19th St., College Point, N. Y.

FREESIAS.

FREESIA PURITY BULBS.

Fresh, plump bulbs, true Fischer's Purity and of heavy-flowering strong stemmed type. Satisfaction guaranteed.

7-16-in. to ½-in.	$ 6.00 per 1000
½-in. to ⅝-in.	8.00 per 1000
⅝-in. to ¾-in.	14.00 per 1000
¾-in. and up	22.00 per 1000

SEVIN-VINCENT CO.
512 Washington St., San Francisco, Calif.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

GERANIUMS.

Geraniums, Nutt Buchner, Ricard, Poitevine and Viaud. Good short jointed plants. 2-in., $3.50 per 100; $35 per 1,000. Elmer Rawlings, Allegany, N. Y.

Geraniums, rooted cuttings only, send for prices. ALBERT M. HERR, R. F. D. 8, Lancaster, Pa.

GLADIOLI.

50,000 Halley, 50,000 Panama, 1¼-in., $25.00 per 1000. Other varieties in quantity at prices to move them. GEORGE LAWLER, Gardenville, Tacoma, Wash.

Catalogue listing over 350 varieties of choice gladioli and peonies mailed free to those who are interested. Write for one today. L. S. REAM, R. 2, 202 S. Main St., Paulding, O.

GREENS.

Decorative Greens. Magnolia leaves, beeches and oak sprays. Write for samples and prices. The Decorative Greens Co., Kinston, Ala.

HYDRANGEAS.

Hydrangea Trophie, pot grown. 11-20 branches, $2.50 to $3.50 each. A. L. MILLER, Jamaica, N. Y.

IMMORTELLES.

Immortelles. Ready for immediate shipment; red, blue, white, purple, yellow. C. J. Speelman & Sons, 470 Greenwich St., New York.

IRISES.

IRISES.
87 varieties, true to name; nice young stock, special prices, write for list. GILBERT H. WILD, Sarcoxie, Mo.

IVIES

Hardy English Ivy. Exceptionally good stock. 2-in., $2.75 per 100, $25.00 per 1000; 3-in., $3.75 per 100, $35.00 per 1000. R. Vincent, Jr. & Sons Co., White Marsh, Md.

LILY OF THE VALLEY.

Valley pips. From cold storage. $30 per 1,000; $15 per 500; $8 per 250; $4 per 100. H. N. Bruns, 3032-42 W. Madison street, Chicago.

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This is a photo of a sample Callahan side bar showing the method of joining with gutter and with sill. The sill has groove on under-side to receive siding if wood base is used.

A FEW weeks ago we told you how leaky gutters are a thing of the past if the Callahan Easy-Splice V-Joint is used, because this patented feature makes the gutters adjustable to shrinkage.

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are distinguished by other items reflecting more-than-usual care in construction as, for instance, the accurately placed side bars which have a tongue and groove joint on the underside of the gutter to insure an absolutely accurate glass position.

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We might mention, by the way, that Callahan sills are tied together longitudinally by the Easy Splice V-Joint; are grooved on the under-side to receive the wall siding, and are cut on top to accommodate either ventilators or fixed glass.

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS—THOMAS ROLAND, Nahant, Mass., President; ADOLPHUS GUDE, Washington, D. C., Vice-President; JOHN YOUNG, 41-43 West 18th St., New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer.

OFFICERS-ELECT—S. S. PENNOCK, Philadelphia, Pa., President; SAMUEL MURRAY, Kansas City, Mo., Vice-President; JOHN YOUNG, New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer.

The thirty-eighth annual convention will be held at Kansas City, Mo., August, 1922.

Fifth National Flower Show.

The Fifth National Flower Show will be held at Cleveland, O., March 25 to April 1, 1922.

AMERICAN CARNATION SOCIETY.

Next annual meeting and exhibition, Hartford, Conn., January 1922. OFFICERS: W. D. HOWARD, Milford, Mass., President; N. C. OSBORN, Hartford, Conn., Vice-President; A. F. J. BAUR, Thirty-eighth St. and Rockwood Ave., Indianapolis, Ind., Secretary.

FLORISTS' TELEGRAPH DELIVERY ASSOCIATION.

Next annual meeting at Baltimore, Md., 1922. OFFICERS: PHILIP BREITMEYER, Detroit, Mich., President; CHAS. F. FEAST, Baltimore, Md., Vice-President; ALBERT POCHELON, Detroit, Mich., Secretary; WM. L. ROCK, Kansas City, Mo., Treasurer.

AMERICAN ROSE SOCIETY.

OFFICERS: ROBERT PYLE, West Grove, Pa., President; F. L. ATKINS, Rutherford, N. J., Vice-President; JOHN C. WISTER, 606 Finance Bldg., Philadelphia, Pa., Secretary; CHAS. H. TOTTY, Madison, N. J., Treasurer

FLORISTS' HAIL ASSOCIATION.

Next annual meeting will be held at Kansas City, Mo. Aug., 1922. OFFICERS: J. F. AMMANN, Edwardsville, Ill., President; JOHN G. ESLER, Saddle River, N. J., Secretary; JAMES HEACOCK, Wyncote, Pa., Treasurer.

SUGGESTIONS FOR PLANT GROWERS.

Rambler Roses.

The wood of the several rambler roses that are to be forced should be well ripened up. Those that have been grown in the open ground should be lifted and potted. The pot-grown stock should be subjected to some freezing weather, but they should not be left out until the weather becomes severe enough to freeze the ground so that the pots become broken. A covering of leaves may be placed over the pots if the wood has not been thoroughly ripened, but they are better stored in deep pits or sheds, where the temperature may be kept just above the freezing point. The small twiggy wood should be cut out, leaving the strong canes, and these should be tied to a stake and kept erect. This will greatly reduce the labor when moving them and allow for closer packing when they are packed away and besides prevent the branches from lying on the ground and becoming soft or perhaps causing rot, if too damp. The stock that is lifted and potted should be given a rich rose soil and potted firmly, ramming the soil down hard with a wooden stick. All roses require a firm soil to get the best results. The baby ramblers can be carried into the houses and brought into bloom for Christmas. A temperature of 60 degrees to 65 degrees should produce plants with bloom if started at once.

Stevia.

The early stevia will now be coming into flower, but if the plants are in pots, and there are a good large number, they should not be brought into flower all at once. By keeping some of the plants in a cool location they can be retarded so that plants may be had in bloom up to February. A house of deep frame where the night temperature can be kept just above the freezing point will hold them in check and they can be brought in as desired. The dwarf variety is very easily handled in this manner, but the tall plants are not so easily moved around. Keep the plants well tied up, for the joints are very brittle and break down easily, and the long variety should be very carefully handled even after the sprays are cut, for they break down with their own weight when in flower.

Violets.

The temperature of both night and day have now become settled enough to keep the violet houses in the best growing condition, and the plants should have made a strong, healthy growth, and be producing blooms of good quality. The first sign of disease will sometimes make its appearance as early as the first of November, yet it ordinarily does not show up until later in the year during the dark, dull weather. All leaves which show disease should be picked off at once, and if there should be any great amount making its appearance, run the plant a little dry, and under no circumstances allow moisture to remain on the foliage over night. Water only on bright days and then early in the morning. Give all the air possible during the day, and if the disease continues raise the temperature a little at night and do not open the houses quite as much or as early in the morning. A little warmer temperature will induce a new root action, and if this takes place the plant will begin to make a new growth and the disease will disappear. The disease only makes any great headway while the plants are not growing, for when "the elegant spring," as one grower always used to express it, comes, the plants take on new vigor and the disease is no more. As soon as the plants begin to grow, the temperature can be dropped to normal for the culture of these plants, which should be about 40° at night. Be careful in removing the leaves not to disturb the plants any more than necessary. Do not pull them off carelessly, but pinch them off with the thumb and forefinger.

PARTIAL VIEW OF THE CHICAGO SHOW.

Ferns for Plant Dishes.

A good stock of small ferns is a necessity at this season of the year to the florist having a retail trade, for the fern dishes will now be coming in to be refilled and this has become quite a feature of the business. While this branch of the trade is in many cases very unsatisfactory, yet it is greatly the fault of the dealer that it is so, and with a little care and method, can be made very remunerative and satisfactory to himself and his customers. In the first place a book should be kept giving the date when such customer's dish was filled, and above all things do not endeavor to buoy the customer up with any false hopes as to how long the dish will keep in good condition. In many cases the dish is placed on the center of the table 15 to 20 feet away from any light, the care left to domestics, and it may never be watered from the time it reaches the house until it is returned to be filled, and oftentimes the customers will say it was only a week or two since it was filled, when by reference to the book it will be found to have been two months. When the dish is returned, make a note as to what varieties seem to have succeeded the best and use these in refilling. It is wonderful to note the effect on the different varieties in different houses. What will live and thrive in one house will often be the first to die in another. Have a few dishes put up ready for sale. It is often possible to make a sale when the customer sees them all ready, though he might not wait to have one made up or would never think of it unless his attention was drawn to it. Besides, the ferns have a good stock of Asparagus plumosus and Sprengeri in small pots; these will often grow where ferns will not live at all. And also a fine lot of small palms, cocos and kentias, and small dracænas for the centers of the fern dishes.

HASTINGS, NEB.—Alfred Lohman, formerly of Washington, D. C., and was recently married there, has moved to this city and will be associated with his father, A. A. Lohman, in his flower shop and greenhouses.

Earl Mann, Richmond, Ind.
Pres.-Elect Chrysanthemum Society of America.

Water Hyacinth.

Water hyacinth is a serious menace to navigation in Louisiana, Alabama and Florida. Live steam was recently used with success in combating the plant and plans are being made to adopt this method on a large scale. Should this system prove as successful as the experiments already made, a saving of millions of dollars will result. At the suggestion of Governor Parker, of Louisiana, hand nozzles were obtained and live steam forced onto the plants, from steamboats, with telling effect. This method is cheaper than the arsenic spray and is more rapid and effective.

NEW PHILADELPHIA, O.—The Endres Floral Co., Bletterer Greenhouses and the Weinhart Bros. Co., donated flowers for use in the Armistice Day ceremonies, the latter concern furnishing a made-up design of the American flag.

The Chicago Show.

The show of the Chrysanthemum Society of America and the Chicago Florists' Club, held in the grand banquet hall and ballroom of the Auditorium hotel, Chicago, November 16-17, preliminary notice of which appeared in last week's issue, was a grand success, except that the exhibition space was far too small, compelling the management to crowd the many fine exhibits sent in for competition and display. Although the show was not extensively advertised the public gave it fairly good patronage. Much credit is due Vice-President Wietor, Secretary Johnson and Manager Lautenschlager, for the splendid results obtained under exceedingly difficult circumstances. The banquet was held in the show room, the evening of November 17, at which there were some 200 participants, this being in charge of Chairman Waters of the local good-of-the-club committee, which provided an interesting program of instrumental and vocal music, followed by dancing. The visitors in addition to those named in last week's issue included George A. Kuhl, Pekin, Ill.; Thos. Best, St. Joseph, Mo.; John Van Aart and wife, Paducah, Ky.; Wm. Kennedy, Jr. and A. F. Kellner, Milwaukee, Wis.; Ed. Gullett and J. Hembreicker, Lincoln, Ill.; Walter Amling, Pana, Ill.; A. Sylvester, Oconomowoc, Wis.; F. L. Washburn, Bloomington, Ill.; Theo. Miller, John S. Carter, A. Jablonsky, W. H. Kruse and Chas. Beyer, St. Louis, Mo.; Richard Salms, Union Grove, Wis.; M. Bloy, Detroit, Mich.; Chas. H. Maynard, Ashburn, Ind., and Alois Frey, San Fernando, Calif.

In our report of the national society awards in last week's issue, we should have stated that the various fine exhibits of E. L. Ford, Grosse Pointe Shores, Grosse Pointe, Mich., were grown by Roht. Lillie, gardener. The special cut glass prize for vase of pompons arranged for effect, offered by Mrs. Chas. H. Stout, Short Hills, N. J., was awarded to H. W. Buckbee, Rockford, Ill.

The report of the judges, N. J. Wietor, George Asmus and E. A. Kanst, on the miscellaneous exhibits follows.

AT THE CHICAGO SHOW.
Rose Exhibits of the Poehlmann Bros. Co., E. G. Hill Co. and Fred H. Lemon & Co.

REPORT OF THE JUDGES.

Frank Oechslin, Chicago.—Plant group and commercial foliage plants. Very fine assortment, well grown and attractively staged. Fine group of blooming chrysanthemum plants; group of excellent quality cyclamens and peppers. Worthy of award.

Geo. Weinhoeber Co., Chicago.—Fine collection of roses and chrysanthemums and artistic replica of wreath sent to Washington, D. C., for the burial of the unknown soldier; a beautiful combination with flags. Both worthy of award.

Poehlmann Bros. Co., Chicago.—Display of roses, consisting of Premier, Columbia, Mrs. Chas. Russell and Milady and a new corsage rose, named Phantom. This firm had a very fine vase of lily of the valley. Worthy of an award.

H. W. Buckbee, Rockford, Ill.—Splendid showing of chrysanthemums, including Dr. Enguehard, Bonnaffon, Richmond, Mrs. C. W. Johnson, Golden Wedding and Mrs. G. C. Mason. Worthy of award.

Elmer D. Smith & Co., Adrian, Mich.—Large display of various chrysanthemums, including pink disbudded pompon. New chrysanthemums, Rose Delight and Orange Queen. Worthy of award.

E. L. Ford Estate, Grosse Pointe, Mich. — Chrysanthemums, exceptionally well grown, containing six of the largest blooms in the hall. Worthy of award. Robt. Lillie, gardener.

C. C. Pollworth Co., Milwaukee, Wis.—Carnations White Delight and Edna. Very fine. New improved Pink Chieftain, Elberon and Odessa chrysanthemums. Honorable mention.

E. G. Hill Co., Richmond, Ind.—Vase of new rose, America. Honorable mention. Two vases, each, Chrysanthemum Thanksgiving Pink and Whittier. Worthy of mention.

P. D. Armour, (R. Preston, gardener), Lake Bluff, Ill.—One specimen Garza pot chrysanthemum plant, containing several hundred blooms. Award recommended.

North Shore Horticultural Society, Lake Forest, Ill.—Group of cut chrysanthemums and a vase of very fine pompons, named Sunshine. Honorable mention.

A. Lange, Chicago.—Booth neatly staged with exhibit of artistic corsage and colonial bouquets; bowl arrangement and basket effect. Worthy of award.

W. A. Rowe, Kirkwood, Mo.
Vice-Pres.-Elect Chrysanthemum Society of America.

R. J. Windler, Chicago.—Vase of white daisies, named Uptown Chicago. Worthy of mention. Very well grown sprays of Ficus repens. Honorable mention.

University of Illinois, floricultural department, Urbana, Ill.—Exhibit of pompon seedlings, No. 3,714. Unusual in color. Worthy of mention.

Baur & Steinkamp, Indianapolis, Ind.—One vase of white pompons and a vase of white seedling chrysanthemums. No. 5318. Worthy of mention.

E. Wienhoeber, Chicago.—Beautiful basket arrangement of roses and chrysanthemums; unusual color combination. Honorable mention.

Hans Jepsen, Maywood, Ill.—Chrysanthemum Source d'Orr. Very meritorious kind for basket work. Honorable mention. Good color.

Wietor Bros., Chicago.—Very fine exhibit of pompons, Baby, Hilda Canning, Mrs. Beu, Chicago Pearl, etc. Worthy of award.

No-Drip Plant & Basket Co., Chicago.—Exhibit of very practical plant receptacles and window boxes. Honorable mention.

Lowe & Shawyer, London, Eng.—Exhibit of chrysanthemums, staged by Geo. Munro, Jr. Honorable mention.

Illinois Plant Co., Batavia, Ill.—Unusually good cyclamen, staged by Geo. Wienhoeber. Special mention.

Fred H. Lemon Co., Richmond, Ind.—Vase of Rose Amelia Gude and new white rose, Angelus. Special mention.

Vaughan's Seed Store, Chicago.—Meritorious display of varieties of chrysanthemum plants. Worthy of award.

A. F. Amling Co., Maywood, Ill.—Exhibit of Hoosier Beauty roses. Very fine in color. Worthy of mention.

Mt. Greenwood Cemetery Association, Morgan Park, Ill.—Vase of anemone pompons. Worthy of mention.

Aspinwall & Luedecke, Palatine, Ill.—Vase of pink and maroon chrysanthemums. Honorable mention.

American Bulb Co., Chicago.—Exhibit of erecas, good strong bulbs in pans. Honorable mention.

A. N. Pierson, Inc., Cromwell, Conn.—Collection pompon seedlings, 13 varieties. Honorable mention.

A. E. Bonsey, Sewickely, Pa.—Yellow chrysanthemum, Evelyn Bonsey. Honorable mention.

Bohannon Floral Co., Chicago.—One vase beautiful chrysanthemums. Honorable mention.

Jos. Kohout, Libertyville, Ill.—Exhibit of Columbia and Premier roses. Honorable mention.

Kirscht Bros., Morton Grove, Ill.—New carnation, Harvester. Honorable mention.

A. L. Randall Co., Chicago.—New white carnation, Thomas C. Joy. Worthy of mention.

A. Jablonski, Olivette, Mo.—Carnation Betty Jane and C. No. 84. Honorable mention.

Peter Pearson, Chicago.—Group of cyclamen plants and peppers. Honorable mention.

C. H. Totty Co., Madison, N. J.—Fifteen vases of pompons. Worthy of award.

Mangel the Florist, Chicago.—Handsome basket of flowers. Honorable mention.

Richard Salms, Union Grove, Wis.—Vase of Rose Columbia. Honorable mention.

Hartje & Elder, Indianapolis, Ind.—New pink chrysanthemum seedling, No. 16.

Guardian Angel Greenhouses, Chicago.—Many good vases of chrysanthemums.

Pierre Schneider, Creve Coeur, Mo.—Yellow seedling anemones, Nos. 16 and 18.

Schiller the Florist, Chicago.—Beautiful general display. Worthy of award.

H. N. Bruns, Chicago.—Exhibit of lily of the valley. Honorable mention.

R. J. Windler, Chicago.—Anemone seedling No. 5. Honorable mention.

Stuppy Floral Co., St. Joseph, Mo.—New pink sport of Ophelia rose.

J. B. Goetz Sons, Saginaw, Mich.—Vase of Sunshine pompons.

The following exhibits arrived too late for judging:

John A. Salzer Seed Co., La Crosse, Wis.—Four vases of chrysanthemums, including Betsey Ross and Golden Chadwick.

Geo. J. Ball, Glen Ellyn, Ill.—Vase of calendulas and vase of chrysanthemums Mrs. Beu.

M. Winandy, Sr., Chicago.—Exhibit of carnations.

White Bros., Medina, N. Y.—New white rose, Medina.

Chrysanthemum Society of America.

REPORTS OF EXAMINING COMMITTEES.

New York, October 8.—Unnamed sport of Early Rose, apricot pink, scored 85 points, commercial; exhibited by Henry Schnitzspahn, Jr., River road, Bound Brook, N. J. No. 222, golden yellow, single, scored 91 points, commercial; Light Bronze Doty, bronze, pompon, scored 88 points, commercial; B-9, light bronze, single, scored 87 points, commercial; Countess Edgmont, bronze yellow, single, scored 87 points, commercial; Bronze Doty, bronze, pompon, scored 87 points, commercial; Pink Pompon, pink, pompon, scored 87 points, commercial: Red Doty, wine red, pompon, scored 90 points, commercial; Mrs. Gifford, light crimson, single, scored 88 points, commercial; F. P. No. 8, amaranth red, single, scored 90 points, commercial; exhibited by the Chas. H. Totty Co., Madison, N. J.

Boston, Mass., October 15.—Unnamed Sport of Early Rose, apricot pink, scored 84 points, commercial; exhibited by Henry Schnitzspahn, Jr., River road, Bound Brook, N. J.

Philadelphia, Pa., October 15.—Unnamed sport of Early Rose, apricot pink, scored 89 points as commercial and 85 points as exhibition variety. Exhibited by Henry Schnitzspahn, Jr., River road, Bound Brook, N. J.

Chicago, November 5.—Dazzler, red, single, scored 93 points, commercial; Old Gold, bronze, single, scored 89 points, commercial; Dainty Maid, light pink, pompon, scored 95 points, commercial; Adelphia, white, disbudded pompon, scored 89 points, commercial; Metzi, yellow, pompon, scored 84 points, commercial; Gilda, bronze, pompon, scored 89 points, commercial. Exhibited by Elmer D. Smith & Co., Adrian, Mich. Golden Glory, yellow, scored 94 points, commercial. Exhibited by Baur & Steinkamp, Indianapolis, Ind.

Cincinnati, O., November 5.—Metzi, yellow, pompon, scored 86 points, commercial; Gilda, deep yellow or bronze, pompon, scored 85 points, commercial; Dainty Maid, bluish white, pompon, scored 95 points, commercial; white, disbudded pompon, scored 92 points commercial; Dazzler, crimson, single, scored 88 points, commercial; Old Gold, deep bronze, yellow, single, scored 86 points, commercial. Exhibited by Elmer D. Smith & Co., Adrain, Mich.

Cincinnati, O., November 12. — Mrs. Katherine Richter, white, scored 74 points, commercial. Exhibited by W. F. Richter, Cullman, Ala. Coed, blush pink, anemone, pompon, scored 87 points, commercial; Chestnut, light tan, anemone, pompon, scored 89 points, commercial; The Belle, white, anemone, pompon, scored 94 points, commercial; The Chief, light yellow, anemone, pompon, scored 90 points, commercial; Maple Leaf, tan, anemone, pompon, scored 89 points, commercial; Christa, yellow, pompon, scored 91 points, commercial; Pink Treasure, pink, scored 90 points, commercial. Exhibited by Elmer D. Smith & Co., Adrian, Mich.

Chicago, November 12. — Chestnut, bronze, anemone, pompon, scored 93 points, commercial; The Belle, white, anemone, pompon scored 92 points, commercial; Christa, yellow, pompon, scored 94 points, commercial; Maple Leaf, bronze, anemone, pompon, scored 95 points, commercial; Coed, light pink, anemone, pompon, scored 92 points, commercial; The Chief, yellow, anemone, pompon, scored 93 points, commercial; Pink Treasure, pink, scored 93 points, commercial. Exhibited by Elmer D. Smith & Co. Sarah Townsend, bronze, pompon, scored 91 points, commercial. Exhibited by A. N. Pierson, Inc., Cromwell, Conn.

Chicago, November 17.—Chicago Pearl, white, pompon, scored 90 points, commercial. Exhibited by Wietor Bros., Chicago. Seedling No. 16-18, yellow, single, scored 86 points commercial. Exhibited by Pierre Schneider, Creve Coeur, Mo. Seedling No. 5, light pink, single, scored 86 points commercial. Exhibited by R. J. Windler, Chicago. Davenport, bronze, pompon, scored 90 points, commercial. New York, bronze, pompon, scored 90 points, commercial; November Gold, yellow, pompon, scored 89 points, commercial. Exhibited by A. N. Pierson, Inc., Cromwell, Conn.

EXAMINING COMMITTEES.

President S. S. Pennock announces the committees to examine new chrysanthemums for the ensuing year, as follows:

Boston, Mass. — James Wheeler, chairman. Ship flowers to W. J. Thurston, manager, Boston Flower Exchange, 1 Winthrop Square and Otis street, Boston, Mass., care of chairman.

New York. — Eugene Dailledouze, chairman; Wm. H. Duckham and A. Herrington. Ship flowers to New York Cut Flower Co., 55-57 West 26th street, New York, care chairman.

Philadelphia, Pa.—A. B. Cartledge, chairman; John Westcott and S. S. Pennock. Ship flowers to A. B. Cartledge, 1544 Chestnut street, Philadelphia, Pa.

Cincinnati, O. — R. Witterstaetter, chairman; James Allen and J. C. Murphy. Ship flowers to chairman, Jabez Elliott Flower Market, care of janitor.

Chicago.—N. J. Wietor, chairman; E. A. Kanst and Geo. Asmus. Ship flowers to 30 East Randolph street, Chicago, care of chairman.

Shipments should be made to arrive by 2 p. m. on examination days to receive attention from the committees. They must be prepaid to destination and an entry fee of $2 should be forwarded to the secretary not later than Tuesday of the week they are to be examined or it may accompany the blooms.

Seedlings and sports are both eligible to be shown before these committees, provided the raiser has given them two years trial to determine their true character—not less than six blooms of each variety to be shown. Special attention is called to the rule that sports, to receive a certificate must pass at least three of the five committees. These commiteees will be in session, for the last time, Saturday, November 26, to examine such exhibits as may be submitted to them.

CHAS. W. JOHNSON, Sec'y.

AT THE CHICAGO SHOW.

Prize Chrysanthemum Exhibits of Elmer D, Smith & Co., Chas. H. Totty Co., H. W. Buckbee and E. G. Hill Co.

CHICAGO FLOWER SHOW BANQUET NOVEMBER 17.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Next Week in the Flower Shop.

The flower markets of the country have been greatly overstocked the past two or three weeks, due, good judges say, to the unusually open weather, which has continued week after week almost throughout the entire autumn. While it has been a trying time for growers and wholesalers, it has, on account of the low prices, given the retailers an exceptional opportunity to make liberal displays and a bid for business that should quicken the old trade and bring new customers into the store.

At times such as these, when quantity lots of flowers can be bought much below regular prices, a special line should be selected and offered at figures that make them genuine bargains. The bright, wide awake florist, will have laid his plans for such sales with his addressed envelopes and post cards all ready, which, with a short circular letter run off on a multiple machine or on post card, can be put in the mail in a few hours. Another good plan is to send out a quantity of small boxes with half a dozen each of the flowers and circulars announcing the special sale.

The more enterprise and enthusiasm put into such a sale the more successful it will be. You have the flowers to sell, quantities of them, and can get quantities more. You want to get the people coming to the store, particularly new buyers, who will continue as customers if their first dealings are satisfactory. With one sale successful, plan another. The department stores are at it all the time, as it brings people to the store and they are almost certain to buy something else of the many things that are so invitingly displayed.

ARRANGEMENT OF FLOWERS EFFECTIVE.

So much can be done with flowers in arrangement to make them more attractive. A dozen in a small basket with a few fern leaves or sprigs of green and a knot of ribbon, attention being paid to color contrast for the best effect. Place a dozen in a small rose bowl, set this on a doily on a small table with a card, "Just a few for the dinner table." Arrange two dozen in a small box, so each flower will show; it at once takes on a gift appearance, ready for immediate delivery or to take away from the shop. A dozen loosely wrapped in a wax paper cornucopia with the flowers showing and displayed in a number of packages in a large shallow basket or bowl with a conspicuous price card, will fairly walk away, as folks are on their way home. It is intensive methods such as these that increases the sale of flowers and which helps to build up one's trade when stocks are plenty.

While Thanksgiving is generally supposed to wind up the chrysanthemums, they have of late years been running well into December. Featuring them in vases or vase baskets with autumn leaves or long asparagus sprays, gives them quite an added value at least in appearance and helps their sale. Flowering pot plants should now be a feature and how much better they look when dressed in the various store accessories, such as pot covers, jardinieres, handle baskets, crepe and other paper covers, and touches of ribbon to give color effects. Such ornamentation adds fifty per cent to their selling value, particularly when they are placed in groups about the store, one adding to the beauty of the other.

Pay close attention to the window, as nothing is more productive of new business than the street display. It should be so attractive and with such a punch to it that it will compel a moment's attention of most of the passers-by. If one or two stop others are almost sure to want to have a look. If it holds them for attentive inspection then it is pulling and effective. Should there be some outstanding feature that observers will remember and talk about to others then has the window risen to its full publicity value.

How are the bills coming in, if there are any left over from last season get after them. People are all home now and will soon be putting all their surplus cash into Christmas gifts and you should get your share before it all takes wings. A well-worded letter is better than a collector, as Uncle Sam generally finds the person home while he or she is conveniently, or, unfortunately, out to the collector. Always use a plain envelope for such messages, as otherwise their contents known, they are laid aside to be opened at a more convenient time, and your urgent request goes unread.

Sweet peas are now coming in quantity and of very good quality. An effective way to feature them is in corsage arrangements. They are very popular as arranged in a cluster for the dress, either by themselves or in combination with one or two other choice flowers. A display of a half a dozen or more of these in variety as a window feature is sure to quicken their sale.

How about the Christmas circular? It is none too soon to have it under way, printers are very busy these days and it should be ready very soon for the mail, as all large stores in other lines are already making a great bid for the Christmas trade and your goods should be so attractively described that certain names in the holiday gift list will be reserved for something from your store.

About the Store.

Keep the floor of the store clean, as nothing so improves the appearance of the shop as the well kept condition of its floor. The surface when cleaned should be in keeping with the fixtures and other furnishings. Worn out wood that splinters up may be painted and varnished to look fairly new, but it soon wears into bare spots and even when clean appears untidy. A mastic preparation which can be laid down on any wooden floor, almost over night, makes a very well finished floor. It can be made any color and when scarred has the appearance of being

laid in blocks. It wears a long time and when clean looks like as if just laid.

Keep all cases, counters, mirrors, etc., free of dust, also all goods that are featured in any way for sale. In fact every part of the store should be immaculately clean if one is to have it inviting to customers. Glass, china and other hard surfaces of vases, pottery, etc., look 50 per cent better when given a rub up with a dust rag. Plants such as palms, rubbers, aspidistras and the like present a much more healthy appearance when the surface is brought to a polish with a soft rag. Plants that have stood in the store for a week should be taken back or outside and given a good syringing, which removes the dust and gives them a much fresher appearance.

All passe plants and flowers should be removed as soon as they are no longer salable as they are bound to convey a bad impression as to the rest of the stock. Much of this left-over material can be worked off if taken in hand as soon as seen to be lagging. Its good qualities should be shown to every customer and at times a plant added to an order at a reduced price. It is the same with cut flowers. At every opportunity, the stock that wants selling, provided it is all right for the purpose, should be made the choice of the customer.

There should always be a counter or work table in the rear of the shop for making up dried, or other prepared material, which can be going on in the spare moments. Taking advantage of the "in between times" to work up such stock keeps everybody busy and avoids night work later on. If necessary a folding screen can be set up to conceal the litter.

The telephone, which is now such an important adjunct, should be answered instantly. It is best to be in reach of an office attendant who can answer intelligently or call the person wanted. All unnecessary use of phones should be avoided, as when reported busy it often means a lost sale.

Keep a stock of corsage ribbons cut the desired length; it is very wasteful to cut hurriedly when wanted. It is the same with the more expensive ribbon for sprays, which cut in equal standard lengths leaves no short waste ends.

AT THE CHICAGO SHOW.
Vaughan's Seed Store Chrysanthemum Plant Exhibit.

Commercial Flower Growers of Chicago.

The Commercial Flower Growers of Chicago met at the Auditorium Hotel, November 17, with President Pearson in the chair. The applications of Frank Oechslin and William Spandikow & Sons were read and the prizes awarded at the Uptown Exposition distributed. The paper read by Joseph Kohout was discussed at length and follows:

THE PRICE AND WHAT INFLUENCES IT.

The subject I have taken as the basis of this article is so commonly abused and so little understood that it is almost unbelievable.

Whenever two men meet, you will always hear the question or remark: "How are the prices?" I have heard so many discussions about prices that I have come to the conclusion that we should know a little more about it. Those discussions were always about prices that a certain class of our trade should get, being the grower, wholesaler or retailer, without taking under consideration how easy the price is influenced by circumstances of which we have not as yet controlled.

There are in my opinion two factors that are dictating the prices on our product. How lightly the subject of prices is taken generally, let me relate a conversation with three different men of three different branches of our trade. Speaking about prices to a grower: I asked him if he could name me two main factors that are dictating the price for his product. "Surely," he said, "the wholesaler and the retailer." Asking the same question of a wholesaler, he named the retailer and the supply. The retailer answered, "The wholesaler and the cost of doing business."

By the foregoing you can form some idea, how widely different views we have about the most important end of our profession, and in my opinion, how ignorant. I mean to discuss this subject entirely from the grower's standpoint. As I have said before, I consider two main factors that are dictating our prices. Namely, the supply and the demand. The ambition and hope of us all is to get a fair price at all times for the fruit of our labor. By fair price I mean the price of production, with interest on our investment. I can vividly recollect a conversation I had with a member of our organization about two years ago, when I was presiding officer. Chrysanthemums had taken a slump in prices, and that member upbraided me for not doing something to get better prices. I asked him these questions: "Are there many chrysanthemums in the market?" His reply was: "Yes." "Are they selling or moving?" He replied: "Neither." How in the world do you expect to get prices up when you, yourself, know there is an over-supply and no demand. I replied, "What have you done to boost up the demand and cut down on the supply?" That is not my part of the work to do, let the wholesaler and the retailer do it, he came back at me. Now this point of view was general, (I say was because there is some improvement to be noticed among our members) with the grower.

Fellow members, we cannot hope to bring the price of flowers to any substanitate, anywhere-close-to-be, fairly fair basis, without mastering the aforementioned two factors. There is a division of opinion on this point among the leaders of our trade. It is almost universally admitted that we must work up a better demand for flowers in order to get better prices. But I ask you is that enough? I have not yet been convinced that the supply has

AT THE CHICAGO SHOW.
Geo. Wienhoeber's Cyclamens Grown by the Illinois Plant Co., Batavia, Ill.

A. LANGE'S BOOTH AT THE CHICAGO SHOW.

not as much to do with prices as the demand. Those two are inseperable dictators of price, and nothing more.

Let us look into another business with perishable goods, close to our standard, and see along what lines they are working to bring a fair profit for their product. We will take the milk industry. For years the farmers were selling milk without profit. They were able to do it only because they worked hard and for long hours (14 to 16 hours a day) and did not charge themselves anything for their time. But gradually, as a younger generation sprang up, they began to realize what their losses were. Milk, being a necessity of life, they had a ready market, or in other words, the demand was there. They did not have to bend their energy in that direction. But even with the demand, the price they got was not satisfactory. Not until they organized themselves as the Milk Producers' Association and got control of the supply were they able to get compensation for their work and capital invested.

Now let us look into the fruit growing industry. Not as perishable as milk or flowers, but nevertheless some varieties are highly perishable. They, too, were working from hand to mouth as the saying goes, until they organized themselves. They had to start by building up the demand, and how strong they are now, we all know. But did they stop there? No! They have under good control the supply as well. In the foregoing we see two systems working to achieve the same results; namely, of getting the price that is fair and more uniform. Now let us look into the cost of each. The milk producers are charged 10% monthly on their gross sales. (One month it was 50%). The fruit grower's figures I do not know exactly, but it is between 5 and 7% annually. Would the flower growers be willing to assess themselves in like proportion? But, gentlemen, if you want to put our industry on better basis, commercially, you and I will be compelled to do it.

In the foregoing arguments, I want to bring out the fact that the price is only the result of which the two dominating factors are predominating at the particular time. If the demand predominates over the supply, the price goes up, to choke the demand, until it is on a level with the supply. If the supply predominates over the demand, the price goes down, to let the demand catch up with the supply. The price acts as an equalizer, between supply and demand.

In setting a price on our products we must always bear in mind to stimulate the largest possible demand, and never forgetting the fact that those engaged in growing roses must make a profit in order to be able to stay in business. At times we are accused of forcing the price up too high, and I am sure, if that be the fact, that it would be condemned by growers as well as by anyone else. But let us look at it as the fact is at present, and not as some imagine they are. By keeping close watch over everything connected with the growing for a number of years, I arrived at some very startling conclusions and facts.

Do you know that there are less than 90 days out of the 365 in a year that roses and carnations are selling above the price of production? I mean wholesale prices of course. If it was not for these less than ninety days there simply would not be any cut flower industry, excepting those who would grow and sell everything at retail. Are the higher prices justified? Absolutely and more. They are necessary during the present chaotic conditions of supply and demand. Those less than ninety days must make up the deficit accumulated during 275 days, and what a task it is only a grower can appreciate.

In conclusion, I suppose many of you would like to know what remedy or remedies I would recommend to bring satisfactory results. To increase demand we have one medium, tried and proven efficient in the past—publicity —Let us never diminish that line of work, but rather extend it to larger proportions, locally and nationally. It is really gratifying to see so many flower centers taking up local publicity work, and our national publicity coming back this year, renewed, and I hope, stronger than ever in the past.

In the supply line where we have not done any work at all, it is harder to recommend anything that would bring immediate results. That question lies entirely in the hands of local growers' organizations. It cannot be carried out nationally on account of so many different conditions existing in different flower centers. The first step in that direction would be to establish a statistic bureau in every grower's organization, as our president, Mr. Pearson, recommended in his address. Weekly interchange of information about crops, number of plants planted to every variety of flower among neighboring organization, and all other information that could be worked out and would tend to diminish our present gluts, into which I do not care to go into detail for fear of making this address too long and tiresome.

In conclusion, I would like to impress upon your minds and upon all reading this address, that the measures advocated herein are not meant for any hold up purposes of maintaining high prices, but rather for maintaining a more uniform supply and demand, and thereby insuring better prices and avoiding as much as possible one day of high prices and then ridiculously low ones.

MEMPHIS, TENN.—W. O. King, has been appointed receiver of the Memphis Floral Co., to wind up partnership affairs in a proceeding filed by the partners for a dissolution.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.50 a year; Canada $2.50; Europe and Countries in Postal Union, $3.00.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

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RAFFIA prices are higher in southern France.

A NEW edition of Crawford and Van Fleet's gladiolus book is on the press and will be ready shortly.

THE growers are considering the advisability of advertising seasonable plants and flowers in such a way as will compel retailers to carry them in stock at all times in order to satisfy their customers.

A BILL now before congress eliminates the special delivery privilege now in use on all parcel post packages and all florists should write their representatives in congress at once protesting against this provision of the new bill. The bill in question is H. R. 8441.

Personal.

Prof. E. A. White, of Cornell University, Ithaca, N. Y., has returned from Europe.

Ladies' Society of American Florists.

President Mrs. George Asmus, of the Ladies' Society of American Florists, has appointed Mrs. Herman P. Knoble, Cleveland, O., to fill the vacancy in the office of second vice-president, caused by the resignation of Miss Catherine Crump.

MRS. ALBERT M. HERR, Sec'y.

Special Delivery Packages.

NEW BILL ELIMINATES THEM.

A bill that will restrict the application of the special delivery or equivalent stamps to parcel post packages, known as H. R. 8441, was introduced in congress, November 15, and reported favorable by the interstate commerce commission. This bill was originally introduced by Congressman Steenerson, September 24, and referred to the committee on post offices and post roads and has now been referred to House Calendar No. 102 and ordered to be printed.

The wording of the bill is as follows: "Be it enacted by the senate and house of representatives of the United States of America in congress assembled, that the Postmaster General is hereby authorized, in his discretion, to restrict the application of the special delivery stamp or equivalent stamps and the special service rendered in connection therewith to mail matter of the first class."

The passage of this bill would mean that thousands of people who received packages from florists daily by special delivery parcel post, would be denied the privilege of the mails or would be required to obtain special privileges.

It would be a good plan for every florist, seedsman and nurseryman in the United States to write his congressman, requesting him not to disturb the special delivery business which they now enjoy, not to mention other interests, which may, perhaps, be also vitally interested in the defeat of the bill.

Cornell University

FLORICULTURE SHORT COURSE.

Floriculture, or the growing of flowers and plants under glass which was orginally a luxury of the wealthy has developed into a profession which is now one of the most important of the agircultural specialties. Today, agriculture is a profession based on scientific knowledge. There is not a town of importance in New York which does not have one or more floral establishments. In fact, the state is distinctly a flower-growing one and the glass area devoted to their culture amounts to something over 13,000,000 square feet. Competition is becoming keener among flower growers and progressive young men now engaged in the business should realize that they owe something to themselves in the way of self development and knowledge of what is going on in this progressive industry.

In order to assist the young men who cannot come to the university for the regular four year course the department of floriculture is prepared to give a short course, covering a period of about 12 weeks along professional lines. Two highly specialized courses will be offered this winter. The first will be known as "Commercial Floriculture" and will consist of a study of the culture of greenhouse plants and cut flowers for wholesale and retail markets. Floral decoration will also be considered to some extent in this course. The second course will deal with "Commercial Greenhouse Construction and Heating," and will include studies in the design, location, cost and maintenance and the drafting of specifications. In addition to the courses mentioned, agricultural chemistry, soils, plant diseases and injurious insects are required subjects and the student may elect gardening and garden flowers, landscape planning and planting or plant breeding.

Upon the satisfactory completion of the courses and after a student has subsequently spent a year in practical work the college grants a certificate of proficiency on the approval of the professor in charge of the course and the proprietor of the establishment in which the student has been employed.

The department is making every effort to make the course more practical and more interesting than ever and this work offers a rare opportunity for the sons of florists and others employed by commercial florists. As usual some of the best florists in the country will be called upon to give lectures on special subjects while the course is in progress. A booklet descriptive of all courses given during the winter months in the college of agriculture will be sent upon request by addressing the Department of Floriculture, or the Secretary of the College of Agriculture, Ithaca, N. Y.

The Market Overstocked.

There have been gluts or overstocks in all wholesale cut flower markets the country over for the past month, due largely to the unusually fine open autumn with its days of continuous sunshine, which lengthened the outdoor crops and produced unprecedented quantities of greenhouse stock. Under such conditions it has been difficult to maintain prices and many growers are heart broken over their returns. In Boston, Mass., the growers have experienced such an attack of cold feet that they have adopted the drastic course of jumping over the heads of the retailers, advertising their stock and throwing their market open to the public. This is a case of killing the goose that lays the golden egg. Retailers are good buyers when they see an outlet for flowers, but cannot be expected to load up their cases and cold storage boxes, every time the market is oversupplied. The grower must take his loss the same as the retailer, when, as is often the case, he has stock to throw away.

The cut flower business as it stands to-day, in its various departments, is the result of 50 years' experience. Growing, wholesaling and retailing are branches of the craft, in which to be individually successful, one must not only have the requisite temperament but years of experience. Each has its place, its environment, each is dependent on the other, and only when they work together will results be satisfactory.

Plan For Next Year.

Now is the time to select the varieties of chrysanthemums to force for next season. Returns are invariably poor from some varieties, yet they are grown year after year, simply because they happen to be on hand. Only the winners are worth while. Grow only the sorts from which there is some prospects of profits and make a record of your selections and quantities now.

Lumsden Joins Plant Quarantine Staff.

Prof. David Lumsden, formerly assistant professor of floriculture at Cornell university and during the last two years director of agricultural reconstruction at Walter Reed General hospital, has recently been appointed horticulturist in the office of Foreign Plant Quarantines. Federal Horticultural Board, Washington, D. C.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, $1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order For Plant Advs., See Ready Reference Section

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—Florist and gardener wants a position on private place; 25 years' experience; good references. Address
P. O. Box 43, Port Edwards, Wis.

Situation Wanted — Experienced grower and propagator of cut flower and pot plants wants position; single, middle age. Address,
Key 816, Care American Florist.

Wanted—Experienced man as active partner, with $1,000 cash; at once.
Rosendale Greenhouses, Delanson, N. Y.

Wanted—Storeman and designer for New York City. An exceptional opportunity for a good man. Steady employment at good wages. Send references in first letter.
A. F. F., care American Florist, 134 West 16th St., New York.

Dahlia Farm For Sale

Forty acres; six-room house, Delco lights, water, telephone; hot house, ten outbuildings in good condition; Ford tractor, truck, gasoline engine, twenty pieces of farm machinery, two mules, one cow, all crops, including dahlia bulbs. Price, terms, complete description on request.

PHILIP R. CLIPP, Williamstown, N. J.

Help Wanted

A good salesman and designer.

MANGEL, Florist,
17 East Monroe Street, CHICAGO

WANTED

To raise choice **Geraniums** for some large florist.

MRS. R. A. THORNE, Horton, Mich.

WANTED

A thorough florist whose experience has been in large, busy stores.

Address

Key 815, care American Florist

HELP WANTED.

Young lady for retail store.

LEWIS & ROCCA,
55 East Jackson Boulevard, Chicago

HELP WANTED.

A-1 all around store man, good salesman capable of meeting the finest of trade Advancement for capable party who can prove ability. In replying give reference, married or single, salary to start. Mail late photograph with application.

Randolph & McClements
5936 Penn Avenue, Pittsburgh, Pa.

Retail Man Wanted

For Chicago loop store. Splendid opportunity for the right man to make a permanent connection at a high starting salary. Applicant must be a top-notcher to qualify. Address
Key 806, care American Florist.

Situation Wanted

GROWER. Address

JOHN F. GUENTHER
2410 Cold Spring Ave., MILWAUKEE, WIS

SITUATION WANTED
STOREMAN

Experienced retail man formerly in business for himself at Chicago, is open for an engagement. Can also attend to buying if necessary. Address
Key 807, care American Florist.

WANTED TO LEASE

Small Greenhouses with Dwelling in lively town. Address
Key 805, care American Florist.

Wanted to Rent or Buy

By thoroughly experienced florist and decorator, a large retail flower shop. Only high grade proposition considered Must stand closest investigation. Give full particulars and price in first letter.
Address **Key 808, care American Florist.**

WANTED

Partner in growing establishment containing 40,000 square feet of glass. Must be good grower and have some money. Inquire of

I. GOLDSTEIN
43 West 18th Street, NEW YORK CITY

FOR SALE

Greenhouse property located 125 miles from Chicago; 10,000 feet of glass, 3½ acres of land; garden under Skinner system; six-room modern cottage; 25 miles to nearest greenhouse; located on two steam roads in live town. Address
Key 812, care American Florist.

$5.00 Reward

To anyone for information of the whereabouts of **Oscar C. Miller**, a native of Switzerland, who left Summit, N. J., August 18th, 1903 or 1904, to work with the Butte City Floral Co., Butte City, Montana. Address

MRS. O. MILLER
German House, Harvey Ave., BROOKLYN, N. Y.

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $4.50; per 1000, $6.50. Samples on request. Electro of leaf, postpaid, $3.00. Cash with order.

American Florist Co.
440 S. Dearborn Street
CHICAGO

A HOLLY WREATH
RED AND GREEN

FOR HOLIDAY CIRCULARS AND ADVERTISING

Plates for printing this fine Holly Wreath in two colors—green leaves and red berries and ribbon—$5.00 per set of two plates. Larger size, 3¾x4 inches, $7.50 per set of two plates.

Plate shown here for one color, $3.00. The large size, one color, $4.50.

Cash with order.

American Florist Co.
440 S. Dearborn St., CHICAGO.

Now! Evergreens

For Window Boxes and Tubbing

From Nov. 1st till Xmas. Throw out the tender stock and refill with hardy Evergreens. Make your window box and tubbing business do double duty.

See to it that your customers are supplied with hardy Evergreens for their window boxes and urns during the winter months, just as you see to it that Geraniums and Vincas are there for Decoration Day. For winter decoration Hill's Hardy Evergreens are indispensable. The charming foliage effects and rare fragrance of Evergreens is remarkable, adding color, warmth and cheerfulness, while their rugged hardiness permits outdoor use all the year around.

Wire or mail orders now. **Shipments will be on the way in a few hours.** Telegraph orders given special attention. Prompt service guaranteed. Cash with order earns 3% discount and free boxing.

Pyramidal Arbor Vitae.

Hill's Selected Evergreens

Window Box Evergreens.

	Inch	10	50
ASSORTED VARIETIES (OUR SELECTION) (25 PLANTS, $13.00)			$25.00
Thuya Pyramidalis (Slender)	10-12	$6.50	25.00
Thuya Pyramidalis (Slender)	12-18	7.50	35.00
Juniperus Canadensis (Low)	10-12	7.50	30.00
Juniperus Canadensis (Low)	12-18	10.00	45.00
Juniperus Virginiana (Pyramidal)	12-18	3.75	15.00
Juniperus Virginiana (Pyramidal)	18-24	4.50	20.00
Picea Canadensis (Conical)	10-12	5.25	22.50
Picea Canadensis (Conical)	12-18	6.00	27.50
Pinus Mugho (Globular)	8-10	7.50	30.00
Pinus Mugho (Globular)	10-12	9.00	37.50

Tubbing Evergreens.

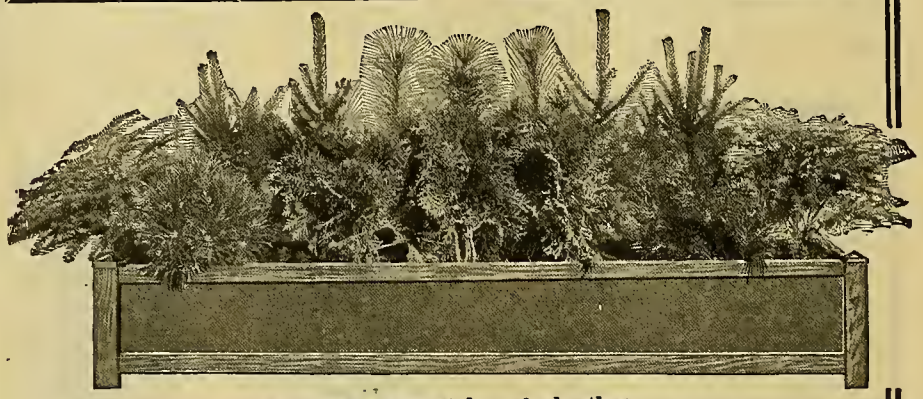
PYRAMIDAL	Feet	Each
Thuya Pyramidalis	3	$4.00
Juniperus Virginiana	3	5.00
Picea Canadensis	2	5.00
Juniperus Schotti	3	6.50
Juniperus Glauca	3	7.00
Sheared Globes (Thuya)	1¼x1¼	4.00

GLOBES AND DWARFS	Feet	Each
Juniperus Canadensis (Low)	1-1½	$2.50
Pinus Mugho (Low)	1-1½	2.50
Juniperus Pfitzeriana	3	6.50
Thuya Occidentalis	3	2.75
Tsuga Canadensis	3	4.50

All Tubbing Evergreens Balled and Burlapped B. & B.

SPECIAL OFFER

25 Window Box Evergreens, assorted..... **$20.00**
2 Tubbing Evergreens (Thuya), 3 feet.....



One of the many styles of planting.

FROM THE TRADE.

"Your shipment of Window Box Evergreens arrived in fine condition sand we want to thank you for care in electing it."
ERNEST WIENHOEBER CO. Chicago, Ill.

"The Evergreens for Window Boxes were received and proved entirely satisfactory. The Evergreens have attracted a great deal of attention."
C. YOUNG & SONS CO., St. Louis, Mo.

SEND FOR COMPLETE CATALOG.

The D. Hill Nursery Co., Inc.

Box 404, Evergreen Specialists Largest Growers in America **DUNDEE, ILL.**

Narcissus Sir Watkins.

The QUALITY

Remains the Same

The Net Prices Are Lower

According to Stocks Unsold

Growers who retail their own crops will find money makers here at these low prices.

Most Stocks f. o. b. Chicago, some f. o. b. New York.

Hyacinths (Dutch)

	Per 1000
Miniature, 13-14 ctms	$26.00
Bedding, 15 ctms, up	35.00
Forcing, 16-17 ctms	40.00
Seconds, 17-19 ctms	52.50
Firsts, 19 ctms, up	60.00

Tulips Early Single

	1000
Duc Van Thol (Scarlet)	$18.00
Fred Moore	15.00
Prince of Austria	19.00
Sir Thomas Lipton	29.00
Thos. Moore	15.00
La Reine	15.00
White Swan	27.00
Princess Marie Anne	15.00
Cottage Maid	21.00
McKinley	22.00
Rose Luisante	27.00
Rising Sun	20.00
Vaughan's New Pink	18.00
Mixed, Regular Grade	15.00
Mixed, Vaughan's Special	17.00

Tulips Double

	Per 1000
Imperator Rubrorum	$29.00
Le Matador	35.00
Rubra Maxima	20.00
Vuurbaak	31.00
Couronne d'Or	22.00
Mr. Vander Hoef	32.00
Brimstone Beauty	20.00
Bleu Celeste	30.00
Schoonoord	20.00
Lord Roseberry	27.00
Salvator Rosa	19.00
Tournesol, Red, Yellow	33.00
Mixed, Regular Grade	17.00
Mixed, Vaughan's Special	19.00

POETAZ NARCISSUS

Alsace, Aspasia, Elvira, Triumph — Per 1000 **$30.00**

Narcissus (Dutch)

	Per 1000
Victoria, Fancy	25.00
Victoria, Dbl. Nose	33.00
Mrs. Walter T. Ware	30.00
Golden Spur, Dbl. Nose	25.00
Von Sion, Fancy	23.00
Von Sion, Dbl. Nose	35.00
Mad. Plemp	30.00
Sir Watkins	25.00
Sir Watkins, Dbl. Nose	30.00
Princeps, Dbl. Nose	23.00
Evangeline	40.00
White Lady	30.00
Sulphur Phoenix	25.00

Gladiolus Bulbs

We are growers and now is the time to send your order for such bulbs that you want for those empty benches or for planting between your carnations as a catch crop. Our Gladiolus bulb crop has never been better, good size, very smooth, clean and free from scab.

Our **"FIRST SIZE"** will as usual show a good percentage of "overs," containing a strong percentage 1¾ to 2 inches. Ask us for free samples. Do not buy elsewhere without comparing liberal sized samples with ours.

Bulbs for forcing under glass are carefully selected for this purpose.

Mrs. Francis King, First size
Mrs. Francis King, Medium size
Chicago white, First size
Chicago White, Medium size
America, First size
America, Medium size
Halley, First size
Halley, Medium size
Panama, First size
Panama, Medium size
Mrs. Frank Pendleton, First size
Mrs. Frank Pendleton, Medium size
Primulinus Sunbeam, First size
and many other kinds.

Write For Prices

Gladiolus Mrs. F. Pendleton.

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

CONES

Work splendidly into

Christmas Decorations

They are gathered extensively in the Rocky Mountains of Colorado. We are collectors of all kinds and supply the trade at Wholesale Prices.

	Per 1000
Pine Cones, large	$5.00
Blue Spruce, long, slim	4.00
Red Spruce, small	3 00

They carry safely in sacks.
You should order today.

COLORADO SEED CO.
1515 Champa St.
DENVER, COLORADO

Columbus, O.

BUSINESS GRADUALLY IMPROVING.

Parties are now becoming more numerous and as a result trade is gradually increasing, especially loose flowers and corsages. Flowers for decorative purposes of ball rooms are also coming into prominence. Funeral work has been rather brisk and this is one of the best features. Weddings of importance are scheduled for the near future. Chrysanthemums are the best items at this time, the quality being especially good and all colors are in demand. The price ranges from $3 to $8 per dozen. Pompons are also selling well, especially pink and white. Roses are still in good demand at prices which have prevailed for some time. Sunburst, Columbia and Butterfly are the most popular varieties. Carnations are selling fairly well. Violets are arriving to a small extent, but the bulk of them will not be offered until Thanksgiving. Easter lilies are also on the market and the call for pot plants is gradually increasing.

NOTES.

General Diaz, commander-in-chief of the Italian army when the Austrians were repulsed form Italian territory in the late world war, was the guest of the city for two days, November 18-19. Incidental to the entertainment of the distinguished soldier were a number of social functions in which flowers played a very important part. Practically all of the trade was benefited by these functions, which were in most cases formal.

The Brunst Flower Store, is having an excellent trade. This concern, located in what was formerly known as the flood district, is now prospering because of the completion of the Scioto River channel improvement and the West Broad street bridge. People who were forced out of this section by the disastrous flood of 1915 are returning and the population of the entire West Side is increasing.

The Art Floral Co., 57 East Gay street, has been having an excellent business, according to the manager. The show windows of this establishment are always attractive, as special pains are taken to arrange attractive windows.

7000 cubic feet of fumigation in this one cone—

One cone of Hall's Nicotine Fumigator will fumigate 7000 cubic feet. Three such cones will fumigate the ordinary greenhouse (20 by 100 feet) at a cost to you of less than twenty-five cents.

Hall's Nicotine Fumigator

is a tobacco powder prepared under scientific processes and saturated with 12½% pure nicotine. This we guarantee. Its dense volume of deadly nicotine fumes will rid your greenhouses of plant lice, thrips and similar sucking insects.

It lights quickly, burns evenly and will not go out. No waste—every particle is consumed.

It retains its strength indefinitely. The air-tight tin takes care of that.

10 pound tins, $8.50; 2½ pound tins, $2.50; 1 pound tins, $1.25.

HALL'S NICOTINE INSECTICIDES

Hall's Nicotine Fumigator (12½% nicotine guaranteed) for fumigating greenhouses. **Hall's Free Nicotine** (40% nicotine guaranteed) for greenhouse spraying or vaporizing.
Hall's Nicotine Sulphate (40% nicotine guaranteed) for outdoor spraying. **Hall's Tobacco Dust** (1% nicotine guaranteed) for dusting. ..

Hall's Free Nicotine (40 % nicotine guaranteed.)

—for effective greenhouse spraying or vaporizing—dependable, economical.

8 pound tins	$14.50
2 pound tins	4.25
½ pound tins	1.25
1 oz. bottles	.25

HALL TOBACCO CHEMICAL CO.
3955 Park Ave., St. Louis, Mo.

Mention the American Florist when writing

IMMORTELLES

Ready for Immediate Shipment

RED, WHITE, PURPLE and YELLOW

C. J. SPEELMAN & SONS
470 Greenwich St., NEW YORK CITY

T. J. Ludwig, 82 North High street, decorated the ball room at the Deshler hotel recently for the formal dance given by the hotel to its guests.
J. W. L.

MIAMI, OKLA.—J. C. Steinhauser, who discontinued the operation of his flower store in the Hotel Miami, several months ago, will resume business at the same location, in the near future.

Bid for Business with Craig Quality Stock

Brighten Your Christmas with Our Specialties.

CROTONS

The Croton, with its highly colored foliage, is indispensable during Fall and Winter. We have the largest and most complete collection of Crotons in the world, carrying at the present time for Fall sales over 60,000 in 200 varieties, all of the very highest quality and brilliantly colored.

Immediate Delivery

4-inch pots, strong plants, $10 per doz., $75 per 100.
5-inch pots, strong plants, $16 per doz.
6-inch pots, strong plants, $18 and $24 per doz.
7 and 8-inch pots, strong plants, $4, $6 and $6 each.
10-inch pots, strong plants, $7.50 and $10 each.
12 and 14-inch pots, specimen plants, $15, $20 and $25 each.

Croton Punctata

One of the finest and most satisfactory varieties for basket work and centers of fernerles.
2½-inch pots, $20 per 100, $175 per 1,000.
3-inch pots, $35 per 100.
4-inch pots, $60 per 100.

Every retail store and grower should feature Crotons this Fall and Winter. We know our stock will please you and your customer.

DRACAENAS

There is no variety of foliage plant so attractive as the highly colored Dracaena. The small and medium sizes can be used to great advantage in making up the popular Christmas baskets, while the large specimens have always been in great demand for decorative purposes. We are now growing more Dracaenas, in greater variety, than any firm in the country.

Dracaena Godseffiana

Green and white leaf, very hardy, fine for baskets.
2½-inch pots, $20 per 100.
3-inch pots, $35 per 100.
4-inch pots, $60 per 100.

Dracaena Warneckii (New)

Silver and green leaf. Very durable.
6-inch pots, $30 per doz. 7-inch pots, $3.50 each.

Fancy Dracaenas

We are offering a collection of the new and rare Dracaenas. Very handsome for home decoration or for fancy combination baskets.
4-inch pots, $9 per doz.
5-inch pots, $16 per doz.
6-inch pots, $18 and $24 per doz.
7 and 8-inch pots, $3.50 and $6 each.

Dracaena Massangeana

The variety with the golden stripe down the center of the leaf. The best of all Dracaenas for the house. We have an exceptionally large stock, well colored and of the very highest quality.
4-inch pots, $12 per doz., $100 per 100.
8-inch pots, heavy, $4 and $5 each.
6-inch pots, heavy, $2 and $2.50 each.
10-inch pots, heavy, $7.50 each.

Dracaena Fragrans

Plain green leaf.
4-inch pots, $9 per doz.
6-inch pots, $24 per doz.
8-inch pots, $4, $5 and $6 each.
10-inch pots, $7.50 each.

Dracaena Sanderiana

Small, light green leaves, edged with creamy white. Fine for center of fern dishes or basket work.
3-inch pots, $50 per 100.

Dracaena Lord Wolseley

One of the very best varieties for Easter and Christmas, being bright red in color. An excellent Christmas variety.
2-inch pots, $20.00 per 100.
3-inch pots, $35.00 per 100.
4-inch pots, $60 per 100.
5-inch pots, $16.00 per doz.
6-inch pots, $18 and $24 per doz.
7-inch pots, $3.50 and $4 each.

Dracaena Kelleriana (New)

One if the finest foliage plants for combination baskets or boxes.
2¼-inch pots, $20 per 100.
3-inch pots, $35 per 100.
4-inch pots, $60 per 100.
8-inch pots, $6 each, made up, very handsome.

Dracaena Terminalis

Exceptionally well colored.
2¼-inch pots, $20 per 100.
3-inch pots, $35 per 100.
6-inch pots, $15 per doz.
6-inch pots, $18 and $24 per doz. September delivery.

We would suggest ordering the above early, as the demand is always great.

Dracaena De Smetiana

A strong, vigorous grower, with bold, dark green foliage, which becomes beautifully suffused and variegated.
6-inch pots, $2 each. 7-inch pots, $3.50 each.

Dracaena Lindenii

Same type as Massangea, but with the golden stripes on the outer edges of the leaf.
4-inch pots, $12 per doz., $100 per 100.
6-inch pots, $2 and $2.50 each.
8-inch pots, $4 and $6 each.

Dracaena Longii

4-inch pots, $6 each. 6-inch pots, $10 each.

Dracaena Tricolor

Very rare. Combination of coloring in pink, white and green. Very attractive and distinct.
4-inch pots, $1.50 each. 6-inch pots $3 each. 7-inch pots, $6 each.

BEGONIAS

Begonia Mrs. J. A. Peterson

5-inch pots, $125 per 100.
6-inch pots, $24 per doz.

Begonia Gloire De Lorraine

5-inch pots, $125 per 100.
6-inch pots, $18 and $24 per doz.

Begonia Glory of Cincinnati and Melior

These varieties are endorsed by all the leading retail florists. They will hold the flowers much better than Gloire de Lorraine.
5-inch pots, heavy, $125 per 100.
6-inch pots, heavy, $24 per doz.

Begonia Konkurrent

A greatly improved Begonia Cincinnati. This variety is a German introduction, and we have tried it for three years. It makes a much better shaped plant than Cincinnati and is free flowering.
5-inch pots, $125 per 100.
6-inch pots, very heavy, $24 per doz.

Begonia Pride of Newcastle

Dark red sport of Mrs. Patten. In bloom every day in the year.
4-inch pots, heavy, $4 per doz., $30 per 100.
6-inch pots, heavy, $9 per doz., $70 per 100.

Begonia Erfordii

4-inch pots, in bloom, $18 per 100.

HYDRANGEAS

French and Otaksa

We have in stock over 60,000 plants in the very best varieties, including Otaksa, Mme. Chautard, Mme. Mouillere, Jaconde, General de Vibraye, Radiant, etc. The above are all excellent sorts for forcing.
4-inch pots, strong plants, $35 per 100, $325 per 1,000.
6-inch pots, strong plants, $50 per 100, $475 per 1,000.
7-inch pots, strong plants, $75 per 100.
Larger plants, $12, $18 and $24 per doz.
Field grown, $35, $50 and $75 per 100.
Field grown, specimens, $1.50 and $2 each.

150,000 NEPHROLEPIS

(In variety.)

We are the largest growers of Nephrolepis Ferns in the country. In fact, we are headquarters for them.

Nephrolepis Norwood

The most beautiful fern of Nephrolepis to date; graceful, compact and symmetrical, a vigorous, healthy grower. All growers are invited to inspect it at our Norwood greenhouses.

Strong Plants

2¼-inch pots, $3 per doz., $12 per 100, $100 per 1,000.
4-inch pots, $6 per doz., $45 per 100.
Orders filled strictly in rotation.

Nephrolepis Verona

Makes a good plant in all sizes. Much finer frond than any created outside of N. Smithii. The fronds are carried on a heavy, wiry stem. We consider it one of the best of the newer introductions.
2¼-inch pots, $10 per 100, $90 per 1,000.
6-inch pots, $12 per doz., $90 per 100.

Nephrolepis Elegantissima Compacta

A dwarf, compact form of Nephrolepis Elegantissima, each plant making an ideal shape.
2¼-inch pots, $10 per 100, $90 per 1,000.
4-inch pots, $5 per doz., $36 per 100.
6-inch pots, $12 per doz., $90 per 100.

Nephrolepis Teddy Junior

Fine young plants from 2½-inch pots, $10 per 100, $90 per 1,000.
6-inch pots, heavy, $12 and $15 per doz.
8-inch pots, $24 per doz.
11-inch tubs, $4, $5 and $6 each.

Nephrolepis Harrisii or Roosevelt

2½-inch pots, $10 per 100, $90 per 1,000.
4-inch pots, $35 per 100.
6-inch pots, $12 per doz.
11-inch tubs, $5 and $6 each.

Nephrolepis Scottii

2¼-inch pots, $10 per 100, $90 per 1,000.
4-inch pots, $36 per 100.
6-inch pots, $12 per doz., $90 per 100.
8-inch pots, $24 and $30 per doz.

PALMS

Areca Lutescens

Perfect plants with rich, dark green foliage. Our stock is grown cool and hard. It is in splendid condition and will surely give satisfaction. Large sizes are very scarce this year. We have the largest stock in all sizes in the country.
6-inch pots, made up, $30 per doz.
7-inch pots, made up, $4, $5 and $6 each.
8-inch pots, made up, $7.50 and $10 each.
10-inch tubs, made up, $12.50 each, 5½ to 6 feet.

Phoenix Roebelenii

Very scarce. Fine for growing on.
2-inch pots, 3 to 4 leaf, $35 per 100.

MISCELLANEOUS STOCK

Otaheite Oranges

A fine stock of this wonderful Christmas plant.
2¼-inch pots, for growing on, $20 per 100, $190 per 1,000.
Plants in fruit, 30c per fruit.
Plants in fruit ripened, November and December, 40c per fruit.

Erica Melanthera

6½-inch pots and 6-inch pots, $18, $24 and $30 per doz.
7-inch pots, $36 per doz.

Pandanus Veitchii

Well colored plants.
5½-inch pots, $18 per doz.
6-inch pots, $24 and $30 per doz.
7-inch pots, $4 each.
10-inch pots, $7.50 each.
8-inch pots, $5 each.

Gardenia Veitchii

We have an exceptionally fine stock for growing on for Winter and Easter flowering.
2¼-inch pots, heavy plants, $15 per 100, $140 per 1,000.
3-inch pots, heavy plants, $35 per 100.
4-inch pots, heavy plants, $75 per 100.
6-inch pots, heavy plants, $18 per doz.

Genista Racemosa

A large stock of well-grown plants for growing on.
5-inch pots, $75 per 100. 6-inch pots, $1 each.
Larger plants, $1.50 $2 and $3 each.

Cyclamen

This has been one of our specialties for over twenty years. In all our experience we have never seen a finer lot of plants. We are growing our stock in new houses. They are absolutely clean and perfect in every way and not to be compared with weakly-drawn plants offered at less money.
4-inch pots, $50 per 100.
4-inch pots, extra heavy, $60 per 100.
5-inch pots, $15 per doz.
5½-inch pots, $18 per doz.
6-inch pots, $24 and $30 per doz.
7 and 8-inch pots, $36, $48 and $60 per doz.
This stock will be profitable to anyone buying now.

Sansevieria Zeylanica

4-inch pots, $6 per doz.

Geranium Alice Lemon

Single salmon. Very beautiful.
2¼-inch pots, $10 per 100, $90 per 1,000.

IMPORTANT NOTICE

We are pleased to announce that owing to the recent drop in price of lumber, it enables us to give our customers the benefit by reducing the price on packing as follows:

Full size cases	$1.50 each
Three-quarter size cases	1.25 each
Small size cases	.50 each
Half size boxes	1.00 each

THE ROBERT CRAIG COMPANY, NORWOOD STATION, Delaware County, PA.

Roses in Full Crop

We are now cutting the largest crop of Roses we have had this fall. Quality extra choice. We are strong on short to medium length stems.

IT PAYS TO ORDER DIRECT OF THE GROWER.

CURRENT PRICE LIST

RUSSELL, COLUMBIA, PREMIER, CRUSADER	100
Fancy Long	$20.00
Good Medium	$10.00 to 16.00
Good Short	5.00 to 8.00

BUTTERFLY AND OPHELIA	
Long	$12.00
Medium	$ 8.00 to 10.00
Short	4.00 to 6.00

WHITE KILLARNEY AND SUNBURST	
Long	$10.00
Medium	8.00
Short	4.00 to 6.00

SPECIAL OFFERING ASSORTED ROSES
Our selection, in lots of 200 or more.

	Per 100
Good medium lengths	$8.00
Good short lengths	5.00

Fancy Pompons, all colors, per bch..50c

Good Fancy Ferns, here in quantity, per 1000, $3.00.

Adiantum, per 100	$1.50 to 2.00
Sprengeri, per 100	3.00
Galax, bronze, per 1,000	2.00
Asparagus Sprays, per bch.	.35 to .40

A TRIAL ORDER SOLICITED.

In buying direct of the grower you are assured of fresh stock at all times and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONES:
CENTRAL 1457
Greenhouses: Hinsdale, Ill., and Gregg Station, Ill.
Notice:—We close at 5 o'clock week days.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.
Closed all day Sundays

Chicago.

GOOD THANKSGIVING DEMAND.

The early demand for Thanksgiving is good and stock is cleaning up nicely in all lines at this writing, considering the large supply offered and that the total sales for this occasion are only considered equal to those of a brisk Saturday. Chrysanthemums are in large supply and are having a good call and the same holds true for pompons, which are arriving in a large number of varieties and in splendid quality. Roses are in good supply in practically all the varieties grown for this market and while there appears plenty to go around it would not be at all surprising if some items will be scarce before the run is over. Carnations are holding their own at the prices advertised, although some large lots have been sold at reduced figures. Cattleyas are none too plentiful and lily of the valley finds ready buyers. Violets are in good demand and the receipts now consist of home-grown singles, New York doubles and California stock. Paper White narcissi are a trifle more plentiful. Pansies, calendulas, daisies and snapdragons are obtainable. Lilies are in good supply and a few callas are seen. Sweet peas are quite a factor in the market and find ready buyers. Greens are in good supply and pussy willows are offered. Blooming plants are featured in some of the stores, especially cyclamens and pot chrysanthemums. The attendance at the chrysanthemum show last week was very large from out-of-town and the local dealers report good business from the visitors, especially for supplies for the holidays.

NOTES.

Vaughan's Seed Store is inviting the trade attending the stock show, to call while in the city. Hardy lily bulbs are being shipped while giganteums are going to storage.

"SPIZZERINKTUM"

FOUNDED BY FLINT KENNICOTT 1st

What is it? Enthusiasm, pep, "stepping on the gas," tempered by care and courtesy.

That unanticipated death in a family of prominence, which always occurs when you have least in reserve, has caught you with your guard down; or the bride has decided at the last minute to change arrangements, and requires just what you do not happen to have.

Wire Kennicott, rush.

Speed? Plenty, but with a fine care and discrimination. Our customers like our service. That is why much of our business is on "standing orders."

KENNICOTT BROTHERS CO.
WHOLESALE FLORISTS

PETER REINBERG, INC.

WHOLESALE FLORISTS

30 East Randolph St., CHICAGO

HEAVY SUPPLY

'Mums, Pompons, Roses, Carnations, Sweet Peas, Violets, Lilies, Etc.

Buy Direct From the Grower — CURRENT PRICE LIST — Subject to change without notice

	Per 100
MRS. CHAS. RUSSELL	
Specials	$25.00
Select	$18.00 to 20.00
Medium	10.00 to 15.00
Short	6.00 to 8.00
COLUMBIA	
Specials	$25.00
Select	$18.00 to 20.00
Medium	10.00 to 12.00
Short	6.00 to 8.00
PREMIER	
Specials	$25.00
Select	$18.00 to 20.00
Medium	10.00 to 12.00
Short	6.00 to 8.00

EXTRA SPECIAL STOCK BILLED ACCORDINGLY

	Per 100
SUNBURST, OPHELIA, WHITE KILLARNEY	
Specials	$20.00
Select	$15.00 to 18.00
Medium	8.00 to 10.00
Short	4.00 to 6.00
ROSES, Our Selection	**$6.00**
Carnations	$4.00 to $6.00
Chrysanthemum (White and Yellow)	3.00 to 5.00
Pompons, assorted colors, per bunch	50c to 1.00
Pansies, per dozen bunches	2.00
Paper Whites	$6.00 to 8.00
Stevia, per bunch	.50 to .75
Violets, single	$1.50 to 2.00
Sweet Peas	2.00 to 4.00
Adiantum	1.50
Asparagus, per bunch	35c to 50c
extra fancy	75c
Boxwood, per bunch	35c
Ferns, per 1,000	$3.00
Galax, bronze and green, 1,000	2.00
Leucothoe Sprays	1.00

PAUL R. KLINGSPORN, Manager

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue — L. D. Phone, Central 282 — CHICAGO

The E. F. Winterson Co.

Long Distance Telephone, Central 6004

166 N. Wabash Avenue, Chicago, Ill.

A. E. Boyar, formerly in charge of the floral department at the Hotel La Salle for 11 years has opened a new store at 5004 Sheridan road under the name of Boyar's Flower Shop. The grand opening was held November 19, and the store equipped throughout with Randall fixtures and suitably decorated for the occasion, presenting a most inviting appearance. Mr. Boyar has the best wishes of the trade for a successful future in his latest undertaking.

Miss L. A. Tonner is expected home from Baconton, Ga., this week. The pecan crop is from 25 to 50 per cent larger than last season and she is now supplying the trade with their needs for the holidays.

The Chicago Flower Growers' Association is offering white and yellow narcissus in quantity in addition to a complete line of all stock.

Zech & Mann's shipments include a good supply of stevia which made its first appearance this season at this house last week.

The American Bulb Co. says its Japanese lily bulbs are nearly cleaned up.

W. N. Rudd, who has been confined to his home with grippe is improving.

Magnificent Supply of

Pompons, 'Mums

ROSES--CARNATIONS

CURRENT PRICE LIST—Subject to Change Without Notice

PREMIER.	100
Special	$25.00
Long	20.00
Medium	$10.00 to 15.00
Short	6.00 to 8.00

COLUMBIA.	
Special	$20.00
Long	15.00
Medium	10.00 to 12.00
Short	6.00 to 8.00

RUSSELL.	100
Special	$25.00
Long	20.00
Medium	$12.00 to 15.00
Short	6.00 to 8.00
SUNBURST	
Long	$12.00 to 15.00
Medium	10.00
Short	6.00 to 8.00
CARNATIONS.	
Fancy	$6.00
Good	4.00

CHRYSANTHEMUMS. White and Yellow.	Dozen
Small	$2.00
Medium	3.00
Large	$4.00 to 5.00
Pompons, per bunch 50 to 75c	
GREENS.	1000
Ferns	$3.50
Asparagus, bunch	.50
Sprengeri	.50

WIETOR BROS.

Wholesale Growers of Quality Cut Flowers

30 East Randolph Street, L. D. Phone Randolph 2081 CHICAGO

The Ove Gnatt Co., Inc.

Preservers of Natural Foliages LA PORTE, IND.

Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties.

The Florists' Credit Association, 168 North Michigan avenue, was recently incorporated with a capital of $50,000, to furnish financial reports and information to the trade. F. S. Webb, D. F. Dorsett and N. J. Thal are the incorporators.

Wietor Bros. are having a good call for their new white pompon Pearl which promises to take its place in the front ranks of the leading cut flower varieties. They have the exclusive stock of this variety and will offer it to the trade next season.

Kennicott Bros. Co., reports a strong demand for sweet peas with fancy stock bringing $5 per 100 November 21. American Beauty roses are arriving in quantity at this house.

Mrs. Francis King of Alma, Mich., will address the local branches of the National Garden Club on "Gardening Experiences," at Fullerton Hall, Art Institute, November 25.

Bassett & Washburn are cutting heavily on chrysanthemums and report a good demand for them for Thanksgiving. Their shipments include fine Bonnaffon and Yellow Eaton.

The J. A. Budlong Co. is handling a magnificent supply of stock and is having its share of the Thanksgiving business, especially from out-of-town points.

Robert Newcomb, representing the Burlington Willow Ware Shops, Burlington, Ia., left for headquarters November 21. He is headed for California.

Poehlmann Bros. Co. is in good crop with roses and is cutting magnificent Mrs. Chas. Russell with stem fully as long as American Beauty.

$25 Every Florist should have our $25 Business Builder Assortment. Send for it today. You will be agreeably surprised with the high class of goods we are manufacturing and how rapidly they sell.

THE BERGMAN DECORATING CO.

Originators and Manufacturers of Natural Perpetuated Flowers

1630-1632 Milwaukee Ave., Phone: Humboldt 8853 CHICAGO

Mention the American Florist when writing

A. L. Vaughan & Co. report a good demand for Thanksgiving, especially from out-of-town points. The early city demand is good.

The E. C. Amling Co. is handling particularly fine Columbia roses from the Richard Salms greenhouses at Union Grove, Wis.

Peter Reinberg, Inc., reports a good demand for stock for Thanksgiving, especially in the shipping department.

The W. W. Barnard Co. has cleaned up close on all fall bulbs and is now preparing for the holiday business.

Paul Weiss is at Richmond, Ind., this week, looking over the new roses of the Hill and Lemon Companies.

Ed. Goldenstein of Vaughan's Seed Store celebrated another birthday anniversary November 19.

Ed. Kanst reports his special line of landscape work quite active and the future outlook good.

The Joseph Foerster Co. is strong on chrysanthemums especially Sunshine of splendid quality.

Judge Kersten has declared himself in favor of a county police force to patrol the forest preserves.

A. Henderson & Co. say they are receiving numerous inquiries for gladiolus bulbs.

Heaton Nichols is now with the Oshkosh Seed Co., Oshkosh, Wis.

Visitors: James J. Karins, representing Henry A. Dreer, Philadelphia, Pa.; B. Jacobs, Canton, Ill.; Robt. Lundstrom, Sterling, Ill.

Choice Cut Flowers

IN QUANTITY

Large and Complete Supply of All Seasonable Stock.

Chrysanthemums, Pompons, Carnations, Roses, Violets, Paper Whites, Daisies, Lilies, Valley, Sweet Peas, Calendulas, Snapdragons, Orchids, Pansies, Greens.

☛ Write or Wire for Special Prices on quantity lots. We can take care of all your orders to your entire satisfaction.

A. L. VAUGHAN & Co.

NOT INC.

PHONES:
CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572
161 North Wabash Ave. Chicago

Mention the American Florist when writing

Quality Cut Flowers

Roses, Carnations, Chrysanthemums, Pompons, Sweet Peas, Lilies, Orchids, Violets, Valley, Calendulas, Paper White Narcissus, Pansies, etc. Complete line of Greens.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street — L. D. Phone, Randolph 6578. — CHICAGO, ILL.

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.
CHICAGO

Long Distance Phones Central 3283 Central 3284

Our Offerings Include:

LILIES

Absolutely the finest supply of Cut Lilies in this market.

ROSES

COLUMBIA
RUSSELL
White Killarney
Butterfly
Crusader Sunburst
Killarney Brilliant
Ward Ophelia
Premier

MISCELLANEOUS

Valley Cattleyas
Calendulas

CARNATIONS

CHRYSANTHEMUMS
POMPONS
SWEET PEAS
VIOLETS
PAPER WHITES
DAISIES PANSIES

GREENS

Plumosus Sprengeri
Bronze and Green Galax
Ferns
Adiantum Smilax
Mexican Ivy
Boxwood

Silk Poppies

Short stem, good for general use.
Small size, 24 to bu., for.....$0.75
Medium size, 24 to bu., for.... .90
Large size, 12 to bu., for..... .60

Long stem for vases, baskets, etc., two and three flowers to a stem, also foliage, very pretty.
Per doz. stems.....$1.25

Prepared Lycopodium

Splendid for general work, as for making wreaths, filling baskets, etc. Soft, pliable and everlasting.
Per carton of 10 lbs.....$3.25
5 cartons or more, per carton.. 3.00

Fox Tails

On long stem with foliage. These are made of silk chenille of various rich colors, as red, green, white, purple, yellow, etc., three fox tails to each stem, just the thing to top off a fancy basket decoration, etc.
Price per dozen stems.....$1.50
Price per ½ gross stems..... 8.25
Price per gross stems.....15.00

Artificial Holly

A perfect imitation of natural holly, with green foliage and red berries.
(Four sprays to bunch.)
Per dozen bunches.....$ 1.50
Per carton, 9 dozen bunches.. 12.00

Complete list of many other items free.

One Floral Art Album given free with any order of $25.00 or more.

GEO. H. ANGERMUELLER CO.,
Wholesale Florists 1324 Pine Street, ST. LOUIS, MO.

San Francisco.

MARKET HEAVILY SUPPLIED.

With the exception of the day preceding Armistice Day, business was comparatively quiet all week. There is a decided scarcity of fancy stock prevailing, applying to all flowers in general, but roses in particular. It has been a long time since such poor rose stock has been on the market, due almost entirely to the severe hot spell during the early part of November. Fancy chrysanthemums are also getting scarce. The season has advanced so far that the very large flowering varieties, with few exceptions, are over for the season, the best kind now arriving, being William H. Waite. Very few Turners are now seen and fancy whites are scarce. Major Bonnaffon is the best yellow and Helen Frick, the leading pink. There is a heavy cut of small stock arriving from the Chinese growers, much of it selling as low as 35 cents per dozen. Some fine anemone chrysanthemums have arrived. Pompons and singles are cheap. The shipping trade is keeping the market well cleaned up of all chrysanthemum stock. The demand for violets is steadily increasing, with Giant, the best variety adapted for the shipping trade, in good supply. The call for carnations has improved and growers of fancy stock have no difficulty in disposing of it. Freesias are in heavy supply. Paper White narcissi are arriving but do not move readily. Zinnias are plentiful. The offerings of gardenias are insufficient to supply the demand, which also holds true for cattleyas. Lily of the valley supply is still on the short side. Delphiniums, marigolds, scabiosa and other outdoor stock are still plentiful, due to the mild weather. Asparagus and fern growers report a strong demand for their stock. Madrones and the California red berried shrubs are seen in all the stores. With the exception of cyclamen and primulas no other flowering plants are offered. Boston ferns are ready sellers. Retailers are preparing for a busy Thanksgiving business, with plants being strongly featured, although it is difficult to forecast at this what the holiday will bring forth in a business way.

NOTES.

The greenhouses of Manuel Rolleri, proprietor of the Western Evergreen Nurseries, are completely filled with holiday plants. Bostons are a specialty here and many large houses are now filled with them in all sizes. The rose houses are making a fine growth, particularly Mrs. Chas. Russell and Butterfly. Cutflowers are also grown here on a large scale. Mr. Rolleri consigns his entire output to the Wholesale Co-Operative Flower Market.

Haywood & Peterson, Burlingame, are cutting a high grade crop of Hadley and Hoosier Beauty roses. Their stock won first prize for reds at the recent flower show. Their other rose houses are coming along nicely for the holidays. George Draycott, in charge of the flowering plant section of this firm, has first class cyclamen and begonias in the best of shape.

The Dahlia Society of California will hold an interesting meeting this week at the Palace hotel. Motion pictures of the dahlia will be shown. Secretary Frank C. Burns says these pictures will surpass even those that have been shown at the different theatres of the city during the past month. The public has been extended an invitation to attend this meeting.

Edward Schwerin, 606 Walbridge street, this city, has a fine lot of holiday plants, both foliage and flowering,

Use Budlong's Flowers

Line Up with the Progressive Element of the Trade and Make Your Business Grow

RUSSELL COLUMBIA PREMIER MILADY HEARST OPHELIA

Autumn Roses

Do you want a good White Rose? If so, order our Double White Killarney, the only good white on the Chicago market.

SUNBURST BUTTERFLY DUNLOP MONTROSE NESBIT

Use **Nesbit Roses**; they more than serve the purpose of Sweet Peas

CARNATIONS Nice Clean Flowers of Good Keeping Quality **in Good Supply**

'MUMS WHITE, YELLOW AND PINK—ALSO **POMPONS**

Easter Lilies and all other seasonable Cut Flowers

Use Our Valley for Your Wedding Work

Once Tried You Will Not Be Satisfied with Any Other

All Greens: Ferns, Adiantum, Plumosus, Sprengeri, Mexican Ivy

FERNS:---$3.00 per 1000; case lots, $2.50 per 1000

If you want good stock and good treatment, buy of Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., **CHICAGO**

Roses, Valley and Carnations Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can reply upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

for this season's trade. His ericas are especially good, and the fern range is in its usual splendid shape, supplying much of the cut fronds used in the market. He has made large plantings of Holland bulbs for spring flowering.

Mrs. Ida Williams, proprietor of the Flower Basket, 1806 Polk street, has one of the most up-to-the-minute stores in the western addition. She is one of the most progressive florists in the city and has been appointed on the advisory board of the Retail Florists' Association for the coming year by President Albert O. Stein.

The Metzner Floral Co., Mountain View, are cutting a large supply of Gerbera Jamesonii. They have a nice acreage planted to this South Africa plant and have it growing in a great variety of colorings. Mr. Metzner says there is a steady demand for all the plants he can produce.

Eric James, the plant specialist, Elmhurst, will have a finely grown lot of cyclamen and primulas for the Thanksgiving trade. His houses of be-

Holly XXX
Holly
XXX Holly

Bouquet Green, Boxwood, Mistletoe, Immortelles, Frizz, Ruscus, Magnolias.

Book Now for Christmas. **Prepared Lycopodium.**

Write for Vaughan's Holiday Circular and "Bargain List" of Bulbs to Close.

CHICAGO **Vaughan's Seed Store** NEW YORK

gonias and poinsettias promise to be at their best for the Christmas business. He finds it difficult to supply the call for nephrolepis.

Frank R. Mills, of Palo Alto, is shipping a fine grade of carnations from his first crop. He has several houses filled with flowering plants which will be at their best during the holidays. He says plant trade is somewhat backward as yet, owing to the lack of early rains.

Shipments of Mahonia aquifolia, or the Oregon grape, as it is commonly called, is being made to the trade here for use in funeral work, instead of galax leaves. It is a splendid substitute, owing to its fine autumn colorings and finds much favor with retailers.

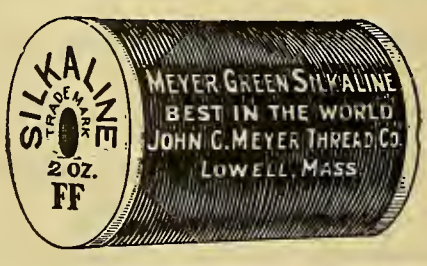
The opening of M. H. Ebel's new flower store in Sacramento, during the week, was made noticeable in this market by the large amount of stock supplied for the occasion. Mr. Ebel has now one of the best equipped flower stores in the state.

Mori Bros., of San Mateo, have about finished their large chrysanthemum cut after a most successful season. They captured most of the chrysanthemum prizes at the recent flower show.

Michael Thomas, of the Thomas Floral Co., wife and family, left recently for a year's trip in Europe.

Growers of ericas for cutting purposes are sending in the first cut of the season.

Visitor: J. E. Bergtholdt, of Newcastle, Calif. JAMES T. LYNCH.



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LOWELL, MASS., U. S. A. Dept. XYZ.

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FOR PROMPT SHIPMENT

$3.00 per crate of 50 lbs., net

Quality excellent, cleaned of trash and ready to hang up.

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Oriental Goldfish & Supply Co.

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John Kruchten Co.

(Not Incorporated)

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

Mention the American Florist when writing

GREEN SHEET
MOSS

Fadeless, per bag, $3.50
Natural, " " 1.75

KNUD NIELSEN
Evergreen, Ala.

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WHOLESALE FLORISTS
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CHICAGO, ILL.
Long Distance Telephone, Central 3373.

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FLOWER GROWERS
TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

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CUT FLOWERS
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PREPARED MAGNOLIA
Price and quality guaranteed.
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WHOLESALE
CUT FLOWER HOUSE
IN CHICAGO
169-75 N. Wabash Ave., CHICAGO
L. D. Phones: CENTRAL 1977 1978

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Wholesale Flower Markets

Chicago
CURRENT PRICE LIST

		Dozen
Roses, Beauty	$ 4.00 to	$ 8.00
		Per 100
" Mrs. Chas. Russell	5.00 to	35.00
" Butterfly	6.00 to	30.00
" Columbia	6.00 to	30.00
" Dunlop	6.00 to	30.00
" Premier	6.00 to	30.00
" Hoosier Beauty	6.00 to	25.00
" Killarney Brilliant	6.00 to	20.00
" White Killarney	6.00 to	20.00
" Mrs. Geo. Shawyer	6.00 to	20.00
" Milady	6.00 to	30.00
" Mrs. Aaron Ward	6.00 to	20.00
" Sunburst	6.00 to	30.00
" Ophelia	6.00 to	20.00
" Dble. W. Killarney	5.00 to	20.00
" Cecile Brunner		4.00
" Our Selection		6.00
Calendulas	2.00 to	4.00
Daisies	2.00 to	3.00
Chrysanthemums, per doz.	2.00 to	6.00
Pompons, per bunch	.50 to	1.00
Cattleyas, per doz.		24.00
Valley	8.00 to	10.00
Carnations	4.00 to	6.00
Lilies, per 100	20.00 to	25.00
Sweet Peas	1.50 to	3.00
Paper White		8.00
Violets	.76 to	1.00
Adiantum	2.00 to	3.00
Ferns per 1,000		3.00
Galax per 1,000		2.00
Leucothoe		1.00
Sprengeri, Plumosus Sprays	36c to 60c per bunch	
Mexican Ivy		1.00
Boxwood, 36c per lb., case		9.00
Southern Wild Smilax, per case		12.00

ZECH & MANN
WHOLESALE FLORISTS
30 E. Randolph St., CHICAGO
Telephone Central 3284

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Golden Yellow Sweet Peas
McClenahan's Yellow Flower Dye
Send for sufficient to make one quart.
Price $1.00, prepaid.
McCLENAHAN'S GREENHOUSES
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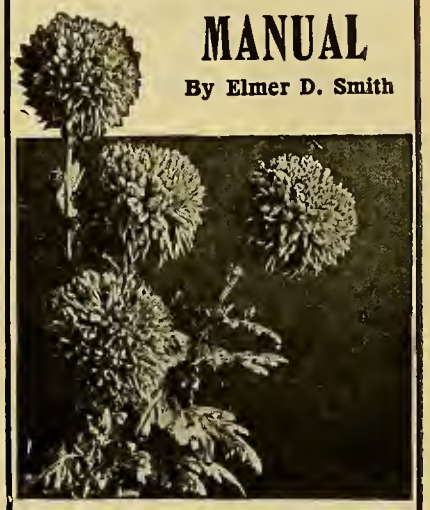
THE
CHRYSANTHEMUM
MANUAL
By Elmer D. Smith



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Price 60 Cents. Cash with Order
American Florist Co.
440 S. Dearborn St., Chicago

A. L. Randall Co.,
Wabash Ave., and Lake St.
CHICAGO, ILL.
Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

George Reinberg
WHOLESALE FLORISTS
Extra fancy Ophelia, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.
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Mention the American Florist when writing

NEW IMPORTATION
MINIATURE VELVET PANSIES
$3.60 per gross.
MINIATURE RED POPPIES..... $1.80 per gross
CLOTH CARNATIONS
White, Ward, Dark, Red Pink... $25.00 per 1000
SAM SELIGMAN
116 West 28th Street, NEW YORK

Mention the American Florist when writing

We are now booking orders for

Boxwood

for immediate delivery or for the holidays.

Advance orders are booked at a special price; so let us know your requirements now.

We have the small and large leaf variety. You have very little waste on our Boxwood, as it is carefully cut, sprays 8 to 12 inches long.

Lycopodium

Cleaned and bunched; very fine stock. Let us know how many pounds you need.

The Leo Niessen Co.
1201 Race Street
PHILADELPHIA, - PA.
Branches: Baltimore, Washington.

EDWARD REID
CHRYSANTHEMUMS. CHOICE ROSES, All Grades.
CARNATIONS, EASTER LILIES and All Seasonable Flowers.
This is the exclusive shop, only one block from Express Depots.
1619-1621 Ranstead Street, PHILADELPHIA, PA.

Philadelphia.

CHRYSANTHEMUM PEAK REACHED.

The past week has been very strenuous for all concerned. The peak of the chrysanthemum offerings has been reached and the market is now fairly flooded with roses, carnations, violets, calendulas, Easter and Calla lilies, not to mention Paper White narcissi. The heavy offerings kept the wholesale houses busy all day Saturday, caring for and moving the stock. The striking feature of this situation is that this great deluge of stock was all moved and sold at a price, very little of it going to waste. Net returns are, however, much below those of last year for the same grade of stock. As there are, at a fair estimate, 50 per cent more chrysanthemums to handle this year than last, prices have fallen in about the same ratio; and as all are sold, the low prices inducing the retailers to stock up more heavily, should create sales through the greater store displays and be better for the business later on. In quantity lots, very good Bonnaffon chrysanthemums have been sold as low as $100 per 1,000, with extra fine blooms of this and other kinds bringing $3 and $4 per dozen. Good pompons have been sold at $3 to $4 per dozen bunches. Rose prices have suffered severely because of this competition, the long stock being affected the most. It is the same with carnations, sweet peas, violets and in fact the whole lot, orchids being the only exception as they are almost out of the market. Paper White narcissi, although only offered in limited quantities, are selling at 2½ to three cents each, while bulbs cost nearly four cents. A wholesaler, in commenting on the situation, said that the retailers should greatly profit by the situation as November was one of the best months in the shops. He thought they should pass some of the low values on to the public, but he supposed this would be asking too much.

Wholesale Flower Markets

PHILADELPHIA, Nov. 23. Per 100

Roses, Beauty, special	60.00 @	75.00
" Ophelia	3.00 @	12.00
" Columbia	4.00 @	16.00
" Mrs. Charles Russell	8.00 @	20.00
" Killarney	2.00 @	6.00
" Hadley	10.00 @	25.00
" Sunburst	4.00 @	12.00
" Wards	3.00 @	6.00
" Premier	6.00 @	16.00
Adiantum	1.00 @	1.50
Asparagus, bunches	.35 @	.50
Asparagus, strings	.75 @	1.00
Calendulas	1.50 @	3.00
Carnations	2.00 @	6.00
Cattleyas	150.00 @	200.00
Chrysanthemums, per doz.	1.50 @	4.00
Easter Lilies	20.00 @	25.00
Lily of the Valley	6.00 @	10.00
Smilax		.35
Snapdragons, per doz.	.75 @	1.50
Sweet Peas	1.00 @	2.00
Violets, single	.50 @	.75
Violets, double	.75 @	1.00

BOSTON, Nov. 23. Per 100

Roses, American Beauty	$6.00 @	$75.00
" Russell	4.00 @	12.00
" Dunlop	3.00 @	10.00
" Pilgrim	4.00 @	10.00
" Crusader	4.00 @	10.00
" White Killarney	4.00 @	10.00
" Ward	4.00 @	10.00
" Maryland	3.00 @	10.00
" Hoosier Beauty	4.00 @	10.00
" Columbia	4.00 @	10.00
" Hadley	4.00 @	12.00
" Premier	4.00 @	10.00
" Ophelia	4.00 @	10.00
" Butterfly	4.00 @	10.00
" Cecile Brunner	1.50 @	2.00
Adiantum	1.50 @	2.00
Asparagus bchs., per bch.	.50 @	1.00
Asparagus Strings, dozen.		12.00
B. Buttons		2.00
Bouvardia	1.50 @	2.00
Calendulas, per bunch		.50
Carnations, ordinary	2.00 @	3.00
Cattleyas, per doz.		18.00
Chrysanthemums	1.50 @	3.00
Pompons	.50 @	.75
Lily of the Valley	10.00 @	12.00
Smilax, per dozen		6.00
Swainsona, per bch.	.50 @	.75
Violets	1.25 @	1.50
Carnations, fancy		4.00
Cypripediums, dozen	4.00 @	6.00
Pansies	1.00 @	1.50

BUFFALO, Nov. 23. Per 100

Roses, White Killarney	$3.00 @	$10.00
" Dbl. Wht. Killarney	6.00 @	12.00
" Richmond	6.00 @	12.00
" Maryland	4.00 @	10.00
" Sunburst	4.00 @	12.00
" Columbia	5.00 @	20.00
" Ophelia	4.00 @	15.00
" Russell	6.00 @	20.00
" Premier	8.00 @	20.00
" Cecile Brunner	3.00 @	4.00
Calendulas	3.00 @	4.00
Carnations	3.00 @	6.00
Easter Lilies	20.00 @	25.00
Mignonette	3.00 @	6.00
Rubrum Lilies	6.00 @	10.00
Snapdragons	3.00 @	5.00
Sweet Peas	1.00 @	2.50
Chrysanthemums, White	8.00 @	35.00
" Pink	10.00 @	35.00
" Yellow	12.00 @	35.00
" Pompons.	.35 @	1.00

NOTES.

S. S. Pennock has returned from Chicago where he attended the exhibition and meeting of the Chrysanthemum Society of America, of which organization he is president. The exhibition was held in connection with the Chicago Florists' Club and was very fine. This was also coupled with a generous hospitality to all visitors. He also attended a meeting of the national flower show committee at Cleveland, O., where the large auditorium was still being hurried to completion. Reports are all favorable for a record breaking show.

Philadelphia Growers' Cut Flower Market

SKIP THE MIDDLEMAN

Sell your flowers under your own management through the Growers' Cut Flower Market, No. 7 South Mole St., Philadelphia, Pa.

This Week High Grade
Roses, Chrysanthemums and Carnations

WILLIAM C. LYNCH, Manager
Philadelphia Growers' Cut Flower Market
No. 7 South Mole St.,
PHILADELPHIA, PA.

Wholesale Florists' Supplies
THE HOUSE OF MERIT
Staple Baskets and Seasonable Novelties in Quantity
JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St., Phila., Pa.

Berger Bros.
The Choice of the Market in
EASTER LILIES,
ROSES and CHRYSANTHEMUMS.
Exceptional Service.
1609 Sansom St., PHILADELPHIA, PA.

John Berger prefers to sell dahlias in preference to chrysanthemums, because with the former, all work with them is finished at 9 a. m., but with chrysanthemums, the whole day is occupied in disposing of them. Choice white and yellow Chadwick chrysanthemums and pompons are his leaders.

The large force at the Leo Neissen Co. is being kept busy these days handling the exceptionally large number of flowers received. The call from their large out-of-town trade is a great relief to the local market. Choice chrysanthemums and high grade roses are features.

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers and Greens

C.C. POLLWORTH CO.
CUT FLOWERS
PLANTS, BULBS
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Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS
Growers of Quality Flowers
116-118 Seventh Street,
PITTSBURGH, - PA.

A prominent lily grower, in speaking of this season's importation of L. Giganteum, stated they now cost six times what they did before the war and that there was no immediate prospect of any reduction in price.

Edward Reid is of the opinion that the wholesaler is required to work too hard for results during these days of overproduction.

Christmas stock is rapidly coming into form at the Robert Craig Co. Their cyclamen are in wonderful condition and orders for these and other items on the holiday list are being received daily.

The Philadelphia Growers' Cut Flower Market is featuring Premier, and Columbia roses of high quality and choice chrysanthemums are also leaders.

The Frank M. Ross chain of four flower stores have disposed of over 5,000 6-inch pot ferns, mostly Teddy, Jr.

Grakelow's opening at 1908 Market street, November 18, was the floral event of the week. K.

Rochester, N. Y.

MARKED IMPROVEMENT NOTICEABLE.

Business has improved considerably the past week, with chrysanthemums overabundant in all varieties. Pompons are excellent in quality and there is a large supply of carnations which are much improved. Laddie is a great favorite this autumn. Roses are excellent and the offerings of violets are liberal, their quality being greatly improved. The entire trade is looking forward to an excellent Thanksgiving business, with an abundance of stock for all purposes.

The second autumn meeting of the Florists' Association was held November 11 at the Osborne house. Chas. C. Evans, president of the Society of Architects and vice-president of the Rochester Engineering Society, spoke on "Bettering Business as Applied to Floriculture." A luncheon was served after the meeting.

Some excellent Cincinnati begonias are being sold by C. W. Curtis, for Thanksgiving.

J. B. Keller & Sons had a large wedding decoration at Sodus, November 17.

Harry Merritt, Irondequoit, is cutting some fine Delight carnations.

Ambrose Secker is busy planting fall bulbs. CHESTER.

Wholesale Flower Markets

PITTSBURGH, Nov. 23.		Per 100
Roses, Beauty, spl., per doz.	7.60	60.00
" " fcy., per doz.	6.00	46.00
" " ex., per doz.	5.00	36.00
" " No. 1, per doz.	2.00	15.00
" American Legion ..	6.00@	26.00
" Killarney	5.00@	15.00
" Maryland	5.00@	15.00
" Sunburst	5.00@	15.00
" Mrs. Aaron Ward..	5.00@	15.00
" Russell	6.00@	30.00
" Columbia	6.00@	25.00
" Ophelia	6.00@	20.00
" Hilda	5.00@	15.00
" Premier	6.00@	30.00
" Madam Butterfly ...	6.00@	20.00
Carnations	3.00@	6.00
Pompons, per bch.....	.25@	.75
Calendulas	2.00@	4.00
Chrysanthemums, per doz.	2.00@	6.00
Lilies		25.00
Valley		8.00
Ferns, per 1,000		3.00
Galax, per 1,000		2.00
Plumosus, per bunch.....		.50
Sprengeri, per bunch.....		.60
Smilax, per doz. strings....		3.00
Sweet Peas		2.00

CINCINNATI, Nov. 23.		Per 100
Roses, Premier	6.00@	18.00
" Russell	6.00@	18.00
" Columbia	6.00@	18.00
" Butterfly	6.00@	18.00
" White Killarney ...	6.00@	18.00
" Pink Killarney	6.00@	18.00
" Sunburst	6.00@	18.00
" Mrs. Aaron Ward..	6.00@	18.00
" Ophelia	6.00@	18.00
" Baby Doll	3.00@	4.00
Asters	1.00@	4.00
Chrysanhemums, per doz..	2.00@	4.00
Cosmos, per dozen bchs...	1.50@	2.00
Easter Lilies	20.00@	25.00
Ferns, per 1,000.....		3.00
Galax, per 1,000		1.50
Plumosus (south) per bch..		.25
Smilax, per string	.15@	.25
Ruhrum	4.00@	8.00
Leucothoe		5.00

THE McCALLUM CO.
Manufacturers—Importers
FLORISTS' SUPPLIES
Headquarters: PITTSBURGH, PA.

Mention the American Florist when writing

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

Mention the American Florist when writing

ST. LOUIS, Nov. 23.		Per 100
Roses, Premier	3.00@	20.00
" White Killarney....	3.00@	10.00
" Columbia		15.00
" Ophelia	2.00@	8.00
" Russell	3.00@	20.00
" Ward	3.00@	8.00
" Sunburst	3.00@	12.50
Carnations	2.00@	6.00
Leucothoe		.75
Valley	6.00@	8.00
Galax, green, per 1,000....		1.60
" bronze, per 1,000.		1.60
Ferns, per 1,000.....		3.00
Chrysanthemums, White and Yellow, per doz.....	1.50@	6.00

MILWAUKEE, Nov. 23.		Per 100
Roses, Kill'n'y, W. Kill'n'y.	4.00@	15.00
" Premier	6.00@	25.00
" Ophelia	4.00@	15.00
" Columbia	6.00@	25.00
" Ward	4.00@	12.00
" Hoosier Beauty.....	6.00@	20.00
" Butterfly	6.00@	15.00
Carnations	3.00@	4.00
Fancy Ferns, per 1000....		3.00
Asparagus, per bunch.....	.50@	.75
Chrysanthemums, per doz.	2.00@	5.00
Chrysanthemums, per bch..	.75@	1.00
Orchids, Cattleyas, per doz.		24.00
Orchids, Cypripedium, per dozen	4.00@	6.00
Lilium Rubrum	6.00@	8.00
Strawflowers, bch.	.25@	.50
Sweet Peas.....	1.50@	3.00
Violets	1.50@	2.00
Wild Smilax, per case....		7.50

New York.

NO IMPROVEMENT IN TRADE.

There has been no change worthy of note in the cut-flower situation since our notes of November 19 were written, and yet, the situation is not as bad as it might be. Some of the florists have cried "wolf" so often that it is worth while to review the past and learn if any great disaster happened to the business. We can find no record of it. There have been times of scarcity of flowers, when those that had them, comparatively speaking for such a trade as this, reaped large profits. Just now we are passing through a season of plenty of flowers to a surplus, but it cannot last long. Then, why all these lamentations? The trouble with some of the florists, here as elsewhere, is that their zeal has outrun their judgment. They get together, make and listen to flowery speeches and go away with the impression that they are making a great rush for the millionaire stakes. It is time for these gentlemen to forsake the upper air and get down to earth. The writer will take this city for an instance. Even in these times of depression in many other lines of business, he has heard of no failures among the florists. To the contrary, a number of them, during the summer, were able to leave their business to the care of employes and take extended vacations. That does not look like grinding poverty. In the past 15 years dozens of men in this city have risen from obscurity in the florist business to being proprietors and employers. This business is unlike many others. The fact that the public is not compelled to buy flowers is sometimes lost sight of. With general depression in other lines and heavy taxation, it would be nothing short of a miracle if the florist business was keeping the pace it maintained in some former years. A local newspaper states that "With the Washington conference making amazing progress it looks as if Thanksgiving would be celebrated with unprecedented enthusiasm this year." That, of course, refers to the Disarmament Conference, and in that, there is something for the florists who are worrying because they are not making 100 per cent profits, to think about. A prospect of peace among the great nations; the cutting down of heavy taxes should surely encourage every man of average intelligence to thank God and take fresh courage. As previously stated, at this writing, there is little change in the cut-flower situation, but it is hoped that there will be a good Thanksgiving business, and we believe there will be if prices are kept at reasonable figures. Heavy supplies of roses and all kinds of chrysanthemums continue to arrive. The short roses, pompon and single chrysanthemums move fairly well, but large stock of all kinds is slow. Violets have come to be an uncertain quantity, but many are being used in funeral work. Cattleyas and American Beauty roses continue in moderate supply at good prices.

November 19.—The warmest weather for November was experienced Friday and Saturday, with the temperature above 70 degrees. The market is in bad shape, with roses arriving in open condition. There is enough stock on hand to last until Monday, without any more arrivals. The only increase in prices is in Hadley roses and Rubrum lilies, the latter advancing from $12 to $15 per 100. Considering the present condition of the market, it will be impossible for dealers to raise prices for Thanksgiving.

NOTES.

Myer, Madison avenue and 58th street, had the family order for the funeral of Mrs. George J. Gould, which was held on November 16, at her late home, 857 Fifth avenue, an Episcopal clergyman officiating. The casket cover was a beautiful arrangement of violets, 10,000 being used, and orchids. As the Gould family is large and all ordered appropriate designs, the Myer store was a busy place during the time of preparation for the funeral. The body of Mrs. Gould was interred in a massive bronze casket, 12 men being necessary to carry it from the home to the hearse.

James F. Beuvie, who has had experience with some of the leading retailers of this city, has recently opened a neat flower store at 67 West 56th street.

Arthur Merritt, long known as an expert designer and decorator, is now with Vidal, Inc., Madison avenue and 43d street.

The Bryant Florist is another new retail enterprise, recently installed at 77 West 46th street. A. F. F.

Providence, R. I.

Trade the past week has been very brisk and stock is of excellent quality. Chrysanthemums are at their best now and growers have finished their cuttings. Roses have advanced several times in price this week and the quality of carnations is improving daily with a good demand. Thanksgiving trade is expected to be brisk with an abundance of stock to supply all needs. H. A. T.

To the Retail Trade:

Let us ship you some and convince you, **Mr. Retailer,** that they are the **best money can buy.**

CARNATIONS

Of the Finest Keeping Quality, 20 to 24 inch stems, are arriving at my store from the range of **W. D. Howard,** a veteran grower. They comprise **Cottage Maid, Laddie, Mrs. C. W. Ward, Pink Delight, Matchless, Eureka, Bernice, Benora, White Delight,** in any quantity; **Goddard's Gold Medal Laddie** and **Rosalia.**

Shipping orders promptly taken care of.

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J. J. COAN, Inc.

WHOLESALE FLORIST
Everything in Cut Flowers
Phones 5413 & 5891 Watkins
31 and 43 W. 18th St., New York

NEW ORLEANS, LA.—C. W. Eichling, proprietor of the Avenue Flower Shop, held a formal opening, November 3, following the recent remodeling of his establishment.

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J. K. ALLEN Commission dealer in Cut Flowers at the entrance of the Great Wholesale Flower Market, 43 West 18th Stree
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Best facilities for handling. Highest Prices. Quick Returns.
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A complete assortment of the best in the market can always be relied upon.
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Wholesale Flower Markets

	NEW YORK, Nov. 23.	Per 100
Roses.	Beauty	$8.00@ 75.00
"	American Legion	3.00@ 10.00
"	Crusader	5.00@ 15.00
"	Golden Ophelia	3.00@ 12.00
"	Columbia	3.00@ 15.00
"	Pilgrim	3.00@ 10.00
"	Hadley	4.00@ 40.00
"	Dunlop	3.00@ 10.00
"	Dble. Wht. Killarney	3.00@ 10.00
"	White Killarney	3.00@ 6.00
"	Aaron Ward	3.00@ 10.00
"	Ophelia	3.00@ 10.00
"	Scott Key	8.00@ 50.00
"	Sunburst	2.00@ 8.00
"	Mdm. Butterfly	3.00@ 12.00
Adiantum Croweanum and Hybrid		1.00@ 1.50
Asp. Plumosus sprays		1.00@ 2.00
Asp. Plumosus, per bch		.25@ .50
Bouvardia, per bunch		.50
Carnations		2.00@ 5.00
Cattleyas		100.00@150.00
Chrysanthemums, per doz		1.50@ 6.00
Gardenias, per doz		4.00@ 6.00
L. Rubrum		12.00@ 15.00
Leucothoe, per 1000		5.00@ 7.00
Lilies, white		25.00
Lily of the Valley		1.00@ 6.00
Snapdragons, per doz		.30@ .50
Smilax, doz. strings		1.25@ 2.00
Galax, green and bronze, per 1000		1.50@ 2.00
Ferns, per 1000		2.00@ 2.50
Violets		.50@ .75
Sweet Peas		2.00@ 3.00
Callas, per dozen		1.50@ 2.00

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Traendly & Schenck
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Desirable wall space to rent for advertising.
Open for Cut Flower Sales at 6 o'clock every morning.
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The Kervan Co.
Fresh Cut Decorative Evergreens
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Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
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All orders carefully filled under the supervision of GEORGE ASMUS, Mgr.

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Delivered in Albany and vicinity on telegraphic order.

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Night and day service in all Central Pennsylvania.

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THE BELLEVUE-STRATFORD BROAD AT WALNUT STS.

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Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport, Niagara Falls and Western New York.

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Fresh Flowers

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Right in the Hospital District.

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TORONTO, CAN.

Canada's Best Known and Most Reliable Florist

Only the Best **Dunlop's**

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We deliver anywhere in Canada and guarantee safe arrival.

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November 28.

FROM BALTIMORE, Mahopac, I. M. M. Lines (Hamburg).

November 30

Adriatic, I. M. M. Lines (Southampton).
Patria, Fabre Line (Marseilles).
Vauclin, French Line (Dunkirk-Bordeaux).
Texas, French Line (Havre).
Englantier, Belgian Line (Antwerp-Havre).
Samland, I. M. M. Lines (Danzig).
FROM NEW ORLEANS, Philadelphian, I. M. M. Lines (Liverpool).
FROM BALTIMORE, Sevre, French Line (Bordeaux-Havre).
FROM MONTREAL, Canada, I. M. M. Lines (Liverpool).
FROM BOSTON, Maryland, I. M. M. Lines (London).
FROM NORFOLK, Mahopac, I. M. M. Lines (Antwerp).

December 1.

Assyria, Cunard - Anchor Line (Liverpool - Glasgow).
Mongolia, Cunard-Anchor Line (Hamburg).
FROM PHILADELPHIA, Soestdyk, Holland-America Line (Rotterdam).

December 3.

Noordam, Holland-America Line (Rotterdam).
La Lorraine, French Line (Havre).
Celtic, I. M. M. Lines (Liverpool).
Lapland, I. M. M. Lines (Antwerp).
Carmania, Cunard-Anchor Line (Cherbourg-Southampton).
Vennonia, Cunard-Anchor Line (London).
Cabo Espartel, Ybarra Line (Marseilles-Canary Islands).
Porto Rico, Porto Rico Line (Ponce-San Juan).
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You can "Say It With Flowers" to anyone in the British Isles through Bees' Flower Service.

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Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

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Chicago—Bohannon Flower Shop.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Congress Flower Shop.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Schiller, The Florist, W. Madison.
Chicago—G. Wittbold Co., Buckingham Pl.
Chicago—Henry Wittbold & Son.
Chicago—Mangel, 17 E. Monroe St.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The Park Floral Co.
Cleveland, O.—The J. M. Gasser Co.
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Grand Rapids, Mich.—Grand Rapids Fl. Co
Grand Rapids, Mich.—Henry Smith Floral Co., Inc.
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Hartford, Conn.—Geo. G. McClunie
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—Apollo Flower Shop, The
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
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Lincoln, Neb.—Frey & Frey.
Liverpool, Eng.—Bee's, Ltd.
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Savannah, Ga.—John Wolf.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosala Bros.
Sheboygan, Wis.—J. E. Matthewson.
St. Louis, Mo.—F. H Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm. & Olson.

St. Paul, Minn.

Holm & Olson

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We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

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SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

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SAVANNAH, GA.

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The Largest Grower of Cut Flowers in the South

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CHAS. EBLE

Oldest Florist South

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Baum's Home of Flowers

Personal attention given to orders For Knoxville and East Tennessee.

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Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heinl & Sons.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackistone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Wichita, Kan.—W. H. Culp & Co.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

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413 Madison Ave.
Bellevue Avenue, NEWPORT, R.
Summer Season.

Mention the American Florist when writing

Hession

Madison Ave. and 76 St.
NEW YORK
Quality Flowers
BEST IN THE MARKET
AT REASONABLE PRICES
Plant Specialists
Phones: Rhinelander 107—420—775
Member of Florists' Telegraph Delivery.

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Bronx, New York City
Fordham Florist

421 East Fordham Road
Telephone: Fordhsm 3975

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NEW YORK. Telephone Audubon 6618 Established 1906

Olympia Florist

(PETER LAMBOS & CO.)
3799 Broadway, S. W. Cor. 158th St.
FRESH CUT FLOWERS DAILY
Orders from Other Cities filled with promptness

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New York's Favorite Flower Shop

G. E. M. Stumpp

Fifth Avenue at 58th Street
Member F. T. D. Ass'n.

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CHATMAS BROS.
2726 Eighth Avenue
Bet. 144th and 145th Sts.
Telephone Audubon 6044.
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GRAND RAPIDS, MICH.

GRAND RAPIDS FLORAL CO

ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

BRANCHES: RITZ-CARLTON and VANDERBILT HOTELS

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426 Madison Ave., NEW YORK

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Malandre Brothers

2077 Broadway, near 72nd St.
'Phone, Columbus 6883
The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.
Members of Florists' Telegraph Delivery.

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PITTSBURGH, PA.

A. W. Smith Co.

KEENAN BLDG.
Largest Floral Establishment in America
Established 1874 Incorporated 1909

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NEW YORK.

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Branch: 840 Westchester Ave., Bronx.
Phone: Intervale 4990.

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WICHITA, Kansas Shipments for Kansas and Oklahoma.

W. H. CULP & COMPANY
Quality Flowers Personal Service
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Kansas and Western Missouri.
Up-to-date Service.
F. T. D. Est. 1890

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Danker FLORIST

The Best Service

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NEW YORK Established 1849

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FURROW & CO.
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Wholesale and Retail
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Elks' Building
South Jefferson Street
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Telegraph orders for Dayton will receive our immediate and careful attention.

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DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

DETROIT'S
Leading Florists
JOHN BREITMEYER'S SONS
1314 Broadway
PHILIP BREITMEYER, - President

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Boston, Mass.

"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.
124 TREMONT STREET

Mention the American Florist when writing

Worcester's Shop of Quality and Service

Randall's Flower Shop
22 Pearl St.,
WORCESTER, MASS.
Member F. T. D.

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BROOKLYN, N. Y.
JAMES WEIR, Inc.
FLORIST
324 Fulton St., cor. Pierrepont
Telegraph orders receive our usual good care and prompt attention. Phones 270-271 Main.

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MICHIGAN. Orders will be carefully cared for by
Henry Smith Floral Co., Inc.
Wholesale and Retail Florists of Grand Rapids.

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WIRE YOUR ORDERS
Metairie Ridge Nursery Co., Ltd.
LEADING RETAIL FLORISTS
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
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Send Telegraph, Telephone or Mail Orders for florist's service in this vicinity to
The Dominion Floral Co.
484 St. Catherines St. West,
Montreal, Que., Canada
Every order receives prompt and careful attention.

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WASHINGTON, D. C.
BLACKISTONE, Inc.
14th and H Streets, N. W.
Exceptional Service

Mention the American Florist when writing

Telephones:
Lenox 2352
Lenox 7019
1062 Madison Ave.,
Near 80th St.
NEW YORK
Orders from other cities promptly filled.

Mention the American Florist when writing

Orders in or around **Washington, D.C.**
Geo. C. Shaffer
FLORIST
900 Fourteenth Street

Mention the American Florist when writing

LA CROSSE, WIS.
Send your orders for flowers for delivery in this city and vicinity to
John A. Salzer Seed Co.
Quality and Service Assured

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BROOKLYN, N. Y.
JOSEPH TREPEL
BROOKLYN'S LARGEST FLORIST
Eleven Stores
Main Store— Lewis Ave. Cor. Hancock St
Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.
Member of Florists' Telegraph Delivery.

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THREE STORES

Mention the American Florist when writing

New York

44 Carmine Street
Phone 1274 Spring
Out of Town and Steamer Orders Promptly Filled

Mention the American Florist when writing

San Francisco
Podesta & Baldocchi
224-226 Grant Avenue
Mail or telegraphic orders promptly and most carefully executed.
Members of Florists' Telegraph Delivery

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Chicago
Congress Flower Shop
CONGRESS HOTEL
520 South Michigan Ave.

Mention the American Florist when writing

WASHINGTON, D. C.
Louise Flower Shop
Connecticut Ave., at N. St., N. W.
Miss Louise W. Daugherty, Proprietress
Phones—Franklin 3579, 3841, 3842
Member of Florists' Telegraph Delivery.

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New York's
SHOP OF QUALITY
Irene Hayes, Inc.
F. T. D. — 799 Park Avenue
Telephone Rhinelander 0202 and 0203

Mention the American Florist when writing

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

HARTFORD, CONN.

WELCH'S Flower Shop

Also Store at New Britain, Conn.

Established 1885.

Members of Florists' Telegraph Delivery.

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Colorado Springs, Col

Wholesale and Retail

Pikes Peak Floral Co.

Orders Carefully Executed

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

DENVER, COLO.

The Park Floral Co.

B. E. GILLIS, President.
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GALESBURG, ILL. AND CENTRAL ILLINOIS

Pillsbury's Flower Stores

Your orders will receive careful attention.

Members of Florists' Telegraph Delivery.

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KANSAS CITY, MO.

A. Newell FLORIST

Established over 30 years.
Southwest corner of 11th and McGee Sts.

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GUDE BROS. CO. FLORISTS 1214 F ST. N.W. WASHINGTON, D.C.

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ST. LOUIS, MO.

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Flowers delivered in City and State on Short Notice.

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CHICAGO OPPOSITE FIELD'S — **DETROIT**

Central Floral Co. 132 N. State, CHICAGO 1331 Broadway, DETROIT

Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery.

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ROANOKE, VA.

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Seattle-Rosaia Bros. Finest floral studio in Northwest. Member F.T.D.

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FOR WISCONSIN DELIVERY

—OF—

"Home Grown Flowers"

Get in touch with

MATTHEWSON'S, SHEBOYGAN, WISCONSIN.

Member of Florists' Telegraph Delivery.

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NEWARK, N. J.

Philips Bros.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

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LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE.

Mention the American Florist when writing

IN THE HEART OF **Newark, N. J.**

The Rosery Floral Co.

167 Market St., at Broad St.

EVERYTHING IN FLOWERS

Prompt Deliveries to any town or city within 150 miles of Newark. Telephone Market 494

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BROOKLYN, N. Y.

HUGO H. JAHN

—FLORIST—

710 Nostrand Ave., cor. Prospect Place

Phone: 1952 Lafayette.

Flowers Delivered Anywhere. Personal Attention.

Mention the American Florist when writing

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES Memphis, Tenn.

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"Up-to-the-Minute" Service and Execution.

Every Flower in Season.

New York. Telephone Lenox 3822

HENRY HART, Inc.

FLORIST

1000 Madison Avenue

In the Heart of most exclusive residential section.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

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The Seed Trade

American Seed Trade Association.

L. L. Olds, Madison, Wis., President; Alex. Forbes, Newark, N. J., First Vice-President; Louis B. Reuter, New Orleans, La., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, 73 Tremont Street, Boston, Mass., Counsel.

The fortieth annual meeting will be held June, 1922.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass, Counsel.

The next annual meeting will be held June, 1922.

SHRI SITA RAM KRISHI SHALA are seed merchants and growers at Benares, India.

VISITED CHICAGO: Jos. L. Schilder, Chillicothe, O., Alois Frey, San Fernando, Calif.

THE seed tanks of the Albert Dickinson Co., Chicago, are said to have a capacity of 750,000 bushels.

FREMONT, NEB.—The Western Seed & Irrigation Co. recently increased its capital from $50,000 to $70,000.

BRISTOL, PA.—Burnet Landreth, Jr., has just returned from an extended eastern trip in the seed growing district.

D. L. HARRIS, of the Pulverized Manure Co., Chicago, who is making an extended tour of the east, reports business excellent.

PRICE of bags at Chicago, November 22: Anchor, 16 oz., $31.50 per bale, in bale lots or over; Royal River, 16 oz., $32.00; National, 16 oz., $30.00; Crown, 12 oz., $24.50.

IN the matter of J. M. Thorburn & Co., New York, bankrupt, the referee has declared a first dividend of 20 per cent. A meeting of the creditors will be held at the office of the referee, Peter B. Olney, 68 William street, New York, November 25, at 11 a. m.

A BILL now before congress eliminates the special delivery privilege now in use on all parcel post packages and all seedsmen should write their representatives in congress at once protesting against this provision of the new bill. The bill in question is H. R. 8441.

SECRETARY MAX F. WILHELMI, of the Western Seedsmen's Association advises that owing to unsettled conditions the fall meeting of that organization has been deferred until the first or second week of December. The exact date of the meeting will be announced later.

ONION SETS in the Chicago district remain around $1.50 for colors and $1.75 for whites. Dealers say that while some orders are coming in, the big rush is not expected until after the holidays, notwithstanding the government figures giving the yield for 1921 at 26,780,000 pounds against 44,402,000 in 1920, showing an enormous decrease in production for the entire country.

TIMOTHY seed prices November 8, ranged from $3.85 per 100 pounds of recleaned seed in northwestern Missouri to $4.85 in southern Illinois. In southwestern and southeastern Iowa and northwestern Missouri, prices declined on an average 5 cents, 25 cents and 45 cents per 100 pounds, respectively, but advanced 10 cents, 15 cents and 20 cents in northeastern Iowa, southern Minnesota and northern Illinois, respectively.

Disclaimer Victory.

A circuit court in Florida recently rendered a decision in favor of a seedsman, by directed verdict, for the reason that the seedsman's order, upon which was written the purchaser's order contained the printed disclaimer of warranty universally used by seedsmen.

While this is no unusual case, the merit in citing it is to urge seedsmen to use every opportunity to have their disclaimer clause printed in bold face type and in the proper location on their stationery, order blanks, invoices, advertisements, catalogues and on placards in their retail stores.

Vegetable Seed Production.

The aggregate commercial production of vegetable seed in 1921 is estimated to be less than last year's small production. Data obtained by the bureau of markets and crop estimates reveal drastic reductions in the acreage and production of a number of important kinds, while a few kinds show an increased production.

The production of dwarf snap beans is 60 per cent of that of 1920 and about one-third of that of 1919 and 1918. Garden pole beans show a reduction of 50 per cent from the average of the past three years. The production of garden peas is less than 30 per cent of last year's record production of 87,309,000 pounds and about 50 per cent of the average for the previous four years. Sweet-corn production is placed at only 4,183,000 pounds compared with 12,870,000 pounds last year, or less than 40 per cent of the average for the past five years.

Carrot, lettuce, onion, parsley, parsnip, radish and salsify are among the California vegetable seed crops which show a production less than the small 1920 production. A marked reduction is also reported for spinach, tomato, pumpkin and winter squash seed.

Outstanding among the few items showing an increase is the muskmelon, the production of which is reported to be 395,000 pounds, compared with 169,000 pounds in 1920 and an average of only 217,000 for the past five years. Compared with 1920, cabbage, garden beet, celery, kale, watermelon and summer squash show a small increase in production. The accompanying table gives in detail the estimated acreage planted, abandoned, and harvested and the total production of vegetable seed for 1921. Estimates of the production for the years 1920 and 1919, previously published, are shown for comparison. At-

ACREAGE, PRODUCTION, AND IMPORTS OF VEGETABLE SEED.

Kind of seed.	1921 commercial acreage Planted Acres	Abandoned Acres	Harvested Acres	Commercial production 1921 Pounds	1920 Pounds	1919 Pounds	Imports 9 months ending Sept. 30, 1921 Pounds	Calendar year 1920 Pounds	Calendar year 1919 Pounds
Beans, dw'f snap	12,625	768	11,857	8,985,000	15,069,000	25,093,000	.....	.....	.....
Beans, ga'd'n pole	3,911	37	3,874	2,582,000	5,480,000	4,395,000	.....	.....	.....
Beet, garden	380	75	305	180,000	118,000	1,858,000	152,864	238,111	160,962
Beet, sugar	3,699	33	3,666	3,575,000	6,770,000	6,700,000	6,385,979	23,446,087	9,830,068
Cabbage	636	78	558	224,000	156,500	1,383,000	144,240	390,741	168,951
Carrot	196	57	139	76,200	290,700	1,562,000	33,633	69,428	15,666
Celery	100	5	95	45,800	27,600	54,000	267,252	593,722	768,101
Cucumber	3,577	345	3,232	487,400	579,800	766,300	.....	.....	.....
Kale	39	6	33	29,700	11,400	43,000	29,190	77,069	18,866
Lettuce	1,085	67	1,018	309,500	587,000	679,800	.....	.....	.....
Muskmelon	2,223	257	1,966	395,000	169,000	149,900	.....	.....	.....
Watermelon	6,558	151	6,407	732,200	613,600	500,000	.....	.....	.....
Onion seed	1,108	3	1,105	334,000	800,800	2,618,000	.....	.....	.....
Onion sets	3,225	42	3,183	26,780,000	44,402,000	21,900,000	.....	.....	.....
Parsley	60	....	60	27,500	117,400	111,500	136,118	179,774	52,713
Parsnip	48	....	48	25,700	69,100	222,000	39,613	17,015	43,817
Peas, garden	35,680	1,168	34,512	27,197,000	87,309,600	47,968,000	.....	.....	.....
Pepper	1,308	114	1,194	99,200	27,100	12,000	5,415	2,050	6,420
Pumpkin	905	196	709	106,000	247,000	110,300	.....	.....	.....
Radish	1,617	34	1,583	258,000	614,300	2,537,000	144,492	320,487	111,562
Salsify	9	....	9	3,000	15,500	92,600	.....	.....	.....
Spinach	32	6	26	24,700	101,000	361,000	527,760	1,139,143	367,032
Squash, summer	1,098	21	1,077	186,500	130,600	223,000	.....	.....	.....
Squash, winter	1,310	187	1,123	144,000	254,900	443,400	.....	.....	.....
Sweet corn	4,064	64	4,000	4,183,000	12,870,000	13,143,000	.....	.....	.....
Tomato	1,296	44	1,252	80,600	218,300	243,000	.....	.....	.....
Turnip, English	336	193	143	59,000	33,800	456,000	*1,997,304	*1,846,607	*1,810,479

* Includes Swede turnip.

Wholesale Growers
SELECT STOCKS

Beet
Carrot
Lettuce
Onion

Parsley
Parsnip
Radish
Sweet Peas

PIETERS-WHEELER SEED CO.
GILROY, CALIFORNIA

The Best Color Chart
PRICE, $1.00 POSTPAID
AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Mention the American Florist when writing

Braslan Seed Growers Company, Inc.
Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY AND MIXED SWEET PEAS.
SAN JOSE, CALIFORNIA

Garden Seed Beans

Growing Lima and pole varieties is my specialty.

My growing contract offer for fall delivery will be mailed upon request.

Henry Berrien Fish
Carpinteria, Calif.

Mention the American Florist when writing

tention is called to the fact that in the compilation of the 1921 figures, reports of actual or estimated production were received from 94 per cent of all growers. The 1921 acreage and production of the 6 per cent not reporting are estimated on the basis of the average percentage of the total production controlled by them during the years for which their reports are available and upon miscellaneous current data, and the estimates are included in these figures.

Although the concerns not reporting represent only 6 per cent of the total number of growers, their combined production on the above basis is from 10 per cent to 20 per cent of the total production of most items. For example, of the total production of sweet corn in 1919, 1918 and 1917 they produced on an average 10.5 per cent; of garden peas, 15.8 per cent; of dwarf snap beans, 23.5 per cent; of garden beets, 12.4 per cent; of onion sets, 10.8 per cent; of onion seed, 23.6 per cent; of cucumber, 13.1 per cent; of muskmelon, 17.2 per cent; and of tomato, 11.1 per cent. In the case of cabbage seed they controlled only two per cent and of watermelon, pepper, pumpkin, spinach and winter squash less than 10 per cent. With reference to carrot, lettuce, parsley, radish and salsify, however, these concerns produced on an average 25 per cent or more of the total production of each.

Because of unsatisfactory data, figures could not be compiled for mangel beet and Swede turnip. The information available, however, indicates that this year's production of these seeds in the United States was very small. The figures for sugar beet seed represent actual reports and are believed to be complete.

Imports are given for the 9 months ending Sept. 30 and for the years 1920 and 1919. In addition to the items shown in the table the following vegetable seeds were imported during the first nine months of 1921: Cauliflower, 8,240 pounds; corn salad, 1,488 pounds; egg plant, 1,156 pounds; and kohlrabi, 10,028 pounds.

Burpee Outlook.

President David Burpee, of the W. Atlee Burpee Co., Philadelphia, Pa., writes: "Our sales have gone continously ahead of last year, since the latter part of July, that month being slightly less than in 1920. Our sales to date, for this year are slightly over one-third more than a year ago. The call for Dutch bulbs, vegetable and flower seeds has been unusually good this fall. The cost of doing business our opinion the coming season will be has been so greatly reduced that it is one of exceptional prosperity for the seed trade, particularly the retail seed trade.

"Sweet peas in California have given decidedly less than a normal yield per acre, making not more than 65 per

JEROME B. RICE SEED CO.

WHOLESALE SEED GROWERS

America's Largest Producers of Seed Peas

Also a Complete Line of

VEGETABLE SEEDS

Growing Stations Throughout America. Office: **Cambridge, New York**

C. C. MORSE & CO.

WHOLESALE SEED GROWERS

SAN FRANCISCO, CALIFORNIA

CARROT-CELERY-ENDIVE-LEEK-LETTUCE-ONION-RADISH-PARSNIP-PARSLEY-SALSIFY
SWEET PEAS - ALL VARIETIES PEAS - KENTUCKY WONDER BEANS

Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER

Specialties: Beet, Carrot, Endive, Lettuce, Onion and Radish

Correspondence Solicited.

JAMES VICK'S SONS

Growers of

Flower and Vegetable Seeds

Get the benefit of our 72 years' experience
All Seasonable Varieties.
Our stocks are very complete.

ROCHESTER, N. Y., The Flower City

Before Placing Orders for

SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

Mention the American Florist when writing

BURPEE'S SEEDS GROW

Wholesale Price List for Florists and Market Gardeners.

W. Atlee Burpee Co.
Seed Growers Philadelphia

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LANDRETH

Seeds Which Succeed

Bloomsdale Farm BRISTOL, PA.

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SEEDS

Flower, Vegetable and Farm

Send your inquiries to

The W. W. BARNARD CO.
231-235 W. Madison St., Chicago

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EDGAR F. HURFF

SWEDESBORO, N. J.

Grower of High-Grade Seed

TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.

CORRESPONDENCE SOLICITED

TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

Mention the American Florist when writing

—THE—

J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA

ROCKY FORD, COLORADO

Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.

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Dutch and French Bulbs

C. J. Speelman & Sons, Sassenheim, Holland | Lagarde & Speelman, Ollioules, Var. France

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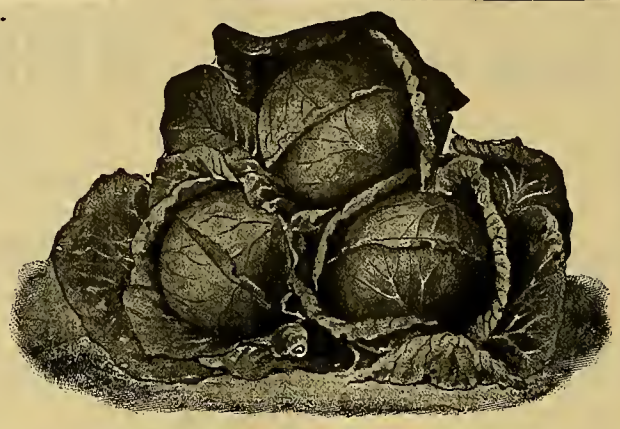
470 GREENWICH ST.

Pacific Coast Representative, Mr. W. B. Clarke, Box 543, San Jose, Calif.

SLUIS & GROOT, Ltd.,
Enkhuisen, Holland
GROWERS OF
Vegetable and Flower Seeds
SPECIALTIES:
Beet, Swiss Chard, Cabbage, Cauliflower, Kale, Corn Salad, Cress, Radish, Spinach, Turnip, Rutabaga, Nasturtium, Pansies, Phlox, and many other Vegetable and Flower Seeds.
Our New Price List is now ready, and will be sent to WHOLESALERS on request.


Cabbage White Enkhuisen Glory, Introduced by Our Firm.

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KELWAY'S
FLOWER SEEDS
New Crop Hardy Perennial
DELPHINIUM SEED
Guaranteed saved from our world-famed exhibition varieties at Langport.
Named varieties. .... $2.15 per oz.
Mixed..$2.10 per oz.; $25.00 per lb.
Write today direct to
KELWAY & SON
Wholesale Seed Growers
LANGPORT, ENGLAND

SPECIAL OFFER
Double Narcissus Von Sion
Double Nosed Bulbs.....$20.00
Single Nosed Bulbs 15.00
IMMEDIATE DELIVERY
C. J. SPEELMAN & SONS
470 Greenwich St., NEW YORK CITY

cent of an average yield. Some varieties have made much less than that and others more. Most of the crops in that state are subnormal, due to the shortage in rainfall. We have experienced an unusually dry season in the east and our farms at Swedesboro, N. J., and Doylestown, Pa., have both suffered to some extent. Tomato and pepper, however, have done fairly well and the favorable autumn weather has increased the yield, particularly at our Fordhook farms, Doylestown. Zinnia has made a very good crop here, but phlox, petunia and poppy have suffered from the unusually dry, hot weather, especially during the spring, and these crops are short. Melon is considerably below an average yield at our Sunnybrook farms, Swedesboro."

California Seed Crops.

The Braslan Seed Growers Co., Inc., San Jose, write November 7, as follows: "Yield of all crops have been below the average and with the decreased acerage, there has been a decided curtailment of stocks. As a result, many of the leading sorts are entirely cleaned up. Inquiries for seed have been much heavier than usual at this season of the year."

Rice's Seed Crop.

The Jerome B. Rice Seed Co., Cambridge, N. Y., report: "The seed harvest is practically over and the limited acreage planted has given a good yield. The quantity harvested, however, will be nowhere near what the trade should require, if it expects to enjoy a normal season. Business seems to be improving, both as to inquiries and actual orders."

NEW CROP **LILY OF THE VALLEY** Now on the Way
I am glad to be able to announce that I am again in a position to offer
BRUNS' CELEBRATED CHICAGO MARKET PIPS.
VALLEY PIPS FROM COLD STORAGE.
$30.00 per 1000; $16.00 per 500; $8.00 per 250; $4.00 per 100.
H. N. BRUNS, 3032-42 W. Madison St., Chicago, Ill.

Seed Imports and Exports.

The arrivals of seed, subject to the seed importation act, at New York and Baltimore, Md., during the two weeks ending November 12 were approximately 69,500 pounds of crimson clover and 22,000 pounds of white clover from Germany; 59,800 pounds red clover mostly from Chile and Germany; 927,700 pounds alfalfa from Argentina; 446,000 pounds rape from Holland, France and Argentina; 199,600 pounds rye grass from Great Britain; 115,400 pounds orchard grass from Denmark and Holland; and 33,000 pounds vetch, 15,800 pounds clover, and 110,800 pounds grass seed from Germany. Other commodities that arrived during the week were 875,200 pounds of sunflower seed from Argentina and 407,000 pounds of canary seed mostly from Argentina.

The exports of seed from these two ports during the same period were approximately 180,100 pounds of timothy seed, mostly to Denmark and Great Britain; 69,600 pounds redtop, 49,600 pounds red clover, 144,200 pounds alsike clover, and 149,500 pounds meadow fescue to Great Britain; and 12,200 pounds Kentucky blue grass to France.

ANTIRRHINUMS
Obtain from Headquarters.
WATKINS & SIMPSON,
Ltd.,
27-29 Drury Lane,
LONDON, W. C., ENGLAND,
Who Have Introduced the Leading Varieties.

Mention the American Florist when writing

I. N. Simon & Son
Garden Seeds
438 MARKET STREET
Philadelphia - - Pa.

YOU WHO HAVE SEEN THE

NEW POMPON "NEW YORK"

Have recognized something that is better than anything among the older named varieties. It is a seller on the market, and is well deserving of the Silver Medal awarded it at the Museum of Natural History Show.
Following "New York" and a sister to it is

"LOUISE DAVENPORT"

There is more bronze and less yellow in its color. There is a wonderful similarity between the two, and "Louise Davenport" follows "New York" by nearly two weeks in season.

"SARAH TOWNSEND"

Another Hilda Canning Seedling and a sister to both "New York" and "Louise Davenport." Very similar in color and form. Will be offered for 1922. "Sarah Townsend" will be ready to cut November 20th.

These three Bronze Button Pompons will give a continuous supply of this type from November 1st until December 1st. You need all three to cover the month properly.

"NOVEMBER GOLD"

The finest of all the yellow sorts, will also be offered this season.

We believe these four Pompons to be the best of their type. The price will be $15.00 per 100, $140.00 per 1000, for cuttings.

A. N. PIERSON, Inc., Cromwell, Conn.

McHutchison

& CO. OFFERS

Immediate Shipment

VALLEY PIPS, German and Dutch, from cold storage.
FICUS ELASTICA, rooted mossed cuttings or pot-grown
CALLA BULBS, Elliottiana.
BAMBOO CANES, natural and dyed green, all sizes, bale lots.
RAFFIA, natural and colored, 25 lbs. up.

Fall Shipment

JAP. LILY BULBS, F. O. B. New York, Chicago, Denver, Toronto, etc.
VALLEY PIPS, German and Dutch; best forcing pips.
MANETTI STOCKS, English or French; selected for greenhouse grafting.
ROSES and **LILACS,** best forcing varieties.
BEGONIA and **GLOXINIA BULBS,** all colors, all sizes.
PALM SEEDS, Kentia Forsteriana and Belmoreana, per bushel or 1000. Cocos Weddelliana, Areca Lutescens.
GLADIOLUS BULBS, best commercial varieties; all northern-grown bulbs.

Write for prices on business stationery, specifically stating your requirements.

McHUTCHISON & CO.,
95 Chambers St., NEW YORK

Hogewoning & Sons, Inc.

Wholesale Bulb Growers and Importers

299 Broadway, New York

An experience of half a century in producing high grade

GARDEN SEEDS

at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.

S. D. WOODRUFF & SONS
Orange, Conn., and New York City.

Mention the American Florist when writing

KENILWORTH
GIANT PANSY SEED

Kenilworth Mixture, 1000 seeds, 35c; ⅛ oz., 90c; ¼ oz., $1.65; 1 oz., $6.00.

All colors, separate or mixed, 1000 seeds, 30c; any 4 pkts., $1.00; ¼ oz., $1.30; 1 oz., $5.00.

CHAS. FROST Kenilworth N. J.

Mention the American Florist when writing

Richard Diener Company, Inc.

Originators and Growers of the Largest and Finest

Gladiolus and Petunias

Catalog on Request

Kentfield, Marin Co., Calif.

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of
FLOWER and GARDEN SEEDS

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

GEORGE R. PEDRICK & SON

PEDRICKTOWN, N. J.

Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.

Correspondence Solicited.

WHOLESALE SEED GROWERS

Mention the American Florist when writing

Return Envelopes Catalogue Envelopes Seed Packets

Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.

Branches: Wisconsin, Colorado, Montana, Idaho, Washington. Milford, Conn

L. D. WALLER SEED CO.

Growers of Choice Sweet Pea, Nasturtium and Flower Seeds.

GUADALUPE, CALIFORNIA

Yokohama Nursery Co., Ltd.

Woolworth Building
NEW YORK CITY
IMPORTERS
Japanese Bulbs, Plants and Seeds

The Nursery Trade

American Association of Nurserymen.

M. R. Cashman, Owatonna, Minn., President; Paul C. Lindley, Pomona, N. C., Vice-President; Charles Sizemore, Louisiana, Mo., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

The forty-seventh annual convention will be held at Detroit, Mich., June, 1922.

VISITED CHICAGO: Peter Bohlender, Tippecanoe City, O.

TORONTO, ONT.—The Leslie Nurseries, consisting of nearly 26 acres of land, was sold recently and will be broken up into building lots.

DADE CITY, FLA.—Ira Soar, who has operated a nursery west of this city for several years, recently purchased additional land on College street, where he will raise Asparagus plumosus and grapes.

RAVENNA, O.—The monthly meeting of the Portage County Horticultural Society was held here, November 16, Mrs. Albert H. Austin, Wayland, a gladiolus grower of many years' experience, presenting a paper. C. B. Sapp is secretary of the organization.

A BILL now before congress eliminates the special delivery privilege now in use on all parcel post packages and all nurserymen should write their representatives in congress at once protesting against this provision of the new bill. The bill in question is H. R. 8441.

ZANESVILLE, O.—At a meeting of the Muskingum County Horticultural Society, November 10, the following first prizes were awarded: C. R. McFarland, for corn and apples, and A. R. McFarland, potatoes. D. O. Handschy told how he produced 100 bushels of corn on one acre. W. F. Ferguson is secretary of the society.

WILMINGTON, O.—Fred Waltz, a well known landscape gardener of this city, who was known all over the middle west, died recently after an illness of a year from diabetis. He represented for many years Leo Waltz & Sons Co., nurserymen of this city, selling trees and shrubbery for planting, in the public parks of many of the larger cities.

THE Toledo Chamber of Commerce invites members of the American Pomological Society to make use of its club facilities on the sixteenth floor of the Nicholas building, while attending the society's convention to be held in that city December 7-9, as noted with programme in our issue of November 12. Secretary F. G. Saxton will issue membership cards on application.

ANNA, ILL.—The annual meeting of the Southern Illinois Horticultural Society was held in this city, November 22-23, when plans were discussed for increasing the orchard acreage in that section of the state. An exhibit of 184 varieties of chestnuts and a display of Illinois pecans were features of the meeting.

MADISON, WIS.—The annual meeting and show of the Wisconsin State Horticultural Society will be held in the State Capitol building, December 14-16. Addresses will be presented by A. E. Kunderd, Goshen, Ind.; Prof. S. A. Beach, of the Iowa State College, Ames; Prof. J. W. Lloyd, of the University of Illinois, college of agriculture, Urbana; Prof. Laurenz Greene, of Purdue University, LaFayette.

Royal Tottenham Nurseries Sold.

B. Ruys, Ltd., proprietor of the Royal Moerheim Nurseries, Dedemsvaart, Holland, recently purchased the interests of the Royal Tottenham Nurseries, that city, and announce that all prices listed in the catalogues of the latter concern and special offers are cancelled, with the exception of those items that are not offered in the Moerheim catalogue, and which will be supplied at the prices quoted by the Tottenham nurseries.

The nurseries of R. Luys, Ltd., now cover an area of 100 acres, 75 acres being devoted to hardy perennials and alpine plants and the balance to general nursery stock. A. M. C. Van Der Elst, managing director of the Tottenham Nurseries, has retired and B. Ruys and F. L. Rutgers have been appointed managing directors of both companies. The style of the business will be B. Ruys, Ltd., Royal Moerheim Nurseries.

Pectin.

Jelly which will not "jell" may sometimes be reclaimed by the use of pectin. A quart of grape juice which had refused to become jelly was recently brought into the experimental kitchen of the home economics offices, United States Department of Agriculture. By the addition of a small amount of apple pectin a firm, fine-flavored grape jelly was obtained. Because of this success a whole shelf full of jelly failures, from which the sample was taken, can now be redeemed.

Many fruits, such as most berries and certain grapes, peaches and pears, contain a comparatively small amount of pectin, unless taken at exactly the right stage of ripening; that is, before they are fully ripe and ready for eating; or in some cases they may be deficient in pectin even when unripe. In such cases the result of adding the proportion of sugar ordinarily used in jelly making and of cooking by customary methods is a heavy fruit sirup rather than a jelly.

Pectin may be easily extracted from apples, also from the citrus fruits, and kept ready for use with juices that lack this ingredient.

Minneapolis, Minn.

STATE FLORISTS' ASS'N. MEETING.

The November meeting of the Minnesota State Florists' Association was held at the Park Board greenhouses, 50 members being present. After viewing the splendid displays in the greenhouses, the regular business was disposed of.

At this meeting an excellent exhibit of pompon, single and anemone chrysanthemums originated at Urbana, Ill., were shown by the park board. There were some exceptionally fine colored and vigorous, well grown plants. Among the kinds seen were Chieftain, Cadet, Dazzle, Maple Leaf, Red Bird, Mary Ann, Chestnut and Varsity, which were awarded a certificate of merit. J. A. Webber, Mound, had a fine lot of single stock, which was also given a certificate of merit. H. J. Saunders, Hastings, exhibited chrysanthemums and a hand weeder. The cyclamen shown by Hans Rossacker were very fine, scoring 92 points, entitling them to a certificate of merit. Holm & Olson, St. Paul, displayed Jerusalem cherries and cyclamen which received honorable mention. Preparations are now being made for a flower show next autumn, in this city.

The next meeting of the state association will be held in the courthouse in this city, November 14, in connection with the convention of the Minnesota Horticultural Society. The following programme has been prepared for the occasion: "How to Water Plants," by Hans Rossacker; "Ten Good House Plants and Their Care," by James Souden and "Plant Insects and Methods of Combating Them," by Prof. A. G. Ruggles. A list of premiums is to be offered for pot plants and a few seasonable cut flowers.

PARK BOARD SHOW.

The park board show, being staged at the city greenhouses, 38th street and Bryant avenue, has attracted an unusual number of people, 4,000 visiting there the opening day. Some fine specimens of all types of chrysanthemums are being shown and much credit should be given the park department and other growers for their interesting displays.

L. C.

M. Koster & Sons

Boskoop, Holland,

Offer to Grow on CONTRACT

MANETTI and Other Stocks for the American Trade.

The Barclay Nursery

Importers and Growers of
Seeds, Bulbs, Plants, Trees, Vines, Shrubs and All Hardy Perennials.
All Kinds of Decorative Plants.
Our Specialty — Everblooming Hardy Roses, Boxwood and Rhododendrons.
60 Barclay St., 14 West Broadway and 62 Vesey St., **New York**
Telephone: Cortlandt 1518

VIBURNUM PLICATUM

Also Berberris Thunbergii, Hydrangea Paniculata, Weigelia, Spireas, Etc.

Ask for complete list of Oak Brand Shrubs.

The CONARD & JONES CO WEST GROVE PENN'A.
Robert Pyle, Pres. Ant. Wintzer, Vice-Pres.

Specimen Xmas & Easter Plants

Exceptionally Well Grown

BUDDLEIA Asiatica, 3-6 ft., $1.50-$5 each. HEATHER Melanthera, 2-4 ft., $2.50-$6 each. ACACIA Longifolium, $5-$10 each. Standard and Bush GENISTAS, $2.50-$6 each. BOUGAINVILLEA Sanderiana — Pyramid and Globes, $2-$8 each. HYDRANGEAS, Mixed French Variety, 15-25 branches, $2-$3 each. HYDRANGEA Trophie, the best red, 15-20 branches, $2.50-$3.50 each. CROTONS, Choice Broad-Leaf Varieties, 4½-in., $75 per 100. DEUTZIA Gracilis, 6- and 7-in. pots at $50 per 100. All stock in A1 condition. Cash with order or satisfactory reference.

A. L. MILLER, Jamaica, N. Y

HILL'S CHOICE NURSERY STOCK

Evergreens for Lining Out.

		Inch	100	1000
Abies Ts. Canadensis	x	6—8	$18.50	$175.00
Abies Concolor	x	6—8	22.50	.....
Abies Veitchii	o	2—4	10.00	90.00
Biota Orientalis	x	10—12	6.00	50.00
Buxus Sempervirens	x	6—8	10.00	90.00
Cedrus Atlant. Arg.	o	2—4	9.00	80.00
Cedrus Libani	o	2—4	9.00	80.00
Ginko Biloba	o	10—12	8.00	70.00
Juniperus Canadensis	o	6—8	10.00	90.00
Junip. Sabina Horiz	x	6—8	32.00	.....
Juniperus Virginiana	xx	12—18	25.00	225.00
Picea Alba	x	8—10	12.00	110.00
Picea Canadensis	xx	10—12	40.00	.....
Picea Excelsa	xx	12—18	17.50	165.00
Picea Pungens	x	8—10	16.50	155.00
Pinus Austriaca	xx	10—12	30.00	.....
Pinus Excelsa	o	2—4	10.00	.....
Pinus Mugho	x	6—8	20.00	.....
Pinus Ponderosa	xx	10—12	20.00	.....
Pinus Strobus	xx	12—18	$20.00	$.....
Pinus Sylvestris	xx	10—12	20.00	.....
Restinospora Filifera	x	6—8	22.50	.....
Retinospora Plum. Aurea	x	6—8	25.00	.....
Taxus Canadensis	x	10—12	20.00	.....
Taxus Cuspidata	x	6—8	35.00	.....
Thuya Occidentalis	xx	12—18	20.00	190.00
Thuya Occi. Compacta	x	6—8	18.50	175.00
Thuya Douglassi Aurea	x	6—8	32.50	.....
Thuya Doug. Pyramidalis	x	6—8	25.00	.....
Thuya Elwangeriana	x	6—8	25.00	.....
Thuya Globosa	xx	10—12	50.00	.....
Thuya Globosa Nova	x	6—8	30.00	.....
Thuya Hoveyi	x	6—8	25.00	.....
Thuya Plicata	x	6—8	25.00	.....
Thuya Pyramidalis	x	6—8	20.00	.....
Thuya Spicata Alba	x	6—8	32.50	.....
Thuya Wareana Siberica	x	6—8	25.00	.....
Thuya Woodwardi	x	6—8	50.00	.....
Thuya Biota Orientalis	x	10—12	6.00	50.00

Specimen Evergreens
Send for Complete Catalog.

Shrubs and Deciduous Trees
Large assortment of choice varieties.

Window Box and Tubbing Evergreens
See special advertisement in this paper.

Understocks for Grafting Conifers

		Inch	100	1000
Juniperus Virginiana	Sdl.	6—8	$ 4.50	$ 37.50
Picea Excelsa	x	8—10	7.50	65.00
Thuya Orientalis	x	8—10	5.50	45.00
Thuya Occidentalis	x	8—10	7.00	60.00

ROSE STOCK.

Rosa Canina—No. 1 Grade		$1.75	$10.00

Each X indicates one transplanting. O indicates never transplanted. 50 of same variety and size at 100 rate; 500 at the 1000 rate.

THE D. HILL NURSERY CO., Inc., Evergreen Specialists, Largest Growers in America, **Box 404, Dundee, Ill.**

Mention the American Florist when writing

FERNS

Good, stocky, clean stock, ready for a shift; will be shipped without pots, and will require a larger size to be potted in when received.

Boston, Scottii and Holly, 4-inch, $3.60 per doz., $25.00 per 100; 5-inch, $5.40 per doz., $40.00 per 100; 6-inch, $8.00 per doz., $60.00 per 100.

Macawii, Whitmanii and **Norwood** listed in our price list.

Ferns shipped without pots.
No charge for packing.

TABLE FERNS.

Assorted Table Ferns, including Holly, 3-inch, $1.50 per doz., $6.00 per 100.

R. VINCENT, Jr. & SONS CO.
White Marsh, Md.

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty.

Elmer D. Smith & Co.

ADRIAN, MICH.

Chrysanthemum Specialists

Catalogue Free.

Miscellaneous Stock

Swainsona, white	4-inch, 15c
Cleveland Cherries	5-inch, 25c
Cleveland Cherries	4-inch, 15c
Cyclamen	5-inch, 50c
Genistas	5-inch, 25c

Cash.

ROSENDALE GREENHOUSES
DELANSON, N. Y.

Bailey's New Standard Cyclopedia of Horticulture
Price, $48.00.
Sold only in complete sets.
American Florist Co.
440 S. Dearborn St., CHICAGO

Seasonable Stock

Asparagus Sprengerii, 1½ in., $3.50 per 100, $30.00 per 1,000; 2½ in., $5.00 per 100, $45.00 per 1,000; heavy 4 in., $15.00 per 100; heavy 5 in., $25.00 per 100.

Bougainvillea, Glabra Sanderiana, 2½ in., $10.00 per 100; 3 in., $20.00 per 100; 5 in., $75.00 per 100 specimens; 6 in., $100.00 per 100 specimens.

Begonias, large leaved, in variety, 2½ in., $8.00 per 100.

Begonia, Manicata Aurea, 2½-in., $12.00 per 100; 3-in., $20 per 100.

Lantanas, best dwarf, Craigi, Jacob Schulz and Michael Schmidt, $5.00 per 100; $45.00 per 1,000.

Fern Dish Ferns, best varieties, 2¼ in., $5.00 per 100, $40.00 per 1,000.

Genista, Racemosus, well trimmed, 4 in., $20.00 per 100.

Hydrangea, good French varieties, 2½ in., $6.50 per 100, $60.00 per 1,000; 4 in., $20.00 per 100; heavy field grown specimens, 8 to 10 shoots, fine for specimen tubs, $7.00 per dozen; $50.00 per 100.

The Storrs & Harrison Co., Painesville, Ohio

Mention the American Florist when writing

CARNATIONS

F. Dorner & Sons Co.
Lafayette, Ind.

Mention the American Florist when writing

Abundance of Stock

	100	1000
2¼-inch Asparagus Sprengeri	$ 5.00	$45.00
2¼-inch Calendula Orange King	4.50	40.00
2¼-inch Snapdragons, 5 varieties	5.00	45.00
4 -in. Ferns, 6 varieties	25.00	
Vinca Variegata, large field grown	10.00	95.00

Liberal extras. Correspondence solicited

ALONZO J. BRYAN,
Wholesale Florist, Washington, New Jersey

Mention the American Florist when writing

REX BEGONIAS

3-inch, $2.00 per dozen.

GERANIUMS (Our Specialty)
Nutt, Buchner, Ricard, Poitevine, Viaud
Good short jointed plants from 2-inch pots, at $3.50 per 100; $35.00 per 1000.
We ship safe anywhere

Elmer Rawlings, Wholesale Grower, ALLEGANY, N. Y.

Mention the American Florist when writing

CYCLAMEN

We must have room and offer for one week,
2,500 2¼-in. Cyclamen, at $10.00 per 100 $90.00 per 1000.
3,000 2-in. Cyclamen, at $20 and $25 per 100
1,000 4-in. Cyclamen, at $40.00 per 100.

Ask for our prices of Easter Greeting Pelargoniums and Ferns.

GEO. A. KUHL, Wholesale Grower, PEKIN, ILL.

Mention the American Florist when writing

Market Gardeners

Vegetable Growers' Association of America.

Louis F. Miller, Toledo, O., President; H. A. Dooley, Cleveland, O., Vice-President; C. H. Nissley, New Brunswick, N. J., Secretary; H. J. Cheney, Grand Rapids, Mich., Treasurer.

THE states of New York and Utah have recently adopted the United States standard grades for white potatoes. These grades have been established in 14 states.

KANSAS CITY, MO., is a large potato distributing center, having unloaded an average of 2,726 cars annually the past five years.

WILLIAM MOORE, president of the Illinois Canning Co., died November 18, aged 80 years. He was one of the first presidents of the Western Canners' Association. Burial was at Hoopeston, Ill.

MINNEAPOLIS, MINN.—The Minnesota State Horticultural Society in conjunction with the Minnesota Potato Growers' Association, the Minnesota Crop Improvement Association and the Minneapolis Civic and Commerce Association will hold a crop show in this city, December 13-16. A premium list is being prepared by K. A. Kirkpatrick, manager of the show.

Prices of Indoor Fruits and Vegetables.

Chicago, November 22. — Cucumbers, five dozen box, $6 to $6.50; leaf lettuce, per two dozen box, 15 to 17½ cents; radishes, 25 to 50 cents per dozen bunches.

New York, November 18.—Cucumbers, $2.50 to $4 per basket; mushrooms, per three-pound basket, 50 cents to $1.25; radishes, 100 bunches, $1.25 to $2.50.

Sweet Potato Storage.

The work of the United States Department of Agriculture for better utilization of the nation's sweet potato crop by better storage and disease-preventive methods has aroused widespread interest throughout the sweet potato producing states, which include more than 20 of the 48.

The department has published three farmers' bulletins useful to those interested in the production, harvesting, storage and marketing of sweet potatoes, which can be had on request. They are: No. 970, Sweet Potato Storage; No. 999, Sweet Potato Growing; and No. 1059, Sweet Potato Disease.

Watermelon Crop.

A $500,000 crop of watermelons is grown annually in southeastern Missouri in two counties on lands which were until recently considered swamp. By clearing and draining these lands a sandy soil is obtained, and this section is now known in middle western markets for its watermelons.

The district centers around Kennett where a representative of the bureau of markets and crop estimates is stationed each year. The season extends from about July 25 to August 30. The active movement from southeastern Missouri, during August in most years, about bridges the gap between heavy southern shipments and the heavy yield farther north. At this period Missouri becomes temporarily one of the most important melon shipping sections and attracts wide attention. Shipments from other parts of the state continue fairly active through September.

Evansville, Ind.

BUSINESS IS BRISK.

Trade has been fairly brisk for the past two or three weeks. Armistice Day celebrations brought an increased demand for flowers, together with numerous social affairs and a large number of funerals that have been held lately. Sales of loose flowers have been very satisfactory during the past month or two. Thanksgiving brought increased orders to the dealers. Chrysanthemums of good quality are about the best sellers now, in yellow and white, with a few pinks sold from time to time. Carnations also are selling briskly and the quality is very good. Violets are arriving for the first time. Easter lilies are selling well and roses also are in good demand. Pot plants are popular and the prices are very good. Dealers say they are looking for one of the best Christmas holiday runs in many years.

Mel Lockyear, of the Lockyear Floral Co., of this city, with his wife and daughter, will spend most of the coming winter in Florida. W. B. C.

Wichita, Kans.

Business has held up very well this autumn, chrysanthemums of course predominating and the supply for Thanksgiving week promises to be ample. Retail prices on cut flower stock being based on prevailing wholesale prices, labor and fuel costs are still above old levels, although somewhat lower than war-time prices.

NOTES.

Local increase in production is foreshadowed by some new greenhouse building. Chas. P. Mueller recently added two good-sized houses to his establishment and has remodeled his service buildings. He now has facilities for almost any extension of glass or production for years to come. W. H. Culp & Co., have also increased their glass area by adding one greenhouse, which will be devoted to carnations. Roy Hanchett has resumed his work as a grower, with a new greenhouse on South Ellis avenue.

Frank Cluff, whose houses last year were managed by C. E. Brimmer, has again taken charge and will grow bedding stock exclusively, wholesale and retail.

Visitors: W. T. Smith, of Lion & Co., New York; E. C. Pruner, of Poehlmann Bros. Co., Chicago.

Several growers from Holland have been here recently, trying to obtain bulb orders, and complain of slow business. W. H. C.

Lancaster County Florists' Association.

The monthly meeting of the Lancaster County Florists' Association was held at the greenhouses of President W. B. Girvin, of Leola, Pa., November 17. About 12 of the members took the early cars to allow an inspection of this, one of the large establishments of the county. The first houses were filled with pot stock, Asparagus plumosus and geraniums; next was a house of lilies coming to crop and in good shape. This was followed by stevia that is going to be excellent in a few weeks. Other houses consisted of ferns of several popular sizes and varieties; then a number of rose houses, all in excellent shape and producing roses galore. The carnation houses were full of good stock, Matchless perhaps being the poorest of the lot. Supreme and others are coming along fine with Lassie as the best and most promising one on the place. This variety is making a record for itself in this section and a good future is predicted for it. While not quite in the same class as Mrs. C. W. Ward it will come pretty near filling the place of that variety.

A certain grower comparing the two said the only difference between them was that Ward represented a $1 bill in returns and Lassie a $10 bill, not because it individually is better than a good Ward but because it is productive and constant from early until late. Beyond this carnation house was the new rose house, filled with model roses of Girvin quality.

The heating plant of this establishment has been overhauled the past summer and is the best in this section and the cost a five figure proposition. The stack has a natural draft so strong that when A. F. Strickler put his head in the door at the bottom he had to be held by his feet to keep from being drawn to the top and disappearing in the clouds.

Mrs. Girvin kindly prepared a fine lot of sandwiches, relishes and coffee for those who came out early and John Girvin saw to it that none went away hungry. J. P. Seibold, Herman Rouf and Paul Weaver were elected to membership in the club.

B. F. Barr reported for the flower show committee that it looked like a balance in favor of the club of about $700, and this with the $300 from a previous show is to be put on deposit. Some suggested that the members deserved a social at the expense of the club after all the hard work we did for the show; but this $1,000 seemed to others as big as a child's first 10 cent piece. It was finally decided to hold the social but draw the costs from the regular club funds to pay for it and leave the flower show fund practically intact.

For the January meeting a regular six o'clock luncheon session is proposed, as the meetings of the past six months have been so full of enthusiasm that we are going to make a strong effort to increase rather than diminish this enthusiasm. Just what the entertainment this December social will be is in the hands of the entertainment committee, Mrs. B. F. Barr, Mrs. A. K. Rohrer and A. F. Strickler, assisted by Walter Markley, Chas. B. Herr and Jack Moore with the secretary as a bumping block to take care of the kicks.

ALBERT M. HERR, Sec'y.

PORT CLINTON, O.—H. W. Miller recently opened a new flower shop adjoining the Lion theatre.

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By B. M. Duggar

Presenting accurately the requirements for success.

260 pages, cloth, fully illustrated. Price, $1.75

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Ready for delivery after November 1st.

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15 CENTS, NET, PER LINE

ASPARAGUS.

Asparagus Sprengeri, 1½-in., $3.50 per 100; $30.00 per 1,000; 2½-in., $5.00 per 100; $45.00 per 1,000; heavy 4-in., $15.00 per 100; heavy 5-in., $25.00 per 100. The Storrs & Harrison Co., Painesville, O.

Asparagus Sprengeri, 2½-in., 4½c each. ODOR GREENHOUSES, Iola, Kan.

ASPLENIUM.

Asplenium Nidus Avis (Bird's Nest Ferns), good strong, healthy stock, 3-in. pots, 35c; 4-in., 75c; 5-in., $1.50. Packing material charged for at cost. Wm. K. HARRIS, 55th and Springfield Ave., W. Phila., Pa.

BEGONIAS.

Begonias, Luminosa, Prima Donna and Gloire de Chatelaine. 2-in., $3.00 per 100. $27.50 per 1,000; 3-in., $6.00 per 100, $50.00 per 1,000. R. Vincent Jr. & Sons Co., White Marsh, Md.

Begonias, large leaved, in variety, 2½-in., $8.00 per 100. The Storrs & Harrison Co., Painesville, O.

BOUGAINVILLEA.

Bougainvillea, Glabra Sanderiana, 2½-in., $10.00 per 100; 3-in., $20.00 per 100; 5-in. specimens, $75.00 per 100; 6-in. specimens, $100.00 per 100. The Storrs & Harrison Co., Painesville, O.

Bougainvillea Sanderiana, pyramid and globes, $2.00 to $10.00 each. A. L. MILLER, Jamaica, N. Y.

BULBS.

Bulbs. Hyacinths, Tulips and Narcissus, Dutch. Stock of the best quality and net prices lower. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

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Calendulas. Selected true Double Orange King, 2¼-in. pots, $6.00 per 100, $50.00 per 1,000. ROMAN J. IRWIN, 43 West 18th St., New York.

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Calla Aethiopica, the popular white calla, clean, sound bulbs, all with crown shoots.

Size	Diameter	Per 100	Per 1000
1¼ to 1½-inch		$ 6.00	$ 50.00
1½ to 2 -inch		8.00	75.00
2-inch and up		15.00	125.00

Satisfaction guaranteed.
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Pompons: Diana, Souv. de Melaine, Ida, Vasca, Golden Climax, Lucille Noble, Mrs. Buckingham, Golden Harvest, Helen Newberry, Pink Doty, White Doty, Marianna, Anna, Lula, Veta, Little Gem, Elizabeth Firestone, Margaret Waite, Meyer's Perfection, E. D. Godfrey.

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Chrysanthemum novelties for 1921. Preliminary list free. Elmer D. Smith & Co., Adrian, Mich.

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Cyclamen, for one week only. 2¼-in., $10.00 per 100; $90.00 per 1,000. 3-in., $20.00 and $25.00; 4-in., $40.00 per 100. Geo. A. Kuhl, Pekin, Ill.

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Dahlias, best varieties for florists' use. Some bargains for a short time.

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Dracaena Indivisa. Field-grown, ready for 4 and 5-in. pots, $12.00 per 100. Stronger plants, $20.00 and $25.00 per 100. 2¼-in pots, $6.00 per 100. ROMAN J. IRWIN, 43 W. 18th St., New York.

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BOSTON FERNS.

Good, strong bushy stock.

5-in.	$0.40
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10-in.	2.00

Packing charges free.
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Table ferns, standard varieties, 2¼-in., $5.00 per 100.

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Grand Rapids, Mich.

Ferns of fine quality. For varieties and prices see advertisement on front cover page of this issue. F. R. Pierson, Inc., Tarrytown, N. Y.

600 4-in. pot grown Bostons, 100 4-in. Verona, at $20.00 per 100. Cash, please. EDGAR EASTERDAY, Nokomis, Ill.

Hardy Ferns, Ill. descriptive list mailed. L. MOSBAEK, Ferndale, Askov, Minn.

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Buy Now for Christmas Trade.

Perfectly budded, the best we ever had. 50 degrees during the day and 60 during the night will bring them in full bloom for Christmas. They are now all housed and the pots and plants have been advanced so far that we are compelled to advance our prices accordingly.

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Pres. Felix Faure, bright pk. trumpet, 4½-in.	9.00	12.00
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Regerminans, lavender, best Xmas variety for basket work, 4½-in.	9.00	12.00
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Fragrans Melanthera, heavily budded, best for Xmas, 4½-in.	9.00	12.00
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Fragrans Melanthera, heavily budded, best for Xmas, extra fine specimens, $36, $48 and $60 per dozen.

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We can furnish up to 500 of any of the above varieties.

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Erica Specialist,
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½-in. to ⅝-in.	8.00 per 1000
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¾-in. and up	22.00 per 1000

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GERANIUMS.

Geraniums, Nutt Buchner, Ricard, Poitevine and Viaud. Good short jointed plants. 2-in., $3.50 per 100: $36 per 1,000. Elmer Rawlings, Allegany, N. Y.

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Hardy English Ivy. Exceptionally good stock. 2-in., $2.75 per 100, $25.00 per 1000; 3-in., $3.75 per 100, $35.00 per 1000. R. Vincent, Jr. & Sone Co., White Marsh, Md.

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Yellow Sweet Peas. See display advertisement elsewhere in this issue. McClenahan Greenhouses, 40th and Philips streets, Oklahoma City, Okla.

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Darwin tulips. For varieties and prices see advertisement on front cover page of this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

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Carnation staples, 35c per 1,000; 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

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Vol. LVII. **CHICAGO AND NEW YORK, DECEMBER 3, 1921.** **No. 1748**

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS—THOMAS ROLAND, Nahant, Mass., President; ADOLPHUS GUDE, Washington, D. C., Vice-President; JOHN YOUNG, 41-43 West 18th St., New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer.

OFFICERS-ELECT—S. S. PENNOCK, Philadelphia, Pa., President; SAMUEL MURRAY, Kansas City, Mo., Vice-President; JOHN YOUNG, New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer.

The thirty-eighth annual convention will be held at Kansas City, Mo., August, 1922.

Fifth National Flower Show.

The Fifth National Flower Show will be held at Cleveland, O., March 25 to April 1, 1922.

AMERICAN CARNATION SOCIETY.

Next annual meeting and exhibition, Hartford, Conn., January 1922. OFFICERS: W. D. HOWARD, Milford, Mass., President; N. C. OSBORN, Hartford, Conn., Vice-President; A. F. J. BAUR, Thirty-eighth St. and Rockwood Ave., Indianapolis, Ind., Secretary.

FLORISTS' TELEGRAPH DELIVERY ASSOCIATION.

Next annual meeting at Baltimore, Md., 1922. OFFICERS: PHILIP BREITMEYER, Detroit, Mich., President; CHAS. F. FEAST, Baltimore, Md., Vice-President; ALBERT POCHELON, Detroit, Mich., Secretary; WM. L. ROCK, Kansas City, Mo., Treasurer.

AMERICAN ROSE SOCIETY.

OFFICERS: ROBERT PYLE, West Grove, Pa., President; F. L. ATKINS, Rutherford, N. J., Vice-President; JOHN C. WISTER, 606 Finance Bldg., Philadelphia, Pa., Secretary; CHAS. H. TOTTY, Madison, N. J., Treasurer

FLORISTS' HAIL ASSOCIATION.

Next annual meeting will be held at Kansas City, Mo. Aug., 1922. OFFICERS: J. F. AMMANN, Edwardsville, Ill., President; JOHN G. ESLER, Saddle River, N. J., Secretary; JAMES HEACOCK Wyncote, Pa., Treasurer.

FIFTH NATIONAL FLOWER SHOW.

Cleveland, O., March 25-April 1.

Preparations Making Good Progress.

A meeting of the National Flower Show Committee was held in the Hotel Cleveland, Cleveland, O., November 17-18. There were present: George Asmus, Chicago, chairman, who presided; Thomas Roland, Nahant, Mass.; Secretary John Young, New York; Herman P. Knoble, Cleveland; Frank H. Traendly, New York; Wallace R. Pierson, Cromwell, Conn.; Joseph H. Hill, Richmond, Ind.; A. F. J. Baur, secretary of the American Carnation Society, Indianapolis, Ind.; Wm. H. Duckham, Madison, N. J.; Patrick Welch, Boston, Mass., and S. S. Pennock, representing the American Rose Society, Philadelphia, Pa.

Matters in relation to the coöperation of the American Rose Society in the show were discussed, and the standing of the society in that connection determined upon. Similar action was taken in regard to the coöperation of the American Carnation Society. Mr. Knoble read a brief report covering the activities of the various local committees. The foregoing business occupied the time of the first session until adjournment for luncheon, when the committee, with the local chairmen, were guests of the Rotary Club. The luncheon was a most enjoyable function. Addresses were made by Chairman Asmus, President Roland, Secretary Young and others, and with the usual Rotary proceedings on such occasions, two hours were pleasantly passed. The guests were introduced by H. B. Jones, of the Jones-Russell Co., Cleveland, who made the arrangements for their entertaiument.

Promptly at 2 p. m. November 17 the committee reconvened, and there were present at this session the following chairmen of the local committees: Geo. L. Mercer, printing; R. P. Brydon, aquarium; Carl Hagenburger, local exhibits; Geo. Bate, out-of-town exhibits; Wm. H. Temblett, exterior decorating; Fred G. Witthuhn, information bureau; A. D. Taylor, interior decoration; Al Barber, special features; F. C. W. Brown, advertising; Walter E. Cook, concessions; J. A. McLaughlin, special premiums. On motion of Mr. Knoble, a vote of thanks was passed to Mr. Jones for the fine publicity feature scored through his efforts in connection with the luncheon of the Rotary Club. On motion of Mr. Pennock, it was voted that a letter of appreciation of their hospitality be sent to the Rotary Club, through the Society of American Florists, and that a $25 bouquet of flowers be sent with the vote of thanks to the club's president, Clifford E. Pierce.

Advertising Committee Report.

Mr. Brown, for the advertising committee, made a full report, which included the publicity work engaged in to date. Advertising stickers, he said, would be ready December 1, and the sheet posters could be procured in Cleveland. As expenditures for these purposes were not covered in the original appropriation, Mr. Brown was requested to prepare a statement as to approximate costs for presentation at a later session of the committee.

Mr. Brydon for the aquarium committee reported satisfactory arrangements, in which the local Aquarium Society were joining. He said that his committee were trying to keep well within the original appropriation of $500 for this feature of the show. Mr. Witthuhn in reporting for the bureau of information assured the committee that information of every sort likely to be required by visitors would be forthcoming. On motion of Mr. Hill, the sum of $300 was voted to this committee, the same, however, not to include the expense of telephone service and installation.

Mr. Cook reported for the committee on concessions, stating that it was contemplated to have a small restaurant stand, a soda fountain and a soft drink booth. Mr. Knoble suggested that a booth for the sale of flowers be installed, the same to be in charge of a man who should be paid for his

services. On motion of Mr. Hagenburger it was ordered that such a stand be arranged for.

Mr. Temblett reported on plans evolved by the committee on exterior decoration, and it was arranged that the matter of a suitable appropriation should come up at a later session of the committee. At Mr. Temblett's request, he was, on motion of Mr. Roland, given permission to work in conjunction with a local nurseryman toward the installation of a landscape exhibit at the north end of the exhibition hall, the space for the purpose to be given free to any responsible and competent person. Mr. Taylor, for the committee on interior decoration, reported that his committee would require to know what appropriation would be available for interior decoration before a definite scheme could be laid out, and some information ought to be forthcoming as to entries for the big garden displays. Mr. Taylor was advised that a suitable sum would be appropriated for the committee's work.

Mr. Hagenburger for the committee on local exhibits stated that there would assuredly be three large garden exhibits, and the prospect of a fourth was very encouraging, Mr. Brydon reporting that the Cleveland Garden Club were reconsidering an invitation to stage a garden.

Mr. Barber for the committee on special features gave a synopsis of a number of plans under consideration by his committee. Not the least of these features were "special days." On motion of Mr. Roland it was decided to issue a number not to exceed 100 of special invitations for these days, the same to be in the name of the society.

Mr. Russell for the committee on retail exhibits reported that 10 or more of such exhibits had been definitely arranged for, and others would be secured after the holidays.

Mr. McLaughlin for the committee on special premiums reported that the sum of $1,380 had already been contributed for special premiums. A good many of his prospects, he said, had made donations through the rose and carnation societies, and suggested that the secretaries of these societies send their lists to him for checking so as to avoid duplication.

For the committee on admissions, Mr. Cook reported that it was considered that the price of admission arranged, $1, was too much, and requested that the committee reconsider the same. After a lengthy discussion, a motion by Mr. Cook prevailed that general admission for adults be fixed at 50 cents, plus war tax; school children under the age of 14, 25 cents, plus war tax; and tickets sold in blocks of 50 and upwards, 35 cents, plus war tax. It was further agreed that the tickets sold in blocks at 35 cents each would be the same tickets as those sold for 50 cents, and not marked "trade tickets," although of a different color. Adjournment was here taken until November 18, at 11:30 a. m.

Promptly at the hour named the chairman called the meeting to order. Mr. Knoble read a letter from Thomas W. Thomas, director of public property, to the effect that the public auditorium had been reserved for the use of the show at a rental agreed upon. In appreciation of the courtesies extended to the committee by Mr. Thomas, it was, on motion of Mr. Hill, ordered that a letter embodying such appreciation be sent to the mayor and Mr. Thomas, with a bouquet of flowers.

L. C. Vinson in Charge of Show.

Mr. Knoble advised the committee that it would be absolutely necessary for someone to devote his entire time to the detail work of the show. After some discussion, L. C. Vinson, who appeared before the committee, was engaged for this work, it being understood that Secretary Young would be present in Cleveland for about one month prior to the show to take over the detail work and allow of Mr. Vinson devoting his entire time to publicity. It was arranged that Mr. Vinson's duties commence, on January 1, next, under the supervision of the local executive committee, and that he bear the official title of secretary to the local executive committee. It was decided that Mr. Smith, chairman of the admission committee, should have the charge of passes into the show. On motion of Mr. Pierson, it was arranged that the committee assign a special number of tickets to the use of the American Rose Society, which society would return the block rate, 35 cents each, for all such tickets collected at the gate. The local committee was directed to work in conjunction with Secretary Young in regard to the issue of exhibitor's tickets.

Provision was made for the awarding of premiums in miscellaneous cut flower classes. A staging committee of three was ordered to be appointed by the chairman of the national flower show committee, who also was to be chairman of this committee, with power to arrange all details as to a proper and artistic staging of the exhibitions. A request by Mr. Knoble, in behalf of the Florists Telegraph Delivery Association for a prominent space in the show for presentation of "The Temple of Flora," was considered, and referred to the staging committee. On motion of Mr. Pierson, the local committee was empowered to engage offices as soon as they were needed.

After providing for the payment of all local bills, the question of the payment of expenses of representatives of the affiliating societies was taken up, and it was the unanimous opinion of the members of the committee that their expenses should be paid on the same basis as those of the committee's members, and on motion of President Roland, it was decided that this allowance be made, namely: railroad fare and Pullman fees on the shortest route to the meeting place, plus $5 per day for maintenance. The meeting then adjourned.

In the evening, the members of the National Flower Show Committee, with the exception of Secretary Young, who with Mr. Pennock left for New York, were guests of Mr. Knoble at his home, where they were most hospitably entertained.

Special Premiums.

James McLaughlin, chairman of the committee on special premiums, reports the following special premiums offered to date:

Budlong Rose Co., Providence, R. I.—Discretion of committee, cash $25.

George B. Hart, Rochester, N. Y.—Discretion of committee; cash $25.

J. J. Hess, Omaha, Neb.—Discretion of committee; cash $25.

Robt. Craig Co., Norwood, Delaware Co., Pa.—To be used for either dracaenas or crotons; cash $25.

Henry A. Dreer, Inc., Philadelphia, Pa.—To be offered as Dreer premiums in such a matter as the committee desires; cash $200.

Chicago Flower Growers' Association, Chicago.—To be offered as prize in any class as committee decides; cash $50.

W. E. Marshall & Co., Inc., New York.—To be offered as follows: Private gardeners' class—display of narcissi and tulips, cut blooms, to occupy space of not more than 50 square feet; any foliage may be used. First prize, cash $20; second, $10.

Mrs. Annie W. Treadway, Clevelaud, O.—Discretion of committee; cash $25.

Traendly & Schenck, New York.—Discretion of committee; cash $25.

B. Hammond Tracy, Inc., Wenham, Mass.—To be offered as prize for whatever exhibit the committee shall designate; one Japanese lamp vase, value $20.

Hotel Cleveland Co., Cleveland, O.—To be offered as prize in some cut flower class, for the committee to designate; cash $30.

C. M. Hamilton, Kewanee, Ill.—Discretion of committee; cash $25.

J. A. Peterson & Sons, Cincinnati, O.—To be awarded as follows: For 12 best hydrangeas in bloom, three varieties to be grown in seven to 8-inch pots (for commercial growers only); cash $50.

Leo Niessen Co., Philadelphia, Pa.—Discretion of committee; cash $50.

NEW ROSE AMERICA.
Exhibited at the Chicago Show, November 16-17, by the E. G. Hill Co., Richmond, Ind.

National Publicity Campaign.

The work of the campaign is moving steadily along, and interest in it is growing. The secretary this week is sending out about 12,000 appeals to the trade for support in the work, and a good response is expected. The following is a list of subscriptions recently turned in by some in the trade who have volunteered canvasses in their sections. It will be noticed that Mark P. Mills, whose good work has previously been commented upon, is again to the fore with a number of subscriptions.

To be paid annually for four years

By A. Harvey & Sons, Brandywine Summit, Pa.:
Yeatman & Way, Kennett Square, Pa....$ 50.00
J. H. Thompson, Kennett Square, Pa..... 50.00
Alban Harvey & Sons, Brandywine Summit, Pa. 100.00
Richards Bros., Longhkenamon, Pa..... 50.00
Total $250.00

By C. Loveridge, Peoria, Ill.:
L. J. Beeker, Peoria, Ill.....$ 15.00
F. M. Hansen, Peoria, Ill..... 5.00
Cole Bros., Peoria, Ill..... 25.00
Henry Baer, Peoria, Ill..... 25.00
W. C. Scharitz, Pekin, Ill..... 5.00
C. Loveridge, Peoria, Ill..... 25.00
Total $100.00

By D. C. Horgan, Macon, Ga.:
Alma I. McKissock, Moultrie, Ga.....$ 5.00
A. M. Pleyte, Alto, Ga. 10.00
Brunswick Floral Co., Brunswick, Ga..... 10.00
Thomasville Nurseries, Thomasville, Ga... 5.00
Reese Floral Co., Gainesville, Ga..... 5.00
Total .....$ 35.00

By Mark P. Mills, Philadelphia, Pa.:
Joseph Goetter, Landsdowne, Pa.....$ 5.00
Umfrid & Dunning, Philadelphia..... 10.00
Alphonse Pericat, Collingdale, Pa..... 10.00
W. H. Engler, Philadelphia..... 10.00
John R. Andre, Doylestown, Pa..... 50.00
Victor I. Ridinour, Philadelphia..... 20.00
M. W. Rosen, Packerford, Pa..... 5.00
John C. Gracey, Philadelphia..... 15.00
John Kuhn & Son, Philadelphia..... 10.00
Harry E. Schlocker, Philadelphia..... 5.00
Mrs. E. Wilkinson, Philadelphia..... 5.00
M. C. Riehs, Philadelphia..... 5.00
Elizabeth Holl, Philadelphia..... 5.00
Wm. V. Dych, Philadelphia..... 5.00
Edward J. Colahan, Philadelphia..... 5.00
Joseph G. Neidinger Co., Philadelphia.... 100.00
Hengel Bros., Philadelphia..... 5.00
G. A. Leins, Philadelphia..... 5.00
George Carpenter, Philadelphia..... 5.00
Virginia Flower Shop, Philadelphia..... 5.00
George Williams, Philadelphia..... 5.00
Total $290.00

By Henry F. Michell Co., Philadelphia:
T. C. Hoyt & Co., New Milford, Conn...$ 2.00

By A. L. Miller, Jamaica, N. Y.:
William Lamb, Islip, L. I.....$ 25.00

By Arthur Langhan, Wheeling, W. Va.:
John Hellstern & Son, Pleasant Valley, W. Va. .....$ 15.00

By Peter A. Chopin, New Orleans, La.:
Henry Kraak, New Orleans, La.....$ 5.00

By Fred G. Lewis, Lockport, N. Y.:
Lewis Flower Shop, Lockport, N. Y.....$ 10.00

By E. J. Fancourt, Philadelphia.:
W. Atlee Burpee Co., Philadelphia—(for one year) .....$ 25.00

SUBSCRIPTIONS RECEIVED.

The following subscriptions have been received since the publication of our last list:

Myers & Samtman, Philadelphia.....$ 100.00
The McCallum Co., Pittsburgh..... 100.00
Anna Grace Sawyer, Chicago..... 10.00
W. Atlee Burpee Co., Philadelphia.... 25.00
Eva Francis Fletcher, Philadelphia.... 5.00
John L. Ratcliff, Richmond, Va..... 20.00
R. & J. Hughes, Cleveland..... 10.00
Chas. E. Barton, Norwalk, O..... 5.00
A. M. Herr, Lancaster, Pa..... 25.00
F. A. Danker, Albany, N. Y..... 25.00
John Assa, Chicago 15.00
Richard D. Kimball, Wahan, Mass..... 4.00
The Windmiller Co., Mankota, Minn... 10.00
Los Robles Co., Santa Cruz, Calif..... 10.00
T. C. Hoyt & Co., New Milford, Conn.. 2.00
F. J. Nunzing, Chicago..... 12.00
Kent Flower Store, Newark, O..... 5.00
Maraio Bros., Rye, N. Y..... 25.00
Beaver Floral Co., Beaver Dam, Wis.. 5.00
John Yoder, North Lima, O..... 5.00
E. B. Morgan Floral Co., Paxton, Ill... 3.00
A. E. Crooks, Benton Harbor, Mich.... 5.00
Byron Thomas Florist, Quakertown, Pa. 10.00
Louis B. Westhold, Evanston, Wyo.... 5.00
A. C. Brown, Springfield, Ill..... 50.00
Racine Floral Co., Racine, Wis..... 5.00
C. Lengenfelder, Denver, Colo..... 5.00
George Clay, Elmore, O..... 2.50
Robert S. Wolf, Troy, N. Y..... 5.00
Henry A. Miller, Philadelphia..... 10.00
Fritz Bahr, Highland Park, Ill..... 10.00
M. W. Rosen, Parkerford, Pa..... 6.00
Mrs. D. H. McNaughton, Palestine, Tex. 5.00
Claude Wisely, Murphysboro, Ill..... 5.00
W. W. Adams, Chicago..... 20.00
Henry Penn, Boston..... 100.00
Joseph Josephs, Philadelphia..... 10.00
Total .....$ 674.50
Amount previously reported..... 30,984.16
$31,658.66

NEW ROSE AMELIA GUDE.
Exhibited at the Chicago Show November 16-17 by Fred H. Lemon & Co., Richmond, Ind.

Department of Plant Registration.

Public notice is hereby given that as no objection has been filed against the registration of Coleus, named Harding by Louis Hahn & Son, Pittsburgh, Pa., and new Geranium, Alice Mae, by Toug & Weeks Floral Co., Ashtabula, O., the same has become complete.

JOHN YOUNG, Sec'y.

RENSSELAER, IND.—Holden & Robinson staged a chrysanthemum show at their greenhouses recently.

CHATHAM, N. J.—The Louis M. Noe Establishment was recently incorporated, capital $100,000, to manufacture floral designs. Louis A. Noe, Emily E. Noe and Lillian N. Doremus are the incorporators.

JACKSONVILLE, FLA.—The Florida Florists' Association was recently organized here with the following officers elected for the ensuing year: C. Leslie Whipp, president; F. A. Knull, Tampa, vice-president; F. A. Reasoner, Oneco, secretary-treasurer.

KNOXVILLE, TENN.—Four florists of this city featured an effective full page Thanksgiving advertisement in the November 20 issue of the Journal & Tribune in colors, with a turkey in the background and the slogan "Say It with Flowers" prominently displayed throughout the page. Mention was also made of the efficiency of telegraph service. The following firms contributed space: Crouch, Florist, Baum's Home of Flowers, the McNutt Floral Co., and Dailey's.

THE ROSE.

Three New Roses.

America, produced by the E. G. Hill Co., Richmond, Ind., is a seedling of Premier, but differs from its parent in many respects, except that it has a smooth, almost thornless stem, with great freedom of growth and bloom, and makes a rapid come-back after crops. This is another of Hill's big roses with the longest, pointed bud among the forcing varieties. The color is a clear peachblow pink. The plant has long, erect stems, even without pinching, and the foliage is beautiful. This variety will be disseminated in 1923.

The new white rose, Angelus, was originated by Fred H. Lemon & Co., Richmond, Ind., being a cross between Columbia and Premier. It is a large, well rounded rose, similar to Premier in form, but with a higher center, which is cream tinted. The foliage is dark green and disease resistant. It is a vigorous, upright grower and is free in bloom, resembling Kaiserin Augusta, but blooms freely in winter and is a good keeper. Angelus will be put on the market in January, 1922.

Amelia Gude, a yellow rose, is another introduction of Fred H. Lemon & Co., being a seedling of Ophelia. It is a vigorous grower, either on its own roots or grafted, and blooms freely throughout the winter. In bud form the color is the same shade of yellow as Aaron Ward, but

as the flower opens it resembles Sunburst. This rose has a long bud with sufficient petals to insure good keeping qualities. It will be offered to the trade in the spring of 1923.

Roses at Sparrieshoop, Germany.

In April this year I visited W. Kordes' Sons' establishment at Sparrieshoop, going over their rose fields. Of course they did not have the attraction they would later in the season. At that time I found everything in nice shape. I had not expected to visit their place again, but found it possible as I went to Hamburg to meet Mrs. Pennock, who was coming from England the latter part of August, and the next day went out from Hamburg by motor, a ride of about 10 miles through the suburbs of that city, which was very attractive, indeed, then through more or less flat farming country, passing a number of small rose nurseries and on to the city of Elmshorn, then three or four miles beyond to Sparrieshoop, where we found W. T. H. Kordes and his brother to welcome us. They have two large fields of roses, new and old varieties as well, everything in very nice shape.

The nursery was founded in 1888 by the father of the present brothers, who are now running the establishment, being taken over by them in 1919. This was originally in Elmshorn, but as they did not have room enough to expand they moved to Sparrieshoop, about four-fifths of a mile away, where they had plenty of acreage. This year they are growing 200,000 roses on their own place and have contracts with smaller growers for about 300,000 more, mostly hybrid teas.

Standards are used to a far greater extent in Europe than in America. Nearly every garden has its standards, perhaps only two or three, yet they are there in evidence in every garden. The Kordes make rather a specialty of standards and have 600 varieties of H. T's and Pernettianas. They grow 160,000 dwarfs and 12,000 standards annually. The roses are planted in long rows across the fields, rows about 500 feet long. Some rows are entirely of one variety, others two or three varieties, all in excellent shape, showing no disease whatever, excepting one or two varieties showing mildew, Mrs. George Shawyer being badly affected. Otherwise the fields were very clean, indeed.

My time, unfortunately, was all too short to be able to go over the different varieties as carefully as I should have liked; but I jotted down a few varieties which stood out prominently.

Freiburg Zwei (H. T.).—This rose had a color very much like the La France and looks as if it would be a good forcer. A beautiful clear pink, better shaped than La France, and rather more pointed bud, very free and strong grower.

Rheinhard Baedecker (Pernettianas, Kordes Seedling, Yellow Druschki).—Not quite as large as Druschki, a trifle shorter petal, but better shaped, rather more pointed bud, but still not what one would call pointed either. Color is rich golden yellow; color is held until the petals drop. Flowers are borne on good long, heavy, well foliaged stems; unusually strong grower, could almost be called rank-grower. As far as I could see it should certainly have a place along with Druschki. Some claim that it is not quite as free a bloomer as it should be, but I think it would be worth while giving a trial.

Adolf Koschel (Kordes' Seedling, Pernettiana blood).—A robust grower, rather thorny, good stems; the thorns are quite red, giving it a distinction that is quite noticeable. It has a pointed bud; color yellow with a suffused salmon pink towards the outer edges of petals. Looks as if it might be a forcer. If so, it would certainly be a valuable rose for anyone to grow. Of course one cannot tell, seeing it growing outdoors, whether it would be a forcer or not; seems to have characteristics of a forcing rose. This was a rose that was immediately admired by the ladies and picked out as something out of the ordinary.

Eduard Behrens (H. T., Kordes' Seedling).—Dark red, very attractive but a little inclined to have a weak neck; but this probably could be overcome. A very free and a good bloomer.

W. C. Gount (H. T.).—Improved Richmond, a little darker than Richmond; very attractive.

Madame Jules Bouche (H. T.).—This is the second or third time I have seen this rose, which is considered an improvement over Kaiserin, splendid strong grower, good flower, trifle larger than Kaiserin, long stem. Fine forcer.

Golden Emblem.—Was in wonderful shape, but Mr. Kordes said it is sometimes a big disappointment, as the plant the second year is poorer than the first on account of black spot.

J. C. N. Forestier (Pernettiana).—A shrimp-pink or coral-red, very clear color. This was a beautiful flower, unusual shade, different from any rose I can recall. Is a good free grower, perfectly free from mildew or black spot.

Willomere (Pernettiana).—Is in splendid shape, as good as I ever saw.

Adolf Kaerger (Pernettiana).—A Sunburst seedling, looked like a very promising yellow, good grower, and might have possibilities as a forcer. A seedling of W. Kordes.

Etoile de Hollande (H. T.).—In very good shape, indeed; made a red streak across the fields; is doubtless the first rose that is in some respect an improvement on Hadley. It never blues and is rust-proof. Was full in bloom, very attractive.

Red Letter Day.—Showed up very fine in full bloom.

Mrs. Wymes Quin (Pernettiana).—Rather a disappointment. Mr. Kordes thinks it would not be of much account as a forcer, very attractive though outside.

Gorgeous.—Was in fine shape.

Madame Charles Lutand (H. T.).—Was in very good condition. This is a sister to Sunburst, and is a pity it does not amount to anything as a forcer. It is certainly attractive.

Golden Ophelia (H. T.).—Showed up very good.

Mrs. Henry Morse (H. T.).—A delicate pink; very similar to Stanley in shade. Some would not call Stanley shade a delicate pink. I consider it one of the most refined pinks among the roses.

H. E. Richardson (H. P.).—A dark crimson, very good; a rose to be recommended for poor soil, does much better than in rich soil; in rich soil it is a failure. A good flower for a rose grower that is catering to a country where the soil is unusually poor.

Sachsengruss (Pink Druschki).—Color very similar to Freiburg Zwei and rather larger than Druschki; looks like a valuable garden rose, very free in poorer soil.

Rodhatte.—A polyantha, semi-double, red, looks like an extremely valuable polyantha.

Frau Rudolf Schmidt (Red Jessie).—Similar to Jessie in every respect, except that it is a clear fiery red.

S. S. Pennock (H. T., Mr. Kordes description).—Seedling of Lieutenant Chaure's Mrs. George Shawyer. The bud comes pointed long and thick. Opens well

NEW ROSE ANGELUS.
Originated by Fred H. Lemon & Co., Richmond, Ind.

in every weather to a big high centered well shaped flower. Its keeping qualities are at least those of Shawyer, but the color is clear pink with intense apricot shadings. As full as Shawyer, but freer; we counted 6 to 10 single stemmed good flowers on the plants at the same time as they stood in the field as against 4 to 6 for Shawyer. The flower always stands single on very long stiff stems. Good in spring under glass. Probably a good forcer also. Kordes seedling to be distributed in fall 1922.

Wilhelm Kordes (Pernettiana).—Seedling of Adolf Koschel Gorgeous. The bud comes long, pointed, almost always single. Bud color is a little yellow with scarlet red. The flower is medium sized, bud of ideal shape, and opens in the worst of weather. Color difficult to describe. In cool weather glowing scarlet with gold yellow center, in hot sunny weather golden yellow with deep red stripes and veins. Perhaps up to now the most distinct of all the bicolored roses. Distribution in fall of 1922. No mildew or black spot.

Camillo Schneider.—A seedling of Lieutenant Chaure and Comte G. de Rochennor. Bud thick, pointed, dark red. Opens to a well built, medium sized, clear crimson colored flower. Good in every weather. Will be much admired on account of its well formed, clear colored, erect borne, freely produced flowers. Makes strong, healthy plants. To be distributed in fall of 1922.

Hortulanus Fiet (Verschuren Pernettiana).—A wonderful rose. Bud thick, pointed, mostly white, opening to a splendid clear massive golden yellow. Ideal shape and very strong petals make it a rose that is perhaps one of the most admired when known. Perfectly pest free.

Miss Willmot (H. T.).—A very distinct white or sulphur white rose, bud thick, pointed, greenish-white. Opens to a well formed full flower. Most of the buds have a light pink center on the tip of the opening flower, but this disappears and the open flower has a really fine color.

Gloire de Holland (H. T.).—A much needed rose for beds in the open. Blackish crimson, very rare color. Buds very dark, opens to a well formed cup-shaped big flower. It never blues and the color does not fade nor burn in the sun. Will be much wanted when known.

Covent Garden.—A rose for the trade. Others have perhaps more glowing colors, but this brings the necessary number of perfect buds on long, stiff stems and a strong neck. Color about the same as General MacArthur. Pest free. This rose and Etoile de Hollande will have to make a run for the markets of the old world and doubtless also in the new. It will remain with the rose-lovers to decide whether one or the other shall be favorite or both. Hadley rose is perhaps still unbeaten, but it blues easily and that is a great fault.

Los Angeles and Columbia.—Are both very fine outside and will be in great demand.

Mrs. R. H. Darlington.—Is a rose for a good climate and a marvel; best described as a giant Kaiserin Auguste Victoria.

Padre.—Will also soon have a place, on account of its growing capacity and its fine color, coppered with carmine.

Miss C. A. van Rossem (Monthly rose hybrid).—Is at the moment an unbeaten winner. Bud long, pointed dark red, opens to an ideal shaped, velvety dark crimson flower, medium size, immensely free. Pest proof. A garden rose par excellence.

There are many more varieties that I did not have time to go over. Mr. Kordes says that Claudius Pernet is a rose that he thinks could be forced, certainly one of the finest of all in their fields; in wonderful shape. It impressed me more than ever, as this was the second or third time I had seen it in quantity; each time it stood out distinctly as the finest of all. Would like to see it tried out as a forcer in America, and if it can be forced successfully it will be one fine yellow rose.

S. S. PENNOCK.

NEW ROSE ANGELUS.
Exhibited at the Chicago Show November 16-17 by Fred H. Lemon & Co., Richmond, Ind.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Next Week in the Flower Shop.

Now that Thanksgiving is over all eyes are turned towards the Christmas holidays and preparations should be under way so as to meet its every demand with the best stock the season affords. It is most important that all plans for this great business opportunity should be perfected well in advance. The department and other stores that make a specialty of holiday goods now have their stocks well displayed and are making their best bid for the business, so as to catch what they can of the early shoppers, many of whom have their selections made before December 15, thus getting first choice and avoiding the rush and jam of the last 10 days.

The gifts of the flower shop are as useful and highly prized as those offered by any other line of trade, and should be exploited and placed in competition with them at the earliest possible moment. The trade generally has permitted the impression to get abroad that the principal business of the flower shops at the holiday season is cut flowers, which are only to be ordered the last day or two when they can see and select them. This makes a great congestion in the last few days and the remark is often heard from customers as they see the varied stock offered, "I wish I had seen these things before; I like them so much better than some other selections I have made."

It therefore behooves the retail florist to at once make a great display of his Christmas wreaths, baskets and other imperishable stock, together with samples of foliage and flowering plants as well as madeup plant baskets which are to be displayed as "samples of our Christmas specialties," from which orders can be taken for Christmas delivery. The Christmas circular or invitation should be gotten out early and every inducement made to get the people to call and see the 1921 novelties, the new and artistic wreaths, and the many beautiful flower shop creations that are especially suitable as gifts.

This is the time when one has to be careful in making estimates as prices become irregular and frequently make startling changes over night when cold weather shortens crops. Buy if possible a little more than is needed as roses are nearly always tight and buds that have a chance to swell or open up, are much more profitable to use than the day's cut.

There is still opportunity for work in the late orders for winter window boxes. Personal letters to customers who have neglected so far to have the work done, will call to mind the necessity for immediate action. It is well to have a block of suitable evergreens set aside under shelter by your nurseryman and also small spruces for pots or tubs for sale at Christmas. Such trees potted, with soil about the roots, will stand much longer in the house without dropping their needles than the cut mountain spruce. Shapely small trees in pots or tubs are splendid sellers at this time, being often sent as gifts.

Three-inch pot sizes of Pandanus Vietchii, crotons in variety, Dracaena godseffiana and D. sanderiana, Cocos Wed-

delliana and small Kentia palms are splendid stock to carry, to be used in connection with arrangements of cut flowers in basket work and in table decorations. With soil washed from roots which are then bound with a little moss they take up small space and will last longer than the cut flowers, adding variety at less expense than additional flowers.

Make arrangements for all holly and other Christmas greens early, placing the order with reliable dealers. The stranger that comes along about this time, with a heavily berried holly spray or two, offering cases fully up to sample, $1 below the market, seldom makes satisfactory or on time deliveries. Have your holly bunched 10 or 20 to a case; there is then no waste and no trouble handling when it comes to be sold.

Keep up an interest in the daily business by featuring the standard stocks of plants and cut flowers. There are the birthdays and other anniversary events which are occurring all the time, many of which will be called to mind by timely suggestion.

Pavement boxes of evergreens and tubs of the same at the curb, furnish spots of green that are certain to catch the eye and turn it in your direction.

Is the store and window well lighted? Nothing equals light for publicity. The hours from 7 p. m. to 11 p. m. are the leisure time of many people and even with the store closed the window should be pulling for all it is worth, brilliantly illuminated, a pleasing picture for all who pass that way. There is no doubt but many sales are influenced by such late night displays. Take a look from across the street and figure out some form of decoration that will make the street front of the store more conspicuous. You cannot keep your shop too prominently before the public and anything in a decorative way that attracts or calls attention to it is good advertising.

Always display a few corsages and boutonnieres; they are a reminder for every minute of the day and always seasonable.

Feature Christmas Now.

Christmas shoppers are already on the job, at every opportunity making selections or purchases to be set aside subject to their call later. Department store windows and interiors are now gay with their holiday decorations and displays, featuring the event in every possible manner, hoping and striving to get the buying spirit under way at the earliest moment. With this competition in view it behooves the florist to set his sails to catch the trade winds by putting forward all the imperishable goods of his stock, so that customers will have a chance to see them and make selections before their lists are filled up.

Fancy majolica and cut glass, cut flower vases, fancy baskets, jardineres singly, or with pedestals and fern dishes, all as far as possible showing their usefulness in artistic filling with cut flowers and plants should be featured.

A line of wreaths that have been prepared during the summer should be displayed and the small Christmas card baskets of fancy grasses with red bows that have been so much in vogue. The small automobile wreaths and others made in miniature, that are also sent as Christmas greetings, will be found very interesting to the shoppers who see in them a substitute for the regulation Christmas card. Sample foliage plants, a number featured in holiday attire with ribbons, fancy paper pot covers, etc., will all go to make an inexpensive display that is sure to attract attention.

Fill the window for a few days with an artistically arranged grouping of Christmas wreaths. Make a background of well berried holly so there shall be no mistake that you are featuring Christmas, and that it is none too soon to begin making purchases and placing orders for this important event.

The trade is much to blame for the grand rushes of the last days previous to the holiday. Much of the wreath work, both for house and cemetery as well as other holiday greens, could be prepared in advance if the public mind were trained to it by early presentations. Orders could also be taken for foliage plants from the samples as above described and in a general way the business distributed over several weeks instead of all being rushed into the last seven-day period. Circulars should be in the hands of the store's clientele early, so they will consider the offerings in making their selections.

Blaine C. Wilcox, Council Bluffs, Ia.
President Society of Iowa Florists.

Strong emphasis should be laid on the beauty of fresh cut flowers as the most acceptable Christmas morning gift and that now is the time to place such orders, as when given early they are always sure to have the best selection. There are so many other lines in competition for the holiday trade and each putting their best foot forward that the florist should by all means be early in the field with his suggestions, before selections have been made.

The Small Store.

In every large city there are a number of high class cut flower stores that are catering for the patronage of the wealthy; $50 to $100 wreaths, blankets from $300 to $500 and still higher, and a volume of business in weddings and other social functions that keep their many delivery cars on the go all day long and often into the night. Leaders in every large city who employ a force of from 10 to 50 men, and some have more, are required to do a heavy business, for there must be a large turnover to keep every man busy, not one of whom would be on the job if he was not required.

In nearly every case such leaders had a small beginning and for every one that has attained such prestige, there are 25 or more who are struggling along with more or less prosperous results, many being one man stores where the only additional help is the wife, to take his place when he is obliged to go out. In other cases a young man or woman is the assistant. In many shops of this class there seems to be a lack of ambition as if at the end of the year they can meet expenses after having made a comfortable living, they appear well satisfied and call it a successful season.

There is no reason why the small store should not increase its business year after year. To stand still is to go back and shows a lack of ambition and enthusiasm that is deplorable. An establishment that does an average business of $20 to $25 a day could, by a little more attention, enterprise and enthusiasm, increase this volume $5 a day, which would be a gain of over $1,500 a year more in business and return a handsome gain to the net income.

Now the way to bring this about is to make up your mind not when it is but that it is in the mood that you can do it; you can sell more flowers, you know you can, and then you go ahead and do it. A successful retailer, one who has reached the highest peak, says the way to sell more flowers is to sell them and the way to get a better business was to do business better.

SHOP SHOULD BE NEAT AND CLEAN.

In the first place clean house, make the interior and the exterior of your shop as clean as a new pin. Go carefully over the stock and put every thing passe or in the least unsaleable out of sight, then invest carefully in staple stocks that are absolutely necessary and display these to the best advantage. Put in some plants, you will say you cannot sell plants, but you have set out to sell plants and flowers, and you must have the stock on hand. Then you must feature it in such a way that people inside the store and outside as well will see it. It's good stock, you are proud of it, you are enthusiastic, you call the attention of customers and others to its freshness and beauty, how it will be such an addition to the home or that of a friend. They catch some of your enthusiasm and see a new beauty in the flowers they had not seen before, and lo, you make a sale, create new business, and best of all gain confidence in yourself and the new method of doing business and push it stronger than ever.

Plants and flowers will not sell themselves, beautiful as they are they must be featured and displayed in such a manner that they are certain to be noticed. This applies to the stock of the small store just the same as to the larger establishment. The small merchant has the advantage as he sees to every thing himself, meets all his customers, gets to know their likes and dislikes, does all the buying and selling, and between times puts his store in order when the stock has been hit with a little rush of customers which is sure to happen when things get going right.

The man who sits down at the back of the store and waits for business to come, will have plenty of in-between-times in which to talk about business not being as good as it used to, how it is affected by the weather and the street fakirs and the department stores, etc. There is not a word about the only thing that stands between him and success, his own indifference, and lack of ability to see the golden opportunities that pass him by every hour of the day. The man that hustles gets there while the fellow that waits, waits on.

A Philadelphia Opening.

The event of last month in Philadelphia was the opening of Charles H. Grakelow's central city shop at 1908 Market street, under the new Stanley Moving Picture palace, a brief mention of which was made in last week's issue. As fitted up and furnished it is a gem, up-to-date in every

particular, with Japanese gilded papered walls, golden oak finished flower case, gilded rattan customer's desk and chair, splendid lighting fixtures and two large cut glass mirrors. It has an air of refined elegance. There is a tint of light green through the gilt that subdues and adds to the harmony. On the opening day, November 18, every vantage point was filled with beautifully arranged baskets and vases of the choicest flowers, gifts of his fellow florists. H. H. Battles sent a beautiful bronze vase filled with gorgeous yellow mums. Max Schling's basket was a beauty, Charles Henry Fox's Roman forum columns handsomely decorated with choice flowers, had a central window space. The S. S. Pennock Co. presented an elegant basket of very fine chrysanthemums. Harry Betz also sent two dozen of his best stock of that variety. Chas. E. Meehan and George Aeugle both extended their best wishes with choice flowers, and there were others that came without cards. The large window, which with the door takes up the entire front of the store, was beautifully decorated. Pavement boxes extended the full length below the window, these being filled with evergreens as were two large curb vases. There is a work room off the store in the rear. Albert Mower is manager. A throng of smiling visitors crowded the store all day long—friends of Mr. Grakelow, who called to see and congratulate him on his beautiful store. It was indeed a most auspicious opening.

STUDENT EXHIBIT OF THE STATE COLLEGE, AMES, IA.

Penn's Foch Window.

The accompanying illustration gives an excellent view of the Foch window, featured by Penn the Florist, of Boston, Mass., during the visit of Marshal Foch to that city, November 14. The bronze figure of the marshal was surrounded by the tri-color of France and the stars and stripes, with a background of palms and Farleyense ferns, tastefully arranged on black velvet. The front of the window was artistically decorated with baskets of roses and orchids, the latter typifying the fleur de lis, the French emblem. A spotlight illuminating the window day and night was most effective and many favorable comments were received, especially from the Boston newspapers.

VANCOUVER, WASH.—I. S. Holton, of this city, and J. P. Kertsen, formerly of Chicago, began the building of a range of greenhouses and a retail store December 1, to cost $25,000. They intend to grow cut flowers, shrubs and vegetables.

Society of Iowa Florists.

OTTUMWA MEETING, NOVEMBER 9.

The annual meeting of the Society of Iowa Florists was held in Ottumwa, November 9, President Blaine C. Wilcox, in the chair. The meeting was one of the best and most interesting ever held by the society, over 100 members being in attendance. An address by J. F. Leopold, secretary of the Iowa State Chamber of Commerce on "The Value of Organization," was well received. Prof. E. C. Volz, of Iowa State College, Ames, in speaking of the benefits to be derived by closer co-operation of the trade with the state institution, assured the members that the florists of the state could have any assistance from the college, as far as its facilities permitted, that would enable them to grow better stock.

President Wilcox presented a number of helpful plans, which had been outlined by the executive board, and included the following features: The co-operative buying of florists' supplies; an exchange list of growers, tabulating the amount or number of certain plants that each florist expects to carry during the growing season; establishing a bureau to handle an exchange list of plants; legislative matters and educational features. After a thorough discussion all of the recommendations were adopted by the society.

The co-operative buying of many florists' supplies, such as fumigating and spraying materials, would be a great saving as they could be purchased in large quantities and sold to members and other affiliated organizations at a greatly reduced rate. The use of an exchange list of growers, showing the amount of stock each expects to produce during the growing season, would aid greatly in stabilizing the market and avoiding possible gluts throughout the state. Growers would would also be enabled to raise plants that are not being grown by other florists. A bureau to handle the exchange list of plants would greatly benefit the wholesaler and retailer, the plan, as outlined by the president, providing that all florists send weekly statements to the secretary, enumerating the plants being grown at their greenhouses. From the data obtained, the secretary will compile a complete list of all available plants which will be sent out to the trade. By this method, growers will be able to dispose of their stock within the state and retailers will find it possible to supply most of their needs at home, a great saving in freight and express bills being the result. The legislative and educational features will help the trade in keeping abreast with new developments in floriculture, especially the passage of laws by the state assembly pertaining to the growing and selling of flowers and plants.

The constitution and by-laws were amended to allow the affiliation of the society with the Iowa Horticultural Society and permits its secretary, R. S. Herrick, to act in the same capacity for the Society of Iowa Florists. The affiliation will be of great benefit as five other organizations are connected with the horticultural society, with headquarters at Des Moines, the state capital.

The following officers were elected for the coming year: Blaine C. Wilcox, Council Bluffs, president; Roy Kimball, Ottumwa, vice-president; James Denmead, Marshalltown, treasurer and R. S. Herrick, Des Moines, secretary. Directors:

PENN'S WINDOW IN HONOR OF MARSHAL FOCH.

H. J. Watson, Reinbeck; O. B. Stevens, Shenandoah; Homer Richey, Albia; Arthur Smith, Boone.

THE EXHIBITS.

The flower show held in connection with the meeting consisted of many excellent displays of chrysanthemums, pompons, carnations, gladioli, cyclamens and trade supplies. Many residents of Ottumwa were in attendance. The C. C. Pollworth Co., Milwaukee, Wis., showed chrysanthemums, hybrid gladioli and several new varieties of carnations, and the Iowa State College featured an artistic display of chrysanthemums. An exhibit of J. F. Wilcox & Co., Council Bluffs, consisted of several vases of well grown roses, violets, carnations, chrysanthemums, and lily of the valley. J. S. Wilson, Des Moines, had many fine chrysanthemums and pompons. The Kemble Floral Co., Ottumwa, featured carnations and chrysanthemums. Many new varieties of roses were displayed by the Stuppy Floral Co., St. Joseph, Mo.

Other exhibitors included: L. R. Friedrichsen, Wilton Jct.; and the Greeve Floral Co., Oskaloosa, cyclamens; John A. Zaiser, Burlington; O. B. Stevens, Shenandoah; D. H. Smouse, Mount Pleasant, chrysanthemums, and Wm. Laisle & Son, Keokuk, carnations and chrysanthemums. The Burlington Willowware Shops, Burlington, featured a very fine assortment of baskets. At the conclusion of the show the flowers were distributed to the hospitals and other institutions of Ottumwa. R. O.

North Shore Horticultural Society.

The fourth annual chrysanthemum exhibition of the North Shore Horticultural Society held at Durand Art Institute recently was a great success in quality and arrangements of exhibits, but it is to be regretted that such beautiful displays are not more largely attended by the residents of this district. The main hall was given over to the various groups, those of a larger size semi-circular in effect, being placed against the walls of the building, while the center of the floor was occupied by smaller groups, interspersed by vases of chrysanthemums of the exhibition type. The stage was occupied by the various cut flower classes of smaller types of chrysanthemum, also carnations and roses, while the entrance hall was filled by the various specimen plants, displays of vegetables, and one long table of cut flowers.

In the larger groups, A. B. Dick took first honors, with a fine arrangement of chrysanthemums, thus winning Mrs. Louis F. Swift's silver cup for the third time. Other winners in this class were Mrs. C. H. McCormick and L. F. Swift, in the order named. In the class for smaller groups, J. Ogden Armour led for singles and pompons, P. D. Armour being second in the latter class. J. O. Armour also won for group of foliage plants, while P. D. Armour won for specimen anemone with a truly fine example of the growers' skill.

In the cut flower classes of exhibition types, A. B. Dick took all the principal prizes in the larger classes, Chas. Schweppe and J. O. Armour being second and third; other winners in classes of this type were Mrs. D. M. Cummings and Prentiss Coonley. In the classes for cut, single and pompon types the principal winners were Mrs. D. M. Cummings, J. O. Armour, Clayton Marks, Prentiss Coonley and C. M. Carr. The Great Lakes Naval training station was awarded a prize for chrysanthemums, cut carnations and roses, while P. Coonley won for an untrained chrysanthemum plant.

A very attractive exhibit was the table of cattleyas and ferns shown by C. M. Carr, and a table of cypripediums and ferns by Mr. Coonley was also noted. In the class for the best vase of chrysanthemums with foliage, Mrs. D. M. Cummings, Mr. Pirrie and Mr. Armour were the winners.

In vegetables, the largest class was won by J. O. Armour, P. D. Armour and Mrs. C. H. McCormick.

Judging was efficiently carried out by W. Griffiths and J. Wilson, of Lake Forest, and A. Weisenberger and E. Boulter, of Highland Park and Winnetka, respectively, while the management of the show was in the hands of F. Kuehne. F. W. S.

Pittsburgh.

HEAVY SUPPLY SOLD OUT.

Thanksgiving, the first big flower day of the season, is gone but not forgotten. From all reports from both the wholesale and retail stores, total sales exceeded those of last year, but it is doubtful if the profits will show up as large, as stock was sold on a closer margin, and it really seemed like a pre-war Thanksgiving, as stock was plentiful and cheap, and it is doubtful if the growers will realize enough to satisfy them. It does not seem possible that there was so much stock for a holiday and at times it looked as if it was going to be impossible to move it, but at closing time Thursday it was all moved out. The holiday went to prove that if the price was right there are still enough people with the money who will "Say It with Flowers," but they will not pay a high price, and if we expect to move the Christmas crop we must not quote prices too high. Chrysanthemums were, of course, the backbone of the business, and there were more of them than there has been for many years, most of them being of medium grades that were easy to move. Pompons came second on the list and were received in profusion, but they are popular and with prices low they sold up well. The supply of roses was not large, which is just as well, as they are not a Thanksgiving flower, but will have their inning a month from now. The quality was good and even with the shortage there was sufficient for all demands. Carnations did not move well, due to the large supply of pompons. Lilies are in large supply, but the demand for these is only for funeral work, of which there is very little. One disappointment was the way violets moved; there was no call for them at all, and so far as this section is concerned it looks as if the day of the violet is over. Orchids were short and cleaned up on sight, while the supply of lily of the valley was equal to all demands. Stevia was another disappointment and could not be sold at all. Sweet peas and calendulas proved popular and sold well. Taking everything into consideration, everyone did well, as the weather was against us Tuesday; Wednesday it was very warm, and Thursday it rained practically all day.

NOTES.

The John Keil Co., East Liverpool, O., was among those who got caught with a big crop of chrysanthemums about three weeks ago and it looked as if he was going to lose a big part of them, but Mr. Keil used his head and through the local papers invited the public to come out to his plant and see the chrysanthemum show. The response was greater than he expected and they came in crowds and went away well pleased. But that is not the best of it; they also bought, and in three days there was not a flower in the place ready to cut, which goes to show that a little advertising of the right kind at the right time goes a long way.

DeForest and Edward Ludwig, of The E. C. Ludwig Floral Co., are both on the sick list; neither one was able to help out over the Thanksgiving rush.

Alden E. Gross and wife, of The Altimo Culture Co., Canfield, O., were in this city attending the funeral of Mr. Gross' aunt, recently.

Randolph & McClements report a big sale of combination fruit and flower baskets.

Edgar K. Tipton and Miss Kost, of The McCallum Co., are both on the sick list. E. C. T.

Iowa State College Show.

The annual student horticultural show of Iowa State College, Ames, was held in connection with the college homecoming festivities, November 18-19. The student body, faculty and many visitors viewed the elaborate displays of flowers, fruits and vegetables. The exhibits were staged in the greenhouses and propagating rooms of the Plant Laboratory building. Student members of the Horticultural Club were responsible for the selection of the specimens placed on exhibit. In addition to the large number of chrysanthemums growing in benches and pots an exhibit of cut flowers was provided for and vases of named varieties of chrysanthemums, roses and carnations were shown.

A special feature which brought forth much favorable comment consisted of a display of artistic vase and basket arrangements of all kinds of seasonable cut flowers, chiefly chrysanthemums. The J. F. Wilcox Floral Co., Council Bluffs, Ia., exhibited commercial varieties of roses. The Stuppy Floral Co., of St. Joseph, Mo., sent in a vase of new unnamed sport of Ophelia which attracted considerable attention.

The vegetable exhibit included many standard crops grown in the student garden as well as various kinds of rather unusual vegetables such as Japanese squash, collards and chufas. A number of standard varieties of potatoes selected from prize-winning lots recently shown at the International Potato Show at Duluth, Minn., were furnished by C. L. Fitch, the vegetable extension specialist, at the college. The best potato at that exhibition, a specimen of Russet Burbank, was included in this collection.

The many varieties of apples exhibited on plates and in boxes as the main feature of the fruit display was rather remarkable considering the scarcity of tree fruits due to the late spring freeze throughout the middle west.

Nashville, Tenn.

CHRYSANTHEMUMS IN FINE DEMAND.

Trade was excellent during Thanksgiving week, due to a great extent to the annual football game between Sewanee and Vanderbilt universities. All day Wednesday, the day before the game, the florists were busy getting in stock and booking orders. A heavy rain that commenced at the opening of the game at 2 p. m. Thursday did not affect the trade, as most establishments had cleaned up their supplies. The quality of the chrysanthemums was of the highest order, the largest kinds bringing $1 each and smaller sizes 50 cents. There was little call for roses and carnations.

NOTES.

The Joy Floral Co. reported an ample supply of flowers for its local trade as well as its Chattanooga, Tenn., and Atlanta, Ga., houses. Sales in the last two mentioned cities were good on all stock except chrysanthemums. The firm's supply of 6,000 chrysanthemums at the store in this city was exhausted by noon Thanksgiving Day.

L. Haury & Sons were heavily supplied with chrysanthemums and experienced good sales on all stock. M. C. D.

Oklahoma City, Okla.

HOLIDAY TRADE EXCEEDS FORECAST.

The volume of business for the holiday was far better than expected. Chrysanthemums were in abundance and of excellent quality, but pompons hardly went around. Chrysanthemums retailed at $7 to $12 per dozen, and pompons $2 per bunch. Roses were also in good demand, bringing $4 to $8 per dozen. Other items on the list included carnations, cattleyas and lily of the valley, the latter selling at $2.50 per dozen. Violets were quite a favorite, bringing 50 cents per bunch.

Furrow & Co., Guthrie, cut 35,000 chrysanthemums for their holiday trade and could have used more. PAUL RICHMOND.

San Francisco.

KILLING FROST SHORTENS SUPPLY.

The first killing frost of the season arrived November 18 and has been the deciding factor in decreasing the supply of stock and advancing prices. First quality roses are very scarce and the daily arrivals are all sold out. Ophelia is about the only kind that is plentiful but it lacks quality. A strong call has developed for red roses. Aaron Ward is decreasing in supply but Cecile Brunner is plentiful. Carnations are receiving more attention now than for some months past, prices ranging from $3 to $4 per 100. There are fairly good offerings of Laddie and Belle Washburn is in strong demand. Violets of first class quality are now obtainable, with an excellent out of town demand. Chrysanthemums suffered severely because of the frost, putting an end to the fancy grades. The stock that did escape is bringing fine prices. Bonnaffon is in strong demand and is being used to a great extent by the shippers. Helen Frick is the leading pink. There is yet a fair supply of W. H. Waite, all kinds bringing the highest prices. The Chinese growers were very fortunate, losing little stock because of the frost, and will be the chief source of supply for chrysanthemums until the end of the season. Pompons and singles also suffered and there is little difficulty in disposing of any grade of stock. Freesias are in good supply and meet with a ready market. Paper White narcissi are scarce. Gardenias and cattleyas are sufficient enough to supply all purposes. Lily of the valley is in fairly good supply. Flowering eucalyptus is being featured by all the stores. California red berried shrubs and Madrones were in excellent demand for Thanksgiving. Poinsettias were also in good demand. Made-up baskets of flowering plants and ferns are plentiful. Cyclamens, ericas and primulas supply the greater part of this trade, with a good call.

The Stanford—California football game created great popularity for yellow chrysanthemums.

Lloyd Pritchard, formerly of F. Lichtenberg's, Los Angeles, is now with the sales force of the Art Floral Co.

JAMES T. LYNCH.

Kansas City, Mo.

HOLIDAY TRADE EXCEEDS 1920.

The Thanksgiving trade was far ahead of any other previous year and from reports prices were slightly higher and more material was sold. Chrysanthemums naturally took the lead in sales and they were very good in quality selling from $3 to $18 per dozen, especially Bonnaffon, Eaton and Chadwick. Pompons were plentiful and went well. Carnations for this time of the year were numerous and of good quality while roses in all leading varieties were more than plentiful, but sold well. Pot plants of chrysanthemums, cherries, begonias and cyclamen held their own. One item that made chrysanthemums popular was the annual foot ball game held at Lawrence, Kans., only a three hour auto ride from this city. A great many yellow flowers, which is the Missouri color, were taken there.

NOTES.

T. J. Noll had the finest and largest supply of stock for the holiday seen at his establishment for some time. Roses, carnations, narcissi and pompon chrysanthemums were the leaders.

Table bouquets, corsages and large bunches of cut chrysanthemums were leaders with the W. L. Rock Floral Co. The whole store force was kept busy.

Samuel Murray enjoyed an excellent trade in chrysanthemums. What few he had left over came in handily the next day for funeral work.

The Stuppy Supply Co. were very well satisfied with their business, considering the fact that they were but recently organized.

The heavy supply of roses and chrysanthemums from the Pinehurst Floral Co.'s greenhouses were readily disposed of.

A. F. F. Barbee had excellent sales, especially in cemetery work. His rose crop for December is in good condition.

The Kansas City Wholesale Cut Flower Co. had the largest holiday trade in its history, with the heaviest supply.

H. Kusik reports the largest supply of chrysanthemums he ever had and sold out completely.

Hotel work and dinner decorations were exceedingly good for the Muehlebach Flower Shop.

W. J. Barnes reported an increase in most items, compared with 1920.

Miss J. E. Murray was well pleased with trade at her new store.

Chrysanthemums went rapidly at the Peterson Floral Co. store.

Arthur Newell was well satisfied with trade.

The Rosary had a fine trade.

E. J. B.

Toledo, O.

THANKSGIVING BUSINESS ACTIVE.

Despite wet and rather gloomy weather, the demand for flowers for Thanksgiving was very active. It seemed to center mainly around chrysanthemums and pompons of which great numbers were sold for table decorations and greetings. The supply of these two items was very plentiful and more than sufficient for all demands. Tremendous interest in the annual football game between Scott and Waite High schools caused a big call for chrysanthemums as corsages for the feminine contingent. Business on the whole, was just about equal that of last year. The number of telegraph orders received and sent out was greater than ever and seems to increase with each flower day. Carnations, sweet peas and roses were in good supply but the demand for these was light.

NOTES.

Spanner's Flower Shop in the Ohio building took advantage of the great interest in the football game to arrange a special football window that attracted worlds of attention and interest. A miniature gridiron with chalk marks, goal posts and miniature players formed the center, while stands at either end of the gridiron were filled with small dolls representing rooters. Chrysanthemums formed the background. The window forms part of the Toledo Blade's picture news-review now being shown at the Princess theatre. Good advertising for Spanner's Flower Shop, is it not?

Schramm Bros. had a magnificent display of wonderful chrysanthemums and pompons in all their gorgeous colors. They report that business was ahead of that of a year ago. This firm, as usual, advertised the day extensively and ascribes the large business to publicity.

Feniger's two flower shops did a large business for the holiday. His Superior street shop was a bower of chrysanthemums and had a fine display.

A lively call for chrysanthemums and pompons was had by the Scottwood Greenhouses. Wedding orders of unusual size have been a feature of this shop's business for the past few weeks.

Avery's Flower Shop had a big call for chrysanthemums for wear at the football game on Thursday. The store is located near the high school and naturally reaped a harvest. Sales are constantly increasing here.

Other flower stores that reported a fine Thanksgiving trade were Metz & Bateman, Helmer Flower Shop, Suder's, Mussbach Sisters, Harry Turvey, Otto Krueger, Hall's Flower Shop, Josephine Barrow and Helen Patten.

A. K.

TORONTO, ONT.—The Retail Florists' Club will hold a banquet, followed by dancing and entertainment, for its members and invited guests in the King Edward hotel, Monday evening, December 5, at 8:30 o'clock.

OBITUARY.

Henry Albert Schroyer.

Henry Albert Schroyer, one of the oldest and most prominent florists of Lancaster, Pa., died at the Lancaster general hospital, November 22, from the effects of a stroke of paralysis. He was the son of Geo. W. Schroyer and at the age of 17 began his first work as a florist. Soon afterward they opened the first store in that city, on North Queen street, later removing to the present location at 146 North Duke street, which Mr. Schroyer operated until the time of his death.

Mr. Schroyer, early in life, prominently identified himself with politics and served on the Lancaster common council, and school board for many years. He was a past grand master of the Oddfellows, a member of the Masons and numerous other fraternal bodies and past-president of the Lancaster County Florists' Association. He is survived by his widow, formerly Miss Anna V. Myers, of Chambersburg, Pa. Mr. Schroyer was a wholehearted, generous man, whom the community will miss, a loving husband and a wonderful host at the many social gatherings at his home on Harrisburg avenue. Mrs. Schroyer has the sincere sympathy of all who knew them personally.

The entire stock, good will and fixtures of the flower shop were bequeathed to Miss Carrie Steckman, who has been practically in control of the store end of the business for some years, in consideration of her faithfulness and business acumen. She will continue the business, perpetuating the name by calling the store, the Schroyer Flower Shop and will have the best wishes of the trade for her continued success.

The funeral services were held at the late home, November 25, and were largely attended by his numerous friends and members of the Lancaster County Florists' Association.

A. M. H.

William A. Mann.

William Armistead Mann, a retired florist of Richmond, Va., died at his home in that city, 2211-A Park avenue, November 8, after an illness of 10 days of pneumonia, aged 62 years.

Mr. Mann was born near Mannboro, Amelia county, Virginia, and was a son of the late William Alfred Mann and Mrs. Elizabeth T. Mann. His mother died about a year ago, in the ninety-second year of her age. When only 13 years old he became identified with the florist establishment of John Laird, Richmond. Later he was with J. J. Harvey, in the same business. When the firm of Harvey & Co., florists, was formed he became owner of the concern. In August, 1898, he and Herbert Brown formed the firm of Mann & Brown. In February, 1918, J. Bernard Hobbs, Mr. Mann's nephew, bought Mr. Brown's interest in the business. Mr. Mann gave his own interest in the enterprise to his nephew and retired from business in 1918.

The funeral services were held at the grave in Riverview cemetery, November 10, the Reverend Roscoe M. White officiating. Mr. Mann is survived by one sister, Mrs. Rosa Gregory, of 1449 Halifax street, Petersburg, Va., and several nieces and nephews.

Mrs. Anna Jacobs.

Mrs. Anna M. Jacobs died at her home in Canton, Ill., November 22, age 69 years. She was the widow of J. Jacobs, who established greenhouses in that city nearly 50 years ago and which are now being conducted by her son, Geo. W. Jacobs. The funeral services were held November 27. Mrs. Jacobs is survived by five sons, George W., John E., Lewis B., Carl H. and Frank J. Jacobs.

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We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
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BOUQUET GREEN of good quality is scarce.

BIOTA NANA makes a good tub evergreen in the south.

"SAY IT WITH SANDWICHES," says the New York Globe funny man.

GREVILLEA ROBUSTA has reappeared in the lists of decorative plant growers.

CYCLAMEN plant losses have been heavy this year, due to mite and hot weather.

DEMAND is essential to good business; create a demand and results are bound to follow.

MAKE a record of all things worth while; guess work is both inefficient and costly.

MASSACHUSETTS had on hand November 1 four times as much coal in hands of retailers as in 1920.

CLOSE your shop on Sunday. There is absolutely nothing to be gained by stocking up for Sunday trade.

ARAUCARIAS are scarce and high, mostly holdover stock, but some home-grown plants are seen occasionally in the smaller sizes.

THE construction of more than 6,261 miles of highway in 30 states, at a cost of $76,400,000, according to Secretary of Commerce Hoover, will give employment to more than 150,000 workmen. It is expected that the work will be undertaken at an early date because of the recent passage of the federal highway act.

Thanksgiving Trade.

Reports from the trade in general indicate that this year's Thanksgiving business compared favorably in volume with that of 1920, but with prices averaging about 20 per cent lower than a year ago. In the sections of the country west of the Great Lakes a brisk demand for most stock developed, some cities reporting a cleanup of all items. In eastern centers sales were not as good as hoped for, but as a rule the trade was well satisfied with the outcome, in view of the depression in other lines of business.

Chrysanthemums, due principally to the extremely warm weather throughout the country the two weeks preceding the holiday, were in enormous supply in most markets. The highest grade blooms in some eastern centers commanded $50 per 100, wholesale, but the average price for most stock was about $15. Pompons and singles were more popular than a year ago and chrysanthemum pot plants enjoyed a good demand. Roses and carnations did not sell as readily as was anticipated. Numerous football games and social functions on Thanksgiving Day stimulated considerable trade in corsage flowers, principally violets and sweet peas. The trade, as a whole, was generally well satisfied with the outcome and is now looking forward to a good business for the coming holiday season.

American Rose Society.

The American Rose Society played a large part in making the National Flower Show, staged in Philadelphia, Pa., in 1916, a wonderful success and will again, in co-operation with the national flower show committee of the Society of American Florists, do its part in the coming National Flower Show in Cleveland, O., March 25-April 1, next, in staging the finest exhibition of roses ever seen. In order to accomplish this a liberal premium list must be provided.

The American Rose Society has guaranteed to the National Flower Show the entire premium list of all the rose entries, which was published in the October 1 issue of THE AMERICAN FLORIST, page 538, both in plant and cut flower displays. The society takes this opportunity to appeal to rose growers and others to assist in making the premiums worth while. Roses, as we all know, are the most attractive feature at flower shows and we feel certain that you are interested enough to co-operate with the society and offer a special premium. We hope to receive an early report from the growers, advising what we may count upon.

Address Wallace R. Pierson, at Cromwell, Conn., or Secretary John C. Wister, 606 Finance building, Philadelphia, Pa.

WALLACE R. PIERSON, Chairman,
Comm. Commercial Cut Flower Interests.

WORK OF THE SOCIETY.

The officers have been working hard the past year for the society's success. Our editor, J. Horace McFarland, is keeping in close touch with the rose world by correspondence, and but recently motored from Harrisburg, Pa., to Toronto, Ont., where he presented an address before the Ontario Rose Society, visiting many rose growers and establishments en route. Secretary Wister, although a very busy man, manages to represent us frequently in many parts of the country. Ex-President S. S. Pennock and Ex-Secretary E. A. White have been in personal touch with European rose growers the past summer, and it is hoped they will enter many new varieties for trial in our rose test gardens.

The nationwide rose pilgrimage to Portland, Ore., next year is a matter of great importance, and the chairman of the committee having this work in charge is negotiating with the railroads for the most advantageous rate possible. The members are urged to think and talk about this trip with their friends, for it will be the opportunity of a lifetime. Send to Secretary John C. Wister, promptly, the names of any who even think they may go. What we need most of all is new members, and the chairman of the membership committee announces that the coupon membership campaign has been extended to December 5. Each blue coupon sent you in September bearing your number will, if returned on or before the above mentioned date with a membership, be worth 50 cents.

Florists' Opportunities in Florida.

In the past year the writer has been doing some research work in connection with the Rockefeller Institute for Medical Research, with various plants and fungi. While pursuing these investigations we have been brought into contact with conditions of vegetation all through the southern states, being recently at work in a strip of hummock land in Volusia county that seems to us to present wonderful possibilities for the florist.

The land is a very rich dark chocolate loam underlaid by a clay marl. Flowing artesian wells are obtained by driving 50 to 60 feet. This strip of land is about 15 miles long and one mile wide, and is now covered with a growth of hard wood, hickory, oak, maple, magnolia, gum, vines and ferns. There are no pine trees. The variety of the natural flora was surprising even to us who were quite familiar with Florida. Here, the climatic conditions are rather more even than in any other section of Florida. It is not tropical, but semi-tropical.

The florist here if he were to cater to the northern market would no doubt specialize in asparagus greens, bulbs, smilax, ferns, palms and other stocks as would stand shipment, although during the months of January, February, March and April there is more demand than supply for cut flowers all up and down the east coast from Jacksonville to Miami. This hummock land is just half way between these two points. Daytona or Blake would be the logical center of operation. It was remarkable to us to see this wonderful untouched opportunity for wholesale growers. We shall be glad to answer any queries within our knowledge sent to 40 Orange avenue, Daytona, Fla., that will interest readers of THE AMERICAN FLORIST, which we prize so highly.

G. M. RANDALL, M. D.

Palm Seeds.

Shipments of Phoenix Roebelenii seeds are now enroute, according to McHutchison & Co., New York, the first substantial shipments since the war began, but it is likely to be late December before they arrive.

Cocos Weddelliana seeds, new crop, are now in.

Window Glass Indictments.

Fifty-four window glass corporations, fifty-one officers and Joseph M. Neenan, president of the National Glass Blowers, were indicted by the federal grand jury at New York November 28, charging violation of the Sherman anti-trust law.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in officers, time, date and place of meeting.]

Albany, N. Y., December 3, 8 p. m.—Albany Florists' Club at 611 Broadway. Wm. McGinn, Albany, secretary.

Chicago, December 8, 8 p. m.—Chicago Florists' Club at Hotel Randolph. F. Lautenschlager, 452 West Erie street, Chicago, secretary.

Chicago, December 5, 8 p. m.—Gardeners' and Florists' Union, No. 10, 615 at Northwest hall, 2401 West North avenue. Bernard Wahlsted, 851 North Trumbull avenue, Chicago, secretary.

Cleveland, O., December 5, 8 p. m.—Cleveland Florists' Club at Hollenden hotel. C. F. Bastian, 14625 Colt road, Cleveland, secretary.

Columbus, O., December 5, 8 p. m.—Columbus Florists' Association at the Neil house. E. A. Munk, 19 South High street, Columbus, secretary.

Dayton, O., December 6, 8 p. m.—Dayton Florists' Club at Y. M. C. A. building. G. J. Frisch, 3205 East Fifth street, Dayton, secretary.

Hartford, Conn., December 9, 8 p. m.—Connecticut Horticultural Society at County building. S. H. Deming, Hartford, secretary.

Holyoke, Mass., December 6, 7:30 p. m.—Holyoke and Northampton Florists' and Gardeners' Club. James Whiting, care French hall, M. A. C. hall, Amherst, Mass., secretary.

Indianapolis, Ind., December 6, 8 p. m.—State Florists' Association of Indiana. Oliver E. Steinkamp, 3800 Rookwood avenue, Indianapolis, secretary.

La Crosse, Wis., December 9, 8 p. m.—Associated Florists of La Crosse at the Flower Shop. L. E. Metcalf, 501 Maine street, La Crosse, secretary.

Mineapolis, Minn., December 6, 8 p. m.—Mineapolis Florists' Club at 218 North Fifth street. Harry Philpott, Mineapolis, secretary.

Montreal, Que., December 5, 8 p. m.—Montreal Florists' and Gardeners' Club at 642 St. Catherine street. W. H. Horobin, 283 Marquette street, Montreal, secretary.

Newark, N. J., December 8, 8:30 p. m.—Essex County Florists' Club at Rover's hall. David Murphy, 181 Clinton avenue, Irvington, N. J., secretary.

New London, Conn., December 8, 8 p. m.—New London Horticultural Society at Municipal building. Stanley Jordan, Hardner's Estate, Waterford, Conn., secretary.

Newport, R. I., December 8, 8 p. m.—Newport Horticultural Society at Music hall. Fred P. Webber, Nelville, R. I., secretary.

New York, December 10, 4:30 p. m.—Horticutural Society of New York at American Museum of Natural History. Mrs. Geo. V. Nash, Botanical garden, Bronx park, New York, secretary.

Philadelphia, Pa., December 6, 8 p. m.—Florists' Club of Philadelphia at Adelphia hotel. Robert Kift, 4044 Haverford avenue, Philadelphia, secretary.

Pittsburgh, Pa., December 6, 8 p. m.—Pittsburgh Gardeners' and Florists' Club at Allegheny Carnegie Music hall. Carl Becherer, Pittsburgh, secretary.

Rochester, N. Y., December 9, 8 p. m.—Rochester Florists' Association at 95 East Main street. Ambrose Secker, Rochester, secretary.

Saginaw, Mich., December 5, 7:30 p. m.—Saginaw-Bay City Floricultural Society at Saginaw. Henry F. W. Goetz, 2165 Mackinac street, Saginaw, secretary.

St. Louis, Mo., December 8, 2 p. m.—St. Louis Florists' Club. J. J. Beneke, 3648 Humphrey street, St. Louis, secretary.

Toledo, O., December 6, 8 p. m.—Toledo Florists' Club at 424 Superior street. S. S. Peck, 424 Superior street, Toledo, secretary.

Washington, D. C., December 6, 8 p. m.—Florists' Club of Washington at Schmid's hall, 712 Twelfth street, N. E. G. V. Schulz, care Leo Niessen Co., Washington, secretary.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, $1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order For Plant Advs., See Ready Reference Section

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted

GROWER. Address

JOHN F. GUENTHER
2410 Cold Spring Ave., MILWAUKEE, WIS.

SITUATION WANTED STOREMAN

Experienced retail man formerly in business for himself at Chicago, is open for an engagement. Can also attend to buying if necessary. Address

Key 807, care American Florist.

HELP WANTED.

Young lady for retail store.

LEWIS & ROCCA,
55 East Jackson Boulevard, Chicago

Help Wanted

Experienced Vegetable Seed Clerk, competent to wait on counter and to fill orders.

ALEXANDER FORBES & CO.
115 Mulberry St., Newark, N. J.

Retail Man Wanted

For Chicago loop store. Splendid opportunity for the right man to make a permanent connection at a high starting salary. Applicant must be a top-notcher to qualify. Address

Key 806, care American Florist.

WANTED TO LEASE

Small Greenhouses with Dwelling in lively town. Address

Key 805, care American Florist.

Wanted to Rent or Buy

By thoroughly experienced florist and decorator, a large retail flower shop. Only high grade proposition considered Must stand closest investigation. Give full particulars and price in first letter. Address **Key 808, care American Flo ist.**

$5.00 Reward

To anyone for information of the whereabouts of **Oscar C. Miller,** a native of Switzerland, who left Summit, N. J., August 18th, 1903 or 1904, to work with the Butte City Floral Co., Butte City, Montana. Address

MRS. O. MILLER
German House, Harvey Ave., BROOKLYN, N. Y.

Dahlia Farm For Sale

Forty acres; six-room house, Delco lights, water, telephone; hot house, ten outbuildings in good condition; Ford tractor, truck, gasoline engine, twenty pieces of farm machinery, two mules, one cow, all crops, including dahlia bulbs. Price, terms, complete description on request.

PHILIP R. CLIPP, Williamstown, N. J.

FOR SALE

Greenhouse property located 125 miles from Chicago; 10,000 feet of glass, 3½ acres of land; garden under Skinner system; six-room modern cottage; 25 miles to nearest greenhouse; located on two steam roads in live town. Address

Key 812, care American Florist.

FOR SALE
Bearing Pecan Grove

50 acres, 11 years old, at a great sacrifice; $12,000, worth $20,000.

EDWARD MANIE
514 Broad Street, ALBANY, GEORGIA

For Sale

Flower store in a good growing town of 13,000 population and two surrounding towns of 8,000 each. Good opportunity for a good Catholic man. 14 miles out of Boston. Address

Key 819, care American Florist.

OFFICIAL S. A. F.
Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $4.50; per 1000, $6.50. Samples on request. Electro of leaf, postpaid, $3.00. Cash with order.

American Florist Co.
440 S. Dearborn Street
CHICAGO

A HOLLY WREATH
RED AND GREEN

FOR HOLIDAY CIRCULARS AND ADVERTISING

Plates for printing this fine Holly Wreath in two colors—green leaves and red berries and ribbon—$5.00 per set of two plates. Larger size, 3¾x4 inches, $7.50 per set of two plates.

Plate shown here for one color, $3.00. The large size, one color, $4.50.

Cash with order.

American Florist Co.
440 S. Dearborn St., CHICAGO.

The American Florist

CHRISTMAS NUMBER

TO BE ISSUED

DECEMBER 14

JUST RIGHT FOR THE

Christmas and Holiday Trade

Many orders for Seeds, Bulbs, Plants and Supplies needed now will be placed during the next 30 days, and Growers, Manufacturers and Dealers can secure a large share of this business by liberal advertising in

THE CHRISTMAS NUMBER

The price is $1.75 per single column inch, $52.50 per page. Rate by the year, $1.25 per inch; page, $37.50.

American Florist Co.

440 S. Dearborn Street, - - CHICAGO

For 36 years the representative paper of the Florists, Seedsmen and Nurserymen of the United States and Canada.

☞ Please send your copy for this issue as early as possible.

Grafted Roses for Greenhouse Planting

We shall begin to graft roses the week of December first and shall start on orders already on our files. After these orders have been completed, we shall be ready to graft your requirements. Orders needed for delivery the last of February and early in March must be placed NOW if deliveries are to be prompt. We have our usual supply of manetti from our usual sources of supply and at better prices than have prevailed for some years. This saving in manetti costs will be reflected in our prices for plants.

Pilgrim and Crusader entail more losses of stock than any other varieties. On these two sorts our price will be **$25.00** per 100, **$240.00** per 1000.

Columbia	**Premier**	**Double White Killarney**
Mme. Butterfly	**Ophelia**	**Mrs. Aaron Ward**
Milady	**My Maryland**	**White Killarney**

are the best roses of commerce. Our price for these varieties, grafted, will be **$25.00** per 100, **$220.00** per 1000.

Grafted Roses pay and the grafting of roses for the commercial trade is a big industry in itself here at Cromwell. We shall put 10,000 per day into the cases and the question is—when do you want yours?

OUTDOOR ROSES

We have available 50,000 home-grown multiflora japonica stock which is just right for grafting out-of-door sorts. We have, in addition to the varieties mentioned above:

Radiance	**Red Radiance**	**Mrs. Charles Bell**
Jonkheer Mock	**Lady Alice Stanley**	**Lady Pirrie**
	Los Angeles	

and other good out-of-door roses. We can graft these for you for spring shipment on multiflora japonica or on manetti, as you prefer, and deliver them as early as you want them after March 1st—or when the ground opens and you are ready to plant. Our price for these sorts on either root stock from 2¼-inch pots will be **$25.00** per 100, **$220.00** per 1000.

BABY RAMBLERS

We have propagated, this fall, thousands of own root Baby Ramblers:

Mrs. Cutbush	**Orleans**	**Jessie**
Triomphe Orleanais	**Edith Cavell**	**Ellen Poulsen**
	Erna Teschendorff	

These, for winter or spring delivery, from 2¼-inch pots at **$10.00** per 100, **$90.00** per 1000.

CHRYSANTHEMUMS

These are a big feature of our young plant department.

There has been no better new one in years than "White Surprise." It is a large, fine Commercial White, ready to cut November 5th to 10th. Rooted cuttings, for February and later, **$2.00** per dozen, **$15.00** per 100.

December Beauty **Rose Perfection** **Sunbeam** **Glorious**

are the best of the other new commercial, large-flowered sorts. Rooted cuttings, **$5.00** per 100, **$45.00** per 1000.

The Chadwick family—Golden Chadwick, Chadwick Supreme and Indian Summer—are the four finest varieties in existence for those who want late 'Mums and who can grow them well. We are always booked to the limit on these sorts in spite of the 20,000 stock plants of these varieties alone. Rooted Cuttings, from February until June, **$5.00** per 100, **$45.00** per 1000.

POMPON VARIETIES

We have seen the possibilities in these sorts and have followed the market very closely. Our own seedlings and the varieties selected and introduced by us have held to the top of the cut-flower market for years and this season our seedlings have carried an average price on the market nearly 50% above the price of the named sorts of commerce. We planted 45,000 plants of seventy seedlings. Some will, naturally, be discarded but we shall save 50 of these for another year's growing in quantity. Four of these have been named and will be offered to the trade. Hundreds of visiting florists have seen them and approve the selection. They have been widely exhibited and are in a class by themselves—the best four varieties for the commercial grower that we know:

New York **Louise Davenport** **Sarah Townsend**

make a succession of the bronze button type that will hold the market from November 1st to December 1st. November Gold, the finest yellow of them all, is a strong-stemmed, upright grower that is equaled by no other variety. It flowers from November 1st to 15th and is a wonderful keeper—either cut or on the plant.

Rooted Cuttings of these four varieties, **$15.00** per 100, **$140.00** per 1000.

Our complete list will be published later but these varieties mentioned are the ones that you certainly need. This is no year to grow poor varieties and no year in which to lessen production by planting poor plants.

A. N. PIERSON, Inc., CROMWELL, CONN.

Columbus, O.

DEMAND EQUAL TO A YEAR AGO.

The consensus of opinion among florists is that Thanksgiving business this year was as good as last year. One large downtown florist stated that the number of sales was much larger, but the orders were generally smaller. The trade ran largely towards chrysanthemums, roses and carnations. Chrysanthemums were the big feature however, and fine stock was soon disposed of, cheaper grades moving slowly. Prices ranged from $4 to $9 per dozen with a few extra fine specimens at $1 apiece. Pompons were sold in large quantities. Roses brought $3 to $8 per dozen all stock selling out. The principal varieties, Premier, Columbia, Butterfly and Ward. Violets were also retailed in large quantities, the quality being extra fine and all of the florists were out of that variety some time previous to Thanksgiving. Lilies also enjoyed a strong demand. Funeral work was fairly good during the past week while party work was excellent. Some weddings are scheduled in the near future. Pot plants are selling better, with cyclamens, primroses and begonias in the lead.

FLOWER GROWERS' AND DEALERS' ASS'N.

The regular meeting of the Flower Growers' and Dealers' Association was held at C. W. Huber's, 964 Lockbourn avenue, November 22 with about 12 members present. The principal topic of discussion was the question of Christmas advertising, and it was practically decided to subscribe to a fund to carry on a short campaign. Final action will be taken at a meeting to be held at the greenhouse of Emil Metzmaier, 1384 South Fourth street, December 6. The amount already subscribed is $300, and it is expected to have several times that amount. Information received at the meeting shows that business with both growers and dealers is good and becoming better right along. Carl Jagsch is president and Edw. D. Ludwig secretary of the association.

Walter S. Stephens, of the firm of S. F. Stephens & Son, has been selected to make an address at the next meeting of the Flower Growers' and Dealers' Association, early in December. It has been decided to have a set program, giving one member the floor to read a paper on some subject, which will be followed by a general discussion. Mr. Stephens has not selected his subject.

NOTES.

A change has been made in the organization of the Rolf Zetlitz Co., which has a large greenhouse on the Groveport pike, the city and Dayton branches having been reorganized under the name of the Zetlitz Floral Products Co., with Rolf Zetlitz as president. The Rolf Zetlitz Co. still operates the two plants at Lima and Ada. Frank B. Townsend is manager of the city branch, and reports a good call for roses during Thanksgiving, and there has been no surplus of stocks at all, the branch here growing roses only. Preparations have been made for a lively trade during the remainder of the year.

McKellar the Florist who operates two retail stores one at 35 West Broad street and the other on North High street, experienced a heavy business for the holiday week. The company had a good many violets which sold rapidly. In addition chrysanthemums, carnations and roses were also sold in large numbers. Mr. McKellar is gradually changing his business from the old site on N. High street to the new location in the James Theater building, and expects to close the former location soon after January 1. Larry Doyle is now in charge of the North High street store.

The Flower Nook is the name of a new flower shop which has been opened at 327 East State street, in a new building, which is called the Nookery. The concern will handle flowers for the sick, paying special attention to baskets of both flowers and fruit. Miss Anna Bone, 1371 Bryden Road, is in charge of the shop. The location, being in the center of the physicians' and surgeons' colony and also near three large hospitals, is considered ideal for the purpose for which it is opened.

A lively trade during the past week was had by the Munk Floral Co. Thanksgiving demand was extra strong and indications point to a continued good business. Pot plants are selling well, especially cyclamen, primroses and cherry trees. Violets were in good demand also and the large supply secured was soon sold.

Carl Jagsch, manager of the Franklin Park Floral Co., reported a good call for flowers during the Thanksgiving season. Demand runs mostly to chrysanthemums, roses and carnations. There was also some demand for lilies and this company has been growing a good number of fair quality. J. W. L.

Ithaca, N. Y.

The Bool Floral Co., Inc., is about to complete work on the new conservatory which is being built at the rear of their store on East State street. This conservatory will be nearly twice as large as the old one and will give them some much needed space for their ever increasing business. Ralph Roskelly, president of the company, devoted a great deal of time to the elaborate celebration which was held here in connection with Armistice Day. In addition to planning the temporary monument which was erected in De Witt Clinton park he looked after many details

HILL'S BABY XMAS TREES

Nursery Grown Spruce FOR Florists' Trade

Hill's Xmas Trees are cut fresh the day your order is shipped. They arrive bright and fresh, so that the needles will remain on until the Holiday season is over.

NOTE: As shown in illustration, trees are shipped **without roots.** Some of our customers prefer to use trees **with roots** for potting. We will gladly furnish trees with roots, if specified at time of placing order in which case no holder is furnished.

Trees are packed in wooden cases and are shipped by express, so as to arrive a few days before Xmas. These prices include attractive holders painted green. Retail prices 50c, 75c, and $1.00 each.

PRICES

Special offer of 100 assorted sizes, per case $25.00.

	25	50	100
1 to 1½ ft...	$5.50	$10.50	$20.00
1½ to 2 ft...	6.75	13.00	25.00
2 to 3 ft...	9.25	18.00	35.00

Write or telegraph orders at once.

Hill's Baby Xmas Tree With Holder.

The D. Hill Nursery Co., Inc., Box 404, Dundee, Ill.

EVERGREEN SPECIALISTS—LARGEST GROWERS IN AMERICA

CONES

Work splendidly into

Christmas Decorations

They are gathered extensively in the Rocky Mountains of Colorado. We are collectors of all kinds and supply the trade at Wholesale Prices.

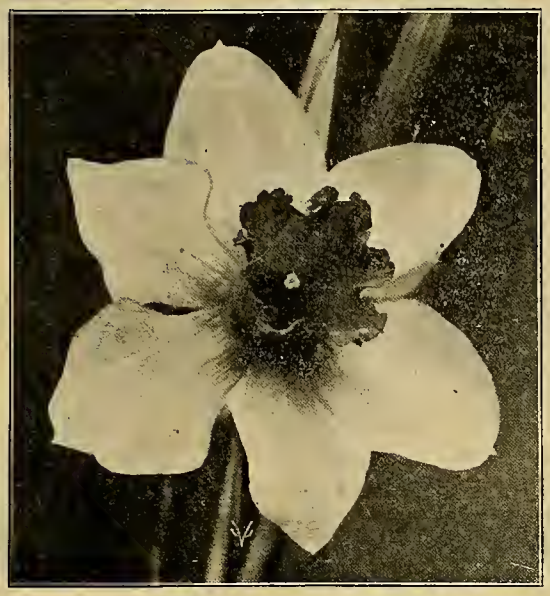
	Per 1000
Pine Cones, large.....	$5.00
Blue Spruce, long, slim..	4.00
Red Spruce, small.....	3.00

They carry safely in sacks. You should order today.

COLORADO SEED CO.

1515 Champa St.

DENVER, COLORADO



Narcissus Sir Watkins.

Last Call

FOR

TULIPS HYAC. NARCISSUS

THE QUALITY

Remains the Same

The Net Prices Are Lower

According to Stocks Unsold

Growers who retail their own crops will find money makers here at these low prices.

Most Stocks f. o. b. Chicago, some f. o. b. New York.

Hyacinths (Dutch)

	Per 1000
Miniature, 13-14 ctms.	$26.00
Bedding, 15 ctms, up	35.00
Forcing, 16-17 ctms	40.00
Seconds, 17-19 ctms	52.50
Firsts, 19 ctms, up	60.00

Tulips Early Single

	1000
Duc Van Thol (Scarlet)	$18.00
Fred Moore	15.00
Prince of Austria	19.00
Sir Thomas Lipton	29.00
Thos. Moore	15.00
La Reine	15.00
White Swan	27.00
Princess Marie Anne	15.00
Cottage Maid	21.00
McKinley	22.00
Rose Luisante	27.00
Rising Sun	20.00
Vaughan's New Pink	18.00
Mixed, Regular Grade	15.00
Mixed, Vaughan's Special	17.00

Tulips Double

	Per 1000
Imperator Rubrorum	$29.00
Le Matador	35.00
Rubra Maxima	20.00
Vuurbaak	31.00
Couronne d'Or	22.00
Mr. Vander Hoef	32.00
Brimstone Beauty	20.00
Bleu Celeste	30.00
Schoonoord	20.00
Lord Roseberry	27.00
Salvator Rosa	19.00
Tournesol, Red, Yellow	33.00
Mixed, Regular Grade	17.00
Mixed, Vaughan's Special	19.00

POETAZ NARCISSUS

Alsace, Aspasia, Elvira, Triumph — Per 1000 **$30.00**

Narcissus (Dutch)

	Per 1000
Victoria, Fancy	25.00
Victoria, Dbl. Nose	33.00
Mrs. Walter T. Ware	30.00
Golden Spur, Dbl. Nose	25.00
Von Sion, Fancy	23.00
Von Sion, Dbl. Nose	35.00
Mad. Plemp	30.00
Sir Watkins	25.00
Sir Watkins, Dbl. Nose	30.00
Princeps, Dbl. Nose	23.00
Evangeline	40.00
White Lady	30.00
Sulphur Phoenix	25.00

Gladiolus Mrs. F. Pendleton.

Gladiolus Bulbs

We are growers and now is the time to send your order for such bulbs that you want for those empty benches or for planting between your carnations as a catch crop. Our Gladiolus bulb crop has never been better, good size, very smooth, clean and free from scab.

Our **"FIRST SIZE"** will as usual show a good percentage of "overs," containing a strong percentage 1¾ to 2 inches. Ask us for free samples. Do not buy elsewhere without comparing liberal sized samples with ours.

Bulbs for forcing under glass are carefully selected for this purpose.

Mrs. Francis King, First size
Mrs. Francis King, Medium size
Chicago White, First size
Chicago White, Medium size
America, First size
America, Medium size
Halley, First size
Halley, Medium size
Panama, First size
Panama, Medium size
Mrs. Frank Pendleton, First size
Mrs. Frank Pendleton, Medium size
Primulinus Sunbeam, First size
and many other kinds.

Write For Prices

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

BISHOP'S SPECIAL XMAS OFFERS

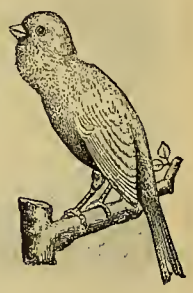
GOLDFISH

NEW HALF-GAL. GLOBE and GOLDFISH OFFER

Xmas Gifts For The Kiddies

ATTRACTIVE—DESIRABLE—
For $17.50 I will send you

72 Half Gallon, Beaded Rim, Moulded Globes, perfect shape, clear white glass, full capacity.
180 Medium Goldfish. (2 Goldfish for each Globe and 36 Extra to sell).
72 Boxes Fish Food (Flake Wafers) and sufficient Aquaria Plant, Pebbles and Shells for above Globes.
A Half Gallon Globe and 2 Goldfish with sufficient Aquaria Plant, Pebbles and Shells, will sell at sight at 45c per outfit...$32.40
72 Boxes Fish Food, retail at 10c per box..... 7.20
36 Extra Goldfish, at 10c. Each..... 3.60
Realize.....$43.20



This popular size Globe will surely prove a quick seller at handsome profit.

Half of above Offer $9.25

"SOMETHING TO SING ABOUT"

Of course you are interested in Canaries. Order a few of these beautiful songsters with attractive cages. Display them among the flowers and goldfish. They will sing their way into the hearts and homes of your customers. Don't delay. Send for Bishop's wholesale catalogue on Goldfish, Aquaria Supplies, Birds, Cages, Foods, etc.

BISHOP, The Bird Man and Pioneer GOLDFISH KING
THE BIRD HOUSE WITH A NATIONAL REPUTATION.
BALTIMORE, MD.
ESTABLISHED 1874

CANARIES

BISHOP'S GALLON GLOBE AND GOLDFISH OFFER

For $6.90 I will furnish

12 One-gallon, Moulded Globes; perfect shape, clear white glass, full capacity.
65 Medium Goldfish (3 for each Globe, with 29 extra to sell.)
12 Boxes Fish Food (Flake Wafers.)
12 Assorted Aquaria Ornaments.
Sufficient Aquaria Plant, Pebbles and Shells to complete the above.

These Complete Aquariums will prove a great attraction; people will not only stop and look, but will buy these exquisite Home Adornments.

TERMS STRICTLY CASH. Order will receive immediate attention. Goods forwarded by freight, goldfish by express. Take advantage of this exceptional offer. Other FLORISTS have found goldfish profitable, so will you.

which aided materially in making the celebration so successful. The temporary monument made such an impression on the public that a plan was immediately put under way to erect a permanent monument in the exact position where the temporary shaft stood. Alex Lurie, the manager of the store, keeps the windows decorated in an interesting way at all times. His Thanksgiving window in the form of an artistic table decoration is creating a great deal of attention.

Prof. E. A. White, of Cornell university, arrived in New York on the S. S. Baltic, November 14, reaching this city the following day. He reports having had a wonderful trip. He was particularly impressed by the genuine hospitality that was accorded him by all the horticulturists with whom he came in contact. Prof. White is already in great demand as a speaker by the various agricultural and horticultural organizations at the college. His first public address on his trip will be for the newly organized floricultural club of the department of floriculture. He will also meet the classes in the various courses and discuss with them the European phases of the subjects which are considered in the regular class routine.

$25 Every Florist should have our $25 Business Builder Assortment. Send for it today. You will be agreeably surprised with the high class of goods we are manufacturing and how rapidly they sell.

THE BERGMAN DECORATING CO
Originators and Manufacturers of Natural Perpetuated Flowers
1630-1632 Milwaukee Ave., Phone: Humboldt 8853 CHICAGO

Mention the American Florist when writing

PAPER WHITE FLOWERS

Now shipping daily. How many can we ship you and how often? Price, $2.50 per 100; $11.00 for 500, postpaid.

TAIT BROTHERS COMPANY, Brunswick, Ga.

Bid for Business with Craig Quality Stock

Brighten Your Christmas with Our Specialties.

CROTONS

The Croton, with its highly colored foliage, is indispensable during Fall and Winter. We have the largest and most complete collection of Crotons in the world, carrying at the present time for Fall sales over 50,000 in 200 varieties, all of the very highest quality and brilliantly colored.

Immediate Delivery

4-inch pots, strong plants, $10 per doz., $75 per 100.
5-inch pots, strong plants, $15 per doz.
6-inch pots, strong plants, $18 and $24 per doz.
7 and 8-inch pots, strong plants, $4, $5 and $6 each.
10-inch pots, strong plants, $7.50 and $10 each.
12 and 14-inch pots, specimen plants, $15, $20 and $25 each.

Croton Punctata

One of the finest and most satisfactory varieties for basket work and centers of ferneries.
2½-inch pots, $20 per 100, $175 per 1,000.
3-inch pots, $35 per 100.
4-inch pots, $50 per 100.

Every retail store and grower should feature Crotons this Fall and Winter. We know our stock will please you and your customer.

DRACAENAS

There is no variety of foliage plant so attractive as the highly colored Dracaena. The small and medium sizes can be used to great advantage in making up the popular Christmas baskets, while the large specimens have always been in great demand for decorative purposes. We are now growing more Dracaenas, in greater variety, than any firm in the country.

Dracaena Godseffiana

Green and white leaf, very hardy, fine for baskets.
2½-inch pots, $20 per 100.
3-inch pots, $35 per 100.
4-inch pots, $60 per 100.

Dracaena Warneckii (New)

Silver and green leaf. Very durable.
6-inch pots, $30 per doz. 7-inch pots, $3.50 each.

Fancy Dracaenas

We are offering a collection of the new and rare Dracaenas. Very handsome for home decoration or for fancy combination baskets.
4-inch pots, $9 per doz.
5-inch pots, $15 per doz.
6-inch pots, $18 and $24 per doz.
7 and 8-inch pots, $3.50 and $5 each.

Dracaena Massangeana

The variety with the golden stripe down the center of the leaf. The best of all Dracaenas for the house. We have an exceptionally large stock, well colored and of the very highest quality.
4-inch pots, $12 per doz., $100 per 100.
8-inch pots, heavy, $4 and $5 each.
6-inch pots, heavy, $2 and $2.50 each.
10-inch pots, heavy, $7.50 each.

Dracaena Fragrans

Plain green leaf.
4-inch pots, $9 per doz.
6-inch pots, $24 per doz.
8-inch pots, $4, $5 and $6 each.
10-inch pots, $7.50 each.

Dracaena Sanderiana

Small, light green leaves, edged with creamy white. Fine for center of fern dishes or basket work.
3-inch pots, $50 per 100.

Dracaena Lord Wolseley

One of the very best varieties for Easter and Christmas, being bright red in color. An excellent Christmas variety.
2-inch pots, $20.00 per 100.
3-inch pots, $35.00 per 100.
4-inch pots, $60 per 100.
5-inch pots, $15.00 per doz.
6-inch pots, $18 and $24 per doz.
7-inch pots, $3.50 and $4 each.

Dracaena Kelleriana (New)

One if the finest foliage plants for combination baskets or boxes.
2¼-inch pots, $20 per 100.
3-inch pots, $35 per 100.
4-inch pots, $60 per 100.
8-inch pots, $5 each, made up, very handsome.

Dracaena Terminalis

Exceptionally well colored.
2¼-inch pots, $20 per 100.
3-inch pots, $35 per 100.
5-inch pots, $15 per doz.
6-inch pots, $18 and $24 per doz. September delivery.

We would suggest ordering the above early, as the demand is always great.

Dracaena De Smetiana

A strong, vigorous grower, with bold, dark green foliage, which becomes beautifully suffused and variegated.
6-inch pots, $2 each. 7-inch pots, $3.50 each.

Dracaena Lindenii

Same type as Massangea' A, but with the golden stripes on the outer edges of the leaf.
4-inch pots, $12 per doz., $100 per 100.
6-inch pots, $2 and $2.50 each.
8-inch pots, $4 and $5 each.

Dracaena Longii

4-inch pots, $5 each. 6-inch pots, $10 each.

Dracaena Tricolor

Very rare. Combination of coloring in pink, white and green. Very attractive and distinct.
4-inch pots, $1.50 each. 6-inch pots $3 each. 7-inch pots, $5 each.

BEGONIAS

Begonia Mrs. J. A. Peterson

5-inch pots, $125 per 100.
6-inch pots, $24 per doz.

Begonia Gloire De Lorraine

5-inch pots, $125 per 100.
6-inch pots, $18 and $24 per doz.

Begonia Glory of Cincinnati and Melior

These varieties are endorsed by all the leading retail florists. They will hold the flowers much better than Gloire de Lorraine.
5-inch pots, heavy, $125 per 100.
6-inch pots, heavy, $24 per doz.

Begonia Konkurrent

A greatly improved Begonia Cincinnati. This variety is a German introduction, and we have tried it for three years. It makes a much better shaped plant than Cincinnati and is free flowering.
5-inch pots, $125 per 100.
6-inch pots, very heavy, $24 per doz.

Begonia Pride of Newcastle

Dark red sport of Mrs. Patten. In bloom every day in the year.
4-inch pots, heavy, $4 per doz., $30 per 100.
6-inch pots, heavy, $9 per doz., $70 per 100.

Begonia Erfordii

4-inch pots, in bloom, $18 per 100.

HYDRANGEAS

French and Otaksa

We have in stock over 60,000 plants in the very best varieties, including Otaksa, Mme. Chautard, Mme. Mouillere, Jaconde, General de Vibraye, Radiant, etc. The above are all excellent sorts for forcing.
4-inch pots, strong plants, $35 per 100, $325 per 1,000.
6-inch pots, strong plants, $50 per 100, $475 per 1,000.
7-inch pots, strong plants, $75 per 100.
Larger plants, $12, $18 and $24 per doz.
Field grown, $35, $50 and $75 per 100.
Field grown, specimens, $1.50 and $2 each.

150,000 NEPHROLEPIS

(In variety.)

We are the largest growers of Nephrolepis Ferns in the country. In fact, we are headquarters for them.

Nephrolepis Norwood

The most beautiful fern of Nephrolepis to date; graceful, compact and symmetrical, a vigorous, healthy grower. All growers are invited to inspect it at our Norwood greenhouses.

Strong Plants

2¼-inch pots, $3 per doz., $12 per 100, $100 per 1,000.
4-inch pots, $6 per doz., $45 per 100.
Orders filled strictly in rotation.

Nephrolepis Verona

Makes a good plant in all sizes. Much finer frond than any created outside of N. Smithii. The fronds are carried on a heavy, wiry stem. We consider it one of the best of the newer introductions.
2¼-inch pots, $10 per 100, $90 per 1,000.
6-inch pots, $12 per doz., $90 per 100.

Nephrolepis Elegantissima Compacta

A dwarf, compact form of Nephrolepis Elegantissima, each plant making an ideal shape.
2¼-inch pots, $10 per 100, $90 per 1,000.
4-inch pots, $5 per doz., $35 per 100.
6-inch pots, $12 per doz., $90 per 100.

Nephrolepis Teddy Junior

Fine young plants from 2½-inch pots, $10 per 100, $90 per 1,000.
6-inch pots, heavy, $12 and $15 per doz.
8-inch pots, $24 per doz.
11-inch tubs, $4, $5 and $6 each.

Nephrolepis Harrisii or Roosevelt

2½-inch pots, $10 per 100, $90 per 1,000.
4-inch pots, $35 per 100.
6-inch pots, $12 per doz.
11-inch tubs, $5 and $6 each.

Nephrolepis Scottii

2¼-inch pots, $10 per 100, $90 per 1,000.
4-inch pots, $35 per 100.
6-inch pots, $12 per doz., $90 per 100.
8-inch pots, $24 and $30 per doz.

PALMS

Areca Lutescens

Perfect plants with rich, dark green foliage. Our stock is grown cool and hard. It is in splendid condition and will surely give satisfaction. Large sizes are very scarce this year. We have the largest stock in all sizes in the country.
6-inch pots, made up, $30 per doz.
7-inch pots, made up, $4, $5 and $6 each.
8-inch pots, made up, $7.50 and $10 each.
10-inch tubs, made up, $12.50 each, 5½ to 6 feet.

Phoenix Roebelenii

Very scarce. Fine for growing on.
2-inch pots, 3 to 4 leaf, $35 per 100.

MISCELLANEOUS STOCK

Otaheite Oranges

A fine stock of this wonderful Christmas plant.
2¼-inch pots, for growing on, $20 per 100, $190 per 1,000.
Plants in fruit, 30c per fruit.
Plants in fruit ripened, November and December, 40c per fruit.

Erica Melanthera

5½-inch pots and 6-inch pots, $18, $24 and $30 per doz.
7-inch pots, $36 per doz.

Pandanus Veitchii

Well colored plants.
5½-inch pots, $18 per doz.
6-inch pots, $24 and $30 per doz.
7-inch pots, $4 each.
10-inch pots, $7.50 each.
8-inch pots, $5 each.

Gardenia Veitchii

We have an exceptionally fine stock for growing on for Winter and Easter flowering.
2¼-inch pots, heavy plants, $15 per 100, $140 per 1,000.
3-inch pots, heavy plants, $35 per 100.
4-inch pots, heavy plants, $75 per 100.
6-inch pots, heavy plants, $18 per doz.

Genista Racemosa

A large stock of well-grown plants for growing on.
5-inch pots, $75 per 100. 6-inch pots, $1 each.
Larger plants, $1.50 $2 and $3 each.

Cyclamen

This has been one of our specialties for over twenty years. In all our experience we have never seen a finer lot of plants. We are growing our stock in new houses. They are absolutely clean and perfect in every way and not to be compared with weakly-drawn plants offered at less money.
4-inch pots, $50 per 100.
4-inch pots, extra heavy, $60 per 100.
5-inch pots, $15 per doz.
5½-inch pots, $18 per doz.
6-inch pots, $24 and $30 per doz.
7 and 8-inch pots, $36, $48 and $60 per doz.

This stock will be profitable to anyone buying now.

Sansevieria Zeylanica

4-inch pots, $6 per doz.

Geranium Alice Lemon

Single salmon. Very beautiful.
2¼-inch pots, $10 per 100, $90 per 1,000.

IMPORTANT NOTICE

We are pleased to announce that owing to the recent drop in price of lumber, it enables us to give our customers the benefit by reducing the price on packing as follows:

Full size cases	$1.50 each
Three-quarter size cases	1.25 each
Small size cases	.50 each
Half size boxes	1.00 each

THE ROBERT CRAIG COMPANY, NORWOOD STATION, Delaware County, PA.

Roses in Full Crop

Prices very low, not much more than half what was charged a year ago. Quality extra choice.

It Pays to Order Direct of Grower

A Trial Order Solicited

In buying direct of the grower you are assured of fresh stock at all times and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONES:
CENTRAL 1457
Greenhouses: Hinsdale, Ill., and Gregg Station, Ill.
Notice:—We close at 5 o'clock week days.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.
Closed all day Sundays

Chicago.

THANKSGIVING SUPPLY EXCESSIVE.

Stock was in great oversupply for Thanksgiving and while the early demand was good the late call was very disappointing. The shipping trade was nothing to speak of and the city demand was affected considerably by the rainy weather November 23. While the total sales for Thanksgiving are only considered equal to those of a brisk Saturday the trade in general was disappointed this year and while some report an increase over 1920 the majority agree that the volume was not anywhere near the figure of last season. Chrysanthemums were in exceptionally heavy supply but a large number of inferior blooms held down the averages, which probably never reached such a low figure for Thanksgiving as this year. Some good Bonnaffon sold as low as $10 per 100, while in other instances fancy Chadwick brought $5 per dozen. The supply was greater than the demand and the wholesalers did the best they could under the circumstances and sacrificed when necessary in order to move the stock rather than hold it and taking a chance of dumping it later. Pompons were very plentiful and in good demand with some of the dealers cutting prices on quantity lots. The demand was small for carnations, owing to the large supply of chrysanthemums and pompons with some sales reported as low as $10 per 1000 on Thanksgiving day. Roses did not sell any too well for the same reason as carnations but values held better even though some cutting in prices was done on large sized orders. A large supply of violets arrived unexpectedly at the last moment; consequently prices dropped accordingly, with practically no call, even at the reduced figures. Sweet peas sold well early in the week but prices dropped as the market weakened, although fancy brought fairly good figures. White and yellow narcissus, calendulas, stevia, pansies, snapdragons,

A MANIFEST DUTY.

FOUNDED BY FLINT KENNICOTT 1st

KENNICOTT'S have a well earned reputation for taking care of their regular customers at Holidays and all rush times.

All who will need to depend in any measure upon a trustworthy source of supply should establish themselves as buyers before the mid-winter season when all florists are clamoring for stock.

PLACE A STANDING ORDER NOW.

KENNICOTT BROTHERS Co
WHOLESALE FLORISTS

PETER REINBERG, INC.

WHOLESALE FLORISTS

30 East Randolph St., CHICAGO

HEAVY SUPPLY

'Mums, Pompons, Roses, Carnations, Sweet Peas, Violets, Lilies, Etc.

Buy Direct From the Grower — CURRENT PRICE LIST — Subject to change without notice

	Per 100
MRS. CHAS. RUSSELL	
Specials	$25.00
Select	$18.00 to 20.00
Medium	10.00 to 15.00
Short	6.00 to 8.00
COLUMBIA	
Specials	$25.00
Select	$18.00 to 20.00
Medium	10.00 to 12.00
Short	4.00 to 8.00
PREMIER	
Specials	$25.00
Select	$18.00 to 20.00
Medium	10.00 to 12.00
Short	4.00 to 8.00

EXTRA SPECIAL STOCK BILLED ACCORDINGLY

	Per 100
SUNBURST, OPHELIA, WHITE KILLARNEY	
Specials	$20.00
Select	$15.00 to 18.00
Medium	8.00 to 10.00
Short	4.00 to 6.00
ROSES, Our Selection	**$6.00**
Carnations	$3.00 to $4.00
Chrysanthemum (White and Yellow)	3.00 to 5.00
Pompons, assorted colors, per bunch	50c to 1.00
Pansies, per dozen bunches	2.00
Paper Whites	6.00
Stevia, per bunch	.50 to .75
Violets, single and double	$1.00 to 1.50
Sweet Peas	2.00 to 4.00
Adiantum	1.50
Asparagus, per bunch	35c to 50c
extra fancy	75c
Boxwood, per bunch	35c
Ferns, per 1,000	$3.00
Galax, bronze and green, 1,000	2.00
Leucothoe Sprays	1.00

PAUL R. KLINGSPORN, Manager

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue — L. D. Phone, Central 282 — CHICAGO

The E. F. Winterson Co.

Long Distance Telephone, Central 6004

166 N. Wabash Avenue, Chicago, Ill.

daisies, lilies, callas, lily of the valley, orchids and other miscellaneous seasonable stock was included in the offerings. Greens were in good supply and while one or two items might have been scarce at times there was plenty of stock in this line to go around. Taking everything into consideration the Thanksgiving business as a whole was a big disappointment, with more stock left unsold than ever before for this occasion. Business has been good since Thanksgiving and prices are gradually strengthening as the supply of chrysanthemums diminishes.

THANKSGIVING IN THE RETAIL STORES.

The unfavorable weather November 23 affected the late demand considerably, consequently the sales in general were away below those of the same period of 1920. The market was in favor of the buyer, and while high prices were asked on real fancy stock, quantity lots of practically everything could be had at bargain prices. Chrysanthemums never were so low in price nor as plentiful, small sized Bonnaffon selling as low as $8 and $10 per 100. Pompons were obtainable at bargain prices also, and the same holds true of roses. Carnations were in poor demand. Sweet peas moved nicely, and violets had a good call. White and yellow narcissus, stevia, daisies, pansies, calendulas, and other mis-

THE BEST CUT FLOWERS.

All the leading Roses, Carnations, Chrysanthemums and Pompons. Sweet Peas, Lilies, Orchids, Violets, Valley, Calendulas, White and Yellow Narcissus, Pansies, Daisies, Stevias, etc. Complete line of Greens.

JOSEPH FOERSTER CO.

WHOLSESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

WIETOR BROS.

Wholesale Growers of Quality Cut Flowers

30 East Randolph Street, L. D. Phone Randolph 2081 CHICAGO

ERNE & COMPANY

—WHOLESALE FLORISTS—

10 E. Randolph Street. L. D. Phone Randolph 6578. CHICAGO, ILL.

The Ove Gnatt Co., Inc.

Preservers of Natural Foliages LA PORTE, IND.

Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties.

cellaneous stock was obtainable. Orchids and lily of the valley were in short supply. Pot chrysanthemums and cyclamens were featured everywhere. As a whole the demand was disappointing, and practically every retailer had plenty of stock left when the stores closed for the day.

NOTES.

The Joseph Foerster Co. received a shipment of new pompons from A. N. Pierson, Inc., Cromwell, Conn., which were on exhibition last week. The shipment included a beautiful yellow named November Gold to be offered the first time this season.

Zech & Mann are enlarging their office space and their establishment will present a much improved appearance when the finishing touches are made. Stevia is arriving in large supply here.

Miss Olga Tonner reports an increase of about 40 per cent in Tonner's sales for Thanksgiving over 1920, due to an increased supply of choice stock, principally chrysanthemums.

A. Henderson & Co. report good advance orders for spring stocks.

Paper Shell Pecans

ORDER EARLY FOR HOLIDAYS

At Wholesale Prices

SPECIAL OFFER to the TRADE

JUMBO BRAND—In 5 lb. boxes, delivered postpaid anywhere in the United States.....$4.25

MEDIUM SIZED—In 5 lb. boxes, delivered postpaid anywhere in the United States.....$3.75

L. A. TONNER

30 E. Randolph Street, CHICAGO

STOCK IS IN LARGE SUPPLY

ORDER FROM US

Chrysanthemums, Pompons, Carnations, Roses, Single and Double Violets, White and Yellow Narcissus, Daisies, Lilies, Valley, Sweet Peas, Calendulas, Snapdragons, Orchids, Pansies, Callas, Stevia, Greens, Etc.

Write or Wire for Special Prices on quantity lots. We can take care of all your orders to your entire satisfaction.

A. L. VAUGHAN & Co.
NOT INC.
PHONES:
CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572
161 North Wabash Ave. Chicago

The Florists' Club will meet at the Hotel Randolph, next Thursday evening, December 8, at 8 p. m., when the election of officers will be held. Luncheon will be served and there will be plenty of entertainment for all those who attend. A large crowd is expected.

The Chicago Flower Growers' Association has no complaint to make in regard to the Thanksgiving business, a large supply of fancy chrysanthemums helping to swell the total sales considerably.

Mrs. Chas. L. Hutchinson, president of the Wild Flower Preservation society, will give a talk on "The Wild Flower Procession of June" at the Hyde Park Baptist church, Friday evening, December 9.

Miss L. A. Tonner returned from Baconton, Ga., November 27, with the largest single shipment of pecans she ever attempted to market. She has several tons to dispose of this season.

Johan A. Ebbers, well-known importer and exporter, is the proud father of a brand new baby boy. Mr. Ebber expects to sail for Japan shortly after the first of the new year.

Vanghan's Seed Store is making final shipments of hardy lily bulbs, and gladioli are coming in from the firm's Michigan farms. The first shipment of holly is expected this week.

Kennicott Bros. Co. handled a large supply of stock for Thanksgiving, especially chrysanthemums with Bonnaffon a big factor.

Mangel, the Palmer House Florist, has leased space in the Fort Dearborn hotel, fronting on Van Buren street, for 10 years.

Peter Reinberg, Inc., reports a good Thanksgiving business considering the large oversupply of stock in this market.

The Canadian government will present a large collection of Canadian animals to the local zoological gardens.

T. V. Brown, for the past three years engaged in fruit growing at Brooksville, Fla., is back at A. Lauge's.

A. T. Pyfer & Co. unpacked a shipment of holly last week.

OSBORN
Christmas Tree Holder

Sells Easily Wherever People Use Christmas Trees.

This unique, yet extremely practical Christmas Tree Holder will find welcome in every home having a Christmas Tree because it will positively hold any tree, regardless of size, in a firm, upright position. Its strong construction of steel braces and hard wood enable it to set firmly on the floor at all times without the least danger of tipping. Any dealer can make splendid profits from this article—its price and practicability make it irresistible to those desiring the **best** holder for their Christmas Trees.

Comes packed in cartons already for consumer.

Sells at 50c Retail.

Write for Special Quotations.

CHESMORE SEED CO.

Wholesale Jobbers of

Seeds, Christmas Trees, Florists' Holly, Holly Wreaths, Smilax, Mistletoe, Evergreen Wreathing, Ground Pine.

Write for Price Lists.

ST. JOSEPH, - - - MISSOURI

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.
CHICAGO

Long Distance Phones Central 3283 Central 3284

Our Offerings Include:

LILIES

Absolutely the finest supply of Cut Lilies in this market.

ROSES

COLUMBIA
RUSSELL
White Killarney
Butterfly
Crusader Sunburst
Killarney Brilliant
Ward Ophelia
Premier

MISCELLANEOUS

Valley Cattleyas
Calendulas

CARNATIONS

CHRYSANTHEMUMS
POMPONS
SWEET PEAS
VIOLETS
PAPER WHITES
DAISIES PANSIES
STEVIA

GREENS

Plumosus Sprengeri
Bronze and Green Galax
Ferns
Adiantum Smilax
Mexican Ivy
Boxwood

Silk Poppies

Short stem, good for general use.
Small size, 24 to bu., for.....$0.75
Medium size, 24 to bu., for.... .90
Large size, 12 to bu., for..... .60

Long stem for vases, baskets, etc., two and three flowers to a stem, also foliage, very pretty.
Per doz. stems.....$1.25

Prepared Lycopodium

Splendid for general work, as for making wreaths, filling baskets, etc. Soft, pliable and everlasting.
Per carton of 10 lbs.....$3.25
5 cartons or more, per carton.. 3.00

Fox Tails

On long stem with foliage. These are made of silk chenille of various rich colors, as red, green, white, purple, yellow, etc., three fox tails to each stem, just the thing to top off a fancy basket decoration, etc.
Price per dozen stems.....$1.50
Price per ½ gross stems..... 8.25
Price per gross stems.....15.00

Artificial Holly

A perfect imitation of natural holly, with green foliage and red berries.
(Four sprays to bunch.)
Per dozen bunches.....$ 1.50
Per carton, 9 dozen bunches.. 12.00

Complete list of many other items free.

One Floral Art Album given free with any order of $25.00 or more.

GEO. H. ANGERMUELLER CO.,
Wholesale Florists 1324 Pine Street, ST. LOUIS, MO.

Fred. Lautenschlager, of Kroeschell Bros. Co., is recovering from a severe attack of blood poisoning which started from a boil on his left arm last June. He was at home for about a week before the chrysanthemum show but officiated as manager, suffering a relapse November 26. His condtion was serious the early part of this week but changed for the better at this writing and he is now able to receive visitors. Mr. Lautenschlager's home address is 3846 Alta Vista avenue, telephone Graceland 9879.

A citizens' committee is to undertake the creation of a $3,000,000 fund to enforce the Landis wage awards affecting the building trades, this fund to be used to import carpenters and other workers to replace those who refuse to abide by awards. Carpenters will be permanently outlawed, says the chairman of the committee.

Frank Oechslin has his usual large and varied stock of holiday plants in the pink of condition, including poinsettias, dracænas, solanums, peppers, primulas, cyclamens, ericas, pandanuses, ficuses, etc. One can always find some of the rarer plants here, and this time we noted Euphorbia Jacquinæflora, Grevillea robusta and a few araucarias.

Vaughan's Greenhouses, Western Springs, are showing a fine assortment of Boston ferns and specially good heather, also Asparagus plumosus nanus, cyclamens, poinsettias, peppers, etc. Hydrangeas in the newer kinds are grown extensively and look well, some plants promising bloom for the Christmas holidays.

Bassett & Washburn are cutting more heavily in roses and report an increased demand for same. Premier and Columbia are arriving in splendid condition and are attracting the attention of the buyers at the store.

A. H. Schneider, Oak Park, has a fine lot of poinsettias, including the pink variety. He is growing an achyranthes of good color extensively for basket work and his primulas (obconica) look well.

Robert Northam, manager of George Reinberg's store, says that he never saw so much stock left on Thanksgiving day before in this market as was the case this year.

Poehlmann Bros. Co. is in good crop with roses and are cutting Mrs. Chas. Russell of exceptionally fine quality. Orchids and lily of the valley are in good demand and clean up nicely here each day.

Thos. Conlon, of the Illinois Plant Co., Batavia, has the best cyclamens we have seen for a long time. Hydrangeas in the best new varieties are coming on well for Easter.

The E. F. Winterson Co. is having a strong sale for waterproof crepe paper and is moving a large quantity of southern wild smilax.

Hans Jepsen's chrysanthemum benches are being filled with sweet peas in the leading varieties as rapidly as they are cleared.

George Wienhober says that his new store on Michigan avenue will not be ready for occupancy until after the holidays.

Erne & Co. are handling a good supply of boxwood which is in strong demand at this establishment.

Erickson & Holenberg, Riverside, are strong on cyclamens, with some good poinsettias and solanums.

J. F. Kidwell, Downer's Grove, is strong on Primula obconica and holly ferns, cyclamens and solanums.

The American Bulb Co. says its representatives on the road are booking good business.

Ernst Oeschlin's Cincinnati begonias are good and going fast.

Victor Bergman and wife are on the sick list.

Use Budlong's Flowers

Line Up with the Progressive Element of the Trade and Make Your Business Grow

RUSSELL COLUMBIA PREMIER MILADY HEARST OPHELIA

Autumn Roses

Do you want a good White Rose? If so, order our
Double White Killarney, the only good white on the Chicago market.

SUNBURST BUTTERFLY DUNLOP MONTROSE NESBIT

Use **Nesbit Roses**; they more than serve the purpose of Sweet Peas

CARNATIONS Nice Clean Flowers of Good Keeping Quality **in Good Supply**

'MUMS WHITE, YELLOW AND PINK—ALSO **POMPONS**

Easter Lilies and all other seasonable Cut Flowers

Use Our Valley for Your Wedding Work

Once Tried You Will Not Be Satisfied with Any Other

All Greens: Ferns, Adiantum, Plumosus, Sprengeri, Mexican Ivy

FERNS:---$3.00 per 1000; case lots, $2.50 per 1000

If you want good stock and good treatment, buy of
Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., **CHICAGO**

Roses, Valley and Carnations Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can reply upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

F. Fortman, of Rogers Park, who has been growing lettuce, has his place devoted to carnations this year and is shipping his cuts to Zech & Mann.

Wietor Bros. are cutting heavily in pompons, including Pearl, the new white that is attracting so much favorable attention.

C. O. Wilcox, of the A. L. Randall Co.'s traveling force, ate turkey at home at Thanksgiving.

The J. A. Budlong Co. is handling a splendid supply of roses in addition to a complete line of all other seasonable stock.

A. L. Vaughan & Co. had their share of the Thanksgiving business with a good call for stock from out-of-town points.

Albert Fuchs is reported in Germany aud unable to get back, owing to lack of a passport.

Visitors: Geo. M. Geraghty, of Dunlop's, Toronto, Ont.; Frank Fisher, Sioux City, Ia.; Eric Buchholz, Muncie, Ind.; William Feniger, Toledo, O.; Ove Gnatt, LaPorte, Ind.

CLEVELAND, O.—The assets of Louis Brandt, 12429 Cedar road, sold for $700.

SIOUX CITY, IA.—Frank Fisher was in Chicago November 26 looking up greenhouse building material and heating apparatus.

Holly XXX
Holly
XXX Holly

Bouquet Green, Boxwood, Mistletoe, Immortelles, Frizz, Ruscus, Magnolias.

Book Now for Christmas. **Prepared Lycopodium.**

Write for Vaughan's Holiday Circular and "Bargain List" of Bulbs to Close.

CHICAGO **Vaughan's Seed Store** NEW YORK

Milwaukee, Wis.

VOLUME OF TRADE SATISFACTORY.

From a retailer's point of view the volume of business for the Thanksgiving trade was very satisfactory. Stock of all kinds was plentiful and reasonable, with a very good call. From the growers' and wholesalers' standpoint it was just the reverse. Never before has the market been supplied with so many good chrysanthemums, both single stemmed and bunches. As is reasonable to expect, when there is an extra good supply of any one item, the values on that line, as well as all the others, cannot maintain holiday prices. The supply of all stock was plentiful, except violets. Although the carnation cut was smaller than in 1920, the heavy offerings in other items made the deficiency unnoticeable. There was fully the same volume of stock sold for the holiday week, but the lower values received made a smaller cash return. E. O.

WHEELING, W. VA.—Mrs. Martha A. Zane, widow of the late Wm. Zane, a florist, died at her home in this city, November 14, age 73 years. Mrs. Zane conducted her husband's business for many years after his death.

USE THE

Meyer Green Florists' Thread

and you will get the two ounces of actual thread to every spool, 16 ounces of thread to the pound, net weight. Write direct to the manufacturer, and you will get the best.

Manufactured by

The John C. Meyer Thread Co.

LOWELL, MASS., U. S. A. Dept. XYZ.

Southern Wild Smilax, $2.50

Holly, well red berried.... **$3.00**

In 2x2x4 cases, 50 lbs. and over. A-1 stock, fresh from the woods.

Write, wire or phone.

Edward Sanderson, EUTAW, ALABAMA

Mention the American Florist when writing

Oriental Goldfish & Supply Co.

Send for catalog 1e.

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ONTARIO, CALIF.—The Armstrong Nnrsery Co. has opened a flower shop in this city and is making extensive improvements at its plant.

DODGE CITY, IA.—The Dodge City Floral Co. held its formal opening November 10, with D. M. Robinson, formerly of Emporia, Kans., in charge. The firm recently completed two greenhouses.

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Chicago
CURRENT PRICE LIST

	Dozen	
Roses, Beauty	$ 4.00 to	$ 8.00
	Per 100	
" Mrs. Chas. Russell	6.00 to	35.00
" Butterfly	6.00 to	30.00
" Columbia	6.00 to	30.00
" Dunlop	6.00 to	30.00
" Premier	6.00 to	30.00
" Hoosier Beauty	6.00 to	25.00
" Killarney Brilliant	6.00 to	20.00
" White Killarney	6.00 to	20.00
" Mrs. Geo. Shawyer	6.00 to	20.00
" Milady	6.00 to	30.00
" Mrs. Aaron Ward	6.00 to	20.00
" Sunburst	6.00 to	30.00
" Ophelia	6.00 to	20.00
" Dble. W. Killarney	6.00 to	20.00
" Cecile Brunner		4.00
" Our Selection		5.00
Calendulas	2.00 to	4.00
Daisies	2.00 to	3.00
Chrysanthemums, per doz.	2.00 to	5.00
Pompons, per bunch	.50 to	1.00
Cattleyas, per doz		24.00
Valley	8.00 to	10.00
Carnations	4.00 to	6.00
Lillies, per 100	0.00 to	25.00
Sweet Peas	1.50 to	3.00
Paper White		8.00
Violets	.75 to	1.00
Adiantum	2.00 to	3.00
Ferns per 1,000		3.00
Galax per 1,000		2.00
Leucothoe		1.00
Sprengeri, Plumosus Sprays	35c to 50c per bunch	
Mexican Ivy		1.00
Boxwood, 35c per lb., case		9.00
Southern Wild Smilax, per case		12.00

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Golden Yellow Sweet Peas
McClenahan's Yellow Flower Dye
Send for sufficient to make one quart.
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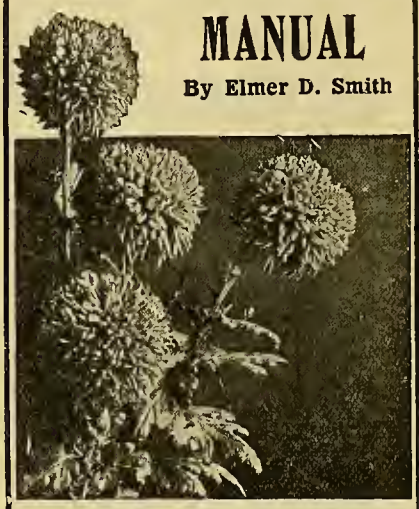
THE CHRYSANTHEMUM MANUAL
By Elmer D. Smith



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Wholesale Cut Flowers, Florists' Supplies.

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George Reinberg
WHOLESALE FLORISTS
Extra fancy Ophelia, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.
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NEW IMPORTATION
MINIATURE VELVET PANSIES
$3.60 per gross.
MINIATURE RED POPPIES..... $1.80 per gross
CLOTH CARNATIONS
White, Ward, Dark, Red Pink.....$25.00 per 1000
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116 West 28th Street, NEW YORK

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There are three cut flower items of which we have a good supply:

BEAUTIES

Plenty of the three top grades of a quality that will give satisfaction to you and your trade.

WHITE LILAC

A fresh supply every morning until the end of the season.

CYPRIPEDIUM

Until Christmas we will have a large supply of them. We solicit your business on these specialties, and assure you of entire satisfaction.

The Leo Niessen Co.

1201 Race Street

PHILADELPHIA, - PA.

Branches: Baltimore, Washington.

EDWARD REID

CHRYSANTHEMUMS. CHOICE ROSES, All Grades.
CARNATIONS, EASTER LILIES and All Seasonable Flowers.
This is the exclusive shop, only one block from Express Depots.
1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

PHILADELPHIA, Nov. 30. Per 100

Roses, Beauty, special	50.00@	75.00
" Ophelia	3.00@	12.00
" Columbia	4.00@	15.00
" Mrs. Charles Russell	8.00@	20.00
" Killarney	2.00@	6.00
" Hadley	10.00@	25.00
" Sunburst	4.00@	12.00
" Wards	3.00@	6.00
" Premier	6.00@	15.00
Adiantum	1.00@	1.50
Asparagus, bunches	.35@	.50
Asparagus, strings	.75@	1.00
Calendulas	1.50@	3.00
Carnations	2.00@	6.00
Cattleyas	150.00@	200.00
Chrysanthemums, per doz.	1.50@	4.00
Easter Lilies	20.00@	25.00
Lily of the Valley	6.00@	10.00
Smilax		.35
Snapdragons, per doz.	.75@	1.50
Sweet Peas	1.00@	2.00
Violets, single	.50@	.75
Violets, double	.75@	1.00

BOSTON, Nov. 30. Per 100

Roses, American Beauty	$12.00@	$125.00
" Russell	8.00@	20.00
" Dunlop	6.00@	12.00
" Pilgrim	8.00@	16.00
" Crusader	8.00@	16.00
" White Killarney	8.00@	16.00
" Ward	6.00@	12.00
" Maryland	6.00@	12.00
" Hoosier Beauty	8.00@	16.00
" Columbia	8.00@	16.00
" Hadley	8.00@	16.00
" Premier	8.00@	16.00
" Ophelia	8.00@	16.00
" Butterfly	8.00@	16.00
" Cecile Brunner	3.00@	4.00
Adiantum		2.00
Asparagus bchs., per bch.	.50@	1.00
Asparagus Strings, dozen.		12.00
B. Buttons	2.00@	3.00
Bouvardia	1.50@	2.00
Calendulas, per bunch		.50
Carnations, fancy		8.00
Carnations, ordinary	5.00@	6.00
Cattleyas, per doz.		18.00
Chrysanthemums	1.50@	3.00
Pompons	.60@	.75
Lily of the Valley		12.00
Smilax, per dozen		6.00
Swainsona, per bch	.50@	.75
Violets	1.25@	1.50
Cypripediums, dozen	4.00@	6.00
Pansies	1.00@	1.50
Sweet Peas	3.00@	4.00

BUFFALO, Nov. 30. Per 100

Roses, White Killarney	$3.00@	$10.00
" Dbl. Wht. Killarney	5.00@	12.00
" Richmond	5.00@	12.00
" Maryland	4.00@	10.00
" Sunburst	4.00@	12.00
" Columbia	5.00@	20.00
" Ophelia	4.00@	15.00
" Russell	6.00@	20.00
" Premier	8.00@	20.00
" Cecile Brunner	3.00@	4.00
Calendulas	3.00@	6.00
Carnations	3.00@	5.00
Easter Lilies	20.00@	25.00
Mignonette	3.00@	5.00
Narcissus, paper whites	4.00@	5.00
Rubrum Lilies	6.00@	10.00
Snapdragons	3.00@	5.00
Sweet Peas	1.00@	2.50
Chrysanthemums, White	8.00@	35.00
" Pink	10.00@	35.00
" Yellow	12.00@	35.00
" Pompons.	.35@	1.00

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Sell your flowers under your own management through the

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PHILADELPHIA, - - PA.
This Week High Grade
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THE HOUSE OF MERIT
Staple Baskets and Seasonable Novelties in Quantity
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Berger Bros.

The Choice of the Market in
EASTER LILIES,
ROSES and CHRYSANTHEMUMS.
Exceptional Service.
1609 Sansom St., PHILADELPHIA, PA.

Philadelphia.

HEAVY OVERSUPPLY FOR THANKSGIVING.

The feature of the past week was of course the Thanksgiving demand and the tremendous supply that was provided to meet the expected business. The popular flower for this fall festival is the chrysanthemum and it would seem from the quantity thrown on the market that every grower had timed his main crop for the fourth week of November, cut the flowers and thrown them on the market without any knowledge of conditions, other than the supposition that they would all be sold at top market prices. The stock began coming in on Monday, growers' cars being lined up at the doors of the commission houses before they were opened and from that time until Wednesday noon there was a continual barricade of boxes, 5, 10, 20, and as high as 60, being received from one grower. It was the general concensus of opinion that there were fully twice as many cut chrysanthemums on the market for Thanksgiving as were offered last year. Under such conditions prices went back to a prewar basis the figures being about half those of a year ago. Bonnaffon was clearly the best seller; it is the street men's favorite and as they are the quantity buyers what they fancy is important. Flowers that last season brought $20 to $25 per 100 were thought well sold at from $10 to $12.50. Yet this same class of buyers paid as high as $25 for select Bonnaffon, and some sold as high as $4 per dozen which was top price for Chadwicks and others in their class. A few exceptionally fine were said to have brought $5. Pompons were offered in immense quantities, quoted figures being from 20 cents to 35 cents a bunch and lower in quantity. As they were so plentiful, some growers helped matters along with bunches of only three sprays each hoping they could get by in the rush. The best part of the story is that nearly all of this stock was sold, growers involuntarily helping by making flowers so plentiful that almost any one could afford to take home a few for the house or Thanksgiving table. Street men bought lavishly, small stores liberally, and the larger shops laid in to their capacity with the bargain offerings. Other stocks, particularly roses, were equally abundant, standing still, even at half price, as chrysanthemums were by far the greatest bargain. The range of prices was from $4 to $15 per 100, long stemmed to medium stock going much below the figures usual at this time. Carnations were hard to move as was almost everything else on the list, except sweet peas and violets which were in demand as corsage flowers. Violets brought $1 to $1.50 and sweet peas as high as $2. Cattleyas had to be pried loose, small ones at $1.50 and a grade larger at $2.50 each. Good judges of the market quoted different opinions as to the reasons for the low prices. The unprecedented open fall and the warm spells of the past two weeks were given by some as the cause of the great over production. One grower stated the warm weather of November 18-19 had cost him $1,000 a day as his stock had to be cut, it being impossible to hold it any longer. Another agreeing with this said everything could be controlled but the weather and that few realized what a factor it was in the successful forcing or marketing of greenhouse crops. Other interests blamed it on the growers, who on last season's showing increased their stocks, which overproduction exceeding the demand broke the market. One expressed the view that growers placed too much dependence on the holiday demands, steady every day shipments of normally grown stock being sure to net better returns. There was a very good out of town demand which helped materially although as one dealer said, "Yes, it looks like a big business, but oh my the prices, growers will hardly get a new penny for an old one." When returns come in there will no doubt be some tall figuring and a readjustment of next year's crops.

NOTES.

Pennock Bros'. window for Thanksgiving was a dream. Vases and baskets of roses and chrysanthemums, most artistically arranged and decoratively placed above an array of pumpkins on the floor, stood out boldly, while a long narrow table

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Jobbers in Florists' Supplies
Headquarters of the Cudahy Roses
Phone Main 1245. P. O. Box 506
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MILWAUKEE, WIS.

Pittsburgh Cut Flower Co.
WHOLESALE FLORISTS
Growers of Quality Flowers
116-118 Seventh Street,
PITTSBURGH, - PA.

in the center contained well made corsages of choice flowers, tied with the college colors of Cornell and Pennsylvania universities. The Leo Niessen Co. was fairly swamped with flowers, but turned them over to good account, its large force being continually under pressure until the holiday demands were served. Extra fine chrysanthemums, high grade roses, lilacs, lily of the valley and violets were special features.

C. U. Liggit, who has just returned from a trip through Virginia cities, found the trade generally well satisfied with business. Chrysanthemum stocks were as a rule fine and selling well although it was thought too much attention had been given to pompons. Coming home by way of Washington, D. C., he found the flower shops exceedingly busy. Armistice Day business was tremendous and with the many functions incident to the Limitation of Arms Conference, which calls for much in decorations with plants and flowers, there opens up what the trade expects to be a very busy season.

Market street from City hall to Eighth street was wonderfully gay on Wednesday with the chrysanthemums of the street merchants, who take a chance and stock up heavily at such holiday seasons. Those who laid in a stock for the football game found it a bad investment as it rained heavily all Thanksgiving Day.

The opening of the Premier Flower Shop, on North Broad street, below Erie avenue, has been postponed on account of structural difficulties. It is now hoped to be ready for business by December 1. It will be a commodious well lighted and beautiful store with large show windows in the front and side.

Berger Bros.' stock of chrysanthemums completely filled their own and another building and was fine, particularly yellow and white Chadwicks. Easter lilies, sweet peas and roses were also features.

Edward J. Callahan is well pleased with his new business at 410 Girard avenue. He has all of Mrs. Hickman's old patronage which he is working diligently to increase and add to it.

There was a great supply of chrysanthemums at Edw. Reid's, exceptionally fine Bonnaffon being a feature. Roses and carnations were also quantity items. Much of his special stock was shipped out of town.

The Philadelphia Grower's Cut Flower Market was well supplied with chrysanthemums and roses, Premier and Columbia being special features. K.

Wholesale Flower Markets

PITTSBURGH, Nov. 30.		Per 100
Roses, Beauty, spl., per doz.	7.50	50.00
" " fcy., per doz.	5.00	45.00
" " ex., per doz.	5.00	35.00
" " No. 1, per doz.	2.00	15.00
" American Legion	6.00@	25.00
" Killarney	5.00@	15.00
" Maryland	5.00@	15.00
" Sunburst	5.00@	15.00
" Mrs. Aaron Ward	5.00@	15.00
" Russell	6.00@	30.00
" Columbia	6.00@	25.00
" Ophelia	6.00@	20.00
" Hilda	5.00@	15.00
" Premier	5.00@	30.00
" Madam Butterfly	5.00@	20.00
Carnations	3.00@	6.00
Pompons, per bch	.25@	.75
Calendulas	2.00@	4.00
Chrysanthemums, per doz.	2.00@	5.00
Lilies		25.00
Valley		8.00
Ferns, per 1,000		3.00
Galax, per 1,000		2.00
Plumosus, per bunch		.50
Sprengeri, per bunch		.60
Smilax, per doz. strings		3.00
Sweet Peas		2.00

CINCINNATI, Nov. 30.		Per 100
Roses, Premier	6.00@	20.00
" Russell	6.00@	20.00
" Columbia	6.00@	20.00
" Butterfly	6.00@	20.00
" White Killarney	6.00@	20.00
" Pink Killarney	6.00@	20.00
" Sunburst	6.00@	20.00
" Mrs. Aaron Ward	6.00@	20.00
" Ophelia	6.00@	20.00
" Baby Doll	3.00@	4.00
Chrysanthemums, per doz.	1.50@	4.00
Easter Lilies	20.00@	25.00
Ferns, per 1,000		3.00
Galax, per 1,000		1.50
Plumosus (south) per bch.		.25
Smilax, per string	.15@	.25
Ruhrum	4.00@	8.00
Leucothoe		5.00

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Manufacturers—Importers
FLORISTS' SUPPLIES
Headquarters: PITTSBURGH, PA.

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.
Mention the American Florist when writing

ST. LOUIS, Nov. 30.		Per 100
Roses, Premier	3.00@	20.00
" White Killarney	3.00@	12.50
" Columbia	3.00@	20.00
" Ophelia	3.00@	15.00
" Russell	3.00@	20.00
" Ward	3.00@	8.00
" Sunburst	3.00@	12.50
Carnations	3.00@	6.00
Leucothoe		.75
Valley	6.00@	8.00
Galax, green, per 1,000		1.50
" bronze, per 1,000		1.50
Ferns, per 1,000		3.00
Chrysanthemums, White and Yellow, per doz.	1.50@	6.00

MILWAUKEE, Nov. 30.		Per 100
Roses, Kill'n'y, W. Kill'n'y.	4.00@	12.00
" Premier	6.00@	25.00
" Ophelia	4.00@	15.00
" Columbia	6.00@	25.00
" Ward	4.00@	12.00
" Hoosier Beauty	6.00@	20.00
" Butterfly	6.00@	15.00
Carnations	3.00@	5.00
Fancy Ferns, per 1000		3.00
Asparagus, per bunch	.50@	.75
Chrysanthemums, per doz.	2.00@	5.00
Chrysanthemums, per bch.	.75@	1.00
Orchids, Cattleyas, per doz.		24.00
Orchids, Cypripedium, per dozen	4.00@	6.00
Lilum Rubrum	4.00@	6.00
Strawflowers, bch.	.25@	.50
Sweet Peas	1.50@	3.00
Violets	1.50@	2.00
Wild Smilax, per case		7.50
Paper Whites	4.00@	6.00
Calendulas, per bch		.50
Pompons, per bch	.50@	.75

New York.

HEAVY SUPPLY MOVES SLOWLY.

In writing of the Thanksgiving business of this city it is necessary to differentiate between the wholesalers and retailers. Not that we are partial—far from it. But while there exists here an Allied Florists' Association it is not wise to place too strong an emphasis on "the Allied." "It is naught, it is naught," saith the buyer, "yet afterwards he boasteth," seems as true today as when written far back in the dim past. To give a complete outline, it must not be overlooked that weather conditions for the past two weeks were particularly unfavorable to the wholesalers. Under ordinary conditions the supply of stock would have been heavy, but the unusual heat of the week ending November 19 literally flooded and swamped the market with chrysanthemums of all kinds. Thanksgiving and the previous day, so far as weather was concerned, was unfavorable to both wholesalers and retailers, both days being gloomy, with rain on Thanksgiving. At Christmas and Easter people will purchase regardless of weather, but in this city at least fine weather on Thanksgiving is a great advantage to the trade. Coming to actual results, we believe that the majority of the retailers had good business. In chrysanthemums they bought much cheaper than last year, and it is to be supposed that in most instances they gave their customers the benefit. In the wholesale district there was not only great stocks of roses and chrysanthemums, but the higher grades were at a discount. One extensive dealer stated that No. 1's sold better than extras. There was some fine carnation stock on hand, a part of which wholesaled as high as $7 to $8 per 100. Average stock ranged from $3 to $6, with many leftovers. Violets fell flat, many starting at $1.50 per 100 wholesale, but the buyers did not take hold, and on Thanksgiving morning, because of the weather, the majority of retailers did not want them, even at 50 cents per 100. Cattleyas are short and are bringing high prices, the best blooms $2 each. Reports from the various sections of the city indicate that, considering previous conditions, the majority of retailers had as good and in some cases better Thanksgiving business than they had expected. Large numbers of people who have been on salaries are now out of employment and necessarily that class of trade fell off. With an immense amount of stock on the market we believe there would have been more and better business if no effort had been made to raise prices, but as that has come to be a fixed habit at holidays, we leave it to growers and dealers to figure out.

November 28.—Rain has fallen almost continuously since Thanksgiving, having a bad effect on the market. There is yet a surplus of chrysanthemums, but they cannot last much longer.

FLORISTS' CLUB MEETING DEC. 12.

The next meeting of the Florists' Club will be held Monday evening, December 12, at the Engineering building, 33 West 39th street, near Sixth avenue. It will be election night and will doubtless bring out a large attendance. In our account of the November meeting the names of the candidates were published and we now repeat them. President Hendrickson having declined to stand for re-election, the following are left in the field for that office: Roman J. Irwin, a dealer in seeds and plants; Arthur Herrington, a landscape gardener, often employed as the manager of flower shows; John H. Fiesser, a grower of plants, who has a large range at North Bergen, N. J. For vice-president: Anton Schultheis, Jr., associated with his father as a plant grower at College Point, N. Y.; Curt Thimm, a cut flower grower at Roslyn, L. I.; Wm. A. Rodman, of Rodman & Sons, retailers of Brooklyn; Alfred Kottmiller, a retailer of this city.

The story goes that once upon a time Nicholas Longworth, on being congratulated upon his election to congress, replied, "O ——, I wasn't elected; I was appointed." Taking our cue from that remark, we can state that John Young, as secretary, and Wm. C. Richards, Jr., as treasurer, have already been "appointed" by the nominating committee. The trustees nominated are: Chas. Knight, private gardener; Percy B. Rigby, wholesale florist; Edw. Manda, grower; Robt. Koehne, retailer, of Wernz & Koehne, this city; L. E. Dupuy, grower; Victor Darval, grower; Paul Rigo, wholesale florist, and Clifford Lowther, reporter for the Florists' Exchange. "You pay your money and take your choice," meaning that if your dues are paid you can vote.

NOTES.

Wm. Hanley, of Harry Charles' staff, and Miss Ethel Lyons were married on election day, November 8. They kept it pretty quiet, but secrets will leak out. Both are well and favorably known in the trade.

Marshall Clarke, of David Clarke's, Broadway and 75th street, stated that he thought their Thanksgiving business was a little better than last year. They have a long standing family trade.

A. M. Westwood, in the Pennsylvania Terminal, had considerable business November 26 from the fans that came in from Washington, D. C., for the football game.

George Young, Clifton, N. J., has sold his range and grounds to a development company, to take possession January 1, price something over $100,000.

At Malandre Bros., Broadway and 72nd street, it was stated that their business had been good, and there was evidence to justify the statement.

Frederick Krekeler, 73, for 56 years a Brooklyn florist, died November 26. He was a native of Germany. A. F. F.

To the Retail Trade:

Let us ship you some and convince you, **Mr. Retailer,** that they are the **best money can buy.**

CARNATIONS

Of the Finest Keeping Quality, 20 to 24 inch stems, are arriving at my store from the range of **W. D. Howard,** a veteran grower. They comprise **Cottage Maid, Laddie, Mrs. C. W. Ward, Pink Delight, Matchless, Eureka, Bernice, Benora, White Delight,** in any quantity; **Goddard's Gold Medal Laddie** and **Rosalia.**

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Everything in Cut Flowers
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55-57 WEST 26TH STREET
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" White Killarney	3.00@	6.00
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Adiantum Croweanum and Hybrid	1.00@	1.50
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Asp. Plumosus, per bch	.25@	.50
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Bergensfjord, Norwegian-American Line (Kristiania).
FROM GALVESTON, Norwegian, I. M. M. Lines (Liverpool).

December 7.

Caronia, Cunard-Anchor Line (Naples).
FROM BALTIMORE, Soestdyk, Holland-American Line (Rotterdam).

December 8.

Leopoldina, French Line (Havre).
Saxonia, Cunard-Anchor Line (Hamburg).
FROM BOSTON, Winifredian, I. M. M. Lines (Liverpool).

December 9.

FROM NEW ORLEANS, Montoso, Porto Rico Line (San Juan-Mayaguez).

December 10.

Rotterdam, Holland-American Line (Rotterdam).
Rochambeau, French Line (Havre).
Haverford, I. M. M. Lines (Liverpool).
Olympic, I. M. M. Lines (Southampton).
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Amasis, I. M. M. Lines (Alexandria).
Minnekahda, I. M. M. Lines (Hamburg).
Albania, Cunard-Anchor Line (Liverpool).
Virgilia, Cunard-Anchor Line (London).
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Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
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Chicago—Central Floral Co., 132 N. State St.
Chicago—Congress Flower Shop.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Schiller, The Florist, W. Madison.
Chicago—G. Wittbold Co., Buckingham Pl.
Chicago—Henry Wittbold & Son.
Chicago—Mangel, 17 E. Monroe St.
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Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
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Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The Park Floral Co.
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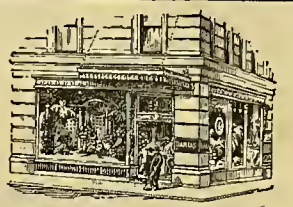

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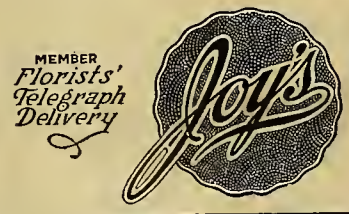

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The Seed Trade

American Seed Trade Ass ation.

L. L. Olds, Madison, Wis., President; Alex. Forbes, Newark, N. J., First Vice-President; Louis B. Reuter, New Orleans, La., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, 73 Tremont Street, Boston, Mass., Counsel.

The fortieth annual meeting will be held June, 1922.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass, Counsel.

The next annual meeting will be held June, 1922.

CALIFORNIA sugar beet growers have been advised to grow vetch seed.

ROY WHEELER, of the Pieters-Wheeler Seed Co., Gilroy, Calif., expects to start on an eastern trip shortly.

OREGON CITY, ORE.—Col. Wm. A. Aird says he recently harvested 80 bushels of pansy seed, at his Pansydale farm.

NEW ORLEANS, LA.—F. R. Meyers, of Chris. Reuter's staff, is in Chicago this week getting out the new catalogue.

CHICAGO.—Suit was begun November 22 in the superior court for $10,000 by August Sass against the Everette R. Peacock Co.

HENRY MICHELS, Fond du Lac, is a member of the Wisconsin committee, which will investigate the failure of clover in that state.

VISITED CHICAGO: Lester L. Morse, of C. C. Morse & Co., San Francisco, Calif., and wife, enroute east; Frank Woodruff, Milford, Conn.

CALIFORNIA seed growers complain of lack of rain to pulverize the clods on plowed land and onions for planting rotting in the sacks.

MINNEAPOLIS, MINN.—Isabel and Helen Northrup, daughters of the late J. E. Northrup are spending the Christmas holidays in Paris, France.

THE new sunflower crop is much less than last year, marked decrease being shown in Missouri, Illinois and California. The bulk of the crop is already sold.

PRICES for sweet clover seed stay at low levels, growers experiencing difficulty in obtaining bids. No imports from Canada have been received for several months.

CALLA ELLIOTTIANA bulbs are arriving and McHutchison & Co., New York, say the California shippers still have much to learn with regard to packing and grading.

THE new seed testing house opened at Cambridge, Eng., by H. M. King George, is said to have cost some 90,000 pounds normally ($450,000) and to be the finest in the land.

PRICE of bags at Chicago, November 30: Anchor, 16 oz., $29.00 per bale, in bale lots or over; Royal River, 16 oz., $29.00; National, 16 oz., $29.00; Crown, 12 oz., $24.00, a considerable drop from last week's figures.

REVISED figures of the Bureau of Markets and Crop Estimates, whose report on vegetable seed production was printed in last weeks' issue show that 90 acres of parsley seed were harvested this year, from which 57,500 pounds were obtained; carrot 187 acres, production 80,000 pounds; lettuce 1,118 acres, production 330,000 pounds; onion 1,165 acres, production 350,000 pounds; radish 1,683 acres, production 310,000 pounds.

THE demand for seeds in the south has shown substantial increase the past month.

THE American Beet Sugar Co., which operates a factory at Oxnard, Calif., has announced a reduction in the price of beet seed from 30 to 15 cents per pound. It is figured this will mean a saving of from $2.50 to $3 per acre to the grower.

THE U. S. Beet Seed Co., with headquarters at Idaho Falls, Idaho, once a powerful organization, has gone into the hands of a receiver, Geo. T. Kerby, named by Judge Gwinn. The liabilities of the company amount to about $100,000, with assets sufficient to cover, if they can be collected.

NEW YORK.—Among the arrivals from Holland per S. S. Noordam, were C. Westerbeek and J. P. Schmal of the General Bulb Co. Mr. Westerbeek reports no surplus of bulbs after the shipping season and tells us the fall planting has been accomplished under ideal weather conditions.

A. T. Ferrell's New Yacht Marguerite III. Length 62 Feet, Beam 15 Feet, Speed 12 Knots.

CATALOGUE prices are causing the seedsmen considerable worry this season, many growers contending that on account of recent conservative buying and depleted stocks of retailers, with curtailed acreages of numerous staples, there will be a decided upward trend in values as the season develops.

Catalogues Received.

Richard Diener Co., Kentfield, Calif., gladioli, petunias and other specialties; Jackson & Perkins Co., Newark, N. Y., florists' plants; Sadie A. Thomas, Pasadena, Calif., chrysanthemums.

Pape & Bergmann, Quedlinburg, Germany, seeds; Alessandro Squadrilli (M. Herb), Naples, Italy, seeds.

Wholesale Growers
SELECT STOCKS
Beet
Carrot
Lettuce
Onion
Parsley
Parsnip
Radish
Sweet Peas
PIETERS-WHEELER SEED CO.
GILROY, CALIFORNIA

California Seed Crops.

Waldo Rohnert, of Gilroy, Calif., in regard to seed crops in that state, writes as follows: "The past season's harvest was one of the poorest we have experienced in a great many years, no crops equaling the early estimates. Lettuce and radish made only 30 per cent to 40 per cent of a normal crop, which figures also hold true for practically all vegetable crops, showing a very poor outcome and less cash income. Prices will be higher than those of pre-war years, the growers not being able to do business at the low values prevailing six or eight years ago.

"Apparently the growers are anticipating a slightly better season next year, in so far as obtaining contract orders from the trade is concerned. There is a tendency on the part of the trade to place orders a little earlier than usual this year, and there is considerable fill-in business, showing that the seed supplied during the war years is practically cleaned up. Because of poor results and deliveries the growers made to their customers the past season, the trade is taking more interest in its future supplies.

"I believe the growers will plant only sufficient acreage to take care of their contracts for the coming year and will not produce for a speculative future market, and it appears that the acreage will be much below normal."

Soy Beans and Cowpeas.

A production of soy beans equal to or slightly larger and of cowpeas 10 per cent less than last year is indicated in reports received by the bureau of markets and crop estimates during the week ending November 19. Increases in the acreage of each of these crops reported in a number of important producing sections in the cotton belt are offset by decreases in the yield per acre. In Illinois, Indiana, and Ohio, however, substantial increases are noted both in acreage and yield. The low yields of cowpeas in southeastern Alabama and southwestern Georgia are attributed to drought and damage by the Mexican bean beetle. Harvesting of both crops is practically completed and the movement of cowpeas from growers' hands has already begun, at slightly lower average prices than were offered at a corresponding time last year.

Soy beans.—Although the yield per acre of mammoth yellow soy beans in eastern North Carolina is estimated to be only 88

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
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Braslan Seed Growers Company, Inc.
Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY AND MIXED SWEET PEAS.
SAN JOSE, CALIFORNIA

Garden Seed Beans

Growing Lima and pole varieties is my specialty.

My growing contract offer for fall delivery will be mailed upon request.

Henry Berrien Fish
Carpinteria, Calif.

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per cent of last year's yield the acreage is about 15 per cent larger and most shippers anticipate that shipments of the 1921 crop soy beans from that section will be greater than shipments of the 1920 crop last season.

Unfavorable weather conditions have caused the beans in some localities to pop out of the pods before they could be harvested, but the loss from this cause is reported to be no greater than usual. A surplus quantity of Wilson blacks is available in Delaware according to the reports received. The prospective supply of soy beans in the corn belt, especially central Illinois, is considerably larger as a result of an increased acreage and yield per acre.

The average prices being offered growers for thrasher-run soy beans are about the same as those of last year at this time. Prices in eastern North Carolina and Tennessee range from $2 to $3.35 per 100 pounds and in the corn belt from $1.70 to $3.15. No movement of the crop has been reported except a few sales in Illinois and Indiana. Thrashing began in many sections as early as October 1 and was general by October 15, and the quality of the crop for seed is reported to be uniformly good.

Cowpeas.—The reduction in the yield per acre in the heavy producing sections of southeastern Alabama and southwestern Georgia because of drought and the ravages of the Mexican bean beetle is the principal cause of the smaller production of cowpeas this year. Northern Mississippi and northern Georgia are reported to have harvested an increased acreage for seed with yields averaging the same as last year, which partly offsets any deficiency in other sections of the south. The production in Tennessee and South Carolina is about the same as that of 1920. Based on the increased acreage and yield per acre in Illinois and Indiana the 1921 production in those states is estimated to be 50 per cent to 100 per cent greater than last year.

The aggregate shipments of the 1920 crop as reported by 194 shippers at 130 shipping points in the principal cowpea producing sections are 33,000,000 pounds, while the 1921 crop shipments from the same points are expected to total 32,600,000 pounds. This would seem to indicate a total commercial supply of the 1921 crop about equal to that of the 1920 crop.

The crop was harvested under ideal weather conditions and should be of good quality for seed. Thrashing began around October 1-15 and movement from growers' hands has already started in a few localities at $2.50 to $3 per 100 pounds. Prices offered are highest in North Carolina and southwestern Mississippi, being $3.50 and $3.15 per 100 pounds, respectively. In a few localities as low as $1.63 to $2 per 100 pounds is being offered, but few sales are reported at this range. The carry-over of old crop seed by growers and local dealers was negligible.

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Also a Complete Line of

VEGETABLE SEEDS

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SWEET PEAS - ALL VARIETIES PEAS - KENTUCKY WONDER BEANS

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GILROY, CAL.
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Specialties:
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GIANT PANSY SEED

Kenilworth Mixture, 1000 seeds, 35c; ⅛ oz., 90c; ¼ oz., $1.65; 1 oz., $6.00.

All colors, separate or mixed, 1000 seeds, 30c; any 4 pkts., $1.00; ¼ oz., $1.30; 1 oz., $5.00.

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PEDRICKTOWN, N. J.

Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.

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Double Large-Flowering, extra choice.
Mixed 1,000 seeds, $1.25; 10,000 seeds, $10.00; 500 seeds, 75c; 1/64 oz., $3.50.
Double Large Flowering Fringed, best mixed, 1,000 seeds, $1.25; 10,000 seeds, $10.00; 500 seeds, 75c; 1/64 oz., $3.00.
Vaughan's Special Mixture Double, extra choice, 1,000 seeds, $1.25; 500 seeds, 75c; 1/64 oz., $4.00.

Large Single-Flowered Sorts

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Large-flowering, finest mixed	1/16 oz.,	$1.80	$0.35
Giant copper color. Beautiful and distinct	1,000 seeds	$1.00	
Fringed mixed, extra choice	1/32 oz.,	$1.20	.35
Giants of California, true	1/16 oz.,	$2.60	.50
Pink	1/64 oz.,	$1.20	.50
White	1/64 oz.,	$1.20	.50
Ruffled Giants, mixed	1/32 oz.,	$1.50; 1,000 seeds	.50
Crimson	1/64 oz.,	$1.00; 1,000 seeds	.50
German Empress, bluish white, veined purple	1,000 seeds		.50
Triumph of the Giants	1/32 oz.,	$1.80; 1,000 seeds	.50
Balcony Queen. Rich velvety violet with white blotches	1,000 seeds		.50
Balcony White	1/64 oz.,	$1.00; 1,000 seeds	.50
Royal Purple	1/64 oz.,	$1.20; 1,000 seeds	.50

Vaughan's Best Mixture. Large-Flowering Single Petunias.
Trade pkt. (1,000 seeds), 50c; 3 trade pkts. for $1.35; 1/32 oz. $1.60

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Clara Bedman	¼ oz.,	$0.65	$0.35	$2.40
Drooping Spikes	¼ oz.,	.75	.25	2.80
Fireball	¼ oz.,	1.00	.35	3.60
Zurich	¼ oz.,	1.00	.35	3.80
America	¼ oz.,	1.25	.50	4.00

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Double Large-Flowering, Dwarf, German 10 weeks, Canary Yellow, Dark Blue, Crimson, Brilliant Rose, Light Blue, Blood Red, White, Flesh. Each of above	⅛ oz.,	$0.40	$0.25	....
Extra choice mixed	¼ oz.,	$0.60; ⅛ oz., .35	.25	....
Giant Perfection or Cut and Come Again. Sky Blue, Flesh, White, Dark Blue, Canary Yellow, Pink, Scarlet. Each of the above	⅛ oz.,	$0.35	.25	$2.20
Bismarck, White, Golden Ball, Lavender and Rose. Each	⅛ oz.,	.50	.25	3.60

BEGONIA

		Trade Pkt.	Oz.
Gracilis Luminosa. Foliage lustrous reddish brown, the flowers are a fiery dark scarlet, 1/32 oz., $2.00		$0.50	....
Prima Donna. Large transparent rose flowers, shading to carmine	1/32 oz., $2.00	.50	....
Semperflorens Alba	¼ oz., 60c	.20	....
Atropurpurea Vernon. Red-leaved and red-flowered	1/16 oz., 60c	.35	....
Melaine. White with pink edge		.35	....
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Single Tuberous Rooted. Finest mixed		.50	....
Single Tuberous Rooted. Frilled		.50	....
Double Tuberous Rooted. Best mixed		1.00	....
Centaurea, Gymnocarpa		.10	$0.50
Candidissima		.25	1.80
Cineraria Maritima, Diamond. The leaves are broad, snow white and lasting		.15	.60
Maritima Candidissima, white leaved for bedding		.10	.40
Coleus, Vaughan's Rainbow Mixture, 1/32 oz., $1.00		.50	....
Extra Choice, large leaved, Mixed, 1/16 oz., $1.00		.35	....
Cyperus Alternifolius, Umbrella Plant		.20	1.00
Dracaena Indivisa, lb., $5.00		.10	.40
Grevillea Robusta. Fine for window boxes and fern dishes		.15	.60

	Trade Pkt.	Oz.
Heliotrope, Mammoth Flowered, mixed, ¼ oz., 50c	$0.35	$1.60
Lemon Verbena, ¼ oz., 60c	.25	....
Lantana Hybrida, mixed	.10	.30
Bruant's New Dwarf Hybrids	.15	.40
Thunbergia, mixed	.15	.50
Torenia Fournieri Grandiflora	.25	....
White Wings	.25	....
Vinca Rosea. Mixed	.15	.80
Rosea, pink	.15	.80
Rosea Fl. Alba Oculata, white and pink eye	.15	.80
Rosea Alba Pura, pure white	.15	.80
Rosea Delicata, delicate pink	.15	.80

VERBENA

Mammoth. Mixed	$0.15	$0.80
White. Extra choice	.15	.90
Purple shades	.15	.90
Defiance. Brilliant scarlet, true	.20	1.20
Firefly. Scarlet, white eye	.25	1.20
Mayflower. Beautiful pink	.35	1.40

Vaughan's Best Mixed Verbenas. This is unquestionably the best strain of Verbena seed in existence. It is composed of the best strains and colors of the Mammoth type, the Mayflower, the best European introductions of last year, all grown separately, and mixed in the right proportion.
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Early Flowering Spencer

	Oz.	Lb.
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Blue Bird. A charming mid-blue self. A heavy producer. One of the best sellers	.65	8.00
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Fire King. Deep orange scarlet	.80	10.00
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Gorgeous. Charming soft salmon cerise	.80	10.00
Heather Bell. The color is a rich mauve	.65	8.00
Hercules. Of the same lovely shade of pink as Countess Spencer. Long stem and a free producer	.80	10.00
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Song Bird. Pale pink with a distinct tint of buff	.65	8.00
Rose Queen. A splendid commercial pink, best seller on Chicago market	$0.90	$12.00
Songster. Giant early lavender	1.00	14.00
Snow Flake. The best early-flowering white-seeded	.65	8.00
Snow Storm. Improved. A good early pure white for late planting	.90	12.00
Spring Maid. Light pink on a cream ground	.65	8.00
Venus. Standard white, slightly blushed pink wings	.65	8.00
Warbler. Rich mauve purple	.65	8.00
Wedgewood. Magnificent clear blue; intermediate	.65	8.00
White Orchid. White flowers of good substance	.50	6.00
Yarrawa	.50	6.00
Zvolanek's Blue. Very large, of the brightest blue	.80	10.00

Vaughan's Special Mixture Winter Spencer made up of the best white, pink, rose, lavender pink and white and blue. Florists who do not have sufficient room for separate colors will find this a very fine assortment. **Oz., 90c; ¼ lb., $3.20; lb., $12.00.**

NEW VARIETIES

All White. This is an early King White. **Oz., $1.50; lb., $20.00.**
Fair Maid. Finest blush pink suffused salmon, on white ground, of robust growth, with long stems carrying fours regularly. Exact counterpart of Elfrida Pearson in the late Spencer class. **Oz., $1.50; lb., $20.00.**
Madonna. Black seeded white. Result of a cross between late Constance Hinton and Early Asta Ohn, unlike other black seeded white; it has no trace of pink. **Oz., $1.50; lb., $20.00.**
Nightingale. Bluish lavender. Similar to Florence Nightingale in the late Spencer class. **Oz., 90c; lb., $12.00.**
Torch. Salmon orange. **Oz., $1.00; lb., $14.00.**

10 per cent for cash with orders of $2.00 and up.

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

The Nursery Trade

American Association of Nurserymen.

M. R. Cashman, Owatonna, Minn., President; Paul C. Lindley, Pomona, N. C., Vice-President; Charles Sizemore, Louisiana, Mo., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

The forty-seventh annual convention will be held at Detroit, Mich., June, 1922.

THE Arnold Arboretum and other trees in the vicinity of Boston, Mass., were seriously damaged by the storm and ice of November 28.

FREEPORT, ILL.—The Northern Illinois Horticultural Society will hold its annual meeting in this city December 6-7, with a representation of fruit growers from 23 counties in attendance.

MANETTI stocks are now enroute, according to McHutchison & Co., New York. The drought in England continues and the ground is so hard that most shippers prefer to await rain before digging. Prices are moderate, with no present fear of shortage.

HOUSTON, TEX.—Walter Westgate recently purchased the stock of the Alvin Japanese Nursery, bankrupts, this city, comprising 6,000 pecan, 1,000 shade and miscellaneous fruit trees. Mr. Westgate expects to establish another nursery near Willis, Tex., at an early date.

MADISON, WIS.—The annual meeting of the Wisconsin State Horticultural Society will take place in this city, December 14-16. Following are the present officers of the organization: J. A. Hayes, president; H. C. Christenson, Oshkosh, vice-president and F. W. Cranefield, Madison, Wis., secretary.

Fruit Trees May Bear Yearly.

There are a number of kinds of apple trees in the state of Missouri, such as the Wealthy and York, which bear large crops only once in two years. These trees insist on taking every other year off—even when their years of rest fall in seasons that are very favorable to the production of fruit. To determine the exact nature of the characters within the structure of the tree itself accountable for this habit the horticulturists at the Missouri agricultural experiment station have been at work for several years, and have made recently such decided progress that they hope soon to devise, according to Prof. V. R. Gardner, head of the department, "a sure and practical treatment which will make such trees bear good crops every year."

Just recently the department has issued the second bulletin in a series of publications which aim to clear up the question of this alternate and irregular bearing in fruit trees. It is Research Bulletin No. 47, entitled "Localization of Factors Determining Fruit Bud Formation." The authors are H. D. Hooker, Jr., and F. C. Bradford. The experimental work was carried on at the station grounds and in commercial orchards near Columbia.

California Oranges.

The shipments of oranges for the 1920-1921 season, ending October 31, amounted to about 48,000 cars or 19,000,000 boxes, with Navels supplying one-half of the demand. The supply of Valencias has been increasing rapidly in recent years compared with other kinds. For the season of 1919-1920 there were 15,528,275 boxes sent from the state.

Recent estimates for next year's crop made by the California Fruit Growers' Exchange are for 51,500 cars of about 450 boxes each, Navels supplying 25,000; Valencias, 24,000 and miscellaneous varieties, 2,500 cars.

Detroit, Mich.

THANKSGIVING TRADE FAIRLY GOOD.

Thanksgiving Day trade developed some surprises among the local dealers, as the demand was very erratic and only in some places did the anticipated volume result. On the other hand, some dealers were cautious about laying in a big stock and underestimated the possible demand. It was expected that cherry plants and cyclamens would be a factor, but few of them were sold. Enormous stocks of chrysanthemums and pompons were on the market, the former bringing $4 to $6 per dozen wholesale. These figures forced an apparently high price to the public, and as a result many florists were left with surpluses after the day was over. Roses were in good demand, and the limited stock available ran prices to unreasonable figures. Some violets were obtainable, but they had a poor call.

FLORISTS' CLUB MEETING.

The Florists' Club meeting November 9 was held jointly with the ladies' auxiliary of the club and brought out an excellent attendance. President Herman Knope turned the meeting over to Mrs. Chas. O. Kellar, president of the auxiliary, who surprised and delighted all by the clever way in which she conducted the session. Echoes of the Florists' Telegraph Delivery Association meeting were heard through M. Bloy and Albert Pochelon, both of whom find it hard work to refrain from boosting that organization. A ball, which is an annual affair of the club, will be held in the Hotel Statler about the first week in February, the arrangements for it being in the hands of Mrs. Kellar.

The next meeting of the club is scheduled one week earlier than usual and will take place at the Michigan Cut Flower Exchange, Wednesday evening, December 7. A trade exhibit will be held in connection, designed primarily to afford the growers an opportunity to show samples of their stock for the Christmas holidays. All the local growers will be represented; and invitations have been extended to growers from out of the city. It is hoped that many novelties will be displayed. All exhibits should be addressed to A. F. Sylvester, care Michigan Cut Flower Exchange, Detroit, Mich., express prepaid, who will properly stage them. These exhibits are earnestly solicited by the Florists' Club. J. E. F.

Boston, Mass.

THANKSGIVING TRADE BRISK.

The market at the opening of last week was relatively the same as at the close of the week previous, but prices advanced sharply on most stock by Thanksgiving, but afterward declined. Roses and carnations were the most affected, the latter flower not bringing 60 per cent of last year's prices. In fact, chrysanthemums were the only item that sold anywhere near the levels of 1920 prices, due principally to the retail business enjoyed Thanksgiving eve at both wholesale markets. What at first was scoffed at by some retail stores as not being practical, namely, the selling of stock from the markets direct to the public, has now developed into a very serious proposition. The Retailers' Association placed a man in each market for the holiday to gather facts as to the amount of business done and the data obtained was most astounding. At times during the day, 100 to 150 people were seen at the Flower Exchange. After Thanksgiving, the retail shops complained of a falling off in business which they blamed to opening the markets to the public.

The regular monthly meeting of the New England Growers' Association was held at the Bellevue hotel, November 26. The committee which met the retailers earlier in the day reported to the association the complaints and arguments offered by the retailers why the markets should be closed to the public.

NOTES.

At a meeting of the Flower Growers' Association, the Retail Florists' Association and the directors of both markets at the Flower Exchange, recently, plans were discussed for eliminating the selling of stock to the public at the markets, but nothing definite was decided upon.

The Retail Florists' Association was reorganized recently and the following officers elected for the ensuing year: C. F. Boyle, president; John J. O'Brien, vice-president; Julius Zinn, treasurer; Elijah Gorney, secretary.

The Gardeners' and Florists' Club held a meeting at Horticultural hall, November 15, when officers were nominated for the coming year. The election will take place at the next session.

Chas. Bean, who recently installed a flower stand at the Andrew Square terminal, died November 20, after a two weeks' illness with stomach trouble.

There have been crowds of visitors to the market since it was opened to the public, but there are not more than 15 to 20 per cent who buy.

Wm. McAlpine recently returned from a four weeks' hunting trip in Maine.

F. J. Dolansky left November 22 for a hunting trip near Jackson, Me.

E. F. S.

M. Koster & Sons
Boskoop, Holland,
Offer to Grow on CONTRACT
MANETTI and Other Stocks for the American Trade.

STAR BRAND ROSES
"American Pillar" and nearly every other good hardy climber.
Send for our list.
The CONARD & JONES CO. WEST GROVE PENNA.
Robert Pyle, Pres. Aot. Wintzer, Vice-Pres.

Specimen Xmas & Easter Plants
Exceptionally Well Grown
BUDDLEIA Asiatica, 3-5 ft., $1.50-$5 each. HEATHER Melanthera, 2-4 ft., $2.50-$6 each. ACACIA Longifolium, $5-$10 each. Standard and Bush GENISTAS, $2.50-$6 each. BOUGAINVILLEA Sanderiana—Pyramid and Globes, $2-$8 each. HYDRANGEAS, Mixed French Variety, 15-25 branches, $2-$3 each. HYDRANGEA Trophie, the best red, 15-20 branches, $2.50-$3.50 each. CROTONS, Choice Broad-Leaf Varieties, 4½-in., $75 per 100. DEUTZIA Gracilis, 5- and 7-in. pots at $50 per 100. All stock in A1 condition. Cash with order or satisfactory reference.
A. L. MILLER, Jamaica, N. Y

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Dignified, Exclusive Profession not overrun with competitors. Crowded with opportunity for money-making and big fees. $5,000 to $10,000 incomes attained by experts. Easy to master under our correspondence methods. Diploma awarded. We assist students and graduates in getting started and developing their businesses. Established 1916. Write for information; it will open your eyes. Do it today.
American Landscape School, 11-J, Newark, New York

HILL'S CHOICE NURSERY STOCK

Evergreens for Lining Out.

		Inch	100	1000
Abies Ts. Canadensis	x	6—8	$18.50	$175.00
Abies Concolor	x	6—8	22.50	.....
Abies Veitchii	o	2—4	10.00	90.00
Biota Orientalis	x	10—12	6.00	50.00
Buxus Sempervirens	x	6—8	10.00	90.00
Cedrus Atlant. Arg.	o	2—4	9.00	80.00
Cedrus Libani	o	2—4	9.00	80.00
Ginko Biloba	o	10—12	8.00	70.00
Juniperus Canadensis	o	6—8	10.00	90.00
Junip. Sabina Horiz	x	6—8	32.00	.....
Juniperus Virginiana	xx	12—18	25.00	225.00
Picea Alba	x	8—10	12.00	110.00
Picea Canadensis	xx	10—12	40.00	.....
Picea Excelsa	xx	12—18	17.50	165.00
Picea Pungens	x	8—10	16.50	155.00
Pinus Austriaca	xx	10—12	30.00	.....
Pinus Excelsa	o	2—4	10.00	.....
Pinus Mugho	x	6—8	20.00	.....
Pinus Ponderosa	xx	10—12	20.00	.....

		Inch	100	1000
Pinus Strobus	xx	12—18	$20.00	$.....
Pinus Sylvestris	xx	10—12	20.00	.....
Retinospora Filifera	x	6—8	22.50	.....
Retinospora Plum. Aurea	x	6—8	25.00	.....
Taxus Canadensis	x	10—12	20.00	.....
Taxus Cuspidata	x	6—8	35.00	.....
Thuya Occidentalis	xx	12—18	20.00	190.00
Thuya Occi. Compacta	x	6—8	18.50	175.00
Thuya Douglassi Aurea	x	6—8	32.50	.....
Thuya Doug. Pyramidalis	x	6—8	25.00	.....
Thuya Elwangeriana	x	6—8	25.00	.....
Thuya Globosa	xx	10—12	50.00	.....
Thuya Globosa Nova	x	6—8	30.00	.....
Thuya Hoveyi	x	6—8	25.00	.....
Thuya Plicata	x	6—8	25.00	.....
Thuya Pyramidalis	x	6—8	20.00	.....
Thuya Spicata Alba	x	6—8	32.50	.....
Thuya Wareana Siberica	x	6—8	25.00	.....
Thuya Woodwardi	x	6—8	50.00	.....
Thuya Biota Orientalis	x	10—12	6.00	50.00

Specimen Evergreens
Send for Complete Catalog.

Shrubs and Deciduous Trees
Large assortment of choice varieties.

Window Box and Tubbing Evergreens
Write for Special Price List.

Understocks for Grafting Conifers

	Inch	100	1000
Juniperus Virginiana .....Sdl.	6—8	$ 4.50	$ 37.50
Picea Excelsa x	8—10	7.50	65.00
Thuya Orientalis... x	8—10	5.50	45.00
Thuya Occidentalis x	8—10	7.00	60.00

ROSE STOCK.
Rosa Canina—No. 1 Grade.....$1.75 $10.00

Each X indicates one transplanting. O indicates never transplanted. 50 of same variety and size at 100 rate; 500 at the 1000 rate.

THE D. HILL NURSERY CO., Inc., Evergreen Specialists, Largest Growers in America, **Box 404, Dundee, Ill.**

Seasonable Stock

Asparagus Sprengerii, 1½ in., $3.50 per 100, $30.00 per 1,000; 2½ in., $5.00 per 100, $45.00 per 1,000; heavy 4 in., $15.00 per 100; heavy 5 in., $25.00 per 100.

Bougainvillea, Glabra Sanderiana, 2½ in., $10.00 per 100; 3 in., $20.00 per 100; 5 in., $75.00 per 100 specimens; 6 in., $100.00 per 100 specimens.

Begonias, large leaved, in variety, 2½ in., $8.00 per 100.

Begonia, Manicata Aurea, 2½-in., $12.00 per 100; 3-in., $20 per 100.

Lantanas, best dwarf, Craigi, Jacob Schulz and Michael Schmidt, $5.00 per 100; $45.00 per 1,000.

Fern Dish Ferns, best varieties, 2¼ in., $5.00 per 100, $40.00 per 1,000.

Genista, Racemosus, well trimmed, 4 in., $20.00 per 100.

Hydrangea, good French varieties, 2½ in., $6.50 per 100, $60.00 per 1,000; 4 in., $20.00 per 100; heavy field grown specimens, 8 to 10 shoots, fine for specimen tubs, $7.00 per dozen; $50.00 per 100.

The Storrs & Harrison Co., Painesville, Ohio

Mention the American Florist when writing

—THE—

J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA
ROCKY FORD, COLORADO

Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.

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Dutch and French Bulbs

C. J. Speelman & Sons, Sassenheim, Holland | Lagarde & Speelman, Ollioules, Var. France

NEW YORK OFFICE
470 GREENWICH ST.
Pacific Coast Representative, Mr. W. B. Clarke, Box 543, San Jose, Calif.

Bailey's New Standard Cyclopedia of Horticulture
Price, $48.00.
Sold only in complete sets.

American Florist Co.
140 S. Dearborn St., CHICAGO

Some Excellent Stock

	Per 100	1000
50,000 2 in., Geraniums; Ricard, Poitevine, Nutt, Montmort, Perkins, Viaud, Buchner, etc	$5.25	$50.00
2¼ in., Heliotropes, 3 varieties	4.00	38.00
2¼ in., Marguerites, 3 varieties	5.00	45.00
2¼ in., Stocks, 2 varieties	3 25	30.00
2¼ in., Calendula Orange King	3 00	28.00

Also abundance of other stock.
Liberal extras for early orders.

ALONZO J. BRYAN,
Wholesale Florist, Washington, New Jersey

Mention the American Florist when writing

CARNATIONS

F. Dorner & Sons Co.
Lafayette, Ind.

Mention the American Florist when writing

REX BEGONIAS

3-inch, $2.00 per dozen.

GERANIUMS (Our Specialty)
Nutt, Buchner, Ricard, Poitevine, Viaud
Good short jointed plants from 2-inch pots, at $3.50 per 100; $35.00 per 1000.
We ship safe anywhere

Elmer Rawlings, Wholesale Grower, ALLEGANY, N. Y.

Mention the American Florist when writing

CYCLAMEN

We must have room and offer for one week.
2,500 2¼-in. Cyclamen, at $10.00 per 100 $90.00 per 1000.
3,000 2-in. Cyclamen, at $20 and $25 per 100
1,000 4-in. Cyclamen, at $40.00 per 100.
Ask for our prices of Easter Greeting Pelargoniums and Ferns.

GEO. A. KUHL, Wholesale Grower, PEKIN, ILL.

Mention the American Florist when writing

Market Gardeners

Vegetable Growers' Association of America.

Louis F. Miller, Toledo, O., President; H. A. Dooley, Cleveland, O., Vice-President; C. H. Nissley, New Brunswick, N. J., Secretary; H. J. Cheney, Grand Rapids, Mich., Treasurer.

THE Maine potato yield estimate of 32,766,000 bushels in October, was increased to 37,152,000 bushels, November 1.

THREE HUNDRED carloads of potatoes per day have recently been shipped out of the Red River valley in Minnesota and the Dakotas.

Prices of Ind or Fruits and Vegetables.

Chicago, Nov. 29.—Cucumbers, two dozen box, $5; head lettuce, per crate, $3 to $5; radishes, 60 cents to 75 cents per dozen bunches.

New York, Nov. 25.—Cucumbers, $2.50 to $4 per basket; mushrooms, per three-pound basket, 50 cents to $1.50; radishes, 100 bunches, $2 to $2.50.

Sweet Potato Storage.

The curing and storing of sweet potatoes in specially constructed storage houses so that they will remain in first class condition throughout the winter has long passed the experimental stage. If the grower will do his part in the way of producing well matured, disease resistant seed and use care in harvesting, he will feel a sense of security that his potatoes will keep through the winter when placed in an up-to-date storage house.

Although there are a number of types of sweet potato storage houses, they all adhere to a few essential principles, namely: provisions for heat, ventilation and the prevention of certain fluctuation in temperatures after the close of the curing season. The ordinary coal stove is one of the common methods used, although oil stoves and steam pipes are utilized. The heat is started as the potatoes are brought in and the temperature of the room is maintained at 85 degrees to 90 degrees for eight to 10 days, or until the potatoes show slight signs of sprouting.

Houses built to serve a community of growers should be divided into sections, which may be filled with potatoes and cured separately, making it possible to cure them as they are received, without subjecting any one lot to a long period of heat. The common method is to store the potatoes in bushel crates and separate the tiers of crates with 1-inch slats, so as to provide air circulation. Sometimes it is necessary to regrade and repack the potatoes in the crates when they are taken from storage to make a salable pack, even though no rot is present, as the shrinkage must be provided for.

Vegetable Movement.

WEEK OF NOVEMBER 21-26.

Potato movement at shipping points has declined 50 per cent, 2,244 cars being moved, Maine supplying the bulk of the offerings. New York Round Whites declined 15 cents per 100 pounds in wholesale markets, closing at $1.85 to $2.10. Minnesota Red River Ohio's have brought $1.25 to $1.40 in Chicago, a decrease of 10 cents, but are maintaining former values at St. Louis and Kansas City.

Middlewestern yellow onions have been sold to jobbers at $5.25 to $5.50 per 100 pounds, values showing no change, in spite of the fact that carlot shipments are rapidly falling off. California browu and Washington yellow stock brought $4.75 to $5.50 at Kansas City.

Sweet potato values registered sharp advances in most centers, due to a certain extent to a decline in movement of 209 cars for the week. Virginia eastern shore varieties gained 25 to 50 cents per barrel in New York, Pittsburgh and Cincinnati, closing at $3.50 to $4. Tennessee Nancy Hall's continued firm in western markets at $1.25 to $1.50 per bushel.

Boxed apple movement from the northwestern states totaled 1,170 cars, other sections furnishing 354 cars of barreled and boxed stock. Northwestern extra fancy, boxed Jonathans were firm at Kansas City, but declined 50 cents at Chicago, closing at $2.25 to $2.50. In the east, Baldwins showed no change in price.

Iceberg lettuce, from California, was in poor demand at most markets, losing 50 cents per crate at Chicago.

Cranberries are bringing $17 to $20 per barrel in wholesale markets.

Florida cucumbers were in poor demand in the west, but brought good prices at New York and Boston, closing at $4 to $5 per crate.

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty.

Elmer D. Smith & Co.

ADRIAN, MICH.

Chrysanthemum Specialists

Catalogue Free.

Miscellaneous Stock

Swainsona, white 4-inch, 15c
Cleveland Cherries..... ....5-inch, 25c
Cleveland Cherries..... .....4-inch, 15c
Cyclamen..... ....5-inch, 50c
Genistas.....5-inch, 25c

Cash.

ROSENDALE GREENHOUSES

DELANSON, N. Y.

Mushroom Growing

By B. M. Duggar

Presenting accurately the requirements for success.

260 pages, cloth, fully illustrated. Price, $1.75

American Florist Co.

440 S. Dearborn St., CHICAGO

FERNS

Good, stocky, clean stock, ready for a shift; will be shipped without pots, and will require a larger size to be potted in when received.

Boston, Scottii and Holly, 4-inch, $3.60 per doz., $25.00 per 100; 5-inch, $5.40 per doz., $40.00 per 100; 6-inch, $8.00 per doz., $60.00 per 100.

Macawii, Whitmanii and Norwood listed in our price list.

Ferns shipped without pots.
No charge for packing.

TABLE FERNS.

Assorted Table Ferns, including Holly, 3-inch, $1.50 per doz., $6.00 per 100.

R. VINCENT, Jr. & SONS CO.

White Marsh, Md.

Multiflora Japonica Rose Seedlings

Best American Rose Stock for Budding and Grafting.

New England grown, well rooted.

No. 1. 4-6 mm .....$15.00 per 1000
No. 2. 2-4 mm ..... 10.00 per 1000

Ready for delivery after November 1st.

C. R. BURR & COMPANY, - Manchester, Conn.

Mention the American Florist when writing

SLUIS & GROOT, Ltd.,

Enkhuisen, Holland

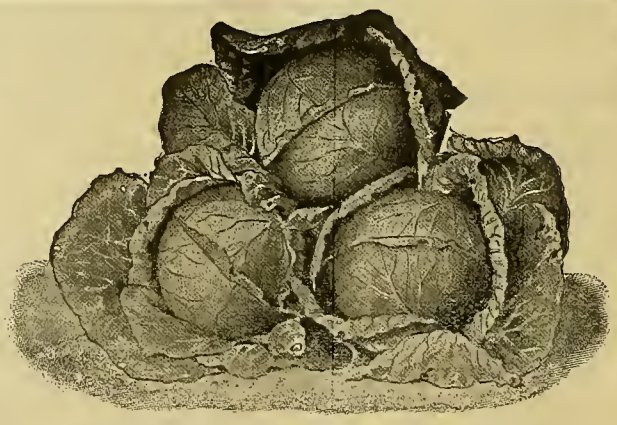
GROWERS OF

Vegetable and Flower Seeds

SPECIALTIES:

Beet, Swiss Chard, Cabbage, Cauliflower, Kale, Corn Salad, Cress, Radish, Spinach, Turnip, Rutabaga, Nasturtium, Pansies, Phlox, and many other Vegetable and Flower Seeds.

Our New Price List is now ready, and will be sent to WHOLESALERS on request.



Cabbage White Enkhuisen Glory, Introduced by Our Firm.

Ready Reference Section

15 CENTS, NET, PER LINE

ASPARAGUS.

Asparagus Sprengeri, 1½-in., $3.50 per 100; $30.00 per 1,000; 2½-in., $5.00 per 100; $45.00 per 1,000; heavy 4-in., $15.00 per 100; heavy 6-in., $25.00 per 100. The Storrs & Harrison Co., Painesville, O.

Asparagus Sprengeri, 2½-in., 4½c each. ODOR GREENHOUSES, Iola, Kan.

ASPLENIUM.

Asplenium Ninus Avis (Bird's Nest Ferns), good strong, healthy stock, 3-in. pots, 35c; 4-in., 75c; 5-in., $1.50. Packing material charged for at cost. Wm. K. HARRIS, 66th and Springfield Ave., W. Phila., Pa.

BEGONIAS.

Begonias, Luminosa, Prima Donna and Gloire de Chatelaine. 2-in., $3.00 per 100, $27.50 per 1,000; 3 -in., $6.00 per 100, $50.00 per 1,000 R. Vincent Jr. & Sons Co., White Marsh, Md.

Begonias, large leaved, in variety, 2½-in., $8.00 per 100. The Storrs & Harrison Co., Painesville, O.

BOUGAINVILLEA.

Bougainvillea, Glabra Sanderiana, 2½-in., $10.00 per 100; 3-in., $20.00 per 100; 6-in. specimens, $75.00 per 100; 6-in. specimens, $100.00 per 100. The Storrs & Harrison Co., Painesville, O.

Bougainvillea Sanderiana, pyramid and globes, $2.00 to $10.00 each. A. L. MILLER, Jamaica, N. Y.

BULBS.

PAPER WHITE NARCISSUS

	Per 1000
1250 to case	$21.50
Mixed Darwin Tulips	25.00
Mixed Early Single Tulips	23.00
Mixed Early Double Tulips	23.00
Mixed Single Late Flowering Tulips	23.00

ASHEVILLE SEED CO.
Asheville, N. C.

Bulbs. Hyacinths, Tulips and Narcissus, Dutch. Stock of the best quality and net prices lower. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

CALENDULAS.

Calendulas. Selected true Double Orange King, 2¼-in. pots, $6.00 per 100, $50.00 per 1,000. ROMAN J. IRWIN, 43 West 18th St., New York.

CALLAS.

CALLA BULBS

Calla Aethiopica, the popular white calla, clean, sound bulbs, all with crown shoots.

Size Diameter	Per 100	Per 1000
1¼ to 1½-inch	$ 6.00	$ 50.00
1½ to 2 -inch	8.00	75.00
2-inch and up	16.00	125.00

Satisfaction guaranteed.
SEVIN-VINCENT CO.
612 Washington St. San Francisco, Calif.

CARNATIONS.

Carnations. Write for price list of latest varieties. F. Dorner & Sons Co., Lafayette, Ind.

COLEUS.

Coleus. Several varieties, clean and strong, well rooted, $1.25 per 100. Christmas Gem, fine color, vigorous, $2.00 per 100. MAULDIN FLORAL CO., Greenville, S. C.

CHRYSANTHEMUMS.

Chrysanthemum novelties for 1921. Preliminary list free. Elmer D. Smith & Co., Adrian, Mich.

CYCLAMEN.

Cyclamen, for one week only. 2¼-in., $10.00 per 100; $90.00 per 1,000. 3-in., $20.00 and $25.00; 4-in., $40.00 per 100. Geo. A. Kuhl, Pekin, Ill.

DAHLIAS.

Dahlias, best varieties for florists' use. Some bargains for a short time.
LYNDHURST FARM, INC.,
First Road,
Hammonton, N. J.

DRACAENAS.

Dracaena Indivisa. Field-grown, ready for 4 and 6-in. pots, $12.00 per 100. Stronger plants, $20.00 and $25.00 per 100. 2¼-in pots, $6.00 per 100. ROMAN J. IRWIN, 43 W. 18th St., New York.

FERNS.

BOSTON FERNS.
Good, strong bushy stock.

6-in.	$0.40
6-in.	.75
7-in.	.90
10-in.	2.00

Packing charges free.
DAVIS FLORAL CO.
Davenport, Ia.

Ferns. Bostons and Scotti. Exceptionally strong, clean, pot grown stock for immediate shipment. For sizes and prices see advertisement elsewhere in this issue. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Table ferns, standard varieties, 2¼-in., $5.00 per 100.
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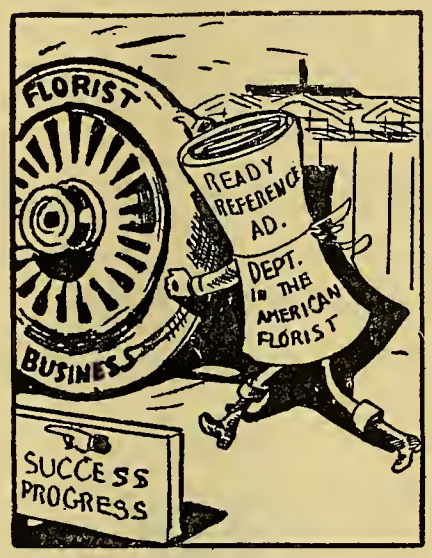

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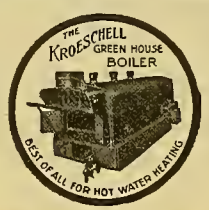

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The thirty-eighth annual convention will be held at Kansas City, Mo., August, 1922.

Fifth National Flower Show.

The Fifth National Flower Show will be held at Cleveland, O., March 25 to April 1, 1922.

The American Florist

Christmas Number

will be issued

Next Week

Please Send Your Ads for This Issue as Early as Possible.

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

Substituting Stock For Excluded Plants.

Address by Prof. L. C. Corbett, of the United States Department of Agriculture, Washington, D. C.

The Growers' Problem.

Your secretary has asked me to say something about the problem of providing stocks excluded under the provisions of Quarantine No. 37. To an audience such as this, I do not need to go into the reasons for Quarantine No. 37, neither do I need to enumerate the plants admitted under it. The only observation I wish to make is that I think the future will limit instead of increase the variety of plants so admitted. With such an outlook, what can American floriculture and the florists of America hope for? The answer to this can be expressed in one brief sentence. The American florists can go the limit. I say this because I believe the florists of this country have as much originality, as good or better facilities, and certainly a better market for their products than any other group engaged in like work anywhere in the world. If this belief is well founded, then there is no limit to the opportunities open to the florists of this country truly interested in the propagation of plants needed by the trade. With Quarantine No. 37 in operation there is an incentive for effort in this direction which has never before existed. As a result of this lack of incentive, American floriculture has been the loser. It is natural for plantsmen to follow well-beaten paths as long as such a course gives fairly profitable results. We are slow to do things that others are ready to do for us, even though such a course yields only a fraction of the possible return from the industry. With the boat to which we have been hanging out of reach, it is up to the industry to learn how to swim, and that, I am encouraged to say, is being learned very rapidly.

Our nurserymen are propagating many of the plants formerly brought from abroad. All the hardy shrubs are easily propagated vegetatively or from seeds. Even Azalea indica, which has not been commercially propagated in this country, is now being extensively produced by at least two American growers. We have thousands of acres of land just as well suited to the propagation of rhododendrons as the region about Boskoop, Holland, and we have men who know how to propagate them. Just as soon as they apply themselves to the task, we are going to have a list of American varieties of rhododendrons better suited to our needs than the European hybrids. I say this in all candor, for had we not developed American varieties of apples, peaches, grapes, cherries, etc., these great fruit industries of ours would not be what they are today. The rhododendron is a native shrub growing wild in great profusion in the Appalachian region, from Pennsylvania to Florida. Why should we not have American hybrid seedlings with the beauty of those we have been provided with by European plantsmen, which are hardy and better adapted to our more trying conditions? I feel confident that the plantsmen of this country are going to provide themselves with sorts better suited to their needs than those upon which we have depended in the past. The same law which holds with the fruits will be found to hold good for all the hardy ornamentals.

Not Dependent on Europe.

We have produced the great roses and carnations which have contributed so much to the work of the florists of the country. The Lawson, the Enchantress, and others among the carnations, and the Killarney rose, serve as marked examples of what I have in mind. A need existed, the growers devoted themselves to the task, superior varieties were produced, which have returned millions of dollars to the growers, and in the future, as occasion requires, still better varieties will be

produced. I am glad to say that there now exists in this country a small but exceedingly enthusiastic group of men who are devoting themselves to plant propagation. It is their purpose to propagate from seeds, cuttings, grafts, and by other vegetative means, plants in large numbers and offer these to the trade for lining out. Florists, nurserymen and others can avail themselves of this young material and handle it so as to produce the character of stock demanded by their particular trade. The work of this group will be explained by A. H. Hill, president, and F. W. Von Oven, secretary, of the American Plant Propagators' Association. The work of these gentlemen should provide a variety and grade of material greatly needed by both florists and nurserymen. Realizing the need for American sorts for American conditions, Dr. Walter Van Fleet and others are devoting their time and ability to the creation of such sorts. We now have roses which are not only fine roses for cutting but the plants themselves are desirable shrubs for use upon the lawn or in the border. This is not a dual purpose rose, but is such a rose as is needed to brighten the 20 or more millions of rural homes of these United States. The man who contributes a rose or a shrub which will brighten the way for homemakers of America has performed a service comparable to that of the servant of old who gathered the manna in the wilderness, and the people will rise up and call him blessed.

The popular acclaim which is possible in connection with the naming of a worthy rose, or other worth-while plant creation, is well illustrated in the work of the Royal Rosarians, of Portland, Ore. The populace of the city made the occasion a gala day, and devoted themselves, 20,000 strong, to participation in a rose festival at which the Mary Wallace rose, one of Dr. Van Fleet's recent hybrids, was christened. I mention this to show the interest the American people can be stimulated to take in a purely aesthetic horticultural event. Hundreds of other cities in America could and would do what Portland did this year if only the local florists would furnish the motive. It is not necessary that a new rose be named—start a rose festival, a cherry blossom festival, an iris competition, or any one of a hundred other worth-while things that might be mentioned that will add beauty and character to the place you live in, or if you have no higher motive, will add cash to your till. What are we doing in this country to bring about the improvement in plant conditions we all admit is so desirable? I have already mentioned the work of individual nurserymen who are devoting extensive activities to the multiplication of the standard woody ornamental material we have been bringing in from abroad. These growers are well scattered over the United States. Then there is the plant propagator group, whose proposition is to produce baby plants in large numbers and to deal almost exclusively with the trade. There are also the specialists in certain lines, who are assembling superior collections of varieties of plants of a great assortment, including aquatics, herbaceous, perennials, and woody plants. Besides this group there is the individual florist who makes a few crosses with his carnations, roses, chrysanthemums or amaryllis, and from these produces a sort which he handles as a specialty and from which he receives not only the satisfaction of having made a contribution to the horticultural plants of the world, but has also received a due proportion of the people's money. We cannot all be E. Gurney Hills, or Dr. Van Fleets, in the rose world, but we can all make a worth while contribution as we pass.

Besides this great professional class we have another advantage not enjoyed by any other nation of the world in like degree. We have 48 state experiment stations besides the United States Department of Agriculture, in which horticultural work in great variety and magnitude is being carried on. Some contributions of worth have come from these sources and now that the organized industries to which these institutions can render assistance are beginning to look to them for assistance in the solution of the great variety and multiplicity of their problems, there is developing that spirit of co-operation which makes for success. The nurserymen have a real live interest in the national Department of Agriculture because they secured an appropriation to be devoted to the investigation of the problems of plant propagation in their field. This interest should extend to the florists as well, for you are interested in many of the same problems. But you have a separate and distinct group of problems peculiar to the industry you represent, and some of the most important of these you are not in a position to cope with through your commercial and educational organizations. Some of these problems are purely plant problems; some of them are architectural and engineering problems; and some of them are economic in their character. I have reference to the problems of plant feeding in the greenhouse: to house construction, equipment and maintenance; to economical use of fuel, and to rational and profitable utilization of the equipment. In these days of high labor costs, high fuel costs, and high transportation costs, it is more important than ever before that your business be so organized and so managed that you secure the highest possible efficiency. I am wondering if you have ready at hand information on the various factors entering into this equation to enable you to successfully solve it. If not, who is responsible? Have you endeavored through concerted effort to develop an interest in your particular problems? If you have not, you know upon whom the responsibility rests. That group makes most rapid progress that most effectively helps itself.

Rolf Zetlitz, Dayton, O.

Zetlitz's Greenhouses and Flower Stores

Any owner of one large greenhouse plant usually feels satisfied and contented if all plants growing there are doing fine and the trade in general refers to such a place with pride. Rolf Zetlitz, however, formerly of Lima, O., but now located in Dayton, operates seven separate ranges in four different cities, namely, three in the latter city, two in Lima, one in Columbus, and one in Ada, covering approximately 1,000,000 square feet of glass. Mr. Zetlitz is also establishing a chain of retail flower shops, four being now in operation and as many more to follow at an early date. All of his establishments are doing a thriving business.

Roses, for cut flowers, is the company's specialty, and there are 300,000 of the principal varieties now planted for that purpose, with an excellent prospect for the coming season. No expense is spared to obtain results both in the handling and the growing of the stock, and improvements are being constantly made to bring Zetlitz roses to a superior standard. It is the company's ambition to make its roses universally known, as is Lowney's candy or Heinz's pickles; and 20,000 Angelus and the same number of Columbias have been contracted for next season's planting. The shipping facilities of the firm are excellent and two-thirds of the population of the United States can be reached within 24 hours. The crops are so arranged that liberal supplies are available at the holidays, with smaller amounts between seasons. Thus the company has no complaint to make as to the dullness of the season and feels well satisfied with the constantly increasing business.

The cyclamen is another feature with the Rolf Zetlitz Co., which is being grown at its Plant B, Dayton, formerly owned by the Miami Floral Co. Here one can see 50,000 plants of the choicest varieties and in the best of condition, ranging from 3-inch to 7-inch pot plants. Many thousands were shipped from there this summer, some going as far as Montana and New Mexico, and out of this quantity not one complaint has been received. Between 300,000 and 500,000 seeds will be planted for next season at Plant B. Hydrangeas, which are all pot grown, in 4-inch to 8-inch pots, are placed in a large lath house, 50x200 feet, and are doing nicely. Solanums, poinsettias, begonias and ferns are also grown.

Plant A, also of Dayton, and formerly owned by W. G. Matthews, has been remodeled and put into condition as a high-class retail establishment, having the appearance of a conservatory. A refrigeratig machine cools two immense ice boxes in which all cut flowers are hardened before being sent out. Electric lights illuminate the place and customers are served day and night.

The general offices of the company, at Dayton, occupy an entire eight-room dwelling, where a general retail business is conducted, in addition to an up-to-date store in the heart of the city that caters to the transient trade. Three motor trucks are used for delivery purposes and a specially constructed motorcycle for urgent deliv-

CHURCH WEDDING DECORATION.
By the Floral Department of the John A. Salzer Seed Co., La Crosse, Wis.

eries. A recently acquired range, known as Plant C, is producing an excellent grade of sweet peas, snapdragons, freesias and plants requiring a cool temperature, such as calendulas, mignonette, forget-me-nots, etc., and bedding stock in the spring. The Columbus, Ada and Lima plants are conducted on the same principle, the latter establishment having in addition a large landscape department.

The organization seems perfect, with the proper man in charge of each department. To sum it all up, its growth has been marvelous and one can safely predict that within a few years the concern will be one of the largest and most unique in the country.

FRANK C. VIERECK.

Bamboo Banks.

The vice-president of an oriental bank says that the disappearance of so much silver from world circulation can be attributed largely to the wealthy Chinaman's suspicion of modern banking methods. There are a great number of Chinese who possess enormous fortunes and they refuse to entrust the bulk of their wealth to safe-deposit vaults. Rather, they sink large bamboos into the earth and fill these hollow poles with molten silver. As it would take possibly 20 men to excavate and remove his treasure, the Chinaman rests easy, believing his risk of loss to be much less than if his money reposed behind the steel doors of an up-to-date bank or was invested in securities.

CHARLESTON, S. C.—T. T. Bolger, Florist, Inc., was recently incorporated, with a capital of $15,000. The officers are as follows: Daisy C. Bolger, president; C. C. Bolger, vice-president; J. M. Bolger, secretary-treasurer.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Salzer Wedding Decorations.

A very pretty wedding was solemnized November 16 between Miss Ruth Ferndale, daughter of John P. Salzer and wife, of La Crosse, Wis., and Russell Thompson, of the same city, at the Salzer Memorial church. The floral decorations were perhaps the most elaborate ever displayed in La Crosse. The church in which the marriage rites were performed is a memorial to the grandparents of the bride, the late John A. Salzer and wife, the former being the founder of the seed company that now bears his name and of which John P. Salzer is president.

The elaborate home and church decorations were carried in the best style by the John A. Salzer Seed Co.'s floral department.

Next Week in the Flower Shop.

All eyes are now on the Christmas holidays and every effort should be made in the way of preparations, so as to be in the best position to obtain all the trade possible. Various things pertaining to the Christmas work that have been put off from time to time should all be finished this week. Take the time right now and see them through.

Notwithstanding the preparations that are going on, keep the early Christmas stock well displayed; let people know that the Christmas sale is on, from the quantity of stock you have invitingly displayed and ready for their inspection and selection. They are interested in the finished articles and not in their preparations. All kinds of making up should be kept to the back or out of the shop, which is to have a finished, well kept appearance, where the visitor can shop at leisure amongst the choice selected and featured holiday articles.

An extra store or basement in which to keep and handle the Christmas greens will be found a great convenience. All such stock should be kept cool in the original cases, particularly holly, which if subject to drafts soon dries and turns a faded green. Mistletoe also requires careful handling and should be kept in a cool damp place. It is well to set aside a case or two of holly and mark "not to be opened," as there is considerable demand after Christmas when such material is generally out of the market.

SMALL SPRUCE FOR DECORATIVE PURPOSES.

It is none too early to make a display along the front with small tub or pot spruces, which are largely used as centers for the gift table and for decorative purposes about the house and are always in good demand. A few wired at the ends of all the branches with small balls of red immortelles present a gay appearance and sell well.

Look up the stationery, tags, order sheets, customer's cards and envelopes. These have a way of running out at times, just when they are most needed. The tag envelope on which is printed "this envelope contains card to go with," followed by a blank space in which is written the article selected and lines for the address, is a great time saver at holiday periods as the transaction when charged or paid is closed, and without further handling, the article is ready to be wrapped up and sent out.

Delivery cars should be well lined for the protection of plants and cut flowers during transit, to protect them from all danger of frost. Particularly should the bottom of the car which is only an inch in thickness be covered with a number of paddings of newspapers held to a smooth surface by a sheet of linoleum tacked down with a metal strip all around the edges. There should be stoves and fuel to spare, particularly fuel, which if it runs out often causes great delay.

A late circular calling attention to, or featuring a few particular articles as especially suitable for gifts brings the store again to mind and is a good publicity movement. It cannot fail to influence and be of interest to many of those who see it and whose lists may not be fully made out.

MINIATURE BOX TREE.

A good selling feature is the miniature box tree for which there is yet time to make up a few. This little novelty stands from eight inches to one foot in height and from four to six inches in width at the bottom. It is made of selected sprays, the stems of which all reach to and are cut off evenly beneath. This is then placed in a small jar or fancy pot with the hole plugged to hold water. If filled with pebbles the tree will be held much firmer and should be placed so that the foliage just clears the edge of the jar. A few artificial holly berries distributed through the foliage together with a bow of narrow red ribbon stand out brilliantly on the glossy green foliage. In some stores these sell faster than they can be made up and at a very good profit. Jars that have stood around a good while are worked off and altogether it is one of the best selling novelties of the Christmas stock.

Crepe paper pot covers for pots and pans can be made up in advance and further the work considerably when the rush is on. Cut the right lengths for the various sized receptacles; there is not the waste that is unavoidable when hurriedly fitted one at a time. With the edges sewed by hand or on a machine and then crimped they can be packed in a small space and are ready for instant use. There is also great economy in the making of red ribbon bows in cotton, fibre silk or chiffon in advance, from samples carefully measured and figured out for their various purposes. They are then correctly made with exactly the right amount of material. Their cost is known and added to the various articles they decorate when the price tag is attached.

Too much attention cannot be given to the featuring of nearly all the articles in stock. A bunch of cones with a red bow, is at once a finished article, as is a nice bough of holly or a piece of mistletoe. The little basket of dried flowers and prepared grasses must have its red bow and the wreaths of all kinds are not complete without such decoration. Twin bows connected with a strand of their ribbon are especially useful in decorating plants and baskets, one being attached to the cover or basket below while the other finds a conspicuous place in the foliage above. They are often used on baskets, placed diagonally across the handles. All preparatory work of such character rushed to completion this week furnishes stock that is of the greatest assistance when business reaches its greatest volume.

Make a Profit.

There are many florists who from force of circumstances or by choice are pursuing the raising or retailing of plants and flowers as a livelihood. Some are following the business partly from a love for their products, and that while a pleasant occupation it also promises as good a remuneration as anything else in which one invests a like amount of capital. Robert Craig once said the flower business is all right if one just wants an occupation but that it was away down the list as a money getter, so few of the craft ever living in Brown Stone row.

There are, however, numerous examples of men in all branches of the business who with well directed untiring energy along recognized business lines, have attained a measure of success and influence in their community that is highly commendable. Success is not won in a day or a year. It is the accumulation of savings, a little made at a time and put away that lays the foundation for nearly all large fortunes. There must be, however, shrewdness and capable energetic management, for any business to succeed and stand out above others in its line.

Many there are who work very hard week in and week out, but who at the end of the year have little to show above their living expenses. The poor results are laid to this or that cause, high rent, hard times, greater cost of doing business, things not like what they used to be, etc. As a matter of fact in all such cases the fault lies with the management. There is business if they will only go after it, as the volume increases year by year, additions being made to greenhouses and new stores opening up each recurring season, all of which under good and progressive management succeed.

SMALL THINGS COUNT.

"A penny saved is a penny earned," is an old maxim that has been the foundation of many a business success. In every store, first transactions are purchases, and here is where the shrewd buyer begins to make his profit. He should buy imperishable goods in quantity and get the discount, then work to have the cash in hand when this means two or more per cent off. In some lines cash and quantity discounts are their sole source of profit. Keeping in constant touch with the market by frequent visits, makes for opportunities and lowest prices. Good judgment is essential as passé or poor stock is dear at any price, and one must not, even with bargains, overstock, as flowers unsold cut deeply into the profits.

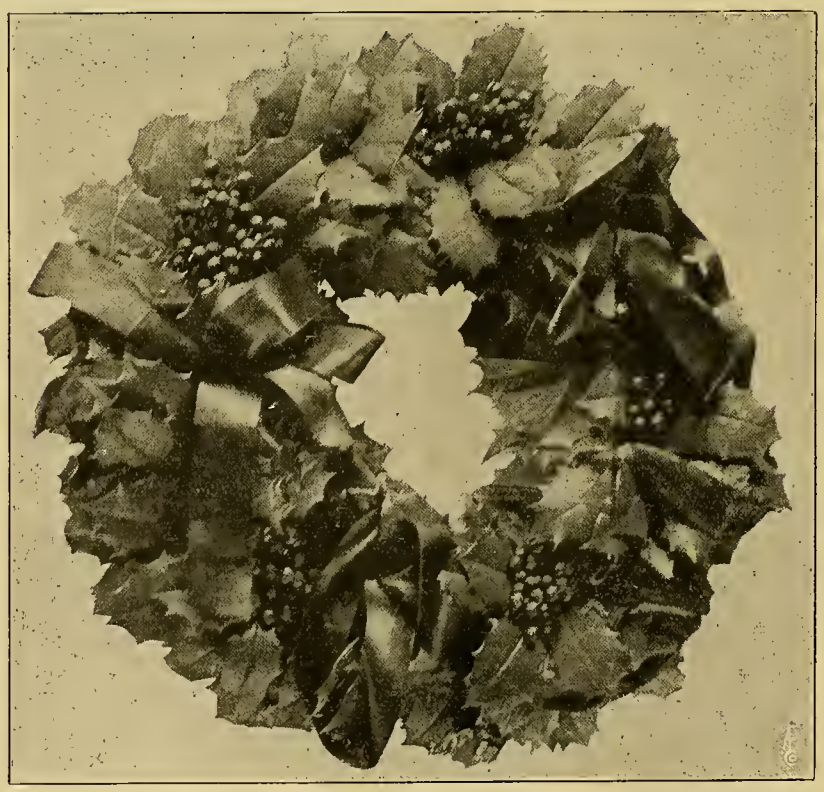
What are profits? Gross profits are the amounts of money earned in the various business transactions, out of which bills of every kind in connection with the running of the establishment must be paid. Therefore, it is important that the most trifling sale shall show its proper margin of profit. How is this to be proved? Buying for five cents and selling for 10 cents looks big, but if the overhead, such as rent, waste stock, bad bills, boxes, paper, delivery and the many other items were put together and this percentage added to the first cost, which is a very easy thing to do, the selling price for the five-cent article would quickly jump from 10 to 12, or perhaps 15 cents and varying with circumstances, much the same increased difference would be maintained in all transactions.

FEW PEOPLE KNOW OPERATING COSTS.

Comparatively few men know the cost of doing business, and they cannot carry on profitably without this knowledge. Rent, salaries, deliveries and every item of expense including salaries for the proprietors and members of their families employed makes up this overhead. If this totaled $5,000, in a business doing $10,000 a year then the overhead would be 100 per cent. If this man bought for five cents and sold for 10 cents he would be simply getting his money back without anything over to lay aside for profit or reserve.

Ask the price; that is the way to gain a profit. It is a mistake to think people will not pay; they will if they can afford it, and if not there should be articles in stock for all purses. A difference of only five per cent gained in every dollar's worth of business means $500 more profit in a $10,000 a year's business, and twice this or 10 per cent is easily possible to the man who will be always on the job with this point in view.

Make a feature of special sales but get a profit. People don't know and will not appreciate things sold at cost. Some strive to gain prestige by such sales but they cannot keep it up and stay in business. Treat your customers so as to earn their confidence. Don't drop your prices to meet a competitor as such unfair competition cannot last. Get ahead of him by your personality, service and quality, and you will win every time. Find out that overhead percentage, add it to the cost, then every one of your transactions will show a profit.



HOLLY WREATH WITH BUNCHES OF BERRIES AND NARROW RIBBONS.

The Retailer's Mission.

All flowers must be sold or finally disposed of through the retailers, which branch of the business caters to the public as does the storekeeper in every other line of trade. Few men not engaged in the occupation realize the difficulties and the detail incident to the handling of this perishable stock. Every tradesman who has enough initiative to go into business is endowed with more or less ambition, and while all feel sure of a certain measure of success, the percentage of those who in the end secure a competence is very small.

This failure to succeed is in the main due to lack of energy and but little knowledge of the fundamental principles of business. The mission of the retailer is to handle and sell plants and cut flowers, not only stock up and have them for sale when called for, or as many appear to think is sufficient, only to purchase stock after it has been ordered, but to carry a generous supply according to the extent of the business, and then proceed to sell the same by featuring and in every way presenting and showing the many uses to which plants and flowers may be put.

The successful retail florist must be aggressive; if trade is not moving as fast as he feels it should, he must early learn that the fault lies within himself, and he must quicken the demand by intensive methods that will attract every possible customer that comes within the range of the store.

In the fall and spring and at other times when there are oversupplies of flowers that can be bought much below ordinary rates, the storekeeper should take advantage of such opportunities, let his patrons know of the bargains that await them and the enjoyment they may have for the time being from beautiful flowers at very small cost. There is nothing that will build up one's trade quicker than these trade opportunities in which the benefit of the low prices is passed on to the public. At all times the proper ratio of profits is to be exacted, while the increased volume of sales will more than make up the small amount of each transaction.

The more flowers that are sold, the more will be sold, and the man who is always offering his customers something new or novel, or whenever possible something at a price concession, will never lack for patronage. The business cannot have too much publicity; nearly every dollar's worth of flowers sold through the various methods of intensive advertising, whether it is in store featuring or display or with printer's ink, is new trade in addition to that already established. Even if it comes from old customers it frequently is incited by the zeal and enterprise of the proprietor to extend and increase his business.

Great quantities of flowers are sold by street men who have no regular trade, but when the market is favorable at week ends and other times of oversupply do not hesitate to lay in large stocks and take chances on their profitable sale and which nearly always materializes. There is no question but that many retailers could largely increase their sales very materially if they would carry more stock and apply such intensive methods as above described. Their mission is to sell flowers, and from the moment the stock is received every possible method of its disposal should be brought into play to help along the prestige and profits of the store.

The resident district florist has an excellent opportunity to handle quantity lots when prices are below ordinary market rates. Hand bills or postcards, together with liberal displays of the stock with prominent price cards, will be sure to keep it moving and at the same time get the whole neighborhood acquainted with his shop and his liberal methods of doing business. There are many to whom this advice is no news at all; they have already seen the light and are profiting by these up-to-date methods. One little success has been followed by another until their store takes on the appearance of the always busy shop, customers continually calling because they always find something to interest them.

This is the secret of the successful store; it is always well stocked with the best the season affords of the stocks suitable for the desired trade, whether the volume be $5,000 or $100,000 a year. It then makes its best bid for whatever business there is in sight, pushing and forging ahead to the best of its ability, always ready for every opportunity that presents itself and opening up new avenues by means of which the trade is increased.

OTAHEITE ORANGES FOR CHRISTMAS.

Familiar With Scripture.

The squire (to his gardener)—"I wonder, John, that you don't get married. You know that the first gardener who ever lived had a wife."

John—"Yes, sir; but you'll remember that he did not keep his job long after he had her."

ROANOKE, VA.—F. Fallon is advertising telegraph service in a novel way by placing a placard in the Western Union Telegraph Co. window, opposite his retail flower shop, announcing F. T. D. service. The card is held in place by wires, which are attached to two glass tubes, on either side, containing flowers, the whole presenting a unique and artistic effect.

PLANT NOTES.

Lilies.

The lily bulbs will soon be here and preparations should be made to handle them immediately upon their arrival. There is no time to waste in order to have this crop in the best of shape for Easter, especially with the bulbs that are imported from Japan. Whichever way the bulbs are to grow, whether in 4-inch or 6-inch pots, it is necessary to have pots enough on hand to pot them all up at once, and a pile of good, rich soil all ready, so that there will be no delay. The rapid potting of these bulbs by some growers is done as follows: The 6-inch pots are placed touching each other and then filled about half full of soil; the bulbs are then placed on the soil and the pot filled in nearly to the top and watered. This can be done in this manner very rapidly and there is but very little handling of either the pots or bulbs. After the bulbs are in the pots they should be buried outside until good, strong root growth has taken place; the success or failure of the crop will mainly depend on having the bulbs make good roots early. A frame that can be covered during excessive wet weather is the best place for these plants until they are brought into the houses. If the weather becomes very cold and severe the frames should be covered with sash or the beds have straw or some other protec-

tion thrown over them. If kept cool the bulbs will make strong roots before the top starts to grow, yet the ground over them should not be allowed to freeze or damage will be done. The giganteums for Christmas should now be growing nicely and the buds should show about November 10. If they do not appear by that time a little extra heat will be necessary to have them in on time.

Ardisias.

The berries of the ardisias should now be turning a bright red and the foliage taking on that beautiful glossy appearance which makes this plant so popular at the holidays. Where these plants are grown in great heat the berries do not color as brightly, and the leaves lack that thick, leathery texture and glossy appearance, and the plants are not so satisfactory in the houses. They also chill very easily, and if this happens the berries drop off. It is much better to finish them from this time on in a bright, sunny house, with good ventilation; this will tend to color up the fruit and give the plants a much healthier appearance, and they will prove more satisfactory. We have seen these plants, where grown cool and not forced, hold their berries until the next year's crop was borne. Keep a sharp lookout for scale on ardisias; they quickly get covered with the brown scale unless carefully watched, and when these insects appear, constant washing is the great remedy. Clean off the first that appear. "An ounce of prevention is worth a pound of cure."

Primulas.

As fast as the primroses grow, space them out so that there is a good distance between each plant, and so that the leaves do not touch, allowing room between the plants for a free circulation of air. If the plants are placed on a bench with a front and back board, place boards across and set the plants on these or stand the pots on inverted pots so as to bring them up into the air. Take care in watering not to wet the foliage more than necessary, or the leaves will be spotted. Many good primulas are ruined by being overcrowded and the foliage allowed to remain damp. If the plants are not going to be in flower for the holidays they can be placed in a temperature of 60° at night for a short time, which will rapidly bring them along, but do not attempt a higher temperature than that, nor for any great length of time. These plants are cold-loving subjects and are more satisfactory in a house that never goes above 50° at night. Primula obconica is now blooming freely and can be kept in bloom until spring if grown cool. These plants are particularly useful in filling Christmas baskets. Care must be taken in the handling of these plants by persons, who are at all subject to poisoning, from coming in contact with this, rhus, or other poisonous plants, for they sometimes cause a very troublesome and irritating eruption of the skin.

Catch Crops.

With the close competition that the greenhouse man is up against at the present day it does not pay to have any of the bench room idle, or if a crop shows that it is not going to succeed and be remunerative it had better be thrown out and the room occupied by something that will pay. The several different plants and flowers have their seasons, and when they are done a succeeding crop should be all ready prepared to take their place. It therefore pays to have some catch crop ready in cases of this kind. There are many annuals that can be grown and carried along in small pots and if not used and eventually discarded the loss is small. These, if planted out in the benches, will bloom in the early spring and give a very welcome variety to the flowers of that season. There are many flowers grown today that were first grown as catch crops, such as the antirrhinum. Among others which might be grown this way are the centaureas, either bachelor's buttons or sweet sultans, nasturtiums, lupines, calendulas, eschscholtzias, salpiglossis, schizanthus, stocks and others. There are also many of the early blooming perennials which can be lifted and heeled in where they can be easily obtained during the winter and transplanted to the greenhouse. Among these are Coreopsis lanceolata, Aquilegia cœrulea, gaillardias, heuleeras, sweet william, and others which the grower has in stock. A dealer will always find customers who appreciate these flowers, which are often not seen during the winter months, and by having the stock of a few of these odd things, one can often plant out a section of a bench that otherwise would not be returning any revenue, and thereby prevent loss.

National Association of Gardeners.

The National Association of Gardeners held a meeting at Boston, Mass., November 30, President Craig in the chair. It was voted to hold the national convention in Boston, next summer, the date to be not later than September 15. Committees were appointed to arrange for banquets and other features and a four day programme was decided upon, the first two to be given over to business and lectures and the last two days for visits to the estates north of Boston and South Lancaster, Mass. E. F. S.

PONCA, OKLA.—Z. B. Higdon will erect a greenhouse on his property here in the near future.

LIMA, O.—John S. Allgier expects to open a retail establishment in the near future, to be known as the Colonial Flower Store, at 140 West High street. Mr. Allgier was associated with E. N. Zetlitz, of this city, for six years.

THE ROSE.

Roses From Cuttings.

ED. AMERICAN FLORIST:

In the growing of young roses from cuttings is it right to encourage every bit of growth and to keep all flowers off same? I have 1,000 plants benched and they are growing like weeds, but the growth seems weakly and of the spray order. The foliage is a dense green. The soil is the best obtainable but is light in texture.

South Carolina. A. W. W.

In regard to the handling of roses from cuttings, this is a little difficult to answer, not knowing the variety in question, but it would seem that if these plants are growing like weeds that the most advisable thing to do would be to select six or seven of the leading shoots and allow them to come on making late growth, and gradually trim out some of the weak spindly growth, as this would seem to indicate a condition of blind wood. By pinching and gradually building up the plants you would soon get your plants into first-class condition. We would advise keeping off all the flowers until the plants reach a more advanced growth, and by all means build the plants up as heavy as possible before the winter weather sets in.

E. G. H.

Chestnut Hill, Pa., Rose Growers.

Perhaps in no branch of the growing of cut flowers has there been a greater evolution than in the production of roses, which in the past few years, due to the introduction of the Hill varieties, Columbia and Premier, which in productiveness and size of flowers were so far ahead of any existing sorts as to outclass them entirely. Then came Butterfly, a Hill sport from Ophelia, which had so many advantages over that justly famous variety that it has been adopted by most growers in preference. Until the introduction of these new kinds, it was the practice to rest the rose houses during the months of July and August, drying off and cutting back the plants

PRIMULA OBCONICA IN 5-INCH POT.

to strengthen them for the winter campaign. There was no business anyhow in summer and nothing was lost by this shutting down as it were, of the houses for this period.

It appears now that growers are finding out that roses do not need this rest and are not benefited, in fact, the newer sorts give better results with continuous growth, and best of all, they find there is a demand for summer roses, particularly for any that show quality, and while prices are nothing like those of winter, neither are the costs, while there is practically no limit to the production. These facts were verified by a recent visit to that famous rose growing center, Chestnut Hill, Pa., where the American Beauty has held sway for so long. It is passing, however, as the planting this season has been cut almost 50 per cent.

Myers & Samtman, who force nearly 100,000 plants of leading varieties, of which up to this year, American Beauty numbered 60,000, now have a little over 40,000 of this old favorite. Columbia, Premier and Butterfly have filled the empty space and also a number of the other ranges. Sunburst is still a favorite, several houses being planted to this variety. A trial is being given to the new rose, American Legion, which is a wonderfully strong grower and great producer. Flowers of this variety brought 10 cents the past summer when Columbias of the same grade were returned unsold. In color it is a deep pink, almost red; in fact, will pass for red when this is scarce in the market. Both Columbia and Premier have been wonderful producers here, a pink sport of the latter, about the color of a bright Ophelia, which originated here, is thought well of. Butterfly, tried for the first time the past season, quickly won favor and has been found a splendid summer producer, paying 44 cents a plant in July.

Martin Samtman, the superintendent and grower, has found that plants do just as well, or even better if kept growing, than when cut back and given a rest, the only restraint being a pinch now and then as desired to add strength to the plants. As to drying them off they will get dry in spite of you, which seems to give all the check necessary. The American Beauties here are in splendid condition. The first houses were planted the last of May and then on to the first of August before all were in. None are kept over, young plants being set in fresh soil each season. All other varieties had just been given a top dressing of some two inches of good compost and later would be given manure as found necessary. In handling roses for packing, all are carefully graded and tied in bunches of 25, then a strip of medium heavy waxed paper, eight inches wide, is tied around the buds, holding them firmly, but not so tight as to bruise. This projects two inches beyond the flowers and is a protection to their tender points. Their shipments are frequently for long distances and customers say that buds arrive in better condition than by the old layer system, when they were packed singly in rows. A new ash remover worked by electric power is being installed. This will raise a ton at a time and convey it to an outside surface bin, thereby greatly relieving the work of the firemen.

JARDINIERE BOX OF POINSETTIAS, GLORY FERN AND DRACAENAS.

George Burton's large ranges hard by were found to be filled with stock in splendid condition. The American Beauty, which at one time was the leading rose here, has been cut down from 50,000 to less than 15,000, Columbia, Premier, Mrs. Chas. Russell and Butterfly taking its place. Mr. Burton has also found it better to keep the roses going ahead, the summer crops finding a fair market and producing very good returns. The plants appear to be benefited, apparently requiring no rest. A pinching at times, as necessary, gave added strength and growth with an improved quality of flowers. All first shoots of Mrs. Chas. Russell were given one pinch during the summer which greatly added to the strength and body of the plants. Columbia, in for three years, going continuously all that time, has produced wonderfully, the difficulty now being that the plants are getting too near the glass. They had just finished a good dressing of compost to a number of the houses and manure to others, while at the old ranges across Willow Grove avenue ground bone was being freely used.

The adjoining establishment of Alfred Burton is devoted to American Beauty and Mrs. Chas. Russell, both of which varieties are seen at their best. It would be hard to find a better looking lot of these two standard favorites. As far as returns for the past year compared with added costs of production, the results by all three firms were said to be very satisfactory and the prospects for the coming season encouraging.

Old Favorites and Roses of Today.

Ever since Mrs. Charles Russell has been successfully grown, the demand for more double roses of this type, with their half-bloom, large sized flowers, has increased, until they form the bulk of the stock. Killarney, and its various sports, that held first place so long, with the exception of Single and Double White, are almost out of the market, the advent of Ophella and its seedlings, Columbia, and later, Premier, giving them the final blow. It is not that Killarney is not as beautiful as ever; it did not change, but as Budlong said: "We rose growers must keep our fingers on the public pulse and be prepared to meet the vagaries

JARDINIERE BOX FILLED WITH CELESTIAL PEPPERS.

of the market. The fact that Killarney was such a poor summer rose was always against it, while Russell proved its worth in hot weather. This, as much as any other cause, led finally to the downfall of the Killarney."

Years ago, growers or introducers of new varieties bitterly denounced the retailers for not accepting or pushing their new sorts. It was a groundless charge, as every new variety of merit, of which the flowers came up to standard of the then best in commerce, was sure of a market. The Perle, La France, Bride and Bridesmaid were all famous market varieties. The Bennet, which Chas. Evans brought from England at a cost of $5,000, though largely oversold, proved a failure, while the small-flowered red, Meteor, became the most popular of its color.

The American Beauty, famous as soon as it was understood by the growers, is still queen of the forcing roses, although not so generally grown, mainly because its profitable flowering season is so short, and the newer forcing varieties are rapidly getting up to it in size and length of stems. Liberty settled Meteor, and was in turn ousted by Richmond, which has been succeeded in a number of localities by Milady. My Maryland came in with Killarney, and will remain standard it is thought for many years. Hadley, while difficult to grow, is now the high class red rose and is a favorite on many lists. Hoosier Beauty was also a good red variety.

Mrs. Shawyer proved its worth, and while tabooed on account of its tendency to mildew, is successfully grown in certain localities. Mrs. Aaron Ward and Sunburst are two good varieties that are still both popular with the public, and profitable as well to the grower.

Next to the Killarney, no rose jumped at once into popular favor, or has been more generally grown than Ophelia. Prima Donna has been successfully grown but is not considered as good as Russell. Columbia has been a great success with all growers, who also speak loudly in its favor in their early experience with Premier. Red and Pink Radiance, which are standard varieties from Baltimore south, must not be forgotten.

Victoria, formerly Kaiserin, is said by Wm. H. Eliot to be his best bread winner, and is still grown by a number of the old school from Easter until after Thanksgiving. The standard white roses grown everywhere are Single and Double White Killarney. Irish Fireflame and other single roses have a place, while little Sweetheart or Cecile Brunner is one of the best all year-round sorts. Francis Scott Key and Mock are important varieties, but require skillful treatment and seasonable temperature for best results.

New Roses in the West.

Considerable interest is being shown in the new roses to be offered to the trade. Montgomery's new rose, Priscilla, which is being introduced by A. N. Pierson, Inc., of Cromwell, Conn.; Legion and a number of other seedlings developed by Edw. Towill, Roslyn, Pa., and Angelus, the new white rose Fred H. Lemon & Co., of Richmond, Ind., are offering to the trade this year, are on trial at the Miller Floral Co.'s greenhouses, Farmington, Utah. These plants were received from the raisers last spring and are now flowering. The fact that these new roses can be seen in this section of the country should be of especial interest to the florists of the inter-mountain west.

The Miller Floral Co. also has on exhibition some of its own two-year-old seedlings, which show much promise of replacing some of the standard commercial kinds now grown. Chief among these are a white seedling, being a cross between Ophelia and Dr. Smith, which, with its long, leathery foliage, long buds and snow white petals, is very attractive. A red seedling of Ophelia and Hoosier, showing beautifully the color characteristics of the latter, but resembling Ophelia in color of foliage and strong heavy growth of plant; and a pink seedling of Ophelia parentage, resembling Columbia in many respects, especially in its free growth. It is slightly darker in color, but unlike Columbia, the buds are perfect in shape. This firm has a number of other seedlings in first and second year growth, which they are watching very closely.

These seedlings are apparently free from mildew, blackspot, and other common diseases of the rose, and represent a very fine assortment of new roses, and are worthy of a visit from any rose grower or florist who desires to see these roses in flower and in different stages of growth.

J. W. W.

Government Chrysanthemums.

A number of promising and unusual chrysanthemum seedlings were exhibited for the first time at the twentieth annual chrysanthemum show held by the United States Department of Agriculture, November 2-11, at Washington, D. C. Several of those with large blooms grown with one flower on a tall stalk were named by Mrs. Wallace during the show. Mrs. Harding was a deep lavender bloom, while Secretary Wallace was bronze, red, and yellow. Mrs. Henry C. Wallace was named by the secretary from this year's seedlings, a conspicuous dark lavender with purple-backed petals. Titian Tints was an exquisite small bush or pompon type named by Mrs. Wallace, and Josephine Wallace was a bronze yellow pompon of delicate formation.

Outstanding among the 50 or more varieties of Japanese chrysanthemums which were grown from very small plants imported last February, was Skikishima, a large flattish head of pale lavender on a well-developed bush. Although the Japanese prefer to grow their chrysanthemums to get the effect of the entire bush, this plant especially seems to offer possibilities for development in the American single-stem fashion.

Many of the Japanese flowers, with their characteristic quill-like petals, sprawley heads, and loose arrangement on the bush, are yellow in tone, though two colors are usual. Kaka-no-sui has magenta petals with a pinkish-white reverse side. Kabatama is reddish yellow. Matsu-no-tsuru shades from pale pink to yellow white. Hatsuhinode has large loose yellow petals.

The Chinese seedlings shown in considerable number were white, white and lavender, white and pale yellow, yellow, and delicately pink. Most of them had flat petals curling toward a distinctly defined center; some were of the daisy type, both white and lavender-pink, with yellow centers. They were easily distinguishable from the Japanese plants. These Chinese seedlings were all grown from seeds bought in January, 1921.

Of interest in connection with the exhibit of Chinese seedlings is a request from the University of Nanking for the exchange of some domestic chrysanthemum plants with China. After the department has selected the stock it desires to use for another year, including certain plants which will be tested out-of-doors at the Arlington experimental farm, near Washington, suitable and representative stock will be sent to China.

The chrysanthemums exhibited by the department were raised in greenhouses. The future of the interesting Japanese varieties cannot be foretold. In developing plants for hardiness it will be necessary to select the earlier blooming varieties which will mature before the short northern summer is over.

Outdoor chrysanthemums have long been popular and suitable for home growing in the latitude of Washington, D. C., and farther south, but there are very few kinds that will resist the dry cold of the northeastern and middlewestern states. Out of 11,000 plants that have been tested within the past five years, only about 65 varieties still offer possibilities as sufficiently early and hardy. These are chiefly the garden type of bush or pompons.

Among the tall single stemmed plants which attracted attention at the show were two varieties named for General Pershing, one of which was English, and Vermont, a large pale pinkish lavender. Josephine Byrnes, while not new this year, held a place of distinction with its dahlia-red blooms among the yellow and white bush and pompon chrysanthemums on the side benches.

San Francisco.

EXCELLENT THANKSGIVING TRADE.

Thanksgiving Day business is reported as being entirely satisfactory. It fell somewhat short of last year, but this was expected by the trade. The supply of stock was very short and prices advanced all along the line, in some instances, over 100 per cent and all available cut flowers were disposed of. Roses were of better quality for the holiday than they have been for some time. Premier lead as the highest priced kind, bringing $8 to $10 per bunch for the best grade. Mrs. Chas. Russell and Columbia sold at $6 to $8 per bunch. A strong demand developed for Hadley, with Mrs. Aaron Ward, Ophelia and Butterfly following. Carnations advanced $4 per 100, with red varieties selling out quickly. Laddie was in short supply, bringing $10 to $12. Little change was noted in the price of chrysanthemums. Helen Frick was the best pink, Noonin the leading white and Colonel Appleton, the best in yellow. Small Chinese grown chrysanthemums brought $5 to $6 per bunch and all offerings sold well. Singles and pompons enjoyed a fine demand at advancing figures. There was a moderate supply of cut sprays of Erica Melanthera. Violets remained firm in price, bringing 50 cents to $1 per bunch, according to quality. Cattleyas were very scarce and brought fancy prices, which was also the case of gardenias. Very little outdoor stock was offered. Flowering plants were in fair supply and sold well. Cyclamen plants were popular. Baskets featuring poinsettias seemed to be the most popular. Large costly baskets of made up stock moved slowly, the call being for the moderate priced kinds. Nephrolepis was seen in variety and no trouble was experienced in moving it. Cut poinsettias arrived a few days previous to the holiday, but were hard to sell. A generous supply of California red berries was offered and sold remarkably well, the average price being $20 per ton. There was little call for wreaths. A heavy out-of-town demand developed for Thanksgiving, and some difficulty was experienced in securing enough stock to fill orders. There is a fine cut of freesias on the market, which is in good demand. Ferns and asparagus are good property at the present time. The principal stocks, excepting chrysanthemums, are now back to the pre-holiday price basis. Oregon mistletoe is in poor demand at 30 cents per pound and holly from the same state is on the way.

NOTES.

The Eric James greenhouses, Elmhurst, are in splendid condition. Well grown cyclamen occupy several houses and begonias occupy three. Poinsettias and ericas are also features. Glory of Noordrecht fern is in splendid condition for the holidays. Cibotiums, in various sizes are specialties. The greater output of the plant has been sold and will be shipped early in December.

The Thanksgiving windows of the Art Floral Co. attracted much attention. Baskets, cleverly cut from pumpkins of vari-

ous sizes, were filled with seasonable flowers and fruits and proved very popular with the firm's trade. Manager P. V. Matraia expressed satisfaction over the amount of business transacted for the occasion.

The law passed by the last state legislature, making it a misdemeanor to cut branches of the California red berried shrub on public lands or private property, without the consent of the owners, has greatly diminished the supply of this stock.

An interesting meeting of the Dahlia Society of California was held in the Palace hotel recently. There was a large attendance on hand to see the splendid motion pictures of the dahlia, which was arranged by Secretary Frank C. Burns.

Superintendent Holmes, of the E. W. McLellan Co.'s greenhouses, Burlingame, is sending a nice cut of roses to the firm's store, on Bush street. Mr. McLelland says the call for this flower is so strong that their capacity is heavily taxed.

The Retail Florists' Association held its last meeting of the year, December 7, at the Wholesale Co-Operative market. President Albert O. Stein presented working plans for the betterment of the trade for the coming year.

F. Gonzales, 700 Crescent avenue, is disposing of a fine cut of Erica Melanthera and will have a supply throughout the season. He is putting the finishing touches on his pot grown ericas for the holiday trade.

Victor Ferrari, of Ferrari Bros., states that his firm is unable to supply the call for cattleyas or gardenias. They have a fine, large cut of lily of the valley and the rose houses are producing heavily.

H. Plath, proprietor of the Ferneries, says that ferns and foliage plants will be a large factor in the Christmas trade, judging by the orders being received by him. He has a very large stock.

A fine appearance was noted at the store of Podesta & Baldocchi, Thanksgiving week. The remodeled store is now one of the best equipped and elaborately fitted in the city.

C. Hestani, proprietor of the Geneva Nursery, will have a large stock of pot plants for the Christmas holidays. He is an extensive grower of adiantums and asparagus. JAMES T. LYNCH.

Rochester, N. Y.

TRADE BACK TO PRE-HOLIDAY DULLNESS

Since Thanksgiving, business has been dull. For the holiday there was considerable stock on hand, which sold at satisfactory prices. Chrysanthemums, carnations and plants such as Jerusalem cherry, begonia, cyclamen and primrose were the leaders. The quality of cattleyas and violets was excellent.

NOTES.

The Rochester Rose Society held a meeting at the Chamber of Commerce, November 25, a feature of the session being an address on "Rose Gardens," by Alding De Forrest.

A good holiday business was experienced by the Rochester Floral Co. M. Fitzpatrick has returned from Buffalo, N. Y., and is now with the firm again.

The chrysanthemum show of the Lamberton conservatory, Highland Park, was fully up to the excellence of former years. A good attendance was noted.

J. B. Keller & Sons, reported a good Thanksgiving trade and are now busy with the Christmas decorations for their various stores.

Geo. Keller, of Mount Hope avenue, is cutting some fine Wilcox pompon chrysanthemums and yellow and white chrysanthemums.

Geo. T. Boucher is showing some exceptional baskets of statice, helichrysums, gypophillas and pussy willows.

Hugo Teute sold a fine lot of Yellow and White Turner chrysanthemums for the Thanksgiving trade.

Some excellent cyclamens are being shipped to this city by Ringdahl, a grower of Rome, N. Y.

Wm. Brooks, formerly with Geo. T. Boucher, has entered the employ of Felix Alberts.

Horace J. Head has returned from a business trip. CHESTER.

Providence, R. I.

MARKET RATHER QUIET.

The market the past week has been rather quiet, with plenty of stock coming in, but the sales are few and far between. Carnations are a good seller, as are roses, although the prices on this stock advanced several times in the past few days. Chrysanthemums are still with us except the larger ones. Violets are good and sell well. Orchids are having their call every day. Lots of small flowers are making an appearance, such as calendulas, daisies, marguerites, forget-me-nots and pansies, and sell well. Sweet peas are scarce, and have no demand. Lily of the valley is more than equal to the call and Easter and Calla lilies are short. Boxwood is arriving in liberal quantities, and Paper white narcissi are sufficient for all pur-White narcissi are sufficient for all pur-here is coming from the south, although several of the growers will soon be cutting excellent A. plumosa and sprengeri.

The Late M. A. Patten.

NOTES.

Joseph Koppleman has moved his wholesale department from the second to the ground floor of his building on Custom House street. While the major part of his stock will be on the ground floor, he will still use the upper floor to some extent. The shop has a good frontage and an unusual depth, and should be a great success.

Max Villers, formerly with Johnson Bros. is now with the Joseph Koppleman Co. as manager of its supplies department, and has the whole of southern New England for his territory.

Christmas is in minds of all the florists now and every one is working hard to make the holiday a profitable one.

John Rothe has opened a store on Broad street and has made it very attractive.

One of our florists sent a Portland, Me. florist telegraph orders totaling over $125 recently.

A. J. Johnson has some very excellent begonias at his Broad street greenhouses. H. A. T.

OBITUARY.

Marcellus A. Patten.

Marcellus A. Patten, former head of M. A. Patten & Co., Tewksbury, Mass., and ex-president of the American Carnation Society, died at Lakeland, Fla., December 5, where he had resided the past two years. Mr. Patten was born at Lowell, Mass., December 4, 1849, and at the age of 21 founded the firm of Patten & Co., that city, where he conducted greenhouses and a retail flower shop for 25 years. In 1887 he moved to the neighboring city of Tewksbury, where with his two sons he soon developed a fine growing business, specializing in carnations. A crimson carnation, Princess Dagmar, brought out by Mr. Patten in 1913, gained considerable prominence.

Mr. Patten was an early member of the Society of American Florists, joining that organization in 1886, and was a member of the American Carnation Society, since 1898, serving as its president in 1908. He was also identified with the Massachusetts Horticultural Society and many other trade and fraternal bodies.

Due to failing health Mr. Patten retired from active participation in business in 1919 and since that time resided in Florida. The funeral services were held at Tewksbury, Mass., December 8.

William B. King.

William B. King died suddenly of apoplexy in Brooklyn, N. Y., December 1, age 55 years. He was born at Chester, Orange county, N. Y., and is said to have been associated with his father in the seed trade there. Afterward Mr. King made his home at 736 St. John's place, Brooklyn. He is survived by his widow, Mrs. Mabel S. King, and one son, Schuyler King.

Mrs. Alice Lee Abernethy.

Mrs. Alice Lee Abernethy died at her home in Chicago, December 1, where she had resided with her family for many years. She is survived by her husband, John Abernethy, recently gardener for A. J. Lichtstern, of Glencoe, Ill., four sons, John S., William J., Lester A., and Richard and a daughter, Vera Abernethy. The funeral services were held at Lakeside, Mich., December 4.

ROCHESTER, N. Y.—George T. Boucher is erecting a range of five houses on a tract of land comprising seven acres.

WALKERVILLE, ONT.—Miss Louise Bamford, of the Windsor Flower Shop, has opened a store at 20 Wyandotte street.

DALTON, MASS.—Turner & Tillotson is the name of a new partnership firm, recently formed here, ferns being the specialty.

MOULTIER, GA.—The Moultier Floral & Greenhouse Co. sustained a severe loss recently, when its 10,000-gallon water tank was wrecked by dynamite, motive unknown.

OKLAHOMA CITY, OKLA.—Furrow & Co. will move its headquarters from Guthrie, Okla., to this city in the near future. The concern recently increased its capital from $15,000 to $100,000.

MINNEAPOLIS, MINN.—The Minnesota State Florists' Association will hold a meeting in the Court house, December 15, and will include addresses by the following: "How to Water Plants," by Hans Rosacker, this city; "Ten Good House Plants and Their Care," by James Souden, St. Paul, and "Plant Insects and Methods of Combating Them," by Prof. A. G. Ruggles, University of Minnesota farm.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.50 a year; Canada $2.50; Europe and Countries in Postal Union, $3.00.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

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THE advance inquiry for holiday plant stock is reported good.

PANSIES were in bloom outdoors at Spring Grove, Ill., and Gary, Ind., produced strawberries this month.

DAILY paper reports of failure of the crop of holly berries, seem as usual with that class of journals, quite contrary to the facts.

THE Union Pacific railroad system has decided to begin conferences with employes December 31, on the question of lower wages.

Correction.

In the advertisement of Bishop, the Bird and Goldfish Man, Baltimore, Md., issue of December 3, page 980, in his gallon globe and goldfish offer, lower right hand corner of the advertisement, the price is given as $6.90 when it should have been $9.60.

Holiday Prices.

The prices of general holiday merchandise in many lines at some leading centers are noticeably lower than last year and flower and plant dealers would therefore do well in the matter of prices to be guided by the general conditions prevailing in their various localities.

American Carnation Society.

DEPARTMENT OF PLANT REGISTRATION.

The following plants have been offered for registration by A. Jablonsky, Olivette, Mo.:

Betty Jane.—Parentage, White Wonder x Mrs. C. W. Ward; color, Ward pink; size, 3¼ inches and up. Early, free and continuous bloomer; easy to propagate and grow. Few splits. The best we ever had in this class.

Olivette.—Parentage, White Enchantress x Beacon; color, white, with pink stripes and markings; size, 3¼ inches and over; beacon habit, but no splits. Not quite so early, but continuous bloomer throughout the season. The best we ever had in this class. Grows well in the field.

A. F. J. BAUR, Sec'y.

Society of American Florists.

DEPARTMENT OF PLANT REGISTRATION.

Public notice is hereby given that the Julius Roehrs Co. of Rutherford, N. J., offers for registration the plants described below. Any person objecting to the registration of these plants or to the use of the proposed names is requested to communicate with the undersigned at once. Failing to receive objection to the registration the same will be made three weeks from December 2.

Cattleya Memoria Roehrs-Lowe.—Parentage, Cattleya Prince Edward x Cattleya aurea; description, sepals and petals, pale ochre salmon; lip, bright aster purple crested white; throat, deep brown veined golden yellow; habit, strong grower, single leaf very broad.

Laelia-Cattleya Mount Brilliant.—Parentage, L. C. Luminosa x L. C. Golden Oriole; description, sepals and petals, citron yellow; lip, Scofield purple, edge fringed white; throat, striped golden yellow; habit, strong grower, single leaf long and thin.

JOHN YOUNG, Sec'y.

Co-Operation Remedy for Oversupply.

The recent overstocked market which was prevalent in nearly all the large centers of the country clearly emphasized the necessity for a hearty co-operation between grower and retailer. There should be a system for handling flowers in quantity at all such times of overproduction, in which everyone must help as well as take an equal risk.

Weather conditions influence the market to a far greater extent than many who have not looked into the subject believe possible. An unseasonable rise in temperature will force the stock along in spite of all the growers' efforts to retard it, and there is nothing for him to do but send it to market. The wholesaler must receive and dispose of it as best he may. Now comes the retailer or final distributor, who, as a rule, buys only for his immediate needs. The stock to be moved is two or three times the normal capacity; the storekeeper balks; he cannot double or triple his demand overnight, and right here is where the other two factors must meet to form a perfect triangle by so increasing the retailer's demand through well arranged publicity that he will be protected against loss.

EMERGENCY SALES QUICKLY ARRANGED

In these days of quick action such emergency sales could be arranged for over night, the capital necessary coming from a fund provided for by a light tax on all the grower's returns throughout the year. There is nothing chimerical about this plan; it is intensely practical. Mothers' Day, with its beautiful sentiment, has only made progress as a floral holiday in communities where it has been exploited through the newspapers by the coöperative efforts of wideawake members of the trade.

Publicity, with all branches of the trade coöperating, is the practical way to move the surplus and at the same time increase the love for flowers, by getting them into the hands of new buyers, people who otherwise would have been able to enjoy them.

The retailer, who took advantage of market conditions the past month to exploit and sell flowers at popular prices, gave his business a boost and impetus that resulted in many new customers and a splendid start for the coming season.

The coming holiday will amply repay all the efforts made for it in increased business. Well selected up-to-date stock, the best in the various lines the market affords, together with the store's specialties, all so well featured and displayed as to be sure to attract attention, will not only bring early results but keep up the interest until the last minute.

Flowers are now back to pre-war prices, and economies in every line of production should be rigidly enforced. Quality in the various grades is most important in order that all stock shall be salable, for flowers, like money, are only at par when their high grade is apparent.

Special Delivery Packages.

Officials of the Postoffice Department apparently are beset with the idea that they are placed in charge of a big, individual concern, with implied instructions that they are to show a profit at any sacrifice and lose sight of the fact that the principal demand of the American people is service and not that the department shall be made to pay, according to the Macon, Ga. Daily News.

Second Assistant Postmaster General Shaugnessy recently appeared before the committee of postoffices and post roads to advocate a measure that will take away the special delivery privilege from parcel post matter, announcement of which appeared in the different departments of our issue of November 26. This committee has rendered a favorable report on the bill known as H. R. 8441, which will come up for action soon after December 5, when the sixty-seventh congress convened in regular session.

The special delivery feature is of particular value in the shipment of perishable commodities and florists, seedsmen and nurserymen have taken up the matter with much vigor. W. F. Gude, of Washington, D. C., representative of the Society of American Florists at the national capital, in a recent interview with Mr. Shaugnessy relative to exempting the application of the bill to perishable articles that require speedy handling, such as flowers, plants, farm products, etc., reported him as saying that many shipments of special delivery matter were being handled by the department in carload and part carload quantities and the special delivery stamp meant little in forwarding the shipments, as they were unloaded as rapidly as possible and sent to the consignee. In view of the present service the department was collecting the special fee under a misapprehension, he said. In conclusion, Mr. Shaugnessy stated that the special delivery service for first class mail was being considerably hampered and disorganized by postmasters attempting to take care of package shipments in a special way and that the aim of the department was to make the special delivery service a real service and confine it entirely to first class mail.

Dan C. Horgan, a florist of Macon, Ga., has taken the view that the trade would gladly pay five cents more, or a total of 15 cents for the continuance of the special service for parcel post packages.

Florists, seedsmen and nurserymen are urged to communicate with their congressmen at once, protesting against the provision of the new bill.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in officers and time, date and place of meeting.]

Baltimore, Md., December 12, 8. p. m.—Gardeners' and Florists' Club of Baltimore, at Royal Arcanum. Robt. T. Paterson, 934 East Preston street, Baltimore, secretary.

Boston, Mass., December 13, 8 p. m.—Florists' Association of Boston at the Parker house. W. J. Thurston, Boston, secretary.

Cincinnati, O., December 12, 8 p. m.—Cincinnati Florists' Society at 532 Race street. Alex. Ostendarpt, 14 East Third street, Cincinnati, secretary.

Des Moines, Ia., 6:30 p. m.—Des Moines Floral Arts Club. L. E. Foglesong, Des Moines, secretary.

Detroit, Mich., December 14, 8 p. m.—Detroit Florists' Club at Hotel Statler. Peter Reuss, Detroit, secretary.

Hartford, Conn., December 13, 8 p. m.—Hartford Florists' Club. Geo. Marchant, 13 Huntington street, Hartford, secretary.

Helena, Mont., December 17, 8 p. m.—Florists' and Nurserymen's Association of Montana. E. A. Calmettes, Helena, secretary.

Knoxville, Tenn., December 13, 7:30 p. m.—Knoxville Florists' Society at stores of various members. R. E. Mapes, Box 116, Knoxville, secretary.

Lake Geneva, Wis., December 17, 8 p. m.—Lake Geneva Gardeners' and Foremen's Association. Wm. McKinnon, Lake Geneva, secretary.

Lancaster, Pa., December 15, 7:30 p. m.—Lancaster County Florists' Association at Chamber of Commerce. A. M. Herr, Lancaster, secretary.

Lenox, Mass., December 14, 8 p. m.—Lenox Horticultural Society at Town hall. Hy. Heeremans, Lenox, secretary.

Louisville, Ky., December 14, 8 p. m.—The Kentucky Society of Florists at Y. M. H. A. hall. Jos. Abele, Louisville, secretary.

Madison, N. J., December 14, 8 p. m.—Morris County Gardeners' and Florists' Society at Masonic hall. Edw. Reagan, Morristown, secretary.

New Orleans, La., December 11, 2 p. m.—Gardeners' Mutual Protective Association at 5001 Rampart street. John Parr, 4539 North Rampart street, New Orleans, secretary.

New York, December 12, 8 p. m.—New York Florists' Club at Engineering building, 33 West 39th street. John Young, 43 West Eighteenth street, secretary, New York.

Poughkeepsie, N. Y., December 14, 2 p. m.—Dutchess County Horticultural Society at Falkill building. Theo. H. DeGroff, Hyde Park, N. Y., secretary.

Seattle, Wash., December 13, 8 p. m.—Seattle Florists' Club at Henry building. Thos. Wylie, Holly street, Seattle, secretary.

Seattle, Wash., December 11, 4 p. m.—Florists' and Gardeners' Union No. 16,667 at I. O. C. T. Hall. E. Popp, Fort Steilacoom, Wash., secretary.

Springfield, O., December 12, 7:30 p m.—Springfield Florists' Club. Arthur Leedle, Springfield, secretary.

St. Louis, Mo., December 12, 8 p. m.—Retail Florists' Association of St. Louis. Oscar Ruff, 3119 South Grand avenue, St. Louis, secretary.

Toronto, Ont., December 12, 8 p. m.—Toronto Retail Florists' Club at Dunlop's hall. H. W. James, 10 Adelaide street, W., Toronto, secretary.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, $1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order For Plant Advs., See Ready Reference Section

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted

GROWER. Address

JOHN F. GUENTHER

2410 Cold Spring Ave., MILWAUKEE, WIS.

SITUATION WANTED STOREMAN

Experienced retail man formerly in business for himself at Chicago, is open for an engagement. Can also attend to buying if necessary. Address

Key 807, care American Florist.

Help Wanted—Florist and gardener; married man; state salary desired. Address **P. O. Box 70, San Antonio, Texas.**

Help Wanted—Experienced man for retail store; steady position. **The Marguerite Flower Co., 1392 Broadway, Brooklyn, N. Y.**

HELP WANTED.

Young lady for retail store.

LEWIS & ROCCA,
55 East Jackson Boulevard. Chicago

Help Wanted

Experienced Vegetable Seed Clerk, competent to wait on counter and to fill orders.

ALEXANDER FORBES & CO.
115 Mulberry St., Newark, N. J.

WANTED TO LEASE

Small Greenhouses with Dwelling in lively town. Address

Key 805, care American Florist.

Wanted to Rent or Buy

By thoroughly experienced florist and decorator, a large retail flower shop. Only high grade proposition considered Must stand closest investigation. Give full particulars and price in first letter. Address **Key 808, care American Florist.**

For Sale

North Central, Florida, 75 miles South West of Jacksonville, 40 acres fine land for bulb growing, 30 cleared; six-room weatherboarded house, flowing well, easily irrigated, adjoins village, only $60 per acre, $800 can remain on mortgage. Inquire of

J. C. VAUGHAN,
P. O. Drawer V, Chicago.

Dahlia Farm For Sale

Forty acres; six-room house, Delco lights, water, telephone; hot house, ten outbuildings in good condition; Ford tractor, truck, gasoline engine, twenty pieces of farm machinery, two mules, one cow, all crops, including dahlia bulbs. Price, terms, complete description on request.

PHILIP R. CLIPP, Williamstown, N. J.

FOR SALE

Greenhouse property located 125 miles from Chicago; 10,000 feet of glass, 3½ acres of land: garden under Skinner system; six-room modern cottage; 25 miles to nearest greenhouse; located on two steam roads in live town. Address

Key 812, care American Florist.

FOR SALE
Bearing Pecan Grove

50 acres, 11 years old, at a great sacrifice; $12,000, worth $20,000.

EDWARD MANIE
514 Broad Street, ALBANY, GEORGIA

For Sale

Flower store in a good growing town of 13,000 population and two surrounding towns of 8,000 each. Good opportunity for a good Catholic man. 14 miles out of Boston. Address

Key 819, care American Florist.

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $4.50; per 1000, $6.50. Samples on request. Electro of leaf, postpaid, $3.00. Cash with order.

American Florist Co.
440 S. Dearborn Street
CHICAGO

A HOLLY WREATH
RED AND GREEN

FOR HOLIDAY CIRCULARS AND ADVERTISING

Plates for printing this fine Holly Wreath in two colors—green leaves and red berries and ribbon—$5.00 per set of two plates. Larger size, 3¾x4 inches, $7.50 per set of two plates.

Plate shown here for one color, $3.00. The large size, one color, $4.50.

Cash with order.

American Florist Co.
440 S. Dearborn St., CHICAGO.

The American Florist

CHRISTMAS NUMBER

TO BE ISSUED

NEXT WEEK

JUST RIGHT FOR THE

Christmas and Holiday Trade

Many orders for Seeds, Bulbs, Plants and Supplies needed now will be placed during the next 30 days, and Growers, Manufacturers and Dealers can secure a large share of this business by liberal advertising in

THE CHRISTMAS NUMBER

The price is $1.75 per single column inch, $52.50 per page. Rate by the year, $1.25 per inch; page, $37.50.

American Florist Co.

440 S. Dearborn Street, - - CHICAGO

For 36 years the representative paper of the Florists, Seedsmen and Nurserymen of the United States and Canada.

☞ Please send your copy for this issue as early as possible.

Grafted Roses for Greenhouse Planting

We shall begin to graft roses the week of December first and shall start on orders already on our files. After these orders have been completed, we shall be ready to graft your requirements. Orders needed for delivery the last of February and early in March must be placed NOW if deliveries are to be prompt. We have our usual supply of manetti from our usual sources of supply and at better prices than have prevailed for some years. This saving in manetti costs will be reflected in our prices for plants.

Pilgrim and Crusader entail more losses of stock than any other varieties. On these two sorts our price will be **$25.00** per 100, **$240.00** per 1000.

Columbia **Premier** **Double White Killarney**
Mme. Butterfly **Ophelia** **Mrs. Aaron Ward**
Milady **My Maryland** **White Killarney**

are the best roses of commerce. Our price for these varieties, grafted, will be **$25.00** per 100, **$220.00** per 1000.

Grafted Roses pay and the grafting of roses for the commercial trade is a big industry in itself here at Cromwell. We shall put 10,000 per day into the cases and the question is—when do you want yours?

OUTDOOR ROSES

We have available 50,000 home-grown multiflora japonica stock which is just right for grafting out-of-door sorts. We have, in addition to the varieties mentioned above:

Radiance **Red Radiance** **Mrs. Charles Bell**
Jonkheer Mock **Lady Alice Stanley** **Lady Pirrie**
Los Angeles

and other good out-of-door roses. We can graft these for you for spring shipment on multiflora japonica or on manetti, as you prefer, and deliver them as early as you want them after March 1st—or when the ground opens and you are ready to plant. Our price for these sorts on either root stock from 2¼-inch pots will be **$25.00** per 100, **$220.00** per 1000.

BABY RAMBLERS

We have propagated, this fall, thousands of own root Baby Ramblers:

Mrs. Cutbush **Orleans** **Jessie**
Triomphe Orleanais **Edith Cavell** **Ellen Poulsen**
Erna Teschendorff

These, for winter or spring delivery, from 2¼-inch pots at **$10.00** per 100, **$90.00** per 1000.

CHRYSANTHEMUMS

These are a big feature of our young plant department.

There has been no better new one in years than "White Surprise." It is a large, fine Commercial White, ready to cut November 5th to 10th. Rooted cuttings, for February and later, **$2.00** per dozen, **$15.00** per 100.

December Beauty **Rose Perfection** **Sunbeam** **Glorious**

are the best of the other new commercial, large-flowered sorts. Rooted cuttings, **$5.00** per 100, **$45.00** per 1000.

The Chadwick family—Golden Chadwick, Chadwick Supreme and Indian Summer—are the four finest varieties in existence for those who want late 'Mums and who can grow them well. We are always booked to the limit on these sorts in spite of the 20,000 stock plants of these varieties alone. Rooted Cuttings, from February until June, **$5.00** per 100, **$45.00** per 1000.

POMPON VARIETIES

We have seen the possibilities in these sorts and have followed the market very closely. Our own seedlings and the varieties selected and introduced by us have held to the top of the cut-flower market for years and this season our seedlings have carried an average price on the market nearly 50% above the price of the named sorts of commerce. We planted 45,000 plants of seventy seedlings. Some will, naturally, be discarded but we shall save 50 of these for another year's growing in quantity. Four of these have been named and will be offered to the trade. Hundreds of visiting florists have seen them and approve the selection. They have been widely exhibited and are in a class by themselves—the best four varieties for the commercial grower that we know:

New York **Louise Davenport** **Sarah Townsend**

make a succession of the bronze button type that will hold the market from November 1st to December 1st. November Gold, the finest yellow of them all, is a strong-stemmed, upright grower that is equaled by no other variety. It flowers from November 1st to 15th and is a wonderful keeper—either cut or on the plant.

Rooted Cuttings of these four varieties, **$15.00** per 100, **$140.00** per 1000.

Our complete list will be published later but these varieties mentioned are the ones that you certainly need. This is no year to grow poor varieties and no year in which to lessen production by planting poor plants.

A. N. PIERSON, Inc., CROMWELL, CONN.

EMIL SCHLOSS, Pres. and Treas.

THE RIBBON HOUSE

Schloss Bros. Ribbons, Inc.

31 and 33 East 28th Street, NEW YORK

HEADQUARTERS for Florists' Ribbons, Chiffons and Novelties

SPECIAL VALUES

In Red Ribbons for Christmas. Write for Samples.

CONES

Work splendidly into

Christmas Decorations

They are gathered extensively in the Rocky Mountains of Colorado. We are collectors of all kinds and supply the trade at Wholesale Prices.

	Per 1000
Pine Cones, large	$5.00
Blue Spruce, long, slim	4.00
Red Spruce, small	3.00

They carry safely in sacks. You should order today.

COLORADO SEED CO.

1515 Champa St.
DENVER, COLORADO

Mention the American Florist when writing

HILL'S BABY XMAS TREES

Nursery Grown Spruce FOR Florists' Trade

Hill's Xmas Trees are cut fresh the day your order is shipped. They arrive bright and fresh, so that the needles will remain on until the Holiday season is over.

NOTE: As shown in illustration, trees are shipped **without roots.** Some of our customers prefer to use trees **with roots** for potting. We will gladly furnish trees with roots, if specified at time of placing order in which case no holder is furnished.

Trees are packed in wooden cases and are shipped by express, so as to arrive a few days before Xmas. These prices include attractive holders painted green. Retail prices 50c, 75c, and $1.00 each.

PRICES

Special offer of 100 assorted sizes, per case $25.00.

	25	50	100
1 to 1½ ft...	$5.50	$10.50	$20.00
1½ to 2 ft...	6.75	13.00	25.00
2 to 3 ft...	9.25	18.00	35.00

Write or telegraph orders at once.

Hill's Baby Xmas Tree With Holder.

The D. Hill Nursery Co., Inc., Box 404, Dundee, Ill.

EVERGREEN SPECIALISTS—LARGEST GROWERS IN AMERICA

Mention the American Florist when writing

Albany, N. Y.

FLORISTS' CLUB MEETING.

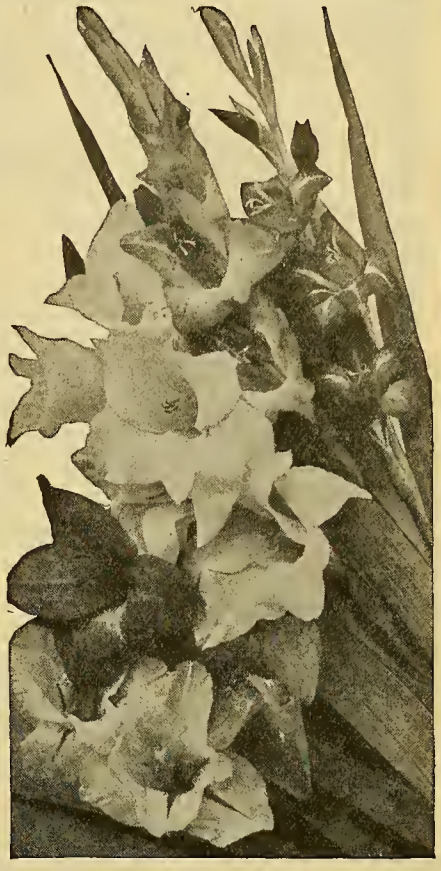
Officers for 1922 were elected at the December 3 meeting of the local Florists' club as follows: Albert Jenkins, president; John Hannell, vice president; Thomas F. Kelliher, 40 Maiden lane, Albany, N. Y., secretary-treasurer; William J. McGinn and Walter Olmstead, trustees for two years. The new officers will be installed at the annual dinner of the club on the night of January 5, 1922.

Frederick A. Danker, a former president of the club, reported he had correspondence with Robert Pyle, president of the American Rose Society and an authority on roses, that he is willing to give his illustrated lecture on roses and rose gardens under the auspices of the club this winter. The lecture will be given in Chancellor's hall, State Education building, in February or March, 1922, the date to be announced later. Tickets will be distributed by the florists of the city at their stores, and the lecture will be free. On account of the reputation of President Pyle and the beauty of the slides he has prepared it is believed the lecture will attract many flower lovers in this city and vicinity and be a stimulus to the business.

It was announced that the cup offered in the "Say it With Flowers" contest week in the fall of 1919 and won by the Troy members of the club, has been received. The cup, a handsome piece of jeweler's workmanship on an ebony base, has been suitably engraved and will be presented to the Troy members at the annual dinner. The entertainment committee, Thomas F. Tracey, chairman; Frederick Gloeckner, and Frederick Henkes, was given full permission to attend to all details connected with the January meeting and dinner, and it is expected the function will be a notable affair. The retiring secretary, William J. McGinn, reported 22 new members had been brought into the club during the year, 14 being secured through the efforts of the retiring president, Samuel Hanson.

R. D.

GLADIOLUS For Those Empty Benches



Grown on our Own Farms.
From our Own Planting Stocks.
Machine Graded.
True to Name.

Send your order for such bulbs that you want for those empty benches or for planting between your carnations as a catch crop. Our Gladiolus bulb crop has never been better, good size, very smooth, clean and free from scab.

Our **"FIRST SIZE"** will as usual show a good percentage of "overs," containing a strong percentage 1¾ to 2 inches. Ask us for free samples. Do not buy elsewhere without comparing liberal sized samples with ours.

Bulbs for forcing under glass are carefully selected for this purpose.

Mrs. Francis King, First size
Mrs. Francis King, Medium size
Chicago White, First size
Chicago White, Medium size
America, First size
America, Medium size
Halley, First size
Halley, Medium size
Panama, First size
Panama, Medium size
Mrs. Frank Pendleton, First size
Mrs. Frank Pendleton, Medium size
Primulinus Sunbeam, First size
and many other kinds.

Write For Prices

Lilium Giganteum

6 to 8 (400 to case)..per case **$50.00**
7 to 9 (300 to case)..per case **55.00**

Hardy Lilies

Auratum.

8 to 9 (180 to case)..per case **$25.00**
9 to 11 (125 to case)..per case **25.00**

Rubrum.

8 to 9 (200 to case)..per case **$25.00**
9 to 11 (150 to case)..per case **25.00**

Album.

8 to 9 (200 to case)..per case **$26.00**
9 to 11 (140 to case)..per case **26.00**
Also 11 to 13 in above kinds.

Myriophyllum Regale.

Per 100.....**$55.00**

Manetti Stocks

English, French, Dutch, (Due soon).

Yellow Callas

	Per 100
1¼ inch	**$14.00**
1½ "	**17.00**
2 "	**25.00**

Dutch Bulbs

Still a balanced range of varieties, in Hyacinths, Tulips and Daffodils at attractive prices to close out.

Holiday Circular of all Christmas Supplies now ready.

Immortelles, Holly, Bouquet Green, Boxwood, Ruscus etc.

CHICAGO **VAUGHAN'S SEED STORE** **NEW YORK**

BISHOP'S SPECIAL XMAS OFFERS

GOLDFISH

NEW HALF-GAL. GLOBE and GOLDFISH OFFER

Xmas Gifts For The Kiddies

ATTRACTIVE—DESIRABLE—
For $17.50 I will send you

72 Half Gallon, Beaded Rim, Moulded Globes, perfect shape, clear white glass, full capacity.
180 Medium Goldfish. (2 Goldfish for each Globe and 36 Extra to sell).
72 Boxes Fish Food (Flake Wafers) and sufficient Aquaria Plant, Pebbles and Shells for above Globes.
A Half Gallon Globe and 2 Goldfish with sufficient Aquaria Plant, Pebbles and Shells, will sell at sight at 45c per outfit...$32.40
72 Boxes Fish Food, retail at 10c per box..... 7.20
36 Extra Goldfish, at 10c. Each..... 3.60
Realize.....$43.20

This popular size Globe will surely prove a quick seller at handsome profit.

Half of above Offer $9.25

"SOMETHING TO SING ABOUT"

Of course you are interested in Canaries. Order a few of these beautiful songsters with attractive cages. Display them among the flowers and goldfish. They will sing their way into the hearts and homes of your customers. Don't delay. Send for Bishop's wholesale catalogue on Goldfish, Aquaria Supplies, Birds, Cages, Foods, etc.

BISHOP, The Bird Man and Pioneer GOLDFISH KING
BALTIMORE, MD.
ESTABLISHED 1874

THE BIRD HOUSE WITH A NATIONAL REPUTATION.

CANARIES

BISHOP'S GALLON GLOBE AND GOLDFISH OFFER

For $9.60 I will furnish

12 One-gallon, Moulded Globes; perfect shape, clear white glass, full capacity.
65 Medium Goldfish (3 for each Globe, with 29 extra to sell.)
12 Boxes Fish Food (Flake Wafers.)
12 Assorted Aquaria Ornaments.
Sufficient Aquaria Plant, Pebbles and Shells to complete the above.

These Complete Aquariums will prove a great attraction; people will not only stop and look, but will buy these exquisite Home Adornments.

TERMS STRICTLY CASH. Order will receive immediate attention. Goods forwarded by freight, goldfish by express. Take advantage of this exceptional offer. Other FLORISTS have found goldfish profitable, so will you.

Columbus, O.

DECIDED IMPROVEMENT IN TRADE.

With funeral work quite brisk and other lines of trade good, there is a decided improvement in business. The better demand appeared late in November and florists generally are expecting a good Christmas trade and are making preparations accordingly. Chrysanthemums, carnations, roses and violets are the leaders and prices are generally well maintained at former levels. Roses are selling well at $3 to $8 per dozen, the principal varieties being Premier, Sunburst, Ward, Columbia and Butterfly. Carnations are quoted at $3 per dozen and the quality is generally high class. Violets are arriving in quantity and narcissi are making their first appearance. The local cut is very good and sales are brisk. Pot plants are selling well and preparations have been made for a good holiday trade. Cyclamen, primrose, hyacinth, and cherry trees are the principal kinds.

NOTES.

Wm. Metzmaier, of the Emil Metzmaier Co., reports an extra good demand for flowers for funeral purposes during the past fortnight. This company which

$25 Every Florist should have our $25 Business Builder Assortment. Send for it today. You will be agreeably surprised with the high class of goods we are manufacturing and how rapidly they sell.

THE BERGMAN DECORATING CO.
Originators and Manufacturers of Natural Perpetuated Flowers
1630-1632 Milwaukee Ave., Phone: Humboldt 8853 CHICAGO

Mention the American Florist when writing

PAPER WHITE FLOWERS

Now shipping daily. How many can we ship you and how often? Price, $2.50 per 100; $11.00 for 500, postpaid.

TAIT BROTHERS COMPANY, Brunswick, Ga.

Bid for Business with Craig Quality Stock

Brighten Your Christmas with Our Specialties.

CROTONS

The Croton, with its highly colored foliage, is indispensable during Fall and Winter. We have the largest and most complete collection of Crotons in the world, carrying at the present time for Fall sales over 60,000 in 200 varieties, all of the very highest quality and brilliantly colored.

Immediate Delivery

4-inch pots, strong plants, $10 per doz., $75 per 100.
6-inch pots, strong plants, $15 per doz.
6-inch pots, strong plants, $18 and $24 per doz.
7 and 8-inch pots, strong plants, $4, $5 and $6 each.
10-inch pots, strong plants, $7.50 and $10 each.
12 and 14-inch pots, specimen plants, $15, $20 and $25 each.

Croton Punctata

One of the finest and most satisfactory varieties for basket work and centers of ferneries.
2½-inch pots, $20 per 100, $175 per 1,000.
3-inch pots, $35 per 100.
4-inch pots, $60 per 100.

Every retail store and grower should feature Crotons this Fall and Winter. We know our stock will please you and your customer.

DRACAENAS

There is no variety of foliage plant so attractive as the highly colored Dracaena. The small and medium sizes can be used to great advantage in making up the popular Christmas baskets, while the large specimens have always been in great demand for decorative purposes. We are now growing more Dracaenas, in greater variety, than any firm in the country.

Dracaena Godseffiana

Green and white leaf, very hardy, fine for baskets.
2½-inch pots, $20 per 100.
3-inch pots, $35 per 100.
4-inch pots, $60 per 100.

Dracaena Warneckii (New)

Silver and green leaf. Very durable.
6-inch pots, $30 per doz. 7-inch pots, $3.50 each.

Fancy Dracaenas

We are offering a collection of the new and rare Dracaenas. Very handsome for home decoration or for fancy combination baskets.
4-inch pots, $9 per doz.
6-inch pots, $16 per doz.
6-inch pots, $18 and $24 per doz.
7 and 8-inch pots, $3.50 and $5 each.

Dracaena Massangeana

The variety with the golden stripe down the center of the leaf. The best of all Dracaenas for the house. We have an exceptionally large stock, well colored and of the very highest quality.
4-inch pots, $12 per doz., $100 per 100.
8-inch pots, heavy, $4 and $6 each.
6-inch pots, heavy, $2 and $2.60 each.
10-inch pots, heavy, $7.50 each.

Dracaena Fragrans

Plain green leaf.
4-inch pots, $9 per doz.
6-inch pots, $24 per doz.
8-inch pots, $4, $5 and $6 each.
10-inch pots, $7.50 each.

Dracaena Sanderiana

Small, light green leaves, edged with creamy white. Fine for center of fern dishes or basket work.
3-inch pots, $50 per 100.

Dracaena Lord Wolseley

One of the very best varieties for Easter and Christmas, being bright red in color. An excellent Christmas variety.
2-inch pots, $20.00 per 100.
3-inch pots, $35.00 per 100.
4-inch pots, $60 per 100.
5-inch pots, $16.00 per doz.
6-inch pots, $18 and $24 per doz.
7-inch pots, $3.50 and $4 each.

Dracaena Kelleriana (New)

One if the finest foliage plants for combination baskets or boxes.
2¼-inch pots, $20 per 100.
3-inch pots, $35 per 100.
4-inch pots, $60 per 100.
8-inch pots, $5 each, made up, very handsome.

Dracaena Terminalis

Exceptionally well colored.
2¼-inch pots, $20 per 100.
3-inch pots, $35 per 100.
5-inch pots, $16 per doz.
6-inch pots, $18 and $24 per doz. September delivery.

We would suggest ordering the above early, as the demand is always great.

Dracaena De Smetiana

A strong, vigorous grower, with bold, dark green foliage, which becomes beautifully suffused and variegated.
6-inch pots, $2 each. 7-inch pots, $3.50 each.

Dracaena Lindenii

Same type as Massangeana, but with the golden stripes on the outer edges of the leaf.
4-inch pots, $12 per doz., $100 per 100.
6-inch pots, $2 and $2.50 each.
8-inch pots, $4 and $5 each.

Dracaena Longii

4-inch pots, $5 each. 6-inch pots, $10 each.

Dracaena Tricolor

Very rare. Combination of coloring in pink, white and green. Very attractive and distinct.
4-inch pots, $1.50 each. 6-inch pots $3 each. 7-inch pots, $5 each.

BEGONIAS

Begonia Mrs. J. A. Peterson

6-inch pots, $126 per 100.
6-inch pots, $24 per doz.

Begonia Gloire De Lorraine

6-inch pots, $125 per 100.
6-inch pots, $18 and $24 per doz.

Begonia Glory of Cincinnati and Melior

These varieties are endorsed by all the leading retail florists. They will hold the flowers much better than Gloire de Lorraine.
5-inch pots, heavy, $125 per 100.
6-inch pots, heavy, $24 per doz.

Begonia Konkurrent

A greatly improved Begonia Cincinnati. This variety is a German introduction, and we have tried it for three years. It makes a much better shaped plant than Cincinnati and is free flowering.
5-inch pots, $126 per 100.
6-inch pots, very heavy, $24 per doz.

Begonia Pride of Newcastle

Dark red sport of Mrs. Patten. In bloom every day in the year.
4-inch pots, heavy, $4 per doz., $30 per 100.
6-inch pots, heavy, $9 per doz., $70 per 100.

Begonia Erfordii

4-inch pots, in bloom, $18 per 100.

HYDRANGEAS

French and Otaksa

We have in stock over 60,000 plants in the very best varieties, including Otaksa, Mme. Chautard, Mme. Mouillere, Jaconde, General de Vibraye, Radiant, etc. The above are all excellent sorts for forcing.
4-inch pots, strong plants, $35 per 100, $325 per 1,000.
6-inch pots, strong plants, $60 per 100, $475 per 1,000.
7-inch pots, strong plants, $75 per 100.
Larger plants, $12, $18 and $24 per doz.
Field grown, $35, $50 and $75 per 100.
Field grown, specimens, $1.50 and $2 each.

150,000 NEPHROLEPIS

(In variety.)

We are the largest growers of Nephrolepis Ferns in the country. In fact, we are headquarters for them.

Nephrolepis Norwood

The most beautiful fern of Nephrolepis to date; graceful, compact and symmetrical, a vigorous, healthy grower. All growers are invited to inspect it at our Norwood greenhouses.

Strong Plants

2¼-inch pots, $3 per doz., $12 per 100, $100 per 1,000.
4-inch pots, $6 per doz., $46 per 100.
Orders filled strictly in rotation.

Nephrolepis Verona

Makes a good plant in all sizes. Much finer frond than any created outside of N. Smithii. The fronds are carried on a heavy, wiry stem. We consider it one of the best of the newer introductions.
2¼-inch pots, $10 per 100, $90 per 1,000.
6-inch pots, $12 per doz., $90 per 100.

Nephrolepis Elegantissima Compacta

A dwarf, compact form of Nephrolepis Elegantissima, each plant making an ideal shape.
2¼-inch pots, $10 per 100, $90 per 1,000.
4-inch pots, $5 per doz., $35 per 100.
6-inch pots, $12 per doz., $90 per 100.

Nephrolepis Teddy Junior

Fine young plants from 2½-inch pots, $10 per 100, $90 per 1,000.
6-inch pots, heavy, $12 and $15 per doz.
8-inch pots, $24 per doz.
11-inch tubs, $4, $5 and $6 each.

Nephrolepis Harrisii or Roosevelt

2½-inch pots, $10 per 100, $90 per 1,000.
4-inch pots, $36 per 100.
6-inch pots, $12 per doz.
11-inch tubs, $5 and $6 each.

Nephrolepis Scottii

2¼-inch pots, $10 per 100, $90 per 1,000.
4-inch pots, $36 per 100.
6-inch pots, $12 per doz., $90 per 100.
8-inch pots, $24 and $30 per doz.

PALMS

Areca Lutescens

Perfect plants with rich, dark green foliage. Our stock is grown cool and hard. It is in splendid condition and will surely give satisfaction. Large sizes are very scarce this year. We have the largest stock in all sizes in the country.
6-inch pots, made up, $30 per doz.
7-inch pots, made up, $4, $5 and $6 each.
8-inch pots, made up, $7.50 and $10 each.
10-inch tubs, made up, $12.50 each, 6½ to 6 feet.

Phoenix Roebelenii

Very scarce. Fine for growing on.
2-inch pots, 3 to 4 leaf, $35 per 100.

MISCELLANEOUS STOCK

Otaheite Oranges

A fine stock of this wonderful Christmas plant.
2¼-inch pots, for growing on, $20 per 100, $190 per 1,000.
Plants in fruit, 30c per fruit.
Plants in fruit ripened, November and December, 40c per fruit.

Erica Melanthera

6½-inch pots and 6-inch pots, $18, $24 and $30 per doz.
7-inch pots, $36 per doz.

Pandanus Veitchii

Well colored plants.
5½-inch pots, $18 per doz.
6-inch pots, $24 and $30 per doz.
7-inch pots, $4 each.
10-inch pots, $7.50 each.
8-inch pots, $5 each.

Gardenia Veitchii

We have an exceptionally fine stock for growing on for Winter and Easter flowering.
2¼-inch pots, heavy plants, $16 per 100, $140 per 1,000.
3-inch pots, heavy plants, $35 per 100.
4-inch pots, heavy plants, $75 per 100.
6-inch pots, heavy plants, $18 per doz.

Genista Racemosa

A large stock of well-grown plants for growing on.
6-inch pots, $75 per 100. 6-inch pots, $1 each.
Larger plants, $1.50 $2 and $3 each.

Cyclamen

This has been one of our specialties for over twenty years. In all our experience we have never seen a finer lot of plants. We are growing our stock in new houses. They are absolutely clean and perfect in every way and not to be compared with weakly-drawn plants offered at less money.
4-inch pots, $50 per 100.
4-inch pots, extra heavy, $60 per 100.
5-inch pots, $15 per doz.
5½-inch pots, $18 per doz.
6-inch pots, $24 and $30 per doz.
7 and 8-inch pots, $36, $48 and $60 per doz.

This stock will be profitable to anyone buying now.

Sansevieria Zeylanica

4-inch pots, $6 per doz.

Geranium Alice Lemon

Single salmon. Very beautiful.
2¼-inch pots, $10 per 100, $90 per 1,000.

IMPORTANT NOTICE

We are pleased to announce that owing to the recent drop in price of lumber, it enables us to give our customers the benefit by reducing the price on packing as follows:

Full size cases	$1.50 each
Three-quarter size cases	1.25 each
Small size cases	.50 each
Half size boxes	1.00 each

THE ROBERT CRAIG COMPANY, NORWOOD STATION, Delaware County, PA.

Holly XXX
Holly
XXX Holly

Bouquet Green, Boxwood, Mistletoe, Immortelles, Frizz, Ruscus, Magnolias.

Book Now for Christmas. **Prepared Lycopodium.**

Write for Vaughan's Holiday Circular.

CHICAGO **Vaughan's Seed Store** NEW YORK

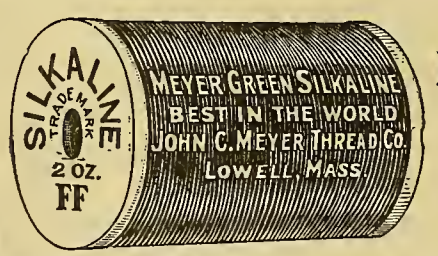
is a large grower has just about completed its cut of chrysanthemums which has been exceptionally fine, and are now cutting narcissi, which are of excellent quality. Preparations are being made for a good Christmas trade in hyacinths and other pot plants.

The Mission Inn and Flower Shop, 116 South High street, is a new retail concern, operated in connection with a high class restaurant. In addition to flowers and blooming plants, birds and bird cages are also handled. This company is specializing in Christmas business.

The Wilson Seed Co. has a good demand for flowers, principally roses, carnations and chrysanthemums. This concern specializes in roses more than any other stocks. The seed business is quite brisk for the time of the year.

T. J. Ludwig, the florist at 82 North High street, is having a good demand for roses, carnations and chrysanthemums. Violets and narcissi are also selling quite briskly and indications point to a continuation of the good trade.

E. H. Flynn, manager of the Art Floral Co., is anticipating a good holiday trade and some of it has appeared already. Orders have been booked for a number of wreaths for Christmas decoration.



USE THE

Meyer Green Florists' Thread

and you will get the two ounces of actual thread to every spool, 16 ounces of thread to the pound, net weight. Write direct to the manufacturer, and you will get the best.

Manufactured by

The John C. Meyer Thread Co.

LOWELL, MASS., U. S. A. Dept. XYZ.

Southern Wild Smilax, $2.50

Holly, well red berried.....**$3.00**

In 2x2x4 cases, 50 lbs. and over. A-1 stock, fresh from the woods.

Write, wire or phone.

Edward Sanderson, EUTAW, ALABAMA

Mention the American Florist when writing

A good pre-holiday trade is being experienced by Hardesty & Co., and expectations are high for a good business during the remainder of December.

Oriental Goldfish & Supply Co.

Send for catalogue.

3757 Cottage Grove Ave., Chicago

E. R. Munk, manager of the Munk Floral Co., has been confined to his home by illness for about a week. He is slowly improving.

J. W. L.

Will they be dead when you get back?

When you leave the fumigator burning in the greenhouse and shut the door after you—how sure are you that it will do its work?

That all depends on the fumigator.

Hall's Nicotine Fumigator

is prepared under accurate and scientific processes that insure its effectiveness against plant-lice, thrips, and similar sucking insects.

It lights quickly, burns evenly and will not go out. No waste—every particle is consumed.

It is guaranteed to contain 12½% pure nicotine and it retains this strength indefinitely—the air-tight tins take care of that. It is most economical; in fact, it costs but 25 cents to fumigate the ordinary greenhouse (20 by 100 ft.).

10-pound tins, $8.50; 2½-pound tins, $2.50; one-pound tins, $1.25.

Buy from your dealer. If he is not supplied, order direct from us.

To Chrysanthemum Growers:—
That destructive insect, the chrysanthemum midge can be completely controlled by a systematic fumigation with Hall's Nicotine Fumigator.

HALL'S

Other Products:

Hall's Free Nicotine
Hall's Nicotine Sulphate
Hall's Tobacco Dust

HALL TOBACCO CHEMICAL CO.
3955 *Park Avenue, St. Louis, Mo.*

HALL'S
NICOTINE
INSECTICIDES

Christmas Roses

We are Rose Growers. Our prices for this Christmas are away below the usual prices of former years and represent the growing sentiment amongst the retail trade against the extreme high prices which have usually prevailed at this holiday.

Red Roses are very scarce and we suggest Premier in their place. We only handle the roses we grow. You will find it pays to

Order Direct of the Grower

A Trial Order Solicited.

BASSETT & WASHBURN

LONG DISTANCE PHONES:
CENTRAL 1457
Greenhouses: Hinsdale, Ill., and Gregg Station, Ill.
Notice:—We close at 5 o'clock week days.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.
Closed all day Sundays

Chicago.

STOCK IS NOT SO PLENTIFUL.

The cold weather the latter part of last week shortened up the supply considerably, consequently stock is bringing better prices. The supply of chysanthemums is not as heavy and while there are plenty to go around, the receipts are daily diminishing. Pompons are in good supply at several of the stores but the biggest crops are cut and prices have been firmer. Roses are in good supply and the same holds true for carnations. Single and double violets are quite a factor in the market and there are plenty of white and yellow narcissi to go around. Stevia is arriving in quantity. Lilies are to be had in good supply but lily of the valley and orchids are scarce. Calendulas, daisies, pansies, sweet peas, snapdragons and callas are included in the regular offerings. Russian statice, pussy willow and bittersweet are offered. Holly is on hand at some of the stores. Red winter berries are reported to be in short supply this season. Boxwood is in strong demand and greens are in good supply. The trade in general is devoting its attention to the holiday business and Christmas goods are being prominently displayed in both the wholesale and retail stores.

CLUB MEETING.

The election of officers for the ensuing year will be the principal feature of the regular meeting of the Florists' Club, to be held at Hotel Randolph, December 8, at 8 p. m. The nominees are as follows: Joseph Kohout, president, A. T. Pyfer, vice-president, A. H. Schneider, treasurer, Fred Lautenschlager, secretary, Ed. Goldenstein, Hans. Jepsen, Albert Koehler, trustee.

Secretary Lautenschlager, who has been on the sick list, is reported sufficiently recovered to attend the meeting.

Chairman Wietor of the flower show committee will submit his report on the recent exhibition.

NOTES.

Zech & Mann's store presents a most inviting appearance now that the contractors have finally completed the work of decorating. Allie Zech will celebrate another birthday, December 9, which will also be housewarming day at the firm's establishment.

D. E. Freres is on the job regularly at the D. E. Freres Co.'s store making conditions a little easier for his business partner, Jack Byers. This firm is bandling a fine supply of roses from the Adam Zender greenhouses.

Martin Reukauf, representing H. Bayersdorfer & Co., Philadelphia, Pa., was in the city this week, returning from the southwest, and says Thanksgiving business on his route was excellent.

Bassett & Washburn are cutting heavily in roses and report a strong demand for same.

Vaughan's Seed Store has moved three cars of holly this week.

INSURE

Do not delay. Place your Christmas order now.

Every year this market is sold out. Every year there is clamor at the last minute.

Once the order is booked, the matter is off your mind; you get just what you want. It is a promise.

If too busy, wire us to duplicate last year's order. BUT

HAVE YOURSELF INSURED.

KENNICOTT BROTHERS Co
WHOLESALE FLORISTS

PETER REINBERG, INC.

WHOLESALE FLORISTS

30 East Randolph St., CHICAGO

HEAVY SUPPLY

'Mums, Pompons, Roses, Carnations, Sweet Peas, Violets, Lilies, Etc.

Buy Direct From the Grower — CURRENT PRICE LIST — Subject to change without notice

MRS. CHAS. RUSSELL	Per 100
Specials	$25.00
Select	$18.00 to 20.00
Medium	10.00 to 15.00
Short	6.00 to 8.00
COLUMBIA	
Specials	$25.00
Select	$18.00 to 20.00
Medium	10.00 to 12.00
Short	4.00 to 8.00
PREMIER	
Specials	$25.00
Select	$18.00 to 20.00
Medium	10.00 to 12.00
Short	4.00 to 8.00

EXTRA SPECIAL STOCK BILLED ACCORDINGLY

SUNBURST, OPHELIA, WHITE KILLARNEY	Per 100
Specials	$20.00
Select	$15.00 to 18.00
Medium	8.00 to 10.00
Short	4.00 to 6.00

ROSES, Our Selection **$6.00**

Carnations	$4.00 to $5.00
Chrysanthemum (White and Yellow)	3.00 to 5.00
Pompons, assorted colors, per bunch	50c to 1.00
Pansies, per dozen bunches	2.00
Paper Whites	6.00
Stevia, per bunch	.50 to .75
Violets, single and double	$1.00 to 1.50
Sweet Peas	2.00 to 4.00
Adiantum	1.50
Asparagus, per bunch	35c to 50c
extra fancy	75c
Boxwood, per bunch	35c
Ferns, per 1,000	$3.50
Galax, bronze and green, 1,000	2.00
Leucothoe Sprays	1.00

PAUL R. KLINGSPORN, Manager

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue — L. D. Phone, Central 282 — CHICAGO

The E. F. Winterson Co.

Long Distance Telephone, Central 6004

166 N. Wabash Avenue, Chicago, Ill.

The E. F. Winterson Co. is filling a large number of orders for waterproof crepe paper and other holiday goods. Wild simlax is a leader at their establishment.

Manager M. C. Wright of the Lord & Burnham Co.'s local office, and family are leaving this week for a vacation in Texas and plan to return early in January.

Miss O. A. Tonner has made so much money out of her pecan groves in Georgia the last few years that she has purchased a new six-cylinder Oldsmobile.

The John Kruchten Co. is handling a good supply of carnations, including Aviator, the best paying variety in the Kruchten greenhouses.

L. Hoeckner, of Peter Reinberg, Inc., reports the loss of his new Ford sedan, stolen last week. It was insured.

A. Henderson & Co. are making preparations for an extensive movement of gladiolus bulbs.

I. Rosnosky of the American Bulb Co. is back from a business trip through the southwest.

George Reinberg is handling an increased supply of roses this season.

A. T. Pyfer & Co. received a shipment of red berries this week.

Roses--Carnations

Sweet Peas, Chrysanthemums, Pompons, Lilies, Orchids, Violets, Valley, Calendulas, White and Yellow Narcissus, Daisies, Stevia, Snapdragons, etc. Boxwood and all other Greens.

JOSEPH FOERSTER CO.

WHOLSESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

WIETOR BROS.

Wholesale Growers of Quality Cut Flowers

30 East Randolph Street, L. D. Phone Randolph 2081 CHICAGO

Mention the American Florist when writing

Herman Frank, one of the employes of the Chicago Flower Growers' Association, 182 North Wabash avenue, originator of the idea of working group gifts to the Daily News' Holiday Relief Fund on the principle that, "having worked a year without losing a day, we ought to help those less fortunate," made good December 6 on his promise given last week when he visited the comptroller of the fund. Mr. Frank wanted to know then if he couldn't get his fellow workers together, each with small contributions. Being advised not only that he could do this, but that such action would be more than appreciated, he immediately got busy. The result was another visit to The Daily News office, this time by George Zarbock, one of Mr. Frank's fellow workers. He carried an envelope containing $25, with the announcement that the following, in addition to Mr. Zarbock and himself wanted to help a needy family: Arthur H. Swanson, S. Jackson, William Klingsporn, Peter Baumann, C. L. Sherrer, Paul R. Klingsporn, George Heidemann, Joe Smith, Thomas F. Hunt, Edward M. Hunt, Ed Smith, Michael Hunt and Ed Tymm.

The Florists' Credit Association which was recently incorporated for $50,000, previous mention of which was made in these columns, is broadening its scope, further particulars to be announced later. Their credit Blue Book is being used by many of the leading wholesalers and some financial institutions are using it.

Wietor Bros. are having a strong demand for their new white pompon Pearl which is considered by some of the local retailers as the best white in this market. They have the exclusive stock of this variety and it is possible that they may place it on the market next season.

Mrs. Mamie Kelly passed away, December 7, after a long illness. Both Mrs. Kelly (then Miss Keefe) and her father, James Keefe, were employed for many years by Vaughan's Seed Store.

Poehlmann Bros. Co. is cutting fine late white and pink chrysanthemums in good sized quantities. Roses are in large supply here and the outlook is very encouraging for heavy cuts for the holidays.

A. L. Vaughan & Co. are expecting a large shipment of California holly which should be good property if the reported scarcity of red berries is true.

H. J. Walquist, who opened a retail store at De Kalb recently, was a visitor in the market December 5. He reports a good Thanksgiving business.

The Joseph Foerster Co. is moving a good supply of late chrysanthemums and pompons. Boxwood is in good supply at this establishment.

The A. L. Randall Co. is doing a good business in its fixture department and have booked several good sized orders recently.

The J. A. Budlong Co. is handling a fine supply of roses in addition to a complete line of all other seasonable stock.

The W. W. Barnard Co. has issued an unusually attractive Christmas circular and says the holiday outlook is good.

Kennicott Bros. Co. is supplying its trade with roses of splendid quality, especially Premier and Columbia.

D. L. Harris of the Pulverized Manure Co. is expected home from an eastern trip next week.

Herman Bentley has succeeded Fred Kanst as head gardener at the South parks.

Ed Eisner, with Feniger's, Toledo, O., visited relatives and friends here this week.

The American Bulb Co. reports good demand for its imported holiday specialties.

Sam Pearce is a director of the 10-year-old Jefferson Park National bank.

The E. C. Amling Co. is strong on roses and all other seasonable stock.

E. C. Amling Co.

OF LOS ANGELES

The Largest, best equipped and most centrally located Wholesale Cut Flower and Supply House in Los Angeles.

LET YOUR ORDERS COME.

Mention the American Florist when writing

Erne & Co. are receiving regular shipments of choice boxwood.

John P. Degnan left for Los Angeles, Calif., December 4.

The Weiland-Risch Co. is cutting roses of good quality.

Evansville, Ind.

GOOD HOLIDAY DEMAND FORECAST.

Thanksgiving trade was as good if not better than a year ago and the demand for flowers has held up well since then. Dealers say that indications point to a very good business for the balance of the year. A number of weddings and funerals, recently, has helped matters to a great extent. Roses, carnations, chrysanthemums and lilies are leaders and prices are quite satisfactory. Violets also are in good demand and pot plants are selling very well. There is every reason to believe that the coming holiday demand will be as strong as in former years with a sufficiency of stock to supply all needs. Conditions in all lines of business are better than they were six months ago.

The trade at Hopkinsville, Ky., and Owensboro, Ky., report business as being active the past month, with the prospects of a good holiday demand up to January 1.

W. B. C.

Order From Us

We have a knack of filling all orders to the buyer's entire satisfaction.

Roses, Carnations, Chrysanthemums, Pompons, Single and Double Violets, White and Yellow Narcissus, Daisies, Lilies, Valley, Sweet Peas, Calendulas, Snapdragons, Orchids, Pansies, Callas, Stevia, Greens, Etc.

Write or Wire for Special Prices on quantity lots.

A. L. VAUGHAN & Co.
NOT INC.
PHONES:
CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572
161 North Wabash Ave. Chicago

Mention the American Florist when writing

The Ove Gnatt Co., Inc.
Preservers of Natural Foliages **LA PORTE, IND.**
Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties.

Mention the American Florist when writing

ERNE & COMPANY
—WHOLESALE FLORISTS—
10 E. Randolph Street. L. D. Phone Randolph 6578. CHICAGO, ILL.

Mention the American Florist when writing

Pittsburgh.

SOME IMPROVEMENTS IN TRADE

Business has shown some improvement the past week due no doubt to a decrease in the supply of chrysanthemums and pompons which gives roses and carnations and other seasonable flowers a chance once more. Up to Friday the weather was unseasonably warm, but there was a change then and it turned colder with a heavy snow on Saturday night which seemed to put a little life into things. After Thanksgiving, reports showed that with few exceptions everyone was more than satisfied with the business done. Some stores report a greater volume than in 1920, but it meant harder work and flowers were so much cheaper that a much greater quantity had to be handled to bring the same total. Some very good chrysanthemums are still seen on the market including Yellow Bonnaffon, Pink and White Seidewitz, and White and Yellow Chadwick, and prices are better than they were Thanksgiving week. Pompons are still plentiful but are cleaning up daily. The quantity of roses remains about the same, but the demand is better and they clean up daily at increased prices. American Beauty, Columbia, Premier, American Legion, Butterfly, Ophelia, Crusader, Pilgrim, Sunburst and Hilda, with a few Pink and White Killarney comprise the offerings. The demand for carnations has increased with a diminishing supply. Easter lilies are good property and are bringing good prices. Orchids are hard to find, but the demand is light. Other arrivals include sweet peas, calendulas, baby primroses, stevias, violets, snapdragons, and sweet alyssum, all of which are holding their own, with the exception of violets, which only seem to sell for special days or holidays.

NOTES.

The supply houses are working day and night filling late orders. It seems as though most of the retailers held off until the last minute before ordering holiday supplies.

The Retail Florists' Association will hold a meeting December 8 at which time the contemplated advertising campaign will be discussed.

The stores have all taken on a holiday appearance, with their Christmas decorations and showing of fancy wreaths and plant combinations.

E. C. Tipton, of The McCallum Co., cut flower department, is in the east getting a line on the Christmas crops.

E. C. T.

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.
CHICAGO

Long Distance Phones Central 3283 Central 3284

Our Offerings Include:

LILIES

Absolutely the finest supply of Cut Lilies in this market.

ROSES

COLUMBIA
RUSSELL
White Killarney
Butterfly
Crusader Sunburst
Killarney Brilliant
Ward Ophelia
Premier

MISCELLANEOUS

Valley Cattleyas
Calendulas

CARNATIONS.

CHRYSANTHEMUMS
POMPONS
SWEET PEAS
VIOLETS
PAPER WHITES
DAISIES PANSIES
STEVIA
GREENS
Plumosus Sprengeri
Bronze and Green Galax
Ferns
Adiantum Smilax
Mexican Ivy
Boxwood

SPECIALS FOR XMAS

Violet Corsage

A large ready-to-wear corsage of double violets and leaves, tied with violet cord, stem wrapped with foil—look real, will sell on sight—packed one to a box.
Price, each...50c Half doz. for $2.75
One doz. for..... 5.00

Cloth Dahlias

Long stem, colors, pink, red, lavender, etc., very pretty.
Per doz.....$1.25 Per gross...$13.50

Artificial Cloth Roses

Long stem roses; color, red with foliage on stem, and most beautiful for vases, baskets, or general use.
Per doz..... $ 1.00
Per gross, (12 dozen)..... 11.00

Artificial Nasturtiums

Most natural in appearance. Flower and bud, also foliage, on each stem.
3 doz. to a box for.....$ 4.00
12 doz. to a gross for..... 15.00

Complete list of many other items free.

One Floral Art Album given free with any order of $25.00 or more.

GEO. H. ANGERMUELLER CO.,
Wholesale Florists 1324 Pine Street, ST. LOUIS, MO.

Milwaukee, Wis.

DEMAND FOR STOCK INCREASING.

With the daily cut of chrysanthemums becoming less from day to day and a fairly good demand the call for roses, carnations, sweet peas and violets has improved considerably. The daily receipts are not too large and with the short, dark days the prospects for the Christmas holidays, with a possible brisk demand will not witness an oversupply. Paper White narcissi moved slowly the past week.

FLORISTS' CLUB MEETING, DEC. 1.

In spite of the inclement weather, the attendance at the monthly meeting of the Florists' Club, December 1, was exceptionally good, due to a great extent to the gathering taking place at the renovated establishment of Chris. Menger, 536 Twenty-seventh street. A. Reinhardt told of his European trip last summer and C. C. Pollworth gave an interesting account of the Chicago flower show, November 16-17, which he attended. The nomination and election of officers was then in order and the following were chosen for the coming year: Arthur Locker, president; Carl P. Menger, vice-president; James Livingstone, treasurer, and Eug. Oestreicher, secretary. Trustee for three years: A. Reinhardt; for two years: Chas. Menger. After the session adjourned the members enjoyed the generous hospitality of the Menger family, for which appreciation was expressed by a rising vote of thanks. Upon invitation of Fred H. Holton the January meeting of the club will take place at the new store of the Holton & Hunkel Co. Adam Zender, Chicago, was a guest of the club.

NOTES.

In commenting on the establishment of Chas. Menger, it should first be stated that the ownership of the store is now in the hands of the third generation, all of whom are living. Mr. Menger, Sr., many years ago located at the present site, which was then all country, and started raising vegetables, later going into the florist business. More than 25 years ago, Chas. Menger, the only son to follow in the footsteps of his father, became the new proprietor. Later his two children, Carl P. and Hilda, when old enough, did their share to help in the ever increasing volume of business This summer a complete overhauling and remodeling of the plant was made and it now presents a very complete and up-to-date office, several greenhouses and a show house. Palms, ferns, and other pot plants are specialties here, which are a credit to the firm and the florist trade in general.

A large cut of roses, especially red, is expected by the Cudahy Floral Co., which consigns its offerings to Gust Rusch & Co. Manager Scott, of the first mentioned firm, and Gust Rusch visited Richmond, Ind., last week, to size up the new white rose, America, which made a very favorable impression.

The Holton & Hunkel Co. occupied its new store at 471 Milwaukee avenue, December 1, and with excellent facilities is in better shape to handle its increasing business, both local and shipping.

The Sunny Point Floral Co. has had exceptionally good success with chrysanthemums this season. The firm's final cutting of Seidewitz shows blooms equally as good as the first.

Fred Gutermuth and Chas. E. Dettman motored to Waukesha, November 30, where they visited the Waukesha Floral Co., finding everything in good shape, especially the stock for the Christmas holidays.

The C. C. Pollworth Co. is more than pleased with the many new friends made and orders received since the mailing of its new catalogue.

Gust A. Pohl, who grows stevias on a large scale, is cutting heavily. E. O

Place Your Order NOW For Christmas

Use Budlong's Flowers

Line Up with the Progressive Element of the Trade and Make Your Business Grow

RUSSELL COLUMBIA PREMIER MILADY HEARST OPHELIA

Select Roses

Do you want a good White Rose? If so, order our
Double White Killarney, the only good white on the Chicago market.

SUNBURST BUTTERFLY DUNLOP MONTROSE NESBIT

Use **Nesbit Roses** now that Sweet Peas are scarce.

CARNATIONS, Quality Stock, IN LARGE SUPPLY

'MUMS WHITE, YELLOW AND PINK—ALSO POMPONS

Violets, Paper Whites, Calendulas, Sweet Peas, Easter Lilies
And All Other Seasonable Cut Flowers.

Use Our Valley for Your Wedding Work
Once Tried You Will Not Be Satisfied with Any Other

BOXWOOD, FERNS, ADIANTUM, PLUMOSUS, SPRENGERI, MEXICAN IVY
FERNS:—$3.00 per 1000; case lots, $2.50 per 1000

If you want good stock and good treatment, buy of
Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits
WE ARE CLOSED ALL DAY SUNDAY.

Indianapolis, Ind.

TOURNAMENT OF FLOWERS

This city will have a tournament of flowers, October 7, 1922, during which the feature event will be a flower parade, according to plans being made by the Marion County Association of Odd Fellows and Rebekahs. A. N. Grant, treasurer of Akin encampment No. 209, has charge of arrangements for the tournament. The 58 lodges and encampments composing the association are considering the advisability of raising $4,500 needed to buy uniforms for the association's band of 100 pieces. It is hoped to have the band in uniform for the proposed parade and it is expected also to send the band to the sovereign grand lodge meeting to be held in Detroit, Mich., September next. The Akin encampment will send a competitive drill team to the Detroit meeting. E. B.

CLAYTON, ILL.—Chas. E. Shank is adding one greenhouse to his establishment.

For a Depe

CHRISTMA

Use "Flowers

MRS. CHARLES RUSSELL, MILADY

	Per 100
28 inch—Firsts	$50.00
24 " Seconds	40.00
21 " Thirds	30.00
18 " Fourths	25.00
15 " Fifths	20.00
12 " Sixths	18.00
6-9 " Shorts	15.00

COLUMBIA

	Per 100
28 inch—Firsts	$35.00
24 " Seconds	30.00
21 " Thirds	25.00
18 " Fourths	20.00
15 " Fifths	18.00
12 " Sixths	15.00
6-9 " Shorts	12.00

PREMIER

	Per 100
28 inch—Firsts	$35.00
24 " Seconds	30.00
21 " Thirds	25.00
18 " Fourths	20.00
15 " Fifths	18.00
12 " Sixths	15.00
6-9 " Shorts	12.00

BUTTERFLY, OPHELIA

	Per 100
28 inch—Firsts	$25.00
24 " Seconds	20.00
21 " Thirds	18.00
18 " Fourths	18.00
15 " Fifths	15.00
12 " Sixths	12.00
6-9 " Shorts	10.00

DOUBLE WHITE KILLARNEY AND DOUBLE WHITE OPHELIA

	Per
24 inch—Seconds	$
21 " Thirds	2
18 " Fourths	1
15 " Fifths	1
12 " Sixths	1
6-9 " Shorts	1

PHANTOM, AARON WARD

Corsage Roses of Merit

	Per
18 inch—Fourths	$1
15 " Fifths	1
12 " Sixths	1
6-9 " Shorts	

CECILE BRUNNER

	Pe.
Cecile Brunner	

SPECIAL LONG ROSES

MRS. CHARLES RUSSELL

	Per
Mrs. Charles Russell, Stemmed 32 to 36 inches	$
Mrs. Charles Russell, Stemmed 38 to 48 inches	

MILADY

	Pe
Milady, Stemmed 32 to 36 inches	

PREMIER AND COLUMBIA

	Pe
Premier and Columbia, Stemmed 36 to 40 inches	
Columbia, Stemmed 44 to 48 inches	

BUTTERFLY

	Per
Butterfly, Stemmed 36 to 48 inches	

Important Announcement---Our salesroo
Sunday, December 25, 1921. We will cl

Poehlmann Br

66-74 E. Rand

le Quality in

FLOWERS

perior Quality"

SPECIAL NOTE

oses that Replace American Beauties"
fer to SPECIAL LONG ROSES

CARNATIONS

	Per 100
.....	$15.00
nd, White Only	10.00
lie, Fancy	20.00
7. Ward and Red, Extra Fancy	18.00

nations are graded by their length—quality of flowers of the best.

ORCHIDS

	Per Dozen
leyas, Large, each	$ 3.00
leyas, Medium, each	2.00

VALLEY

	Per 100
lley of Superior Quality"	$12.00
ey, Select	10.00

NOVELTY FLOWERS

	Per 100
ia	$ 3.00
er Whites	8.00
ndulas	$ 4.00- 8.00
odragon	8.00- 15.00
er Lilies	30.00- 35.00
as	25.00

CORSAGE FLOWERS

	Per 100
ile Brunner	$ 6.00
ntom	8.00
on Ward	8.00
et Peas	$4.00- 5.00
lets, Single	1.50
lets, Double	2.00- 3.00

POINSETTIAS

	Per Dozen
Extra Large	$7.50
Select	6.00
Medium	4.00
Small	$2.00- 3.00
Pink	3.00- 5.00

DECORATIVE GREENS

Sprengeri	Per 100	$3.00-$ 4.00
Plumosus	" "	3.00
Adiantum	" "	2.00
Leucothoe, Long	" "	1.50
Leucothoe, Medium	" "	1.00
Coontie Leaves	" "	3.00- 4.00
Woodwardia	" "	8.00
Ferns	Per 1000	4.00
Galax, Green	" "	2.00
Galax, Bronze	" "	2.50
Smilax	Per Doz. Strings	4.00
Southern Smilax	" Case	7.00
Bittersweet	" Bunch	.75
Boxwood	" "	.35
Boxwood	Per Bag (50 lbs.)	13.00
Boxwood	" " (100 lbs.)	25.00
Mistletoe	Per pound	.40

l shipping department will be open all day one o'clock Monday, December 26, 1921.

hers Company.

h St., Chicago

The Largest Growers of Flowers in the World

ANNOUNCING

28,000 CREDIT RECORDS AS AN ACCOMPLISHMENT

Every Day for Nine Years

we have been searching and compiling Credit Information on **All** the florists in the United States and Canada until **Today** our **Records** are complete as the nature of this business will permit.

In a Series of Future Advertisements

we will cover the subject of **Credits and Collections** during our **Nine Years** of **Experience** with the **Floral Trade** and outline to you the strength of this organization---its **Policies**---and the necessity of our service to **You** in your daily business life.

Florists' Credit Association, Inc.

A National Institution

Departments:

Adjustment.
Credit.
Collection.
Legal.
Bond.
Accounting.
Trust.

A complete service for every branch of the Floral Industry.

Representation in every city in the United States.

Endorsed By The S. A. F. in 1918

HOME OFFICES, CHICAGO
Federal Life Bldg.
At the Gateway of the Cut Flower Market of the World.

Financial References:

Chicago Title & Trust Co.
Home Bank & Trust Co., Chicago.
National Surety Co. of N. Y. Chicago Branch.
World's Largest Surety Co.

Incorporated 1921.

Cash Capital Paid in $40,000.00.

Surplus, $9,371.18.

Service Reference on Request.

MAIL THIS TO US
WITH YOUR LETTERHEAD.

Please send us full information concerning the Credit Blue Book of the Floral Trade without any obligation on our part.

Name.....

Address.....

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

Mention the American Florist when writing

GREEN SHEET
MOSS

Fadeless, per bag, $3.50
Natural, " " 1.75

KNUD NIELSEN
Evergreen, Ala.

Mention the American Florist when writing

A. T. Pyfer & Co.
WHOLESALE FLORISTS
164 N. Wabash Avenue
CHICAGO, ILL.
Long Distance Telephone, Central 3373.

Mention the American Florist when writing

WEILAND-RISCH CO.
FLOWER GROWERS
TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing

Tonner
Wholesale
CUT FLOWERS
Supplies
30 E. Randolph St.
Telephone Central 6284
Chicago

Mention the American Florist when writing

Holly, Smilax
PREPARED MAGNOLIA
Price and quality guaranteed.
DECORATIVE GREENS CO., KINSTON, ALA.

H. Bayersdorfer & Co.
The Wholesale Supply House of America . . .
EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.

E. C. AMLING CO.
The Largest, Best Equipped, Most Centrally Located
WHOLESALE
CUT FLOWER HOUSE
IN CHICAGO
169-75 N. Wabash Ave., CHICAGO
L. D. Phones: CENTRAL { 1977 1978

Mention the American Florist when writing

Wholesale Flower Markets

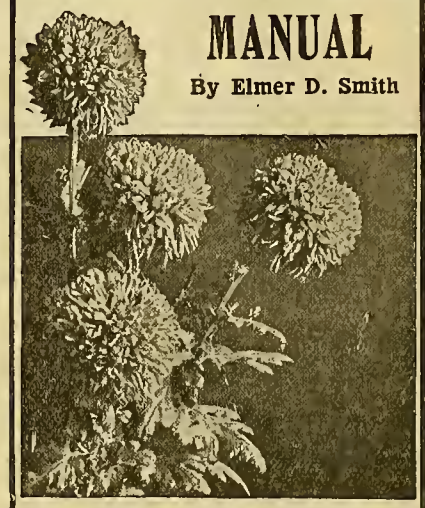
Chicago
CURRENT PRICE LIST

		Dozen
Roses, Beauty	$ 4.00 to	$ 8.00
		Per 100
" Mrs. Chas. Russell	6.00 to	35.00
" Butterfly	6.00 to	30.00
" Columbia	6.00 to	30.00
" Dunlop	6.00 to	30.00
" Premier	6.00 to	30.00
" Hoosier Beauty	6.00 to	25.00
" Killarney Brilliant	6.00 to	20.00
" White Killarney	6.00 to	20.00
" Mrs. Geo. Shawyer	6.00 to	20.00
" Milady	6.00 to	30.00
" Mrs. Aaron Ward	6.00 to	20.00
" Sunburst	6.00 to	30.00
" Ophelia	6.00 to	20.00
" Dble. W. Killarney	6.00 to	20.00
" Cecile Brunner		4.00
" Our Selection		5.00
Calendulas	2.00 to	4.00
Daisies	2.00 to	3.00
Chrysanthemums, per doz.	2.00 to	5.00
Pompons, per bunch	.50 to	1.00
Cattleyas, per doz.		24.00
Valley	8.00 to	10.00
Carnations	4.00 to	6.00
Lillies, per 100	0.00 to	25.00
Sweet Peas	1.50 to	3.00
Paper White		8.00
Violets	.75 to	1.00
Adiantum	2.00 to	3.00
Ferns per 1,000		3.00
Galax per 1,000		2.00
Leucothoe		1.00
Sprengeri, Plumosus Sprays	35c to 50c per bunch	
Mexican Ivy		1.00
Boxwood, 35c per lb., case		9.00
Southern Wild Smilax, per case		12.00

ZECH & MANN
WHOLESALE FLORISTS
30 E. Randolph St., CHICAGO
Telephone Central 3284

Golden Yellow Sweet Peas
McClenahan's Yellow Flower Dye
Send for sufficient to make one quart.
Price $1.00, prepaid.
McCLENAHAN'S GREENHOUSES
40th and Phillips Sts., Oklahoma City, Okla.

THE CHRYSANTHEMUM MANUAL
By Elmer D. Smith



FOURTH EDITION
Price 60 Cents. Cash with Order
American Florist Co.
440 S. Dearborn St., Chicago

A. L. Randall Co.,
Wabash Ave., and Lake St.
CHICAGO, ILL.
Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

George Reinberg
WHOLESALE FLORISTS
Extra fancy Ophelia, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.
162 N. Wabash Ave. CHICAGO

Mention the American Florist when writing

NEW IMPORTATION
MINIATURE VELVET PANSIES
$3.60 per gross.
MINIATURE RED POPPIES..... $1.80 per gross
CLOTH CARNATIONS
White, Ward, Dark, Red Pink... $25.00 per 1000
SAM SELIGMAN
116 West 28th Street, NEW YORK

Mention the American Florist when writing

There are three cut flower items of which we have a good supply:

BEAUTIES

Plenty of the three top grades of a quality that will give satisfaction to you and your trade.

WHITE LILAC

A fresh supply every morning until the end of the season.

CYPRIPEDIUM

Until Christmas we will have a large supply of them. We solicit your business on these specialties, and assure you of entire satisfaction.

The Leo Niessen Co.

1201 Race Street

PHILADELPHIA, - PA.

Branches: Baltimore, Washington.

EDWARD REID

CHRYSANTHEMUMS. CHOICE ROSES, All Grades.
CARNATIONS, EASTER LILIES and All Seasonable Flowers.
This is the exclusive shop, only one block from Express Depots.
1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

PHILADELPHIA, DEC. 7.

		Per 100
Roses, Beauty, special	60.00 @	75.00
" Ophelia	3.00 @	12.00
" Columbia	4.00 @	15.00
" Mrs. Charles Russell	8.00 @	20.00
" Killarney	2.00 @	6.00
" Hadley	10.00 @	25.00
" Sunburst	4.00 @	12.00
" Wards	3.00 @	6.00
" Premier	6.00 @	15.00
Adiantum	1.00 @	1.50
Asparagus, bunches	.35 @	.50
Asparagus, strings	.75 @	1.00
Calendulas	1.50 @	3.00
Carnations	2.00 @	6.00
Cattleyas	150.00 @	200.00
Chrysanthemums, per doz.	1.50 @	4.00
Easter Lilies	20.00 @	25.00
Lily of the Valley	6.00 @	10.00
Smilax		.35
Snapdragons, per doz.	.75 @	1.50
Sweet Peas	1.00 @	2.00
Violets, single	.50 @	.75
Violets, double	.75 @	1.00

BOSTON, DEC. 7.

		Per 100
Roses, American Beauty	$12.00 @	$125.00
" Russell	8.00 @	20.00
" Dunlop	6.00 @	12.00
" Pilgrim	8.00 @	16.00
" Crusader	8.00 @	16.00
" White Killarney	8.00 @	16.00
" Ward	6.00 @	12.00
" Maryland	6.00 @	12.00
" Hoosier Beauty	8.00 @	16.00
" Columbia	8.00 @	16.00
" Hadley	8.00 @	16.00
" Premier	8.00 @	16.00
" Ophelia	8.00 @	16.00
" Butterfly	8.00 @	16.00
" Cecile Brunner	3.00 @	4.00
Adiantum		2.00
Asparagus bchs., per bch.	.50 @	1.00
Asparagus Strings, dozen.		12.00
B. Buttons	2.00 @	3.00
Bouvardia	1.50 @	2.00
Calendulas, per bunch		.50
Carnations, fancy		8.00
Carnations, ordinary	5.00 @	6.00
Cattleyas, per doz.		18.00
Chrysanthemums	2.00 @	3.50
Pompons	.50 @	.75
Lily of the Valley		12.00
Smilax, per dozen		6.00
Swainsona, per bch	.50 @	.75
Violets	1.25 @	1.50
Cypripediums, dozen	4.00 @	6.00
Pansies	1.00 @	1.50
Sweet Peas	3.00 @	4.00
Stevia, per bch	.50 @	.75
Marguerites	2.00 @	3.00
Snapdragons, per doz.		1.50

BUFFALO, DEC. 7.

		Per 100
Roses, White Killarney	$5.00 @	$12.00
" Dbl. Wht. Killarney	6.00 @	12.00
" Richmond	6.00 @	15.00
" Maryland	5.00 @	10.00
" Sunburst	5.00 @	12.00
" Columbia	6.00 @	20.00
" Ophelia	4.00 @	16.00
" Russell	6.00 @	20.00
" Premier	8.00 @	20.00
" Cecile Brunner	3.00 @	4.00
Calendulas	3.00 @	6.00
Carnations	3.00 @	6.00
Easter Lilies	20.00 @	25.00
Mignonette	3.00 @	6.00
Narcissus, paper whites	3.00 @	5.00
Rubrum Lilies	6.00 @	10.00
Snapdragons	3.00 @	6.00
Sweet Peas	1.00 @	3.00
Chrysanthemums, White	8.00 @	35.00
" Pink	10.00 @	35.00
" Yellow	12.00 @	35.00
" Pompons.	.35 @	1.00

SKIP THE MIDDLEMAN

Sell your flowers under your own management through the

Philadelphia Growers' Cut Flower Market

WM. C. LYNCH, Manager
No. 7 South Mole Street
PHILADELPHIA, - - PA.
This Week High Grade
Roses, Chrysanthemums and Carnations

Wholesale Florists' Supplies

THE HOUSE OF MERIT
Staple Baskets and Seasonable Novelties in Quantity
JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St., Phila., Pa.

Berger Bros.

The Choice of the Market in
EASTER LILIES,
ROSES and CHRYSANTHEMUMS.
Exceptional Service.
1609 Sansom St., PHILADELPHIA, PA.

Philadelphia.

EXCESSIVE SUPPLY OF STOCK.

The market still continues very, very full of flowers and it seems as if the chrysanthemums never will get cut out. They are a popular autumn flower but there can be too much of a good thing and this is now the condition. Everybody wishes they were out of the market. The ice boxes of the wholesalers are crowded to the doors with them, much of the stock being very good but owing to the light demand bringing a very unsatisfactory price. A few selected Jennie Noonan have sold as high as 40 cents but 10 to 15 cents is the moving price for the great majority of the good grades. Pompons are a drug and sell at buyers' figures. Fine flowers of the Lillian Doty type are well sold at one dollar per dozen. This condition has a depressing effect on all other stocks; there are quantities of roses of fine quality, many of which are seen on the streets selling at much less than wholesale prices of a year ago. American Beauty because of its scarcity hold up very well and it should be good stock this winter to the growers fortunate enough to have it. Carnations are crowding in but cannot make much headway. The crop for the coming season looks promising. There are plenty of good calendulas but no demand. Callas are more plentiful and Easter lilies hold to top market prices in rather a wonderful way. The cattleya supply is increasing, C. trianae is now in and will soon become plentiful. Oncidiums and cypripediums are also to be had in quantity but prices are all well up on these items. Lily of the valley is about equal to the call and violets are selling better. White lilac is a choice flower that sells at its fixed price of $2.50 per bunch. There is an abundance of asparagus, yet it all seems to go. A number of retailers only buy the Florida stock when they cannot obtain local supplies. Shipping in warm express cars is said to account for the drooping appearance of much of the southern stock, which however often comes in fine condition.

THE PLANT SITUATION.

The report generally from the growers is that their autumn business has been quite satisfactory, in fact some declare it to be the best ever. There has been an immense turnover in ferns but at prices below those of last season and all appear to be stocked up well for the holiday season. Some magnificent pedestal stock is seen which should bring fancy prices at Christmas. Owing to the very hot summer and warm autumn it has been a hard job to get the cyclamen through in good shape. Very good stocks are however seen with a number of the growers, the first selections of which are selling well up. Poinsettias are scarce and practically all the growers are sold out of this plant. Cherries and peppers are in good demand. There are not many begonias but a number of primulas. Storekeepers are making their annual visits but buying cautiously.

NOTES.

The Robert Craig Co. received a splendid lot of dracaena canes from its Porto Rico tropical nurseries. As an evidence of the growth made in a single season, two plants, four feet high were received, which were but cuttings stuck in the ground without roots, last April. A recent letter from Robt. Craig, in Porto Rico, states that he is feeling better than for a year past and that the firm's stock there is growing much stronger than they had hoped for.

A wholesaler said he had been trying all autumn to size up the situation but could come to no satisfactory conclusion on account of the great quantity of stock in the market. If flowers would only get scarce so that the buyers would have to bid for them, he felt he would then have some very interesting data from which to make his predictions for the future.

Two vases of very good looking gladioli were seen at the Bellevue-Stratford store of John Habermehl the past week, who

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
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GUST. RUSCH & CO.
WHOLESALE FLORISTS
Jobbers in Florists' Supplies
Headquarters of the Cudahy Roses
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444-446 Milwaukee Street
MILWAUKEE, WIS.

Pittsburgh Cut Flower Co.
WHOLESALE FLORISTS
Growers of Quality Flowers
116-118 Seventh Street,
PITTSBURGH, - PA.

stated that he expected a continuous supply the season through. He found them valuable as a flower for vase work about the hotel. Business had been satisfactory all autumn with a good outlook for the holidays.

Quality roses, chrysanthemums, carnations, lilac, cattleyas and lily of the valley are the feature stocks with the Leo Niessen Co. Business was considered good under the trying conditions of the past week. It is thought here that some of the growers will be cutting chrysanthemums at Christmas.

Edward Towill's new rose American Legion is going ahead by leaps and bounds and is the highest priced kind on the market except American Beauty and sells up clean every day. It has all the earmarks of a winner.

Edward Reid wishes the chrysanthemums were over and out of the way as there is a splendid stock of roses and carnations which he is trying hard to put over. Sweet peas and cattleyas are also features.

Berger Bros. are featuring quality chrysanthemums, Easter lilies, roses and sweet peas. Carnations are also a quantity stock. Ed. Dorheim, one of the alert salesmen here, is on the sick list.

Manager Lynch of the Philadelphia Growers' Cut Flower Market is handling quality roses and says the cut for Christmas will be very fine. Carnations and violets are also features here.

Chas. Grakelow is much pleased with results at his new store which was opened so auspiciously three weeks ago. He is preparing for a great holiday business at both establishments.

Mark Mills is still keeping up his missionary work for the national publicity campaign and meeting with considerable success. He expects many contributions after the holidays.

The Jos. G. Neidenger Co. is having a wonderful run with its Christmas wreaths, the stock of which shows great variety. Vase and plant baskets are also a feature. K.

Wholesale Flower Markets

PITTSBURGH, DEC. 7.		Per 100
Roses, Beauty, spl., per doz.	7.50	60.00
" " fcy., per doz.	6.00	45.00
" " ex., per doz.	5.00	35.00
" " No. 1, per doz.	2.00	15.00
" American Legion ..	6.00@	25.00
" Killarney	5.00@	15.00
" Maryland	5.00@	15.00
" Sunburst	5.00@	15.00
" Mrs. Aaron Ward..	5.00@	15.00
" Russell	6.00@	30.00
" Columbia	6.00@	25.00
" Ophelia	5.00@	20.00
" Hilda	5.00@	15.00
" Premier	6.00@	30.00
" Madam Butterfly ...	6.00@	20.00
Carnations	3.00@	6.00
Pompons, per bch.....	.25@	.75
Calendulas	2.00@	4.00
Chrysanthemums, per doz.	2.00@	5.00
Lilies		25.00
Valley		8.00
Ferns, per 1,000		3.00
Galax, per 1,000		2.00
Plumosus, per bunch.....		.50
Sprengeri, per bunch.....		.60
Smilax, per doz. strings....		3.00
Sweet Peas		2.00

CINCINNATI, DEC. 7.		Per 100
Roses, Premier	6.00@	20.00
" Russell	6.00@	20.00
" Columbia	6.00@	20.00
" Butterfly	6.00@	20.00
" White Killarney....	6.00@	20.00
" Pink Killarney.....	6.00@	20.00
" Sunburst	6.00@	20.00
" Mrs. Aaron Ward...	6.00@	20.00
" Ophelia	6.00@	20.00
" Baby Doll.....	3.00@	4.00
Chrysanthemums, per doz..	1.50@	4.00
Easter Lilies	20.00@	25.00
Ferns, per 1,000.....		3.00
Galax, per 1,000		1.50
Plumosus (south) per bch..		.25
Smilax, per string	.15@	.25
Rubrum	4.00@	8.00
Leucothoe		5.00

WOOSTER, O.—The chrysanthemum show staged here, November 19-23, was a great success and included many out-of-town displays by the following: A. N. Pierson, Inc., Cromwell, Conn.; Joy Floral Co., Nashville, Tenn.; White Bros., Medina, N. Y., and Elmer D. Smith & Co., Adrian, Mich.

THE McCALLUM CO.
Manufacturers—Importers
FLORISTS' SUPPLIES
Headquarters: PITTSBURGH, PA.
Mention the American Florist when writing

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.
Mention the American Florist when writing

ST. LOUIS, DEC. 7.		Per 100
Roses, Premier	3.00@	20.00
" White Killarney....	2.00@	8.00
" Columbia	3.00@	15.00
" Ophelia	3.00@	15.00
" Russell	3.00@	20.00
" Ward	3.00@	8.00
" Sunburst	3.00@	12.50
Carnations	2.00@	6.00
Leucothoe		.75
Valley	8.00@	11.50
Galax, green, per 1,000....		1.50
" bronze, per 1,000.		1.50
Ferns, per 1,000.....		3.00
Chrysanthemums, White and Yellow, per doz.....	...	8.00

MILWAUKEE, DEC. 7.		Per 100
Roses, Kill'n'y, W. Kill'n'y.	4.00@	12.00
" Premier	6.00@	25.00
" Ophelia	4.00@	15.00
" Columbia	6.00@	25.00
" Ward	4.00@	12.00
" Hoosier Beauty.....	6.00@	20.00
" Butterfly	6.00@	15.00
Carnations	3.00@	5.00
Fancy Ferns, per 1000....		3.00
Asparagus, per bunch.....	.50@	.75
Chrysanthemums, per doz..	2.00@	4.00
Orchids, Cattleyas, per doz.		24.00
Orchids, Cypripedium, per dozen	4.00@	6.00
Lilium Rubrum	4.00@	6.00
Strawflowers, bch.	.25@	.50
Sweet Peas.....	1.50@	3.00
Violets	1.50@	2.00
Wild Smilax, per case....		7.50
Paper Whites	4.00@	6.00
Calendulas, per bch.....		.50
Pompons, per bch.....	.50@	.75

New York.

POOR CALL FOR MOST STOCK.

Although the chrysanthemum supply has fallen off it took some time to clean up the surplus left over from Thanksgiving and at this writing there is more than enough of them arriving to supply all demands. From the holiday until November 29 there was almost continuous rain and mist, which has been a factor in reducing rose and carnation stocks. There are more violets on the market than the trade needs and 75 cents per 100 is the price obtained. A marked increase in the supply of Paper White narcissi is noted, but with chrysanthemums and stevias arriving liberally, their movement is slow. A firmer tone is observed in rose prices and better values may be expected from now until Christmas. Although long nights and short days are here, a spell of good sunshine is likely to bring in heavy holiday shipments of this stock. The yellow narcissus, Sol d'Or is on the market, but moving slowly. Easter lilies are sufficient to supply all demands, but many of them have a greenish color, caused, we suppose, by dark weather and hard forcing. Lily of the valley continues plentiful and slow in movement. The plant growers are now active in their canvasses of the retail shops, and, returning the compliment many retailers have been visiting the plantsmen. It appears that there are fairly good stocks in the area that supplies this market and it is safe to predict that from now until Christmas, retailers will be chiefly interested in plants.

December 5.—With a considerable fall of snow yesterday, winter seems to have set in. The snow melted from the streets almost as fast as it fell, but there is quite a blanket in the suburbs. Business is rather quiet this morning and there is an abundance of stock. Cattleyas are more plentiful and prices have taken a drop. A considerable stock of chrysanthemums continues to arrive.

NOTES.

The latest swindler, who has been irritating retail florists, orders $35 worth of flowers for a funeral and tenders a check for that amount. Then he suddenly remembers that he will need $5 for a mass at the church—and in two instances has been given the $5 in cash—and will only order $30 worth of stock. He must either have a spark of conscience left or a sense of humor, for after his getaway he sent postal cards saying not to send the flowers.

Miss Flora Lins, the retailer of Lexington avenue, near 42nd street, who was knocked down and seriously injured by an automobile, is again able to attend to business. It is stated that there are a number of ex-convicts acting as chauffeurs in this city, but there are a lot more who should be convicts and no "ex."

Getting ready for Christmas is now the principal business at Sam Seligman's factory and store, 116 West 28th street. Noteworthy features are cones in quantity and variety that his employes are preparing for decorative purposes. Many baskets and vases are also being handsomely decorated.

P. F. McKenney, of 503 Fifth avenue, arranged a fine wedding decoration, December 1, at Brookville, a suburb of Pittsburgh, Pa. On the same evening he had the decorations for the opening of the Riviera theatre, Brooklyn, a new enterprise of the B. F. Keith vaudeville circuit.

If reports coming in are correct there will not be much glow in the holly berries this year. In fact, it is stated that the holly is practically devoid of berries, the holly blossoms having been killed by the April frosts.

There is cheer for the talcum company recently floated here in the statement that the conference entertainment committee at Washington, D. C., brought in a bill of $16 for talcum powder and rouge.

J. Spiro, formerly buyer for Chas. Abrams, Brooklyn, is now well established in his own store, which he has named the Broadway Floral Shop, 2437 Broadway, at 90th street.

To the Retail Trade:

Let us ship you some and convince you, **Mr. Retailer,** that they are the **best money can buy.**

CARNATIONS

Of the Finest Keeping Quality, 20 to 24 inch stems, are arriving at my store from the range of **W. D. Howard,** a veteran grower. They comprise **Cottage Maid, Laddie, Mrs. C. W. Ward, Pink Delight, Matchless, Eureka, Bernice, Benora, White Delight,** in any quantity; **Goddard's Gold Medal Laddie** and **Rosalia.**

Shipping orders promptly taken care of.

Siebrecht's Valley always on hand.

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WHOLESALE FLORISTS
112 West 28th St. NEW YORK
All Seasonable Flowers

Gold Letters and Scripts

Best and cheapest on the market.
Write for samples and prices.

J. LICHTENBERGER

1560 Avenue A, NEW YORK CITY

The range of Louis Dupuy, Whitestone, N. Y., which was recently visited by P. F. McKenney, has a fine lot of poinsettias, oranges, heathers and acacias in excellent condition.

Jos. A. Millang, of the New York Cut Flower Co., is receiving exceptionally fine Columbia and other roses from the Briarcliffe greenhouses of Paul M. Pierson.

Alexander C. Scomenodaw, who has been long established on Eighth avenue, near 34th street, reports a good holiday business.

A great stock of wreaths and other novelties are being prepared by Samuel Gilbert, the Traveling Wholesale Florist.

A. F. F.

KOKOMO, IND.—W. W. Coles is a director of the local chamber of commerce.

DEDHAM, MASS.—Edw. Bingham recently added one greenhouse, 42 x 200 feet, to his establishment.

WINNIPEG, MAN.—A large summer fair is planned to be held here next year, costing approximately $1,000,000.

DENVER, COLO.—Paper White and Soliel d'Or narcissi are now in bloom here but there is no demand for the flowers.

WASHINGTON, D. C.—Harry B. Lewis, secretary of the Florists' Club of Washington, was seriously injured in an automobile accident in this city, recently.

W. L. DOYLE A. E. BOOTH

Doyle & Booth

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112 West 28th St., NEW YORK

J. J. COAN, Inc.

WHOLESALE FLORIST
Everything in Cut Flowers
Phones 5413 & 5891 Watkins
31 and 43 W. 18th St., New York

SEATTLE, WASH.—B. E. Hammond, formerly with the Emery Floral Co., Edmonton, Alta., opened a wholesale flower store, on Madison street, December 1.

PAUL MECONI
WHOLESALE FLORIST
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Telephones: 3864 and 3158 Watkins
NEW YORK CITY

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J. K. ALLEN Commission dealer in Cut Flowers at the entrance of the Great Wholesale Flower Market, 43 West 18th Strse
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Carnations and Sweet Peas of Fine Quality.
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A complete assortment of the best in the market can always be relied upon.
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55-57 W. 26th St., New York
Telephone: 2046 Watkins
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Wholesale Flower Markets

NEW YORK, DEC. 7.	Per 100
Roses, Beauty	$8.00@ 75.00
" American Legion	4.00@ 12.00
" Crusader	5.00@ 35.00
" Golden Ophelia	4.00@ 15.00
" Columbia	4.00@ 20.00
" Pilgrim	4.00@ 15.00
" Hadley	4.00@ 35.00
" Dunlop	4.00@ 15.00
" Dble. Wht. Killarney	4.00@ 12.00
" White Killarney	3.00@ 8.00
" Aaron Ward	4.00@ 12.00
" Ophelia	4.00@ 15.00
" Scott Key	8.00@ 60.00
" Sunburst	4.00@ 12.00
" Mdm. Butterfly	4.00@ 15.00
Adiantum Croweanum and Hybrid	1.00@ 1.50
Asp. Plumosus sprays	1.00@ 2.00
Asp. Plumosus, per bch	.25@ .50
Bouvardia, per bunch	.60
Carnations	5.00@ 8.00
Cattleyas	35.00@150.00
Chrysanthemums, per doz	1.50@ 6.00
Gardenias, per doz	4.00@ 6.00
L. Rubrum	12.00@ 15.00
Leucothoe, per 1000	5.00@ 7.00
Lilies, white	25.00
Lily of the Valley	1.00@ 6.00
Narcissus, paper whites, per doz	.35@ .50
Snapdragons, per doz	.30@ .50
Smilax, doz. strings	1.25@ 2.00
Galax, green and bronze, per 1000	1.50@ 2.00
Ferns, per 1000	2.00@ 2.50
Violets	.50@ .75
Sweet Peas	2.00@ 4.00
Callas, per dozen	1.50@ 2.00

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Traendly & Schenck
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436 Sixth Avenue, NEW YORK
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Telephones 4422 4423 Watkins D. J. Pappas President
United Cut Flower Co., Inc.
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111 W. 28th St., NEW YORK

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113 W. 28TH STREET
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Everything in Cut Flowers
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Desirable wall space to rent for advertising.
Open for Cut Flower Sales at 6 o'clock every morning.
V. S. DORVAL Secretary

The Kervan Co.
Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
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31 and 43 W. 18th St., NEW YORK
Telephone 976 Chelsea
SPECIALTIES — Cut Orchids, Asparagus Plumosus Sprays and Mistletoe and Berries. Our Orchids are grown by Carillo & Co., of Mamaroneck, N. Y.

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All orders carefully filled under the supervision of
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THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

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THE J. M. GASSER COMPANY
CLEVELAND
EUCLID AVENUE
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Albany, N. Y.
EYRES
FLOWERS OR DESIGN WORK
Delivered in Albany and vicinity on telegraphic order.
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CHARLES L. SCHMIDT
23 No. Second St., Harrisburg, Pa.
Night and day service in all Central Pennsylvania.

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TACOMA, WASH.
California Florists
will take care of all telegraph orders.

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THE BELLEVUE-STRATFORD
BROAD AT WALNUT STS.
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BOHANNON FLORAL CO.
75 East Monroe Street, CHICAGO
Member of F. T. D.

Staten Island, N. Y. F. T. D.
ALEX. S. GEORGE
(Not Incorporated)
National Florist
FLORAL ARTIST
423-425 Richmond Terrace
(V. M. C.)

Mention the American Florist when writing

Buffalo, N. Y.
S. A. ANDERSON
440 Main Street
Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport, Niagara Falls and Western New York.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

CHICAGO
Mangel
The Palmer House Florist
17 E. MONROE ST.

Mention the American Florist when writing

TERRE HAUTE, IND.
THINK OF **HEINL'S**

Mention the American Florist when writing

LITTLEFIELD, Florist
WORCESTER, MASS.

Mention the American Florist when writing

HARTFORD, CONN.
George G. McClunie
Established 1897.
Fresh Flowers
165 Main Street
Right in the Hospital District.
Member of F. T. D. Association

Mention the American Florist when writing

TORONTO, CAN.
Canada's Best Known and Most Reliable Florist
Only the Best **Dunlop's**
8 and 10 West Adelaide Street
We deliver anywhere in Canada and guarantee safe arrival.

Cincinnati.
JULIUS BAER
FLOWERS
Mail and Telegraph orders carefully filled.
138-140 Fourth St., East

PHILADELPHIA, PA.
Chas. H. Grakelow
Broad St., at Cumberland
Central City Shop, 1908 Market St.
Members of Florists' Telegraph Delivery.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

CHICAGO.

Wittbold FLORIST

745 Buckingham Place
L. D. Phone, Graceland 1112
Send us your retail orders.
We have the Best Facilities in the City
No. branch stores. Established 1857.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

SALT LAKE CITY.

Miller Floral Co.

10 EAST BROADWAY
250,000 Square Feet of Modern Glass
First-class stock and service. Usual discount.
We reach the whole of Utah and to Central part of Nevada and Idaho
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

ROCHESTER, N. Y.

J. B. KELLER SONS,

FLORISTS
25 Clinton Avenue N
Rochester ph. 506. Long Dist. Bell ph. 2189
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

LOS ANGELES, CALIF.

Wolfskill Bros. and Morris Goldenson

Cut Flower Merchants
We solicit telegraph orders. Regular trade discount.
229 WEST THIRD STREET

Mention the American Florist when writing

Randolph & McClements

Floral Experts
5936 Penn Ave., Pittsburgh, Pa.

Mention the American Florist when writing

GRAND RAPIDS, MICH.

GRAND RAPIDS FLORAL CO

ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

Mention the American Florist when writing

CHICAGO.

A. Lange

77-79 E. Madison Street

Mention the American Florist when writing

FROM NEW YORK EXCEPT AS NOTED.

December 12.

Mexico, French Line (Bordeaux-Dunkirk).

December 13.

Aquitania, Cunard-Anchor Line (Cherbourg-Southampton).
FROM BOSTON, Rhode Island, Furness Lines (Liverpool-Glasgow).
FROM BOSTON, Digby, Furness Lines (Liverpool).

December 14.

Guiana, Quebec Steamship Company (Grenada-Trinidad).
FROM PHILADELPHIA, Coelleda, Baltimore Line (Glasgow-Avonmouth).
FROM NEW ORLEANS, Leerdam, Holland-America Line (Rotterdam).

December 15.

Roussillon, French Line (Havre).
Baltic, I. M. M. Lines (Liverpool).
FROM PHILADELPHIA, Scythian, I. M. M. Lines (London).
FROM NEW ORLEANS, Asian, I. M. M. Lines (Liverpool).
Varna, Swedish-American Line (Finland-Stockholm).
FROM GALVESTON, Novian, I. M. M. Lines (Liverpool).

December 17.

Westerdyk, Holland-America Line (Rotterdam).
Collamer, Cosmopolitan Line (Havre-Dunkirk).
Montauk, I. M. M. Lines (London).
Archimedee, I. M. M. Lines (Manchester).
Kroonland, I. M. M. Lines (Antwerp).
Pannonia, Cunard-Anchor Line (London).
Ponce, Porto Rico Line (Mayguez-San Juan).
FROM PORTLAND, Wyncote, Furness Lines (Hull).
FROM PHILADELPHIA, Sarcoxie, Cosmopolitan Line (Havre-Dunkirk).
FROM PHILADELPHIA, Nitonian, I. M. M. Lines (Liverpool).
FROM PORTLAND, Cornishman, I. M. M. Lines (Avonmouth).
FROM PHILADELPHIA, Nitonian, I. M. M. Lines (Manchester).
FROM NORFOLK, Barbadian, I. M. M. Lines (Hamburg).
FROM BOSTON, Vermania, Cunard-Anchor Line (London).
FROM PORTLAND, Vellavia, Cunard-Anchor Line (London).

ENGLAND

You can "Say It With Flowers" to anyone in the British Isles through Bees' Flower Service.

(Members F. T. D.)

Ye Busy Bees

Bees Ltd

Bold Street
LIVERPOOL

Steamers arriving at or leaving any port can be served at a few hours' notice.

(Members F. T. D.)

CHICAGO
75 E. Adams St.

HENRY Wittbold and Son
FLORAL DECORATORS
FLORISTS
EVANSTON, ILL. 3025 Central St.

Members of Florists' Telegraph Delivery.

CINCINNATI

HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO.
Good Stock and Good Service.

Asheville, N. C.

Middlemount Gardens

Members F. T. D. Association.

Kansas City, Mo.

Samuel Murray

1017 Grand Avenue
Member Florists' Telegraph Delivery

SAVANNAH, GA.

John Wolf

The Largest Grower of Cut Flowers in the South

Milwaukee, Wis.

FOX'S

Incorporated
437-39-41 Milwaukee Street
Members of Florists' Telegraph Delivery.

Members of Florists' Telegraph Delivery.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

KANSAS CITY, MISSOURI.

ROCK'S FLOWERS

Members of Florists' Telegraph Delivery

Mention the American Florist when writing

CLEVELAND, O. AND VICINITY.

BRAMLEY & SON

1811 E. 71st St.

The Largest Growers of Flowers in the City

Mention the American Florist when writing

KANSAS CITY, MO.

The Apollo Flower Shop

4 East 11th Street

We Carry the Largest Stock of Cut Flowers in the City. We Please the People.

Home Ph.: Main 3652 Bell Ph.: Main 1044

Mention the American Florist when writing

Pittsburgh, Pa.

MRS. E. A. WILLIAMS

621 Penn Ave.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

OMAHA, NEB.

Hess & Swoboda

FLORISTS

1415 Farnum St. PHONES 1501 and L1582

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

NEW YORK.

A. ECKRICH

(Successor to Charles E. Grunewald)

FLORIST

924 Madison Ave., bet. 73rd & 74th Sts.

Phone: 9864 Rhinelander. Orders from Other Cities Promptly Filled

Mention the American Florist when writing

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Asheville, N. C.—Middlemount Gardens.
Boston, Mass.—Penn, the Florist.
Bronx, New York—Fordham Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Bohannon Flower Shop.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Congress Flower Shop.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Schiller, The Florist, W. Madison.
Chicago—G. Wittbold Co., Buckingham Pl.
Chicago—Henry Wittbold & Son.
Chicago—Mangel, 17 E. Monroe St.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The Park Floral Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—Central Floral Co., B'way.
Detroit, Mch.—John Breitmeyer's Sons.
El Paso, Tex.—Potter Floral Co.
Evanston, Ill.—Henry Wittbold & Son.
Galesburg, Ill.—Pillsbury's Flower Stores.
Grand Rapids, Mich.—Grand Rapids Fl. Co
Grand Rapids, Mich.—Henry Smith Floral Co., Inc.
Hartford, Conn.—Welch's Flower Shop.
Hartford, Conn.—Geo. G. McClunie
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—Apollo Flower Shop, The
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
Knoxville, Tenn.—Baum's Home of Flowers
La Crosse, Wis.—Salzer Floral Gardens.
Lincoln, Neb.—Frey & Frey.
Liverpool, Eng.—Bee's, Ltd.
Los Angeles—Wolfskill Bros. & M. Goldenson
Louisville, Ky.—August R. Baumer.
Memphis, Tenn.—Idlewild Greenhouses.
Miami, Fla.—The Exotic Gardens.
Milwaukee, Wis.—Fox's, Incorporated.
Montreal, Que., Can.—Dominion Floral Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—The Rosary Floral Co.
Newark, N. J.—Phillips Bros.
New Britain, Conn.—Welch's Flower Shop.
New Orleans, La.—Matairie Ridge Nur. Co
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New Rochelle, N. Y.—New York Floral Co
New York—A. Eckrich, 924 Madison Ave.
New York—A. T. Bunyard, Madison Ave.
New York—Broadway Florist.
New York—Chatmas Florists, 2726 8th Ave.
New York—Dard's, 44th and Madison Ave
New York—David Clarke's Sons.
New York—Henry Hart, Inc.
New York—Hession.
New York—Irene Hayes.
New York—Kottmiller.
New York—Malandre Bros.
New York—Matthew A. Battista.
New York—A. Meyer, 1062 Madison Ave.
New York—Olympia Florist.
New York—G. E. M. Stumpp.
Oklahoma City, Okla.—Furrow & Co.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Salt Lake City, Utah—Evans Floral Co.
Salt Lake City, Utah—Miller Floral Co.
Staten Island, N. Y.—Alex S. George.
San Francisco—Podesta & Baldocchi.
Savannah, Ga.—John Wolf.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosaia Bros.
Sheboygan, Wis.—J. E. Matthewson.
St. Louis, Mo.—F. H Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

Mention the American Florist when writing

SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

NEW ORLEANS, LA.

CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

KNOXVILLE, TENN.

Baum's Home of Flowers

Personal attention given to orders For Knoxville and East Tennessee. Member F. T. D.

Mention the American Florist when writing

FOR ST. LOUIS

WIRE

Grimm & Gorly

Mention the American Florist when writing

Lang Floral & Nursery Co.

1214 Main Street, Dallas, Texas.

Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

Mention the American Florist when writing

Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heinl & Sons.
Toronto—Dunlop's, 8 and 10 W. Adelaide St
Washington, D. C.—Blackistone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Wichita, Kan.—W. H. Culp & Co.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

BUNYARD, NEW YORK,

413 Madison Ave.
Bellevue Avenue, NEWPORT, R.
Summer Season.

Mention the American Florist when writing

Hession

Madison Ave. and 76 St.
NEW YORK
Quality Flowers
BEST IN THE MARKET
AT REASONABLE PRICES
Plant Specialists
Phones: Rhinelander 107—420—775
Member of Florists' Telegraph Delivery.

Bronx, New York City

Fordham Florist
421 East Fordham Road
Telephone: Fordham 3975

Mention the American Florist when writing

NEW YORK. Telephone Audubon 6618 Established 1888

Olympia Florist

(PETER LAMBOS & CO.)
3799 Broadway, S. W. Cor. 158th St.
FRESH CUT FLOWERS DAILY
Orders from Other Cities filled with promptness

Mention the American Florist when writing

New York's Favorite Flower Shop

G. E. M. Stumpp

Fifth Avenue at 58th Street
Member F. T. D. Ass'n.

Mention the American Florist when writing

NEW YORK

Chatmas Florists

CHATMAS BROS.
2726 Eighth Avenue
Bet. 144th and 145th Sts.
Telephone Audubon 6044.
Orders rom Other Cities Promptly Filled

Mention the American Florist when writing

BRANCHES: RITZ-CARLTON and VANDERBILT HOTELS

KOTTMILLER

426 Madison Ave., NEW YORK

Mention the American Florist when writing

NEW YORK.

Malandre Brothers

2077 Broadway, near 72nd St.
'Phone, Columbus 6683
The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

LOUISVILLE, KY.

AUGUST R. BAUMER
MASONIC TEMPLE
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

NEW YORK Established 1849

David Clarke's Sons

2139-2141 Broadway, Cor. 75th St.
Orders by Telegraph Promptly Filled
Phones 1552-1553 Columbus

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PITTSBURGH, PA.

A. W. Smith Co.

KEENAN BLDG.
Largest Floral Establishment in America
Established 1874 Incorporated 1909

Mention the American Florist when writing

WICHITA, Kansas Shipments for Kansas and Oklahoma.
W. H. CULP & COMPANY
Quality Flowers Personal Service
Members F. T. D.

Mention the American Florist when writing

El Paso, Texas

Potter Floral Co.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Albany, N. Y.

Danker FLORIST

The Best Service

MEMBER

Mention the American Florist when writing

NEW YORK.

BROADWAY FLORIST

2094 Broadway, S. E. Cor., 72d St.
Phone Columbus 5468
Branch: 840 Westchester Ave., Bronx.
Phone: Intervale 4990.

Mention the American Florist when writing

Oklahoma City

OKLAHOMA
FURROW & CO.
205 W. Main St.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

FREY & FREY
1338 O Street, LINCOLN, NEB.
Wholesale and Retail
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Kansas City, Mo.

W. J. Barnes FLORIST, K.C. Mo.

Kansas and Western Missouri.
Up-to-date Service.
F. T. D. Est. 1890

Mention the American Florist when writing

J. W. RODGERS

Elks' Building
South Jefferson Street
Dayton, O.
Telegraph orders for Dayton will receive our immediate and careful attention.

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

DETROIT'S
Leading Florists

JOHN BREITMEYER'S SONS

1314 Broadway

PHILIP BREITMEYER, - President

Mention the American Florist when writing

Boston, Mass.

"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.
124 TREMONT STREET

Mention the American Florist when writing

Worcester's Shop of Quality and Service

Randall's Flower Shop
22 Pearl St.,
WORCESTER, MASS.
Member F. T. D.

Mention the American Florist when writing

BROOKLYN, N. Y.

JAMES WEIR, Inc.
FLORIST
324 Fulton St., cor. Pierrepont

Telegraph orders receive our usual good care and prompt attention. Phones 270-271 Main.

Mention the American Florist when writing

MICHIGAN. Orders will be carefully cared for by

Henry Smith Floral Co., Inc.
Wholesale and Retail Florists of Grand Rapids.

Mention the American Florist when writing

Mention the American Florist when writing

Send Telegraph, Telephone or Mail Orders for florist's service in this vicinity to

The Dominion Floral Co.
484 St. Catherines St. West,
Montreal, Que., Canada
Every order receives prompt and careful attention.

Mention the American Florist when writing

WASHINGTON, D. C.

BLACKISTONE, Inc.
14th and H Streets, N. W.
Exceptional Service

Mention the American Florist when writing

Telephones:
Lenox 2352
Lenox 7019

1062 Madison Ave.,
Near 80th St.
NEW YORK

Orders from other cities promptly filled.

Mention the American Florist when writing

Orders in or around **Washington, D.C.**

Geo. C. Shaffer
FLORIST
900 Fourteenth Street

Mention the American Florist when writing

LA CROSSE, WIS.

Send your orders for flowers for delivery in this city and vicinity to

John A. Salzer Seed Co.
Quality and Service Assured

Mention the American Florist when writing

BROOKLYN, N. Y.

JOSEPH TREPEL
BROOKLYN'S LARGEST FLORIST
Eleven Stores
Main Store— Lewis Ave. Cor. Hancock St

Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.
Member of Florists' Telegraph Delivery.

Nashville, Chattanooga and Atlanta — THREE STORES

Mention the American Florist when writing

New York

44 Carmine Street
Phone 1274 Spring
Out of Town and Steamer Orders Promptly Filled

Mention the American Florist when writing

San Francisco
Podesta & Baldocchi
224-226 Grant Avenue
Mail or telegraphic orders promptly and most carefully executed.
Members of Florists' Telegraph Delivery

Mention the American Florist when writing

Chicago

Congress Flower Shop
CONGRESS HOTEL
520 South Michigan Ave.

Mention the American Florist when writing

WASHINGTON, D. C.

Louise Flower Shop
Connecticut Ave., at N. St., N. W.
Miss Louise W. Daugherty, Proprietress
Phones—Franklin 3579, 3841, 3842
Member of Florists' Telegraph Delivery.

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F. T. D.

New York's
SHOP OF QUALITY
Irene Hayes, Inc.
799 Park Avenue

Telephone Rhinelander 0202 and 0203

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

HARTFORD, CONN.

WELCH'S Flower Shop

Also Store at New Britain, Conn.

Established 1885.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Colorado Springs, Co.

Wholesale and Retail

Pikes Peak Floral Co.

Orders Carefully Executed

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

DENVER, COLO.

The Park Floral Co.

D. E. GILLIS, President.
E. P. NEIMAN, Secretary.

Mention the American Florist when writing

GALESBURG, ILL. AND CENTRAL ILLINOIS

Pillsbury's Flower Stores

Your orders will receive careful attention.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

KANSAS CITY, MO.

A. Newell FLORIST

Established over 30 years.
Southwest corner of 11th and McGee Sts.

Mention the American Florist when writing

WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

ST. LOUIS, MO.

F. H. WEBER

N. E. Cor. Taylor and Olive Sts.

Flowers delivered in City and State on Short Notice.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

CHICAGO OPPOSITE FIELD'S — **DETROIT**

Central Floral Co. 132 N. State, CHICAGO; 1331 Broadway, DETROIT

Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

ROANOKE, VA.

FALLON, Florist.

Mention the American Florist when writing

Seattle-Rosaia Bros.

Finest floral studio in Northwest. Member F.T.D.

Mention the American Florist when writing

EDWARD SCEERY

Passaic, N. J. F. T. D. Paterson, N. J.

Mention the American Florist when writing

Washington, D. C.

GEO. H. COOKE

FLORIST

Connecticut Avenue and L Street

Mention the American Florist when writing

FOR WISCONSIN DELIVERY

—OF—

"Home Grown Flowers"

Get in touch with

MATTHEWSON'S, SHEBOYGAN, WISCONSIN.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

NEWARK, N. J.

Philips Bros.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE.

Mention the American Florist when writing

IN THE HEART OF **Newark, N. J.**

The Rosery Floral Co.

167 Market St., at Broad St.

EVERYTHING IN FLOWERS

Prompt Deliveries to any town or city within 150 miles of Newark. Telephone Market 494

Mention the American Florist when writing

BROOKLYN, N. Y.

HUGO H. JAHN

—FLORIST—

710 Nostrand Ave., cor. Prospect Place

Phone: 1952 Lafayette.

Flowers Delivered Anywhere. Personal Attention.

Mention the American Florist when writing

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES **Memphis, Tenn.**

89 South Main St.

"Up-to-the-Minute" Service and Execution.

Every Flower in Season.

New York. Telephone Lenox 3822

HENRY HART, Inc.

FLORIST

1000 Madison Avenue

In the Heart of most exclusive residential section.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

The Seed Trade

American Seed Trade Ass ' ation.

L. L. Olds, Madison, Wis., President; Alex. Forbes, Newark, N. J., First Vice-President; Louis B. Reuter, New Orleans, La., Second Vice-President; C. E. Kendel 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, 73 Tremont Street, Boston, Mass., Counsel.

The fortieth annual meeting will be held June, 1922.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass, Counsel.

The next annual meeting will be held June, 1922.

MILLET seed prices have been somewhat higher the past two weeks.

ALOIS FREY, the freesia specialist, has returned to San Fernando, Calif.

IT is reported the crop of colored sorts of Japan lily bulbs is well cleaned up.

HENRY FIELD of Shenandoah, Ia., advises his farmer customers to buy clover seed now.

DECATUR, ILL.—W. H. Suffern is wintering in the Jamieson apartments, Los Angeles, Calif.

TORONTO, ONT.—Lester L. Morse, of C. C. Morse & Co., San Francisco, Calif., was a visitor this week.

ANOTHER seed hearing was called for December 7 before Senator Penrose, of the senate finance committee.

THE republican administration does not seem to know its own mind as to tariff and seems to wabble a good deal.

JOHN P. DEGNAN, for many years identified with the Chicago seed trade, left for Los Angeles, Calif., December 4.

DETROIT, MICH.—The building occupied by the American Seed Co., and two commission firms, on East High street, was wrecked by an explosion, December 4.

BOARD OF TRADE.—Prices for grass seed on the Chicago Board of Trade, December 7, were as follows: Timothy, $4 to $6 per 100 pounds; Red Clover, $12 to $18.50.

PRICE of bags at Chicago, December 7: Anchor, 16 oz., $29.00 per bale, in bale lots or over; Royal River, 16 oz., $29.00; National, 16 oz., $29.00; Crown, 12 oz., $24.00.

GEO. C. WATSON, the well known import grass seed specialist of 1614 Ludlow street, Philadelphia, Pa., says seeds of fancy grasses grown in Great Britain are in very short crop because of drought and in strong demand even at present high prices.

THE cental system in seed transactions—i. e., buying or selling by the 100 pounds, according to the government market reporter, should be used more generally than trading on a bushel basis, because the lack of uniformity among the states in the weight per bushel of various kinds of seeds.

ONION SETS in the Chicago district are suffering from the mild weather, sprouting too freely to suit the warehouse men. Prices are $1.70 to $1.75 for colors and $2.00 for whites, January delivery in car lots. Similar conditions exist at Louisville and it is believed the cost of picking will advance prices still further.

OKLAHOMA CITY, OKLA.—The Oklahoma wheat crop is suffering seriously from drought.

J. W. WORKMAN, of Maxwell, Ill., was awarded the capital prize offered by the Chicago Board of Trade for the best 10-ear exhibit of corn.

LA CROSSE, WIS.—Miss Ruth Ferndale, daughter of Mr. and Mrs. John P. Salzer, and Russell Thompson, of this city, were married last month.

A BILL now before congress eliminates the special delivery privilege now in use on all parcel post packages and all seedsmen should write their representatives in congress at once protesting against the provision of the new bill. The bill in question is H. R. 8441.

WEST HOBOKEN, N. J.—The marriage of Miss Mildred Lucie Marshall, daughter of Wm. E. Marshall and wife, to Levon Murachanian, was solemnized at St. John's Episcopal church, this city, December 7. Mr. Marshall, the bride's father, is president of W. E. Marshall & Co., Inc., New York.

VISITED CHICAGO: Trimble McCullough and wife of Cincinnati, O., returning from California; W. F. Van der Schoot, representing R. A. Van der Schoot, Hillegom, Holland; W. L. Hamilton, of the Madson Seed Co. Manitowoc, Wis.; A. H. Luck, representing S. M. Isbell & Co., Jackson, Mich.; Wm. A. Davis, Bozeman, Mont.

Western Seedsmen's Association.

KANSAS CITY MEETING, DECEMBER 10.

The autumn meeting of the Western Seedmen's Association will be held in Kansas City, Mo., Saturday, December 10, at the Hotel Baltimore, commencing at 10 a. m.

Due to unsettled conditions prevailing at the present time in the seed trade it is of utmost importance and to the interests of each individual member that we have a large attendance at this meeting. Roy Edwards of the Rudy Patrick Seed Co. is chairman of the committee on arrangements. Reservations for the noonday luncheon should be made immediately with Mr. Edwards and he will also reserve rooms for those desiring them.

Please do not let anything interfere with your attending this meeting. You will again have the opportunity of meeting your friends in the trade and able speakers will address the session discussing topics of general interest to all. Don't forget the date, December 10.

MAX F. WILHELMI, Sec'y.

Wholesale Growers
SELECT STOCKS
Beet Carrot Lettuce Onion
Parsley Parsnip Radish Sweet Peas
PIETERS-WHEELER SEED CO.
GILROY, CALIFORNIA
Mention the American Florist when writing

Catalogue Prices.

The special advertising committee of the American Seed Trade Association, L. H. Vaughan, chairman, is issuing a compilation of vegetable seed quotations now being made by seed jobbers to their retail dealers. The idea is to give catalogue and retail seedsmen some standard for their catalogue and store prices this spring. This list was mailed to association members December 7. Address L. H. Vaughan, 29 West Randolph street, Chicago, for copy if yours is not received promptly.

Holly and Green At Chicago.

Holly arrivals show better quality than expected, as recent frosts in the south have given gloss to the foliage. The supply is coming in more freely.

Bouquet green has proven to be scarce. Large buyers were afraid of the early picked, unfrosted sprays, and did not contract heavily. Soon after the green was in the proper condition for picking and shipping, early snows and the hunting season checked production. Choice stock is selling now at 12 cents per pound. Brown, discolored stock, suitable for dyeing only, nine cents to ten cents per pound.

Boxwood is quoted at 20 cents to 25 cents per pound, according to quantity.

Texas is sending in some good mistletoe.

Red Clover Seed.

Despite the continued general inactivity of seedsmen, red and alsike clover seed prices advanced 30 cents and 35 cents per 100 pounds, respectively, during the two weeks ending November 26. Growers were not free sellers at prevailing prices, and only a small movement of these seeds took place during the two weeks. Recent light arrivals of clover seed from Europe have given strength to the market and wholesale seedsmen's quotations are 25 cents to 50 cents per 100 pounds higher.

Approximately 55 per cent of the commercial surplus of the 1921 crop of red clover seed has been sold by growers, only five percent more of the crop having moved during the two weeks ending November 26. The average price paid to growers for clean seed on November 22 in important red clover states or sections was $16.05, compared with $15.75 on November 8. In some sections, however, prices were lower on the later date. The range was from $14.90 and $14.95 in Idaho and Minnesota, respectively, to about $17.70 in northwestern and southwestern Ohio.

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Braslan Seed Growers Company, Inc.
Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY AND MIXED SWEET PEAS.
SAN JOSE, CALIFORNIA

Garden Seed Beans

Growing Lima and pole varieties is my specialty.

My growing contract offer for fall delivery will be mailed upon request.

Henry Berrien Fish
Carpinteria, Calif.

The Everett B. Clark Seed Co.
GROWERS FOR THE TRADE
Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.
Branches: Wisconsin, Colorado, Montana, Idaho, Washington. Milford, Conn

GEORGE R. PEDRICK & SON
PEDRICKTOWN, N. J.
Pepper, Egg, Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.
Correspondence Solicited.
WHOLESALE SEED GROWERS

I. N. Simon & Son
Garden Seeds
438 MARKET STREET
Philadelphia - - Pa.

Seed Imports and Exports.

The arrivals of seed at New York and Baltimore, Md., subject to the seed importation act, during the week ending November 26 were reported as follows: 81,000 pounds alfalfa from Argentina and Chile; 33,000 pounds crimson clover from France; 22,000 pounds white clover, and 79,000 pounds clover seed (kind not specified) from Germany; 122,600 pounds rye grass from Great Britain; 17,400 pounds orchard grass from Holland, and 88,000 pounds rape from France and Holland.

The following seeds were exported from these two ports during the same period: Timothy, 133,000 pounds to Denmark and 34,000 pounds to Great Britain; Kentucky bluegrass, 2,240 pounds to Holland; and redtop, 11,000 pounds to Denmark.

California Tomato Seed.

The Haven Seed Co., Santa Ana, writes November 28, regarding tomato seed crops in California: "The yield of tomato has been light. Our deliveries for spring contracts will be somewhat short on many varieties. We believe the trade is fairly cleaned up of stocks and will display more interest in placing contracts for 1922 delivery than was the case a year ago.

Catalogues Received.

Henry F. Michell Co., Philadelphia, Pa., seeds; W. W. Barnard Co., Chicago, holiday price list.

JEROME B. RICE SEED CO.
WHOLESALE SEED GROWERS
America's Largest Producers of Seed Peas
Also a Complete Line of
VEGETABLE SEEDS
Growing Stations Throughout America. Office: Cambridge, New York

C. C. MORSE & CO.
WHOLESALE SEED GROWERS
SAN FRANCISCO, CALIFORNIA
CARROT-CELERY-ENDIVE-LEEK-LETTUCE-ONION-RADISH-PARSNIP-PARSLEY-SALSIFY
SWEET PEAS - ALL VARIETIES PEAS - KENTUCKY WONDER BEANS

Waldo Rohnert
GILROY, CAL.
WHOLESALE SEED GROWER
Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish
Correspondence Solicited.

JAMES VICK'S SONS
Growers of
Flower and Vegetable Seeds
Get the benefit of our 72 years' experience
All Seasonable Varieties.
Our stocks are very complete.
ROCHESTER, N. Y., The Flower City

Before Placing Orders for
SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write
JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA
Mention the American Florist when writing

BURPEE'S SEEDS GROW
Wholesale Price List for Florists and Market Gardeners.
W. Atlee Burpee Co.
Seed Growers Philadelphia
Mention the American Florist when writing

LANDRETH
Seeds Which Succeed
Bloomsdale Farm BRISTOL, PA.
Mention the American Florist when writing

SEEDS
Flower, Vegetable and Farm
Send your inquiries to
The W. W. BARNARD CO.
231-235 W. Madison St., Chicago
Mention the American Florist when writing

EDGAR F. HURFF
SWEDESBORO, N. J.
Grower of High-Grade Seed
TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.
CORRESPONDENCE SOLICITED

TOMATO SEED
Grown for the Wholesale Seed Trade
HAVEN SEED CO.
SANTA ANA, CALIFORNIA
Mention the American Florist when writing

L. D. WALLER SEED CO.
Growers of Choice Sweet Pea, Nasturtium and Flower Seeds.
GUADALUPE, CALIFORNIA

Bailey's New Standard Cyclopedia of Horticulture
Price, $48.00
Sold only in complete sets.
American Florist Co.
440 S. Dearborn St., Chicago

FREDERICK ROEMER

Seed Grower

Quedlinburg, Germany

Pansy Specialist

GROWER OF

Fine Flower Seeds

Write for Catalogue.

Richard Diener Company, Inc.

Originators and Growers of the Largest and Finest

Gladiolus and Petunias

Catalog on Request

Kentfield, Marin Co., Calif.

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

An experience of half a century in producing high grade

GARDEN SEEDS

at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.

S. D. WOODRUFF & SONS

Orange, Conn., and New York City.

KENILWORTH

GIANT PANSY SEED

Kenilworth Mixture, 1000 seeds, 35c; ⅛ oz., 90c; ¼ oz., $1.65; 1 oz., $6.00.

All colors, separate or mixed, 1000 seeds, 30c; any 4 pkts., $1.00; ¼ oz., $1.30; 1 oz., $5.00.

CHAS. FROST Kenilworth N. J.

Return Envelopes
Catalogue Envelopes
Seed Packets

Brown Bag Filling Machine Co.

FITCHBURG, MASS., U. S. A.

BULBS HOLLAND BULBS

R. A. VANDERSCHOOT

Wholesale Bulb Grower

HILLEGOM, HOLLAND

The R. A. Vandeschoots have a record of 80 years in bulb growing.

Address all correspondence

Care of J. W. HAMPTON, JR. CO.

17 BATTERY PLACE

BULBS NEW YORK BULBS

NEW CROP **LILY OF THE VALLEY** Now on the Way

I am glad to be able to announce that I am again in a position to offer BRUNS' CELEBRATED CHICAGO MARKET PIPS.

VALLEY PIPS FROM COLD STORAGE.

$30.00 per 1000; $16.00 per 500; $8.00 per 250; $4.00 per 100.

H. N. BRUNS, 3032-42 W. Madison St., Chicago, Ill.

Hogewoning & Sons, Inc.

Wholesale Bulb Growers and Importers

299 Broadway, New York

For Splendid Strains of

ZINNIAS

WRITE TO

WATKINS & SIMPSON, Ltd.

27-29 Drury Lane

LONDON, - ENGLAND

KELWAY'S

FLOWER SEEDS

New Crop Hardy Perennial

DELPHINIUM SEED

Guaranteed saved from our world-famed exhibition varieties at Langport.
Named varieties..... $2.15 per oz.
Mixed..$2.10 per oz.; $25.00 per lb.
Write today direct to

KELWAY & SON

Wholesale Seed Growers

LANGPORT, ENGLAND

Yokohama Nursery Co., Ltd.

Woolworth Building

NEW YORK CITY

IMPORTERS

Japanese Bulbs, Plants and Seeds

McHutchison

& CO. OFFERS

Immediate Shipment

VALLEY PIPS, German type for forcing. Dutch type for planting out. Case lots only of 2500 pips.

JAP. LILY BULBS, Giganteum 7-9 from New York or Chicago. All hardy varieties from New York.

MANETTI STOCKS, English grown, selected for greenhouse grafting.

GLADIOLUS BULBS, best commercial varieties and sizes; all northern-grown.

PALM SEEDS, Kentia Forsteriana and Belmoreana, per bushel or 1000. Cocos Weddelliana, Phoenix Roebelenii.

BAMBOO CANES, natural and dyed green, all sizes, bale lots only.

RAFFIA, natural or colored, dependable brands, 25 lbs. up.

Later Shipment.

VALLEY PIPS, German grown. Berlin or Hamburg forcing types. Case lots of 2500 pips. December shipment.

BEGONIA and **GLOXINIA BULBS,** all colors, all sizes. December shipment.

ROSES and **LILACS,** best forcing varieties.

Wholesale only.

Write for prices on business stationery, specifically stating your requirements.

McHUTCHISON & CO.,

95 Chambers St., NEW YORK

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Vaughan's Flower Seeds for Early Sowing

Sweet Peas Early Spencer

PETUNIAS

Large Double-Flowered Sorts.

Double Large-Flowering, extra choice.
Mixed 1,000 seeds, $1.25; 10,000 seeds, $10.00; 500 seeds, 75c; 1/64 oz., $3.50.
Double Large Flowering Fringed, best mixed, 1,000 seeds, $1.25; 10,000 seeds, $10.00; 500 seeds, 75c; 1/64 oz., $3.00.
Vaughan's Special Mixture Double, extra choice, 1,000 seeds, $1.25; 500 seeds, 75c; 1/64 oz., $4.00.

Large Single-Flowered Sorts		Trade pkt.
Large-flowering, finest mixed	1/16 oz., $1.80	$0.35
Giant copper color. Beautiful and distinct	1,000 seeds $1.00	
Fringed mixed, extra choice	1/32 oz., $1.20	.35
Giants of California, true	1/16 oz., $2.60	.50
Pink	1/64 oz., $1.20	.50
White	1/64 oz., $1.20	.50
Ruffled Giants, mixed	1/32 oz., $1.50; 1,000 seeds	.50
Crimson	1/64 oz., $1.00; 1,000 seeds	.50
German Empress, bluish white, veined purple	1,000 seeds	.50
Triumph of the Giants	1/32 oz., $1.80; 1,000 seeds	.50
Balcony Queen. Rich velvety violet with white blotches	1,000 seeds	.50
Balcony White	1/64 oz., $1.00; 1,000 seeds	.50
Royal Purple	1/64 oz., $1.20; 1,000 seeds	.50

Vaughan's Best Mixture. Large-Flowering Single Petunias.
Trade pkt. (1,000 seeds), 50c; 3 trade pkts. for $1.35; 1/32 oz. $1.60

SALVIA SPLENDENS

			Trade Pkt.	Oz.
Clara Bedman	¼ oz.,	$0.65	$0.35	$2.40
Drooping Spikes	¼ oz.,	.75	.25	2.80
Fireball	¼ oz.,	1.00	.35	3.60
Zurich	¼ oz.,	1.00	.35	3.80
America	¼ oz.,	1.25	.50	4.00

STOCKS

Double Large-Flowering, Dwarf, German 10 weeks, Canary Yellow, Dark Blue, Crimson, Brilliant Rose, Light Blue, Blood Red, White, Flesh. Each of above ..... ⅛ oz., $0.40 — $0.25 — ....
Extra choice mixed ..... ¼ oz., $0.60; ⅛ oz., .35 — .25 — ....
Giant Perfection or Cut and Come Again. Sky Blue, Flesh, White, Dark Blue, Canary Yellow, Pink, Scarlet. Each of the above ..... ⅛ oz., $0.35 — .25 — $2.20
Bismarck, White, Golden Ball, Lavender and Rose. Each ..... ⅛ oz., .50 — .25 — 3.60

BEGONIA

	Trade Pkt.	Oz.
Gracilis Luminosa. Foliage lustrous reddish brown, the flowers are a fiery dark scarlet, 1/32 oz., $2.00	$0.50	....
Prima Donna. Large transparent rose flowers, shading to carmine ..... 1/32 oz., $2.00	.50	....
Semperflorens Alba ..... ¼ oz., 60c	.20	....
Atropurpurea Vernon. Red-leaved and red-flowered ..... 1/16 oz., 60c	.35	....
Melaine. White with pink edge	.35	....
Erfordia. Rosy carmine flowers, very free-flowering ..... 1/32 oz., $1.00	.50	....
Grandiflora Superba ..... 1/32 oz., $1.00	.50	....
Wurtembergia. New deep scarlet	.50	....
Single Tuberous Rooted. Finest mixed	.50	....
Single Tuberous Rooted. Frilled	.50	....
Double Tuberous Rooted. Best mixed	1.00	....
Centaurea, Gymnocarpa	.10	$0.50
Candidissima	.25	1.80
Cineraria Maritima. Diamond. The leaves are broad, snow white and lasting	.15	.60
Maritima Candidissima, white leaved for bedding	.10	.40
Coleus, Vaughan's Rainbow Mixture, 1/32 oz., $1.00	.50	....
Extra Choice, large leaved, Mixed, 1/16 oz., $1.00	.35	....
Cyperus Alternifolius, Umbrella Plant	.20	1.00
Dracaena Indivisa, lb., $5.00	.10	.40
Grevillea Robusta. Fine for window boxes and fern dishes	.15	.60

	Trade Pkt.	Oz.
Heliotrope, Mammoth Flowered, mixed, ¼ oz., 50c	$0.35	$1.60
Lemon Verbena, ¼ oz., 60c	.25	....
Lantana Hybrida, mixed	.10	.30
Bruant's New Dwarf Hybrids	.15	.40
Thunbergia, mixed	.15	.50
Torenia Fournieri Grandiflora	.25	....
White Wings	.25	....
Vinca Rosea. Mixed	.15	.80
Rosea, pink	.15	.80
Rosea Fl. Alba Oculata, white and pink eye	.15	.80
Rosea Alba Pura, pure white	.15	.80
Rosea Delicata, delicate pink	.15	.80

VERBENA

Mammoth. Mixed	$0.15	$0.80
White. Extra choice	.15	.90
Purple shades	.15	.90
Defiance. Brilliant scarlet, true	.20	1.20
Firefly. Scarlet, white eye	.25	1.20
Mayflower. Beautiful pink	.35	1.40

Vaughan's Best Mixed Verbenas. This is unquestionably the best strain of Verbena seed in existence. It is composed of the best strains and colors of the Mammoth type, the Mayflower, the best European introductions of last year, all grown separately, and mixed in the right proportion.
Trade pkt., 25c; ¼ oz., 50c; oz., $2.00; 2 ozs., $3.50.

SWEET PEAS---To Follow "Mums"

Early Flowering Spencer

	Oz.	Lb.
Amethyst. This is the nearest to Royal Purple	$0.80	$10.00
Asta Ohn. A clear lavender	.65	8.00
Aviator. This is to our knowledge the best scarlet winter flowering sweet pea	.80	10.00
Blue Bird. A charming mid-blue self. A heavy producer. One of the best sellers	.65	8.00
Cherry Ripe. Glowing cherry or salmon-cerise self	.65	8.00
Columbia. This is the most profitable pink and white winter-flowering sweet pea	1.00	15.00
Fire King. Deep orange scarlet	.80	10.00
Glitters. Standard a bright, fiery orange and the wings deep orange	1.00	15.00
Gorgeous. Charming soft salmon cerise	.80	10.00
Heather Bell. The color is a rich mauve	.65	8.00
Hercules. Of the same lovely shade of pink as Countess Spencer. Long stem and a free producer	.80	10.00
Liberty. Brilliant red	.65	8.00
Melody. Rose pink on white ground	.65	8.00
Miss Louise Gude. One of the best in the shell pink class. (The nearest to Zvolanek's Rose)	.80	10.00
Morning Star. Deep orange scarlet or flame color in standard, with rich orange pink wings	.65	8.00
Mrs. A. A. Skaach. Flowers bright shell pink	.65	8.00
Mrs. Chas. A. Zvolanek. One of the largest and best clear lavenders	.80	10.00
Mrs. M. Spanolin. Black-seeded white	.65	8.00
Mrs. William Sim. Apricot pink	.65	8.00
Othello. Rich deep maroon	.90	12.00
Pink and White. Blanche Ferry type, extra	.65	8.00
Princess. Clear lavender, with good stems	.65	8.00
Rose Charm. Bright rose, same color as Rosabelle	1.50	20.00
Song Bird. Pale pink with a distinct tint of buff	.65	8.00
Rose Queen. A splendid commercial pink, best seller on Chicago market	$0.90	$12.00
Songster. Giant early lavender	1.00	14.00
Snow Flake. The best early-flowering white-seeded	.65	8.00
Snow Storm. Improved. A good early pure white for late planting	.90	12.00
Spring Maid. Light pink on a cream ground	.65	8.00
Venus. Standard white, slightly blushed pink wings	.65	8.00
Warbler. Rich mauve purple	.65	8.00
Wedgewood. Magnificent clear blue; intermediate	.65	8.00
White Orchid. White flowers of good substance	.50	6.00
Yarrawa	.50	6.00
Zvolanek's Blue. Very large, of the brightest blue	.80	10.00

Vaughan's Special Mixture Winter Spencer made up of the best white, pink, rose, lavender pink and white and blue. Florists who do not have sufficient room for separate colors will find this a very fine assortment. Oz., 90c; ¼ lb., $3.20; lb., $12.00.

NEW VARIETIES

All White. This is an early King White. Oz., $1.50; lb., $20.00.
Fair Maid. Finest blush pink suffused salmon, on white ground, of robust growth, with long stems carrying fours regularly. Exact counterpart of Elfrida Pearson in the late Spencer class. Oz., $1.50; lb., $20.00.
Madonna. Black seeded white. Result of a cross between late Constance Hinton and Early Asta Ohn, unlike other black seeded white; it has no trace of pink. Oz., $1.50; lb., $20.00.
Nightingale. Bluish lavender. Similar to Florence Nightingale in the late Spencer class. Oz., 90c; lb., $12.00.
Torch. Salmon orange. Oz., $1.00; lb., $14.00.

10 per cent for cash with orders of $2.00 and up.

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

The Nursery Trade

American Association of Nurserymen.

M. R. Cashman, Owatonna, Minn., President; Paul C. Lindley, Pomona, N. C., Vice-President; Charles Sizemore, Louisiana, Mo., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

The forty-seventh annual convention will be held at Detroit, Mich., June, 1922.

THE Davey Tree Expert Co., Kent, O., says trees injured in storms should be given immediate attention and not allowed to suffer from broken limbs and branches through the winter.

A BILL now before congress eliminates the special delivery privilege now in use on all parcel post packages and all nurserymen should write their representatives in congress at once protesting against the provision of the new bill. The bill in question is H. R. 8441.

Ice Injury to Trees.

One of the most distressing consequences of an ice storm is the irreparable damage done to trees. The telephone and telegraph poles can be replaced. Wires can be restrung. Train and trolley schedules can be restored. One and all these are inanimate things. But trees are living things and can no more be restored without a lapse of time than any other living thing. It takes a generation to grow a fine tree. It takes a decade to line a residential district street with shade, a second decade for that shade to increase and become an asset to the neighborhood; a third decade sees the trees which have grown up with the children become, instead of a subsidiary attraction, the principal one in the neighborhood.

Yet in a single night the careful solicitude, the care and nurture of the trees is destroyed. The great limbs which residents have watched grow for years, the towering tops which 20 years before barely came to the porch roof and which for the past 10 years have given grateful shade through the summer and autumn are broken, split and sundered. The 30 years have gone for naught.

Other ephemeral things, such as telephone service, trolley schedules and trains will resume their accustomed routine within a day or two after the skies clear. Only the shattered trunk of the trees untimely cut down by the ice will remain as reminder. It takes a generation of man to grow a fine tree.—Worcester, Mass. Telegram.

Blueberries.

Blueberries as large as Concord grapes have been produced through hybridization. Introduction of the blueberry into agriculture has more significance than the mere addition of one more agricultural industry to those already in existence. Blueberries thrive best in soils so acid as to be considered worthless for ordinary agricultural purposes. Blueberry culture, therefore, not only promises to add to the general welfare through the utilization of land almost valueless otherwise, but it offers a profitable industry to individual land owners in certain districts in which general agricultural conditions are especially hard and unpromising.

Success in blueberry culture rests especially on the recognition of two peculiarities in the nutrition of these plants, says Frederick V. Coville in a new bulletin No. 974, "Directions for Blueberry Culture," recently issued by the United States Department of Agriculture, namely, an acid soil and its possession of a root fungus. Good aeration of the soil is another essential. Although the highbush or swamp blueberry occurs frequently in swamps or other wet places, the plants occupy situations which are exposed to air during the root-forming period of summer and autumn.

Next in importance to soil conditions is a convenient location with reference to a good market. The berries should reach their destination without delay, preferably early in the morning following the day of picking.

From the market standpoint, the features of superiority in a blueberry are sweetness and excellence of flavor; large size; light blue color, due to the presence of a dense bloom over the dark-purple or almost black skin; dryness or freedom from superficial moisture, especially the fermenting juice of broken berries and plumpness.

The grower is obliged to begin with the purchase of a few plants of selected hybrid varieties, or by the transplanting of the best wild bushes selected when in fruit for the size, color, flavor, and earliness of the berry and the vigor and productiveness of the bush. These he should propagate by layering, by division, and by cuttings.

In field planting it is recommended to prepare the land by cultivation previous to setting, so as to subdue the wild growth. Plants of the wild swamp blueberry or its hybrids should be placed eight feet apart each way, as they will nearly or quite cover the ground when they reach full size. When first planted, however, bushes are preferably set four feet apart in the row, with the rows eight feet apart. This spacing permits machine cultivation in one direction. The lowbush berry may be spaced 3x6 feet, which will give the plants adequate room for many years.

The Department of Agriculture is carrying on experiments in the cultivation of blueberries at Washington, D. C., and at Whitesbog, near Browns Mills, N. J. At the latter place a field of hybrids of about one-third of an acre set 3x5 feet bore at the rate of 96 bushels an acre when seven years old, and 117 bushels the following year. The berries sold in New York at a little over $10 a bushel. A copy of the bulletin may be obtained free on application to the Department of Agriculture, Washington, D. C.

Cincinnati, O.

MOST STOCK MOVES SLOWLY.

Market conditions show little change, except that chrysanthemums are slackening up. The few kinds available are Dolly Dimple, Mistletoe and Chadwick. In pompons, Madame Beu and Sunshine are available. Roses are arriving in larger lots, but move slowly and the retailer has to but name his price to get the stock. The supply of Calla lilies is gradually increasing, but values are firm as there are not enough to go around. Carnations are more plentiful and prices are down to $3 to $4 per 100. There seems to be much more lily of the valley used this autumn than a year ago. Baby primroses and stevias have made their initial appearance and sell readily. Governor Herrick and Prince of Wales violets are so small in size that it hardly pays the growers who bring them in. Boxwood, leucothe, both green and bronze, and southern smilax are finding a good market here.

NOTES.

The first bronze leucothe of the season has been received by the Wm. Murphy Co. Exceptional Premier and Columbia roses are being sent to the firm by Anders Rasmussen, New Albany, Ind.

The Cincinnati Cut Flower Exchange is obtaining excellent stevias from A. J. Horning, Bond Hill, and pompon chrysanthemums from Frank Schuman, Delhi.

Ray Lindsey, of the Sunnyside Greenhouses, Hartwell, was seen frequently at the market last week, which indicates good business in his vicinity.

C. J. Jones, of the Walnut Hills Floral Bazar, is observed daily at the market, which fact undoubtedly denotes a good business on the hill.

Some very good chrysanthemums are being received by C. E. Critchell. He reports an excellent week in boxwood and Christmas supplies.

Ray D. Ruttle, Covington, Ky., had a new arrival at his home last week and seems to be the happiest daddy in the world.

A good week in basket arrangements is reported by Julius Baer, with telegraph orders being also a considerable factor.

A very fine window display is seen at Fred Gear's establishment. A fine funeral trade is reported at the store.

George Mickley has entirely recovered from an attack of acute indigestion and is quite busy with holiday trade.

A fairly good week in business is reported by H. W. Sheppard. G. K.

Boston, Mass.

SLEET STORM AFFECTS TRADE.

The market this week opened with a good show of strength which gave promise of holding out, but owing to the damage done by the sleet storm which was prevalent over the eastern section of the country the shipping trade dwindled away to

M. Koster & Sons

Boskoop, Holland,

Offer to Grow on CONTRACT

MANETTI and Other Stocks for the American Trade.

STAR BRAND ROSES

"American Pillar" and nearly every other good hardy climber.

Send for our list.

The CONARD & JONES CO. Robert Pyle, Pres.

WEST GROVE PENNA. Ant. Wintzer, Vice-Pres.

Specimen Xmas & Easter Plants

Exceptionally Well Grown

BUDDLEIA Asiatica, 3-6 ft., $1.50-$5 each. **HEATHER Melanthera**, 2-4 ft., $2.50-$6 each. **ACACIA Longifolium**, $5-$10 each. **Standard and Bush GENISTAS**, $2.50-$6 each. **BOUGAINVILLEA Sanderiana — Pyramid and Globes**, $2-$8 each. **HYDRANGEAS, Mixed French Variety**, 15-25 branches, $2-$3 each. **HYDRANGEA Trophie**, the best red, 15-20 branches, $2.50-$3.50 each. **CROTONS, Choice Broad-Leaf Varieties**, 4½-in., $75 per 100. **DEUTZIA Gracilis**, 6- and 7-in. pots at $50 per 100. All stock in A1 condition. Cash with order or satisfactory reference.

A. L. MILLER, Jamaica, N. Y

BECOME A LANDSCAPE ARCHITECT

Dignified, Exclusive Profession not overrun with competitors. Crowded with opportunity for money-making and big fees. $5,000 to $10,000 incomes attained by experts. Easy to master under our correspondence methods. Diploma awarded. We assist students and graduates in getting started and developing their businesses. Established 1916. Write for information; it will open your eyes. Do it today.

American Landscape School, 11-J, Newark, New York

HILL'S CHOICE NURSERY STOCK

Evergreens for Lining Out.

		Inch	100	1000
Abies Ts. Canadensis	x	6—8	$18.50	$175.00
Abies Concolor	x	6—8	22.50	.....
Abies Veitchii	o	2—4	10.00	90.00
Biota Orientalis	x	10—12	6.00	50.00
Buxus Sempervirens	x	6—8	10.00	90.00
Cedrus Atlant. Arg.	o	2—4	9.00	80.00
Cedrus Libani	o	2—4	9.00	80.00
Ginko Biloba	o	10—12	8.00	70.00
Juniperus Canadensis	o	6—8	10.00	90.00
Junip. Sabina Huriz	x	6—8	32.00	.....
Juniperus Virginiana	xx	12—18	25.00	225.00
Picea Alba	x	8—10	12.00	110.00
Picea Canadensis	xx	10—12	40.00	.....
Picea Excelsa	xx	12—18	17.50	165.00
Picea Pungens	x	8—10	16.50	155.00
Pinus Austriaca	xx	10—12	30.00	.....
Pinus Excelsa	o	2—4	10.00	.....
Pinus Mugho	x	6—8	20.00	.....
Pinus Ponderosa	xx	10—12	20.00	.....

		Inch	100	1000
Pinus Strobus	xx	12—18	$20.00	$.....
Pinus Sylvestris	xx	10—12	20.00	.....
Retinospora Filifera	x	6—8	22.50	.....
Retinospora Plum. Aurea	x	6—8	25.00	.....
Taxus Canadensis	x	10—12	20.00	.....
Taxus Cuspidata	x	6—8	35.00	.....
Thuya Occidentalis	xx	12—18	20.00	190.00
Thuya Occi. Compacta	x	6—8	18.50	175.00
Thuya Douglassi Aurea	x	6—8	32.50	.....
Thuya Doug. Pyramidalis	x	6—8	25.00	.....
Thuya Ellwangeriana	x	6—8	25.00	.....
Thuya Globosa	xx	10—12	50.00	.....
Thuya Globusa Nova	x	6—8	30.00	.....
Thuya Hoveyi	x	6—8	25.00	.....
Thuya Plicata	x	6—8	25.00	.....
Thuya Pyramidalis	x	6—8	20.00	.....
Thuya Spicata Alba	x	6—8	32.50	.....
Thuya Wareana Siberica	x	6—8	25.00	.....
Thuya Wondwardi	x	6—8	50.00	.....
Thuya Biota Orientalis	x	10—12	6.00	50.00

Specimen Evergreens
Send for Complete Catalog.

Shrubs and Deciduous Trees
Large assortment of choice varieties.

Window Box and Tubbing Evergreens
Write for Special Price List.

Understocks for Grafting Conifers

		Inch	100	1000
Juniperus Virginiana	Sdl.	6—8	$ 4.50	$ 37.50
Picea Excelsa	x	8—10	7.50	65.00
Thuya Orientalis	x	8—10	5.50	45.00
Thuya Occidentalis	x	8—10	7.00	60.00

ROSE STOCK.

Rosa Canina—No. 1 Grade.....$1.75 $10.00

Each X indicates one transplanting. O indicates never transplanted. 50 of same variety and size at 100 rate; 500 at the 1000 rate.

THE D. HILL NURSERY CO., Inc., Evergreen Specialists, Largest Growers in America, **Box 404, Dundee, Ill.**

—THE—

J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA

ROCKY FORD, COLORADO

Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.

Mention the American Florist when writing

Dutch and French Bulbs

C. J. Speelman & Sons, Sassenheim, Holland | Lagarde & Speelman, Ollioules, Var. France

NEW YORK OFFICE

470 GREENWICH ST.

Pacific Coast Representative, Mr. W. B. Clarke, Box 543, San Jose, Calif.

Mention the American Florist when writing

nothing. This caused the wholesalers to quit buying, the consequence being that prices declined considerably, affecting the local trade to a great extent. The quality of flowers arriving is nothing exceptional, especially the chrysanthemums, which have been very poor since Thanksgiving. Roses are not any too good for this season, the quality for the most part being rather poor. Carnations show to better advantage than other stock. Orchids and lily of the valley are still rather scarce and from present outlook will not be over plentiful for Christmas. Other stock of a miscellaneous variety is not coming in any great quantity at present, but there will likely be a good variety for the holidays.

NOTES.

Marcellus A. Patten, former president of the American Carnation Society and head of M. A. Patten & Co., Tewksbury, died at Lakeland, Fla., December 5, where he had resided the past two years, age 72 years. Mr. Patten entered the florist business as a grower at Lowell, Mass., in 1870, and served as president of the American Carnation Society in 1908.

The National Association of Gardeners, at a meeting recently held here, has decided to hold its annual convention in this city next summer, on a date not later than September 15.

Jacob Brunner, New England representative of the Climax Box Co., Castorland, N. Y., will start December 9, for a four months' trip to California.

E. F. S.

Seasonable Stock

Asparagus Sprengerii, 1½ in., $3.50 per 100, $30.00 per 1,000; 2½ in., $5.00 per 100, $45.00 per 1,000; heavy 4 in., $15.00 per 100; heavy 5 in., $25.00 per 100.

Bougainvillea, Glabra Sanderiana, 2½ in., $10.00 per 100; 3 in., $20.00 per 100; 5 in., $75.00 per 100 specimens; 6 in., $100.00 per 100 specimens.

Begonia, Glorie de Chatelaine, 2½-in., $6.00 per 100; Corallina Lucerne, 2½-in., $10.00 per 100; 2-in., $15.00 per 100; Metallica, 2½-in., $6.00 per 100; Argentea Guttata, 2½-in., $8.00 per 100; M. de Lesseps, 2½-in., $8.00 per 100; Pres. Carnot, 2½-in., $8.00 per 100; Thurstoni, 2½-in., $10.00 per 100.

Lantanas, dwarf, eight best varieties including three wonderful reds, Craigi, Jacob Schulz and Michael Schmidt, $5.00 per 100, $45.00 per 1000.

Fern Dish Ferns, best varieties, 2¼-in., $5.00 per 100, $40.00 per 1,000.

Genista, Racemosus, well trimmed, 4-in., $20.00 per 100.

Hydrangea, good French varieties, 2½-in., $6.50 per 100, $60.00 per 1,000; 4-in., $20.00 per 100.

The Storrs & Harrison Co., Painesville, Ohio

Mention the American Florist when writing

Some Excellent Stock

	Per 100	1000
50,000 2 in., Geraniums; Ricard, Poltevine, Nutt, Montmort, Perkins, Viaud, Buchner, etc	$5.25	$50.00
2¼ in., Heliotropes, 3 varieties	4.00	38.00
2¼ in., Marguerites, 3 varieties	5.00	45.00
2¼ in., Stocks, 2 varieties	3.25	30.00
2¼ in., Calendula Orange King	3.00	28.00

Also abundance of other stock.
Liberal extras for early orders.

ALONZO J. BRYAN,
Wholesale Florist, Washington, New Jersey

Mention the American Florist when writing

CARNATIONS

F. Dorner & Sons Co.

Lafayette, Ind.

Mention the American Florist when writing

REX BEGONIAS

3-inch, $2.00 per dozen.

GERANIUMS (Our Specialty)

Nutt, Buchner, Ricard, Poltevine, Viaud. Good short jointed plants from 2-inch pots, at $3.50 per 100; $35.00 per 1000.
We ship safe anywhere

Elmer Rawlings, Wholesale Grower, ALLEGANY, N. Y.

Mention the American Florist when writing

CYCLAMEN

We must have room and offer for one week,
2,500 2¼-in. Cyclamen, at $10.00 per 100 $90.00 per 1000.
3,000 2-in. Cyclamen, at $20 and $25 per 100
1,000 4-in. Cyclamen, at $40.00 per 100.

Ask for our prices of Easter Greeting Pelargoniums and Ferns.

GEO. A. KUHL, Wholesale Grower, PEKIN, ILL.

Mention the American Florist when writing

Market Gardeners

Vegetable Growers' Association of America.

Louis F. Miller, Toledo, O., President; H. A. Dooley, Cleveland, O., Vice-President; C. H. Nissley, New Brunswick, N. J., Secretary; H. J. Cheney, Grand Rapids, Mich., Treasurer.

THE past season's tomato movement was about 16,000 cars, the shipments exceeding those of any previous year.

WEST CHESTER, PA.—Edw. H. Jacobs, of this city, has been requested to appear at a hearing before the senate finance committee, at Washington, D. C., at an early date, relative to the duty on mushrooms.

GARLIC importations from Italy amount to 998,000 pounds this year, compared with 224,250 in 1920. Heavy rains in that country have discolored the crop a deep red, cutting the public demand there nearly one-half.

Prices of Indoor Fruits and Vegetables.

Chicago, December 6.—Cucumbers, two dozen box, $4 to $5; head lettuce, per crate, $3 to $5; carrots, $3 to $3.50 per 100 bunches.

New York, December 2.—Cucumbers, $2.50 to $4 per basket; mushrooms, per three-pound basket, 50 cents to $1.15; radishes, 100 bunches, $2 to $2.50.

Potato and Apple Production.

The United States Department of Commerce, through the bureau of the census, announces the following figures from the agricultural census, relative to potato and apple production:

There were 290,754,580 bushels of potatoes grown in 1919, 58.3 per cent of the crop being reported as sold for that year. The farms producing potatoes totaled 2,888,692. Maine had the greatest yield, selling 20,427,958 bushels, followed by New York, with 20,199,931 and Minnesota, with 16,987,336 bushels.

Apple production totaled 136,560,997 bushels, 72.2 per cent of the crop being disposed of in 1919. Seven states reported over 4,000,000 bushels sold, Washington leading with 20,845,774, New York second, with 11,769,151 and California third, having 6,828,623 bushels.

Vegetable Movement.

WEEK OF NOV. 28-DEC. 3.

Potato movement reached its lowest ebb the past week, 2,258 cars being shipped. Prices at shipping centers showed no change, closing at $1.31 to $1.41 per 100 pounds. Northern Round Whites have been sold to Chicago jobbers at an advance of 10 cents, closing at $1.60 to $1.75. The market as a rule is not active.

Apple demand is very brisk at New York, Baltimore, Md., and Chicago, but other centers show a decline in values. Extra fancy Jonathans from Washington have been sold in middlewestern markets at $2.75 to $3.25 per box. Best barreled Baldwins are bringing $7.50 to $8 in New York. Boxed apple shipments gained 300 cars the past week, totaling 1,471 cars.

Onions from Massachusetts, New York, Ohio and Indiana gained 54 cars, declining 25 cents per 100 pounds at New York but gaining 50 cents at Philadelphia. Yellow kinds in middlewestern markets advanced to $5.50 and California brown and yellow varieties were in excellent demand at Chicago and Kansas City at $5 to $5.50.

Sweet potato values showed a loss of 25 cents per bushel at New York, on New Jersey stock, closing at $1.75 to $2. At Chicago the same stock gained 50 cents. Tennessee Nancy Hall's were in firm demand at Cincinnati and St. Louis, bringing $1.15 to $1.40. The week's shipments totaled 427 cars.

Early cabbage from southern California is now arriving, 60 cars having been shipped east. Choice Danish type from New York state has been sold to jobbers at a gain of $2 to $5 per ton, closing at New York city at $48 to $50. Bulk stock from Wisconsin and New York brought $50 to $55 in St. Louis, advancing $5. Three hundred and seventy cars were shipped.

Michigan Golden Heart celery has been in excellent demand in Detroit, bringing $1.50 per crate.

California Iceberg lettuce reached low values at Boston, Cincinnati and Chicago, selling at $2 per crate, but in other centers it was wholesaled at $2.50 to $3.

Tomatoes, from California, brought $2 to $2.50 per lug box in middlewestern cities, but advanced sharply in New York closing at $3.50 to $4.

CHAS. H. TOTTY
MADISON, NEW JERSEY
WHOLESALE FLORIST
Chrysanthemum Novelties My Specialty.

Elmer D. Smith & Co.
ADRIAN, MICH.
Chrysanthemum Specialists
Catalogue Free.

Miscellaneous Stock
Swainsona, white.....4-inch, 15c
Cleveland Cherries.....5-inch, 25c
Cleveland Cherries.....4-inch, 15c
Cyclamen.....5 inch, 50c
Genistaa.....5-inch, 25c
Cash.
ROSENDALE GREENHOUSES
DELANSON, N. Y.

Mushroom Growing
By B. M. Duggar
Presenting accurately the requirements for success.
260 pages, cloth, fully illustrated. Price, $1.75
American Florist Co.
440 S. Dearborn St., CHICAGO

FERNS
Good, stocky, clean stuff, ready for a shift; will be shipped without pots, and will require a larger size to be potted in when received.
Boston, Scottii and Holly, 4-inch, $3.60 per doz., $25.00 per 100; 5-inch, $5.40 per doz., $40.00 per 100; 6-inch, $8.00 per doz., $60.00 per 100.
HOLLY FERNS
Holly and assorted Table Ferns, heavy 3 inch stuff, $1.00 per doz.; $6.00 per 100: $55.00 per 1000.
R. VINCENT, Jr. & SONS CO.
White Marsh, Md.

Multiflora Japonica Rose Seedlings
Best American Rose Stock for Budding and Grafting.
New England grown, well rooted.
No. 1. 4-6 mm .....$16.00 per 1000
No. 2. 2-4 mm ..... 10.00 per 1000
Ready for delivery after November 1st.
C. R. BURR & COMPANY, - Manchester, Conn.

SLUIS & GROOT, Ltd.,
Enkhuisen, Holland
GROWERS OF
Vegetable and Flower Seeds
SPECIALTIES:
Beet, Swiss Chard, Cabbage, Cauliflower, Kale, Corn Salad, Cress, Radish, Spinach, Turnip, Rutabaga, Nasturtium, Pansies, Phlox, and many other Vegetable and Flower Seeds.
Our New Price List is now ready, and will be sent to WHOLESALERS on request.

Cabbage White Enkhuisen Glory, Introduced by Our Firm.

Ready Reference Section

15 CENTS, NET, PER LINE

ASPARAGUS.

Asparagus Sprengeri, 1½-in., $3.60 per 100; $30.00 per 1,000; 2½-in., $5.00 per 100; $45.00 per 1,000; heavy 4-in., $16.00 per 100; heavy 6-in., $25.00 per 100. The Storrs & Harrison Co., Painesville, O.

Asparagus Sprengeri, 2½-in., 4½c each. ODOR GREENHOUSES, Iola, Kan.

ASPLENIUM.

Asplenium Ninus Avis (Bird's Nest Ferns), good strong, healthy stock, 3-in. pots, 35c; 4-in., 75c; 5-in., $1.50. Packing material charged for at cost. Wm. K. HARRIS, 65th and Springfield Ave., W. Phila., Pa.

BEGONIAS.

Begonias, Luminosa, Prima Donna and Gloire de Chatelaine. 2-in., $3.00 per 100, $27.50 per 1,000; 3 -in., $6.00 per 100, $50.00 per 1,000 R. Vincent Jr. & Sons Co., White Marsh, Md.

Begonias, large leaved, in variety, 2½-in., $8.00 per 100. The Storrs & Harrison Co., Painesville, O.

BOUGAINVILLEA.

Bougainvillea, Glabra Sanderiana, 2½-in., $10.00 per 100; 3-in., $20.00 per 100; 6-in. specimens, $75.00 per 100; 6-in. specimens, $100.00 per 100. The Storrs & Harrison Co., Painesville, O.

Bougainvillea Sanderiana, pyramid and globes, $2.00 to $10.00 each. A. L. MILLER, Jamaica, N. Y.

BULBS.

PAPER WHITE NARCISSUS

	Per 1000
1250 to case	$21.50
Mixed Darwin Tulips	25.00
Mixed Early Single Tulips	23.00
Mixed Early Double Tulips	23.00
Mixed Single Late Flowering Tulips	23.00

ASHEVILLE SEED CO.
Asheville, N. C.

Bulbs. Hyacinths, Tulips and Narcissus, Dutch. Stock of the best quality and net prices lower. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

CALENDULAS.

Calendulas. Selected true Double Orange King, 2¼-in. pots, $6.00 per 100, $50.00 per 1,000. ROMAN J. IRWIN, 43 West 18th St., New York.

CALLAS.

CALLA BULBS

Calla Aethiopica, the popular white calla, clean, sound bulbs, all with crown shoots.

Size Diameter	Per 100	Per 1000
1¼ to 1½-inch	$ 6.00	$ 50.00
1½ to 2 -inch	8.00	76.00
2-inch and up	16.00	126.00

Satisfaction guaranteed.
SEVIN-VINCENT CO.
612 Washington St. San Francisco, Calif.

CARNATIONS.

Carnations. Write for price list of latest varieties. F. Dorner & Sons Co., Lafayette, Ind.

COLEUS.

Coleus. Several varieties, clean and strong, well rooted, $1.25 per 100. Christmas Gem, fine color, vigorous, $2.00 per 100. MAULDIN FLORAL CO., Greenville, S. C.

CHRYSANTHEMUMS.

Chrysanthemum novelties for 1921. Preliminary list free. Elmer D. Smith & Co., Adrian, Mich.

CYCLAMEN.

Cyclamen, for one week only. 2¼-in., $10.00 per 100; $90.00 per 1,000. 3-in., $20.00 and $25.00; 4-in., $40.00 per 100. Geo. A. Kuhl, Pekin, Ill.

DAHLIAS.

Dahlias, best varieties for florists' use. Some bargains for a short time.
LYNDHURST FARM, INC.,
First Road,
Hammonton, N. J.

DRACAENAS.

Dracaena Indivisa. Field-grown, ready for 4 and 6-in. pots, $12.00 per 100. Stronger plants, $20.00 and $26.00 per 100. 2¼-in pots, $6.00 per 100. ROMAN J. IRWIN, 43 W. 18th St., New York.

FERNS.

BOSTON FERNS.
Good, strong bushy stock.

6-in.	$0.40
6-in.	.75
7-in.	.90
10-in.	2.00

Packing charges free.
DAVIS FLORAL CO.
Davenport, Ia.

Ferns. Bostons and Scotti. Exceptionally strong, clean, pot grown stock for immediate shipment. For sizes and prices see advertisement elsewhere in this issue. R. Vincent, Jr. & Sons Co., White Marsh, Md.

FERNS.

Table ferns, standard varieties, 2¼-in., $5.00 per 100.
HENRY SMITH FLORAL CO., INC.
Grand Rapids, Mich.

Ferns of fine quality. For varieties and prices see advertisement on front cover page of this issue. F. R. Pierson, Inc., Tarrytown, N. Y.

Hardy Ferns, Ill. descriptive list mailed. L. MOSBAEK, Ferndale, Askov, Minn.

FREESIAS.

FREESIA PURITY BULBS.

Fresh, plump bulbs, true Fischer's Purity and of heavy-flowering strong stemmed type. Satisfaction guaranteed.

7-16-in. to ½-in.	$ 6.00 per 1000
½-in. to ⅝-in.	8.00 per 1000
⅝-in. to ¾-in.	14.00 per 1000
¾-in. and up	22.00 per 1000

SEVIN-VINCENT CO.
612 Washington St., San Francisco, Calif.

GERANIUMS.

Geraniums, Nutt Buchner, Ricard, Poitevine and Viaud. Good short jointed plants. 2-in., $3.60 per 100; $35 per 1,000. Elmer Rawlings, Allegany, N. Y.

Geraniums, rooted cuttings only, send for prices. ALBERT M. HERR, R. F. D. 8, Lancaster, Pa.

GRAPE CUTTINGS.

Grape cuttings. List free. NASH NURSERY, Three Rivers, Mich.

GREENS.

Decorative Greens, Magnolia leaves, beeches and oak sprays. Write for samples and prices. The Decorative Greens Co., Kinston, Ala.

HYDRANGEAS.

Hydrangea Trophie, pot grown. 11-20 branches, $2.60 to $3.60 each. A. L. MILLER, Jamaica, N. Y.

IMMORTELLES.

Immortelles. Ready for immediate shipment; red, blue, white, purple, yellow. C. J. Speelman & Sons, 470 Greenwich St., New York.

IRISES.

IRISES.

87 varieties, true to name; nice young stock, special prices, write for list. GILBERT H. WILD, Sarcoxie, Mo.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

IVIES

Hardy English Ivy. Exceptionally good stock. 2-in., $2.75 per 100, $25.00 per 1000; 3-in., $3.75 per 100, $35.00 per 1000. R. Vincent, Jr. & Sons Co., White Marsh, Md.

LILY OF THE VALLEY.

Valley pips. From cold storage. $30 per 1,000; $16 per 500; $8 per 250; $4 per 100. H. N. Bruns, 3032-42 W. Madison street, Chicago.

Clumps 5x5, $18.00 per 100. LYNDHURST FARM, INC., First Road, Hammonton, N. J.

NARCISSI.

Double Narcissus Von Sion. Large single nosed bulbs $18 per 1,000; planting size, $9 per 1,000. Immediate delivery. C. J. Speelman & Sons, 470 Greenwich St., New York City.

ORCHIDS.

HASSALL & CO., orchid growers and raisers. Southgate, London, England. Cattleyas. Laelio-Cattleyas our specialty. One trial order solicited.

PEONIES.

PEONIES—SURPLUS
1,000 Edulis Superba, 3 to 5 eye divisions. Will close out at $12.00 per 100.
CHAS POMMERT, Amelia, O.

PRIMULAS.

Primula obconica, 2½-in., good strong plants at $6.00 per 100; $55.00 per 1,000; 4-in. at 25c; 5-in. at 50c; 6-in. at 75c; Malacoides, 2½-in., $5.00 per 100.
HENRY SMITH FLORAL CO., INC.
Grand Rapids, Mich.

ROSES.

ROSES.
Fine bench-grown plants.
Ready NOW.

	Per 100	Per 1000
Columbia	$18.00	$175.00
Hoosier Beauty	18.00	175.00

M. C. GUNTERBERG,
Wholesale Florist,
Randolph and State Sts., Chicago.

Multiflora Japonica Rose Seedlings. Best American Rose stock for building and grafting. 4-6 mm., $15.00 per 1,000; 2-4 mm., $10.00 per 1,000. C. R. Burr & Co., Manchester, Conn.

FRANK W. DUNLOP
The 1920 Wonder!
Own-root stock ready for immediate delivery.
$35.00 per 100; $300.00 per 1,000
CHARLES H. TOTTY CO.,
Madison, N. J.

Roses. 2-year-old field-grown for forcing. Ask for complete list. Shipping now. ROMAN J. IRWIN, 43 W. 18th St., New York.

SEEDS.

Established in 1856. Seeds suitable for the most critical market garden trade. Submit your list of requirements. We will return with special prices.
GREGORY'S HONEST SEEDS
Wholesale Dept.
Marblehead, Mass.

Seed. Cyclamen. Best English and German strain, separate colors. Salmon-Wandsbek and Salmon King. $15.00 per 1,000. All other colors, $12.00 per 1,000. S. S. SKIDELSKY & CO., 50 Park Place, New York.

SEEDS.

Seeds. Pedigree and selected stocks of rutabaga, turnip, cabbage, Savoy cabbage, beet and mangel; flower seeds. Write for special prices. Kelway & Sons, Langport, Eng.

Seeds. Nasturtiums, tall mixed, 35c lb.; Sweet Peas, giant mixed, 45c lb.; Ageratum, Mexicanum Blue, $1 lb.; Poppy, California, 90c lb. Other prices on request. AMERICAN SEED & SEED TAPE COMPANY, wholesale and retail, Madison, N. J.

Seeds. Kelway's Delphinium, guaranteed saved from our world-famed exhibition varieties at Langport. Named varieties, $2.15 per oz. Mixed; $2.10 per oz., $25.00 per lb. Kelway & Son, Langport, Eng.

Seeds. Sweet peas, Spencer's grandiflora, etc. Asters and flower seeds in general. Tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Home Grown Stock

Greatly Increased Demand

Because of the Federal embargo against the importation of most kinds of Garden Plants, Roots and Bulbs, home grown stock is now in greatly increased demand.

If you have any to offer or are likely to have it soon, advertise in these columns now.

Seeds. The largest French cultures of Primulas. Ask for prices 1921 crop. Malacoides, $22.69 per lb. JH. PAQUET, bd., Magnan Nice (France).

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Sweedesboro, N. J.

Seed. Garden beans. Growing contract offer for fall delivery mailed upon request Henry Berrien Fish, Carpinteria, Calif.

Seeds. The Kenilworth Giant Pansy. For varieties and prices see display advertisement elsewhere in this issue. Chas. Frost, Kenilworth, N. J.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

SEEDS.

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Darwin tulips. For varieties and prices see advertisement on front cover page of this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

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OR

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THE AMERICAN FLORIST

America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

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The thirty-eighth annual convention will be held at Kansas City, Mo., August, 1922.

The Year in the Garden.

May your home all blessed be,
A home and wild flower sanctuary.
May still crocus candles glow
With danging drops of driven snow
With celandine and spiking squills
And wide-awoken daffodils;
Closed and tattered tulips creaking
Stalk to stalk; mimosa seeking
Levels where her sulphur springs
May powder faintly whirring wings;
And sudden-green your garden stay
From the front of March till fall of May.

When your spring to summer grows
May the puffed and rampant rose
Mingle scent with scent of stocks.
May sweet peas in fluttering flocks
More your heart than twigs entwine.
May the dancing columbine
Hold your heart entangled too.
May Jacob's bells below you chime
In her frock of frailest blue
Whilst you his light ladder climb.
May Solomon's seal, white row on row,
Chime above you, and below
May lilies of the valley chime
And tell the time below the lime.

So, when rich autumn fills your figs
And breathes bloom on your grapes.
May sprigs hop in the heavy grass when pops
The glowing gorse. May mushroom tops
With gills of pink and domes of cream
Amid your dewy meadows gleam,
And when winged dragons, horned and blue,
With oozy, hidden haunts in view,
Vie with the last bees booming by—
When late birds ride the racing sky—
May soon your fasting garden sing
The coming festival of spring.

—Geoffery Dearmer.

HOLIDAY SUGGESTIONS.

Christmas Opportunities.

The trade of the Christmas holidays offers an opportunity to those who have planned for and are ready with well selected stocks, featured and invitingly displayed in their shops, a golden harvest in return for their well planned campaign. The first important move in making ready for this great holiday is to get out the record book and study the results and the recommendations written into the resume of the business of a year ago. Here is found the total of the business for that week, the amount paid for cut flowers and for plants, the number of the various priced plant baskets made up and what was found to sell the best. Read carefully the recommendations made as to this year's purchases, as every feature of the week's business was fresh in the mind and the conclusions then made will be found most valuable.

Much of the success of the business will depend upon a well rounded and balanced stock. Standard medium priced articles sell the best. While there is to be a good selection, too much variety is to be avoided. See that every foliage or flowering plant or other item of stock is salable. Doubtful values never increase in the store; even the very best commence at once to deteriorate, and much loss is avoided by a rigid inspection at the time of delivery.

There are certain fancy and choice stocks such as heather, dwarf oranges, choice cyclamens, poinsettias, fancy foliage plants, etc., for first selection of which one has to be early on the ground —in fact, it has been said that the best time to order stock for a future holiday is immediately after the present one is past. The stock is then secure and prices are a matter of adjustment when the time approaches.

The Street Front.

For all holiday occasions the outside front of the store should present a most attractive appearance — in short, it should be the best dressed shop in the block. The nature of the business calls for it and all the artistry possible should be put into the arrangements. Evergreens, laurel, ground pine, red immortelles and tubbed nursery specimens are appropriate. It should be so striking and unusual that all who happen within the block cannot fail to be attracted and come for a closer inspection. Then the window should be so interesting in its Christmas offerings as to hold the attention and create a desire for a look in the store, where the clever sales people then turn the visitors into customers and the cycle is complete.

Too much attention cannot be given to the interior of the store; this is the battlefield when the business game is played and where the victory is to be won. The ceiling, canopied with ground pine wreathing, caught up with red stars, fancy wreaths and bells, will give a very Christmas-like effect.

Painting the Lily.

Plants and flowers are beautiful in themselves and rendered even more so by the skillful grower, but their loveliness can be still further enhanced by the various receptacles in semi-tone colors, especially adapted to blend or contrast with the flowers or foliage, that places them at once in the gift class. It is this featuring that puts the ordinary plant into the running, making it noticable and conspicuous. A table of 6-inch pot ferns as they come from the grower will scarcely be noticed, but cover the pots with green or other attractive paper and tie with red tape, fiber or ribbon, and place them so the decorations will show and they will begin to move off at once.

The beauty of plants is always accentuated when a number of a kind are placed together, as a table of cyclamen, another of oranges, or of begonias, pans of poinsettias, etc. These beauty spots give a color effect that adds greatly to the appearance of the store and quickens the sales when the rush

is on. High step stages with narrow shelves made to fit into blank spaces against the walls will carry a lot of stock at these busy times. Shelves raised over counters are also useful, on which to place temporarily articles that are sold until they are to be turned over for delivery.

There should be one or, if necessary, more persons whose duty it is to keep the stock in order, see that plants on the floor are set back and the various groups and banks kept presentable. People are very quick to notice the holes, and say they are too late, that the best has been picked out. As the assortment is reduced the balance can be spread out and in its arrangement kept attractive and as salable as at first.

All pottery, flower bowls, fern dishes, fern stands, etc., should have samples attractively filled. They appear much better when shown in use, taking on at once a gift appearance that wonderfully helps their sale.

The florist is but one of dozens of enterprises that are competing for the Christmas business and which are even now, with their more or less imperishable stock, making their best bid for the trade. There is in the flower shop many lines of stock that can be featured during the entire month. With the outside and interior decorations in place, the shop takes on a gala holiday appearance, which if helped by displays of these goods in the window will be certain to start the business in line with the other gift shops.

Plant and Combination Baskets.

There is no one article in the flower shop that is more noticeable or salable than the made up basket of foliage and flowering plants. They can be filled to sell at from $5 to $15 or higher and have become such a standard that all the supply houses are each year offering something new along this line. This season much of the stock is woven or built on wooden bottoms which is an advantage, as the smooth surface is better than the uneven and bulging of the woven willow. They are round, oval, square and rectangular with high and low handles that are attached, some to the top of the frame and others to the bottom.

All have inside waterproof removable liners, by means of which they can be watered without danger of drip. They come in all the colors and duo tones of the rainbow and offer splendid opportunities for color contrasts and combinations. There are also many pot covers in basket materials, some with handles at the sides, made to hold standard sizes of pots and other patterns for the low earthen pans.

Many growers make up a line of baskets and pots filled entirely with foliage plants for the holiday trade. These are ready early and are very good looking when their selling season commences. While these contain the best there is in foliage plants they, however, lack the life that is given in combination with the flowering cyclamen, poinsettia, heather, Roman hyacinths and the berried peppers, ardisias and Otaheite oranges.

The best varieties of foliage plants are slender palms in from three to 4-inch pots, dracaenas in variety particularly, D. Godseffiana and D. Sanderiana Crotons in from three to 4-inch pots, Pandanus Vietchii, in the same sizes, good strong 3-inch pot ferns of Pteris albolineata, P. Mayii, Adiantum cuneatum and the glory fern or mock Farleyense, which latter gives a finish that is possible with no other plant, are very effective. The bird's nest fern also adds variety as does the Polypodium Mandianum.

With this stock all gathered at one of the growers about December 10, either his force or experienced employes from the store can in two or three days, fill the entire stock of baskets required. These after a week's setting at the greenhouse will then be in first class salable condition and can be brought into the shop as required.

For filling purposes there should be a line of all the baskets to be used, for while only the tins are taken to the greenhouses, each should be filled in the basket to which it belongs so as to be in keeping with the handle. They should be filled with care and skill, not too full, but in such a way that every plant shall show to the best advantage and form a perfect combination. As a rule the tallest plant should set a little to one side so that the handle on the opposite side is plainly seen, which space is filled in later with the ribbon bow. Low ferns should hang over the edge of the front, and there should be a front; that is in filling, all plants should face one way with the exception of one or two to fill a bare spot at the back.

The popular poinsettia pan is much better filled at this time, as the three, four or 5-inch selected stock, has each a perfect head of bloom. Three-inch pot plants, with maidenhair ferns around the edge makes the ideal pan. If the ferns are quite bushy, they can be divided by cutting through the ball of the roots from the bottom, up to within one-half inch of the top, when the ball is then pulled apart without breaking any of the fronds. Neither the poinsettias or the ferns will be any the worse for the filling, for although the roots have been disturbed they go on improving until they are offered for sale. All such stock should remain at the greenhouse as long as possible, being sent in day by day as required.

The decoration is important; ribbons, chiffons, miniature bells and wreaths, choice sprigs of holly and other little holiday touches add and give a finish that places the various articles at once in the gift class. With the stock prepared ahead in this way much of the nerve straining night work is avoided and the business of the following day is pleasure instead of toil.

Christmas Wreaths.

One of the greatest factors in the holiday business is the wreaths which for the decoration of the house are made in the greatest variety. They are also the most popular design of remembrance for the cemetery, being sold in immense quantities for this purpose. Of late years the supply houses have worked up a great variety of prepared materials, including magnolia leaves, foliage of all kinds, teasel, poppy pods and other seed heads, weed seed sprays, empty seed vessels, fern fronds, cones in variety, and many others. These are treated in various ways, some bleached, then dyed in selected colors. Many of the items are silvered or gilt and others metalized, which latter is new, giving a brilliant finish. Imported ruscus,

BEGONIA MELIOR.

statice and the Japanese chenille which latter has so largely taken the place of red immortelles are important features of this prepared stock.

As all this material is practically everlasting, it offers to the trade an opportunity to make use of the spare summer hours in the preparation of all kinds of Christmas design work, with which the store rooms of the progressive retailer are now filled, ready with made-up pieces that, with the additional ribbon finish, can be at once placed on sale.

Red chenille wreaths wrapped on mossed or papier mache forms, are a most staple article as, if well made, they form a foundation for an infinite variety of decoration. With a silk, cotton or fibre ribbon bow they are at once ready for the window, while there can be added clusters of fresh or artificial holly or others made of a choice of the great variety at hand. These when properly decorated are also largely used for the cemetery.

Other stock wreaths are those made of magnolia and oak foliage which can be prepared in quantity at any time, to be then fully decorated or are always ready for trimming with fresh or prepared material as required.

WREATHS OF FRESH GREENS.

Immediately Thanksgiving is past the work of tying up wreaths of fresh green material such as box, ground pine or clippings of nursery greens in spruce, pine, retinosperas, arborvitae, etc., should be at once under way, as these will keep and in fact improve if kept in a cool, damp cellar. Many elaborate and fancy pieces of these materials are made on mossed frames which with the addition of holly sprays and berries, cones and other selected stock are very striking. They are made full round or crescent in form, the latter giving more latitude for decorative effect.

The boxwood with its dark glossy green is a great favorite. Plenty of holly berries and a showy ribbon finishes a wreath that is a great favorite. Wreaths of ground pine are also popular, dotted with clusters of red immortelles with a red star of the same in the center, they will be found very salable.

Large wreaths generously tied or made up entirely of laurel are largely used in stores other than florists as a window decoration, generally encircling something especially featured as a holiday gift. Quite a trade can be worked up along this line if a department is made of it and placed in the hands of one of the hustlers.

CHRISTMAS BASKET.
Foliage Plants and Heather.

Taking Orders.

At all such strenuous times as holiday seasons a well planned system in taking orders is essential. Many small shops still use the order book in which all orders are written, but which is only available to one person at a time and as it also is often wanted for reference when in use, there is a waste of time that is very annoying.

Separate blanks or order sheets that fit to a board with a clip made of good substantial paper are printed at the top "send to" and at bottom with day, date, hour of delivery, a. m., p. m., charge or paid, and at the right hand lower corner a space is lined off for the number of the order. At the top of the sheet there are perforations by means of which a day's or week's business may be bound together with metal fasteners. As soon as an order is taken it should be at once turned in to the bookkeeper for inspection and filing. Mistakes, if any, are then corrected, prices properly carried out, etc., all of which done at the time while the matter is fresh in mind insures accuracy.

The bookkeeper or assistant then prepares the order for the filing box. On a slip the size of a tag is written the day, date and hour of delivery, and the various items that go to make up the order. The accompanying card is then placed in an envelope on which is printed "this envelope contains card to go with" and a blank space for the written name of the article, "for" and a space for the recipient's name. Then there is the tag with full written address. These three with the details of order on top are then bound together with a metal or bent wire clip and placed in the filing box, of which there should be a row, one for each day of the week and one for futures. Orders prepared in this way are almost certain to be correct and ready to be put up without further reference of any kind. Tags are not written hurriedly, when mistakes in addresses are frequently made that are annoying and at times expensive.

Orders received over the telephone should have special attention. First calls should be received in the office by some one familiar with the firm's patrons, and able to take orders intelligently, or if certain salespeople are desired they are then called. In this way the use of the telephone is conserved and kept as free as possible for incoming calls.

All orders should be so explicitly written that they can be filled by any competent person. If each salesman puts up those taken by him it leads to great confusion. Particularly is this the case with the Christmas morning boxes which are filled on the night of December 24 when the rush is over. Then with the stock in its original delivery boxes (and as far as possible, it should be kept in boxes in a cool place and not potted up) at hand, a bright man, familiar with the shop's customers, can select stock for the orders as fast as half a dozen assistants can place it into the boxes.

DELIVERIES.

To one who has been through the old method of horse and wagon delivery at such busy times as Christmas and Easter, the advent of the motor car seems almost miraculous in its results, but even with this wonderful service, one cannot get along without the messengers for train delivery and for distant suburban points where such service is the cheapest. When the weather is severe, great care must be taken to see that all plants and boxes of cut flowers are well wrapped and that the cars are properly heated.

Each load should have its accompanying list with every delivery written down to be checked off and signed

by the chauffeur, and the same with the packages delivered by hand. It is a rule with some to have a customer's receipt for every package, a section across the end of each tag being punctured to be signed and torn off. The chauffeur's or messenger's receipt is, however, generally sufficient except in case of hotels or schools, where it is well to get the signature of the person to whom it is addressed.

During the busy rush hours of the day there should be some one delegated to keep the floor clear of all sold articles which are to be taken at once to the delivery department.

Last Minute Helps.

Keep the window at its best, not too full, but with bright well finished stock, nicely displayed, articles that are certain to attract attention. Shoppers who are on the lookout for Christmas gifts, strangers to the shop, judge the inside and stock of the store by what they see in the window, and it is most important that it shall be kept as attractive and inviting as possible.

As the cut flower orders are taken, see that the various stocks are listed, each kind by itself. In this way it will be known just how much of this or that item is required and whether the demand is keen for any particular article. Buying at random at Christmas when cut flowers are so expensive, opens the way for an overstock that makes a very poor showing the morning after.

As a Christmas special, run an assorted box of cut flowers for $5. Have one made up for the window and for the case as well. This is a popular priced box that if attractively made up will secure many an order. Have some one to attend to the watering and filling up the vacant spaces as fast as they are made in the various groups. So much depends on having the stock in presentable condition at all times. Salesmen do not have time to replace stock shown to customers when several are asking to be waited on at the same time.

If a certain line does not appear to be moving as fast as it should, fill a table with them in the front part of the shop and give a decorative touch with a bit of ribbon, chiffon or other feature that will make them more attractive. Have the salesmen make a special point to add one to their order sheets whenever possible.

A bunch of holly pulled through a slender red chinelle wreath and tied with a red bow makes a good window ornament and is often sent as a Christmas card or small gift. The addition of a red bow to a bough of mistletoe will make it much more attractive. Made-up plant baskets at times are skipped by customers from one little defect or another. The addition of foliage or a flowering plant or two will remedy this and a loss is saved at small expense.

MONTGOMERY, ALA.—The Green Bay Gardens Floral Co. has added two houses to its range, increasing the capacity of the concern to nearly 6,000 square feet of glass.

AUSTIN, TEX.—The Hyde Park Floral Co. recently purchased the building at 917 Congress avenue and will continue business at this location, the lease on its former quarters having expired.

LAWRENCE, MASS.—Alfred H. Wagland recently completed building a greenhouse at 219 Pelham street, 40x200 feet, his establishment at 647 Broadway being inadequate for the increasing business.

Plants for the Holidays.

For many years past there has been a steadily increasing trade in plants for the holiday market, and with this increased demand there is also found a growth in the popular taste for plants that are good, or in other words the popular desire is becoming more discriminating, as a knowledge of plants becomes more widespread. With this knowledge in mind, therefore, the growers in the neighborhood of our large cities in particular are much more careful in the growing and the grading of their stock than was found necessary in bygone years, and in many lines there are now to be seen wonderful specimens in readiness for the great Christmas rush.

Of course it will be remembered that the fat pocket-books of the public during the war period have helped to further the demand for high-priced goods in the florists' stocks, and there may be a further period of deflation this season that will affect the sale of high-priced plants in some localities, but on the whole there is reason to believe that a good season is in view, even though it may not show a tremendous increase over the past.

CYCLAMENS GREATLY IMPROVED.

Of novelties there is but little in sight, and it is not likely that much of that class will appear to startle the public from its patient toleration of cyclamens, poinsettias, begonias and ericas in the blooming stock, and solanums, oranges and some ardisias in the berried section of the holiday offerings. That great improvement has been made in the production of cyclamens during the past few years everyone will readily admit, and a well-flowered plant in an eight or 10-inch pan with its massive cushion of handsome foliage is really interesting to any plant lover, but it sometimes seems a pity that some of the choice strains of this plant do not flower more abundantly.

Poinsettia pulcherima, with its brilliant bracts, certainly appeals to many people as having the Christmas color, and it almost seems impossible that the quantities of poinsettias now grown should be absorbed by the holiday buyers, but they apparently disappear in some way, and good pots and pans of these plants are always in demand. The double bracted form of the poinsettia which was introduced from Mexico by Bernard Roezel some 45 years ago and was first grown in the United States in Philadelphia, is now seldom seen commercially, possibly owing to the fact that it is not as early in flowering as the original, nor is it quite as easily handled. The dark crimson P. pulcherima major, like the so-called pink and white varieties, is seldom seen in trade establishments, and neither of these forms is likely to find much of an opening at Christmas.

Ericas, or heaths, as they are commonly known, are finding a more extended favor from year to year, although there is not the variety in flower and color to be had in winter that is found toward spring, and the Christmas heath of flower shops is usually Erica melanthera only. But this is a most abundant bloomer, and from three-inch pots upwards is a very graceful addition to plant baskets and other decorative arrangements.

The various begonias of the Gloire de Lorriane family, which by the way, is

PANDANUS VEITCHII.
A Popular Holiday Plant.

now becoming a very numerous one, still have many friends, and this is not to be wondered at, for they are all beautiful, even though they are rather perishable and need careful packing and handling in order to insure safe delivery to the customer. But for all this the begonias are among the most charming plants to be seen at this season.

Azaleas are likely to be among the missing in many store windows, for American production has not yet equaled the call for this stock, and good azaleas are much more of a rarity now than they were in the happy years before the embargo, when we imported quantities of this flower from Belgium in blissful ignorance of the many dangers to which we are said to have been exposed. But there is one thing to look forward to in the matter of azaleas, and that is the fact that in the future there will be the possibility of having some of those lovely Kurume varieties that have been exhibited in the past year or two, and it is quite possible that these Kurume azaleas will force readily.

GARDENIAS A SELECT STOCK.

Pot grown gardenias are among the select stock for the holiday season, but are not everyone's flower A few camellias were formerly seen in fashionable stores, but these too are hard to get under present conditions and are now rarely observed.

Various primulas help out in basket work, and are also useful in the stock of inexpensive gifts, for every customer does not feel drawn to pay $5 and up. Holly in tubs were once quite popular, bearing berries in a truly Yuletide fashion, and some Aucuba Japonica, also with bright red berries, that were placed about the doorway of some progressive shops; but these too are largely a memory, and instead there is an increased number of pretty solanums, various called cherries and peppers, that appeal to a great many people who do not care if these are first cousins to tomatoes and egg plants. Being usually an annual proposition solanums are naturally popular and profitable with many growers.

If one is looking for class in berried plants, the ardisia stands alone, for a properly grown ardisia crenulata is most attractive and will also hold its berries for a long period of time when taken into a dwelling. Then there are othaheite oranges to be found in moderate quantities, at select prices, and in considering this price question it is well to remember that not everyone can grow fine oranges and that it takes time to do it.

In the foliage stock for the holiday trade the bright colored dracaenas and crotons take a prominent place, and well variegated Pandanus Veitchii are always in demand, all these plants being popular as single specimens, in addition to being useful in various combinations. Boston ferns in variety, the holly fern. Cyrtomium Rockfordianum are among the best sellers in the fern section, while many a friendly indebtedness is paid off with a tastefully filled table fernery during the Christmas season. WM. H. TALPIN.

APPLETON, WIS.—J. P. Herzoggen recently opened the first retail establishment in this city devoted to the sale of flowers. He also operates greenhouses near here.

WHEELING, W. VA.—Chas. O'Brien who moved his flower store to a new location on Jefferson street, near Broadway, recently built two small buildings there to store supplies.

CROTON TIED DOWN.

THE S. A. F.

Secretary Young At Scranton.

With the close of the calendar year at hand, work in the administration offices of the society is very active. Secretary Young made a special trip to Scranton, Pa., last week, and was the guest of honor on the evening of December 6, at a banquet given by the Scranton Florists' Club. During the evening he made a lengthy address, in the course of which he detailed the work and policies of the society, and emphasized the advantages derived through membership. As a result about 20 new members were secured, all qualifying at the time, and there were promises of additional memberships, so that the Scranton district is now pretty well lined up as far as the society is concerned. The florists are to be congratulated upon having a live and active organization in their community.

Miss Gertrude Schultheis, the treasurer of the club, rendered excellent service, and was instrumental in obtaining $200 in subscriptions to the national publicity campaign, the same being for one year or aggregating $800 for the four years of the campaign, beginning January 1, next. Thanks are also due to T. J. Nolan, who met the secretary on his arrival and was his guide on a trip taking in most of the florists' establishments of the city; to Secretary G. R. Clark, for various courtesies extended by him, and to President Edgar Louis Kenling, who showed himself to be thoroughly in harmony with the secretary's mission. The local papers made quite an event of the affair and gave liberal space to an account of it.

The attention of members in arrears for dues is called to the fact that very shortly the year book of the society, authorized at the Cleveland, O., convention will be issued and will contain a directory of the membership. As none but members in good standing will be listed in this valuable directory, it is important that every member be cleared of his dues for the year, and it is hoped that this matter will be given immediate attention by those interested.

Letters have been sent out to all the florists' organizations in the country, urging them to name candidates for appointment as state vice-presidents of the society. This was done at the suggestion of President-elect Pennock, who in the last week or two has had lengthy conferences with the secretary in New York as to the society's work for the coming year. The appointment of proper state representatives is considered of vast importance and it is hoped that the appointees will be members who are in complete accord with the society's aims and policies, and will be prepared to give service to the society to the fullest extent of their ability.

Other letters have been sent to the various trade and horticultural organizations, reminding them that if they can qualify for representation on the executive board of the society in accordance with the by-laws governing such affiliation, they should have their applications in the secretary's hands without delay, in order that announcement of appointments can be made January 1, with all their appointments provided for under the by-laws.

Fifth National Flower Show.

About 50 exhibitors have made space reservations in the trade section of the big show to open in Cleveland, O., March

25, next. Some prospective exhibitors appear to be in doubt as to the charges made for this space, therefore it may again be mentioned that a flat rate of $1.75 per square foot covers the whole expense of rental and includes signs, a background artistically uniform with the setting of the show, and booth construction, all in accordance with the plans of the committee to insure a harmonious effect instead of the sadly inharmonious arrangements noticed at previous shows. It should be pointed out, too, that this flat rate is much less than that which is usually charged at exhibitions of this character in other lines of trade, and really amounts to no more than the expense attaching to such details hitherto when they were borne by exhibitors on their own account. The secretary still has on hand a good supply of floor plans, covering the trade section, and will be pleased to forward plans to anyone interested.

Additional exhibitors not before reported are as follows: F. R. Pierson, Tarrytown, N. Y.; S. S. Pennock Co., Philadelphia; The Quality Brands Co., Cleveland, O.; M. Rice Co., Philadelphia; Richmond Cedar Works, Richmond, Va.; Jos. H. Hill Co., Richmond, Ind.; A. L. Randall Co., Chicago; C. H. Totty Co., Madison, N. J.; Wertheimer Bros., New York city; S. P. Townsend Co., Bloomfield, N. J.; The Wayside Gardens Co., Mentor, O.; Horticulture, Boston; P. L. Carbone, Inc., Boston, Buchbinder Bros., Chicago; Cohen & Hiller, New York.

Additional Special Premiums.

James McLaughlin, chairman of the committee on special premiums, reports as follows:

Harry I. Randall, Worcester, Mass.—Discretion of the committee, cash $10.

J. B. Keller Sons, Inc., Rochester, N. Y.—Discretion of the committee, cash $25.

Carters Tested Seeds, Inc., New York, —Discretion of the committee, cash $25.

American Bulb Co., Chicago.—To be offered as prize for 25 lily plants in pot, cash $50.

J. A. Budlong Co., Chicago.—Discretion of the committee, cash $25.

Hammond's Paint & Slug Shot Works, Beacon, N. Y.—To be offered as prize for the best exhibit of roses to be decided by a majority vote of the ladies attending the show, cash $10.

Erne & Co., Chicago.—Discretion of the committee, cash $10.

Martin & Forbes Co., Portland, Ore. —Discretion of the committee, cash $20.

Park Floral Co., Cleveland, O.—Discretion of the committee, cash $10.

A. L. Miller, Jamaica, N. Y.—Discretion of the committee, cash $25.

Mrs. J. C. Vaughan, Chicago.—For the best table decoration, open to members of Ladies' Society of American Florists, cash $25. Also $25 at the discretion of the committee.

Henry F. Michell Co., Philadelphia, —For the best vase of 12 roses not yet disseminated gold medal; for the second best vase of 12 roses not yet disseminated, silver medal.

Van Zonneveld & Co., Sassenheim, Holland.—To be offered as a prize for the best pan of Darwinia Bartigon, open to commercial trade, cash $25.

Stuppy Floral Co., St. Joseph, Mo.—Discretion of the committee, cash $50.

W. H. Siebrecht, Chappaqua, N. Y. —Discretion of the committee, cash $25.

National Publicity Campaign.

A good augmentation of the fund for the 1922 campaign is to be reported, most of which comes from those of our members who are making personal canvasses among the trade in their communities under the subscription book plan, which follows:

	For Four Years
By E. D. Richards, Greenfield, Mass.:	
Galluan Bros., Holyoke, Mass.	$ 30.00
By G. Van Boehovet Bros., Kalamazoo, Mich.	$ 50.00
By C. E. Critchell, Cincinnati, O.	$200.00
By A. L. Miller, Jamaica, N. Y.:	
A. H. Funnell, Huntington, N. Y.	5.00
Chas. E. Frankenbach & Sons, Southampton, N. Y.	25.00
Total	$ 30.00
By Mark P. Mills, Philadelphia, Pa.:	
E. W. Goehring, Philadelphia, Pa. (One year)	15.00
Lucas Bros., Camden, N. J.	10.00
James M. Thoris, Camden, N. J.	15.00
Total	$ 40.00
By George Smith & Sons, E. Orange, N. J.:	
Frank Boehme, Bloomfield, N. J.	$ 5.00
James Gruer, S. Orange, N. J.	5.00
Chas. F. Hale, E. Orange, N. J.	5.00
George Smith & Sons, E. Orange, N. J.	10.00
Total	$ 25.00
By Karl F. Becker, Cambridge, Mass.:	
Charles T. Beasley, E. Milton, Mass.	$ 10.00
Beeker's Conservatories, Cambridge, Mass.	25.00
James A. Cartwright, Wellesley, Mass.	5.00
John P. Fitzgerald, Boston, Mass.	10.00
I. Musky, Boston, Mass.	5.00
John E. Nelson, Framingham, Mass.	10.00
Geo. H. Wayes, Boston, Mass.	5.00
Total	$ 70.00
By Gertrude Schultheis, Scranton, Pa.:	
John W. Beogle, Scranton	$ 10.00
A. S. Bescancin, Scranton	25.00
John P. Brown, Scranton	10.00
G. R. Clash, Scranton	25.00
J. L. Dillon, Bloomsburg, Pa.	25.00
N. Y. Floral Co., Scranton	15.00
R. J. Nolan, Scranton	20.00
Kennedy & O'Hara, Scranton	10.00
Jonathan Rodham, Scranton	10.00
Anton Schultheis, Scranton	10.00
Schultheis Florist, Scranton	25.00
Total	$185.00
Responses to Special Letter:	
J. D. Flessas, New York	$ 10.00
W. W. Powers, Nashua, N. H.	10.00
Gove The Florist, Burlington, Vt.	20.00
Total	$ 40.00

SUBSCRIPTIONS RECEIVED.

The following subscriptions have been received since the publication of our last list:

Atchinson Seed & Flower Co., Atchinson, Kans.	$ 5.00
Mary J. Skinner, Milwaukee, Wis.	5.00
Whilldin Pottery Co., Philadelphia.	50.00
Smith's Flower Shop, Westerly, R. I.	15.00
Charles Grabig, Chicago	2.00
Westman & Getz, Cleveland, O.	25.00
Henry Benthein, Tacoma, Wash.	5.00
Kansas City Florists' Club, Kansas City, Mo.	400.00
William Sim, Cliftondale, Mass.	25.00
Harry Dow, Cleveland, O.	10.00
Metz & Bateman, Toledo, O.	40.00
Earl W. Metz, Toledo, O.	10.00
Robt. Miller, Farmington, Utah	50.00
Carl 1. Lindskoog, Minneapolis, Minn.	10.00
Frank Boehme, Bloomfield, N. J.	5.00
George Smith & Sons, E. Orange, N. J.	10.00
Chas. F. Hale, E. Orange, N. J.	5.00
James Greir, S. Orange, N. J.	5.00
W. S. Gilbert, Wheaton, Ill.	5.00
W. C. Keir, Pikesville, Md.	5.00
James M. Thoirs, Camden, N. J.	15.00
J. D. Flessas, New York	10.00
	$ 712.00
Amount previously reported	$31,658.66
Total	$32,370.66

The 1921 fund now amounts to $32,370.66. If all who are in arrears on their pledges would promptly complete their payments, the total amount would approach more closely the figures of the last two or three years. The publicity committee hopes that delinquents will take this statement as a reminder that their checks would be greatly appreciated at this time, and would help materially in the publicity work.

JOHN YOUNG, Sec'y.

HERRIN, ILL.—Mrs. Minnie L. Copeland, owner of the Copeland Place Greenhouses, Creal and Marion, Ill., has opened a flower shop in the Boles building, 132 West Cherry street, with Fred Sidell, formerly of St. Louis, Mo., as manager.

CATTLEYA VERIFLORA.

Seedling Eight Years Old, Sepals Three Inches Wide, Flower Seven Inches Across.

ORCHID NOTES.

Christmas Orchids.

Christmas orchids are confined to a few species and varieties, yet they can be depended upon to give the commercial florist a fair supply of flowers for each holiday season. Amongst these species Cattleya trianae is well in the lead and the demand for this kind is still as great as ever, and what is more it is about the only cattleya that has adapted itself readily to artificial cultivation. Its flowering period is from Thanksgiving to Easter, and with ordinary care outlives any other variety of cattleya. In the days beyond recall it was imported annually in vast numbers, and few florists of note failed to obtain a case or two each year, just to get "a little fun out of them" (this was a common expression in those days), though only too often they were shamefully neglected.

Now many florists are paying the penalty for this wanton neglect, and it is most amusing how some of the noted growers collect the smallest pieces and back bulbs from the plants when repotting, hoping to get some returns from them later, and at the same time using forcible language against the federal horticultural board, as they chanced to remember in the days of plenty how they had consigned to the rubbish pile far better stock than they are trying to save today, just to make room for some expected importations. The cry was, no use keeping old stock, it's played out; and any grower who took time enough to take care of what was termed played-out stock was called foolish or had no sense. But if those days could return just for one year, it is safe to say cattleyas would get more attention than they ever did.

True, a fine lot of seedlings are coming along in different parts of the country, which will help greatly. But from the appearance of many of these hybrids that have been staged at the flower shows this fall, it is still questionable whether they are going to take the place of the old species.

The usual mauve or orchid color is lacking in many of the new hybrids that the public generally look for, and a race of what might be called muddy colored flowers seems to be taking their place. These certainly do not look as well as the older species when massed together; however, this is a matter of taste; some buyers like variety, while others prefer a quantity of one kind. Now which is the best from a florist's standpoint? This is the point the hybridist should consider when selecting the different parents for seed purposes.

Cattleya veriflora, a cross between C. labiata and C. trianae, stands out as an example of what may be expected. It has the size and color of C. trianae and appears to be a first-class grower. Experienced growers, seeing this variety for the first time at the November flower shows, remark and wonder how it is possible to have what they think is C. trianae so early in the season. No mistake can be made raising C. veriflora from good parents for commercial purposes, coming in as it does between the flowering season of C. labiata and C. trianae and is bound to take the place of C. Percivaliana in time to come.

The past summer appears to have been very favorable for cattleyas, and good crops may be looked forward to for the holidays. Several laelio-cattleyas for variety may also be expected. Laelio-cattleya anceps and other Mexican orchids will be found useful for decorations of one or two days' duration, but the honors fall to Laelio-Gouldiana as a Christmas plant. The color is ideal for this season and it has much better lasting qualities than most laelias. This variety is classed as being shy and difficult to flower, but when it is understood it can always be relied upon to be ready for cutting before Christmas. There is no secret about its culture, for all it requires is to be hung near the roof and withhold water from the roots for some weeks after each flowering season.

DENDROBIUM PHALAENOPSIS ALBA.

Oncidium splendens often is ready for Christmas, providing it has not been held back for the spring shows the previous season. But to get it into condition for the holiday it requires to be grown in temperature a few degrees warmer than is needed for C. trianae. Vanda coerulea, the wellknown blue orchid, also is usually ready for this season. This kind is only to be used in daylight decorations, for under artificial light it shows up white. For white kinds Phalænopsis amabilis will be ready, and nothing is more graceful.

Some odontoglossums, especially the hybrid types, are ready for this season, the graceful sprays of this orchid and spotted flowers appealing to many from now on. Although it is late in the season, Dendrobium Phalaenopsis can still be seen, also D. Supurbum, with its deep red flowers and noted lasting qualities. Cymbidium hybrids may be looked for about Christmas time. It is common for this flower to last three weeks after being cut and two or three months on the plant. There appears to be a growing demand for this useful orchid. A race of hybrids have sprung up from it in recent years, which have become very popular with some people. Calanthe Veitchii, the pink orchid, cannot be overlooked or Calanthe Sanderiania, a light colored kind. Both are useful to mix with adiantums for table decorations.

The cypripedium family is large and a goodly number of kinds are ready for the holidays. The old C. insigne still holds its own for table work, yet many prefer C. insigne Sanderae, which is good, only the yellow is not quite deep enough to show it off to the best advantage. C. Leeanum and its varieties are very useful, as they produce stems one foot or more long, giving it an advantage over the other kinds. C. Harefield Hall is another that is getting more pleniful. The flowers are double the size of the common C. insigne. As a rule a florist who sells cypripediums to his customers once has no trouble to get them to take these orchids afterwards.

Another little orchid that is in flower for Christmas is Oncidium ornithorhynchum, the flowers being a rose lilac color, rather small, but produced in clusters on spikes about 15 inches long. A few sprays mixed in with a box of cattleyas make a favorable impression.

C. Y. PRIPEDE.

E. G. Hill in Philadelphia.

The December 6 meeting of the Florists' Club of Philadelphia, Pa., was one of those rare occasions to which one's memory turns with a joyous sense of appreciation. In honor of the foremost rosarian of his time, E. Gurney Hill, the large audience was composed of the flower of the craft in and about that city. There was a short reception and inspection of the vases of beautiful new roses which Mr. Hill had brought from Richmond, Ind., the feature being America, his latest creation and which measured up to all that has been said of it and more. It appears to have everything desirable in a forcing rose and is the largest flower of any of his introductions. There were also very choice flowers of Angelus and Amelia Gude.

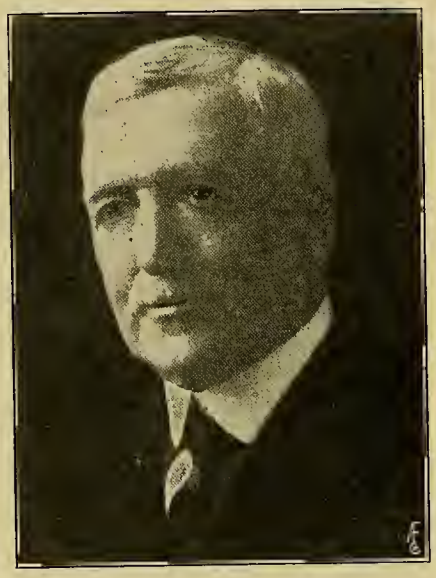
Meyer & Samtman, and the Florex Gardens, North Wales, Pa., both exhibited pink sports of Premier which appeared to have good commercial value, the color being a fine clear pink. A table of choice Christmas plants staged by Wm. K. Harris was also a feature.

Previous to the meeting, a turkey dinner was served in the north section of the Adelphia Hotel roof garden. With the passing of the cigars, President Campbell called the meeting to order and asked Robert Pyle, the president of the American Rose Society, to say a few words in appreciation of the guest of the evening. Mr. Pyle said that Mr. Hill possessed three great qualifications that led to his success as a rosarian. He was a rose idealist, a persistent hybridizer and was endowed with business instincts of a high order. He is an artist, who pictures in his mind the flower he wants and works until he gets it. He spoke of the very high regard with which he is held by all the rose growers of Europe and declared he was the ambassador for the American florist abroad.

J. Horace McFarland was glad to have the opportunity to say a few words in appreciation of Mr. Hill and his work. Encouraging words and a little eulogy should be given to men while they are alive. He recited a poem, the last line of which read, "He cannot read his tombstone when he's dead." Mr. McFarland called attention to the high standard of Mr. Hill's varieties, telling of a lot of 4,000 seedlings which, after flowering, were cut down to 800, and the next year dwindled away to 15 and of these only three were considered worthy of a trial. From the earliest records, 416 kinds of roses had originated in the United States and put in commerce, Mr. Hill furnishing 37 of this number. There are now 115 varieties of the original introductions being supplied to the trade, Mr. Hill furnishing over 11 per cent. In conclusion Mr. McFarland said that his kindly simplicity, example of good work honorably done and his commercial success rounds out a great character.

In his address to the club Mr. Hill opened with an anecdote of his little granddaughter, who on seeing a peacock spread its feathers, exclaimed: "Look, grandpa, it's in full bloom." This remark, he thought, described the condition of the club this evening. He recalled feelingly the many pleasant associations and recollections of members of the craft of this city who had passed on to a better land. Men who grow and love roses are the very best men in the world. Dr. Mills, of Syracuse, N. Y., is a Methodist preacher, a wonderful man and a great rosarian. Alexander Dixon, Lambert, McCready, Ducher and Pernet, Europe's most prominent rosarians, were all great men. Mr. Dixon was most precise in his crossing of roses. Victor Lemoine was one of the greatest hybridists in the world, continued Mr. Hill, his lilacs and Philadelphus being truly wonderful.

Claudius Pernet, a seedling by Mr. Pernet, was the most wonderful garden rose he had ever seen, a magnificent yellow. Mr. Hill then cited a number of American hybridists to which the trade was greatly indebted, naming Alex. Montgomery, who had given us Mrs. Chas. Russell and Hadley and John Cook, that dear old man, who had produced so many fine greenhouse and garden roses. Walsh's Wichuraina seedlings were the finest of their type, as was Jackson & Perkins' Dorothy Perkins. Dr. Van Fleet, that great systematic worker, had given us so many fine dooryard varieties. In traveling about England, Mr. Hill said the yards of the small houses were bright with American climbing roses, Dorothy Perkins, Excelsa, and American Pillar being seen everywhere, which was a great tribute to the American rosarian.



E. G. Hill, Richmond, Ind.

Referring to his own work, he said he stumbled along for many years without success, but he always had a vision and an ideal to carry him through, adding that if it wasn't for the dreamers who had a vision of the things they wanted or thought possible, there would be no progress. There must be something to aim at, and while, as you shoot you will miss many times, an occasional hit gives you great joy and satisfaction. Mr. Hill stated that he spent from Richmond up to Columbia, thousands and thousands of dollars in space, and secured a number of good garden varieties but the nurserymen place a limit of $100 on such stock and this did not pay. He believed there was a better day coming for the garden rose as the H. A. Dreer Co. were now handling them in a large way and new additions to such stock would soon be welcomed.

His first sight of forcing roses and one that had made a great impression, was a house of Saffrano seen in Philadelphia, nearly 50 years ago. He then told of the succeeding varieties that led up to the standards of today, and said that before long we might expect to see an ideal red kind. In his work he bought all the new varieties of the European growers, but found very few suitable for forcing purposes. Ophelia had been one of the best and was the mother of all his new ones. His first successful seedling was Gen. McArthur, which is given the place of honor at Kew.

When asked for details in methods of hybridization, Mr. Hill said the two sexes are present in nearly all roses; in the mother plant we cut away the pollen stems but it was a matter of experience just when to apply the pollen for the crosses, which should only be done when the organs of the plant were in readiness. This season's work will commence now in a short time. The seed will be ripe in August, plants must not be kept too moist, a wet season causing the heps to blacken in spite of all one can do and this has been the greatest drawback to setting the seed. Seed is sown in October, but there is no telling when it will come up. Some is just appearing that had been sown for 18 months. The parentage of America, was American Beauty x Premier.

Origin or reason of sports was discussed. Chas. H. Totty believed they came in cycles, giving instances in which sports had occurred in different parts of the world in the same class of plants, such as chrysanthemums, in the same year, appearing simultaneously in Europe, Australia and America. Mr. Hill said the naming of a rose was beset with many difficulties and that his sister had of late named all his new ones. Again referring to America, he had, in order to increase the stock, budded on Columbia and obtained wonderfully strong wood for propagating purposes. There are, he said, no secrets in rose growing. Man does not do it, he simply is a co-worker with the great creator.

Mr. Hill expressed himself against the sample method in introducing new roses in which a few of a variety are sent to growers in various parts of the country. Hammers are always out against new introductions and in fact on their own place, one bench of Premier had acted so badly that had it not been for two others, which demonstrated abundantly its good qualities, it might never have gone out. Milady had never done well with them, yet with some growers it was wonderful in every way. Many growers, Mr. Hill believes, did not give their plants enough water. After roses had had a rest they required plenty of water, —a great deal in fact. He did not like to cut Premier back before resting; just topping in a little and taking out the surplus, small growth was sufficient. Most people cut back too hard, but at his establishment the soil around the roots was scraped considerably and given a good sprinkling of bone and a dressing of soil manure, 50 per cent of each. The beds were then soaked for three or four days and never allowed to get dry afterward.

Mr. Totty told of Mr. Hill's great enthusiasm for new roses and how his time was taken up in his greenhouses at home. He had spent much time with him both here and abroad, where the rosarians all look up to him, and he did not know of a man who could succeed him. Growers may think the price for 5,000 of a new rose very high, but if they will take a trip to Richmond and see the unproductive houses, they will then get an idea of what it costs to produce such stock. When he thought of

CHRISTMAS PLANT BASKET.

the thousands of seedlings grown in Ireland by the Dixons every year, out of which they are only able to select perhaps six worth growing, he realized the great thought and patience which Mr. Hill must have passed through, and he for one will always have praise for the good work he has done. America was to have been put out in 1922 but as nearly 200,000 plants had been ordered by early autumn, it was thought best to wait until 1923, when all could be supplied. Grafted plants were especially recommended as against own root stock as they produce much better returns up to the first of February. The meeting then adjourned. K.

CHRYSANTHEMUM CHICAGO PEARL.

Chrysanthemum Chicago Pearl.

The new white pompon chrysanthemum, Chicago Pearl, exhibited at the recent show of the Chrysanthemum Society of America by Wietor Bros., Chicago, attracted much attention as a commercial variety. They have the exclusive stock and it is one of the best producers on their place, bringing the highest prices in the Chicago market the past two seasons over any other white on their list. They are undecided whether to offer it to the trade or keep it for their own use, but requests for stock from growers have been so numerous, it may be disseminated the coming spring.

Germination of Hard Seeds.

In a bulletin of the Cornell University experiment station, Ithaca, N. Y., H. H. Love and C. E. Leighty call attention to the fact that—

The seed of many species of leguminous plants usually contains a considerable amount which germinates slowly or not at all. Such seed is often referred to as "hard seed." Very frequently there is so much of this hard seed present that germination tests, even when continued for three weeks, give results entirely misleading as to the viability of the sample or lot of seed. When such seed is sown in the ordinary way a very poor stand of plants is usually secured. This is especially true in dry seasons or in regions of light rainfall.

It was found that delayed germination could be practically done away with by treating the seed with sulphuric acid. Such treatment was found to be especially effective not only on clover seeds of various kinds, but also on cotton seed. Many varieties of weed seeds commonly found in samples of clover or alfalfa seeds were killed by the acid treatment. The germination of other kinds of weed seeds was either benefited by the treatment or was not affected.

In order to determine whether acid treatment of leguminous seeds is necessary, a germination test should be made. If this shows a low percentage of germination and a large amount of hard seeds that are apparently alive, acid treatment will probably be beneficial. The methods of treatment advised are as follows:

When there is only a small amount of seed to be treated, such as the seed from a single head of clover or from a single clover plant, amounting to not more than a few hundred seeds, the following method may be employed:

Place the seed in a small homeopathic vial or test tube. Pour on the seed a quantity of concentrated sulphuric acid equal to about five or six times the volume of seed. Stir the mixture thoroughly with a stirring rod until all seeds are completely coated with the acid. Allow to stand for 15 to 45 minutes at ordinary room temperature, the longer time being necessary if the percentage of hard seed is high. At the end of this time allow water from a faucet to run into the vial or test tube until it is nearly full, then quickly pour the entire contents into the strainer and wash quickly with water. (If this method is followed, it should be done over a porcelain or other acid-resistant sink and the waste acid washed away with water.) Wash for five minutes in running water, or until the seed is entirely free from acid. The seed may be planted immediately, or it may be allowed to dry before planting, the former process being preferable for small lots of seed.

For larger amounts of seed for sowing in fields the following modifications make the above method applicable:

A stone jar of two or three gallons capacity, or larger, may be used as a receptable in which to mix the seed and the acid, and a wooden or iron stick (a broomstick is satisfactory) may be used for stirring. The acid may be washed off by pouring the seed and acid into a wooden box whose bottom has been replaced by a screen of proper mesh. After draining a few minutes, water should be poured over the seed, in large amounts at first in order to prevent heating, and this process should be continued until all acid is washed away. For larger amounts of seed, which are to be sown in a seeder, it will be necessary to allow the seed to dry before sowing. This may be accomplished by spreading it out on a floor or other suitable place in a thin layer.

The materials required for the above treatment are—for clover or other small seeds in limited quantities: Small homeopathic vials or test tubes that will hold the seed easily and will give plenty of room for mixing with the acid.

Concentrated sulphuric acid, of a specific gravity of about 1.84, and recepta-

CYCLAMENS AT THE ROBT. CRAIG CO.'S, NORWOOD, PA.

cles for same. Either the chemically pure acid or the ordinary dark-colored commercial acid gives the same results.

A needle mounted on a wooden handle, to be used for stirring the acid and seed.

A spatula or section lifter is needed to remove seeds from the strainer and place them into the tubes.

A wire tea-strainer of fine mesh. This will resist the action of the acid for several hundred tests.

Blotters and germinator, or other apparatus for germinating seeds, if the seed is not to be planted in the soil.

For clover or other small seeds in large quantities of a half-peck or more: Stone jars of two or three gallons capacity or larger.

JONES' PRIZE EXHIBIT AT LE MANS SHOW.
Awarded Grand Prize and Gold Medal.

Acid as above.

A wooden or iron stirring rod. A broomstick is satisfactory.

A strainer made by nailing a fine mesh iron, copper, or brass screen to a wooden box.

For cotton and larger seeds: The same apparatus as given above may be used, except that the screen or sieve may be of larger mesh.

Two French Chrysanthemum Shows.

PARIS EXHIBITION.

Having just returned from the Paris and Le Mans chrysanthemum shows it occurs to the writer that a few words may interest the readers of THE AMERICAN FLORIST. One of the most remarkable differences to an English eye is the way in which chrysanthemums are placed at a French show as compared with an English exhibition.

This year the National Horticultural Society of France held its autumn show in the Palmarium, of the Jardin d'Acclimatation, in the Bois de Boulogne. On a dull, damp, autumn day it is not an ideal spot for it is quite a journey to get to it and nothing like the old site on the Cours-la-Reine.

However, next year the show will be international and will open October 27, and once again take place in that very attractive and well situated site on the Cours-la-Reine near the Grand Palais and the Alexandre III bridge.

The Paris show this autumn was somewhat lacking in its usual brilliancy and the extent of the show was more than ever limited. The most inspiring display was that made by Vilmorin Andrieux & Co., who in the large hall at the end of the Palmarium set up a gigantic collection of trained plants. They were curious and wonderful examples of cultural skill and patience, but from an English grower's point of view there was not a show bloom to be seen. However as a decorative display and advertisement it was most effective.

The same firm staged on the ground level, running for an immense distance from the entrance, a superb collection of every kind of vegetable in season, (120 feet long). Aug. Nonin showed camellias and chrysanthemums and Aubert Naille, cyclamens. There were several excellent collective groups of carnations, cyclamens, chrysanthemums, etc., from growers at Tours. In the same spacious hall was a choice collection of beautiful dessert fruit in dainty baskets by Prof. Opoix.

Descending the steps, flanked on each side by large masses of artificial rockwork, with running water, the shelves and ledges of which were artiscally cloaked with flowers, we viewed with admiration the exhibit of dahlias and chrysanthemums staged by Cayaux & Le Clerc. The Maison Ferard showed a grand group of single flowered chrysanthemums, all large specimen plants.

George Truffam, of Versailles, had a fine collection of vegetables in variety and several lots of well developed and nicely staged chrysanthemum blooms of great excellence. R. Vialette and George Morin also had chrysanthemums in good form. Begonias of dazzling brilliance are always fine. N. Billiard and Vallerand Bros., are regular exhibitors in this special department of French floriculture. Paul Ferron's big blooms of chrysanthemums were excellent. Ambassadeur, Myron, Armistice, Mme. Jean Paquin, Mme. Beu, Mrs. Gilbert Drabble, etc.

Cyclamens were also shown by M. Ragoi and M. Becker of Mulhouse. The well known firm of Le Veque & Son had, as usual, carnations in great variety, although the French type of that flower does not quite harmonize with English and possibly American tastes. The same firm had cut chrysanthemums. There were many other exhibitors, mostly of local importance. Mme. Martin staged new seedling chrysanthemums but hardly in exhibition form.

LE MANS SHOW.

We journeyed to Le Mans, in the Sarthe, about 120 miles southwest of the capital. Here, after a lapse of eight years, the French Chrysanthemum Society had arranged to hold its annual congress and as all the local horticultural, agricultural and kindred societies had agreed to join hands and organize an international exhibition of chrysanthemums, fruits, flowers, vegetables, garden and other implements, tools, poultry, etc., the result may be imagined. It was practically the finest provincial show of the kind ever seen in France. The hospitality was lavish, the attendance great, and let us hope the financial success was all that could be desired.

The show was staged in a large temporary building in an open space in the center of the city. The main hall was of considerable dimensions and was filled with many substantial groups of pot plants, all arranged on the ground level. Here again a huge exhibit of trained plants came from Vilmorin Andrieux & Co., Paris, which also sent vegetables. A group of cut chrysanthemums, in good form, was sent by seven members of the Paris society, a real creditable display. M. Lelout-Grimoux, the commissary general, had several borders filled with well grown and nicely arranged plants of chrysanthemums. Many other local exhibitors staged chrysanthemums and other flowers.

In the grounds surrounding the exhibition hall, M. J. Bruneau filled a number of beds with conifers and other

VILMORIN'S CHRYSANTHEMUMS AT THE PARIS SHOW.

decorative plants in variety, namely abies, cupressus, taxus, cedars, pines, etc. We may be excused if we lay some emphasis on a very remarkable and highly attractive collection of cut chrysanthemums, staged on a table 3x40 feet, by H. J. Jones, of Ryecroft Nursery, Hither Green, London, Eng. It was a wonderful sight, nothing like it having been seen in France for many years. The jury awarded this exhibit a grand prix d'honneur and also selected from it a fine specimen, Japanese kind, Mrs. Chicester, of a lovely shade of yellow, as the finest bloom in the show, awarding it a gold medal. A photographic representation, so distinct in its arrangement will interest the reader and we are glad to furnish it.

The varieties forming the 11 tall columns at the back were Dawn of Day, W. Rigby, Mrs. Gilbert Drabble, Mrs. George Munroe, Mrs. R. C. Pulling, Edith Cavell and Princess Mary. On the table in front there were many standard kinds of Japanese incurved, decoratives and singles. C. Engelman, of Saffron-Walden, England, sent carnations and filled a table about 20 feet long, receiving a large silver gilt medal. Geo. Bungard & Son, of Maidstone, Eng., displayed apples and were the recipients of a silver medal.

A variety of other stock was seen in the hall and annexes. Worthy of note was a very interesting fine art section, where M. Rene Nommeja, the new president of the French Chrysanthemum Society, displayed colored engravings, Japanese sword guards and other curiosities bearing decorative designs of the chrysanthemums upon them. Several British exhibitors sent drawings, garden plans, etc. C. Harman Payne, the commissary general of the British section, received a diploma of honor for his fine selection of photograps and engravings of chrysanthemums.

We are loath to close without a mention of the great hospitality shown to the British guests, who were W. R. Dykes, secretary of the Royal Horticultural Society; C. Harman Payne, foreign secretary of the National Chrysanthemum Society; H. J. Jones, Thos. Stevenson, Thos. Ward, Frank Payne, Mrs. C. Harman Payne, Mrs. Frank Payne, and A. F. Payne, a jolly party of nine. For four days there were fetes, luncheons, receptions, dinners and excursions in motor cars to Sable and the Abbey of Solesmes, a gala performance at the theatre, to all of which the visitors were invited. It was a practical expression of the horticultural entente cordiale. Never before has there been such a hearty welcome to visitors nor so great a cause for appreciation.

C. HARMAN PAYNE.

M. Rene Mommeja.

PRES. FRENCH CHRYSANTHEMUM SOCIETY.

The announcement that M. Rene Mommeja, an enthusiastic amateur chrysanthemum grower, has been elected to fill the place of president of the French Chrysanthemum Society, made vacant by the death of the late M. Max de la Rocheterie, will please many members and friends of the society. For many years, M. Mommeja has devoted his leisure to the "Golden Flower." As a grower and exhibitor at the Paris shows, he has won great success, but in addition to being a cultivator, M. Mommeja is a collector of all kinds of bibliographical, literary, artistic, and other matters connected with the chrysanthemum. At the Retrospective Chrysanthemum Show, held in Paris in 1908, he exhibited his collection of rarities, which attracted considerable interest on account of the many chrysanthemum curiosities he staged. He was supported in this by our old correspondent, Herman Payne, who sent over some curiosities of a similar kind; each exhibitor, it will be remembered, was awarded a silver plaque for his exhibit. M. Mommeja, like his English colleague, has been a voluminous contributor to the French horticultural press on many subjects connected with the chrysanthemum, historical, literary and cultural. He is also the author of a brochure reprinted from the Journal of the Franco-Japanese Society of Paris on "The Chrysanthemum in Japan" The choice of a Parisian to fill the presidency of a society in Lyons, is in itself a great proof of the high esteem in which M. Mommeja is held, and we hope he may live for many years to fill the position for which he is pre-eminently fitted. The new president is a business man, and engaged in the financial world.—London Gardeners' Chronicle.

Albert M. Herr.
Organizer of the Lancaster County Florists' Ass'n.

Lancaster County Florists' Association.

The tenth anniversay of the Lancaster County Florists' Association has passed into history written on the tablets of our hearts and memories as one of the big events of our lives. About 4 p. m. the committee was in readiness at Rossmere, Lancaster, Pa., the dinner tables being placed in the form of a Roman X and beautifully decorated with plants and cut flowers donated by the B. F. Barr Co., Harry K. Rohrer & Bro., and Elmer Weaver. The piece de resistance, a huge center piece placed where the tables crossed to form the X, was made by the Rosary with flowers furnished by Elmer Weaver, Harry K. Rohrer and others. The boutonniers were Red Head carnations of wonderful quality for the men, and Benora for the ladies, which were supplied by Chas. B. Herr.

At 6:30 o'clock 70 of us sat down to a chicken and waffle dinner, the table being decorated with white and green ribbons, printed in gold for the occasion and fastened with "Say It With Flowers" buttons. President W. B. Girvin appointed M. J. Brinton, of Christiana, to act as toastmaster, and those who know him also know that he not only acted but that he shone with all the effulgency of that sun we are so longingly looking for. A. M. Herr, the organizer and first president, was called upon and responded as follows:

PAST PRESIDENT HERR'S ADDRESS.

"As the organizer of this association I can not help but look with pride on this meeting tonight, and feel that association is the proper term, for it is not only tonight, but at one-half of our meetings, that we are associated with the rest of our families. Ten years is not a long time, but just as a reminder I am going to turn back a decade, when, having been a member of the Philadelphia Florists' Club for a possible 10 years, enjoying their social and educational features, I naturally felt that we could do the same things in Lancaster perhaps in a smaller way, but just as well.

"Issuing a call to those florists whom I knew and whom I thought would be interested, a get together meeting was held in the Chamber of Commerce Rooms, December 12, 1911. To the best of my recollection there were present at that session, Harry A. Schroyer, Walter Hammond, Lemon Landis, Harry Weaver, B. F. Bachler, Elmer Weaver, W. B. Girvin, Harry K. Rohrer, B. F. Barr, Henry D. Rohrer, A. K. Rohrer, Thos. Fries and Rudolph Nagle.

"The meeting was financed by an assessment that left $1 in the hands of the treasurer, H. K. Rohrer, a treasurer who has served us faithfully up to the present time and has visions of a $1,000 balance for 1922. Serving as the first president it would be false modesty on my part not to claim some of the merit for the amalgamation of the varied interests here represented in our association, and it would be a lack of gratitude not to express my thanks to the many members who put their shoulders to the wheel and pushed forward with all their might.

"Some of these have passed into the great beyond and we miss their active interest but not their influence for good. Henry D. Rohrer, with his ready wit coupled with his good advice, helped pull us over many a trying place on the road to success. Frank Bachler, always ready for a good time, helped keep up the social end and Harry A. Schroyer, in his two years' term of president, set an example to his successors by not missing one meeting night in the two years.

"Our three flower shows have put us permanently in the minds of the people of Lancaster as a live organization, and I could go on for another half hour with reminiscences, but real speakers are to follow.

"I do, however, want to say to the younger element coming into the association, that the mere fact of belonging helps make you better florists and better business men and women. Rubbing elbows with the other fellow smooths your own and makes life easier and pleasanter for all.

"But don't forget that the more you put into an association the more you get out; if you have work to do, do it. If you can help a fellow member in any way, do it and thank the Lord for the opportunity. Attend the meetings, even if at a litle personal sacrifice; it is only by having a good attendance that the meetings can be made a success. Take part in the proceedings, ask questions, tell your troubles and your successes. Don't be afraid to criticise in open meeting, advise when you can and work all the time. There is no end to the good we can do, with the assistance of the ladies, God bless them."

Elmer Weaver, being the next president, he was called upon and responded in his usual witty style, giving a very interesting account of his trip to Philadelphia and the Florists' Club meeting held there December 6. B. F. Barr, the next in line, responded eulogizing the association and its work.

The late Harry A. Schroyer, the fourth president, recently deceased, was given a silent tribute of respect. W. B. Girvin, the fifth and acting president, responded in a few fitting and appropriate remarks.

As the ladies are an active part of our organization, the toastmaster called upon Mrs. Geo. Goldbach to answer for the ladies, which she did in a short but well applauded response. Harry K. Rohrer, our efficient treasurer for 10 years, starting in with $1 and finishing up with about $1,000 with dues of $1.50 per year, told us how the flower show helped to bring this result about.

The business of the association being taken up, the following were elected to membership: Mrs. Walter Markley, Mrs. Fred Spinner, Mrs. Spera, Mrs. Sayles and Mrs. Smith, Miss Stockton, Miss Cora Weaver, Miss Irene Shea and Earl C. Tipton. Resolutions were adopted asking our congressman to help defeat the bill eliminating the special delivery feature from the parcel post system.

The following were nominated for office for the coming year: Harry K. Rohrer, president; Jack Moore, vice president; Albert M. Herr, secretary, and Lemon Landis, treasurer.

A resolution of respect was drawn up by Mr. Markley, A. M. Herr and Mr. Barr, on the death of Harry A. Schroyer. Before leaving the tables, Messrs. Chas. B. Herr and A. F. Strickler had all of the ladies write their names on slips of paper which were then drawn from a hat and the following won prizes: Mrs. J. A. Sayles, Miss Cora Weaver, Mrs. John Shoenberger, Miss Agnes Goldbach, Mrs. Elizabeth Spera, Mrs. A. F. Strickler, Mrs. Chas. Tucker, Mrs. J. A. Moore, Mrs. Albert M. Herr and Mrs. Rudolph Nagle.

An adjournment was then made to the card rooms and the bowling alleys. In cards Miss Carrie Steckman, Miss Cora Weaver, Mrs. Walter Markley, Mrs. Lemon Landis, Edgar Landis, Edgar Herr, Lemon H. Landis, Harry K. Rohrer and Ira Landis were the winners. At bowling, Earl C. Tipton, W. B. Girvin and Irwin Herr were victors. The Henry F. Mitchell Co., of Philadelphia, donated florists' knives for prizes and various members of the association donated the balance. A. M. Herr was the happy recipient of an electric floor lamp, B. F. Barr a stickpin, and W. B. Girvin a box of cigars for services rendered. There were others just as deserving, but these three were fortunate.

Dancing was indulged in until a late hour and delighted was the term used by everyone. Our only regret was that more of our out-of-town members and friends could not be with us, but T. J. Nolan represented a pretty large section of the country and Earl C. Tipton the balance. Some of us may not be here for Christmas, but we are looking forward to that event just the same.

GREENVILLE, S. C.—The creditors in the matter of Harold E. Rodgers' Flower Shop, bankrupt, will hold a meeting at the office of the referee in bankruptcy, United States district court, December 20, at 11 a. m., this city, to consider the discharge of the trustee and the final winding up of the estate.

New York Florists' Club.

The monthly meeting of the Florists' Club was held December 12, President Hendrickson in the chair. There was an exceptionally large attendance, as is always the case on election night. Considerable business was transacted before the voting began, Paul Rigo reporting on the proposed trip to the Kansas City, Mo., convention of the Society of American Florists, August 15-17, next. Itinerary No. 1, which would include a special train service, provided 125 or more passengers were secured for the trip, would occupy 11 days, including visits to Cleveland, O., St. Louis, Mo., Kansas City, St. Paul, Minn., Duluth, Minn., Houghton, Mich., and a trip on the Great Lakes to Buffalo, N. Y., arriving in this city, August 23. The

Roman J. Irwin.
President-Elect New York Florists' Club.

total cost, amounting to $16 to $20 per day would cover all transportation, meal and hotel charges. This itinerary met with much favor among the members. On motion of A. L. Miller it was adopted.

The committee on the good of the club, A. T. De La Mare, chairman, brought in a lengthy report, copies being distributed to the members, making a number of recommendations, based on replies to a questionnaire sent out by the committee. Principal among these was one that the incoming president appoint a committee on local club shows, to consider the formation of an auxiliary society to the club, membership therein to be sought among flower lovers and amateur gardeners. The second was the appointment of a committee on a club home. The good of the club committee further suggested that the balance of the evening after each business meeting of the club should be devoted to a social time, such as cards, checkers, chess, music or anything that the members might care to do. This would promote sociability and might bring more members out to meetings. All of these recommendations were adopted, the committee being tendered a vote of thanks.

The committee on the revision of bylaws also made a report, which will be considered at the next meeting. Arthur Herrington spoke for the flower show committee, stating that some time was lost in getting the work started on account of uncertainty about securing the Grand Central palace. Nevertheless the work is as far advanced as at this time last year. The committee aims to keep the high standard that has already been reached in the spring shows and to secure larger exhibits than were made last year. Greater interest is being manifested and the private gardeners will make extensive displays. He urged the members to talk "flower show" and keep it up.

The following were elected to membership in the club; John N. May, Jr., Summit, N. J.; Warren Mason, Cromwell, Conn.; Carter Childs, Flowerfield, L. I.: Axel Blomberg, Cromwell, N. J. Mr. Childs and others who had previously been elected were called to the platform and spoke briefly. There were four proposals for membership.

Secretary Young brought up the matter of the club's representation on the executive board of the Society of American Florists, the incoming president to be the club's representative. On the request that the appointment of vice-president be made, the outgoing president, Mr. Hendrickson, was appointed by vote. The proposal to make the January meeting, "ladies' night," was referred to the house committee with power to act.

ELECTION OF OFFICERS.

Before the voting of officers commenced, J. H. Fiesser, who had been nominated for president, arose and in a clever speech withdrew his name, thus leaving Roman J. Irwin and Arthur Herrington in the field. The result was: Mr. Irwin, 85; Mr. Herrington, 69. For vice-president the vote was as follows: Anton Schultheis, Jr., 75; A. Kottmiller, 44; W. A. Rodman, 36. As no candidate had a majority over the other contestants both Mr. Rodman and Mr. Kottmiller withdrew in favor of Mr. Schultheis. On motion of Mr. Herrington, the vote for Mr. Irwin was made unanimous. Secretary Young and Treasurer Wm. C. Richards, had no opposition. The trustees elected to serve two years were Chas. Knight, Edw. A. Manda, L. E. Dupuy.

E. Allan Peirce, of Boston, Mass., was present at the meeting and made an address explaining the situation in that city, as between growers and retailers. He said in part, that the Boston retail florists were charging prices that were too high; so the growers took matters in their own hands and are selling direct to the people. He further stated that the storekeepers have organized and are now willing to co-operate with the growers, which is likely to end the retailing by the latter.

Alexander Burns spoke briefly on conditions in the business of this city some years ago when he was an active participant. Others made brief remarks.

A. M. Henshaw made a plea for the Allied Florists' Association of this city, seeing, it was doing what it could with the slender funds that had been contributed for advertising, and like Oliver Twist, he asked for more. A subscription was taken up for the Salvation Army that netted $130 in cash.

THE EXHIBITS.

The Chas. H. Totty Co., Madison, N. J., displayed two vases of Japanese chrysanthemums and was tendered a vote of thanks. James Fraser, of Woodbury, N. Y., had a fine vase of Plumbago coccinea, being given a vote of thanks. Mr. Irwin featured a new carnation, Denver, grown by the Denver, Colo., Floral Co. The flowers were four days in making the trip, but arrived in fine condition, receiving hon-

orable mention. Mr. Irwin also had a new pink carnation, not yet dessiminated and the new white carnation, Thomas C. Joy, both grown by M. Matheron, Hempstead, N. Y. He was awarded honorable mention.

A. F. F.

Revenue Act of 1921.

By M. L. Seidman, of Seidman & Seidman, Certified Public Accountants, New York.

The revenue act of 1921 was signed by President Harding November 23, 1921, and went into effect upon its passage. The repeal of the act of 1918, which the present revenue act substitutes, is, in a general way, made effective to January 1, 1922, but other provisions of great importance are made effective as of January 1, 1921, as well as of November 23, 1921. The taxpayer must, therefore, become acquainted with each individual provision and its effective date in order to know what his tax standing is at this time.

Quite contrary to the assurance of leaders in the administration and the expectation of business men in general, the repeal of the excess profits tax is not to become effective until January 1, 1922. The income tax on corporations is to remain at 10 per cent for the year 1921, but is increased to 12½ per cent for the year 1922 and thereafter. This will have the effect of imposing a higher tax on corporations not earning over eight per cent on their invested capital and a much smaller tax upon these corporations that have heretofore paid excess profits taxes.

The normal tax on individual incomes, which is four per cent on the first $4,000 of taxable income and eight per cent on amounts in excess of that, remain in force for 1921 and thereafter. Surtax rates on individuals are unchanged for the year 1921. Incomes received after January 1, 1922, however, will be subject to lower surtax rates than under the prior law. The scale of rates begins to apply at a net income of $6,000 instead of $5,000, as formerly. The rate is one per cent up to $10,000, compared with the former two per cent and three per cent. From $10,000 to $20,000 the rate after 1921 will be two per cent less than before. The rates vary slightly as compared with previous rates up to an income of $200,000, above which a 50 per cent surtax is imposed, compared with rates previously running up to 65 per cent.

PERSONAL EXEMPTIONS INCREASED.

Personal exemptions and credits are increased for the year 1921. These are in the form of reduction of 20 per cent or less in income tax for the year 1921 and future years to heads of families and married persons who have an income not exceeding $5,000 and is brought about by an increase of $500 in the personal exemption, which will be $2,500 instead of $2,000 as heretofore. However, for a married person with a net income of $5,000 or more, or for a single person, there is no change, the exemption being $2,000 and $1,000, respectively, as before. An increase in the credit for dependent persons from $200 to $400, effective for the year 1921, is applicable to all taxpayers, whether single or married, and without regard to the amount of the net income. In the past, married persons having a net income of $2,000 or more, and single persons having a net income of $1,000 or more, had to file a return. This year and hereafter, every person, whether he shows a net income or net loss, will have to make a return, if his gross income for the year is $5,000 or over, gross income meaning, of course, the amount received or taken during the year; regardless of what was paid out.

PROFIT AND LOSS.

In the past years, the net loss of one year could not be offset against the profit of another; each year had to stand on its own record. Beginning with 1921 and hereafter, the net loss of one year will be deductible from the net profit of the subsequent year; and if the profits of such subsequent year is not enough to take care of the loss, the amount of loss not absorbed can be carried forward into the following year. Any loss for the year 1920, however, cannot be deducted from the year 1921. The first loss that will be recognized is the loss that has been sustained in 1921 as deductible from 1922.

The rapidly growing practice of making sales near the end of the year for the sole purpose of obtaining the deduction of market losses from taxable income is now abolished and this is immediately effective. It is now definitely provided that no deduction shall be allowed for any loss claimed to have been sustained in any sale of shares, of stock, or of securities, where it appears that within 30 days before or after the date of the sale, the taxpayer has brought similar property or stock. It has been the consistent practice in such cases heretofore to merely buy back the very same property that was sold, which made it quite evident that the transaction was made primarily for the purpose of recording a loss. This practice is now eliminated. In view of the net loss provision, effective as of March, 1921, it is now just as important to use extreme care in arriving at net losses as in calculating net gains. A taxpayer should, therefore, be thoroughly acquainted with all of the provisions affecting his case before his books are closed for the year.

CAPITAL GAINS.

It has been the contention upon the floor of congress, and quite generally elsewhere, that a great amount of income taxes is being lost by the government because of the tremendously high tax rates applicable to profits, and that the consummation of transactions involving enormous profits has been discouraged. It has been said quite often that it would pay the government to lower the tax on certain kinds of profit, encouraging such transactions, thus collecting some kind of tax instead of nothing at all. It was this thought that prompted the capital gains provision. In substance, it is now provided that any profit upon the sale of a capital asset shall be taxable at a maximum of 12½ per cent, this to include both normal and surtaxes. A capital asset is held to mean any property acquired and held by the taxpayer for profit or investment for more than two years. It does not include property held for personal use or consumption of the taxpayer or his family, nor does it include stock in trade. This provision, while equitable and well intentioned, will probably cause a great deal of trouble hereafter. The question will be, what is ordinary gain and what is capital gain?

In the past years, the government has also lost a great deal of money on account of gifts made by taxpayers. If a man had a piece of property, which if sold would result in a large profit, and hence in a large tax, he had a real inducement to give such property to his wife or other member of the family, upon whom such tax could not be imposed when sold. The 1921 revenue act has provided against this practice. Any profits made by a recipient of a gift will, beginning with 1921 and thereafter, be taxable in the same manner and upon the same basis as in the hands of the preceding owner of the property. Whether this provision is constitutional or not remains to be seen, for it appears quite irksome to tax one with a profit that does not at all belong to him. However, this provision is now in force.

A very important provision has been embodied in the new revenue act as to the taxability of profits realized on the exchange of property. In the past, exchanges of property were quite generally held to be closed transactions. It was necessary to convert both properties into cash value, and then to calculate a tax. Hereafter, no gain or loss shall be recognized upon such transactions unless the property received in exchange has a readily realizable market value. In a good many cases, it is provided that no profit shall be considered realized and no tax imposed even where property, stocks or securities received have a readily realizable market value. In general this provision is made very much broader than heretofore, and very much more favorable to the taxpayer.

VALUES AND DEPRECIATION.

In spite of the fact that the 1921 revenue act incorporates the rule announced by the United States supreme court in the case of Goodrich vs. Edwards as to the effect of value as of March 1, 1913 on taxable profits, it is still provided that for depreciation purposes, March 1, 1913 values shall be used. This means that if your plant cost $100,000 to put up and on March 1, 1913,

POINSETTIAS, 3-INCH, FOR PANS AND BASKETS.

its fair value was $200,000, and assuming a depreciation rate of five per cent a year, that rate can be applied on $200,000 and a $10,000 deduction made from current profits each year.

In the past, a great deal of manipulation has been resorted to in dividing income between affiliated individuals, partnerships and corporations, in such a manner as to produce the smallest tax for all concerned. The new revenue act provides that under such circumstances, the income of such individuals, partnerships or corporations shall be combined, and that reapportionment of the tax made upon an equitable rather than upon an arbitrary basis. The provision for personal service corporations is entirely eliminated. After January 1, 1922, there will be no such thing as a personal service corporation. All corporations will be taxed alike.

In view of the vast difference in the basis of taxation between income accruing to an individual and that accruing to a corporation, it is provided that individuals or partnerships can incorporate any time before March 23, 1922, and be taxed as a corporation for the entire year 1921. It is stipulated, however, that this privilege shall be granted to those individuals and partnerships only whose net income for the taxable year 1921 was not less than 20 per cent of invested capital. There is no provision against incorporating a business for the purpose of future taxation, where it is to the benefit of the taxpayers to do so.

Stock dividends having been declared by the supreme court as not taxable have been so treated in the new revenue act. However, since the supreme court decision, there have been a great many cases where stock dividends have been declared, and no tax being paid thereon; and immediately subsequent thereto, stock has been retired by cash payment, no tax being paid upon such retirement. The net result was a declaration of a cash dividend without the payment of a tax. This has been legislated against in the new revenue act.

LIBERTY BOND EXEMPTIONS.

The liberty bond exemptions have been increased and greatly simplified. Interest received after January 1, 1921, and before July 2, 1923, on $125,000 aggregate principal of the four per cent and four and one-half per cent liberty bonds is exempt from surtax and profit taxes. Thereafter, and for three years ending July 2, 1926, the same exemption applies to interest on $59,000 aggregate principal of liberty bonds. These exemptions are in lieu of previous exemptions, except that there is still the $5,000 general exemption applicable to all liberty bond issues and a $30,000 specific exemption applicable to the three and one-half per cent bond, converted into the first four per cent bond. The outstanding feature of liberty bond loan interest taxation is that corporations will pay no tax on interest received from liberty bonds in any amount. This is due to the fact that all liberty bond interest is by law exempt from normal tax, being subject only to surtax and excess profits tax. Surtaxes being still in force, individuals will pay them upon liberty bond interest above specific exemptions. Excess profits taxes being removed from corporations, leave corporations free of any tax whatsoever upon such income.

In connection with income from building and loans associations a new exemption has been given. The 1921 revenue act provides that so much of the amount received by an individual after December 31, 1921 and before January 1, 1927, as dividends or interest from domestic building and loan associations as does not exceed $300 is exempt.

Traveling expenses by individuals will hereafter be deductible in full. This includes the entire amount expended for meals and lodging while away from home in pursuit of trade or business. Heretofore, such expenditures were only allowed if in excess of expenses at home.

THE QUESTION OF WORTHLESS DEBTS.

A liberal provision has been inserted as to the deductibility of worthless debts. In the discretion of the commissioner, a reasonable allowance can hereafter be made in the form of a flat percentage of sales or outstanding accounts as a provision against bad debts. Also, a bad debt can be deductible in part, if sufficient information is available as to its value. Heretofore, a debt could not be written off unless it was entirely worthless, and the last dividend was received, in bankruptcy, or if the amount was finally settled in any other form.

The commissioner now has four years from the time the 1921 return is filed to assess additional taxes, instead of five years, as heretofore. The time for assessment of taxes on previous years' tax returns is also extended.

FINAL DETERMINATION OF TAXES.

For the first time, the final determination of taxes is made possible. Heretofore, a taxpayer did not know when his final tax has been determined. It is now provided that if, after a determination and assessment in any case, the taxpayer has, without protest, paid such tax or accepted any abatement or refund, and an agreement is made in writing between the taxpayer and the commissioner with the approval of the secretary, that such determination shall be final and conclusive, then the case shall not be reopened or the assessment modified at any future time by any officer or employe of the government. This provision, however, would not hold where fraud is involved.

Additional assessments of income tax or excess profits tax will hereafter be subjected to interest at the rate of one-half of one per cent from the date they should have been originally reported and paid. Formerly, interest has been payable only in the case of negligence or fraud. Hereafter, interest at the rate of six per cent per annum will be paid in any event, increased rates and penalties being imposed for understatements as heretofore. Refunds to taxpayers will also bear interest to a limited extent.

Hereafter, the taxpayer will be notified prior to additional assessment by registered mail, and will be given a period of not less than 30 days after the mailing of the notice in which to file an appeal, if he so chooses. An opportunity for a hearing in Washington, D. C., will be granted. Where a taxpayer has had such notice and given such opportunity which was not taken advantage of, no claim for abatement of a tax will thereafter be entertained.

Additional tax assessments have been the cause of very much distress in the past. In a good many cases such assessments have come down upon the taxpayer suddenly and found him unprepared to meet the obligation. The commissioner is now authorized to extend the time for payment for a period not in excess of 18 months from November 23, 1921, where it is shown that payment would result in undue hardship to the taxpayer. In such case, interest will be charged at the rate of two-thirds of one per cent per month.

REFUND CLAIMS

The time for the filing of a claim for refund, because of amortization of plant and facilities, is now limited, to be made prior to March 15, 1922. It will be remembered, in connection with the tax paid for the year 1918, that refunds of tax can be claimed where it can be shown that there exists a loss of useful value to the taxpayer, of buildings, machinery, equipment or other facilities constructed or acquired after April 6, 1917, for the production of articles contributing to the prosecution of the war against the German government. "Articles contributing to the prosecution of the War" has been given a liberal interpretation so that it applies to a great many things which do not, at first thought, appear to have been connected with what made the prosecution of the war possible.

Under the old revenue act, taxpayers had three years from the official termination of the war, which was March 3, 1921, in which to file such claims. Under the new provisions, however, unless such a claim is filed on or before March 15, 1922, it will not thereafter be entertained.

The changes that have been outlined here as having been made by the revenue act of 1921 are only those which stand out as important and significant. A great many minor changes have been made which may be of extreme importance to any particular taxpayer.

OBITUARY.

Edward Everett Bruggerhof.

Edward Everett Bruggerhof, well known in the seed trade through his former connection with the firm of J. M. Thorburn & Co., New York, died suddenly, December 7, at his home, 1125 Lexington avenue, that city. Mr. Bruggerhof was born in New York in 1857 and was the son of the late Frederick W. Bruggerhof, for many years the active head of J. M. Thorburn & Co., and who died about one year ago at an advanced age. Edward E. Bruggerhof had but recently retired from business. He was a genial and kindly man.

There will be much sympathy for his bereaved family, which consists of his widow and three daughters. A sad feature is that the wedding of Miss Lucy Otis Bruggerhof, one of the daughters, to Norris E. Pierson, Stamford, Conn., had been set for December 8.

A. F. F.

John M. Thielmann.

John M. Thielmann, a former well known florist of Brooklyn, N. Y., for over 40 years, died at Los Angeles, Calif., December 6, where he had resided since retiring from business a few years ago. The funeral services were held by the Masonic order in that city, December 8, burial being in Evergreen cemetery, Brooklyn, besides his wife, who died several years ago. Surviving relatives are in the florist business in that city.

PATASKALA, O.—Miss Rosa Joseph, who is in her seventy-seventh year, will probably retire after the holidays.

ONECO, FLA.—Reasoner Bros., long established in the nursery business here, have installed a floral department.

GRAFTON, W. VA.—J. W. Dudley & Son, with headquarters at Parkersburg, W. Va., have opened a branch flower store in this city.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.50 a year; Canada $2.50; Europe and Countries in Postal Union, $3.00.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

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EASTER next will be on April 16, 20 days later than in 1921.

"SAY Merry Christmas With Flowers" is the holiday slogan of the Chicago allied florists.

GLASS dealers say there have been no reductions in manufacturers' prices since last spring.

CANNAS gave much satisfaction to the growers the past hot summer and should be in strong demand next season.

THE annual convention and exhibition of the American Carnation Society will be held at Hartford, Conn., January 25-27.

BUILDINGS are in progress for the peace exposition, to open at Tokyo, Japan, next March, but so far, nothing seems to have been done as to the representation of horticulture.

Florists' Hail Association.

The Florists' Hail Association will levy its thirty-fourth assessment, January, 1, 1922, due February 1, 1922. Over $7,500 in payment of 43 losses, has been paid by the association since its annual meeting last August.

American Carnation Society.

The following plant was recently offered for registration by John Steidle, of Clayton, Mo.:

Valentine.—Parentage, Scarlet Glow x Mayday; color, dark pink; size, 3 x 3½ inches; good grower, early and continuous bloomer; long wiry stems; easy rooter; good keeper and shipper.

A. F. J. BAUR, SEC'Y.

Chrysanthemum Society of America.

REPORT OF EXAMINING COMMITTEES.

Cincinnati, O., November 26.—Elizabeth Richter, white, anemone, single, scored 86 points, commercial. Exhibited by W. F. Richter, Cullman, Ala.; Clare, pompon, scored 88 points, commercial; Adrian's Pride, yellow, scored 92 points, commercial. Exhibited by Elmer D. Smith & Co., Adrian, Mich.

Pennsylvania Hort. Society Lectures.

The programme of the Pennsylvania Horticultural Society, for the season of 1921-1922, has been issued and embraces a series of lectures covering a variety of subjects. Each of the five addresses to be presented will be illustrated by stereopticon views and admission is free to all members presenting their annual tickets. The committee on establishing premiums has arranged a schedule of prizes for exhibits of plants and cut flowers to be staged at each meeting. Following are the lectures that will be presented at 3:30 p. m., on the respective dates at the New Century Club, 124 South Twelfth street, Philadelphia:

December 13.—"The Glory of the Annuals," by Arthur Herrington, Madison, N. J.

January 17.—"Late Tulips and the Best Narcissus," by Chester J. Hunt, Little Falls, N. J.

February 21.—"The Home Vegetable Garden," by Adolph Kruhm, of Doubleday, Page & Co., New York.

March 21.—"Rock Gardens," by Richard Rothe, Glenside, Pa.

April 11.—"Dahlias," by Mrs. Chas. H. Stout, Short Hills, N. J.

DAVID RUST, Sec'y.

Japanese Beetle.

The increasing spread of the Japanese beetle (Popillia japonica Newm.) at present quarantined in an area of 90 square miles in portions of New Jersey and Pennsylvania, has necessitated the federal horticultural board to extend the areas under Quarantine No. 48 to 275 square miles, in the two mentioned states, to become effective January 1, next.

Two classes of quarantined areas are being established, depending upon whether they are lightly or heavily infested. In New Jersey the former will include Florence, Springfield, Easthampton, Medford and Southampton townships, in Burlington County; Gloucester, Voorhees, Clementon and Berlin townships, in Camden county, and West Deptford and Deptford townships, in Gloucester county. The heavily infested areas in that state embrace Palmyra, Cinnaminson, Delran, Riverside, Chester, Mount Laurel, Northampton, Evesham, Lumberton, Westhampton, Burlington, Willingboro and Beverly townships, in Burlington county; Pensauken, Delaware, Haddon and Center townships; city of Camden and the borough of Magnolia, in Camden county. The lightly quarantined areas in Pennsylvania will include Cheltenham, Abington, and Moreland townships, in Montgomery county; Southampton and Middletown townships, in Bucks county, and Wards 33 and 42, of the city of Philadelphia, in Philadelphia county. Heavily infested regions in the same state are: Bensalem and Bristol townships, in Bucks county and Wards 23, 35, 41 and 45, of the city of Philadelphia. Regulations governing the shipment of plants are established for each class of territory.

The order provides that garden, orchard and farm products of all kinds; nursery, ornamental and greenhouse stock and all other plants; soil, compost, and manure, other than fresh manure, shall not be moved interstate from any of the infested areas of the two states, in any manner or method or under conditions, other than those prescribed under the rules and regulations of Quarantine No. 48, as amended.

Land Utilization.

Secretary of Agriculture Wallace has recently announced the appointment of five scientists of the United States Department of Agriculture to act as a committee in studying the entire probtimber areas. In considering the latter, lem of land utilization, especially in regard to the country's future requirements. The personnel of the committee is as follows: Dr. L. C. Gray, agricultural economist, chairman; C. V. Piper, agrostologist; Dr. G. M. Rommel, C. F. Marbut and E. E. Carter.

As a basis of the work to be undertaken, careful consideration will be given to the country's present crop production, home consumption and foreign demand for farm products. A study will also be made of the relation of the land now under cultivation to present and near future requirements, and the advisability of stimulating the expansion of farm acreage in view of the present depression in developed sections. The proposed survey will include the arid lands of the west suitable for irrigation, swamp lands and cut-over attention will be given to their possibilities both for cultivation and reforestation.

Poppies from Flanders Condemned.

Poppies transported from Flanders fields to bloom unseen upon the ballast dump heaps of New Jersey will not see another spring. The federal horticultural board has adjudged them a pest to agriculture and ordered them plowed under, as they threaten to overrun surrounding gardens and truck farms.

Harry H. Shaw, pathologist for the board, states that the reason the poppy blooms in France and Belgium is because the farmers cannot get rid of it.

The War Department will prohibit the planting of Flanders poppy seed on the graves of soldiers who are lying at rest at Arlington cemetery, Va. A study of the regulations by the office of the Quartermaster General developed the fact that cut flowers only may be placed on the graves, which, it is held, prevents the carrying out of the plan to plant poppy seed.

Low Prices for Paper White Blooms.

A central Illinois grower writes December 12: "We have so far marketed 6,000 blooms of Paper White narcissus and received less money than the bulbs cost. We hope they will do better later on."

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in officers and time, date and place of meeting.]

Boston, Mass., December 20, 8 p. m.—Gardeners' and Florists' Club of Boston at Horticultural hall. Wm. N. Craig, Faulkner farm, Brookline, Mass., secretary.

Grand Rapids, Mich., December 19, 8 p. m.—Grand Rapids Florists' and Gardeners' Club. Edw. Freyling, 891 Wealthy avenue, Grand Rapids, secretary.

Hartford, Conn., December 23, 8 p. m.—Connecticut Horticultural Society at County building. S. H. Deming, Hartford, secretary.

Newport, R. I., December 22, 8 p. m.—Newport Horticultural Society at Music hall, Thames street. Fred P. Webber, Nelville, R. I., secretary.

Philadelphia, Pa., December 20, 8 p. m.—Pennsylvania Horticultural Society at New Century Drawing Room. David Rust, 606 Finance building, Philadelphia, secretary.

Portland, Ore., December 20, 8 p. m.—Oregon Floral Society at Masonic temple. F. A. Van Kirk, 64 East Fiftieth street, Portland, secretary.

Toronto, Ont., December 20, 8 p. m.—Gardeners' and Florists' Association at St. George's hall, Elm street. Alex. Simpson, 87 Grosvenor, Toronto, secretary.

A Stone for the Radicals.

Who storms the moss-grown walls of eld
To beat some falsehood down,
Shall pass the pallid gates of death
Sans laurel, love or crown.

Who sees the gyves that bind mankind
And strives to strike them off
Shall gain the hissing scorn of fools,
Thorns and the ingrate's scoff.

For him that fain would help the world,
The world holds hate in fee—
For Socrates, the hemlock cup;
For Jesus, Calvary.

—Don Marquis, in New York Sun.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, $1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order For Plant Advs., See Ready Reference Section

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted

GROWER. Address

JOHN F. GUENTHER

2410 Cold Spring Ave., MILWAUKEE, WIS.

Situation Wanted

By gardener; general inside and outside plantsman; life experience; age 48, five in family.

Key 820, care American Florist.

SITUATION WANTED

STOREMAN

Experienced retail man formerly in business for himself at Chicago, is open for an engagement. Can also attend to buying if necessary. Address

Key 807, care American Florist.

Help Wanted—Florist and gardener; married man; state salary desired. Address **P. O. Box 70, San Antonio, Texas.**

Help Wanted—Experienced man for retail store; steady position. **The Marguerite Flower Co., 1392 Broadway, Brooklyn, N. Y.**

HELP WANTED.

Young lady for retail store.

LEWIS & ROCCA,
55 East Jackson Boulevard. Chicago

Help Wanted

Experienced Vegetable Seed Clerk, competent to wait on counter and to fill orders.

ALEXANDER FORBES & CO.
115 Mulberry St., Newark, N. J.

WANTED TO LEASE

Small Greenhouses with Dwelling in lively town. Address

Key 805, care American Florist.

Wanted to Rent or Buy

By thoroughly experienced florist and decorator, a large retail flower shop. Only high grade proposition considered Must stand closest investigation. Give full particulars and price in first letter.

Address Key 808, care American Florist.

For Sale

North Central, Florida, 75 miles South West of Jacksonville, 40 acres fine land for bulb growing, 30 cleared; six-room weatherboarded house, flowing well, easily irrigated, adjoins village, only $60 per acre, $800 can remain on mortgage. Inquire of

J. C. VAUGHAN,
P. O. Drawer V, Chicago.

Dahlia Farm For Sale

Forty acres; six-room house, Delco lights, water telephone; hot house, ten outbuildings in good condition; Ford tractor, truck, gasoline engine, twenty pieces of farm machinery, two mules, one cow, all crops, including dahlia bulbs. Price, terms, complete description on request.

PHILIP R. CLIPP, Williamstown, N. J.

FOR SALE

Greenhouse property located 125 miles from Chicago; 10,000 feet of glass, 3½ acres of land; garden under Skinner system; six-room modern cottage; 25 miles to nearest greenhouse; located on two steam roads in live town. Address

Key 812, care American Florist.

FOR SALE

Bearing Pecan Grove

50 acres, 11 years old, at a great sacrifice; $12,000, worth $20,000.

EDWARD MANIE
514 Broad Street, ALBANY, GEORGIA

For Sale

Flower store in a good growing town of 13,000 population and two surrounding towns of 8,000 each. Good opportunity for a good Catholic man. 14 miles out of Boston. Address

Key 819, care American Florist.

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $4.50; per 1000, $6.50. Samples on request. Electro of leaf, postpaid, $3.00. Cash with order.

American Florist Co.
440 S. Dearborn Street
CHICAGO

A HOLLY WREATH

RED AND GREEN

FOR HOLIDAY CIRCULARS AND ADVERTISING

Plates for printing this fine Holly Wreath in two colors—green leaves and red berries and ribbon—$5.00 per set of two plates. Larger size, 3¾x4 inches, $7.50 per set of two plates.

Plate shown here for one color, $3.00. The large size, one color, $4.50.

Cash with order.

American Florist Co.
440 S. Dearborn St., CHICAGO.

JOSEPH A. MILLANG
WHOLESALE FLORIST
55-57 W. 26th St., Telephone 2046 Watkins NEW YORK

FOR THE CHRISTMAS TRADE
The Finest Scott Key and American Beauty Roses
Also a good line of other Popular Roses and the Finest Carnations.
A General Variety of Seasonable Stock.
In Plants THE CELEBRATED F. R. PIERSON FERNS

FOR CHRISTMAS
AMERICAN BEAUTIES
We will have the largest supply of choice blooms in the market.
CARNATIONS
Our usual large supply will be of the purest quality.
— PLACE YOUR ORDERS EARLY —
M. C. FORD, WHOLESALE FLORIST
43 West 18th Street, NEW YORK
Phones Watkins 3870-3871

Detroit, Mich.

FLORISTS' CLUB MEETING AND SHOW

The exhibition of plants and flowers held in connection with the monthly meeting of the Florists' Club, December 7, was declared a success by the many florists who visited the show. Invitations were sent to growers throughout the country, who usually take advantage of such exhibitions to exploit their stock. Few of them on this occasion responded and it was held that it indicated there was no surplus or even heavy stock to offer at present. Those who made exhibits were as follows: Elmer D. Smith & Co., Adrian, Mich., chrysanthemums, Orange Queen, a large bronze of extraordinary beautiful shades; Loyalty, a golden yellow; Sunbeam, a large incurved light yellow a few shades less intense than Bonnaffon, and similar in form to that well known and popular variety; Adrianis, large yellow; December Beauty, an immense flower, white shaded with pink. In pompon varieties they showed Vivian Martin, Christmas Gold and Lida Thomas. The entire exhibit of this firm fully sustained their great reputation as successful growers of chrysanthemums and disseminators of novelties of distinction and value.

Carl Hagenburger, Mentor, O., displayed well grown cherry plants that elicited much praise for their merit. J. A. Peterson, Cincinnati, O., had splendid specimens of his begonias. White Bros., Medina, N. Y., featured a vase of 100 blooms of well grown white roses familiar to all, as Kaiserin Victoria. F. W. Ritter, South Rockwood, Mich., showed samples in all sizes of flower pots, the products of his new factory at that place.

The local growers were the following: The Breitmeyer Floral Co., well grown pompons. Languelot, Christmas Gold, Sunshine and Lida Thomas, also begonias and cyclamens. Chas. H. Plumb Co. filled two large tables with its exhibit of flowering and foliage plants, poinsettias, cyclamens, begonia, cherries, rubbers, palms, dracaenas, ferns, crotons, and many sizes of combination plant effects, specially prepared for the holiday trade. Chas. Keller had specimens of well grown cyclamens that attracted particular attention, cherries, ferns and poinsettias. A. J. Stobelin displayed several vases of magnificent roses in Columbia and Premier. Herman Knope had pandanuses, rubbers, cyclamens, ferns and cherries. J. B.

A TIMELY SUGGESTION

We have now—and will have for the holidays and after—the finest quality—and plenty of them—of the following varieties of

ROSES

Scott Key — White Killarney — Deep Pink Ophelia
Ophelia — Aaron Ward — Ophelia Supreme
Premier — Columbia — Crusader, Russell

And an Exceptional Fine Lot of Special Valley

Also Carnations and all the Varieties of Cut Stock to make a holiday flower Shop complete.

TRAENDLY & SCHENCK

436 Sixth Avenue, Phones 797 798 799 Farragut **NEW YORK**

VIOLETS No Order too Small For Shipment. **ROSES**

ROSES—Hadley, Ophelia, Double White Killarney, Russell, Crusader, Butterfly, Columbia, Mignons.

VIOLETS—In quantity as well as quality.

VALLEY—Of the finest quality in all sizes.

CARNATIONS, BULBOUS STOCK and ASPARAGUS, Etc.

Personal Attention to Shipping Orders.

HARRY CHARLES,

104 West 28th Street
NEW YORK

CARNATIONS Telephone, Chelsea 8071 **VALLEY**

JOSEPH J. LEVY

WHOLESALE DEALER IN **CUT FLOWERS**

56 W. 26th Street, Telephone Farragut 8863 **NEW YORK**

Dinser featured cyclamen, cherries, ferns and begonias and Charles Warneke's Greenhouses had cyclamens, ferns and poinsettias.

BUSINESS MEETING.

The club meeting which was well attended was called to order by President H. Knope, after a full inspection of the exhibits. Chas. Keller, A. Sylvester and Robert Plumb, the exhibition committee, after making a report of their work, was continued as a permanent committee in that capacity.

F. A. Thompson, manager of the Insect Products Co., demonstrated a new process of fumigating called nico vapor, which the introducers claim is far superior in all respects to the methods now generally used. A letter was read from Mrs. Charles Keller, president of the ladies' auxiliary of the Plant Club, acknowledging with thanks the assistance of the committee of club members who helped to make the floral float for the Armistice Day parade. A vote of thanks was extended to all the exhibitors and a letter of thanks ordered sent to each exhibitor. Elmer D. Smith was present and pleased all with his remarks, which referred chiefly to chrysanthemums and the compensation the growers had received thus far compared with a year ago. To a pointed question he replied that the elements of expense, labor, fertilizer and fuel are this year a little less, generally speaking, than last year. The prospects for Christmas trade was quite freely discussed and those participating expressed their ideas.

A. Pochelon said small sales will be the rule and plants will take precedence over cut flowers, and most decidedly so if the growers of the latter insist as formerly on high prices. He chided the retailers for not giving more publicity to the business these times when trade is suffering with unusual dullness. He deplored the practice of some dealers who spread the report of scarcity of flowers and consequent high prices at such a time. He urged the initiation of the methods of furniture and depart-

For Christmas

ROSES

HADLEYS — Sunbursts — Ophelias — Columbias — Premier — Double White

GARDENIAS SWEET PEAS
ORCHIDS NOVELTIES

VIOLETS

Doubles—California Singles—Gov. Herricks
We receive more Violets than any other wholesaler

CARNATIONS

Laddies—Beacon—Good Cheer—Supreme—Matchless—Wards—Aviator
Hope Henshaw—Enchantress—Perfection

DOYLE & BOOTH

112 West 28th Street, Phone Watkins 10255 NEW YORK

ment stores who successfully dispose of florists' stocks. "Keep florists' stock in the hands of florists," he said, with great solicitude.

W. S. Wells, Ann Arbor, shared the views of Mr. Pochelon and expects in his city a fair trade with reduced prices as the attraction. P. Papes said low prices will prevail this season, and hopes growers will see the handwriting and heartily co-operate with retailers in maintaining popular prices. High priced items will generally suffer this holiday season. Henry Forster was optimistic and stated that Thanksgiving trade with his firm, Fetters Flowers, was 10 per cent in excess of the same period last year. The public, he said, would buy flowers in preference to more expensive tokens this year. Robert Rahaley, from the wholesalers' view, expects a good trade as all indications now point to that result. John Klang said things looked bright for Christmas. John Warncke remarked: "It looks bad now and if it don't get better I will go hunting and abide by the inevitable." Chas. Keller deplored high prices as most detrimental to the development of business. Mr. Rabe thought that prospects were good at present for the holiday trade. Mr. Weaver, grower for A. J. Staehlin, expects a big crop of roses for Christmas. The meeting then adjourned.

The annual ball of the ladies' auxiliary will take place January 26, at the Hotel Statler and the next meeting of the club will be held at the same place January 11. The application for membership was received from Mr. Chamberlain of the Johrman Seed Co.

J. F. S.

CENTRALIA, ILL.—A. W. Webster is planning a new store and show house.

N. Christatos' Flower Market

1028 Sixth Ave., cor. 58th St., NEW YORK
Telephone, 0961 Plaza

The finest stock of

Christmas Plants, Orchids

All the Best

Roses, Carnations, Violets

and all Other Seasonable Stock

Orders from other cities will receive Prompt and Careful Attention.

Columbus, O.

EXCELLENT HOLIDAY DEMAND.

There is a good demand for flowers and pot plants, which presages an extra strong Christmas business, at least a large majority of the growers and retailers believe that trade during the holiday season will be up to the records of former years and have made preparations accordingly. While orders may not amount in dollars and cents to those of previous years, still there will undoubtedly be a larger number and the net result will probably mean a better cash return than in 1920. The staple flowers for the holiday season will be roses, carnations, lilies, violets and chrysanthemums. There will not be a large number of the latter because the season was earlier than usual. Mistletoe chrysanthemums will be in stock, however. Pot plants are expected to be one of the big features and to that end dealers have supplied themselves with a large assortment of cyclamen, primroses, poinsettas and begonias. Bulbs are expected to be in demand also. Wreaths and other Christmas decorations including holly, mistletoe, ruscus and greens are expected to sell well. Trade during the past week was active in most respects. Funeral work

Grafted Roses for Greenhouse Planting

We shall begin to graft roses the week of December first and shall start on orders already on our files. After these orders have been completed, we shall be ready to graft your requirements. Orders needed for delivery the last of February and early in March must be placed NOW if deliveries are to be prompt. We have our usual supply of manetti from our usual sources of supply and at better prices than have prevailed for some years. This saving in manetti costs will be reflected in our prices for plants.

Pilgrim and Crusader entail more losses of stock than any other varieties. On these two sorts our price will be **$25.00** per 100, **$240.00** per 1000.

Columbia **Premier** **Double White Killarney**
Mme. Butterfly **Ophelia** **Mrs. Aaron Ward**
Milady **My Maryland** **White Killarney**

are the best roses of commerce. Our price for these varieties, grafted, will be **$25.00** per 100, **$220.00** per 1000.

Grafted Roses pay and the grafting of roses for the commercial trade is a big industry in itself here at Cromwell. We shall put 10,000 per day into the cases and the question is—when do you want yours?

OUTDOOR ROSES

We have available 50,000 home-grown multiflora japonica stock which is just right for grafting out-of-door sorts. We have, in addition to the varieties mentioned above:

Radiance **Red Radiance** **Mrs. Charles Bell**
Jonkheer Mock **Lady Alice Stanley** **Lady Pirrie**
Los Angeles

and other good out-of-door roses. We can graft these for you for spring shipment on multiflora japonica or on manetti, as you prefer, and deliver them as early as you want them after March 1st—or when the ground opens and you are ready to plant. Our price for these sorts on either root stock from 2¼-inch pots will be **$25.00** per 100, **$220.00** per 1000.

BABY RAMBLERS

We have propagated, this fall, thousands of own root Baby Ramblers:

Mrs. Cutbush **Orleans** **Jessie**
Triomphe Orleanais **Edith Cavell** **Ellen Poulsen**
Erna Teschendorff

These, for winter or spring delivery, from 2¼-inch pots at **$10.00** per 100, **$90.00** per 1000.

CHRYSANTHEMUMS

These are a big feature of our young plant department.

There has been no better new one in years than "White Surprise." It is a large, fine Commercial White, ready to cut November 5th to 10th. Rooted cuttings, for February and later, **$2.00** per dozen, **$15.00** per 100.

December Beauty **Rose Perfection** **Sunbeam** **Glorious**

are the best of the other new commercial, large-flowered sorts. Rooted cuttings, **$5.00** per 100, **$45.00** per 1000.

The Chadwick family—Golden Chadwick, Chadwick Supreme and Indian Summer—are the four finest varieties in existence for those who want late 'Mums and who can grow them well. We are always booked to the limit on these sorts in spite of the 20,000 stock plants of these varieties alone. Rooted Cuttings, from February until June, **$5.00** per 100, **$45.00** per 1000.

POMPON VARIETIES

We have seen the possibilities in these sorts and have followed the market very closely. Our own seedlings and the varieties selected and introduced by us have held to the top of the cut-flower market for years and this season our seedlings have carried an average price on the market nearly 50% above the price of the named sorts of commerce. We planted 45,000 plants of seventy seedlings. Some will, naturally, be discarded but we shall save 50 of these for another year's growing in quantity. Four of these have been named and will be offered to the trade. Hundreds of visiting florists have seen them and approve the selection. They have been widely exhibited and are in a class by themselves—the best four varieties for the commercial grower that we know:

New York **Louise Davenport** **Sarah Townsend**

make a succession of the bronze button type that will hold the market from November 1st to December 1st. November Gold, the finest yellow of them all, is a strong-stemmed, upright grower that is equaled by no other variety. It flowers from November 1st to 15th and is a wonderful keeper—either cut or on the plant.

Rooted Cuttings of these four varieties, **$15.00** per 100, **$140.00** per 1000.

Our complete list will be published later but these varieties mentioned are the ones that you certainly need. This is no year to grow poor varieties and no year in which to lessen production by planting poor plants.

A. N. PIERSON, Inc., CROMWELL, CONN.

Choice Cut Flowers for Holidays
FINE ROSES
Columbia, Premier, Hadley, Dunlop, Ward, Ophelia, Butterfly, White, Kilarney.
H. E. FROMENT
43 West 18th Street, Telephone: Watkins 300-301 NEW YORK CITY

has been brisk, being probably the best feature. Parties are numerous and many weddings have taken place recently. Roses, carnations, lilies and violets are the leaders at former price levels. For Christmas trade a marked advance in the prices of roses is forecasted. Carnations will not be advanced to any great extent.

FLOWER GROWERS' AND DEALERS' ASSOCIATION.

The regular meeting of the Flower Growers and Dealers' Association was held December 6 at William Metzmaier's residence, South Fourth street, with an exceptionally large attendance. About the whole matter considered was that of advertising and a campaign of the growers of the city was approved. This advertising campaign is scheduled to begin December 15 and continue for one week and is designed to stimulate interest in flowers and plants for the Christmas season, advertisements to appear in all of the daily papers. In addition it was decided to have large banners prepared containing the following slogan: "Say It With Flowers For Christmas," placed on the delivery wagons of all of the growers and retailers. These signs will be artistic affairs and will be used until the Christmas season is over. At the special meeting held at the Indianola Florist, East Seventeenth avenue, December 13, W. J. Stephans, of the firm of S. F. Stephans & Son, read a paper on "Bulbs; Varieties, Culture and Forcing." This paper was one of a series ot be prepared at meetings during the winter season.

NOTES.

Claude K. Siebert, president of the Fifth Avenue Floral Co., has arranged for a large cut of Mistletoe chrysanthemums for the Christmas trade which is expected to attract the attention of the public to a large extent. Roses and carnations will be supplied in quantity for that occasion. The retail shop on East Broad street, has been redecorated for the season and a most attractive show window has been arranged. The window features wreaths and other Christmas goods and the background is red ruscus.

McKellar the Florist reports an excellent trade with bright prospects for Christmas business. The shop at 35 West Broad street is having a fine trade in Christmas wreaths and other holiday goods. Sales of chrysanthemums, roses, carnations and violets are good and another good feature is the demand for pot plants. Mr. McKellar is very much encouraged over the outlook.

Herman Kropp, manager of the Cottage Rose Gardens, 1265 South High street reports a fine business. The company is cutting a good lot of roses, carnations and some chrysanthemums, although the latter are about gone. Indications point to a good holiday demand. Their retail store is in the Neil house, conducted under the name of the Neil Flower Shop.

CHERRIES
(SOLANUM)
Cleveland,
Holly Berry, Orange Queen
Now ready to ship.

4-inch	$ 25.00 per 100
4-inch, select	35.00 per 100
5-inch	50.00 per 100
5-inch, select	75.00 per 100
6-inch	100.00 per 100
7-inch	150.00 per 100

The best we ever had. Heavy with berries.
5 per cent for packing in pots. Cash, please.
CARL HAGENBURGER
MENTOR, OHIO

Extensive preparations for the holiday business have been made by Underwood Bros., Twenty First street and Fair avenue. Pot plants are being featured by this concern which has a large assortment of poinsettas, begonias, and cyclamens. Indications point to a good disposal for all kinds of flowers and plants, according to Wm. Underwood, of the concern.

T. J. Ludwig, operating a large retail store on North High street, has been booking many orders for wreaths, pot plants and Christmas decorations. Pot plants appear to be more popular than ever for the holiday season and the firm is pushing them. Prospects for the holiday trade are especially bright, according to the proprietor of this shop.

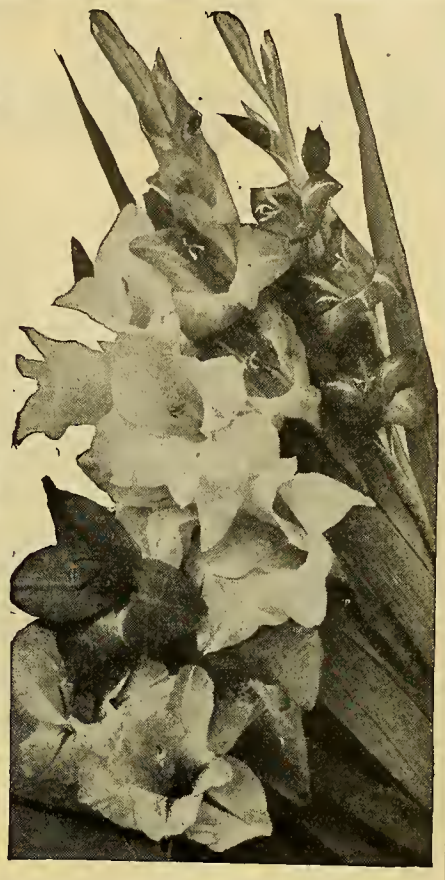
The Brust Floral Shop, 891 West Broad street, is having a good trade in all ways. This concern operates greenhouses at Hawkes avenue and Mound street, where carnations and pot plants are specialties. Indications point to a good holiday demand for pot plants according to Mrs. Brust.

A heavy Christmas demand is expected by A. M. Hills, manager of the Indianola Florist Co., mostly in pot plants. A large quantity of poinsettas, cyclamens and begonias are ready for the trade which appears to be most promising. This company also does a business in cut flowers.

Pot plants are the specialty of Frank C. Viereck, at his retail establishment at 150 East State street. This shop is located in the heart of the central market section and draws a large proportion of its customers from the market crowds.

J. W. L.

GLADIOLUS For Those Empty Benches



Grown on our Own Farms.
From our Own Planting Stocks.
Machine Graded.
True to Name.

Send your order for such bulbs that you want for those empty benches or for planting between your carnations as a catch crop. Our Gladiolus bulb crop has never been better, good size, very smooth, clean and free from scab.

Our **"FIRST SIZE"** will as usual show a good percentage of "overs," containing a strong percentage 1¾ to 2 inches. Ask us for free samples. Do not buy elsewhere without comparing liberal sized samples with ours.

Bulbs for forcing under glass are carefully selected for this purpose.

Mrs. Francis King, First size
Mrs. Francis King, Medium size
Chicago White, First size
Chicago White, Medium size
America, First size
America, Medium size
Halley, First size
Halley, Medium size
Panama, First size
Panama, Medium size
Mrs. Frank Pendleton, First size
Mrs. Frank Pendleton, Medium size
Primulinus Sunbeam, First size
and many other kinds.

Write For Prices

Lilium Giganteum

6 to 8 (400 to case)..per case **$50.00**
7 to 9 (300 to case)..per case **55.00**

Hardy Lilies

Auratum.

8 to 9 (180 to case)..per case **$25.00**
9 to 11 (125 to case)..per case **25.00**

Rubrum.

8 to 9 (200 to case)..per case **$25.00**
9 to 11 (150 to case)..per case **25.00**

Album.

8 to 9 (200 to case)..per case **$26.00**
9 to 11 (140 to case)..per case **26.00**
Also 11 to 13 in above kinds.

Myriophyllum Regale.

Per 100.....**$55.00**

Manetti Stocks

English, French, Dutch, (Due soon).

Yellow Callas

	Per 100
1¼ inch	**$14.00**
1½ "	**17.00**
2 "	**25.00**

Dutch Bulbs

Still a balanced range of varieties, in Hyacinths, Tulips and Daffodils at attractive prices to close out.

Holiday Circular of all Christmas Supplies now ready.

Immortelles, Holly, Bouquet Green, Boxwood, Ruscus,etc.

CHICAGO **VAUGHAN'S SEED STORE** **NEW YORK**

NEW CROP

Bruns' Celebrated Valley Pips

NOW READY

$30.00 per 1000
$16.00 per 500
$8.00 per 250
$4.00 per 100

No other importer of Valley is receiving this season such good selected quality as I am able to offer.

H. N. BRUNS, 3040 W. Madison St. CHICAGO

Kansas City, Mo.

EXCELLENT CHRISTMAS TRADE EXPECTED.

The market for the past week was very erratic, insofar as the supply of stock was concerned. The quality of the offerings is good and no complaint is made as to prices. Roses are wholesaling at $6 to $12 per 100, the very best grades bringing as high as $30. Carnations are none too plentiful and are bringing $6 to $8 per 100. Chrysanthemums are still seen, sell reasonably and are quite a factor in funeral work. Both white and yellow narcissi are plentiful. Sweet peas and stevias are in good supply and of fine quality. Pot plants, including Cincinnati and Lorraine begonias, cylamens, poinsettias, peppers, cherries, heathers and primroses are arriving in great shape and selling readily. They will be the big item for the holidays. Christmas green goods, such as holly, pine and wreaths are making their appearance, their quality appearing to be very good.

NOTES.

A very interesting monthly meeting of the Florists' Club took place in the Rock building, December 8. General business was taken up, followed by a dance and a good social time. M. E. Carter was elected vice president.

The wholesale houses report heavy stocks for Christmas and the supply is expected to be of very good quality. The amount of flowers sold so far this year is much ahead of previous years.

The retail trade is anticipating a heavy holiday demand and is making preparations accordingly. Wreaths are expected to be popular and all dealers are putting in large supplies.

Pot plant and cut flower growers have disposed of practically all their offerings and are now waiting for the time of delivery.

Henry A. Wagner
FLORIST
575 Midwood St., Bet. Albany and Troy Aves.
Take Reid Ave. car to Rutland Road and Walk three blocks west.
Telephone 2025 Flatbush FLATBUSH, BROOKLYN, N. Y.
A Splendid Collection of Plant Combinations in
BASKETS AND HAMPERS
$3.00 to $25.00 each, Wholesale.
A great stock of POINSETTIAS, in pots and pans,
$2.00 to $15.00, Wholesale.
ARAUCARIAS.....$7.50 to $12.00
FERNS, in all varieties and sizes.

Mention the American Florist when writing

The florists' bowling teams report excellent progress and that the scores are improving all the time. E. J. B.

HAWLEY, PA.—Sands Bros. recently completed the first greenhouses ever built in this city.

DES MOINES, IA.—The Beaver Avenue Floral Co. opened a retail store at 421½ Sixth avenue, December 1, with Mrs. Vera Kunesh, who recently conducted the firm's establishment in the Shops building, and Mrs. Anna Sherman, in charge.

NEWTONVILLE, MASS.—Wm. Rosenthal recently established a retail flower shop at 90 Bowers street, in addition to his store at Newton Corner.

SPRINGVILLE, N. Y.—Roderick Simpson, a florist in this city for many years, died recently, age 76. He is survived by his widow, two sons and two daughters.

AMBOY, ILL.—Mrs. Clara Emery, who recently installed a flower shop in the Hegert building, has leased the entire building, which will be altered and redecorated at an early date to meet the requirements of her expanding business.

Bid for Business with Craig Quality Stock

Brighten Your Christmas with Our Specialties.

CROTONS

The Croton, with its highly colored foliage, is indispensable during Fall and Winter. We have the largest and most complete collection of Crotons in the world, carrying at the present time for Fall sales over 60,000 in 200 varieties, all of the very highest quality and brilliantly colored.

Immediate Delivery

4-inch pots, strong plants, $10 per doz., $75 per 100.
5-inch pots, strong plants, $16 per doz.
6-inch pots, strong plants, $18 and $24 per doz.
7 and 8-inch pots, strong plants, $4, $6 and $6 each.
10-inch pots, strong plants, $7.50 and $10 each.
12 and 14-inch pots, specimen plants, $15, $20 and $25 each.

Croton Punctata

One of the finest and most satisfactory varieties for basket work and centers of ferneries.
2½-inch pots, $20 per 100, $175 per 1,000.
3-inch pots, $35 per 100.
4-inch pots, $50 per 100.

Every retail store and grower should feature Crotons this Fall and Winter. We know our stock will please you and your customer.

DRACAENAS

There is no variety of foliage plant so attractive as the highly colored Dracaena. The small and medium sizes can be used to great advantage in making up the popular Christmas baskets, while the large specimens have always been in great demand for decorative purposes. We are now growing more Dracaenas, in greater variety, than any firm in the country.

Dracaena Godseffiana

Green and white leaf, very hardy, fine for baskets.
2½-inch pots, $20 per 100.
3-inch pots, $35 per 100.
4-inch pots, $60 per 100.

Dracaena Warneckii (New)

Silver and green leaf. Very durable.
6-inch pots, $30 per doz. 7-inch pots, $3.50 each.

Fancy Dracaenas

We are offering a collection of the new and rare Dracaenas. Very handsome for home decoration or for fancy combination baskets.
4-inch pots, $9 per doz.
5-inch pots, $16 per doz.
6-inch pots, $18 and $24 per doz.
7 and 8-inch pots, $3.50 and $5 each.

Dracaena Massangeana

The variety with the golden stripe down the center of the leaf. The best of all Dracaenas for the house. We have an exceptionally large stock, well colored and of the very highest quality.
4-inch pots, $12 per doz., $100 per 100.
8-inch pots, heavy, $4 and $5 each.
6-inch pots, heavy, $2 and $2.50 each.
10-inch pots, heavy, $7.50 each.

Dracaena Fragrans

Plain green leaf.
4-inch pots, $9 per doz.
6-inch pots, $24 per doz.
8-inch pots, $4, $5 and $6 each.
10-inch pots, $7.50 each.

Dracaena Sanderiana

Small, light green leaves, edged with creamy white. Fine for center of fern dishes or basket work.
3-inch pots, $50 per 100.

Dracaena Lord Wolseley

One of the very best varieties for Easter and Christmas, being bright red in color. An excellent Christmas variety.
2-inch pots, $20.00 per 100.
3-inch pots, $35.00 per 100.
4-inch pots, $60 per 100.
5-inch pots, $15.00 per doz.
6-inch pots, $18 and $24 per doz.
7-inch pots, $3.50 and $4 each.

Dracaena Kelleriana (New)

One if the finest foliage plants for combination baskets or boxes.
2¼-inch pots, $20 per 100.
3-inch pots, $35 per 100.
4-inch pots, $60 per 100.
8-inch pots, $5 each, made up, very handsome.

Dracaena Terminalis

Exceptionally well colored.
2¼-inch pots, $20 per 100.
3-inch pots, $36 per 100.
5-inch pots, $16 per doz.
6-inch pots, $18 and $24 per doz. September delivery.

We would suggest ordering the above early, as the demand is always great.

Dracaena De Smetiana

A strong, vigorous grower, with bold, dark green foliage, which becomes beautifully suffused and variegated.
6-inch pots, $2 each. 7-inch pots, $3.50 each.

Dracaena Lindenii

Same type as Massangeana, but with the golden stripes on the outer edges of the leaf.
4-inch pots, $12 per doz., $100 per 100.
6-inch pots, $2 and $2.50 each.
8-inch pots, $4 and $6 each.

Dracaena Longii

4-inch pots, $5 each. 6-inch pots, $10 each.

Dracaena Tricolor

Very rare. Combination of coloring in pink, white and green. Very attractive and distinct.
4-inch pots, $1.50 each. 6-inch pots $3 each. 7-inch pots, $6 each.

BEGONIAS

Begonia Mrs. J. A. Peterson

5-inch pots, $126 per 100.
6-inch pots, $24 per doz.

Begonia Gloire De Lorraine

6-inch pots, $125 per 100.
6-inch pots, $18 and $24 per doz.

Begonia Glory of Cincinnati and Melior

These varieties are endorsed by all the leading retail florists. They will hold the flowers much better than Gloire de Lorraine.
5-inch pots, heavy, $126 per 100.
6-inch pots, heavy, $24 per doz.

Begonia Konkurrent

A greatly improved Begonia Cincinnati. This variety is a German introduction, and we have tried it for three years. It makes a much better shaped plant than Cincinnati and is free flowering.
5-inch pots, $125 per 100.
6-inch pots, very heavy, $24 per doz.

Begonia Pride of Newcastle

Dark red sport of Mrs. Patten. In bloom every day in the year.
4-inch pots, heavy, $4 per doz., $30 per 100.
6-inch pots, heavy, $9 per doz., $70 per 100.

Begonia Erfordii

4-inch pots, in bloom, $18 per 100.

HYDRANGEAS

French and Otaksa

We have in stock over 60,000 plants in the very best varieties, including Otakea, Mme. Chautard, Mme. Mouillere, Jaconde, General de Vibraye, Radiant, etc. The above are all excellent sorts for forcing.
4-inch pots, strong plants, $36 per 100, $325 per 1,000.
6-inch pots, strong plants, $60 per 100, $475 per 1,000.
7-inch pots, strong plants, $75 per 100.
Larger plants, $12, $18 and $24 per doz.
Field grown, $36, $50 and $75 per 100.
Field grown, specimens, $1.50 and $2 each.

150,000 NEPHROLEPIS

(In variety.)

We are the largest growers of Nephrolepis Ferns in the country. In fact, we are headquarters for them.

Nephrolepis Norwood

The most beautiful fern of Nephrolepis to date; graceful, compact and symmetrical, a vigorous, healthy grower. All growers are invited to inspect it at our Norwood greenhouses.

Strong Plants

2¼-inch pots, $3 per doz., $12 per 100, $100 per 1,000.
4-inch pots, $6 per doz., $46 per 100.
Orders filled strictly in rotation.

Nephrolepis Verona

Makes a good plant in all sizes. Much finer frond than any created outside of N. Smithii. The fronds are carried on a heavy, wiry stem. We consider it one of the best of the newer introductions.
2¼-inch pots, $10 per 100, $90 per 1,000.
6-inch pots, $12 per doz., $90 per 100.

Nephrolepis Elegantissima Compacta

A dwarf, compact form of Nephrolepis Elegantissima, each plant making an ideal shape.
2¼-inch pots, $10 per 100, $90 per 1,000.
4-inch pots, $6 per doz., $35 per 100.
6-inch pots, $12 per doz., $90 per 100.

Nephrolepis Teddy Junior

Fine young plants from 2½-inch pots, $10 per 100, $90 per 1,000.
6-inch pots, heavy, $12 and $15 per doz.
8-inch pots, $24 per doz.
11-inch tubs, $4, $5 and $6 each.

Nephrolepis Harrisii or Roosevelt

2½-inch pots, $10 per 100, $90 per 1,000.
4-inch pots, $36 per 100.
6-inch pots, $12 per doz.
11-inch tubs, $5 and $6 each.

Nephrolepis Scottii

2¼-inch pots, $10 per 100, $90 per 1,000.
4-inch pots, $35 per 100.
6-inch pots, $12 per doz., $90 per 100.
8-inch pots, $24 and $30 per doz.

PALMS

Areca Lutescens

Perfect plants with rich, dark green foliage. Our stock is grown cool and hard. It is in splendid condition and will surely give satisfaction. Large sizes are very scarce this year. We have the largest stock in all sizes in the country.
6-inch pots, made up, $30 per doz.
7-inch pots, made up, $4, $5 and $6 each.
8-inch pots, made up, $7.50 and $10 each.
10-inch tubs, made up, $12.50 each, 5½ to 6 feet.

Phoenix Roebelenii

Very scarce. Fine for growing on.
2-inch pots, 3 to 4 leaf, $35 per 100.

MISCELLANEOUS STOCK

Otaheite Oranges

A fine stock of this wonderful Christmas plant.
2¼-inch pots, for growing on, $20 per 100, $190 per 1,000.
Plants in fruit, 30c per fruit.
Plants in fruit ripened, November and December, 40c per fruit.

Erica Melanthera

5½-inch pots and 6-inch pots, $18, $24 and $30 per doz.
7-inch pots, $36 per doz.

Pandanus Veitchii

Well colored plants.
5½-inch pots, $18 per doz.
6-inch pots, $24 and $30 per doz.
7-inch pots, $4 each.
10-inch pots, $7.50 each.
8-inch pots, $6 each.

Gardenia Veitchii

We have an exceptionally fine stock for growing on for Winter and Easter flowering.
2¼-inch pots, heavy plants, $15 per 100, $140 per 1,000.
3-inch pots, heavy plants, $35 per 100.
4-inch pots, heavy plants, $76 per 100.
6-inch pots, heavy plants, $18 per doz.

Genista Racemosa

A large stock of well-grown plants for growing on.
5-inch pots, $75 per 100. 6-inch pots, $1 each.
Larger plants, $1.50 $2 and $3 each.

Cyclamen

This has been one of our specialties for over twenty years. In all our experience we have never seen a finer lot of plants. We are growing our stock in new houses. They are absolutely clean and perfect in every way and not to be compared with weakly-drawn plants offered at less money.
4-inch pots, $50 per 100.
4-inch pots, extra heavy, $60 per 100.
5-inch pots, $16 per doz.
5½-inch pots, $18 per doz.
6-inch pots, $24 and $30 per doz.
7 and 8-inch pots, $36, $48 and $60 per doz.

This stock will be profitable to anyone buying now.

Sansevieria Zeylanica

4-inch pots, $6 per doz.

Geranium Alice Lemon

Single salmon. Very beautiful.
2¼-inch pots, $10 per 100, $90 per 1,000.

IMPORTANT NOTICE

We are pleased to announce that owing to the recent drop in price of lumber, it enables us to give our customers the benefit by reducing the price on packing as follows:

Full size cases	$1.50 each
Three-quarter size cases	1.25 each
Small size cases	.50 each
Half size boxes	1.00 each

THE ROBERT CRAIG COMPANY, NORWOOD STATION, Delaware County, PA.

Christmas Roses

We are Rose Growers. Our prices for this Christmas are away below the usual prices of former years and represent the growing sentiment amongst the retail trade against the extreme high prices which have usually prevailed at this holiday.

Red Roses are very scarce and we suggest Premier in their place. We only handle the roses we grow. You will find it pays to

Order Direct of the Grower

A Trial Order Solicited.

BASSETT & WASHBURN

LONG DISTANCE PHONES:
CENTRAL 1457

Greenhouses: Hinsdale, Ill., and Gregg Station, Ill.

Notice:—We close at 5 o'clock week days.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.
Closed all day Sundays

Chicago.

PLACE YOUR CHRISTMAS ORDERS EARLY.

Business has shown a great improvement since last week and stock in all lines is cleaning up much better at advanced prices. Carnations are in short supply and are in good demand at this writing at $4 to $6 per 100. Roses are moving better in the short and medium grades and fancy stock has stiffened somewhat in price. Miscelleanous stock is in fair supply and the same holds true for greens. The supply of cut flowers for Christmas is of much interest at present to the buyers who are at a loss to know just what to expect. Some growers will be in good crop, while others will be off and from indications there will be no surplus at the present quotations if the demand is any at all good. Large out-of-town buyers have already placed good sized advance orders and some of the local retailers have done the same. Carnations will be in exceedingly short supply unless the weather is of the best for the next week and then it is a question whether the supply will reach anywhere near the cuts of last year. Present quotations on carnations range from $10 to $15 with $18 and $20 per 100 on extra fancy stock. Roses will be in good supply but should clean up early. The offerings will include Russell, Milady, Columbia, Premier, Butterfly, Ophelia, Crusader, Ward, Hoosier Beauty, Montrose, My Maryland, Golden Rule, Sunburst, Victor, Golden Ophelia, Double White Killarney, Double White Ophelia. Hearst, Nesbit, Cecile Brunner, and Phantom. American Beauty roses will be in limited supply. White and yellow narcissi, romans, single and double violets, calendulas, stevia, sweet peas, callas, orchids, lilies, anemone, flowered chrysanthemums, pansies, poinsettias, daisies, snapdragons and mignonette will be included in the cut flower offerings. Euphorbia and heather are being offered. Red berries are reported exceedingly scarce, but one of the houses is featuring a large quantity of California holly as a substitute. The supply of greens should be equal to the demand in almost all items. The supply is uncertain but everything points to a scarcity at present and the wise buyer will place his orders immediately. Play safe—Order Now—Protect Your Supply.

FOUNDED BY FLINT KENNICOTT 1st

OUR SUPPLY OF
ROSES
NEVER HAS BEEN BETTER BALANCED
for
CHRISTMAS
USE. ADVISE US OF YOUR REQUIREMENTS. . . . .

KENNICOTT BROTHERS CO.
WHOLESALE FLORISTS

NOTES.

Poehlmann Brothers Company will be in heavy crop with roses for Christmas, especially fancy long Columbia. Over 30,000 Mrs. Chas. Russell plants are in full crop and the cuts will be large of Premier and Butterfly. The new corsage rose, Phantom, Ward and Cecile Brunner will be in good supply and the same holds true for orchids. Lily of the Valley will be plentiful and the receipts of choice cut poinsettias will be the heaviest in years. Carnations will

Wonderful Crop

Premier and Columbia

FOR CHRISTMAS

Most magnificent stock it is possible to produce. Large perfect heads on strong, straight stems well clothed with luxuriant foliage. Your customers want the best---Give them these.

Also Exceptionally Fine

Russell, Butterfly, Sunburst and Ophelia.

We Have All the Standard and Best New

CARNATIONS

And Can Supply the Best Grade in Quantity

Our crops are in Splendid Condition and everything points to a Good Supply of Red, White and Pink for Christmas.

CHRISTMAS PRICE LIST. Subject to Change Without Notice.

RUSSELL	Per 100
Special	$50.00
Medium	40.00
Select	25.00
Short	15.00

PREMIER	Per 100
Special	$40.00
Medium	30.00
Select	20.00
Short	15.00

COLUMBIA	Per 100
Special	$25.00
Medium	20.00
Select	15.00
Short	10.00

SUNBURST AND OPHELIA	Per 100
Special	$20.00
Medium	15.00
Select	12.00
Short	10.00

BUTTERFLY	Per 100
Special	$25.00
Medium	20.00
Select	15.00
Short	10.00
ROSES, OUR SELECTION	12.00

CARNATIONS	Per 100
Long Fancy Mrs. C. W. Ward and Rosette	$12.00 to $15.00
White and Light Pink	10.00

MISCELLANEOUS	
Calla Lilies, per doz	$3.00
Ferns, per 1,000	4.00
Smilax, per doz	4.00
Galax, per 1,000	2.50
Sprengeri, bunch	.50

Other Greens at Market Prices

Our Range of Greenhouses is One of the Three Largest in America and will be in Good Crop for Christmas.

WIETOR BROS.

30 East Randolph St., L. D. Phone Randolph 2081. **CHICAGO.**

Place Your Order NOW For Christmas

Use Budlong's Flowers

Line Up with the Progressive Element of the Trade and Make Your Business Grow

RUSSELL COLUMBIA PREMIER MILADY HEARST OPHELIA

Select Roses

Do you want a good White Rose? If so, order our
Double White Killarney, the only good white on the Chicago market.

SUNBURST BUTTERFLY DUNLOP MONTROSE NESBIT

Use Nesbit Roses now that Sweet Peas are scarce.

CARNATIONS, Quality Stock, IN LARGE SUPPLY

'MUMS WHITE, YELLOW AND PINK—ALSO POMPONS

Violets, Paper Whites, Calendulas, Sweet Peas, Easter Lilies
And All Other Seasonable Cut Flowers.

Use Our Valley for Your Wedding Work
Once Tried You Will Not Be Satisfied with Any Other

BOXWOOD, FERNS, ADIANTUM, PLUMOSUS, SPRENGERI,
MEXICAN IVY, FERNS.

If you want good stock and good treatment, buy of
Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations
Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

not be as plentiful as last season with this firm, which apears to be general. Stevia and other miscellaneous stock will be in good supply and there will be plenty of string smilax for all the customers.

The Foley Greenhouse Manufacturing Co. has booked an order for two new pipe-frame houses, each 22x100 feet, to be erected at Muskegon, Mich., for Tobias Fisher.

Tonner's pecan department is busy filling holiday orders. A special price is being made to the trade in five-pound lots postpaid to any part of the United States.

Herbert Baumann of Niles Center, expects to go back into the growing business. He will either buy, rent or build a new range.

Adam Hiller, of Washington Park, has served the city as gardener 43 years.

Ed. Goldenstein, of Vaughan's Seed Store, is serving on the jury this week.

The American Bulb Company's salesmen report good business on the road.

Place Your Christmas Orders With Us This Year

LARGE SUPPLY OF ROSES

Columbia--Butterfly
Premier--Crusader

Especially extra fancy stock. This extra fancy stock will be packed 100 or more flowers in the box at the greenhouses for all who can use quantity lots in these items.

Other Roses Will Be in Good Supply with Us for Christmas particularly Sunburst, Ophelia, Ward and Pink and White Killarney.

All the Leading Carnations, Valley, Single and Double Violets, Stevia, Paper Whites and Poinsettias.

LILIES

Large supply of fine stock. Get the best—Order here.

GREENS—Plumosus, Sprengeri, Bronze and Green Galax, Ferns, Adiantum, Mexican Ivy, Smilax, Boxwood.

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

WRITE FOR CHRISTMAS PRICE LIST.

ZECH & MANN

WHOLESALE FLORISTS

WRITE FOR CHRISTMAS PRICE LIST.

30 E. Randolph St., - - CHICAGO

Long Distance Phones: Central 3283 and 3284

Christmas Cut Flowers

IN LARGE SUPPLY

All the Leading Roses

Russell, Premier, Columbia, Butterfly, Crusader, Killarney Brilliant, Ward, Ophelia, Milady, Sunburst, American Beauty, and all the other varieties of Roses grown for this market, including Cecile Brunner and Nesbit.

BEST NEW AND STANDARD CARNATIONS

Poinsettias, Stevia, Valley, Calendulas, Sweet Peas, White and Yellow Narcissus, Violets, Mignonette, Snapdragons, Orchids, Etc. Red Winter Berries, Greens of all kinds.

ERNE & COMPANY

WHOLESALE FLORISTS

30 E. Randolph Street, L. D. Phone, Randolph 6578. **CHICAGO, ILL.**

Mention the American Florist when writing

Wietor Bros. are cutting exceptionally fine Mrs. Chas. Russell, Columbia and Premier roses and will be strong on these varieties for Christmas. The supply of Sunburst will be quite heavy but the outlook for a heavy crop of carnations is none too encouraging, according to N. J. Wietor, who, like some of the other growers, believes that the supply in this market will be considerably below that of last year.

A. L. Vaughan & Co. are offering a large supply of splendid California holly which is in strong demand, owing to the scarcity of red berries. More shipments are on the way and there should be plenty for everyone to go around. They will have their usual supply of cut flowers and green to offer for the holidays.

Bassett & Washburn report business as imroving, with a good cleanup in roses each day. Mr. Washburn says his firm is not accepting orders from new customers for Christmas and will be satisfied to fill all their old customers' orders in full.

Peter Reinberg, Inc., reports business as good and is looking forward toward a brisk Christmas business. Roses will be in good supply with this firm, not to mention poinsettias and other miscellaneous stock.

Zech & Mann are handling a splendid supply of miscellaneous stock in addition to their usual line of roses and carnations. Exceptionally fine narcissus are to be had in quantity at this establishment.

After being in the possession of Anton Then for 31 years, the vacant block bounded by Leavitt, Oakley, Winnemac and Argyle streets has been purchased for a reported $40,000.

The Chicago Flower Growers' Association reports a great improvement in business this week, with the outlook encouraging for Christmas, owing to the many early orders booked.

The J. A. Budlong Co. is supplying its trade with a fine grade of roses and will have a good supply to offer for the holidays as well as a complete line of all other stock.

Paper Shell Pecans

ORDER EARLY FOR HOLIDAYS

At Wholesale Prices

SPECIAL OFFER to the TRADE

JUMBO BRAND—In 5 lb. boxes, delivered postpaid anywhere in the United States.....**$4.25**

MEDIUM SIZED—In 5 lb. boxes, delivered postpaid anywhere in the United States.....**$3.75**

L. A. TONNER

30 E. Randolph Street, CHICAGO

Mention the American Florist when writing

The E. C. Amling Co. is showing a splendid stock of all kinds, especially roses. Anémone flowered chrysanthemums will be in good supply here for Christmas.

Mrs. Hanke has purchased the store known as the Avondale Flower Shop, 3182 Milwaukee avenue, from John Walsh, taking possession December 10.

Kennicott Bros. Co. will have a good supply of American Beauty roses to offer for Christmas, in addition to all other stock in season.

Tom Rodgers, formerly with the Weiland-Risch Co., has gone into the retail business at Seventy-first street and Wentworth avenue.

Roses were showered from the Wrigley tower December 8, commemorative of Pere Marquette, who landed here 247 years ago.

Fred Lautenschlager is again attending to his duties at Kroeschell Bros. Co., after being on the sick list for some time.

Erne & Co. are handling a good supply of greens in addition to their line of cut flowers, with boxwood a leader.

The White House Florist has decorated its South Wabash avenue store with the A. L. Randall Co.'s fixtures.

The Art Institute will have an exhibition of flower paintings lasting a month, and closing January 18.

Miss Zandra Anderson, of the John Kruchten Co., celebrated another birthday, December 9.

The Joseph Foerster Co. is supplying its customers with choice stock in all lines, especially roses.

Julius Kline is the latest addition to the shipping department of the Joseph Foerster Co.

Percy Jones, Inc., received several large shipments of boxwood this week.

A. Henderson & Co. say the bulb season of 1921 was the best on record.

ORDER EARLY **ORDER EARLY**

EXTRA FINE SUPPLY OF ROSES

Premier-Columbia Russell

SUNBURST, OPHELIA, WARD, BUTTERFLY

and all the other Leading Varieties available in this market.

GOOD SUPPLY OF

CARNATIONS

Sweet Peas, Narcissus, Violets, Poinsettias, Stevia, Calendulas, Valley. Complete Line of Greens.

CHRISTMAS PRICE LIST—Subject to Change Without Notice.

PREMIER	Per 100
Special	$50.00
Fancy Long	40.00
Long	$25.00 to 35.00
Medium	20.00
Short	12.00 to 15.00

RUSSELL	
Special	$50.00
Fancy Long	40.00
Long	25.00 to 35.00
Medium	20.00
Short	12.00 to 15.00

MILADY	
Special	$60.00
Fancy Long	$40.00 to 50.00
Long	30.00 to 35.00
Medium	18.00 to 25.00
Short	12.00 to 15.00

COLUMBIA	
Special	$50.00
Fancy Long	40.00
Long	$25.00 to 35.00
Medium	20.00
Short	12.00 to 15.00

OPHELIA	Per 100
Special	$30.00
Long	$20.00 to 25.00
Medium	15.00 to 18.00
Short	10.00 to 12.00

SUNBURST	
Special	$30.00
Long	$20.00 to 25.00
Medium	15.00 to 18.00
Short	10.00 to 12.00

BUTTERFLY	
Special	$30.00
Long	$20.00 to 25.00
Medium	15.00 to 18.00
Short	10.00 to 12.00

MRS. WARD	
Special	$20.00
Long	18.00
Medium	15.00
Short	10.00 to 12.00
Brunner	5.00 to 6.00

Extra Special Roses Billed Accordingly.

CARNATIONS	
Red	$15.00
White and Pink	$10.00 to 12.00

MISCELLANEOUS	Per 100
Sweet Peas	$4.00 to $5.00
Calendulas	4.00 to 8.00
Paper Whites	8.00
Yellow Narcissi	10.00
Violets, New York double	2.00 to 3.00
Stevia, extra fine	3.00
Dalsies	2.00 to 4.00
Lilies	20.00
Valley	10.00 to 12.00

	Per Dozen
Poinsettias	3.00 to 6.00
Callas	3.00 to 4.00

Ferns, per 1,000	4.00
Adiantum, per 1,000	2.00
Plumosus, per bunch	.35 to .50
Sprengeri, per bunch	.35 to .50
Smilax, per doz.	4.00 to 5.00
Mexican Ivy, per 1,000	10.00
Leucothoe, per 1,000	10.00
Galax, per 1,000	2.00 to 2.50
Boxwood, per lb.	.35

A. L. VAUGHAN & Co.

NOT INC.

PHONES:

CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572

161 North Wabash Ave. Chicago

Christmas Cut Flowers

Roses, Carnations, Sweet Peas,
Violets, Valley, Orchids, Daisies,
Narcissus, Calendulas, Stevia, Etc.

Complete Supply of Greens.

JOSEPH FOERSTER CO.

WHOLSESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

Mention the American Florist when writing

Vaughan's Seed Store reports brisk business in holly and other holiday specialties this week. Receipts of bulbs include a car of gladioli from the firm's Michigan farm, and late shipments of Giganteum and colored lilies.

Chicago Florists' Club.

The regular meeting of the Chicago Florists' Club was held at the Hotel Randolph, December 8, President Kohout in the chair. There was a good attendance, the principal business of the meeting being the election of officers for the ensuing year, which resulted as follows: Joseph Kobout, president, A. T. Pyfer, vice-president, A. H. Schneider, treasurer, Fred Lautenschlager, secretary, Hans Jepsen, trustee for three years.

The following new members were elected: N. A. Schmitz, 6007 North Paulina street, D. Silverstein, 315 South Dearborn street, Ben Baker, 166 North Wabash avenue, Bert L. Chadwick, 169 North Wabash avenue, L. Hoeckner, 30 East Randolph street.

Chairman Wietor's report on the recent exhibition held at the Auditorium hotel in co-operation with the Chrysanthemum Society of America, was presented, receipts for $996 and expenses likewise $996.

A letter was read from Wm. F. Ekas, of the Baltimore Florists' Club, advocating a series of bowling contests, in preparation for the national tournament at Kansas City, Mo., next August, and the local club decided to look into the matter and participate if suitable arrangements could be made, with a liberal appropriation for that purpose.

Arrangements for the annual novelty show in February were placed in the hands of the flower show committee. Herman Schiller and others spoke strongly in favor of a spring show to be held before Easter 1922.

There was a fine display of well grown chrysanthemums from Hans Jepsen and Elmer D. Smith & Co., Adrian, Mich., the former also showing an excellent vase of variegated stevia. Paul Weiss displayed Premier roses, remarkably fine blooms.

Refreshments were served and the meeting proved to be one of the most interesting of the year.

Installation of officers will take place at the next meetlng, January 5.

SPECIALS FOR XMAS

Violet Corsage

A large ready-to-wear corsage of double violets and leaves, tied with violet cord, stem wrapped with foil—look real, will sell on sight—packed one to a box.
Price, each...50c Half doz. for $2.75
One doz. for..... 5.00

Cloth Dahlias

Long stem, colors, pink, red, lavender, etc., very pretty.
Per doz.....$1.25 Per gross...$13.50

Artificial Cloth Roses

Long stem roses; color, red with foliage on stem, and most beautiful for vases, baskets, or general use.
Per doz.....$ 1.00
Per gross, (12 dozen)..... 11.00

Artificial Nasturtiums

Most natural in appearance. Flower and bud, also foliage, on each stem.
3 doz. to a box for.....$ 4.00
12 doz. to a gross for..... 15.00

Complete list of many other items free.

One Floral Art Album given free with any order of $25.00 or more.

GEO. H. ANGERMUELLER CO.,

Wholesale Florists **1324 Pine Street, ST. LOUIS, MO.**

Mention the American Florist when writing

Salt Lake City.

OVER SUPPLY OF MOST STOCK.

During the past week business has not been as brisk as usual in the retail stores. Chrysanthemums are nearly gone, and the stock is not very good. There is an over-supply of roses at present, and they can be bought at very reasonable prices, especially in large lots. Ophelia is the largest seller, with Dunlop, Hoosier, and Milady leading in the darker kinds. The carnations are unusually late, and although the growers are cutting heavier each week, they cannot keep pace with the demand. Sweet peas are beginning to come in, and move quite readily. Some very fine poinsettias are about ready for Christmas trade. The supply of Paper White narcissi is ample, but the market is not over crowded. Advance orders for Christmas are coming in heavily and if the weather remains good, as at present, a very prosperous trade is expected for the holidays. The call for pot plants for future delivery has been exceptionally good, with fine stock to pick from. Cyclamens and begonias are the best sellers in flowering plants and a limited amount of peppers are to be had. Boston and Whitmanii ferns are probably the best that has been seen here for some time. Some agatheas are offered, but are not moving very fast, as they are not a Christmas color.

The Huddardt Floral Co., 56 So. Main street, this city, has recently acquired the services of a designer and decorator, from Seattle, Wash.

The Miller Floral Co., at 10 East Broadway, is having its show window remodeled. J. W. W.

YONKERS, N. Y.—Chas. Bisbines has leased one of the stores in the new theatre building being erected here and will open an up-to-date flower shop in the near future.

LEAVENWORTH, KANS.—Carl W. Kline, florist at the national military home here, died recently, age 62. Previous to his appointment at the home, Mr. Kline was located in Kansas City, Mo.

CHRISTMAS

ROSES

Magnificent Supply

Premier, Columbia, Sunburst, Russell, Ophelia, White Killarney.

Place your order here and we will take good care of it.

CARNATIONS

Good supply of choice stock in all
the best new and standard varieties.

COMPLETE LINE OF GREENS

Buy Direct from the Grower. **CHRISTMAS PRICE LIST** **Subject to Change Without Notice.**

MRS. CHAS. RUSSELL	Per 100
Specials	$50.00
Fancy	$35.00 to 40.00
Select	25.00 to 30.00
Medium	20.00
Short	15.00
COLUMBIA	
Specials	$50.00
Fancy	$35.00 to 40.00
Select	25.00 to 30.00
Medium	20.00
Short	15.00
PREMIER	
Specials	$50.00
Select	25.00 to 30.00
Medium	20.00
Short	15.00

EXTRA SPECIAL STOCK BILLED ACCORDINGLY

SUNBURST, OPHELIA, WHITE KILLARNEY	Per 100
Specials	$30.00 to $35.00
Select	20.00 to 25.00
Medium	15.00 to 18.00
Short	12.00
ROSES, Our Selection	**$15.00**
Carnations	$12.00
Carnations, Fancy	15.00
Pansies, per dozen bunches	2.00
Paper Whites	$ 6.00 to 8.00
Poinsettias, per dozen	2.00 to 6.00
Stevia, per bunch	.75 to 1.00
Violets	3.00 to 4.00
Sweet Peas	3.00 to 5.00
Adiantum	1.50
Asparagus, per bunch	35c to 50c
extra fancy	75c
Boxwood, per bunch	35c
Ferns, per 1,000	4.00
Galax, bronze and green, 1,000	2.00
Leucothoe Sprays	1.00

For a Depe

CHRISTMA

Use "Flowers

MRS. CHARLES RUSSELL, MILADY

		Per 100
28 inch—	Firsts	$50.00
24 "	Seconds	40.00
21 "	Thirds	30.00
18 "	Fourths	25.00
15 "	Fifths	20.00
12 "	Sixths	18.00
6-9 "	Shorts	15.00

COLUMBIA

		Per 100
28 inch—	Firsts	$35.00
24 "	Seconds	30.00
21 "	Thirds	25.00
18 "	Fourths	20.00
15 "	Fifths	18.00
12 "	Sixths	15.00
6-9 "	Shorts	12.00

PREMIER

		Per 100
28 inch—	Firsts	$35.00
24 "	Seconds	30.00
21 "	Thirds	25.00
18 "	Fourths	20.00
15 "	Fifths	18.00
12 "	Sixths	15.00
6-9 "	Shorts	12.00

BUTTERFLY, OPHELIA

		Per 100
28 inch—	Firsts	$25.00
24 "	Seconds	20.00
21 "	Thirds	18.00
18 "	Fourths	18.00
15 "	Fifths	15.00
12 "	Sixths	12.00
6-9 "	Shorts	10.00

DOUBLE WHITE KILLARNEY AND DOUBLE WHITE OPHELIA

		Pe
24 inch—	Seconds	$
21 "	Thirds	
18 "	Fourths	
15 "	Fifths	
12 "	Sixths	
6-9 "	Shorts	

PHANTOM, AARON WARD

Corsage Roses of Merit

		Pe
18 inch—	Fourths	$
15 "	Fifths	
12 "	Sixths	
6-9 "	Shorts	

CECILE BRUNNER

	Pe
Cecile Brunner	

SPECIAL LONG ROSES

MRS. CHARLES RUSSELL

	Per
Mrs. Charles Russell, Stemmed 32 to 36 inches	$6
Mrs. Charles Russell, Stemmed 38 to 48 inches	7

MILADY

	Per
Milady, Stemmed 32 to 36 inches	6

PREMIER AND COLUMBIA

	Per
Premier and Columbia, Stemmed 36 to 40 inches	4
Columbia, Stemmed 44 to 48 inches	5

BUTTERFLY

	Per
Butterfly, Stemmed 36 to 48 inches	3

Important Announcement---Our salesroo

Sunday, December 25, 1921. We will cl

Poehlmann Br

66-74 E. Rand

le Quality in

FLOWERS

perior Quality"

SPECIAL NOTE

ses that Replace American Beauties"
'er to SPECIAL LONG ROSES

CARNATIONS

	Per 100
	$15.00
nd, White Only	10.00
ie, Fancy	20.00
/. Ward and Red, Extra Fancy	18.00

nations are graded by their length—quality of flowers of the best.

ORCHIDS

	Per Dozen
leyas, Large, each	$ 3.00
leyas, Medium, each	2.00

VALLEY

	Per 100
lley of Superior Quality"	$12.00
ey, Select	10.00

NOVELTY FLOWERS

	Per 100
ia	$ 3.00
er Whites	8.00
ndulas	$ 4.00- 8.00
dragon	8.00- 15.00
er Lilies	30.00- 35.00
as	25.00

CORSAGE FLOWERS

	Per 100
le Brunner	$ 6.00
ntom	8.00
on Ward	8.00
et Peas	$4.00- 5.00
ets, Single	1.50
ets, Double	2.00- 3.00

POINSETTIAS

	Per Dozen
Extra Large	$7.50
Select	6.00
Medium	4.00
Small	$2.00- 3.00
Pink	3.00- 5.00

DECORATIVE GREENS

Sprengeri	Per 100	$3.00-$ 4.00
Plumosus	" "	3.00
Adiantum	" "	2.00
Leucothoe, Long	" "	1.50
Leucothoe, Medium	" "	1.00
Coontie Leaves	" "	3.00- 4.00
Woodwardia	" "	8.00
Ferns	Per 1000	4.00
Galax, Green	" "	2.00
Galax, Bronze	" "	2.50
Smilax	Per Doz. Strings	4.00
Southern Smilax	" Case	7.00
Bittersweet	" Bunch	.75
Boxwood	" "	.35
Boxwood	Per Bag (50 lbs.)	13.00
Boxwood	" " (100 lbs.)	25.00
Mistletoe	Per pound	.40

l shipping department will be open all day one o'clock Monday, December 26, 1921.

hers Company.

h St., Chicago

The Largest Growers of Flowers in the World

Holly XXX

Holly

XXX Holly

WRITE OR WIRE.

Bouquet Green, Boxwood, Mistletoe, Immortelles,

CHICAGO **Vaughan's Seed Store** NEW YORK

Pittsburgh.

MARKED IMPROVEMENT IN TRADE.

There has been a marked improvement in the market, due to the gradual let up of chrysanthemums and pompons and a decrease in the supply of other stock. The only item that is plentiful seems to be Paper White narcissi and they are in over supply, which makes it hard to realize the cost of the bulbs, let alone the cost of forcing and the loss from those that are blind. The stock coming in is of good quality. Roses are a little off color. It is hard to estimate the Christmas crop as it all depends upon the weather. A few bright sunny days will help a lot, but if the days are dark and gloomy there is sure to be a shortage, as most of the rose and carnation growers report that the buds are just standing still.

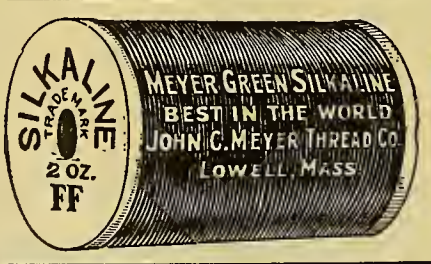
NOTES.

It was the writer's pleasure to be in the east at the time of the Philadelphia Florists' Club banquet to E. G. Hill, and the Lancaster County Florists' Association banquet in celebration of its tenth anniversary, and it was our great good fortune to be invited, and it goes without saying that we attended both. While we will leave it to the local correspondents to tell about these two affairs there are a few things we would like to mention. At Philadelphia, in addition to Mr. Hill's exhibit of his new rose, America, and Mr. Lemon's new white rose, Angelus, which, by the way, seems to be two worthy additions to the rose family, Meyer & Samtman, of Chestnut Hill, exhibited a vase of "Celestial," a pink sport of Premier, which caused much favorable comment from the growers present. Mr. Hill gave a very interesting talk on rose culture and his experiences from the time he started up to the present day. One thing noted was that the retailers were not in attendance, which was too bad, as their opinion on a new rose as to its commercial value, should go a long way. The real surprise came at Lancaster, Wednesday evening, and the attendance there would be a credit to any club of the larger cities. Here you saw something that is hard to find, that is, retailers, growers, and gardeners all pulling together for the good of the business; all working in harmony. Some of the so-called larger clubs can well use Lancaster as an example. After the banquet and election of officers the rest of the evening was taken up with bowling, dancing and cards and when we left there it was with the memory of an evening that will never be forgotten.

PAPER WHITE FLOWERS

Now shipping daily. How many can we ship you and how often? Price, $2.50 per 100; $11.00 for 500, postpaid.

TAIT BROTHERS COMPANY, Brunswick, Ga.



USE THE

Meyer Green Florists' Thread

and you will get the two ounces of actual thread to every spool, 16 ounces of thread to the pound, net weight. Write direct to the manufacturer, and you will get the best.

Manufactured by

The John C. Meyer Thread Co.

LOWELL, MASS., U. S. A. Dept. XYZ.

Southern Wild Smilax, $2.50

Holly, well red berried....$3.00

In 2x2x4 cases, 50 lbs. and over. A-1 stock, fresh from the woods.

Write, wire or phone.

Edward Sanderson, EUTAW, ALABAMA

Oriental Goldfish & Supply Co.

Send for catalogue.

3757 Cottage Grove Ave., Chicago

PAUL R. KLINGSPORN, Manager

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS AND PLANTS

182 North Wabash Avenue — L. D. Phone, Central 282 — CHICAGO

CHRISTMAS

Large and Complete Supply of Cut Flowers and Greens

Place Your Orders with Us Immediately, and You Will Not Go Wrong.

CHRISTMAS ROSES

PREMIER	Per 100
Fancy Long	$40.00 to $45.00
Long	30.00 to 35.00
Medium	20.00 to 25.00
Short	12.00 to 15.00

COLUMBIA	
Fancy Long	$40.00
Long	$25.00 to 35.00
Medium	18.00 to 20.00
Short	12.00 to 15.00

MILADY	Per 100
Fancy Long	$40.00 to $45.00
Long	30.00 to 35.00
Medium	20.00 to 26.00
Short	12.00 to 15.00

RUSSELL	
Fancy Long	$40.00 to $45.00
Long	30.00 to 35.00
Medium	20.00 to 25.00
Short	12.00 to 15.00

BUTTERFLY	
Fancy Long	$30.00
Long	25.00
Medium	$15.00 to 20.00
Short	12.00

OPHELIA	Per 100
Fancy Long	$30.00
Long	$20.00 to 25.00
Medium	16.00 to 18.00
Short	12.00

SUNBURST	
Fancy Long	$30.00
Long	$20.00 to 25.00
Medium	15.00 to 18.00
Short	12.00

WHITE	
Fancy Long	$25.00 to $30.00
Long	18.00 to 20.00
Medium	15.00
Short	12.00

SPECIAL AND EXTRA SPECIAL ROSES

The above quotations are for the length of Roses sold in quantity in all Flower Stores. To those whose trade calls for American Beauties or for the very finest, long-stemmed Roses that can be had, we offer our Special and Extra Special Grades as **The Finest Roses to be had in America for Christmas.**

$50.00, $60.00 and $75.00 per 100

An excellent and satisfactory substitute for American Beauties.

Miscellaneous Christmas Flowers

ORCHIDS, HOME-GROWN CATTLEYAS, $3.00 each

CARNATIONS	Per 100
Assorted	$10.00 to $15.00
Laddie	18.00 to 20.00
Cypripediums, per doz.	6.00
Cypripediums	40.00

	Per 100
Valley	8.00 to 10.00
Heather, bunch	1.50 to 4.00
Paper Whites	6.00
Narcissus, Soleil d'Or	10.00
Violets, double	$ 3.00 to $ 4.00
Mignonette	10.00 to 12.00

	Per 100
Stevia	3.00
Daisies	2.00 to 4.00
Giganteum Lilies	25.00
Calendulas, Ball's	10.00 to 12.00
Calendulas, Orange King	4.00 to 6.00
Pussy Willows	6.00 to 10.00

POINSETTIAS, Finest, fancy ..... $5.00 to $6.00 doz.
Select, good ..... 3.00 to 4.00 doz.

CHRISTMAS GREENS

Ferns	$4.00 per 1,000
Plumosus	50c bunch
Sprengeri	35c to 50c bunch
Coontie Leaves	$3.00 per 100
Smilax, strings	$5.00 to $6.00 per doz.
Adiantum	$ 1.50 per 100
Galax	2.00 per 1000
Leucothoe	10.00 per 1000
Boxwood	$12.50 per 50-lb. bag
Mexican Ivy	$10.00 per 1000

Prices Subject to Change Without Notice

BOXWOOD FOR CHRISTMAS

$25.00 per 100 lbs.

The demand surely will exceed all previous records—all orders are larger than usual and a lot of buyers have not yet found out how scarce Holly is. We recommend that you

ORDER YOUR BOXWOOD NOW AND ORDER ENOUGH

The E. F. Winterson Co.

Long Distance Telephone, Central 6004

166 N. Wabash Avenue, Chicago, Ill.

The Ove Gnatt Co., Inc.

Preservers of Natural Foliages **LA PORTE, IND.**

Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties.

CONES

Work splendidly into

Christmas Decorations

They are gathered extensively in the Rocky Mountains of Colorado. We are collectors of all kinds and supply the trade at Wholesale Prices.

	Per 1000
Pine Cones, large	$5.00
Blue Spruce, long, slim	4.00
Red Spruce, small	3.00

They carry safely in sacks. You should order today.

COLORADO SEED CO.

1515 Champa St.

DENVER, COLORADO

COME IN

and look over our line of goods. You will find many items suitable for the holidays and others that you should have on hand for emergency cases. Our line of stock is unequalled for quality anywhere, and our color combinations are recognized by discriminating artists as the leaders in the field.

We are in a position to handle a limited number of late orders for Christmas, providing they are placed immediately.

Our Special $25 Assortment will meet with your approval.

The Bergman Decorating Co.

Originators and Manufacturers of Natural Perpetuated Flowers

1630-1632 Milwaukee Ave., Phone: Humboldt 8853 **Chicago**

The meeting of the Florists' and Gardeners' Club was featured by a fine collection of plants by various members. Thomas Malbranc, of Johnstown, brought samples of two year old orange tree plants with 10 fruits, each. Leo Weisman gave a very interesting talk on some of the problems that face the florists. The club passed a resolution asking for a state floriculture extension man to help in fighting plant diseases, insects, etc. A letter from Wm. Ekas, of Baltimore, Md., requested the appointment of a committee to get up a bowling team to compete at the Society of American Florists' convention at Kansas City, and President Barnett delegated Ed. McCallum to attend to same.

The meeting of the Retail Florists' Association took place December 8 with a good attendance. The committee appointed at the previous meeting reported its recommendation, which with one amendment was adopted. President Wessenaur reported satisfactory progress being made in securing a charter. Mrs. Ella Grant Wilson, of Cleveland, O., gave quite an interesting talk on publicity. In response to a letter from Prof. Wilde, of the state college, a resolution was adopted petitioning the state secretary of agriculture for a floriculture extension man to help the florists out in their various problems.

Shenango valley was well represented here, Tuesday, when Fred Butz, Tom Cunningham, of Butz Bros., Chas. Hennon, of J. S. Hennon & Sons, Newcastle, and George Murchie, of Sharon, appeared in the local market in quest of holiday wreath materials and artificial goods. Other visitors were J. W. Glenn of Kittanning, Mrs. Leizemann of Latrobe, and Wm. F. Kreuger of Toledo, O.

Another visitor whom we always like to see is Tougat Malbranc, of Johnstown, who was in town December 6-7. Mr. Malbranc came in especially to attend the Florists and Gardeners' Club meeting, at which he displayed some excellent oranges in 6-inch pots, an item on which he is making a specialty in a wholesale way for the Christmas plant trade.

Miss Jane McDowell and E. E. McCauslen of Steubenville visited the local market, December 8, and fortified themselves with the many offerings of local supply houses in the way of materials for holiday work. Claude C. Cyler, of Salem, O., appeared on the same day on a similar mission.

The McCallum Co. has made a great feature this season of new novelties in tinsel garlands, balls, spikes, etc., which have been large sellers among the trade. They throw a beautiful contrast among the red and green and seem to apply the real artistic finishing touch to holiday work.

We were greatly pleased to have with us on December 5, E. G. Hill, the "Father of Roses" of Richmond, Ind. Mr. Hill stopped off here for a day on his way to the banquet given in his honor in Philadelphia, the following evening.

E. C. T.

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

Mention the American Florist when writing

GREEN SHEET
MOSS

Fadeless, per bag, $3.50
Natural, " " 1.75

KNUD NIELSEN
Evergreen, Ala.

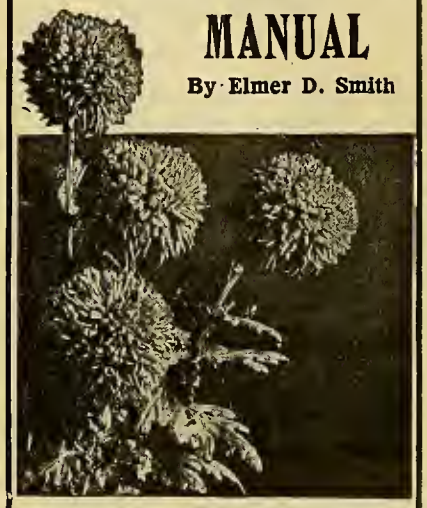
Mention the American Florist when writing

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located
WHOLESALE
CUT FLOWER HOUSE
IN CHICAGO
169-75 N. Wabash Ave., CHICAGO
L. D. Phones: CENTRAL 1977 1978

Mention the American Florist when writing

THE CHRYSANTHEMUM MANUAL
By Elmer D. Smith



FOURTH EDITION
Price 60 Cents. Cash with Order
American Florist Co.
440 S. Dearborn St., Chicago

A. T. Pyfer & Co.
WHOLESALE FLORISTS
164 N. Wabash Avenue
CHICAGO, ILL.
Long Distance Telephone, Central 3373.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago
CURRENT PRICE LIST

		Dozen
Roses, Beauty	$ 4.00 to	$ 8.00
		Per 100
" Mrs. Chas. Russell	6.00 to	35.00
" Butterfly	6.00 to	30.00
" Columbia	6.00 to	30.00
" Dunlop	6.00 to	30.00
" Premier	6.00 to	30.00
" Hoosier Beauty	6.00 to	25.00
" Killarney Brilliant	6.00 to	20.00
" White Killarney	6.00 to	20.00
" Mrs. Geo. Shawyer	6.00 to	20.00
" Milady	6.00 to	30.00
" Mrs. Aaron Ward	6.00 to	20.00
" Sunburst	6.00 to	30.00
" Ophelia	6.00 to	20.00
" Dble. W. Killarney	6.00 to	20.00
" Cecile Brunner		4.00
" Our Selection		5.00
Calendulas	2.00 to	4.00
Daisies	2.00 to	3.00
Chrysanthemums, per doz.	2.00 to	5.00
Pompons, per bunch	.50 to	1.00
Cattleyas, per doz.		24.00
Valley	8.00 to	10.00
Carnations	4.00 to	6.00
Lillies, per 100		25.00
Sweet Peas	1.50 to	3.00
Paper Whites		8.00
Violets	1.00 to	1.50
Adiantum	2.00 to	3.00
Ferns per 1,000		4.00
Galax per 1,000		2.00
Leucothoe		1.00
Sprengeri, Plumosus Sprays	35c to 50c per bunch	
Mexican Ivy		1.00
Boxwood, 35c per lb., case		9.00
Southern Wild Smilax, per case		12.00

A. L. Randall Co.,
Wabash Ave., and Lake St.
CHICAGO, ILL.
Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

WEILAND-RISCH CO.
FLOWER GROWERS
TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

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Tonner
Wholesale
CUT FLOWERS
Supplies
30 E. Randolph St.
Telephone Central 6284
Chicago

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ZECH & MANN
WHOLESALE FLORISTS
30 E. Randolph St., CHICAGO
Telephone Central 3284

George Reinberg
WHOLESALE FLORISTS
Extra fancy Ophella, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.
162 N. Wabash Ave. CHICAGO

Mention the American Florist when writing

Holly, Smilax
PREPARED MAGNOLIA
Price and quality guaranteed.
DECORATIVE GREENS CO., KINSTON, ALA.

Golden Yellow Sweet Peas
McClennahan's Yellow Flower Dye
Send for sufficient to make one quart.
Price $1.00, prepaid.
McCLENAHAN'S GREENHOUSES
40th and Phillips Sts., Oklahoma City, Okla.

NEW IMPORTATION
MINIATURE VELVET PANSIES
$3.60 per gross.
MINIATURE RED POPPIES..... $1.80 per gross
CLOTH CARNATIONS
White, Ward, Dark, Red Pink.... $25.00 per 1000
SAM SELIGMAN
116 West 28th Street, NEW YORK

Mention the American Florist when writing

H. Bayersdorfer & Co.
The Wholesale Supply House of America . . .
EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.

For CHRISTMAS and New Year's Day

We offer you an ample supply in the following items:

CATTLEYAS
GARDENIAS

and a large supply of

ROSES

in such varieties as

Columbia, Russell, Hadley, Milady, Richmond, McDonald.

An unusual fine and large supply of

RED ROSES

We can fill your orders and guarantee your entire satisfaction.

The Leo Niessen Co.
1201 Race Street
PHILADELPHIA, - PA.
Branches: Baltimore, Washington.

EDWARD REID

CHRYSANTHEMUMS. CHOICE ROSES, All Grades.
CARNATIONS, EASTER LILIES and All Seasonable Flowers.
This is the exclusive shop, only one block from Express Depots.
1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

PHILADELPHIA, DEC. 14. Per 100

Roses, Beauty, special	75.00@	100.00
" Ophelia	6.00@	15.00
" Columbia	6.00@	20.00
" Mrs. Chas. Russell	10.00@	25.00
" Killarney	4.00@	10.00
" Hadley	8.00@	25.00
" Sunburst	4.00@	12.00
" Wards	3.00@	6.00
" Premier	6.00@	15.00
Adiantum	1.00@	1.50
Asparagus, bunches	.35@	.50
Asparagus, strings	.75@	1.00
Calendulas	1.50@	3.00
Carnations	4.00@	10.00
Cattleyas	100.00@	150.00
Chrysanthemums, per doz.	1.50@	5.00
Easter Lilies	20.00@	25.00
Lily of the Valley	6.00@	10.00
Smilax		.35
Snapdragons, per doz.	1.50@	2.00
Sweet Peas	1.50@	2.50
Violets, single	1.00@	1.50
Violets, double	1.00@	1.50
Callas	15.00@	20.00
Stevia, per bch.	.35@	.50

BOSTON, DEC. 14. Per 100

Roses, American Beauty	$12.00@	$125.00
" Russell	8.00@	20.00
" Dunlop	6.00@	12.00
" Pilgrim	8.00@	16.00
" Crusader	8.00@	16.00
" White Killarney	8.00@	16.00
" Ward	6.00@	12.00
" Maryland	6.00@	12.00
" Hoosier Beauty	8.00@	16.00
" Columbia	8.00@	16.00
" Hadley	8.00@	16.00
" Premier	8.00@	16.00
" Ophelia	8.00@	16.00
" Butterfly	8.00@	16.00
" Cecile Brunner	3.00@	4.00
Adiantum		2.00
Asparagus bchs., per bch.	.50@	1.00
Asparagus Strings, dozen.		12.00
B. Buttons	2.00@	3.00
Bouvardia	1.50@	2.00
Calendulas, per bunch		.50
Carnations, fancy		8.00
Carnations, ordinary	5.00@	6.00
Cattleyas, per doz.		18.00
Chrysanthemums	2.00@	3.50
Pompons	.50@	.75
Lily of the Valley		12.00
Smilax, per dozen		6.00
Swainsona, per bch.	.50@	.75
Violets	1.25@	1.50
Cypripediums, dozen	4.00@	6.00
Pansies	1.00@	1.50
Sweet Peas	3.00@	4.00
Stevia, per bch.	.50@	.75
Marguerites	2.00@	3.00
Snapdragons, per doz.		1.50

BUFFALO, DEC. 14. Per 100

Roses, White Killarney	$6.00@	$12.00
" Dbl. Wht. Killarney	6.00@	12.00
" Richmond	6.00@	15.00
" Maryland	6.00@	15.00
" Sunburst	6.00@	15.00
" Columbia	8.00@	20.00
" Ophelia	6.00@	15.00
" Russell	6.00@	20.00
" Premier	8.00@	20.00
" Cecile Brunner	3.00@	4.00
Calendulas	3.00@	6.00
Carnations	3.00@	6.00
Easter Lilies	20.00@	25.00
Mignonette	4.00@	6.00
Narcissus, paper whites	4.00@	5.00
Rubrum Lilies	6.00@	10.00
Snapdragons	3.00@	5.00
Sweet Peas	1.00@	3.00
Chrysanthemums, White	8.00@	35.00
" Pink	10.00@	35.00
" Yellow	12.00@	35.00
" Pompons	.35@	1.00

SKIP THE MIDDLEMAN

Sell your flowers under your own management through the

Philadelphia Growers' Cut Flower Market
WM. C. LYNCH, Manager
No. 7 South Mole Street
PHILADELPHIA, - - PA.
This Week High Grade
Roses, Chrysanthemums and Carnations

Wholesale Florists' Supplies

THE HOUSE OF MERIT
Staple Baskets and Seasonable Novelties in Quantity
JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St., Phila., Pa.

Berger Bros.

The Choice of the Market in
EASTER LILIES,
ROSES and CHRYSANTHEMUMS.
Exceptional Service.
1609 Sansom St., PHILADELPHIA, PA.

Philadelphia.

PRICES SHOW A GENERAL INCREASE.

The past week ran true to form for the season of the year, not a great deal of business and a general shortening of stock in all lines. There are still too many poor chrysanthemums and pompons, the last of the crop, that if there had been any market would have been cut long ago. There is still good stock, however, in Bonnaffon, the Chadwicks, Jennie Noonin and Mistletoe, which is held at from $3 to $5 per dozen. Roses are about equal to the demand at advancing prices, the quality of the stock being good. Almost any length of stem is now available, the greatest scarcity being in the lower grades. Carnations are on the short side and sell up close every day at double the prices before Thanksgiving. Calendulas are rounding into fine flowers and will soon be one of the staples in most of the shops. Violets clean up better, the singles being very good. Easter lilies are in fair supply at top prices, but growers say they do not pay at that as they do not average a flower to a bulb. Callas are more plentiful, stevia is now at its height and in demand. Snapdragon, mignonette and bouvardia are popular items. Cattleyas are more plentiful as are cypripediums. There is plenty of good lily of the valley. Most dealers report the market better than last week on account of the shortening of the supply, prices being about 20 per cent better. Boxwood, laurel, ground pine and holly are having good advance sales. Little holly has appeared as yet and reports as to its well berried condition are varied. It is said that southern stock will be fine.

HOLIDAY SELLING FEATURE.

A street peddler, an old man, who has eked out an existence for several years, selling home made paper roses fastened to laurel branches, mostly for the decoration of cheap restaurant windows, gave an idea to a street flower merchant who bought some red waxed paper dahlias and fastened three to a three branch spray of laurel, wiring the flowers snugly in at the end of each branch. Starting out with a good basket full he no sooner struck the busy sidewalk than he was besieged for the "Christmas roses" and sold out in no time at 25 cents per spray, the cost being not over eight cents. He at once laid in a stock of laurel and dahlias and was ready the next morning for a huge success. The news spread among his fellow workers like wildfire and there was soon a tremendous run that cleaned up all the available laurel, and jumped the price of red dahlias from $2 to $3 per 100. December 1 was the opening day of the sale. Within less than a week the supply houses were cleaned out of all red stock. Baltimore, Md., Chicago, New York and Boston, Mass., were all drawn on with more or less success, and reds, pinks, whites, and lavender, were used, and while they did not sell as well were worked off at the same price. One large supply house is said to have sold over 200,000 dahlia flowers, while broken laurel came in from New Jersey by the wagon load. It was really remarkable to see the shoppers on the crowded streets giving up their quarters for this flimsy laurel branch, with three waxed paper flowers wired to it. Yet they were sold as fast as the men could get them on the streets and no one broke the price. One of the leaders said, "It's the biggest thing we ever struck and would go on till Christmas if we could only get the red dahlias."

NOTES.

The Premier Floral Co., after numerous builder's postponements, opened its new flower shop at 3920 North Broad

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.
Wholesalers and Growers of
Choice Cut Flowers and Greens

C. C. POLLWORTH CO.
CUT FLOWERS
PLANTS, BULBS
FLORISTS' SUPPLIES
MILWAUKEE, - WIS.

Write For Our
Price List On Cut Flowers
H. G. BERNING
1402-4 Pine St., St. Louis, Mo.

GUST. RUSCH & CO.
WHOLESALE FLORISTS
Jobbers in Florists' Supplies
Headquarters of the Cudahy Roses
Phone Main 1245. P. O. Box 676
444-446 Milwaukee Street
MILWAUKEE, WIS.

Pittsburgh Cut Flower Co.
WHOLESALE FLORISTS
Growers of Quality Flowers
116-118 Seventh Street,
PITTSBURGH, - PA.

E. C. Amling Co.
OF LOS ANGELES
The Largest, best equipped and most centrally located Wholesale Cut Flower and Supply House in Los Angeles.
LET YOUR ORDERS COME.

street on Saturday last. This is a well planned cut flower store, furnished and up to date in all its appointments. Raymond L. Mayhew and Frank E. Miller, the latter for a number of years in charge of the Washington store of J. H. Small & Sons, are the proprietors, with Mr. Miller as manager. This section of North Broad Street is rapidly becoming a business center, and this store with its splendid stock and able management will soon become a factor in the uptown trade of the city.

Edw. Reid is satisfied that the holiday trade will be quite up to that of last year, as there will be plenty of stock at fair prices. Hudson river double violets, choice roses, sweet peas and carnations are quantity items at his store.

Berger Bros.' establishment is blocked off in front, with a wide opening in the street for the laying of water pipes. They hope to see it finished before the holidays. Roses, sweet peas, chrysanthemums and carnations are leaders here.

"If it comes any faster I don't know what we will do," is the way Robert A. Craig reports the Christmas selling at Norwood. "If the weather only keeps favorable we will be all right."

E. G. Hill, Chas. H. Totty, Robert Pyle and J. Horace McFarland made a tour of the rose growers of this district December 6-7, and expressed themselves as much pleased with conditions of the various stocks seen.

The Philadelphia Growers' Cut Flower Market is featuring Premier and Columbia roses of fine quality. Manager Lynch states that prospects for Christmas are very good.

Wholesale Flower Markets

PITTSBURGH, DEC. 14.		Per 100
Roses, Beauty, spl., per doz.	7.50	60.00
" " fcy., per doz.	6.00	45.00
" " ex., per doz.	5.00	25.00
" " No. 1, per doz.	2.00	15.00
" American Legion	6.00@	25.00
" Killarney	5.00@	15.00
" Maryland	5.00@	15.00
" Sunburst	5.00@	15.00
" Mrs. Aaron Ward	5.00@	15.00
" Russell	6.00@	30.00
" Columbia	6.00@	25.00
" Ophelia	6.00@	20.00
" Hilda	5.00@	15.00
" Premier	6.00@	30.00
" Madam Butterfly	6.00@	20.00
Carnations	3.00@	6.00
Pompons, per bch.	.25@	.75
Calendulas	2.00@	4.00
Chrysanthemums, per doz.	2.00@	5.00
Lilies		25.00
Valley		8.00
Ferns, per 1,000		3.00
Galax, per 1,000		2.00
Plumosus, per bunch		.50
Sprengeri, per bunch		.60
Smilax, per doz. strings		3.00
Sweet Peas		2.00

CINCINNATI, DEC. 14.		Per 100
Roses, Premier	6.00@	25.00
" Russell	6.00@	25.00
" Columbia	6.00@	25.00
" Butterfly	6.00@	25.00
" Pink Killarney	6.00@	25.00
" White Killarney	6.00@	25.00
" Sunburst	6.00@	25.00
" Mrs. Aaron Ward	6.00@	25.00
" Ophelia	6.00@	25.00
" Baby Doll	3.00@	4.00
Chrysanthemums, per doz.	1.50@	4.00
Easter Lilies	20.00@	25.00
Ferns, per 1,000		3.00
Galax, per 1,000		1.50
Plumosus (south) per bch.		.25
Smilax, per string	.15@	.25
Rubrum	4.00@	8.00
Leucothoe		5.00
Violets	.75@	1.00
Primulas		1.00
Stevia, per bunch		.50
Narcissus, white		4.00
Narcissus, Sol'd Or.	6.00@	8.00

THE McCALLUM CO.
Manufacturers—Importers
FLORISTS' SUPPLIES
Headquarters: PITTSBURGH, PA.

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

ST. LOUIS, DEC. 14.		Per 100
Roses, Premier	3.00@	25.00
" White Killarney	3.00@	10.00
" Columbia	3.00@	15.00
" Ophelia	3.00@	15.00
" Russell	3.00@	25.00
" Ward	3.00@	8.00
" Sunburst	3.00@	12.50
Carnations	4.00@	6.00
Leucothoe		.75
Valley	6.00@	8.00
Galax, green, per 1,000		1.50
Galax, bronze, per 1,000		1.50
Ferns, per 1,000		3.00
Chrysanthemums, White and Yellow, per doz.	3.00@	8.00

MILWAUKEE, DEC. 14.		Per 100
Roses, Killarney, W. Kill'n'y	6.00@	18.00
" Premier	8.00@	35.00
" Ophelia	8.00@	25.00
" Columbia	8.00@	35.00
" Ward	6.00@	15.00
" Hoosier Beauty	8.00@	35.00
" Butterfly	8.00@	25.00
Carnations	6.00@	8.00
Fancy Ferns, per 1000		3.50
Asparagus, per bunch	.50@	.75
Orchids, Cattleyas, per doz.		30.00
Orchids, Cypripedium, doz.	4.00@	6.00
Lilium Rubrum	4.00@	6.00
Strawflowers, bunch	.25@	.50
Sweet Peas	2.50@	4.00
Violets	1.50@	2.00
Wild Smilax, per case		7.50
Paper Whites	4.00@	6.00
Calendulas, per bunch	.50@	.75

Exceptionally fine lilacs, gardenias and choice cattleyas are features of the Leo. Niessen Co. stock. A splendid cut of red roses is assured for Christmas.

K.

New York.

HEAVY OFFERINGS WITH LIGHT DEMAND.

We have now had almost a week of almost fair weather and if it keeps up there need be no fears about a short supply of flowers for Christmas. Although the great run of chrysanthemums is over, there are yet some straggling lots arriving. But even with this stock out of the way there is an abundance of stock to supply the light demand. "Saving their money for Christmas," is a jocular saying that seems to have reality in it, as for a number of years the weeks preceding the holiday have been dull in the florist trade. No fault can be found with the quality of stock arriving. There are plenty of good roses and for this early in the season, exceptionally fine carnations are on the market. The cattleya supply has greatly increased and some of the dealers find them hanging heavily on their hands. Bulb stock is also slow.

December 12.—Cold weather is somewhat reducing the supply of greenhouse stock and there is a stiffening of prices in roses and carnations.

GEO. SCHUBERT TO RETIRE.

George Schubert, grower of palms, ferns and bulb stock, at North Bergen, N. J., being now 52 years old and having been in business for himself for 30 years, feels that he is entitled to rest and recreation, so he will retire the first of the year and turn the business over to his sons, George and Joseph. He intends to take Mrs. Schubert with him and spend the winter in Florida. Few men are better known to the retailers of this city than Mr. Schubert, as he has grown great quantities of small palms and table ferns and sold them here. The boys, George, being 21 and Joseph, 27, propose to carry on the business along practically the same lines, with the possibility of branching out. They have a new and promising type of the Boston fern that they intend to put on the market in 1922, and as a preliminary they will exhibit it at the coming spring flower show. This business was founded about 50 years ago by the late August Schubert.

NOTES.

The news of the death of Marcellus A. Patten, an account of whose death appeared in last week's issue, was received by the writer with sincere regret. Long acquaintance with Mr. Patten strengthened the appreciation of the fine qualities of his character. Upright, straightforward and genial, one could not meet him without feeling better for the meeting. "The memory of the just is blessed."

Theodore Karampas, the retailer of 82 Saint Mark's place, has the sympathy of many friends in the trade on account of the death of his wife, who passed away December 6. The funeral was held at the Greek church, 72nd street, near Lexington avenue, December 8. Fine floral designs were noted from the Greek-American Florists' Association and other friends.

One of the hardy pioneers of the business in this city is Louis Schmutz, Flatbush, now 77 years old, but active and about his greenhouses every day. He recently sold one range and the site has been turned into a tennis court. With his son, Harry, he is devoting his attention to the Clarkson avenue range, where many fine plants can be seen.

Alfred Demeusy, of Clarkson avenue, Flatbush, who succeeded to the business of his father, the late Alfred Demeusy, Sr., had a new carnation house, 60x150 feet erected recently. In this and other houses fine stock is coming on. He is also erecting a new residence.

At the retail store of W. A. Bladel's Sons, 402 West 23rd street, at Ninth avenue, we have noticed handsome window decorations of red frieze and wreaths. Their store is finely decorated throughout with wreaths and other suitable offerings.

Although Peter Wagner, Flatbush, retired several years ago in favor of his son, Henry, he is yet an active man and has not lost interest in the business. Henry Wagner is energetic as a plantsman and has a fine Christmas stock.

Calling recently at the range of Anton Schultheis, College Point, we found a great Christmas stock of plants, including poinsettias, heather, Jerusaleum cherries and Otaheite oranges.

There is now great activity at the store of Kervan Co., 119 West Twenty-eighth street, handling immense quantities of greens, in which it specializes.

Miss Irene Hayes, 799 Park avenue, is making a specialty of small Christmas trees for the table, decorated with red berries and ribbon.

Traendly & Schenck are now receiving fine stock of the rose, Crusader, Scott Key and about all other well known greenhouse kinds.

M. C. Ford, 43 West Eighteenth street, continues to obtain good supplies of American Beauty and American Legion roses.

Cut heather from California is being received by J. J. Coan, of 43 West Eighteenth street.

I. Goldstein is handling fine Ward, Enchantress and Matchless carnations.

Visitors: S. S. Pennock, Philadelphia; E. G. Hill, Richmond, Ind.; Richard Vincent, Jr., White Marsh, Md. A. F. F.

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" Crusader	5.00 @ 45.00
" Golden Ophelia	5.00 @ 20.00
" Columbia	5.00 @ 25.00
" Pilgrim	4.00 @ 15.00
" Hadley	5.00 @ 45.00
" Dunlop	5.00 @ 25.00
" Dble. Wht. Killarney	6.00 @ 20.00
" White Killarney	4.00 @ 12.00
" Aaron Ward	5.00 @ 15.00
" Ophelia	4.00 @ 20.00
" Scott Key	8.00 @ 50.00
" Sunburst	4.00 @ 12.00
" Mdm. Butterfly	15.00 @ 20.00
Adiantum Croweanum and Hybrid	1.00 @ 1.50
Asp. Plumosus sprays	1.00 @ 2.00
Asp. Plumosus, per bch	.25 @ .50
Bouvardia, per bunch	.50
Carnations	5.00 @ 10.00
Cattleyas	35.00 @ 150.00
Chrysanthemums, per doz.	1.50 @ 6.00
Gardenias, per doz.	3.00 @ 5.00
L. Rubrum	12.00 @ 15.00
Leucothe, per 1000	5.00 @ 7.00
Lilies, white	25.00
Lily of the Valley	1.00 @ 8.00
Narcissus, paper whites, per doz.	.35 @ .50
Snapdragons, per doz.	.30 @ .50
Smilax, doz. strings	1.25 @ 2.00
Galax, green and bronze, per 1,000	1.50 @ 2.00
Ferns, per 1000	2.00 @ 2.50
Violets	.75 @ 1.00
Sweet Peas	2.00 @ 5.00
Callas, per dozen	1.50 @ 2.00
Narcissus Sol'd Or., per doz.	.50 @ .75

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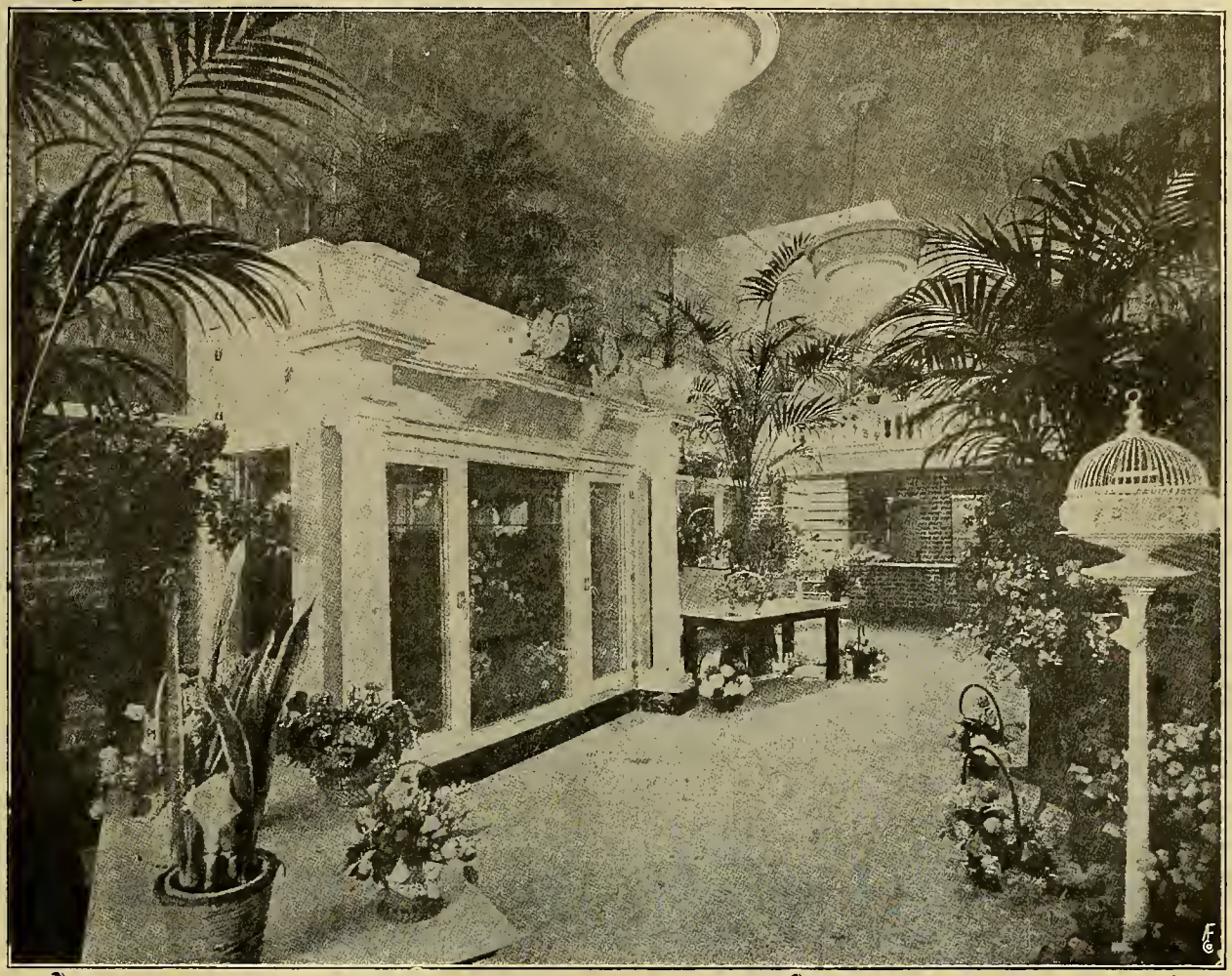

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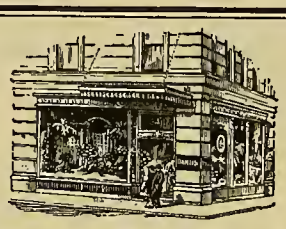

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FROM NORFOLK, Collamer, Cosmopolitan Line (Havre-Dunkirk).

December 20.

FROM PHILADELPHIA, Mexico, French Line (Havre).
FROM PHILADELPHIA, Nitonian, I. M. M. Lines (Liverpool).
FROM BOSTON, Belgian, I. M. M. Lines (London-Antwerp).
FROM NORFOLK, Scythian, I. M. M. Lines (London-Antwerp).
FROM NEW ORLEANS, Corozal, Porto Rico Line (San Juan).
FROM PHILADELPHIA, Missouri, I. M. M. Lines (Antwerp).
FROM PHILADELPHIA, New York City, I. M. M. Lines (Bristol).

December 21.

Algeria, Cunard-Anchor Line (Glasgow).
Lituania, Baltic American Line (Danzig-Libau).
Parima, Quebec Steamship Co. Ltd. (British West Indies).

December 22.

Topdalsfjord, Norwegian-American Line (Trondhjem-Helsingfors).
Stockholm, Swedish American Line (Gothenburg).
FROM BALTIMORE, Eastern Sea, Black Diamond Lines (Rotterdam).

December 23.

La Savoie, French Line (Havre).
Cedric, French Line (Havre).
FROM PHILADELPHIA, Rhode Island, Furness Lines (Glasgow).

December 24.

Zeeland, I. M. M. Lines (Antwerp).
Scythia, Cunard-Anchor Line (Liverpool).
Montana, I. M. M. Lines (London).
Virgilia, Cunard-Anchor Line (London).
Northwestern Miller, Furness Lines (London).
Porto Rico, Porto Rico Line (San Juan-Arecibo).
FROM PORTLAND, Verbania, Cunard-Anchor Lines (London).
FROM BOSTON, Nitonian, I. M. M. Lines (Liverpool).
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Albany, N. Y.—Danker's.
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Boston, Mass.—Penn, the Florist.
Bronx, New York—Fordham Floriet.
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Brooklyn, N. Y.—Louis Schmutz.
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Buffalo, N. Y.—S. A. Anderson 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Bohannon Flower Shop.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Congress Flower Shop.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Schiller, The Florist, W. Madison.
Chicago—G. Wittbold Co., Buckingham Pl.
Chicago—Henry Wittbold & Son.
Chicago—Mangel, 17 E. Monroe St.
Cincinnati, O.—Julius Baer.
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Cincinnati, O.—H. W. Shepperd.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The Park Floral Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—Central Floral Co., B'way.
Detroit, Mch.—John Breitmeyer's Sons.
El Paso, Tex.—Potter Floral Co.
Evanston, Ill.—Henry Wittbold & Son.
Galesburg, Ill.—Pillsbury's Flower Stores.
Grand Rapids, Mich.—Grand Rapids Fl. Co
Grand Rapids, Mich.—Henry Smith Floral Co., Inc.
Hartford, Conn.—Welch's Flower Shop.
Hartford, Conn.—Geo. G. McClunie
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—Apollo Flower Shop, The
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
Knoxville, Tenn.—Baum's Home of Flowers.
La Crosse, Wis.—Salzer Floral Gardens.
Lincoln, Neb.—Frey & Frey.
Liverpool, Eng.—Bee's, Ltd.
Los Angeles—Wolfskill Bros. & M. Goldenson
Louisville, Ky.—August R. Baumer.
Memphis, Tenn.—Idlewild Greenhouses.
Miami, Fla.—The Exotic Gardens.
Milwaukee, Wis.—Fox's, Incorporated.
Montreal, Que., Can.—Dominion Floral Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—The Rosary Floral Co.
Newark, N. J.—Phillips Bros.
New Britain, Conn.—Welch's Flower Shop.
New Orleans, La.—Matairie Ridge Nur. Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New Rochelle, N. Y.—New York Floral Co
New York—W. A. Blaedel Sons.
New York—A. T. Bunyard, Madison Ave.
New York—Broadway Flower Shop.
New York—The Boulevard Floral Co.
New York—Broadway Florist.
New York—Chatmas Florists, 2726 8th Ave.
New York—C. Christatos' Flower Shop.
New York—Christatos & Koster.
New York—Dard's, 44th and Madison Ave
New York—David Clarke's Sons.
New York—A. Eckrich, 924 Madison Ave.
New York—Ehmann Flower Shop.
New York—J. D. Flessas, 665 Columbus Ave.
New York—L. Gluck.
New York—Henry Hart, Inc.
New York—Hession.
New York—Irene Hayes.
New York—Kottmiller.
New York—Peter F. McKinney, 503 5th Ave.
New York—Malandre Bros.
New York—Markatos, 1174 Madison Ave.
New York—Masur, 256 Fulton St.
New York—Matthew A. Battista.
New York—Myer, Madison Ave. at 58th St.
New York—A. Meyer, 1062 Madison Ave.
New York—Olympia Florist.
New York—Pappas Bros., 2216 Broadway.
New York—W. P. Sears, 840 Sixth Ave.
New York—G. E. M. Stumpp.
Oklahoma City, Okla.—Furrow & Co.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.

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Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

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SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

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CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

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Baum's Home of Flowers

Personal attention given to orders For Knoxville and East Tennessee.

Member F. T. D.

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Grimm & Gorly

Lang Floral & Nursery Co.

1214 Main Street, Dallas, Texas.

Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Salt Lake City, Utah—Evans Floral Co.
Salt Lake City, Utah—Miller Floral Co.
Staten Island, N. Y.—Alex S. George.
San Francisco—Podesta & Baldocchi.
Savannah, Ga.—John Wolf.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosaia Bros.
Sheboygan, Wis.—J. E. Matthewson.
St. Louis, Mo.—F. H Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heinl & Sons.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackistone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Wichita, Kan.—W. H. Culp & Co.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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413 Madison Ave.
Bellevue Avenue, NEWPORT, R.
Summer Season.

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Hession

Madison Ave. and 76 St.
NEW YORK

Quality Flowers

BEST IN THE MARKET
AT REASONABLE PRICES

Plant Specialists Phones: Rhinelander 107—420—775

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Telephone: Fordham 3975

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NEW YORK. Telephone Audubon 6618 Established 1906

Olympia Florist

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3799 Broadway, S. W. Cor. 158th St.
FRESH CUT FLOWERS DAILY
Orders from Other Cities filled with promptness

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New York's Favorite Flower Shop

G. E. M. Stumpp

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Member F. T. D. Ass'n.

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CHATMAS BROS.
2726 Eighth Avenue
Bet. 144th and 145th Sts.
Telephone Audubon 6044.
Orders rom Other Cities Promptly Filled

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1174 Madison Ave., NEW YORK
Orders from other cities promptly filled with good stock.

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AUGUST R. BAUMER

MASONIC TEMPLE
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FLORISTS

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Orders from other cities carefully filled.

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Largest Floral Establishment in America
Established 1874 Incorporated 1909

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WICHITA, Kansas Shipments for Kansas and Oklahoma.

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Quality Flowers Personal Service — Members F. T. D.

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Members of Florists' Telegraph Delivery.

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The Best Service — MEMBER

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Phone: Intervale 4990.

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FURROW & CO.

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FREY & FREY

1338 O Street, LINCOLN, NEB.
Wholesale and Retail
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Kansas City, Mo.

W. J. Barnes FLORIST, KC, MO.

Kansas and Western Missouri.
Up-to-date Service.
F. T. D. Est. 1890

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J. W. RODGERS

Elks' Building South Jefferson Street — Dayton, O.

Telegraph orders for Dayton will receive our immediate and careful attention.

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1314 Broadway

PHILIP BREITMEYER, - President

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124 TREMONT STREET

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Worcester's Shop of Quality and Service

Randall's Flower Shop
22 Pearl St.,
WORCESTER, MASS.
Member F. T. D.

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JAMES WEIR, Inc.
FLORIST
324 Fulton St., cor. Pierrepont

Telegraph orders receive our usual good care and prompt attention. Phones 270-271 Main.

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Henry Smith Floral Co., Inc.
Wholesale and Retail Florists of Grand Rapids

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WIRE YOUR ORDERS
Metairie Ridge Nursery Co., Ltd.
LEADING RETAIL FLORISTS
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

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Send Telegraph, Telephone or Mail Orders for florist's service in this vicinity to

The Dominion Floral Co.
484 St. Catherines St. West,
Montreal, Que., Canada
Every order receives prompt and careful attention.

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BLACKISTONE, Inc.
14th and H Streets, N. W.
Exceptional Service

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Telephones:
Lenox 2352
Lenox 7019

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Near 80th St.
NEW YORK

Orders from other cities promptly filled.

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Orders in or around **Washington, D.C.**

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900 Fourteenth Street

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LA CROSSE, WIS.

Send your orders for flowers for delivery in this city and vicinity to

John A. Salzer Seed Co.
Quality and Service Assured

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BROOKLYN'S LARGEST FLORIST
Eleven Stores
Main Store— Lewis Ave. Cor. Hancock St.

Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.
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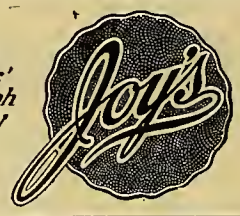

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44 Carmine Street
Phone 1274 Spring
Out of Town and Steamer Orders Promptly Filled

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San Francisco
Podesta & Baldocchi
224-226 Grant Avenue
Mail or telegraphic orders promptly and most carefully executed.
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Congress Flower Shop
CONGRESS HOTEL
520 South Michigan Ave.

Mention the American Florist when writing

WASHINGTON, D. C.

Louise Flower Shop
Connecticut Ave., at N. St., N. W.
Miss Louise W. Daugherty, Proprietress
Phones—Franklin 3579, 3841, 3842
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New York's
SHOP OF QUALITY
Irene Hayes, Inc.
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Telephone Rhinelander 0202 and 0203

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WELCH'S Flower Shop

Also Store at New Britain, Conn.

Established 1885.

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Orders Carefully Executed

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GALESBURG, ILL. AND CENTRAL ILLINOIS

Pillsbury's Flower Stores

Your orders will receive careful attention.

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Established over 30 years.
Southwest corner of 11th and McGee Sts.

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Gudes'

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Flowers delivered in City and State on Short Notice.

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CHICAGO OPPOSITE FIELD'S — **DETROIT**

Central Floral Co. 132 N. State, CHICAGO 1331 Broadway, DETROIT

Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery.

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ROANOKE, VA.

FALLON, Florist.

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Seattle-Rosaia Bros. Finest floral studio in Northwest. Member F.T.D.

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Passaic, N. J. F. T. D. Paterson, N. J.

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GEO. H. COOKE
FLORIST

Connecticut Avenue and L Street

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FOR WISCONSIN DELIVERY
—OF—
"Home Grown Flowers"

Get in touch with

MATTHEWSON'S, SHEBOYGAN, WISCONSIN.

Member of Florists' Telegraph Delivery.

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Philips Bros.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE.

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IN THE HEART OF **Newark, N. J.**

The Rosery Floral Co.

167 Market St., at Broad St.

EVERYTHING IN FLOWERS

Prompt Deliveries to any town or city within 150 miles of Newark. Telephone Market 494

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HUGO H. JAHN
—FLORIST—

710 Nostrand Ave., cor. Prospect Place

Phone: 1952 Lafayette.

Flowers Delivered Anywhere. Personal Attention.

Mention the American Florist when writing

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES **Memphis, Tenn.**

89 South Main St.

"Up-to-the-Minute" Service and Execution.

Every Flower in Season.

New York. Telephone Lenox 3822

HENRY HART, Inc.
FLORIST

1000 Madison Avenue

In the Heart of most exclusive residential section.

LEWIS HENDERSON, Florist

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The Seed Trade

American Seed Trade Ass ation.

L. L. Olds, Madison, Wis., President; Alex. Forbes, Newark, N. J., First Vice-President; Louis B. Renter, New Orleans, La., Second Vice-President; C. E. Kendel 216 Prospect Avenue, S. E., Cleveland, Ohio Secretary-Treasurer; Curtis Nye Smith, 73 Tremont Street, Boston, Mass., Counsel.

The fortieth annual meeting will be held June, 1922.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer: Curtis Nye Smith, Boston, Mass, Counsel.

The next annual meeting will be held June, 1922.

CALIFORNIA seed growers need rain, some crops not planted.

ONION SEED quotations of the past 30 days show a wide variation.

A. L. ROGERS, of Rogers Bros., Chicago, is taking a brief vacation.

HARTFORD, MICH.—The failure of William Traver for $100,000 took along his banker, a veteran here.

VISITED CHICAGO: A. T. Ferrell, Saginaw, Mich.; M. R. Shumway, Rockford, Ill.; Henry Field, Shenandoah, Ia.

IF the Washington Conference, or the new budget makers, would help reduce taxes, why not cut down on free seeds?

YOKOHAMA, JAPAN.—H. Suzuki, of the Yokohama Nursery Co., who has been traveling extensively in Corea is expected home this month.

THE sudden death of E. E. Bruggerhof, of the late firm of J. M. Thorburn and Co., New York, is recorded in our obituary column this week.

GILROY, CALIF.—Mrs. L. W. Wheeler, of the Pieters-Wheeler Seed Co., is just recovering from a six weeks' siege in the hospital, with bronchitis.

SENATOR SIMMONS, of North Carolina, ranking democrat of the senate finance committee, recently stated that President Harding's tariff suggestions were impractical.

HENRI LUCIEN ALFRED SIMON, son of Rene Simon, of the firm of Simon Louis Freres & Co., Bruyere-le-Chatel (Seine-et-Oise) France, died November 18, 1921, age 23 years.

H. W. BUCKBEE, Rockford, Ill., expects to issue 750,000 catalogues the coming season at a cost of $120,000. Other advertising expense will increase the amount to approximately $150,000.

AN Illinois glucose manufacturer says that they ground 903,000 bushels of corn in November, the largest on record. The glucose plant is closed down because of large stocks and slow demand.

ONION SET shrinkage in the Chicago district continues with the mild weather and dealers say the prices will be higher with present quotations at $1.65 to $1.75 for colors and $2.00 for whites, January delivery.

ONE MILLION bushels of corn have been burned as fuel in the west this fall, by public utility corporations and farmers. In the event of a severe winter, it is thought that the total may reach 25,000,000 bushels, due to the fact that corn is selling as low as 20 cents per bushel, net, to the producer, while soft coal is sold at $9 to $12 per ton.

FORT WORTH, TEX.—The Fort Worth Seed Co. has been organized by J. E. Bohrer, formerly with the American Seed Co., of this city and St. Louis, Mo. He will carry a complete line of garden, field seeds and poultry supplies.

CROOKSTON, MINN.—The Minnesota Seed Growers' Association, Inc., was formed in this city, November 21, as a co-operative organization to handle, clean and market farm seeds, especially alfalfa and red clover. The following officers were elected: P. B. Gaass Crookston, president; W. E. Gasselman, Ada, vice-president and E. R. Clark, Crookston, secretary-treasurer.

BALTIMORE, MD.—The referee in the matter of Chas. J. Bolgiano, trading as J. Bolgiano, bankrupt, filed an account in the United States district court ot Maryland, December 7, announcing a final dividend to the creditors of approximately 18 per cent. Unless exceptions are filed on or before December 19, the payment of the dividend will be made by Wm. Ingle, Waldo Newcomer and Albert D. Graham, trustees of the estate.

Canned Peas and Corn.

Wisconsin again holds first place in canned pea production with a 1921 output of 4,063,000 cases. This figure, however, is lower than that for 1920, which was 5,804,000 cases, the largest output on record. New York ranks second with more than one and a third million cases to her credit. The grand total of all the states is over 8,000,000 cases.

In canned corn production Iowa leads this year with 1,900,000 cases, while Wisconsin comes sixth with 576,000 cases, 14,000 less than in 1920. In 1918 only 372,000 cases of corn were produced by Wisconsin canners, which shows that canned corn production here is on the increase. Industrial and economical conditions, together with a light crop in peas and corn, are responsible for the falling off of these two commodities in 1921, according to R. E. Vaughan, plant pathologist at the Wisconsin College of Agriculture. Between 90 and 100 canning factories were in operation in the state this season, while about 115 were kept busy in 1919.

Holly and Green at Chicago.

The situation in regard to holly and bouquet green remains about the same as last week. Some of the early holly was disappointing. Because of lack of early frost in the southern woods, the leaves and berries discolored while in transit in carloads. Later shipments seem to be all right. The price is $6.50 to $7.50, according to quality and quantity.

Bouquet green is scarce at $13 to $15 per 100 pounds.

Western Seedsmen's Association.

The attendance at the meeting of the Western Seedsmen's Association, held at Kansas City, Mo., December 10, was not as large as at some previous meetings, but those present were enthusiastic and optimistic. President Fred Mangelsdorf made a very inspiring address, which he called a burlesque on the master-key speech, the seed trade listened to a couple of years ago at Milwaukee. Everyone participated in the discussion which followed, exposing some of the more pressing difficulties of the times and suggesting remedies. Garden seed prices were revised with a few changes from those of last season. There was a luncheon at noon and dinner in the evening, the visitors being entertained by the trade of Kansas City and vicinity.

Among those present were Mr. May and I. B. Roeder, May Seed & Nursery Co., Shenandoah, Ia.; Fred W. Bartelds, Otto A. Bartelds and Max Wilhelmi, Bartelds Seed Co., Lawrence, Kans.; Howard Patrick and Roy Edwards, Rudy-Patrick Seed Co., Kansas City, Mo.; Clifford Corneli and Arthur Schisler, Schisler-Cornell Seed Co., St. Louis, Mo.; C. R. Marlow, Marlow Seed Co., Wichita, Kans.; Edward F. Mangelsdorf, Edward F. Mangelsdorf & Bro., St. Louis, Mo.; Frank F. Mangelsdorf, Fred W. Mangelsdorf and Aug. F. Mangelsdorf, Mangelsdorf Seed Co., Atchison, Kans.; Mr. Mitchellhill, St. Joseph, Mo.; Mr. Wolf, Toledo, O.; Carl Sonderegger, Sonderegger Nursery & Seed House, Beatrice, Neb.; Fred Kellogg, Kellogg Seed Co., Milwaukee, Wis.; Leonard H. Vaughan, Vaughan's Seed Store, Chicago; C. C. Massie, Northrup, King & Co., Minneapolis, Minn.; Mr. Keating, Salt Lake City, Utah.; John R. Condon, Condon Bros., Rockford, Ill.; A. A. Berry, and Mr. Sims, A. A. Berry Seed Co., Clarinda, Ia.; H. A. Johns and Mr. Cummings, Sioux City Seed Co., Sioux City, Ia.; C. R. Chesmore and wife, Chesmore Seed Co., St. Joseph, Mo.; R. Burn, Dakota Improved Seed Co., Mitchell, S. D.; A. M. Eldridge, Henry Field Seed Co., Shenandoah, Ia.; S. G. Courteen, Courteen Seed Co., Milwaukee, Wis.; C. P. Peppard and J. G. Peppard, Peppard Seed Co., Kansas City, Mo.; Mr. Heffron, Albert Dickinson Seed Co., Chicago; Robert W. Pommer, D. I. Buchnell & Co., St. Louis, Mo.; E. C. Luch, T. Lee Adams Seed Co., Kansas

Wholesale Growers
SELECT STOCKS
Beet
Carrot
Lettuce
Onion

Parsley
Parsnip
Radish
Sweet Peas
PIETERS-WHEELER SEED CO.
GILROY, CALIFORNIA

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Braslan Seed Growers Company, Inc.
Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY AND MIXED SWEET PEAS.
SAN JOSE, CALIFORNIA

Garden Seed Beans

Growing Lima and pole varieties is my specialty.

My growing contract offer for fall delivery will be mailed upon request.

Henry Berrien Fish
Carpinteria, Calif.

The Everett B. Clark Seed Co.
GROWERS FOR THE TRADE
Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.
Branches: Wisconsin, Colorado, Montana, Idaho, Washington. **Milford, Conn**

GEORGE R. PEDRICK & SON
PEDRICKTOWN, N. J.
Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.
Correspondence Solicited.
WHOLESALE SEED GROWERS

City, Mo.; C. E. Harnden, Harnden Seed Co., Kansas City, Mo.; Mr. Emmerson, Western Seed & Irrigation Co., Fremont, Neb., F. P. Quick, Griswold Seed Co., Lincoln, Neb.; C. N. Page, Iowa Seed Co., Des Moines, Ia.; T. Tobin, Tobin Seed Co., Kansas City, Mo.; R. R. Ricketts, Springfield Seed Co., Springfield, Mo.

Seeds Tested Free at Missouri Station.

During the past year 2,876 lots of farm seeds were tested at the Missouri Experiment Station, Columbia, without charge. The station, which is co-operating with the United States Department of Agriculture, serves nine states, namely, Colorado, Oklahoma, Kansas, Nebraska, South Dakota, Arkansas, Iowa, Missouri and North Dakota.

To receive the greatest benefits from this free service all persons are requested to send in samples as early as possible as the rush season for testing begins about January 15 and continues until March. Each separate sample should be plainly marked and a letter, mailed at the same time the shipment is made, should state the number of samples submitted, how each is marked and the kind of test desired, whether for purity, germination, identification or all three.

California Beans.

Jobbers' estimate of limas for the state are between 750,000 and 800,000 bags, with babies adding about 175,000 bags more. The quality was better than usual in the southern part of the state. The initial carload of Blackeyes was shipped from Ceres in November. Prices f. o. b. California end of November were $4.75 to $5 for Blackeyes; $6.50 to $7 for Garbanzo; $6 to $6.25 standard limas; $4.50 to $4.60 pink; $4.25 to $4.40 red Mexican; $5 to $5.20 large whites, and $4.60 to $4.90 for small whites.

JEROME B. RICE SEED CO.
WHOLESALE SEED GROWERS
America's Largest Producers of Seed Peas
Also a Complete Line of
VEGETABLE SEEDS
Growing Stations Throughout America. Office: **Cambridge, New York**

C. C. MORSE & CO.
WHOLESALE SEED GROWERS
SAN FRANCISCO, CALIFORNIA
CARROT-CELERY-ENDIVE-LEEK-LETTUCE-ONION-RADISH-PARSNIP-PARSLEY-SALSIFY
SWEET PEAS - ALL VARIETIES PEAS - KENTUCKY WONDER BEANS

Waldo Rohnert
GILROY, CAL.
WHOLESALE SEED GROWER
Specialties: Beet, Carrot, Endive, Lettuce, Onion and Radish
Correspondence Solicited.

JAMES VICK'S SONS
Growers of
Flower and Vegetable Seeds
Get the benefit of our 72 years' experience
All Seasonable Varieties.
Our stocks are very complete.
ROCHESTER, N. Y., The Flower City

Before Placing Orders for
SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write
JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA
Mention the American Florist when writing

BURPEE'S SEEDS GROW
Wholesale Price List for Florists and Market Gardeners.
W. Atlee Burpee Co.
Seed Growers Philadelphia
Mention the American Florist when writing

LANDRETH
Seeds Which Succeed
Bloomsdale Farm **BRISTOL, PA.**
Mention the American Florist when writing

SEEDS
Flower, Vegetable and Farm
Send your inquiries to
The W. W. BARNARD CO.
231-235 W. Madison St., Chicago
Mention the American Florist when writing

EDGAR F. HURFF
SWEDESBORO, N. J.
Grower of High-Grade Seed
TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.
CORRESPONDENCE SOLICITED

TOMATO SEED
Grown for the Wholesale Seed Trade
HAVEN SEED CO.
SANTA ANA, CALIFORNIA
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L. D. WALLER SEED CO.
Growers of Choice Sweet Pea, Nasturtium and Flower Seeds.
GUADALUPE, CALIFORNIA

Bailey's New Standard Cyclopedia of Horticulture
Price, $48.00
Sold only in complete sets.
American Florist Co.
440 S. Dearborn St., Chicago

FREDERICK ROEMER

Seed Grower

Quedlinburg, Germany

Pansy Specialist

GROWER OF

Fine Flower Seeds

Write for Catalogue.

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R. A. VANDERSCHOOT

Wholesale Bulb Grower
HILLEGOM, HOLLAND

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NEW YORK

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Wholesale Bulb Growers and Importers

299 Broadway, New York

Richard Diener Company, Inc.

Originators and Growers of the Largest and Finest

Gladiolus and Petunias

Catalog on Request

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VALLEY PIPS, Berlin pips, Hamburg pips. German type for forcing. Dutch type for planting out. Case lots only of 2500 pips.

JAP. LILY BULBS, Giganteum 7-9 from New York or Chicago. All hardy varieties from New York.

BEGONIA and **GLOXINIA BULBS,** all colors, all sizes.

MANETTI STOCKS, English grown, selected for greenhouse grafting.

GLADIOLUS BULBS, best commercial varieties and sizes; all northern-grown.

PALM SEEDS, Kentia Forsteriana and Belmoreana, per bushel or 1000. Phoenix Roebelenii.

BAMBOO CANES, natural and dyed green, all sizes, bale lots only.

RAFFIA, natural or colored, dependable brands, 25 lbs. up.

Wholesale only.

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McHUTCHISON & CO.,
95 Chambers St., NEW YORK

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Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of
FLOWER and GARDEN SEEDS

An experience of half a century in producing high grade

GARDEN SEEDS

at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.

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Orange, Conn., and New York City.

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FLOWER SEEDS

New Crop Hardy Perennial

DELPHINIUM SEED

Guaranteed saved from our world-famed exhibition varieties at Langport.
Named varieties..... $2.15 per oz.
Mixed..$2.10 per oz.; $25.00 per lb.
Write today direct to

KELWAY & SON
Wholesale Seed Growers
LANGPORT, ENGLAND

KENILWORTH

GIANT PANSY SEED

Kenilworth Mixture, 1000 seeds, 35c; ⅛ oz., 90c; ¼ oz., $1.65; 1 oz., $6.00.

All colors, separate or mixed, 1000 seeds, 30c; any 4 pkts., $1.00; ¼ oz., $1.30; 1 oz., $5.00.

CHAS. FROST Kenilworth N. J.

Yokohama Nursery Co., Ltd.

Woolworth Building
NEW YORK CITY

IMPORTERS

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THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Mention the American Florist when writing

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Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.

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J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA
ROCKY FORD, COLORADO

Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.

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NEW YORK OFFICE
470 GREENWICH ST.

Pacific Coast Representative, Mr. W. B. Clarke, Box 543, San Jose, Calif.

Vaughan's Flower Seeds for Early Sowing

Sweet Peas Early Spencer

PETUNIAS

Large Double-Flowered Sorts.

Double Large-Flowering, extra choice.
Mixed 1,000 seeds, $1.25; 10,000 seeds, $10.00; 500 seeds, 75c; 1/64 oz., $3.50.
Double Large Flowering Fringed, best mixed, 1,000 seeds, $1.25; 10,000 seeds, $10.00; 500 seeds, 75c; 1/64 oz., $3.00.
Vaughan's Special Mixture Double, extra choice, 1,000 seeds, $1.25; 500 seeds, 75c; 1/64 oz., $4.00.

Large Single-Flowered Sorts

			Trade pkt.
Large-flowering, finest mixed	1/16 oz.,	$1.80	$0.35
Giant copper color. Beautiful and distinct	1,000 seeds	$1.00	
Fringed mixed, extra choice	1/32 oz.,	$1.20	.35
Giants of California, true	1/16 oz.,	$2.60	.50
Pink	1/64 oz.,	$1.20	.50
White	1/64 oz.,	$1.20	.50
Ruffled Giants, mixed	1/32 oz.,	$1.50; 1,000 seeds	.50
Crimson	1/64 oz.,	$1.00; 1,000 seeds	.50
German Empress, bluish white, veined purple	1,000 seeds		.50
Triumph of the Giants	1/32 oz.,	$1.80; 1,000 seeds	.50
Balcony Queen. Rich velvety violet with white blotches	1,000 seeds		.50
Balcony White	1/64 oz.,	$1.00; 1,000 seeds	.50
Royal Purple	1/64 oz.,	$1.20; 1,000 seeds	.50

Vaughan's Best Mixture. Large-Flowering Single Petunias.
Trade pkt. (1,000 seeds), 50c; 3 trade pkts. for $1.35; 1/32 oz. **$1.60**

SALVIA SPLENDENS

		Trade Pkt.	Oz.
Clara Bedman	¼ oz., $0.65	$0.35	$2.40
Drooping Spikes	¼ oz., .75	.25	2.80
Fireball	¼ oz., 1.00	.35	3.60
Zurich	¼ oz., 1.00	.35	3.80
America	¼ oz., 1.25	.50	4.00

STOCKS

Double Large-Flowering, Dwarf, German 10 weeks, Canary Yellow, Dark Blue, Crimson, Brilliant Rose, Light Blue, Blood Red, White, Flesh. Each of above	⅛ oz., $0.40	$0.25	....
Extra choice mixed	¼ oz., $0.60; ⅛ oz., .35	.25	....
Giant Perfection or Cut and Come Again. Sky Blue, Flesh, White, Dark Blue, Canary Yellow, Pink, Scarlet. Each of the above	⅛ oz., $0.35	.25	$2.20
Bismarck, White, Golden Ball, Lavender and Rose. Each	⅛ oz., .50	.25	3.60

BEGONIA

	Trade Pkt.	Oz.
Gracilis Luminosa. Foliage lustrous reddish brown, the flowers are a fiery dark scarlet, 1/32 oz., $2.00	$0.50	....
Prima Donna. Large transparent rose flowers, shading to carmine ..... 1/32 oz., $2.00	.50	....
Semperflorens Alba ..... ¼ oz., 60c	.20	....
Atropurpurea Vernon. Red-leaved and red-flowered ..... 1/16 oz., 60c	.35	....
Melaine. White with pink edge	.35	....
Erfordia. Rosy carmine flowers, very free-flowering ..... 1/32 oz., $1.00	.50	....
Grandiflora Superba ..... 1/32 oz., $1.00	.50	....
Wurtembergia. New deep scarlet	.50	....
Single Tuberous Rooted. Finest mixed	.50	....
Single Tuberous Rooted. Frilled	.50	....
Double Tuberous Rooted. Best mixed	1.00	....
Centaurea, Gymnocarpa	.10	$0.50
Candidissima	.25	1.80
Cineraria Maritima, Diamond. The leaves are broad, snow white and lasting	.15	.60
Maritima Candidissima, white leaved for bedding	.10	.40
Coleus, Vaughan's Rainbow Mixture, 1/32 oz., $1.00	.50	....
Extra Choice, large leaved, Mixed, 1/16 oz., $1.00	.35	....
Cyperus Alternifolius, Umbrella Plant	.20	1.00
Dracaena Indivisa, lb., $5.00	.10	.40
Grevillea Robusta. Fine for window boxes and fern dishes	.15	.60

	Trade Pkt.	Oz.
Heliotrope, Mammoth Flowered, mixed, ¼ oz., 50c	$0.35	$1.60
Lemon Verbena, ¼ oz., 60c	.25	....
Lantana Hybrida, mixed	.10	.30
Bruant's New Dwarf Hybrids	.15	.40
Thunbergia, mixed	.15	.50
Torenia Fournieri Grandiflora	.25	....
White Wings	.25	....
Vinca Rosea. Mixed	.15	.80
Rosea, pink	.15	.80
Rosea Fl. Alba Oculata, white and pink eye	.15	.80
Rosea Alba Pura, pure white	.15	.80
Rosea Delicata, delicate pink	.15	.80

VERBENA

Mammoth. Mixed	$0.15	$0.80
White. Extra choice	.15	.90
Purple shades	.15	.90
Defiance. Brilliant scarlet, true	.20	1.20
Firefly. Scarlet, white eye	.25	1.20
Mayflower. Beautiful pink	.35	1.40

Vaughan's Best Mixed Verbenas. This is unquestionably the best strain of Verbena seed in existence. It is composed of the best strains and colors of the Mammoth type, the Mayflower, the best European introductions of last year, all grown separately, and mixed in the right proportion.
Trade pkt., 25c; ¼ oz., 50c; oz., $2.00; 2 ozs., $3.50.

SWEET PEAS---To Follow "Mums"

Early Flowering Spencer

	Oz.	Lb.
Amethyst. This is the nearest to Royal Purple	$0.80	$10.00
Asta Ohn. A clear lavender	.65	8.00
Aviator. This is to our knowledge the best scarlet winter flowering sweet pea	.80	10.00
Blue Bird. A charming mid-blue self. A heavy producer. One of the best sellers	.65	8.00
Cherry Ripe. Glowing cherry or salmon-cerise self	.65	8.00
Columbia. This is the most profitable pink and white winter-flowering sweet pea	1.00	15.00
Fire King. Deep orange scarlet	.80	10.00
Glitters. Standard a bright, fiery orange and the wings deep orange	1.00	15.00
Gorgeous. Charming soft salmon cerise	.80	10.00
Heather Bell. The color is a rich mauve	.65	8.00
Hercules. Of the same lovely shade of pink as Countess Spencer. Long stem and a free producer	.80	10.00
Liberty. Brilliant red	.65	8.00
Melody. Rose pink on white ground	.65	8.00
Miss Louise Gude. One of the best in the shell pink class. (The nearest to Zvolanek's Rose)	.80	10.00
Morning Star. Deep orange scarlet or flame color in standard, with rich orange pink wings	.65	8.00
Mrs. A. A. Skaach. Flowers bright shell pink	.65	8.00
Mrs. Chas. A. Zvolanek. One of the largest and best clear lavenders	.80	10.00
Mrs. M. Spanolin. Black-seeded white	.65	8.00
Mrs. William Sim. Apricot pink	.65	8.00
Othello. Rich deep maroon	.90	12.00
Pink and White. Blanche Ferry type, extra	.65	8.00
Princess. Clear lavender, with good stems	.65	8.00
Rose Charm. Bright rose, same color as Rosabelle	1.50	20.00
Song Bird. Pale pink with a distinct tint of buff	.65	8.00
Rose Queen. A splendid commercial pink, best seller on Chicago market	$0.90	$12.00
Songster. Giant early lavender	1.00	14.00
Snow Flake. The best early-flowering white-seeded	.65	8.00
Snow Storm. Improved. A good early pure white for late planting	.90	12.00
Spring Maid. Light pink on a cream ground	.65	8.00
Venus. Standard white, slightly blushed pink wings	.65	8.00
Warbler. Rich mauve purple	.65	8.00
Wedgewood. Magnificent clear blue; intermediate	.65	8.00
White Orchid. White flowers of good substance	.50	6.00
Yarrawa	.50	6.00
Zvolanek's Blue. Very large, of the brightest blue	.80	10.00

Vaughan's Special Mixture Winter Spencer made up of the best white, pink, rose, lavender pink and white and blue. Florists who do not have sufficient room for separate colors will find this a very fine assortment. **Oz., 90c; ¼ lb., $3.20; lb., $12.00.**

NEW VARIETIES

All White. This is an early King White. **Oz., $1.50; lb., $20.00.**
Fair Maid. Finest blush pink suffused salmon, on white ground, of robust growth, with long stems carrying fours regularly. Exact counterpart of Elfrida Pearson in the late Spencer class. **Oz., $1.50; lb., $20.00.**
Madonna. Black seeded white. Result of a cross between late Constance Hinton and Early Asta Ohn, unlike other black seeded white; it has no trace of pink. **Oz., $1.50; lb., $20.00.**
Nightingale. Bluish lavender. Similar to Florence Nightingale in the late Spencer class. **Oz., 90c; lb., $12.00.**
Torch. Salmon orange. **Oz., $1.00; lb., $14.00.**

10 per cent for cash with orders of $2.00 and up.

CHICAGO **VAUGHAN'S SEED STORE** **NEW YORK**

The Nursery Trade

American Association of Nurserymen.

M. R. Cashman, Owatonna, Minn., President; Paul C. Lindley, Pomona, N. C., Vice-President; Charles Sizemore, Louisiana, Mo., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

The forty-seventh annual convention will be held at Detroit, Mich., June, 1922.

MANETTI stocks are now arriving in good volume, the S. S. Olympic having brought three consignments this week.

ST. LOUIS, MO.—The reforestation of the Ozark mountain region will be the principal object of the Missouri Forestry Association, formed here December 7 by 60 forestry representatives of the state.

HOLLAND, MICH.—The Weller Nurseries Co., Inc., report unusual demand the past fall season for delphiniums, canterbury bells, dielytra, etc., for forcing. Gladiolus bulbs are being shipped and the spring outlook for hardy plants is promising.

WE are in receipt of Parks & Recreation, the official publication of the American Institute of Park Executives for November, with the usual array of valuable illustrations for park men. The secretary is Emmett P. Griffin, Park Department, East St. Louis, Ill.

Illinois State Nurserymen's Association.

The executive committee of the Illinois State Nurserymen's Association held an important meeting in Chicago, December 10. The convention of this association will be held in that city, January 19-20. The hotel will be decided upon later. The executive committee is increasing the effort of putting into effect a standard practice service as outlined at the last convention. Any nurseryman outside of the Illinois association who is interested or who desires to co-operate can obtain full information by writing the secretary, J. A. Young, of the Aurora Nursery Co., Aurora, Ill.

The executive committee formulated a plan of co-operation with the planting service bureau now being conducted by F. F. Rockwell. The secretary was directed to secure from members of the association the names of the newspapers and forward to Mr. Rockwell; also, that Mr. Rockwell is to forward to the association advanced copies of the articles and the members of the association will undertake to see that they are published in the various papers.

J. A. YOUNG, Sec'y.

Satin Moth.

The satin moth (Stilpnotia salicis L.), so called from its white, satin like appearance, occurs throughout Europe and is particularly an enemy of poplar and willow trees. It was first reported north of Boston, Mass., about July 1, 1920, but because of its distribution and abundance it is thought that it has been in the country for many years. Quarantine action if decided upon by the government would prohibit or restrict the movement of the insect's principal carriers, poplar, willow and related plants from New Hampshire and Massachusetts, or from any districts in those states found to be infested with the pest, into other states or territories.

A public hearing will be held at the United States Department of Agriculture, Washington, D. C., Room No. 11, December 13, at 10 a. m., in order that any person interested in the proposed quarantine may appear and be heard either in person or by attorney.

Boston, Mass.

STRONGER TONE IN MARKET.

The market this week at the opening was moderately strong and prices advanced considerably on roses and carnations. Business is very quiet, the retail stores report, and this is borne out by the fact that they are buying very cautiously. The wholesalers are the real buyers at present. Stock is very scarce, which fact causes the market to advance each day. The chrysanthemums are still arriving but are very poor in quality, and they are really the only thing that does not clean up daily. Roses and carnations are mostly in demand and are sold before they arrive in the market. Lily of the valley, violets, Marguerites and similar stock, while not meeting a large call, seem to clean up fairly well. The outlook for Christmas business is promising, judging by the reports of the plant growers who are sold out on all flowering stock for the holiday.

NOTES.

A news item that has been appearing in the newspaper press of the country relative to the opening of the wholesale markets to the public and giving the impression that much trade had been stimulated by this plan, undoubtedly overstates the case. The markets are open to the public after 9 a. m., but excepting Thanksgiving week there has not been any noticeable change in conditions. The commission men in the markets have always sold at retail to any one who happened to come to the market to buy flowers.

William K. Wood, of Franklin, Mass., died at his home, December 7. He was a life member of the Massachusetts Horicultural Society, and the Society of American Florists.

F. L. Budlong, president of the Budlong Rose Co., died at his winter home in Florida, December 6. The funeral took place at his home in Auburn, R. I., December 11.

Marcellus Patten was buried from his home in Tewksbury, Mass., December 8. There was a large gathering of old time friends of Mr. Patten present.

E. F. S.

Denver, Colo.

NO IMPROVEMENT SINCE THANKSGIVING.

Conditions since Thanksgiving have not improved, in fact they are a little worse. Fortunately there was not a large supply of stock at that time and most of the growers were able to clean up fairly well. The indications are, however, that the supply will be considerably heavier this week, especially roses. Carnation offerings will be about normal and unless trade declines materially there will not be a great surplus. Sweet peas are arriving in good condition and clean up every day. Plants are in fine shape, in fact, better than for many years, Begonia melior being exceptionally good. The larger sizes of cyclamens show good quality. Plant orders are coming in rather slowly, because most of the retailers are taking their time in ordering, believing that there will be plenty on hand and waiting to observe the general trend of business. The prospects of a good holiday business are not altogether bright at this time, but with persistent local advertising, it is hoped that much trade will be stimulated. The present tendency is toward lower prices in all lines and every effort will be made to secure a greater volume of business at lower values.

Beginning with December 14, the trade of this city began running daily advertisements in all the newspapers, which will be continued until Christmas.

N. N.

National Flower Growers' Association.

CINCINNATI GROWERS.

The regular monthly meeting of the Cincinnati, O., District of the National Flower Growers' Association was held December 7. The weather for the past three or four weeks has been very unfavorable in the way of growing, but this did not prevent them from attending the meeting and we had a very good attendance. Considerable time was consumed on the subject of a constitution and by-laws that will most suit the needs of the Cincinnati District, but in addition various subjects of vital importance to the grower were discussed, namely, a remedy for the poor condition of the cyclamen crop in this section, fertilization, etc.

It was also decided that in future our monthly meetings will be held at the plants of the various members, and our worthy chairman, R. Witterstaetter was honored by having them select his place to hold our next session, which will be Wednesday, January 4, at 2 p. m.

J. I.

M. Koster & Sons
Boskoop, Holland,
Offer to Grow on CONTRACT
MANETTI and Other Stocks for the American Trade.

STAR BRAND ROSES
"American Pillar" and nearly every other good hardy climber.
Send for our list.
The CONARD & JONES CO. WEST GROVE PENNA.
Robert Pyle, Pres. Ant. Wintzer, Vice-Pres.

Specimen Xmas & Easter Plants
Exceptionally Well Grown
BUDDLEIA Asiatica, 3-6 ft., $1.50-$5 each. HEATHER Melanthera, 2-4 ft., $2.50-$6 each. ACACIA Longifolium, $5-$10 each. Standard and Bush GENISTAS, $2.50-$6 each. BOUGAINVILLEA Sanderiana — Pyramid and Globes, $2-$8 each. HYDRANGEAS, Mixed French Variety, 15-25 branches, $2-$3 each. HYDRANGEA Trophie, the best red, 15-20 branches, $2.50-$3.50 each. CROTONS, Choice Broad-Leaf Varieties, 4½-in., $75 per 100. DEUTZIA Gracilis, 6- and 7-in. pots at $50 per 100. All stock in A1 condition. Cash with order or satisfactory reference.
A. L. MILLER, Jamaica, N. Y.

BECOME A LANDSCAPE ARCHITECT
Dignified, Exclusive Profession not overrun with competitors. Crowded with opportunity for money-making and big fees. $5,000 to $10,000 incomes attained by experts. Easy to master under our correspondence methods. Diploma awarded. We assist students and graduates in getting started and developing their businesses. Established 1916. Write for information; it will open your eyes. Do it today.
American Landscape School, 12-J, Newark, New York

Some Excellent Stock

	Per 100	1000
50,000 2 in., Geraniums; Ricard, Poitevine, Nutt, Montmort, Perkins, Viaud, Buchner, etc	$5.25	$50.00
2¼ in., Heliotropes, 3 varieties	4.00	38.00
2¼ in., Marguerites, 3 varieties	5.00	45.00
2¼ in., Stocks, 2 varieties	3.25	30.00
2¼ in., Calendula Orange King	3.00	28.00

Also abundance of other stock.
Liberal extras for early orders.

ALONZO J. BRYAN,
Wholesale Florist, Washington, New Jersey

CARNATIONS
F. Dorner & Sons Co.
Lafayette, Ind.

Albany, N. Y.

POOR THANKSGIVING DEMAND.

Thanksgiving trade is reported to have fallen behind other years, due partly to the weather. The wholesalers sold out most of their stock before the holiday, but the retailers were not so successful in cleaning up. Of flowers, chrysanthemums sold best; among plants, cyclamens. Violets did not come up to expectations, some of the retailers reporting they were not popular this year.

FLORISTS' CLUB MEETING.

Members of the Florists' Club journeyed to Henkes Brothers, Newtonville, for the November meeting. The features were the appointment of a committee to arrange for a club flower show to be held for the public in the fall of 1922, announcement of the annual election in December, and a venison supper furnished by the hosts. For the flower show to be held in Albany a year hence the following committee of arrangements was named: Frederick A. Danker, Samuel Hanson, Frederick Goldring, Edward P. Tracey, Frederick Gloeckner and Howard Menand. This committee will report from time to time and obtain such assistance and co-operation as the club members can give. For the annual election to be held at the December meeting there will be two tickets. These will be presented by two committees, the chairman of one being Frederick Goldring and of the other Frederick Gloeckner. After adjournment a venison supper was enjoyed, which was made possible through the efforts of Frederick Henkes, a former president of the club, who was one of a party of seven who returned lately from a hunting trip in the Adirondack mountains with six deer. R. D.

Wichita, Kans.

TRADE IS ABOUT NORMAL.

Thanksgiving Day gave the usual boost to the day's business. The weather for the preceding day was very unpleasant and no doubt reduced the volume somewhat. However, the florists were busy and well satisfied. The early date for the holiday found chrysanthemums, both plants and flowers, in good shape, that stock as usual leading in sales. Thanksgiving Day was fine and business was brisk until noon, when all stores closed for the day. Trade in general seems to be about normal. The flower shops all make special efforts in their window and store displays, which in attracting the eye of the public, probably stimulates business. W. H. C.

UTICA, N. Y.—Earl J. Seniff has purchased the greenhouses at 12 Downer avenue, formerly owned by Wm. P. Pfeiffer, and will continue the business.

Hill's Choice Stock
FOR FLORISTS' TRADE

STOCK FOR LINING OUT
Ornamental Evergreens and Deciduous Tree and shrub seedlings, Rooted Cuttings, Grafts, etc., in large assortment of rare, choice and standard varieties for lining out. Annual output, 2,000,000 plants.

LANDSCAPE EVERGREENS
New, rare and standard varieties. Small, medium and large sizes supplied in perfect specimens, with ball and burlap. Largest and most extensive collection in America.

DWARF CREEPING EVERGREENS
Suitable for rock gardens, ground covers, conifer beds, foundation plantings, etc. Our collection is most complete; all desirable tested varieties at reasonable prices.

HEDGE PLANTS
Complete line of all standard sorts suitable for hedge planting, such as **American Arbor Vitae, Japanese Barberry**, etc.

HARDY TUBBED EVERGREENS
Clipped specimens, **Thuyas, Junipers**, etc., in Pyramids, Globes and natural shapes, in large assortment.

WINDOW BOX EVERGREENS
All hardy and desirable sorts, best selection, lowest prices. This line offers live florists a grand opportunity to increase sales and profits.

Send for Complete Florists' Catalog.

The D. Hill Nursery Co., BOX 404, Dundee, Ill.
EVERGREEN SPECIALISTS—LARGEST GROWERS IN AMERICA.

Seasonable Stock

Asparagus Sprengerii, 1½ in., $3.50 per 100, $30.00 per 1,000; 2½ in., $5.00 per 100, $45.00 per 1,000; heavy 4 in., $15.00 per 100; heavy 5 in., $25.00 per 100.

Bougainvillea, Glabra Sanderiana, 2½ in., $10.00 per 100; 3 in., $20.00 per 100; 5 in., $75.00 per 100 specimens; 6 in., $100.00 per 100 specimens.

Begonia, Glorie de Chatelaine, 2½-in., $6.00 per 100; Corallina Lucerne, 2½-in., $10.00 per 100; 2-in., $15.00 per 100; Metallica, 2½-in., $6.00 per 100; Argentea Guttata, 2½-in., $8.00 per 100; M. de Lesseps, 2½-in., $8.00 per 100; Pres. Carnot, 2½-in., $8.00 per 100; Thurstoni, 2½-in., $10.00 per 100.

Lantanas, dwarf, eight best varieties including three wonderful reds, Craigi, Jacob Schulz and Michael Schmidt, $5.00 per 100, $45.00 per 1000.

Fern Dish Ferns, best varieties, 2¼-in., $5.00 per 100, $40.00 per 1,000.

Genista, Racemosus, well trimmed, 4-in., $20.00 per 100.

Hydrangea, good French varieties, 2½-in., $6.50 per 100, $60.00 per 1,000; 4-in., $20.00 per 100.

The Storrs & Harrison Co., Painesville, Ohio

AMBOY, ILL.—Mrs. Clara Emery recently rented the Hegert building and expects to install an up-to-date flower shop in the near future.

OKANAGAN VALLEY, B. C.—The Okanagan Horticultural Club was recently formed here with the following officers: R. H. Helmer, Summerland, B. C., president; J. E. Britton, Kelowana, B. C., secretary-treasurer.

COLUMBUS, GA.—Wheat & Shellnut, Inc., was recently incorporated with a capital of $20,000; shares, par value, $100. The concern has purchased the greenhouses of J. T. Keheley, on Brown avenue, Wynnton, Ga.

DAYTON, O.—The Rolf Zetlitz Co. recently reorganized its Columbus and local branches under the name of the Zetlitz Floral Products Co., with Rolf Zetlitz as president. The Lima, O., and Ada, O., branches still retain the former firm name.

RICHMOND, IND.—Thomas Roland, of Boston, Mass.; Frank Traendly, New York; Wm. Duckham and Chas. H. Totty, Madison, N. J.; Wallace R. Pierson, Cromwell, Conn., and Geo. Asmus and Paul Weiss, Chicago, were prominent visitors recently, inspecting the new rose productions of Fred H. Lemon & Co., the E. G. Hill Co., and Jos. H. Hill Co.

REX BEGONIAS
3-inch, $2.00 per dozen.

GERANIUMS (Our Specialty)
Nutt, Buchner, Ricard, Poitevine, Viaud
Good short jointed plants from 2-inch pots, at $3.50 per 100; $35.00 per 1000.
We ship safe anywhere

Elmer Rawlings, Wholesale Grower, ALLEGANY, N. Y.

Mention the American Florist when writing

CYCLAMEN
We must have room and offer for one week,
2,500 2¼-in. Cyclamen, at $10.00 per 100
$90.00 per 1000.
3,000 2-in. Cyclamen, at $20 and $25 per 100
1,000 4-in. Cyclamen, at $40.00 per 100.
Ask for our prices of Easter Greeting Pelargoniums and Ferns.

GEO. A. KUHL, Wholesale Grower, PEKIN, ILL.

Mention the American Florist when writing

Market Gardeners

Vegetable Growers' Association of America.

Louis F. Miller, Toledo, O., President; H. A. Dooley, Cleveland, O., Vice-President; C. H. Nissley, New Brunswick, N. J., Secretary; H. J. Cheney, Grand Rapids, Mich., Treasurer.

SIXTY per cent of the vinegar manufactured in the United States is made from dried apples.

CELERY shipments from California increased from 1,944 cars four years ago, to 3,330 this season.

ARGENTINE cherries are on the way. A consignment, totaling one ton, left Buenos Aires for New York, December 6, and is said to be the first of this fruit ever exported from that country to the United States.

California Tomatoes.

Fullerton ships 15 carloads of tomatoes through Orange County Produce Growers' Association, netting growers $1.40 per lug box. This is their seventh pool shipment. The northern district of California to the middle of November shipped 213 carloads, as compared with 267 from the south.

Prices of Indoor Fruits and Vegetables.

Chicago, December 13.—Cucumbers, per crate, $4.50; head lettuce, per crate, $3.50 to $4.50; carrots, $4 to $5 per 100 bunches.

New York, December 9.—Cucumbers, $2.50 to $4 per basket; mushrooms, per three-pound basket, 50 cents to $1.25; radishes, 100 bunches, $4 to $6.

Vegetable Movement.

WEEK OF DECEMBER 5-10.

Potato prices have advanced about five cents per 100 pounds at producing centers, closing at $1.65 to $1.70 at western New York shipping points. In consuming markets, an increase of five cents to 10 cents was observed, stock bringing $1.60 to $2 in middle western cities. The movement is gradually decreasing.

Barreled apple movement is rapidly declining, but this partly offset by a gain of 1,600 cars of boxed stock from Washington and Idaho. Maine Baldwin's No. 1 have been sold to Boston and Pittsburgh jobbers at $6 to $7 per barrel, gaining 50 cents. Greenings reached the highest level at New York, bringing $10.50. Extra fancy Jonathans, from the northwest, were steady, selling at $3 to $3.50 per box.

Cabbages continued to gain in price, total shipments filling 467 cars, 90 per cent coming from Wisconsin and New York. The first lot of South Carolina stock totaling five cars, sent to consuming markets, was a feature of the week. Choice Danish type, brought $42 to $43 per ton, advancing $2 to $3. The highest mark of the season was reached at St. Louis, when Wisconsin and New York Danish type sold at $50 to $55 per ton.

Valencia onions, from Spain, have not met an active market and have been sold to jobbers at $1.75 to $2 per crate. Shipments of homegrown stock have moved slowly, California yellow and brown varieties selling at $5 to $5.50 per sack. Shipments have gained 48 cars during the week.

Sweet potatoes have registered a firm tone, in spite of an increase of movement of 55 cars. Virginia yellow varieties have brought $4.25 to $4.50 per barrel at New York and bushel hampers of Tennessee Nancy Hall's sold at $1.25 to $1.40 at Chicago and Cincinnati.

Celery brought $3.50 to $3.75 per crate at New York and was in steady demand. California Golden Heart showed no change at Pittsburgh, but advanced to a range of $6.50 at Kansas City.

State Florists' Association of Indiana.

The State Florists' Association of Indiana held a meeting at Smith & Young Co.'s store, Indianapolis, December 6. A. N. Grant, of the Independent Order of Oddfellows, gave a very interesting talk about the plans of his order for conducting a floral parade in that city, October 7, next, and asked the association for its endorsement. By a unanimous vote it approved of the plan and will urge all members to heartily support the movement. Prizes will be awarded for the most beautiful and artistic floats.

Prof. Reis, of Purdue university, also spoke urging the members of the association to use his department to assist themselves in solving their greenhouse, insect and plant disease troubles. He also is experimenting with sweet peas by feeding them with sugar and bacterle, also producing Easter lilies from seed.

The annual meeting of the association will be held at the James Whitcomb Riley Public Library, Indianapolis, in January, and in conjunction a rose and carnation trophy exhibit and plant display, competing for prizes up to $50. This exhibit will be open to the public for the first time by this association.

A chrysanthemum exhibit by Elmer D. Smith & Co., of Adrian, Mich., consisted of a very large incurved white chrysanthemum, of good substance; Sunbeam, an incurved yellow, of good stem and form; Vivian Martin, a small white anemone, with cream centers, and Golden Lida Thomas, a yellow anemone, all good late varieties.

Refreshments were served, and as there was no further business the meeting adjourned.

M. M.

Oklahoma City, Okla.

COLD WEATHER STIMULATES TRADE.

The cold weather recently has stimulated trade to a great extent and there is a very good demand for wedding, party and funeral flowers. Plant trade is also increasing. Local carnations are at present in small supply, but a good crop is expected before Christmas. Holiday plants, such as cyclamens, Begonia Melior and B. Cincinnati and poinsettias are in fine condition and supply. A few choice chrysanthemums are still obtainable, but their season is about over.

NOTES.

A very pretty wedding window is being featured by Furrow & Co. A large table is used, the top covered with white satin cloth, upon which is placed rose baskets decorated with satin ribbon. A large vase of lily of the valley is placed in the center and the bride wears a handsome veil trimmed with the same flower. A huge bell at one end of the table, made of white chiffon, is showered with lily of the valley. The table cloth and bell were made in the firm's party favor department.

The Foster Floral Co. had the decorations for an elaborate wedding last week, consisting of baskets of Easter lilies with an abundance of candelabrum. The bride carried a bouquet of lily of the valley.

The Batten Floral & Seed Co. is having a heavy call for corsage bouquets, used at sorority parties.

The Stiles Co. decorated for a handsome wedding recently.

PAUL RICHMOND.

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty.

Elmer D. Smith & Co.

ADRIAN, MICH.

Chrysanthemum Specialists

Catalogue Free.

Miscellaneous Stock

Swainsona, white 4-inch, 15c
Cleveland Cherries..... ....5-inch, 25c
Cleveland Cherries.....4-inch, 15c
Cyclamen.....5-inch, 50c
Genistas.....5-inch, 25c

Cash.

ROSENDALE GREENHOUSES

DELANSON, N. Y.

Mushroom Growing

By B. M. Duggar

Presenting accurately the requirements for success.

260 pages, cloth, fully illustrated. Price, $1.75

American Florist Co.

440 S. Dearborn St., CHICAGO

FERNS

Good, stocky, clean stuff, ready for a shift; will be shipped without pots, and will require a larger size to be potted in when received.

Boston, Scottii and Holly, 4-inch, $3.60 per doz., $25.00 per 100; 5-inch, $5.40 per doz., $40.00 per 100; 6-inch, $8.00 per doz., $60.00 per 100.

HOLLY FERNS

Holly and assorted Table Ferns, heavy 3 inch stuff, $1.00 per doz.; $6.00 per 100: $55.00 per 1000.

R. VINCENT, Jr. & SONS CO.

White Marsh, Md.

Multiflora Japonica Rose Seedlings

Best American Rose Stock for Budding and Grafting.

New England grown, well rooted.

No. 1. 4-6 mm .....$15.00 per 1000
No. 2. 2-4 mm ..... 10.00 per 1000

Ready for delivery after November 1st.

C. R. BURR & COMPANY, - Manchester, Conn.

Ready Reference Section

15 CENTS, NET, PER LINE

ALTERNANTHERAS.

ALTERNANTHERAS, red, yellow and green, R. C., $1.25 per 100; 2-in., $2.50 per 100. Montgomery Gardens, Sac City, Ia.

AMARYLLIS.

AMARYLLIS, 2½-in. stock, $8.00 per 100; 5-in. plants, 40c each. Montgomery Gardens, Sac City, Ia.

ASPARAGUS.

Asparagus Sprengeri, 1½-in., $3.50 per 100; $30.00 per 1,000; 2½-in., $5.00 per 100; $45.00 per 1,000; heavy 4-in., $15.00 per 100; heavy 5-in., $25.00 per 100. The Storrs & Harrison Co., Painesville, O.

Asparagus Sprengeri, 2½-in., 4½c each. ODOR GREENHOUSES, Iola, Kan.

ASPLENIUM.

Asplenium Ninus Avis (Bird's Nest Ferns), good strong, healthy stock, 3-in. pots, 35c; 4-in., 75c; 5-in., $1.50. Packing material charged for at cost. Wm. K. HARRIS, 55th and Springfield Ave., W. Phila., Pa.

BEGONIAS.

Begonias, Luminosa, Prima Donna and Gloire de Chatelaine. 2-in., $3.00 per 100, $27.50 per 1,000; 3 -in., $6.00 per 100, $50.00 per 1,000 R. Vincent Jr. & Sons Co., White Marsh, Md.

BEGONIA, Chatelaine and Luminosa, R. C., $3.50 per 100; 2-in. stock, $7.00. Montgomery Gardens, Sac City, Ia.

Begonias, large leaved, in variety, 2½-in., $8.00 per 100. The Storrs & Harrison Co., Painesville, O.

BOUGAINVILLEA.

Bougainvillea, Glabra Sanderiana, 2½-in., $10.00 per 100; 3-in., $20.00 per 100; 5-in. specimens, $75.00 per 100; 6-in. specimens, $100.00 per 100. The Storrs & Harrison Co., Painesville, O.

Bougainvillea Sanderiana, pyramid and globes, $2.00 to $10.00 each. A. L. MILLER, Jamaica, N. Y.

BULBS.

PAPER WHITE NARCISSUS

	Per 1000
1250 to case	$21.50
Mixed Darwin Tulips	25.00
Mixed Early Single Tulips	23.00
Mixed Early Double Tulips	23.00
Mixed Single Late Flowering Tulips	23.00

ASHEVILLE SEED CO.
Asheville, N. C.

Bulbs. Hyacinthe, Tulips and Narcissus, Dutch. Stock of the best quality and net prices lower. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

CALLAS.

CALLA BULBS

Calla Aethiopica, the popular white calla, clean, sound bulbs, all with crown shoots.

Size	Diameter	Per 100	Per 1000
1¼ to 1½-inch		$ 6.00	$ 50.00
1½ to 2 -inch		8.00	75.00
2-inch and up		16.00	125.00

Satisfaction guaranteed.
SEVIN-VINCENT CO.
512 Washington St. San Francisco, Calif.

CANNAS.

CANNAS. Select 2 and 3 eye roots. King Humbert, $4.50 per 100; Florence Vaughan, $3.00 per 100; Wintzer's Colossal, $5.00 per 100. Montgomery Gardens, Sac City, Ia.

CARNATIONS.

CARNATIONS. We are now booking orders for Nebraska, the best red; Matchless, the best white; and Mrs. C. W. Ward, the best pink, at $5.00 per 100, $45.00 per 1,000. Orders filled in rotation as received.
Montgomery Gardens, Sac City, Ia.

COLEUS.

Coleus. Several varieties, clean and strong, well rooted, $1.25 per 100. Christmas Gem, fine color, vigorous, $2.00 per 100. MAULDIN FLORAL CO., Greenville, S. C.

COLEUS. Good choice varieties, including Trailing Queen and Golden Bedder; mixed rooted cuttings, $1.25 per 100, 3-in., $6.00 per 100. Montgomery Gardens, Sac City, Ia.

CHRYSANTHEMUMS.

Best new and standard varieties. Ask for list. ROMAN J. IRWIN, 43 West 18th St., New York.

CINERARIA.

CINERARIAS. Large flowering strain of beautiful colors, 3-in., $7.00 per 100, 4-in., $8.00. Montgomery Gardens, Sac City, Ia.

CLEVELAND CHERRIES

Cherries, Cleveland, Holland Berry and Orange Queen. For sizes and prices see display advertisement elsewhere in this issue. Carl Hagenburger, Mentor, O.

CYCLAMEN.

Cyclamen, for one week only. 2¼-in., $10.00 per 100; $90.00 per 1,000. 3-in., $20.00 and $25.00; 4-in., $40.00 per 100. Geo. A. Kuhl, Pekin, Ill.

CYCLAMEN. 4-in., 40c; 5-in., 60c; 6-in., $1.00. All fine stock and no charge for packing. Montgomery Gardens, Sac City, Ia.

DAHLIAS.

Dahlias, best varieties for florists' use. Some bargains for a short time.
LYNDHURST FARM, INC.,
First Road,
Hammonton, N. J.

ERICAS.

ERICAS

For growing on, from 3½-in. pots.

Xmas varieties—	Per 100
Fragrans Melanthera, white	$20.00
Regerminans, lavender	26.00
Hielana, new orange	30.00
Felix Faure, red	25.00
Pres. Carnot, orange red	20.00
Ovata, lavender	25.00
Easter varieties—	
Cupressina, shell pink	30.00
Persoluta Rosea	20.00
Persoluta Alia	20.00
Perfecto, pink	20.00
King Edward VII	20.00
Cylindrica	25.00

Add 3 per cent for packing. Cash, please.
ANTON SCHULTHEIS
College Point, New York

FERNS.

BOSTON FERNS.

Good, strong bushy stock.

5-in.	$0.40
6-in.	.75
7-in.	.90
10-in.	2.00

Packing charges free.
DAVIS FLORAL CO.
Davenport, Ia.

Ferns. Bostone and Scotti. Exceptionally strong, clean, pot grown stock for immediate shipment. For sizes and prices see advertisement elsewhere in this issue. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Table ferns, standard varieties, 2¼-in., $5.00 per 100.
HENRY SMITH FLORAL CO., INC.
Grand Rapids, Mich.

BOSTON FERNS. 3-in., 8c each; 4-in., 25c each; 5-in., 50c each; 6-in., 75c each; runners, $2.00 per 100. Cash, please.
Montgomery Gardens, Sac City, Ia.

Ferns of fine quality. For varieties and prices see advertisement on front cover page of this issue. F. R. Pierson, Inc., Tarrytown, N. Y.

Hardy Ferns, Ill. descriptive list mailed. L. MOSBAEK, Ferndale, Askov, Minn.

FREESIAS.

FREESIA PURITY BULBS.

Fresh, plump bulbs, true Fischer's Purity and of heavy-flowering strong stemmed type. Satisfaction guaranteed.

7-16-in. to ½-in.	$ 5.00 per 1000
½-in. to ⅝-in.	8.00 per 1000
⅝-in. to ¾-in.	14.00 per 1000
¾-in. and up	22.00 per 1000

SEVIN-VINCENT CO.
512 Washington St., San Francisco, Calif.

GERANIUMS.

GERANIUMS. 2¼-in. pots, S. A. Nutt, Buchner, $6.00 per 100, $50.00 per 1,000. Richard Poitevine, Hill, Presilly, Viaud, Mad. Barney, Landrey, etc., $7.00 per 100, $65.00 per 1,000. ROMAN J. IRWIN, 43 West 18th St., New York.

Geraniums, Nutt Buchner, Ricard, Poitevine and Viaud. Good short jointed plants. 2-in., $3.50 per 100; $35 per 1,000. Elmer Rawlings, Allegany, N. Y.

GERANIUMS. S. A. Nutt, R. C., $3.00 per 100; 3-in., $8.00 per 100; Ivy Leaf, 2½-in., $6.00 per 100. Montgomery Gardens, Sac City, Ia.

Geraniums, rooted cuttings only, send for prices. ALBERT M. HERR, R. F. D. 8, Lancaster, Pa.

GRAPE CUTTINGS.

Grape cuttings. List free. NASH NURSERY, Three Rivers, Mich.

GREENS.

Decorative Greens. Magnolia leaves, beeches and oak sprays. Write for samples and prices. The Decorative Greens Co., Kinston, Ala.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

HYDRANGEAS.

HYDRANGEAS, EXTRA FINE PLANTS In assorted varieties, 1-year-old, potted up last month from pots.
Mme. Petrick, Mme. Riverain, Germania, Tille Mouillere, Wm. Pfitzer, Trophee and Mme. Mouillere.

	Per 100
3rd size, 3 to 6 branches	$35.00
2nd size, 6 to 12 branches	45.00
1st size, 10 to 16 branches	50.00
2-year-olds, pot grown:	
2rd size	60.00
2nd size	75.00
1st size, specimen	100.00

Same varieties as above and others.
Cash please. Add 3 per cent for packing.
A. SCHULTHEIS
311 19th Street College Point, N. Y.

Hydrangea Trophie, pot grown. 11-20 branches, $2.50 to $3.50 each. A. L. MILLER, Jamaica, N. Y.

IMMORTELLES.

Immortelles. Ready for immediate shipment; red, blue, white, purple, yellow. C. J. Speelman & Sons, 470 Greenwich St., New York.

IRISES.

IRISES.
87 varieties, true to name; nice young stock, special prices, write for list. GILBERT H. WILD, Sarcoxie, Mo.

IVIES

Hardy English Ivy. Exceptionally good stock. 2-in., $2.75 per 100, $25.00 per 1000; 3-in., $3.75 per 100, $35.00 per 1000. R. Vincent, Jr. & Sons Co., White Marsh, Md.

LILY OF THE VALLEY.

Valley pips. From cold storage. $30 per 1,000; $16 per 500; $8 per 250; $4 per 100. H. N. Bruns, 3032-42 W. Madison street, Chicago.

Clumps 5x5, $18.00 per 100. LYNDHURST FARM, INC., First Road, Hammonton, N. J.

NARCISSI.

Double Narcissus Von Sion. Large single nosed bulbs $18 per 1,000; planting size, $9 per 1,000. Immediate delivery. C. J. Speelman & Sons, 470 Greenwich St., New York City.

ORCHIDS.

HASSALL & CO., orchid growers and raisers. Southgate, London, England. Cattleyas. Laelio-Cattleyas our specialty. One trial order solicited.

PELARGONIUMS.

PELARGONIUMS, 135 three-in., including Easter Greeting, Wertenbergia and Swabian Maid, $18.00 takes the bunch. Montgomery Gardens, Sac City, Ia.

PRIMULAS.

Primula obconica, 2½-in., good strong plants at $6.00 per 100; $55.00 per 1,000; 4-in. at 25c; 5-in. at 50c; 6-in. at 75c; Malacoides, 2½-in., $5.00 per 100.
HENRY SMITH FLORAL CO., INC.
Grand Rapids, Mich.

PRIMULAS. Chinesis, Obconica and Malacoides, 4-in. stock, $18.00 per 100. Montgomery Gardens, Sac City, Ia.

ROSES.

ROSES.
Fine beach-grown plants.
Ready NOW.

	Per 100	Per 1000
Columbia	$18.00	$175.00
Hoosier Beauty	18.00	175.00

M. C. GUNTERBERG,
Wholesale Florist,
Randolph and State Sts., Chicago.

Multiflora Japonica Rose Seedlings. Best American Rose stock for building and grafting. 4-6 mm., $16.00 per 1,000; 2-4 mm., $10.00 per 1,000. C. R. Burr & Co., Manchester, Conn.

ROSES.

FRANK W. DUNLOP
The 1920 Wonder!
Own-root stock ready for immediate delivery.
$35.00 per 100; $300.00 per 1,000
CHARLES H. TOTTY CO.,
Madison, N. J.

SEEDS.

Established in 1856. Seeds suitable for the most critical market garden trade. Submit your list of requirements. We will return with special prices.
GREGORY'S HONEST SEEDS
Wholesale Dept.
Marblehead, Mass.

Home Grown Stock

Greatly Increased Demand

Because of the Federal embargo against the importation of most kinds of Garden Plants, Roots and Bulbs, home grown stock is now in greatly increased demand.

If you have any to offer or are likely to have it soon, advertise in these columns now.

SEEDS.

Seed. Cyclamen. Best English and German strain, separate colors. Salmon-Wandsbek and Salmon King. $15.00 per 1,000. All other colors, $12.00 per 1,000. S. S. SKIDELSKY & CO., 50 Park Place, New York.

Seeds. Pedigree and selected stocks of rutabaga, turnip, cabbage, Savoy cabbage, beet and mangel; flower seeds. Write for special prices. Kelway & Sons, Langport, Eng.

Seeds. Nasturtiums, tall mixed, 35c lb.; Sweet Peas, giant mixed, 45c lb.; Ageratum, Mexicanum Blue, $1 lb.; Poppy, California, 90c lb. Other prices on request. AMERICAN SEED & SEED TAPE COMPANY, wholesale and retail, Madison, N. J.

Seeds. Kelway's Delphinium, guaranteed saved from our world-famed exhibition varieties at Langport. Named varieties, $2.15 per oz. Mixed, $2.10 per oz., $25.00 per lb. Kelway & Son, Langport, Eng.

Seeds. Sweet peas, Spencer's grandiflora, etc. Asters and flower seeds in general. Tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

SEEDS.

Seeds. The largest French cultures of Primulas. Ask for prices 1921 crop. Malacoides, $22.69 per lb. JH. PAQUET, bd., Magnan Nice (France).

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Sweedesboro, N. J.

Seed. Garden beans. Growing contract offer for fall delivery mailed upon request Henry Berrien Fish, Carpinteria, Calif.

Seeds. The Kenilworth Giant Pansy. For varieties and prices see display advertisement elsewhere in this issue. Chas. Frost, Kenilworth, N. J.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Zinnia. Obtain from headquarters. Watkin's and Simpson, Ltd., 27-29 Drury Lane, London, W. C., England.

Seed. Cyclamen. For varieties and prices see advertisement on front cover page of this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

Seeds, Specialties: Pepper, eggplants, tomato, vine seed and field corn. George R. Pedrick & Son., contract seed growers, Pedricktown, N. J.

Seeds, carrots, celery, endive, beet, etc. Sweet peas, all varieties. C. C. Morse & Co., wholesale seed growers, San Francisco, Calif.

Seeds. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seed growers for the trade. Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Peas, beans, corn and vegetables of all kinds in quantity and highest quality. Jerome B. Rice Seed Co., Cambridge, N. Y.

Seeds. Specialties: Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seeds: Fine flower; pansy a specialty. Write for catalogue.
Frederick Roemer, Quedlinburg, Germany.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Flower and Garden seeds. Sweet pea and nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seeds. Choice sweet peas, nasturtium and flower. L. D. Waller Seed Co., Guadalupe, Calif.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Seed. For the wholesale trade only. Brasian Seed Growers' Co., San Jose Calif.

Garden Seeds. All varieties. I. N. Simon Son, 438 Market Street, Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

SEEDS. Fine flower; pansy a specialty. Write for catalogue. Frederick Roemer, Guedlinburg, Germany.

SNAPDRAGONS.

SNAPDRAGONS. Fine bunch of seedlings, $2.00 per 100. Montgomery Gardens, Sac City, Ia.

SPIREA.

SPIREA CLUMPS
Home grown, Queen Alexandra and Gladstone, asst., $40.00 per 100. 3 per cent for packing. Cash, please.
ANTON SCHULTHEIS
316 Nineteenth St. College Point, N. Y.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

STOCKS.

Stocks. Beauty of Nice, 2¼-in. pots, $7.50 per 100, $55.00 per 1,000. White, lavender, shell-pink, rose-pink, lilac and purple. ROMAN J. IRWIN, 43 W. 18th St., New York.

SULTANAS.

SULTANA. Rooted cuttings, $1.50 per 100. Montgomery Gardens, Sac City, Ia.

SWEET PEAS.

Yellow Sweet Peas. See display advertisement elsewhere in this issue. McClenahan Greenhouses, 40th and Philips streets, Oklahoma City, Okla.

TULIPS.

Darwin tulips. For varieties and prices see advertisement on front cover page of this issue. A. Henderson & Co., 155 N. Wabash Ave., Chicago.

MISCELLANEOUS.

Seed packets for 1921. All packet sizes and larger bags up to two pounds or more, also catalogues, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Concrete bench legs, 16-in. high. Shipment made from our Joliet plant at Joliet, Ill. Write for particulars and prices. DAVIS-JOLIET CO., Davenport, Iowa.

Gold letters of best quality. Price greatly reduced. Write today for samples and prices. J. Lichtenberger, 1560 Avenue A. New York.

Osborn Christmas tree holder. Sells easily wherever people use Christmas trees. Write for prices. Chesmore Seed Co., St. Joseph, Mo.

Hill's Evergreen. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Meyer's Green Florists' Thread is the best for all florists' purposes. Write for prices John C. Meyer, Florist Thread Works, Lowell, Mass.

Roses. Grafted for greenhouse planting. For varieties and prices see display advertisement elsewhere in this issue. A. N. Pierson, Inc., Cromwell, Conn.

Nursery stock of all descriptions. Catalogues and price lists free on application The Storrs & Harrison Co., Painesville, O.

1,000 letterheads and 1,000 envelopes, $8.50. Good stock. Cash please. Gorham Printery, Inc., 542 S. Dearborn St., Chicago.

Dreer's "Riverton Special" cedar plant tubs all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Dreer's Peerless Glazing Points. Write for samples and price. Henry A. Dreer, 713 Chestnut St., Philadelphia, Pa.

Peach trees, roses and evergreens a speciality with us. Write for prices. SOUTHERN NURSERY CO., Winchester, Tenn.

Giblin greenhouse boilers. Lets the florist sleep. Write for catalogue. Giblin & Company, Utica, N. Y.

Florist specialties and supplies of every description. Sam Seligman, 116 W. 28th St., New York.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $2.50; 50,000 $11.00. W. J. Cowee, Berlin, N. Y.

Greenhouse Boilers, Kroeschell Bros. Co., 452 Erie St., Chicago

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Cut flower boxes. Edward Folding Box Co., Philadelphia, Pa.

CARNATION STAPLES.

Carnation staples, 35c per 1,000; 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c, 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

FERTILIZERS.

HARDWOOD ASHES AT PRE-WAR PRICES

Have been instructed by the Ash Gatherers of Ontario to sell 30 cars of 30 tons each. It will pay you to buy a car at once and store till spring. GEO. STEVENS, 354 Mark St., Peterborough, Ont., Canada.

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Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

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Florists' supplies; baskets, chiffons and novelties. Write or wire your order. Will ship same day order is received. Pittsburgh Cut Flower Co., Pittsburgh, Pa.

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Greenhouse construction When you are ready to talk building, say when and where and we'll be there. Lord & Burnham Co., Chicago and New York.

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LABELS for nurserymen and florists. Benjamin Chase Co., Derry Village, N. H.

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Pots. Florists'. Prices low and quality guaranteed. The Progressive Clay Co., 9th floor, Marbridge Bldg., New York.

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Florists' red pots. Write us for prices before buying. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Red standard flower pots, seed pans and azalea pots. Write for price list. Hilfinger Bros., Pottery, Fort Edward, N. Y.

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A Merry, Merry Christmas.

American Greenhouse Manufacturing Co.

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Brenner, Edward, New York.
Budlong Co., J. A., Chicago.
Charles, Harry, New York.
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Doyle & Booth, New York.
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Foerster Co., Joseph, Chicago.
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Krutchen, John, Chicago.
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Pittsburgh Cut Flower Co., Pittsburgh, Pa.
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60	10 in.	1.00	10.90	85 25
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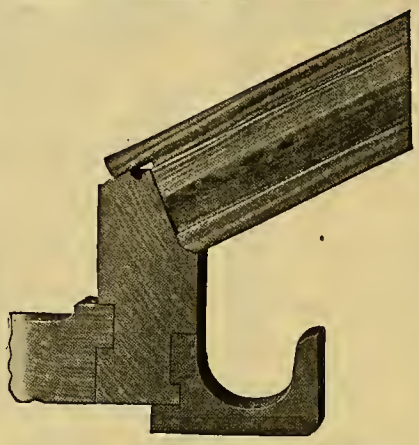

This cut shows the Callahan drip gutter, much larger than the usual drip moulding. Also the lap and beveled shoulder of the roof bar making a double brace.

CALLAHAN GREENHOUSES

have an inside drip gutter 3 inches wide. Consequently they do not fill up with dirt and lint and cause the runoff of condensation to overflow on the delicate plants below.

Both inside and outside gutters have tongue and groove joints which insure strength and prevent leakage.

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THE AMERICAN FLORIST

America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

Vol. LVII. **CHICAGO AND NEW YORK, DECEMBER 24, 1921.** **No. 1751**

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS—THOMAS ROLAND, Nahant, Mass., President; ADOLPHUS GUNE, Washington, D. C., Vice-President; JOHN YOUNG, 41-43 West 18th St., New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer.

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The thirty-eighth annual convention will be held at Kansas City, Mo., August, 1922.

Fifth National Flower Show.

The Fifth National Flower Show will be held at Cleveland, O., March 25 to April 1, 1922.

AMERICAN CARNATION SOCIETY.

Next annual meeting and exhibition, Hartford, Conn., Jan. 25-27, 1922. OFFICERS: W. D. HOWARD, Milford, Mass., President; N. C. OSBORN, Hartford, Conn., Vice-President; A. F. J. BAUR, Thirty-eighth St. and Rockwood Ave., Indianapolis, Ind., Secretary.

FLORISTS' TELEGRAPH DELIVERY ASSOCIATION.

Next annual meeting at Baltimore, Md., 1922. OFFICERS: PHILIP BREITMEYER, Detroit, Mich., President; CHAS. F. FEAST, Baltimore, Md., Vice-President; ALBERT POCHELON, Detroit, Mich., Secretary; WM. L. ROCK, Kansas City, Mo., Treasurer.

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FLORISTS' HAIL ASSOCIATION.

Next annual meeting will be held at Kansas City, Mo. Aug., 1922. OFFICERS: J. F. AMMANN, Edwardsville, Ill., President; JOHN G. ERLER, Saddle River, N. J., Secretary; JAMES HEACOCK Wyncote, Pa., Treasurer.

Greenhouses and Nurseries of the U. S.

Preliminary Report of the Census Bureau.

Illinois Leads Greenhouse Production.

Washington, D. C., December 22, 1921.—The Department of Commerce, through the bureau of the census, announces the following figures from the 1920 census of agriculture for the United States:

Nurseries:	
Number of farms or establishments reporting	4,049
Acreage used for growing nursery products	51,453
Average per farm or establishment reporting	12.7
Receipts from sale of products	$20,434,389
Average receipts per farm or establishment reporting	$5,047
Average receipts per acre	$397
Greenhouses:	
Number of establishments reporting, Jan. 1, 1920	17,199
Square feet under glass, Jan. 1, 1920	162,368,593
Receipts from sale of greenhouse products, 1919	$77,380,230
Flowers and flowering plants	$61,892,352
Vegetables and vegetable plants	$15,487,878
Average receipts per establishment	$4,499
Average receipts per square foot under glass	$0.48

Nurseries.

The amount received from the sale of nursery products in the United States during 1919, according to the fourteenth census, was $20,434,389, an average return of $5,047 for each of the 4,049 farms or establishments reporting. The number of acres reported as used for growing nursery products was 51,453; the average acreage per farm or establishment reporting was 12.7; and the average amount received per acre for nursery products was $397.

The total receipts derived from the sale of nursery products exceeded $1,000,000 in six states, as follows: California, $2,929,458; New York, $2,310,253; Ohio, $1,286,947; New Jersey, $1,048,919; Missouri, $1,045,697, and Pennsylvania, $1,039,439. These states reported almost one-half (47.3 per cent) of the total receipts from the sale of nursery products in the United States.

Five states reported over 3,000 acres used for growing nursery products in 1919, as follows: New York, 5,288 acres; California, 4,080 acres; New Jersey, 3,337 acres; Texas, 3,032 acres, and Maryland, 3,015 acres.

Calitornia and New York were the leading states in the number of farms or establishments reporting sales of nursery products with 540 and 359, respectively.

Greenhouses.

The total receipts derived from the sale of greenhouse products during 1919 amounted to $77,380,230, of which amount $61,892,352, or 80 per cent, represented the receipts from the sale of flowers and flowering plants, and $15,487,878, or 20 per cent, represented the receipts from the sale of vegetables and vegetable plants. The total area under glass in greenhouses as reported on January 1, 1920, was 162,368,593 square feet. These figures include the area under glass in cold frames, as well as the area in greenhouses or hothouses. The average return per square foot under glass was 48 cents, and the average return for each of the 17,199 establishments reporting was $4,499.

The amount received from the sale of greenhouse products during 1919 exceeded $5,000,000 in the following states: Illinois, $9,978,606; New York, $8,689,325; Pennsylvania, $8,227,124; Ohio, $7,052,560; Massachusetts, $5,536,532, and New Jersey, $5,064,684. These six states reported 57.6 per cent of the total receipts from the sale of greenhouse products.

More than one-half (53.7 per cent) of the total area under glass in greenhouses on January 1, 1920, was reported in five states, as follows: Illinois, 19,626,091 square feet; Ohio, 19,397,183 square feet; New York, 18,289,628 square feet; Pennsylvania, 16,923,355 square feet, and Massachusetts, 12,953,023 square feet. No other state reported as much as 10,000,000 square feet under glass in 1920.

New York, Pennsylvania, Ohio and Illinois were the leading states in the number of establishments reporting receipts from the sale of greenhouse products, with 2,508, 2,228, 1,667 and 1,104 establishments, respectively.

NURSERY AND GREENHOUSE PRODUCTS, BY DVISIONS AND STATES: 1919.

DIVISION AND STATE.	NURSERIES.			GREENHOUSES.				
						Receipts from sales during 1919.		
	Number reporting.	Acreage used for growing nursery products.	Receipts from sale of nursery products during 1919.	Number reporting.	Square feet under glass Jan. 1, 1920.	Total.	From sale of flowers and flowering plants.	From sale of vegetables and vegetable plants.
United States	4,049	51,453	$20,434,389	17,199	162,368,593	$77,380,230	$61,892,352	$15,487,878
GEORGRAPHICAL DIVISIONS:								
New England	221	2,532	1,255,023	1,835	20,473,847	9,702,750	7,123,415	2,579,335
Middle Atlantic	621	11,399	4,398,611	5,659	43,938,922	21,981,133	18,274,676	3,706,457
East North Central	740	8,146	3,519,318	4,728	56,053,628	24,948,794	18,878,328	6,070,466
West North Central	602	7,390	2,983,215	1,686	15,196,378	7,609,294	6,148,846	1,460,448
South Atlantic	465	8,210	2,223,545	898	7,276,675	3,836,612	3,488,095	348,517
East South Central	241	2,856	1,024,902	557	3,654,582	1,785,530	1,510,192	275,338
West South Central	351	4,765	1,237,371	402	2,629,946	1,677,955	1,400,389	277,566
Mountain	124	495	210,113	383	3,773,655	2,030,105	1,752,572	277,533
Pacific	684	5,660	3,582,291	1,051	9,370,960	3,808,057	3,315,839	492,218
NEW ENGLAND:								
Maine	18	70	37,538	162	714,580	383,001	325,771	57,230
New Hampshire	12	91	30,755	116	754,238	317,428	279,786	37,642
Vermont	8	51	25,725	69	272,876	196,897	176,667	20,230
Massachusetts	107	1,517	743,323	990	12,953,023	5,536,532	3,605,698	1,930,834
Rhode Island	21	260	101,739	183	2,274,951	1,102,063	846,412	255,651
Connecticut	55	543	315,943	315	3,504,179	2,166,829	1,889,081	277,748
MIDDLE ATLANTIC:								
New York	359	5,288	2,310,253	2,508	18,289,628	8,689,325	7,238,721	1,450,604
New Jersey	101	3,337	1,048,919	923	8,725,939	5,064,684	4,529,462	535,222
Pennsylvania	161	2,774	1,039,439	2,228	16,923,355	8,227,124	6,506,493	1,720,631
EAST NORTH CENTRAL:								
Ohio	168	2,789	1,286,947	1,667	19,397,183	7,052,560	4,311,874	2,740,686
Indiana	123	1,339	409,475	675	7,229,383	3,056,094	2,388,787	667,307
Illinois	155	1,869	780,092	1,104	19,626,091	9,978,606	8,430,700	1,547,906
Michigan	170	1,591	779,155	894	5,672,838	2,766,760	1,896,519	870,241
Wisconsin	124	567	263,649	388	4,128,133	2,994,774	1,850,448	241,326
WEST NORTH CENTRAL:								
Minnesota	132	1,881	774,060	247	2,758,097	1,387,168	1,215,628	171,540
Iowa	194	2,153	532,399	365	3,663,189	2,059,733	1,680,866	378,907
Missouri	139	1,194	1,045,697	629	5,099,019	2,229,808	1,711,788	518,020
North Dakota	16	388	30,088	18	179,212	156,617	141,706	14,911
South Dakota	10	475	212,101	32	224,444	214,726	186,432	28,294
Nebraska	30	235	98,400	95	1,041,665	603,684	524,132	79,552
Kansas	81	1,059	290,470	300	2,230,752	957,518	688,294	269,224
SOUTH ATLANTIC:								
Delaware	20	189	56,089	58	241,251	111,608	83,275	28,333
Maryland	53	3,015	392,464	277	2,162,958	931,999	829,271	102,728
District of Columbia	1	2	700	34	864,243	541,993	536,564	5,429
Virginia	47	425	100,256	171	1,650,354	720,779	616,400	104,379
West Virginia	33	188	38,854	76	467,721	210,812	170,742	40,070
North Carolina	62	838	334,977	94	453,691	325,245	314,945	10,300
South Carolina	18	315	106,871	38	204,913	140,178	137,001	3,177
Georgia	104	1,224	257,491	62	905,070	500,420	496,109	4,311
Florida	127	1,863	935,843	88	326,474	353,578	303,788	49,790
EAST SOUTH CENTRAL:								
Kentucky	47	230	67,245	235	1,662,632	718,453	605,608	112,845
Tennessee	109	1,168	666,628	187	1,245,312	626,923	556,907	70,016
Alabama	48	1,311	234,670	79	485,952	264,625	185,868	78,757
Mississippi	37	147	56,959	56	260,786	175,529	161,809	13,720
WEST SOUTH CENTRAL:								
Arkansas	59	757	135,360	68	352,904	197,829	151,985	45,844
Louisiana	35	335	101,097	55	301,004	150,323	134,309	16,028
Oklahoma	76	641	79,222	69	722,971	534,705	399,840	134,865
Texas	181	3,032	871,192	210	1,253,067	795,098	714,264	80,834
MOUNTAIN:								
Montana	23	95	34,582	51	843,902	525,128	491,854	33,274
Idaho	26	95	45,335	33	237,431	114,511	103, 794	10,717
Wyoming	4	8	1,025	12	43,056	21,217	17,280	3,937
Colorado	33	159	83,062	197	1,982,534	1,062,264	859,681	202,583
New Mexico	8	22	2,300	30	158,703	76,178	69,012	7,166
Arizona	14	60	23,481	10	6,516	4,343	3,710	633
Utah	15	55	20,298	49	487,513	220,864	201,641	19,223
Nevada	1	1	30	1	14,000	5,600	5,600	.....
PACIFIC:								
Washington	76	368	303,665	330	2,680,369	1,046,021	708,210	337,811
Oregon	68	1,212	344,168	182	1,627,293	584,665	508,261	76,404
California	540	4,080	2,929,458	539	5,063,298	2,177,371	2,099,368	78,003

ONE OF THE BIG ILLINOIS RANGES.

Partial View of the Poehlmann Plant at Morton Grove.

PLANT NOTES.

Lily of the Valley.

It is often remarked that it is surprising more florists do not force lily of the valley for the holidays. While the forcing of this flower throughout the season had much better be left to those who make a specialty of it, for the demand during the winter is not at all steady, and for the smaller grower to attempt to grow his supply would be hazardous and probably result in so much waste that he would lose in the end. But well grown pots of lily of the valley at Christmas will always be disposed of and there is more or less demand for the cut blooms at that time, and a small amount can be grown and a good profit obtained. Well selected cold-storage pipes are necessary —it would not pay to attempt to grow the freshly imported stock—and a place in the greenhouse where the pipes can be enclosed and the pots kept dark with a temperature of 80° maintained. It is not necessary to build an enclosure of wood, for bagging or old carpeting may be hung under a bench and shelves provided that will enclose a space large enough to grow what pots may be required. Three weeks with cold storage pipes in this kind of an enclosure will bring it in on time, but the inexperienced grower had better take a little longer and if the flowers come too early, as soon as the bells form the pots can be moved into a cool house and they will be much improved; in fact, they should have a few days in the light to give the foliage proper color. When the pips are received the roots should be cut so that they can be placed in the shallow bulb pans, and then planted in clean sand, the tops of the pips being just even with the sand with a dozen pips in a four-inch pan or 25 in a six-inch pan. Water with warm water to settle the sand about the pips, and if they stand above the sand when it settles fill into the top of the pips, and then place the pans in the warm enclosure. Keep the sand wet and always water at a temperature as warm as the enclosure. When the flowers begin to show, care should be taken not to wet them when watering. As soon as the first bells begin to open place them in a partly shady location in a little cooler temperature and in a day or two they can be placed in full sunlight in a house with a temperature of 60°. They will then harden up nicely and keep longer.

Begonia Rex.

With the advent of steady firing and a warm propagating bench the cuttings of Begonia Rex should be started at once if good plants are desired for spring and summer growing. These plants are very ornamental when well grown and the leaves can be used in much floral work. These plants are raised from either shoot or leaf-cuttings, but where many are propagated the latter method is generally employed. Well matured leaves that are healthy and vigorous are selected and two methods can be adopted. The leaf can be cut several times through the midrib and its branches and then placed on the propagating bed and the cuts pegged down to the sand. A wire in the shape of a hair pin will do this. Or the leaf may be cut into triangular pieces, with the rib as the apex, and these cuttings inserted in the sand as other cuttings are with the point down. Another method sometimes adopted is to cut the leaf in two parts lengthwise and the two halves are stood erect in the sand. The cutting bench should be shaded and if covered with glass and kept close the propagation will be more rapid and successful. The small leaves will shortly protrude from the sand and when the roots have attained a length of half an inch or more they can be potted in soil consisting of two parts loam, one part leaf-mold, one part well-rotted manure, and one part sand. They will require warm temperature, and when watering be careful not to wet the foliage, especially where the sun shines upon them, or holes in the leaves will be the result. They should be shifted into larger pots as required and as the plants grow, coarser soil may be used in the potting. They make much handsomer plants when grown in shady locations rather than in the full sunlight.

OTAHEITE ORANGE ALWAYS IN DEMAND.

Poinsettias.

The plants are now forming their showy bracts and the worries of the grower are nearly at an end, for if they have come through to this time in good condition the disposal of the plants and flowers is all that remains to be done. Until the highly colored leaves have attained their full size, however, the same equal temperature should be maintained and then if found advisable a little drop in the temperature can be allowed, but it is far better to do this gradually and not subject the plants to too sudden a variation. The plants should now be all neatly tied to a stake, and, as before remarked, the neater the stake the better the appearance of the plant. It always has seemed strange to us that a grower will spend time and money in producing a crop and then spoil the appearance or the best sale of the plant by using a cheap, ill-looking auxiliary in attempting to save a penny. These plants can be disposed of at a good remunerative price if properly handled, and nice-looking painted stakes can be afforded. The plants grown for cut blooms should be kept tied erect that they may have straight stems. In the cutting and marketing of these blooms much disappointment and failure has been experienced by many growers, the bracts wilting very soon after cutting, and where this occurs they never recover. Some growers place the stems on a red hot coal immediately after they are cut and thus seal the end. Others plunge the stems in hot water, and both are said successfully to prevent wilting. Another plan is to wrap the blooms in wet newspapers, similarly to the manner of handling cut adiantums, and then placing the stems in deep jars of water. It will be found necessary to adopt one of these or some other method to prevent the blooms from wilting or many will be lost.

Cinerarias.

As fast as these plants require it they should be repotted and shifted to larger-sized pots. They are growing rapidly and should receive no check or they will become stunted. Keep them in a cool temperature, that they may

be strong and sturdy, and above all things now do not crowd them, but space them out often; when the leaves begin to touch, go over the bench and space them out. These plants are beautiful in early spring if well grown, but if they become crowded and get drawn they are but poor specimens. When the larger plants begin to show their buds, if they are in as large pots as can be easily handled, a watering of liquid manure will help them finish their flowers. They are strong growers and great feeders and where the pots are full of roots will need a little stimulant. Constant watchfulness for aphis is required in growing these plants. Frequent fumigations will be necessary or standing on tobacco stems will keep the insects in check.

Azaleas.

Keep the azaleas well spaced out as they begin to come into flower. The buds should be swelling rapidly and beginning to show color by early December. Never allow the plants to suffer for water, and where any are shipped out or carried into the residences they should be well watered before being taken out of the greenhouse. All plants that are sent away should be safely covered, and with azaleas it must be taken into consideration that they have been grown in a very warm temperature, and they chill easily. Plants that are forced as hard as these are to have them for the holidays, are damaged very quickly if they get chilled, even if they do not get frost-bitten. We have known azalea plants to look all right when undone, but the blooms wilted and never came out. Six to eight thicknesses of newspaper with a heavy outside wrapping should always be used in doing up these plants and more if the weather is severe. If the plants are not far enough advanced to have them in for Christmas a little higher temperature will be required, for to have them in at that date is a necessity in order to get the best price. Watering or syringing with warm water will assist some, but we do not like to do this unless absolutely necessary to get them in on time. Plants that are too far advanced can be moved into a cooler house, which will greatly benefit them for house culture.

Christmas Plants.

Address by Wm. C. Hall, Montreal, Que., before the Canadian Florists and Gardeners' Association at Petersboro, Ont.

In leading the discussion on this subject I do not know whether I should deal more particularly with the retail end or whether I should go into the difficulties encountered by the grower, but perhaps you expect a general talk, and I feel that this will be the best course to pursue.

Some years when carnations wholesaled at from eight to 10 cents at Christmas time, florists were able to sell these at $3 a dozen, and great quantities were disposed of, but now that growers demand 25 cents and more for these flowers, which necessitates there being sold at $6 and upwards, the flower-buying public seem to think this price excessive, and if they have to expend such an amount for a gift of flowers they would rather have a plant, whether it be a flowering plant or any kind of a foliage plant. Even at the high price cut flowers are very scarce in the month of December, owing to the difficulties of production, and florists have for some years grown more and more plants, especially flowering plants, and our experience has shown that even in times of great financial stress, even during the great war, well grown plants have always had a ready sale at the holiday time.

The demand is growing for plants from year to year, but right now I would sound a warning note, I think they should be sold at a reasonable price this season. There are some retailers who insist on a very large profit at Christmas time, and for the general good of the business I think that this is wrong. I am reminded of 5-inch cylamen being sold in a city located on Lake Michigan at $5 each, and I think that this is too much for a cyclamen plant of this size, but let us proceed. The storeman requires a variety of plants for his holiday business, but he must be careful in selecting. Three or four ardisias will suffice in one store, but the same man can sell 200 or 300 solanums. A dozen Pandanus Veitchii in a shop should not appear to be too many, but some of these may be left on hand, while the same florist will sell 100 Boston ferns, but it is well to have a variety to choose from.

I would place the cyclamen in the front rank as a Christmas plant. In the first place it has very beautiful foliage. The flowers coming up from the crown are well placed, the colors are very desirable at the season and the whole plant is compact and sturdy looking, and above all, it can be and is "Made in Canada." It takes continuous and skillful attention for at least 15 months to produce it. Neglect for a few days will often spoil them, and for this reason we often have unsalable plants left on our hands. In the summer months it is one continuous fight against thrip, the mite, and green fly, and if you have the Florida fern caterpillar on the place and they get onto the cyclamen, they will strip the centre foliage in one night. Spraying once a week with ZX.L.All or abol (both English preparations), or nicotine will keep these enemies in check. It is a real pleasure to have fine cyclamen for Christmas. They sell quickly, carry well, are good keepers and your customer is well pleased.

AZALEAS.

Azaleas are now procurable again, good plants being invoiced in Belgium at from 50 cents each and upwards. Delivery charges are high and many hazards are taken by the importer, but if the plants arrive in good order and in sufficient time to allow of gentle forcing, a good profit can be made. The variety Madame Petrick is the best for the holidays and A. vervaena is also a good one, but needs more time to flower. The large plants meet the demand for a high priced gift, but the popular price is around $10. Need I dwell on the fact that the azalea, while standing hard forcing, needs a few days in a cool house before selling? Much dissatisfaction is caused by disposing of these plants in an unfinished state.

The begonia family will furnish the grower with a good many ups and downs. The Prima Donna type are easily grown, but they are so much in evidence all summer that they do not sell well at Christmas. B. chatelaine and its sports are very pretty but it pays to sell this one in the autumn. Owing to its compact and dense habit it easily damps in the centre, especially if you try for a good sized plant for the holiday. B. incarnata, a beautiful thing, but, as it needs very cool growing, it will hardly be fit for Christmas.

We have B. Gloire de Lorraine and its many relations. The original is rather a weak grower and is not desirable as

WREATH OF WRAPPED MAGNOLIA LEAVES AND HOLLY.

a holiday plant, but B. Cincinnati and B. Melior are both good growers and hold their flowers. The variety B. Mrs. J. A. Peterson is simply grand when well done, its bronze foliage and highly colored flowers being very attractive. While this type requires heat during the summer they must never see more than 50 degrees during the month of December. If these are kept very cool for at least a month before Christmas they will not drop their flowers readily.

The poinsettia gives us the real Christmas red so much sought after; the pink variety lasts better than the red in the home, but buyers pass it by thinking that it looks sickly; it will sell more readily if displayed in the store away from colored plants. We are cutting down on the quantities of red poinsettias in large sizes as we find that they take a good deal of room, if they are to be grown to perfection, but small plants in two and one-half and 3-inch pots are invaluable for making up.

The growing of this plant is not such an easy matter as the storeman tells the grower, when the former is buying his Christmas supply, saying they grow like weeds. So they do during the warm weather but when the weather gets cool, trouble begins. Happy is the grower who can maintain an even temperature, who uses water sparingly and who can deliver the plants with a full set of leaves. Poinsettias are difficult to produce and do not satisfy the customer very well. I think that we ought to grow it and use it more as a cut flower.

Primula simensis is not grown as much as formerly but it is valuable to those who sell direct from the greenhouse. It is too brittle to be satisfactory as a store plant. P. obconica is a profitable plant to grow, but I don't like selling it to our customers on account of its poisonous nature.

My choice of ferns for Christmas would be Dwarf Boston, Scotti and Crytomium Rochfordianum (Holly fern). The Jerusalem cherry has been greatly improved of late years and the variety Cleveland is probably the best. The yellow sort, Golden Queen, is also very nice. It is especially useful to make up. I have frequently noticed that quality is sacrificed for quantity, but quality will always sell. With the addition of a few, and sometimes a very few dracaenas, crotons and Erica melanthera, a florist's shop will have a very fair stock of pot plants. I have not mentioned pot grown French or Dutch bulbs because I never could make anything out of them for Christmas.

Hampers and baskets of growing plants have become a great attraction to buyers, as numbers of small and imperfect plants can be used in filling these receptacles, they are profitable. See that every basket has a liner of some sort. One can sell almost all the smaller sizes that can be made up, but go slowly on the large ones this year.

MANKATO, MINN.—The Nielsen Florist Co. has added three houses to its range and erected an up-to-date office building.

COLORADO SPRINGS, COLO.—The union printers' home will complete the building of two greenhouses, 50x92 feet, costing $10,000, in the near future.

ALBION, N. Y.—Arthur A. Kirchoff, the gladiolus grower, formerly of Pembroke, N. Y., has located here, where he will continue growing his specialty on a more extensive scale than in the past, as this city is more advantageously suited to him to carry on increased business.

CHRISTMAS BASKET.
Dracæna and Adiantum Farleyense.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Next Week in the Flower Shop.

Now that the holiday rush is over and with all its incidents fresh in mind, a complete record should be made giving in detail all the features either good or bad that helped or hindered in the great volume of business transacted.

In the first place take an inventory of whatever stock if any is left over. Too much of this or that item may have been purchased, which should be noted by all means, for avoidance next year. How cut flowers sold as compared to plants and made up baskets, the various kinds of wreaths and how the public taste seemed to run, both for window and cemetery use, the different kinds of Christmas greens and how they sold, the details of the delivery, the extra help and other minor matters, should all be carefully analyzed. Then add to this a tentative programme for the same period next year, stating about how many plants of this or that kind should be bought and from whom and when they should be selected to be sure of the first choice. The number of the various wreaths necessary and their preparation during the summer, any betterments of the service that the recent experience shows can be made to advantage, should be noted.

All of this will make most interesting reading when next year's holiday preparations are under way. Care should be taken of any of the fresh greens, holly and such other goods as may be left as there are many holiday functions during the week and at the first of the year that call for decorations of this kind.

FEATURE NEW YEAR'S DAY.

The first day of the year should be a much more important flower day than it now is. "Happy New Year" boxes of cut flowers should be featured in all florists' windows during the holiday week, and will appeal to many who received unexpected gifts as a good way to repay them. Customs become established from very small beginnings, and with suggestive gifts of flowers to society editors of newspapers welcoming the New Year with flowers, and all florists featuring the custom, there is promise of an idea that might grow to worth while additions to the trade.

Sending New Year cards to customers is good publicity; it may seem to cost a considerable sum for the cards and postage but it will come back many

times over, and while it is up-to-date advertising it is taken as a matter of good will and so received.

ALL ACCOUNTS SHOULD BE SETTLED.

Now is a good time to go after customers that have fallen behind in their payments; a bill that is two months' old is in danger, and immediate steps should be taken to have the account settled. Impress upon such customers that goods are charged until the end of the month for convenience only, and the bills due when rendered. There are plenty of irresponsible people who will run up bills wherever they find it possible and will add to them until they are dunned for the money, and then try elsewhere. Sending letters in plain envelopes, using language that cannot give offense, is the best method of quickening payment. It is almost certain there will be a response of some kind and if a promise is made see that it is adhered to.

This is the season of social functions, and ideas for luncheon and dinner table and other house decorative effects should be reviewed and made ready for demonstration when called for. A line of cut glass or silver vases and bowls for use in such work has great effect when their various uses are shown with the aid of a few cut flowers.

A showing of well made corsage bunches will make a good window feature at this time; there will not be much waste in these, as they can be sold from the window; in fact their beauty suggests and frequently when a couple stop to admire, the opportunity makes the sale. A firm who will feature these personal adornments regularly will soon get a run on them that will not only pay but secure as well additional business.

Small, well filled baskets are always attractive. Particular attention should be paid to color effect in seeing that the baskets and the flowers themselves make a harmonious whole. Some little sign should always accompany the made-up arrangement, such as "A Gift Basket," "Cheer for the Sick Room," "For Her Birthday," "Take Me Home with You," etc. Every sale made by such displays is new business, which is most likely to be more or less continuous.

ROSES EFFECTIVE FOR WINDOW.

A vase of each kind of rose now in the market with the names of the varieties attached, will make a compelling window. It is astonishing how many will stop to admire, their eyes carrying from one vase to another in reading the names. Most people are curious and will stop to read descriptive matter of any kind. Neatly printed window cards made to order by sign writers in all the large cities are attractive, and if the reading matter is to the point or has a punch to it, is worth many times its cost in securing new business. Specialists in any line are familiar with their entire stock; they know that this is new, that its color is rare and that it has other unique qualities, but they forget that the public have no such knowledge, and if the goods are to be appreciated they must be explained to them by the printed card or in some other way.

The management of the national publicity campaign, who are trying so hard to put new life into the movement, are calling for support, not for themselves but for you, which means every florist in the country. What are you doing individually with your check book to back up the great slogan "Say It With Flowers?" You have adopted and made use of it and been greatly benefitted, yet the committee's call remains unanswered. You think nothing of tipping the waiter a dime every time you dine, but a dime tip once a day laid aside for the publicity fund would amount to $36.50 a year, and this from the 10,000 members of the trade, would pile up the immense sum to $365,000 annually. What say you, brother? Just a dime a day.

The Year Book.

As we live, we learn, that is if we profit by our experiences and make a record of our mistakes as well as successes. This is the period of new resolutions when we highly resolve and lay out for ourselves a programme for the coming year that has a very roseate and promising aspect but which requires a tremendous force to see it through.

The best guide for the future is to profit by past experiences which can be best done when there has been a record made by them. One of the most valuable assets of the store is the year book, in which an account of the important features of each week's business has been written down at the time. It will require but short attention once each week to make a note of the worth while features while the more elaborate account of the various holiday events will make interesting reading a year hence.

Every good business manager lays plans ahead for the continuous increase of the business. It must grow; to stand still is to fall back. The progressive, ambitious florist is always comparing the business of the old year with that of the new and speeding up in every possible way when there are signs of falling behind. In nearly every week there will be found something worthy of record. A special of this or that flower has been tried with more or less success; a line of plants were featured, ferns or foliage and again hydrangeas, or perhaps chrysanthemums or other flowering stock. With a record giving the details to refer to, there is much valuable information that can be turned to account, but which without this would most likely have been forgotten.

At times when quantity prices warranted there were feature sales of cut flowers, occurring more or less frequently which had many interesting details that were well worth recording, their arrangement, whether loose or made up in baskets, prices, and quantity sold, etc. All such data will be exceedingly valuable in planning for the week's business next year.

RESULTS OF ADVERTISING TO BE RECORDED.

The advertising of various kinds of stock used to help these sales and the business generally, with the results as far as could be ascertained should all have a place as well as samples of the copy used. Well conducted advertising it backed up by flowers and service is very beneficial to the business and any successess along this line will be found worthy of a trial again.

Window decorations that pulled and brought new business and customers to the store should be noted and a short description given. The show window is one of the greatest assets of the business, its power for attracting new customers and creating additional business amongst the old patrons has great possibilities.

On the approach of a holiday there is great satisfaction in being able to turn to last year's record and find there all the details, the stock carried, amount of

CHRISTMAS BASKET.
Poinsettia, Skimmia and Adiantum Farleyense

business done, how this or that sold and the various suggestions for the betterment of the business for next year put down in black and white, when the picture is vivid before you. It is live, interesting and gives information that could not be dug up a year later.

A record of the annual events transpiring through the week, such as balls, school commencements, store openings, birthday anniversaries of prominent men in public and commercial life, and deaths, should be carefully entered as much business can be worked up by early propaganda for all such occasions.

Particularly should there be an account of the business of the summer months and the efforts made to use the spare time to advantage in the preparation of dried material and arranging the same in wreaths for sale at the Christmas holidays. An inventory of the stock produced at this time will show considerable profit for this dull period which without this work to its credit would balance up very badly.

In short the year book should be a diary of the store's business, a live up to the minute record of all that goes on and which as a book of reference will be found most valuable.

Featuring the F. T. D. Service.

To get anything out of your membership in the Florists' Telegraph Delivery Association, you must believe thoroughly in its efficiency and show enthusiasm in every statement made regarding the service. Prove its efficiency in your own store in the orders you secure for out of town delivery. It is the most wonderful and strongest factor in the trade as all the orders received are for new business that but for this system would never have been transacted. The volume of transferred orders last year was said to have been over $7,000,000 and the idea is as yet only in its infancy.

The machinery of the organization is in good running order with representatives that cover practically every section of the country. What is wanted now is publicity. A very small portion of the public know of this service for the reason that so comparatively few florists belong to the organization, and of those that are members, the great majority do but little in publicity to help the good work along. They lack enthusiasm and are waiting for the other fellow to send in the orders, while they could get many times more business in their own store if they would only go after it.

The strongest factor in getting the orders is to let the people know that it can be done. Call their attention frequently to the service by window displays. They need not be elaborate, just a fair sized box of flowers nicely arranged with a neatly printed show card with the following inscription:

"A facsimile of this box or any arrangement in flowers delivered to any destination in the United States or Canada through the Florists' Telegraph Delivery service—or at another time—Remember your distant friend's birthday or other anniversary with flowers sent through the Florists' Telegraph Delivery service. Two thousand live wire members, one or more in every large community in the United States and Canada. Give time for order by mail when your personal card can accompany the flowers."

A leaflet describing the service should be sent all customers at least twice a year and whenever possible a reference should be made to the service in connection with any newspaper advertising. A neatly printed card describing the service can be inserted in all boxes of cut flowers or other packages and will always be read with interest. The F. T. D. window card should always be prominently displayed in the window or store. As to getting orders from out of town there is no better way than sending them to the other fellow who is sure to think of you when he has a chance to reciprocate.

BASKET OF ERICA MELANTHERA, AZALEA FIREFLY AND POINSETTIA.

Essentials For Success in the South.

Address of Dan Horgan, Macon, Ga., Before the Tennessee State Florists' Association, at Chattanooga.

In attempting to cover the subject assigned me, "The Essential Details for a Successful Florist in the South," I can only give you the benefit of my own personal experience and observations.

To start with, a man going into any line of business at the present time, must have two strong arms, a good brain and driving ambition, and an almost superhuman capacity for work, and above all must be a public-spirited citizen of the highest type. Next, he must have confidence in his ability to win out. If he hasn't this confidence he is doomed to failure and this failure will come long before it is expected. Some people have such a lack of confidence, and are so cautious they never even make a start in life. Time can do nothing for them because they have never developed any courage. They might fight a circular saw if their physical courage was sufficiently challenged or tested, but they are babes when it comes to normal business courage. They think in little figures and live accordingly. They don't realize that it takes as much brain to sell parched peanuts as it does to sell locomotives; that the man who can keep straight a $10 a month income must use the same mental process as the man who handles the income of $1,000 a month. Investigate carefully the men of big affairs in your own community and you will find that every person who has amounted to anything in his life had self-confidence and self-reliance. He believed in himself and he had courage enough to back his own convictions and judgment.

When I started into the florists' business years ago, money was a scarce article, but what I lacked in dollars and cents I made up for in confidence. The first year I was in business I lost several thousand dollars. A good part of this, however, was spent in advertising. In those days there was not much business, and all I had to do was to stand up at the front door and wait for some fellow to come along that was in the advertising game. It did not make any difference to me what kind of advertising scheme he had, there I was, ready to receive him with wide-open arms. My sole idea was to advertise. In what manner, way or form I did not care. I was willing to try anything and everything. The first thing I knew I woke up one morning and found that I owed more money for advertising than I thought I could ever pay if I stayed in business 50 years. These bills kept coming in and piling up, and they brought on many restless nights. I was getting well advertised, but I was not getting any sleep.

Finally the orders started creeping in, then they increased still more and then they poured in so heavily that I had to telegraph the greenhouse builders to come down and help me out and come quickly.

The florist who expects to be recognized in the Who's Who as a successful business man must above all give service, else all his money spent in advertising might as well be thrown in the creek. The Rotary Club's motto, "He Profits Most, Who Serves Best," is one that should be deeply implanted in the minds of all of us. The essence of service is politeness, giving a customer his money's worth, thanking him for his business, and making prompt delivery of the goods. Enthusiasm, pep and inspiration are also necessary adjuncts.

The attending of florists meetings, conventions and shows as well as visiting brother florists are also necessary, so that you may see your own business from different angles, and swap ideas with the other fellow. Another very necessary thing for every florist to do is to not only subscribe to the florist trade papers, but read them every week from cover to cover. This gives inspiration and keeps you from drying up. The man who doesn't read, doesn't think. He is like the man who doesn't go to church. We must constantly do something to freshen and increase our inspiration. I myself subscribe for two copies of each paper,—one to be kept at the store and the other goes to the men at the greenhouses. I am always anxious for my men to read these papers and if you have a man in your employ who does not take the time to look them over, the quicker you fire him, the better, for such help can not have your interest at heart and is simply putting in time for a meal ticket. We are blessed with having the best trade journals of any line of business in the world, and they merit our full support.

SYSTEM OF GREAT IMPORTANCE.

The next essential I wish to touch upon, is having a system. A florist business or any other kind of business that does not have a system for following up accounts and also for keeping an eye on expenses, will sooner or later find itself shipwrecked on the waves of disaster. My profit and loss account usually runs one-half of one per cent. Last year it amounted to only one-fourth of one per cent. I keep a classified expense book which is posted up every night, and I can tell in a minute's time how much any item of expense is, for any particular month, year or for the past several years since the day I first started in business.

Next, comes the question of kicks. We all have them, no matter how careful we are and how hard we strive to please. I believe it was Marshall Field who originated the phrase: "The Customer is Always Right." If we will but keep this in our mind and follow this thought we can not help but realize that it is the wisest policy to pursue. Next in order is the question of being a member of the Society of American Florists. Does not the success of any man in any special line of business depend to a great extent on the success that has been made and is being made by other men in the same line of business. If you answer this, yes, does it not signify that every man, or woman engaged in the florist business should become a member of the Society of American Florists, and further should contribute his or her just share to the national publicity fund? The man who adopts the slogan, "Say It With Flowers," either on his letter-head or on his automobile, or sticks it on a sign over his front door, before contributing to this fund is in my mind nothing more or less than a common grafter.

In conclusion, let me ask you to keep in mind these words of Addison: "If you wish success in life make perseverance your bosom friend, experience your wise councilor, caution your elder brother, and hope, your guardian genius."

OBITUARY.

Martin Reukauf.

The trade will hear with surprise and regret of the death of Martin Reukauf, of Philadelphia, Pa., one of the most popular men on the road in the florists' supply business, for H. Bayersdorfer & Co., of that city. Mr. Reakauf was taken with a severe cold while in Cleveland, O., and returned home, December 11, for better care, but his condition growing rapidly worse, pneumonia developed and on December 14 he passed away, aged 58 years.

Entering the house of H. Bayersdorfer & Co., Mr. Reukauf, as a boy, showed great aptitude for the florists' business and was rapidly advanced in the store, where, proving his ability as a salesman, he was sent on the road and became one of the most efficient men in his line, being known to almost every florist in the country, from Maine to California. He had many close friends in the trade, and though but few knew of his sudden demise, flowers were sent from Oakland, Calif., Chicago, Detroit, Mich., Pittsburgh, Pa., and Cleveland, O.

Mr. Reukauf is survived by his mother, a married daughter, two sisters and a brother. The internment was in Mount Peace cemetery, December 18, the pall bearers being his associates from the store. K.

Robert Williamson.

Robert Williamson, for 35 years superintendent of the estate known as Millbank, owned by the late Mrs. Elizabeth M. Anderson, Greenwich, Conn., died at his home in that city, of heart failure, December 12, age 60 years. He was born at Aberdeen, Scotland, being one of a family of 13 children and came to the United States when 21 years of age.

Mr. Williamson was an expert landscape gardener and florist and his exhibits at flower shows had won numerous prizes. He was a member of the National Association of Gardeners, a former president of the Westchester and Fairfield Horticultural Society and a member of Acacia lodge, F. & A. M., in Greenwich. He is survived by his widow and one son, R. Gordon Williamson. A. F. F.

PROVIDENCE, R. I.—The regular meeting of the Rhode Island Horticultural Society was held at the Public library, December 21. Prof. Geo. Adams, of the Rhode Island State College, presented an extremely interesting paper on "New Food Supplies of the Future." Ernest K. Thomas is secretary of the society.

PROVIDENCE, R. I.—The Colonial Flower Shoppe, Inc., of 31 Westminister street, announces the purchase of the outlying stock, formerly owned by Paul Brookner. The following officers will continue in management as heretofore: Page F. Potter, president and manager; Archie C. Akin, secretary, who also assumes the office of treasurer.

Prepared Foliage.

Prepared foliage from Europe for use in the florist establishments of the United States in the production of funeral designs and decorations generally are being imported at prices up to 50 per cent of domestic manufacturing costs, according to a statement furnished the senate finance committee by The Ove Gnatt Co., of LaPorte, Ind. This concern declares that it cannot meet this competition because of the higher priced labor and general overhead costs.

The finance committee is holding hearings on the tariff bill and receiving recommendations from various firms and individuals as to their tariff requirements. The Ove Gnatt Co. declares that it will require a tariff of 70 per cent to permit them to meet the prices quoted by the Germans, Japanese, Italians and others on these commodities. Involved are cycas leaves, ruscus, oak, beech, ground pine, and magnolia leaves.

None of this prepared foliage was made in the United States until 1913, when this company entered into its manufacture. The war prevented importations from Europe and the business was developed to the extent that at the present time there are upwards of 2,000 people directly employed in this industry. Until now, the entire requirements have been met by the Gnatt company, but since the resumption of imports and trade with Europe, the foreign products have again made their appearance in the United States.

The prepared foliage industry is a huge one. The annual consumption in the United States is approximately as follows: Oak sprays, 400,000 pounds; beech sprays, 150,000 pounds, cycas leaves, 3,000,000 pounds; lycopodium or ground pine, 500,000 pounds; ruscus, 400,000 pounds (raw or bleached state), and magnolia leaves, 1,000,000 pounds.

"Prepared foliage, under the tariff act of 1913, is not specifically provided for," the committee is informed, "but under a treasury decision were construed to come within paragraph No. 438 of the tariff act of 1909 and paragraph 347 of the tariff act of 1913, and carried a 60 per cent duty. As to the difference in wages paid in this country compared with the wages in Germany, Italy and other old world countries, we feel safe in saying that our wage scale in American value is from five to 10 times greater than that paid in these foreign countries.

"An item of serious moment in the establishment of costs here as compared with foreign valuations is the enormous advances in transportation, both ocean and inland, and as many of the plants which we prepare are natives of the old world, and the foreign manufacturer receives his raw material at a minimum of cost, we in America must necessarily provide amply for transportation charges to obtain our raw material.

"Since the closing of the war, many of these goods of foreign manufacture have appeared, on the American market at prices which are absolutely ruinous to the home manufacturer, prices in many cases being far less than the American cost of production without regard to profit or expense of carrying on trade.

"Inasmuch as the American market is ample to absorb the entire product of our factories, there is no valid reason why foreign prepared foliage should be permitted to compete, as long as our prices to an unfair degree. We believe manufacturers do not advance the

it safe to assume that our manufacturers will not be guilty of such indiscretion, as evidenced by the fact that despite the enormous advances in costs of both labor and material, during the war, with foreign competition almost nil, the prices on these commodities were not advanced on any item in excess of 50 per cent—barely sufficient to absorb the increased cost of production.

"This new American industry must be preserved. All reasonable incentive should be offered for its further development, and that can only be accomplished by the imposition of a reasonable tariff. We believe an ad valorem duty of 70 per cent. instead of 45 per cent, as provided by the house of representatives, is highly essential and very necessary if the industry is to thrive."

B. F. L.

Society of American Florists.

NATIONAL PUBLICITY CAMPAIGN.

The publicity committee feel much encouraged through the returns coming in to the secretary's office from the appeal recently sent out to the trade for further support in its work of promoting publicity for flowers. It is quite evident that a number of these new subscribers would have been subscribers long ago could they have made up their minds as to the amount which they might consider an equitable one, based on the aggregate business accomplished. In the letters sent out was a scale of subscriptions based on gross incomes from $5,000 to $500,000, all as nearly as possible equivalent to one-tenth of one per cent, a percentage so small as hardly to be felt. Any florist who has not received a copy of this scale should write to the secretary for one.

A few requests have been received for information as to whether subscriptions pledged can be paid in instalments. The committee has time and again announced that subscriptions paid in this way are entirely satisfactory, and are heartily welcomed. A great many florists have their establishments far removed from centers where alliances of florists' interests are working for our project, and the personal support of such florists is most cordially invited.

The publicity which the committee is arranging for must not be confused with local publicity; it is national entirely. That is why magazines are used solely. Magazines in their circulation know no bounds, and have the same ratios in the smallest communities as they have in the largest. No home in which there is any refinement at all is without its magazine, and perhaps it has several. The committee's list of magazines embraces the most popular selections, and is limited only by the amount of money available for contracts. That is why our slogan "Say it with Flowers" is so universal. It is in evidence everywhere, and florists would be prejudicing their own interests did they fail to keep up their inimitable slogan. That other industries look upon the phrase with jealous eyes, and seek to pervert it, should be sufficient proof of its trade value. Their attempts to appropriate the sense of it only increases its great value to our own industry. Flowers express language; candy, jewelry and manufactured goods, never. That is our protection in the use of the best slogan ever conceived.

The following is a list of four-year subscriptions to the national publicity campaign, obtained by members who are making the subscription book canvass:

	For Four Years
By Loyd C. Bunch, Fredonia, Kans.:	
H. R. Fisher, Marysville, Kans.	$ 5.00
Loyd C. Bunch, Fredonia, Kans.	5.00
Arkansas City Floral Co., Arkansas City	25.00
C. E. Hubbard, Topeka, Kans.	15.00
Ralph Ward, Lawrence, Kans.	10.00
Groves Floral Co., Atchison, Kans.	5.00
The Wirt Floral Co., Parsons, Kans.	10.00
Mrs. Anna Watkins, Ottawa, Kans.	2.00
Blue Rapids Greenhouses, Blue Rapids	5.00
Fretz Greenhouse, Pratt, Kans.	5.00
Susan Margrave, Hiawatha, Kans.	5.00
Total	$92.00
By Frank Mosmiller, Richmond, Va.:	
Mann & Brown, Richmond, Va.	$25.00
Frank Mosmiller, Richmond, Va.	25.00
Total	$50.00
By Gertrude Schultheis, Scranton, Pa.:	
Schulthies, Florist, Dunmore, Pa.	$ 5.00
By Mark P. Mills, Philadelphia, Pa.:	
C. & G. L. Pennock, Lansdowne, Pa.	$50.00
By Henry Penn, Boston, Mass.:	
Chas. T. Stevens, Plymouth, Mass.	$ 5.00

The Late Martin Reukauf.

The following subscriptions have been received in response to Letter No. 1, to the national publicity campaign:

S. C. Templin & Son, Garretsville, O.	$10.00
Swanson's Florists, Providence, R. I.	10.00
Simanton & Pense, Falls City, Neb.	5.00
The Kaber Co., La Porte, Ind.	5.00
Mrs. R. O. Henderson, Pana, Ill.	5.00
Gilbert H. Wild, Sarcoxie, Mo.	1.00
Riverside Flower Shop, Charles City, Ia.	10.00
Marshall Floral Co., Marshall, Mo.	5.00
F. R. Reiling, Poughkeepsie, N. Y.	2.00
Washington Greenhouses, Washington, Ind.	5.00
Ernest H. Frenking, Trenton, N. J.	10.00
Iowa Falls Greenhouse, Iowa Falls, Iowa	10 00
C. M. Hamilton, Kewanee, Ill.	25.00
DeWitt House, Florence, S. C.	5.00
Perley P. Lyon, Leominster, Mass.	10.00
J. Fuller, Leominster, Mass.	10.00
Martin C. Ribsom, Trenton, N. J.	25.00
Carl Hagenburger, W. Mentor, O.	25.00
J. E. Jackson, Gainesville, Ga.	10 00
Adgate & Son, Warren, O.	10.00
John Heeremans, Princeton, N. J.	5.00
Coonan & Son, Haverstraw, N. Y.	10.00
R. M. Henley, Hartford City, Ind.	5.00
West View Floral Co., Elkhart, Ind.	10.00
Andrew Bather, Clinton, Ia.	10.00
J. E Howie, Bloomfield, Ia.	5.00
Bellamy Bros., Syracuse, N. Y.	10.00
Simmen The Florist, LaSalle, Ill.	10.00
Haentze Floral Co., Fond du Lac, Wis.	10.00
Monticello Floral Co., Monticello, Ind.	10.00
Yalaha Conservatories Co., Yalaha, Fla.	10.00
Henry S. Pennock, Jupiter, Fla.	10.00
Fred C. Kolb, Bridgeport, Conn.	5.00
Wilson's Flower Shop, Painesville, O.	5.00
H. Mulinos & Sons, New York	10.00
Joseph H. Heacock Co., Wyncote, Pa.	175.00
A. Washburn & Sons, Bloomington, Ill.	100.00
G. Roethe, Philadelphia, Pa.	10 00
Freytag the Florist, Montclair, N. J.	10.00
Denison Greenhouses, Denison, Tex.	10.00
A. A. Young, Jewett City, Conn.	10.00
Davidson Floral Co., Holdrege, Neb.	10.00
Peter Weiland, New Castle, Ind.	50.00
Redden, Florist, Chicago	10.00
Stuppy Floral Co., St. Joseph, Mo.	100.00
J. B. Keller Sons, Rochester, N. Y.	50.00
A. F. T. Lauritzen, Eau Claire, Wis.	10.00
Joe Tuckis, Rock Island, Ill.	10.00
Otto H. Cron, Monroe, Mich.	10.00
E. C. Wagoner, Beaver Falls, Pa.	10.00
Johnson's Greenhouses, Memphis, Tenn.	25.00
Williams Floral Co., Bedford, Ind.	5.00
L. Hansen, Catskill, N. Y.	10.00
Rentschler Floral Co., Madison, Wis.	25.00
Karl Breem, Lynbrook, L. I.	10.00
Hoskins, Inc., Bismarck, N. D.	15.00
Butz Bros., New Castle, Pa.	30.00
Brownhurst Gr'nh'ses, Ashville, N. C.	10.00
Sylvin Florist, Chippewa Falls, Wis.	5.00
Hembreiker & Cole, Springfield, Ill.	10.00
J. Aldous & Son, Iowa City Ia.	25.00
Hall & Robinson, Montreal, Que.	25.00
London Nurseries, Inc., Baltimore, Md.	10.00
Joseph Bancroft & Son, Cedar Falls, Ia.	30.00
The Chatham Floral Co., Chatham, N. Y.	10.00
Stiles Floral Co., Oklahoma City, Okla.	120.00
Wollager Bros., Johnstown, N. Y.	15.00
William Gloeckner, Albany, N. Y.	25.00
Valentin Burgewin, Inc., Kingston, N. Y.	50.00
F. Holznagle, Detroit, Mich.	25.00
A. Anderson, Columbus, Nebr.	10.00
Saltford Flower Shop, Poughkeepsie, N. Y.	50.00
P. A. Chopin, New Orleans, La.	25.00
Tapscott Florist, Owensboro, Ky.	10.00
Woodcock Floral Co., Spencer, Ia	10.00
Andrew Christensen, Stoneham, Mass. (For one year.)	5.00
J. F. Vavrous Sons, Lebanon, Pa. (For one year)	10.00
Gibbs Bros. Florists, Lynn, Mass. (For one year.)	10.00
H. E. Wilson, Rochester, N. Y. (For one year.)	10.00
Total for four years	$1,483.00
Total for one year	$ 35.00

SUBSCRIPTIONS RECEIVED.

Subscriptions to the national publicity campaign actually paid in since last publication are as follows:

Joseph Heacock Co., Wyncote, Pa.	$ 282.57
J. L. Schiller, Toledo, O.	25.00
Allied Florists Assn. of Ill., Chicago	750.00
	1,057.57
Amount previously reported	32,370.66
	33,428.23
Following amount published for 1921; should be for 1922	184.00
Total	$33,244.23

The following subscriptions have actually been received for 1922 for the national publicity fund:

Riverside Flower Shop, Charles City, Ia.	$10.00
Marshall Floral Co., Marshall, Mo.	5.00
F. R. Reiling, Poughkeepsie, N. Y.	2.00
Washington Greenhouses, Washington, Ind.	5.00
Ernest H. Frenking, Trenton, N. J.	10.00
Iowa Falls Greenhouse, Iowa Falls, Ia.	10.00
C. M. Hamilton, Kewanee, Ill.	25.00
DeWitt House, Florence, S. C.	5.00
Perley P. Lyon, Leominster, Mass.	10.00
J Fuller, Leominster, Mass.	10.00
Martin C. Ribsam, Trenton, N. J.	25.00
Carl Hagenburger, W. Mentor, O.	25.00
J. E. Jackson, Gainesville, Ga.	10.00
Adgate & Son, Warren, O.	10.00
John Heeremans, Princeton, N. J.	5.00
Coonan & Son, Haverstraw, N. Y.	10.00
H. E. Wilson, Rochester, N. Y.	10.00
G. A. Ramsburg, Somersworth, N. H.	10 00
R. M. Henley, Hartford City, Ind.	5.00
West View Floral Co., Elkhart, Ind.	10.00
Gibbs Bros., Lynn, Mass.	10.00
J. F. Vaveons Sons, Lebanon, Pa.	10.00
Andrew Bather Co., Clinton, Ia.	10 00
C. & G. L. Pennock, Lansdowne, Pa.	50.00
Andrew Christensen, Stoneham, Mass.	5.00
J. E. Howie, Bloomfield, Ia.	5.00
Bellamy Bros., Syracuse, N. Y.	10.00
Simmen The Florist, LaSalle, Ill.	10.00
Haentze Floral Co., Fond Du Lac, Wis.	10.00
C. S. Switzer (Monticello Floral Co.), Monticello, Ind.	10.00
Yalaha Conservatories Co., Yalaha, Fla.	10.00
Henry S. Pennock, Jupiter, Fla.	10.00
Fred C. Kolb, Bridgeport, Conn.	5.00
Wilson's Flower Shop, Painesville, O.	5.00
H. Mulinos & Sons, New York city	10 00
Chas. T. Stevens, Plymouth, Mass.	5.00
S. C. Templin & Son, Garrettsville, O.	10.00
Swanson's Florists, Providence, R. I.	10.00
The Kaber Co., LaPorte, Ind.	5 00
Simanton & Pence, Falls City, Nebr.	5.00
Mrs. R. O. Henderson, Pana, Ill.	5.00
Mrs. Anna Watkins, Ottawa, Kans.	2.00
Blue Rapids Greenhouses, Blue Rapids, Kans.	5 00
Fretz Greenhouse, Pratt, Kans.	5.00
Susan Margrave, Hiawatha, Kans.	5.00
Gilbert H. Wild, Sarcoxie, Mo.	1.00
Total	$440 00

JOHN YOUNG, Sec'y.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.50 a year; Canada $2.50; Europe and Countries in Postal Union, $3.00.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

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A MERRY CHRISTMAS to all our readers.

CANNA-COLOR is a new shade used in the textile trade.

CHICAGO merchants report general holiday business better than last year.

PRELIMINARY census reports of the greenhouses of the United States will be found in this issue, page 1135.

EARLY indications point to a busy holiday season with orders more numerous than last year, but smaller, total sales probably equal in money value to those of 1920.

Personal.

Paul C. Standley, of the National Museum, Washington, D. C., is leaving for Central America on a botanical collecting trip.

Robert Craig, Sr., of Philadelphia, Pa., writing from Porto Rico, December 12, says his health is good.

Adam Graham, Cleveland, O., expects to spend part of the winter in Bermuda.

American Carnation Society.

PREMIUM LIST READY.

The schedule of premiums of the American Carnation Society for its thirty-eighth annual exhibition to be held in conjunction with the annual convention at the Foot Guard armory, Hartford, Conn., January 25-27, has been received, and includes numerous awards of gold and silver medals and cash prizes.

All entries must be in the hands of Secretary A. F. J. Baur, Thirty-eighth street and Rockwood avenue, Indianapolis, Ind., not later than January 15, a charge of $2 being made for each entry after that date.

National Flower Growers' Association.

HARTFORD MEETING, JANUARY 26, 1922.

The second annual meeting of the National Flower Growers' Association will be held in the Bond Annex building, Hartford, Conn., January 26, at one p. m. All members and growers, interested are invited to attend, as important changes in the by-laws will come up for consideration and vital subjects that will be of interest to the grower will be discussed.

The American Carnation Society holds its annual meeting and exhibition at the same time and place. There will also be an exhibition of roses, to both of which all commercial growers are invited to contribute, by staging some stock. J. F. AMMANN, Sec'y.

Special Delivery Packages.

ED. AMERICAN FLORIST:

I have read a number of articles in the trade papers in reference to the proposed elimination of special delivery on parcel post packages. Most of these writers protest against the removal of it without going into the matter far enough to determine what is really a benefit to them and what is not. They do not seem to realize that so many packages can be sent special delivery that practically the entire mail becomes special, which of necessity eliminates anything "special" about it. In reality it all becomes "ordinary" mail. As long as the special delivery fee is only 10 cents, this practice is going to continue.

The post office authorities state and any of us who observe the parcel post service will agree that it is getting to be the custom to place a special delivery stamp on all packages sent out, because any slight benefit it may receive is worth a dime. Now what we all want is real special delivery service and I would say that if we were charged 25 cents for the special delivery privilege on parcel post packages, it would only be used by people who actually did want that kind of service, thus reducing the amount of this kind of delivery to a point where this service could actually be given. I am sure everyone would be willing to spend 25 cents for a real service, so why not petition the Post Office Department to increase the rates rather than worry about removing something that, as a matter of fact, does not exist.

E. J. MCCALLUM.

New York Federation of Societies.

ITHACA MEETING, FEBRUARY 16.

A meeting of the New York Federation of Horticultural Societies and Floral Clubs will be held in connection with the Farmers' Week programme of the department of floriculture, Thursday, February 16 at the New York State College of Agriculture, Cornell university, Ithaca. The day of the meeting has been advanced from Tuesday to Thursday, so as not to interfere with St. Valentine's Day business. According to this new arrangement it will be possible for more florists to avail themselves of the opportunity of attending the meeting.

The department of floriculture will entertain the delegates at the luncheon, and they should notify the secretary as early as possible, so that he may complete his plans for this meeting. An interesting programme has been provided each day of Farmers' Week by the department, and members are urged to come early in the week and stay as long as possible.

The following programme has been arranged for the occasion at the morning session: "Diseases of Florists' Crops," by Dr. L. M. Massey; "Methods of Flower Arrangement," by Charles Henry Fox, Philadelphia, Pa., and "Production of Cut Flowers and Pot Plants in England, Illustrated," by Prof. E. A. White. At one p. m. a luncheon to the delegates will be served, followed by a business session. F. R. Pierson, Tarrytown, is president and A. H. Nehrling, Ithaca, is secretary.

ARNO H. NEHRLING, Sec'y.

Fraudulent Checks.

Penn, the Florist of Boston, Mass., has decided upon a novel plan to prevent strangers from faudulently taking advantage of florists in cashing checks. The firm has prepared a rubber stamp, to be inscribed on the back of the check, with the following wording:

"I hereby declare that I have sufficient funds in the bank on which this check is drawn to meet it upon presentation.
Name .....
Address ....."

Unknown parties often present a check in payment for merchandise, where in a great many cases it is of such a large denomination that the balance must be returned in cash, and accommodating in this way has often caused a loss of many hundreds of dollars to florists.

The use of this stamp is made more effective in some states, where recent laws provide that a person having no funds to meet the payment of a check and signs his name contrary to the facts is subject to a severe penalty.

All florists may use this stamp and Penn, the Florist, hopes that it will be of some benefit to them, for financial safety.

Express Shipments.

The public will save approximately $1,500,000 a month as a result of the elimination of the war tax on express shipments, according to George C. Taylor, president of the American Railway Express Co.

The revenue act of 1921 eliminates the war tax of one cent on every 20 cents and fractions thereof in transportation charges on all express shipments. This tax during the year of 1920 amounted to $17,502,918. The average transportation charge for each express shipment was approximately $1.50 and the average war tax for each shipment was eight cents.

The elimination of the tax, therefore, will virtually amount to a decrease in rates of a little over five per cent. Mr. Taylor believes that this should have a tendency to stimulate business and thereby accelerate the rapidly improving conditions throughout the entire country. The American Railway Express Co. handles approximately 1,000,000 shipments a day or nearly 400,000,000 shipments a year, Mr. Taylor says, and

elimination of the tax will relieve the American Railway Express Co. of an immense amount of labor which has been involved in calculating, entering on way bills and collection of tax, not to mention the expense of checking and accounting entailed.

The Treasury Department has requested express carriers to advise all claimants who have claims pending for overcharges or who file such claims after December 31, 1921, that claim for refund of tax should be filed on Treasury Department Form No. 46, with the commissioner of internal revenue, within four years from the time tax was paid, claim being barred by statute of limitations if received after such time. Mr. Taylor points out that as the revenue act becomes effective January 1, 1922, the tax on all shipments forwarded prepaid on or before December 31, will be collected. On shipments forwarded collect and arriving on or after January 1, the tax will not be assessed.

"Chrysanthemum" Dogs.

"Chrysanthemum" dogs are the latest sensation in Paris, France, two of them being shown at the International Exposition of Dogs De Luxe, recently. They were imported from Thibet and weigh two pounds each. They are about the size of a child's muff, their black and white hair, falling in heavy silken whorls, conceals all canine characteristics. Possessing the attributes of flora and fauna they can serve both as a corsage and a pet.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in officers time, date and place of meetings.]

Columbus, O., December 26, 8 p. m.—Columbus Florists' Association at the Neil house. E. A. Munk, 19 South High street, Columbus, secretary.

Hartford, Conn., December 29, 8 p. m.—Connecticut Horticultural Society at the County building. S. H. Deming, Hartford, secretary.

Newport, R. I., December 29, 8 p. m.—Newport Horticultural Society at Music hall. Fred P. Webber, Nelville, R. I., secretary.

Seattle, Wash., December 25, 2 p. m.—Florists' and Gardeners' Union, No. 16667. E. Popp, Fort Steilacoom, Wash., secretary.

Wilmington, Del., December 26, 8 p. m.—Wilmington Florists' Club at members' place of business. Roy G. Brinton, 800 West Ninth street, Wilmington, secretary.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, $1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order For Plant Advs., See Ready Reference Section

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted

GROWER. Address

JOHN F. GUENTHER

2410 Cold Spring Ave., MILWAUKEE, WIS.

SITUATION WANTED

STOREMAN

Experienced retail man formerly in business for himself at Chicago, is open for an engagement. Can also attend to buying if necessary. Address

Key 807, care American Florist.

Help Wanted—Florist and gardener; married man; state salary desired. Address **P. O. Box 70, San Antonio, Texas.**

Help Wanted—Experienced man for retail store; steady position. **The Marguerite Flower Co., 1392 Broadway, Brooklyn, N. Y.**

Situation Wanted

By gardener; general inside and outside plantsman; life experience; age 48, five in family.

Key 820, care American Florist.

Help Wanted

Experienced Vegetable Seed Clerk, competent to wait on counter and to fill orders.

ALEXANDER FORBES & CO.

115 Mulberry St., Newark, N. J.

WANTED TO LEASE

Small Greenhouses with Dwelling in lively town. Address

Key 805, care American Florist.

Wanted to Rent or Buy

By thoroughly experienced florist and decorator, a large retail flower shop. Only high grade proposition considered Must stand closest investigation. Give full particulars and price in first letter. Address **Key 808, care American Florist.**

For Sale

North Central, Florida, 75 miles South West of Jacksonville, 40 acres fine land for bulb growing, 30 cleared; six-room weatherboarded house, flowing well, easily irrigated, adjoins village, only $60 per acre, $800 can remain on mortgage. Inquire of

J. C. VAUGHAN,
P. O. Drawer V, Chicago.

Dahlia Farm For Sale

Forty acres; six-room house, Delco lights, water telephone; hot house, ten outbuildings in good condition; Ford tractor, truck, gasoline engine, twenty pieces of farm machinery, two mules, one cow, all crops, including dahlia bulbs. Price, terms, complete description on request.

PHILIP R. CLIPP, Williamstown, N. J.

FOR SALE

Greenhouse property located 125 miles from Chicago; 10,000 feet of glass, 3½ acres of land; garden under Skinner system; six-room modern cottage; 25 miles to nearest greenhouse; located on two steam roads in live town. Address

Key 812, care American Florist.

FOR SALE
Bearing Pecan Grove

50 acres, 11 years old, at a great sacrifice; $12,000, worth $20,000.

EDWARD MANIE

514 Broad Street, ALBANY, GEORGIA

For Sale

Flower store in a good growing town of 13,000 population and two surrounding towns of 8,000 each. Good opportunity for a good Catholic man. 14 miles out of Boston. Address

Key 819, care American Florist.

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $4.50; per 1000, $6.50. Samples on request. Electro of leaf, postpaid, $3.00. Cash with order.

American Florist Co.
440 S. Dearborn Street
CHICAGO

HOME-GROWN STOCK

GREATLY INCREASED DEMAND

If you have any to offer, or are likely to have any soon

advertise in these columns now

AMERICAN FLORIST CO.

440 South Dearborn Street, Chicago, Illinois

Tuberous-Rooted Begonias and Gloxinias

We are again in position to supply splendid strains of **Tuberous-Rooted Begonias** in exceptionally fine, strong bulbs, 1½ to 2 in. in diameter:

TUBEROUS ROOTED BEGONIAS, Large Single Flowered, Scarlet, Crimson, Pink, White, Salmon and **Yellow**—$1.75 per dozen; $12.00 per 100; $110.00 per 1000.

Choicest Single Mixed Varieties—$1.50 per dozen; $11.00 per 100; $100.00 per 1000.

TUBEROUS ROOTED BEGONIAS, Superb Double Flowering, Scarlet, Crimson, Pink, White, Salmon and **Yellow**—$2.25 per dozen; $16.00 per 100; $150.00 per 1000.

Choicest Double Mixed Varieties—$2.00 per dozen; $15.00 per 100; $140.00 per 1000.

GLOXINIAS, Superb Strain, Red, White and **Purple**—$2.50 per dozen; $18.00 per 100; $170.00 per 1000.

Choicest Mixed Gloxinias—$2.25 per dozen; $16.00 per 100; $150.00 per 1000.

GOLDEN YELLOW CALLA "ELLIOTIANA."

	Per doz.	Per 100	Per 1000
1¼-inch bulbs	$2.00	$15.00	$140.00
1¾-inch to 2-inch bulbs	2.50	18.00	175.00
2¼-inch bulbs	3.00	22.00	220.00

HENRY A. DREER, 714-716 Chestnut St., **Philadelphia, Pa.**

WHOLESALE PRICE LIST OF

Greens Fresh from the Woods

Galax, Green and Bronze ..... $7.50 per case, 10,000
Ferns, Fancy and Dagger ..... 7.50 per case, 5,000
Lycopodium (Princess Pine) ..... 7.50 per case, 10,000

Smilax, F. O. B. Ala ..... $4.00 per case
Sphagnum Moss, F. O. B. Ala ..... $1.75 per bale
Prepared Magnolia Leaves, F. O. B. Ala ..... $1.50 per carton

Green Sheet Moss ..... $1.50 per 3 bushel bag
Leucothoe Sprays, long, medium and short ..... $2.50, $2.00 and $1.50 per case, 1000
Hemlock, Kalmia and **Rhododendron Sprays,** in cases 24 x 24 x 36 in. ..... $3.00 per case

All Greens guaranteed to give satisfaction or money refunded. Give us a trial. Terms: Cash.

THE EVERGREEN CO., **Elk Park, N. C.**

San Francisco.

ABUNDANT SUPPLY FOR CHRISTMAS.

We do not remember when such a bounteous supply of holiday stock has been offered as at this season. The favorable weather has brought forth the stock in the highest quality and the result is that values have declined sharply on many items. Roses are the principal commodity affected in the lower range of prices. Mrs. Chas. Russell, Columbia and Premier of excellent quality, bringing $1.50 to $2 per dozen. This is one-half of what was received during the previous week. The best Ophelia and Butterfly do not bring more than $1 per dozen. Hoosier Beauty and Hadley may be had at $1.50 for the best grades. This unusual growing season is permitting large stocks of chrysanthemums to arrive and growers are reaping good returns, as large flowering kinds sell at $15 to $16 per bunch. Small stock cleans up rapidly at $1 per dozen. Helen Frick is the best kind and is very abundant, being popular for the local and shipping trade as well. Good Bonnaffon is still arriving. Col. Appelton is the best yellow, and the finest white is Jennie Noonin. It is said there will be more chrysanthemums this Christmas than for many years. While carnation supply has greatly increased, values have been well maintained. Laddie is the leader, bringing $12 per 100 and does not supply the call. The offering of freesias is moderate. Paper White narcissi are in good supply at $1 per 100, and lily of the valley has declined to $8. Cattleyas are very scarce with no relief in sight. Oncidiums and phaelenopsis are also in short supply. The usual holiday cut of cypripediums is on hand, and with the absence of orchids, find a ready market. The favorable weather has brought in some excellent sweet peas. Ranunculus has made its appearance, and although somewhat short stemmed, cleans up quickly. Gardenias are at a premium with no letup in the call. Ericas, in variety, principally melanthera are in good supply, and sell consistently. Poinsettias, from southern California, are in good supply, but move slowly. More English holly has been observed this season than in previous years and most of it is sold by street merchants. Christmas trees are plentiful and cheap. Wreathing and garlands are coming in quantity and are sold very reasonably. Cut cyclamens are in strong favor for wedding boquets. Berried shrubs and flowering eucalyptus are given a conspicuous place in all the retail shops. A gradual shortening up of the supply of ferns and asparagus is noted. Violets are plentiful and show no change in price, but shippers are buying heavily of it, which assists in keeping the market well cleaned up. It is generally understood that the supply of holiday plants will be sufficient for all requirements. Excellent azaleas are arriving and sell quite readily. Small lots of poinsettias are seen and California red berries are plentiful and meet with a ready demand.

NOTES.

The Retail Florists' Association held its monthly meeting, December 7, at the Co-Operative Flower market. Due to the unavoidable absence of President Stein, P. V. Matraia presided. At the next session, the date for the annual banquet of the association will be announced. The flower show committee, of this organization, at a recent meeting, in presenting its report of the exhibition staged last October in this city, showed that it was a financial success.

When Geo. Beban, famous motion picture star, visits this city this week, he will be presented with a large floral key to the city by Mayor Rolph, which will be the gift of the Retail Florists' Association. Mr. Beban will distribute 250 roses each day in front of the Granada theatre, each rose bearing a card, saying: "Say it with Flowers for Christmas." This stock will be donated by members of the association.

Pelicano, Rossi & Co. is making extensive improvements in its Kearney street store, the whole of the interior being remodeled and extensive fixtures installed. It seems to be the opinion among many of the trade that Angelo J. Rossi, of this concern, will be our next mayor, due no doubt to the excellent majority he obtained when running for supervisor, last November.

Mori Bros., San Mateo, have covered their late flowering chrysanthemums with a three fold covering of burlap and have saved a major portion of their stock from frost. It was an expensive undertaking but the prices now being obtained seem to justify it.

Holly, from British Columbia, is arriving freely and is of extra good quality, but there is little call for northern mistletoe. Oregon Christmas trees are finding a good sale here.

GLADIOLUS For Those Empty Benches

Grown on our Own Farms. From our Own Planting Stocks. Machine Graded. True to Name.

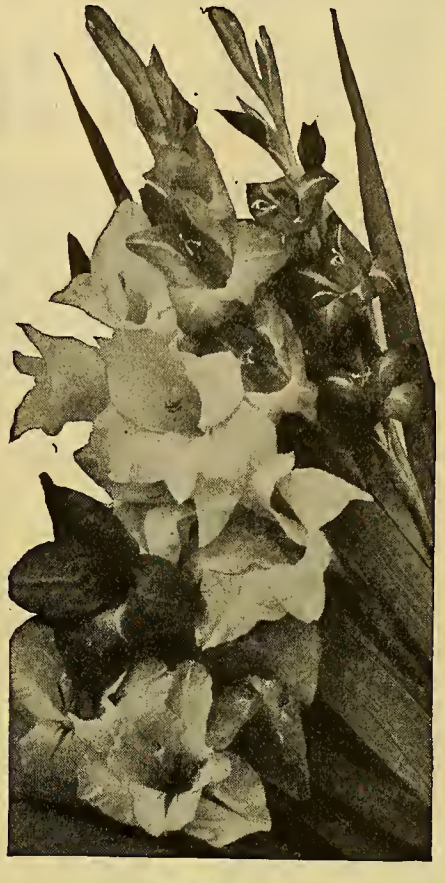
Send your order for such bulbs that you want for those empty benches or for planting between your carnations as a catch crop. Our Gladiolus bulb crop has never been better, good size, very smooth, clean and free from scab.

Our **"FIRST SIZE"** will as usual show a good percentage of "overs," containing a strong percentage 1¾ to 2 inches. Ask us for free samples. Do not buy elsewhere without comparing liberal sized samples with ours.

Bulbs for forcing under glass are carefully selected for this purpose.

Mrs. Francis King, First size
Mrs. Francis King, Medium size
Chicago White, First size
Chicago White, Medium size
America, First size
America. Medium size
Halley, First size
Halley, Medium size
Panama, First size
Panama, Medium size
Mrs. Frank Pendleton. First size
Mrs. Frank Pendleton, Medium size
Primulinus Sunbeam, First size
and many other kinds.

Write For Prices



Lilium Giganteum

6 to 8 (400 to case)..per case **$50.00**
7 to 9 (300 to case)..per case **55.00**

Manetti Stocks

English, French, (Due soon).

Yellow Callas

	Per 100
1¼ inch	$14.00
1½ "	17.00
2 "	25.00

Hardy Lilies

Auratum.

8 to 9 (180 to case)..per case **$25.00**
9 to 11 (125 to case)..per case **25.00**

Rubrum.

8 to 9 (200 to case)..per case **$25.00**
9 to 11 (150 to case)..per case **25.00**

Album.

8 to 9 (200 to case)..per case **$26.00**
9 to 11 (140 to case)..per case **26.00**
Also 11 to 13 in above kinds.

Get our Prices on Cannas, Tuberoses, Caladiums, Begonias.

CHICAGO **VAUGHAN'S SEED STORE** **NEW YORK**

The California State Floral Society held its monthly meeting last week, when fine exhibits were staged.

Visitor: Chas. C. Navlet, of the C. C. Navlet Co., San Jose.

JAMES T. LYNCH.

Evansville, Ind.

A SUCCESSFUL PEONY GROWER.

A gentleman of this city grows millions of peonies as a recreation. It is a recreation that combines with industry in a most delightful manner, according to Dr. Adam J. Knapp, local throat specialist, whose hobby is peonies. Dr. Knapp began to grow peonies about 18 years ago and since that time the original two-acre plot has developed into 100 acres. Sixty acres are in Warrick county, near DeGonia, Ind. The peonies grown on this tract bloom just in time for Memorial Day. Dr. Knapp has a garden near Memphis, Tenn., and there the peonies bloom soon enough to supply the western part of the United States for Mother's Day. He has a garden at Aanford, N. C., to supply the eastern part of the country for the same occasion. An acre of ground will produce from 1,000 to 3,000 dozen of peonies, according to Dr. Knapp.

Last year for the first time during the entire 18 years of his experience in growing peonies, Dr. Knapp lost his entire crop in Warrick county, due to freezing weather. His southern crop was not injured. Peony plants are set out in the fall. A small part of the root and stem of a larger plant is used, requiring three years to develop the first crop. The best flowers come from plants from three to six years old. After this the plants become too large and are unable to nourish the bulbs, according to the doctor-horticulturist. Dr. Knapp spends the month of May in his peony garden near DeGonia harvesting the crop. That is what he calls a real vacation and says he finds real joy in his work.

W. B. C.

BAR HARBOR, ME.—Edw. Kirk recently filed a petition in bankruptcy, assets $5,500; liabilities, $3,972.56.

MURPHYSBORO, ILL.—Chas. Ihles, who recently completed two greenhouses on his property at Logan and 22nd streets, is now erecting a salesroom and office building.

KANSAS CITY, MO.—The Sunset Hills Gardens, of Leavenworth, Kans., have leased a store at 3930 Main street, where it will open an up-to-date flower shop in the near future. The firm also operates the Colonial Shop, at Ward parkway and Wornall road.

New Year's Price List

We are Rose Growers. Our prices for this New Year are away below the usual prices of former years and represent the growing sentiment amongst the retail trade against the extreme high prices which have usually prevailed at this holiday.

Red Roses are very scarce and we suggest Premier in their place. We only handle the roses we grow. You will find it pays to

Order Direct of the Grower

A Trial Order Solicited.

BASSETT & WASHBURN

LONG DISTANCE PHONES:
CENTRAL 1457
Greenhouses: Hinsdale, Ill., and Gregg Station, Ill.
Notice:—We close at 5 o'clock week days.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.
Closed all day Sundays

Chicago.

EARLY CHRISTMAS DEMAND IS BRISK.

The early demand for Christmas is starting off strong and if the weather is favorable the balance of the week the market should clean up completely in practically all lines. The shipping trade is very good and late orders are arriving in large numbers with some from other wholesale markets indicating that stock in some lines is scarce the same as here, especially carnations. The out-of-town buyers are taking all the carnations they can secure at the advertised quotations indicating an early cleanup in this item. Roses are in heavy demand and while the call is naturally for red and for short and medium stemmed stock the fancier grades are moving nicely at the advertised quotations. Cut poinsettias are in heavy supply and no scarcity is looked for. Orchids and lily of the valley should hold their own and the same holds true for sweet peas and gardenias. White and yellow narcissus are in good supply and in good demand around the $6 per 100 figure. Stevia, calendulas, snapdragons, Roman hyacinths, daisies, single and double violets, pansies, heather, anemone flowered chrysanthemums, and euphorbia are included in the offerings. Pussy willows, holly, red berries, California holly and mistletoe are to be had together with boxwood, wild smilax and all other green goods. The supply houses report a very good week and the plant growers report a general cleanup. The retail stores are crammed with Christmas goods of every description and the dealers are confident of a strong demand if the weather is any at all favorable. The department stores were crowded to capacity December 17 when the increased store forces found it impossible to take care of all the customers which the proprietors thought was doing remarkably well considering that it rained practically the entire day. The ground is covered with snow at this writing, December 21, and everything points to a brisk Christmas demand.

Boxwood is well cleaned up here and little to be had December 20.

The following were South Water street quotations on holiday decorative material, December 19: Christmas trees, two to six trees, $3 to $3.25; Northern trees, according to size, each, $3 to $6; giants, $15; pine needles, per dozen, $1.50; coils, evergreen, 20 yards, $1.25; wreaths, evergreen, with friz, $1.15; holly, with three clusters of berries, $1.25; double holly, with three clusters of berries, $2.50; magnolia, with friz, $1.15; Japanese friz, all red, 10-inch, $2.50; the same, 14-inch, $3.50; Japanese roping, 60 yards, four colors, each, 50 cents to 60 cents.

FOUNDED BY FLINT KENNICOTT 1st

To all our old and loyal friends we extend greetings, assurances of cordial regard and best wishes for the year to come.

KENNICOTT BROTHERS Co
WHOLESALE FLORISTS

Mention the American Florist when writing

GEO. C. WEILAND, President
FRED SCHRAMM, Vice-President
RUDOLPH ELLSWORTH, Secretary
CHARLES McCAULEY, Treasurer

PAUL R. KLINGSPORN, Manager
L. D. Phone Private Exchange
Central 282

Our Customers Want—and Get—the Best There Is

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue CHICAGO

WE WISH ALL THE TRADE

A Merry Christmas

AND A HAPPY AND

Prosperous New Year

We extend thanks to all those who, either by their patronage or their commendation, or both, have assisted us to make 1921 the largest year in the history of this organization of Growers and we take this opportunity to state that we shall not, in 1922, relax our efforts to give ***real*** service to all branches of the trade. We hope you have a big Christmas and a fine year in 1922.

NEW YEAR'S FLOWERS

Tell your community to "Say It with Flowers" for New Year's. We can not quote prices now, as we expect a sharp reduction on some lines, especially Long Roses. But you can order of us with the assurance that we shall have a large supply of the best grades and that our prices will not be higher than others ask if they have as good stock.

Open Sunday, Christmas Day, December 25th. "Service to swear BY, not AT."

HEAVY SUPPLY

ROSES AND CARNATIONS

The Best Buy in the Chicago Market at the prices quoted --- Bar None

NEW YEAR'S PRICE LIST Subject to Change Without Notice.

RUSSELL	Per 100
Special	$50.00
Medium	40.00
Select	25.00
Short	15.00

PREMIER	Per 100
Special	$40.00
Medium	30.00
Select	20.00
Short	15.00

COLUMBIA	Per 100
Special	$25.00
Medium	20.00
Select	15.00
Short	10.00

SUNBURST AND OPHELIA	Per 100
Special	$20.00
Medium	15.00
Select	12.00
Short	10.00

BUTTERFLY	Per 100
Special	$25.00
Medium	20.00
Select	15.00
Short	10.00
ROSES, OUR SELECTION	12.00

CARNATIONS	Per 100
Long Fancy Mrs. C. W. Ward and Rosette	$12.00 to $15.00
White and Light Pink	10.00

MISCELLANEOUS	
Calla Lilies, per doz.	$3.00
Ferns, per 1,000	4.00
Smilax, per doz.	4.00
Galax, per 1,000	2.50
Sprengeri, bunch	.50

Other Greens at Market Prices

WIETOR BROS.

30 East Randolph St., L. D. Phone Randolph 2081. **CHICAGO**

Mention the American Florist when writing

NOTES.

A. L. Vaughan & Co. are having their share of the Christmas business, especially in the shipping department. Greens are in large supply at this establishment with choice bronze galax attracting the attention of the city buyers.

Poehlmann Bros. Co. is supplying its trade with choice stocks of all kinds, especially roses which it is cutting in quantity. Mrs. Chas. Russell are in extra heavy supply, not to mention Premier and Columbia.

Wietor Bros. are pleased with the early Christmas demand especially from out-of-town points and everything looks like a cleanup at this establishment. This firm has a nice batch of rooted carnation cuttings ready for delivery.

The Wild Flower Preservation Society opened its annual exhibition at the Art institute, December 17 and will continue until January 18. The exhibits consist of boquets of wild flowers, fungus, grasses, sedges and mosses.

The Joseph Foerster Co. is well satisfied with the Christmas demand so far and is taking care of all its customers in splendid shape.

Peter Reinberg, Inc., is enjoying a good Christmas business and new orders are arriving in every mail. The shipping trade is remarkably good with a strong call for roses and carnations.

John Walsh, formerly with the Chicago Flower Growers' Association and the Joseph Foerster Co., is the latest addition to the sales force in Poehlmann Bros. Co.'s cut flower department.

Zech & Mann are having their share of the Christmas business with a strong call for carnations. Miscellaneous stock is in good supply at this establishment, but is cleaning up every day.

General merchants in the loop report holiday business better than last year.

Drive Your Slogan Home

THE NEW WRAPPING PAPER

Made especially for Florists

WATERMARKED

"Say it with Flowers"

Carries your dynamic slogan right into the homes of your trade

and

adds just the proper touch to your service

Orchard Paper Company
758 Spruce Street
SAINT LOUIS

The J. A. Budlong Co. is enjoying a brisk Christmas business with a strong out-of-town call for stock.

W. S. Puffer, with Vaughan's Seed Store, is in the city for the holidays.

The American Greenhouse Manufacturing Co. has a photographer out on a 12,000-mile trip taking pictures of some of the houses it has built.

E. C. Pruner representing Poehlmann Bros. Co., is back from a business trip through the southwest.

A. Henderson & Co. are busy with florists' specialties in flower seeds.

PETER REINBERG, Inc.

WHOLESALE CUT FLOWERS

30 E. Randolph St., CHICAGO

Happy New Year

Everyone in the trade has our best wishes for a Happy New Year and we sincerely hope that 1922 will be recorded as the best ever.

Buy Direct from the Grower. **NEW YEAR PRICE LIST** **Subject to Change Without Notice.**

MRS. CHAS. RUSSELL	Per 100
Specials	$50.00
Fancy	$35.00 to 40.00
Select	25.00 to 30.00
Medium	20.00
Short	15.00
COLUMBIA	
Specials	$50.00
Fancy	$35.00 to 40.00
Select	25.00 to 30.00
Medium	20.00
Short	15.00
PREMIER	
Specials	$50.00
Select	25.00 to 30.00
Medium	20.00
Short	15.00

EXTRA SPECIAL STOCK BILLED ACCORDINGLY

SUNBURST, OPHELIA, WHITE KILLARNEY	Per 100
Specials	$30.00 to $35.00
Select	20.00 to 25.00
Medium	15.00 to 18.00
Short	12.00

ROSES, Our Selection **$15.00**

Carnations	$12.00
Carnations, Fancy	15.00
Pansies, per dozen bunches	2.00
Paper Whites	$ 6.00 to 8.00
Stevia, per bunch	.75 to 1.00
Violets	3.00 to 4.00
Sweet Peas	3.00 to 5.00
Adiantum	1.50
Asparagus, per bunch	35c to 50c
extra fancy	75c
Boxwood, per bunch	35c
Ferns, per 1,000	4.00
Galax, bronze and green, 1,000	2.00
Leucothoe Sprays	1.00

The E. F. Winterson Co.

Long Distance Telephone, Central 6004

166 N. Wabash Avenue, Chicago, Ill.

The Ove Gnatt Co., Inc.

Preservers of Natural Foliages **LA PORTE, IND.**

Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties.

The George Wittbold Co. had a page ad in the Tribune, December 21, which should result in a large number of Christmas orders. Fleischman, George Wienhoeber, A. Lange, Mangel and others also advertised extensively for the holidays.

Bassett & Washburn are having no trouble in disposing of all the stock it is cutting for Christmas and clean up completely in all lines each day.

Kennicott Bros. Co. is offering a good supply of American Beauty roses, the daily receipts running in the neighborhood of 1,000.

The Chicago Flower Growers' Association report a splendid Christmas business with a heavy shipping demand.

The American Bulb Co. is making extensive preparations for its business in cannas and other spring bulbs.

Vaughan's Seed Store is moving large quantities of gladiolus bulbs.

Art Christiansen with Paul Blome & Co. is on the sick list.

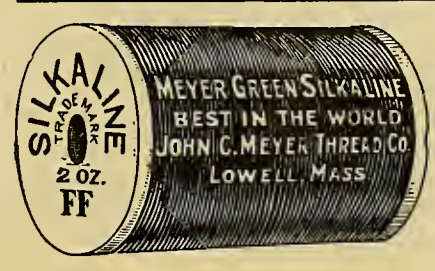
Visitors: Philip Breitmeyer, Detroit, Mich.; George Pieser, St. Louis, Mo.

PAPER WHITE FLOWERS

Now shipping daily. How many can we ship you and how often? Price, $2.50 per 100; $11.00 for 500, postpaid.

TAIT BROTHERS COMPANY, Brunswick, Ga.

Mention the American Florist when writing



USE THE

Meyer Green Florists' Thread

and you will get the two ounces of actual thread to every spool, 16 ounces of thread to the pound, net weight. Write direct to the manufacturer, and you will get the best.

Manufactured by

The John C. Meyer Thread Co.

LOWELL, MASS., U. S. A. Dept. XYZ.

Quality Cut Flowers

Call on us whenever you need stock in a hurry. Everything in Roses and Carnations, Valley, Single and Double Violets, Stevia, Orchids, Lilies, Callas, Paper White Narcissus, Calendulas, Sweet Peas and all other Miscellaneous Seasonable Stock, including a large and complete line of Greens.

Late rush orders given immediate attention.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

Commercial Flower Growers' of Chicago

The regular meeting of the Commercial Flower Growers was held at the Randolph hotel, December 15. It was decided to hold a joint meeting and novelty night in conjunction with the Chicago Florists' Club, at its monthly meeting in February. The advisability of a separate flower show to be staged by the florists next spring was considered and the matter was referred to the standing flower show committee of our association for further investigation and report is to be made at the January meeting. The Angel Guardian Greenhouses was elected to membership.

Some splendid advertising copy, as used by the St. Louis, Mo., florists was received from J. Fred Ammann, Edwardsville, Ill., together with a statement that the growers in the St. Louis district of the National Flower Growers' Association now pay two per cent of the amount of their gross sales toward advertising and are well satisfied with the results of the campaign.

The abundant supply of stock and the limited demand during the spring months formed the subject of a lengthy discussion, which wound up with the motion to instruct and empower the executive board to arrange a meeting with the Chicago wholesalers to consider this situation, which reoccurs each spring, and at the same time to consider the advisability of raising the present advertising assessment to one per cent. This would furnish funds for more active advertising during the times when a large part of our product is without a market.

OTTO H. AMLING, Sec'y.

$25 Every Florist should have our $25 Business Bui'der Assortment. Send for it today. You will be agreeably surprised with the high class of goods we are manufacturing and how rapidly they sell.

THE BERGMAN DECORATING CO.

Originators and Manufacturers of Natural Perpetuated Flowers

1630-1632 Milwaukee Ave., Phone: Humboldt 8853 CHICAGO

Oriental Goldfish & Supply Co.

Send for catalog ie.

3757 Cottage Grove Ave., Chicago

Mention the American Florist when writing

Southern Wild Smilax, $2.50

Holly, well red berried....**$3.00**

In 2x2x4 cases, 50 lbs. and over. A-1 stock, fresh from the woods.

Write, wire or phone.

Edward Sanderson, EUTAW, ALABAMA

Mention the American Florist when writing

CONES

Work splendidly into

Christmas Decorations

They are gathered extensively in the Rocky Mountains of Colorado. We are collectors of all kinds and supply the trade at Wholesale Prices.

	Per 1000
Pine Cones, large.....	$5.00
Blue Spruce, long, slim..	4.00
Red Spruce, small.....	3.00

They carry safely in sacks. You should order today.

COLORADO SEED CO.

1515 Champa St.

DENVER, COLORADO

Cincinnati, O.

GOOD HOLIDAY TRADE EXPECTED.

Conditions at this market show no marked change over the previous week. Roses are now arriving in goodly numbers and indications point to a fine supply for the holiday. Sweet peas are arriving in large quantities and clean up well at $2 to $3 per 100. Carnations are holding their own. Stevias are in as good demand as in previous years and lilies, both Callas and Harrisii, find a good market, now that chrysanthemums are out of the way. In spite of the industrial depression affecting this city, a very good holiday trade is anticipated.

NOTES.

C. E. Critchell is ill with an attack of quinsy at the Good Samaritan hospital and the last report stated that he was doing well. Trade is rather brisk at his store and is being efficiently handled without any additional help.

Gus Mickley, who has been south recuperating his health, returned this week and is slowly recovering. The good wishes of the trade are his for he is very popular here.

A fine week in debutante orders is reported by H. W. Shepard. An addition to the store force will enable him to take care of the holiday rush with ease.

J. Baer deserves special mention because of his beautiful holiday window display, which is attracting much attention on Fourth avenue.

Quantities of stevias are being received by P. J. Olinger & Co. from its greenhouses at Newcastle, Ind.

Visitors: Geo. Mohn, of the E. C. Amling Co., Chicago; H. Coffman, of the McClure-Coffman Co., Huntington, W. Va.; S. M. Harbison, Danville, Ky.; Harry F. Smith, Richmond, Ind.; H. Fancourt, of the S. S. Pennock Co., Philadelphia, Pa.; Brunner, Springfield, Ohio.

G. K.

Good Supply of ROSES

Premier, Russell, Sunburst, Columbia,
Milady, Ophelia, Butterfly and Ward.

Carnations, Sweet Peas, Single and Double Violets, White and Yellow Narcissus, Lilies, Calendulas, Valley, Stevia, Daisies and Mignonette. Complete Supply of Greens.

A. L. VAUGHAN & Co.
NOT INC.
PHONES:
CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572
161 North Wabash Ave. Chicago

ERNE & COMPANY

—WHOLESALE FLORISTS—

10 E. Randolph Street. L. D. Phone Randolph 6578. CHICAGO, ILL.

Columbus, O.

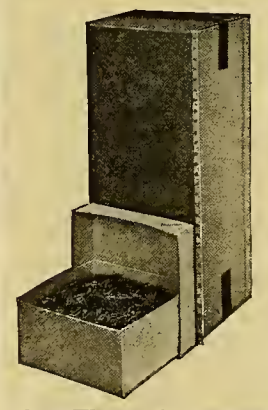
HOLIDAY DEMAND BRISK.

Christmas business looms up very large the Saturday previous to the holiday. Advance orders were greater than usual and this showed that the public was buying early at least. Orders on the whole have been more numerous than in former years, but the average value is slightly less. Pot plants have been one of the big features of the present holiday season. There are frequent calls for begonias, poinsettias, cherry trees, cyclamens and other plants. Some of the retailers were compelled to place second orders for plants. Cut flowers are also showing up actively with roses in the lead. Prices are somewhat higher than at regular times with roses of good quality selling from $6 to $15 per dozen. Carnations are scarce and prices are from $3 to $4 per dozen. There will be plenty of narcissus and violets. Lily of the valley will bring $3 to $4 per dozen. The call for decorative stock such as ruscus, holly and evergreens is good. Wreaths are selling well and this trade is moving in somewhat earlier than usual. There has been considerable funeral work during the latter part of December. Parties have also been numerous and they have been the means of selling quantities of cut flowers.

NOTES.

E. R. Munk, of the Munk Floral Co., says the company has booked much business for Christmas. Poinsettias is the favorite pot plant although there are a number of calls for begonias and cyclamens. In cut flowers, roses and carnations are the best kinds. This company is quoting roses from $4 to $15 per dozen which is only slightly higher than the usual prices.

McKellar, the Florist, 35 West Broad street, is having the best Christmas business in several years. He has sold many wreaths and other decorations, in-



Florists' Greening Pins

No Florist should be without a box of Greening Pins, considering their small price, convenience and amount of labor saved. One box contains 10 lbs. (about 10,000 to 11,000 pins.)

Price, per box.....$2.60
5 boxes or more @..... 2 50

Complete list of many other items free.

One Floral Art Album given free with any order of $25.00 or more.

GEO. H. ANGERMUELLER CO.,
Wholesale Florists 1324 Pine Street, ST. LOUIS, MO.

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

80 E. Randolph St.
CHICAGO

Long Distance Phones Central 3283 Central 3284

Our Offerings Include:

LILIES

Absolutely the finest supply of Cut Lilies in this market.

ROSES

COLUMBIA
RUSSELL
White Killarney
Butterfly
Crusader Sunburst
Killarney Brilliant
Ward Ophelia
Premier

MISCELLANEOUS

Valley Cattleyas
Calendulas

CARNATIONS

SWEET PEAS
VIOLETS
PAPER WHITES
DAISIES PANSIES
STEVIA

GREENS

Plumosus Sprengeri
Bronze and Green Galax
Ferns
Adiantum Smilax
Mexican Ivy
Boxwood

cluding ruscus. Pot plants are also selling well and in addition a large number of orders for corsages and cut flowers have been booked. Indications point to an active week.

T. J. Ludwig, 82 North High street, has issued a small booklet in which Christmas suggestions in the way of flowers are given to the public. This booklet is distributed to aid the average man to place his orders for holiday flowers and many have taken advantage of the suggestions.

Carl Jagsch, manager of the Franklin Park Floral Co., has prepared for a big holiday business. Cuttings of roses, carnations and several other varieties of flowers will be quite good and the quality is extra fine.

A nice lot of carnations and narcissus for the holiday season is being cut by Emil Metzmaier. Business with this concern has been good and a heavy holiday trade is anticipated.

The next meeting of the Flower Growers' and Dealers' Association will be held January 3, next. J. W. L.

Pittsburgh.

EXCELLENT HOLIDAY TRADE.

As is usual before every holiday, cut flower business has been slow and only for the fact that the supply has tightened up, there is no doubt that there would have been an over supply, but the demand has been such that practically every item cleans up daily with the exception of Paper White narcissi, and so far they have been a drug on the market. The offerings of roses have been equal to the demand and the quality is excellent. Carnations have tightened up and there is not nearly enough to go around. All other items clean up daily and include lilies, both Easter and Calla, pompons, chrysanthemums, lily of the valley, sweet peas, calendulas, stevias, yellow narcissi and daisies. Holiday greens have been moving well, but the quality of the holly and mistletoe has been poor. The first Christmas trees were put on sale last week, and prices are high, due to a small supply, say the dealers. Never before were so many street peddlers seen on the streets selling anything from toy balloons to the largest Christmas wreaths and made-up artificial baskets. The supply houses are working day and night, getting out the last-minute orders, and report the largest December trade on record. The wholesale houses report many advance orders for cut flowers, but that the retailers are fighting shy of the high-priced items and are cutting their orders from 25 to 50 per cent. in comparison with those placed last year, so that it looks as though it might be a last-minute business in that line also, but from all reports from the growers the only item it is possible that there might be a surplus in is long-stemmed roses. This time next week will tell the tale, but we predict one of the best holidays in the history of the business.

NOTES.

All of the wholesale plantsmen of this district report that they are sold out on all Christmas plants and have had one of the best seasons in their history.

The E. C. Ludwig Floral Co. has added a new Ford truck to its fleet, thus giving them five cars, including three Fords, one Pope and one Hudson.

Visitor: John Schneidmiller, of the John Keil Co., East Liverpool, O.

E. C. T.

Rochester, N. Y.

GREAT IMPROVEMENT IN TRADE.

Business has improved considerably and is increasing to the usual Christmas volume. Poinsettias are arriving now and the quality is excellent. Paper White narcissi are in excellent supply and carnations have advanced considerably in price. Their quality is good. Lilium Harrissii is arriving. There are a few late chrysanthemums, but the quality is poor, however. Roses of all kinds are very good and the demand is strong. Flowering plants, such as cyclamens, begonias, heathers, Jerusaleum cherries are seen and will be in heavy supply for the holiday. Holly is not quite as good this year as last but laurel is excellent and is very popular.

NOTES.

The monthly meeting of the Florists' Association took place, December 9, at the Osborne house. A very large attendance was present and the following topics, which aroused much interest, were discussed: "How to Better the Growers' Condition," and the "Object of the Florists' Association."

At the store of J. B. Keller & Sons, everthing has taken on a holiday tone and trade is rushing. Peter Hess and Mrs. Vick are assisting during the rush periods.

Edwin Wilson, Jr., is assisting at his father's flower shop, H. E. Wilson, 88 East Main street, during the holiday season.

Hart & Vick are featuring holiday novelties, consisting of a centerpiece of green studded with red candles.

Visitor: Mark Palmer, Buffalo, N. Y.

CHESTER.

Nashville, Tenn.

FINE HOLIDAY TRADE EXPECTED.

The florists are well prepared to meet the Christmas rush and are looking forward to an excellent holiday trade. Roses are fine and in heavy supply, some of them having 4-foot stems and large blooms. Premier and Columbia are the leaders, retailing at $4 to $12 per dozen. Carnations are in fine shape and will be abundant for the holiday. Narcissi, both yellow and white, Roman hyacinths, poinsettias and sweet peas will be in good supply. In the plant line, cyclamens, pot narcissi and solanums will be the leaders. Cemetery trade is expected to be brisk. Small decorated baskets, ranging in price from $2.50 to $5 seem to be very popu-

Use Budlong's Flowers

Line Up with the Progressive Element of the Trade and Make Your Business Grow

RUSSELL COLUMBIA PREMIER MILADY HEARST OPHELIA

Select Roses

Do you want a good White Rose? If so, order our Double White Killarney, the only good white on the Chicago market.

SUNBURST BUTTERFLY DUNLOP MONTROSE NESBIT

Use **Nesbit Roses** now that Sweet Peas are scarce.

CARNATIONS, Quality Stock, IN LARGE SUPPLY

Violets, Paper Whites, Calendulas, Sweet Peas, Easter Lilies

And All Other Seasonable Cut Flowers.

Use Our Valley for Your Wedding Work

Once Tried You Will Not Be Satisfied with Any Other

BOXWOOD, FERNS, ADIANTUM, PLUMOSUS, SPRENGERI, MEXICAN IVY, FERNS.

If you want good stock and good treatment, buy of

Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

lar at present, even more so than wreaths. Both of the latter are prepared in a very artistic manner. The rush of orders has now commenced, especially for the out-of-town trade.

NOTES.

The Joy Floral Co. expects to supply both its Atlanta, Ga., and Chattanooga, Tenn., establishments, without in the least affecting the supply of its local store. Roses are in fine shape here. Poinsettias, in cut flowers and plants, and cut carnations, which are in excellent condition and supply are expected to meet with a ready market.

Geny Bros. say they never had such a fine supply of roses, and have taken many orders for this stock. Orchids, carnations, sweet peas, stevias, Roman hyacinths, pot plants and ferns are quantity items at their store. Sales in wreaths and baskets are reported very good.

Carnations, in reds, pinks, light pinks and whites, are in excellent supply with the McIntyre Floral Co. and orchids, roses, sweet peas, wreaths and pot plants give a variety to the firm's offerings that augur well for the holiday trade. M. C. D.

Beginning January 1st, 1922. For every week and month thereafter revisions and changes of Credit Standing will be supplemented to our Annual Blue Book.

Before and After

The Christmas Rush Charge Accounts Run Into Big Money.

28,000 INDIVIDUAL

partnership and corporations are fully covered with information you must have for all your **Regular Customers** and **All New Business Before Any Shipments** should be made—a credit information that serves instantaneously right at your elbow.

A BLUE BOOK

of **Credit Information** made to fit the peculiar requirements of the Floral Industry and its **Trade Branches.**

JOIN THIS ASS'N

That is a real protection to your business—safeguarding your accounts on a basis of a 100% **Valuation.**

THE LEDGER SYSTEM

Of this association through the co-operation of its members deals only with the established facts. Every statement made is backed with absolute proof.

If You Ever Needed a Credit Service You Need It Now.

SIGN THIS—

Enclosed find check for $10.00 as part payment for the delivery of the Blue Book of the Floral Trade with the understanding that if you do not want to become a member of this Association, then the Ten Dollars is to be immediately returned to you on the return of the Contract and Blue Book to us.

Name.....

Address.....

Safe Handling Of Your Funds is guaranteed by the National Surety Co. of New York, with $5,000.00 Bond covering all money collected by us for you.

Incorporated 1921.

Founded 1912

Cash Capital Paid in . . $40,000.00
Surplus . 9,371.10

Direct Representation in every city in the **United States** and **Canada.**

A Board of Governors provides a trustee system of Supervision of Prominent Men actively identified in the industry as a guarantee of a "Square Deal" to everybody in the Trade.

Maintained by the Co-operation of its Membership.

This Credit System distinguishes "Good Pay" from "Poor Payers."

Not in competition with or to be compared with the old line commercial credit Agencies.

"We Do Not Require Any Guaranteed Fund."

Florists' Credit Ass'n, Inc.

A NATIONAL INSTITUTION

Endorsed by the S.A.F. 1918

Federal Life Bldg.
168 Michigan Blvd.
CHICAGO

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

Mention the American Florist when writing

GREEN SHEET
MOSS

Fadeless, per bag, $3 50
Natural, " " 1.75

KNUD NIELSEN
Evergreen, Ala.

Mention the American Florist when writing

A. T. Pyfer & Co.
WHOLESALE FLORISTS
164 N. Wabash Avenue
CHICAGO, ILL.
Long Distance Telephone, Central 3373.

Mention the American Florist when writing

WEILAND-RISCH CO.
FLOWER GROWERS
TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing

Tonner
Wholesale
CUT FLOWERS
Supplies
30 E. Randolph St.
Telephone Central 6284
Chicago

Mention the American Florist when writing

Holly, Smilax
PREPARED MAGNOLIA
Price and quality guaranteed.
DECORATIVE GREENS CO., KINSTON, ALA.

H. Bayersdorfer & Co.
The Wholesale Supply House of America . . .
EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.

E. C. AMLING CO.
The Largest, Best Equipped, Most Centrally Located
WHOLESALE
CUT FLOWER HOUSE
IN CHICAGO
169-75 N. Wabash Ave., CHICAGO
L. D. Phones: CENTRAL 1977 1978

Mention the American Florist when writing

Wholesale Flower Markets

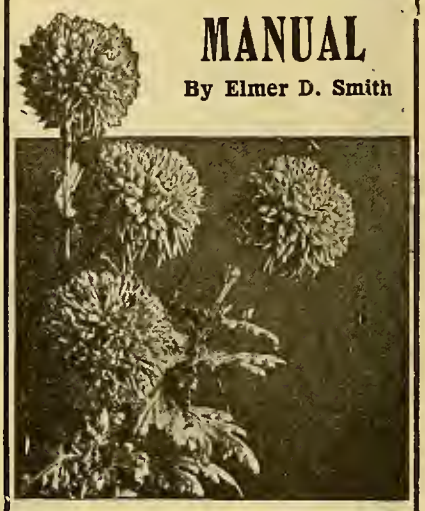
Chicago
CURRENT PRICE LIST

	Dozen		
Roses, Beauty	$ 6.00	to	$15.00
	Per 100		
" Mrs. Chas. Russell	12.00	to	75.00
" Butterfly	10.00	to	35.00
" Columbia	12.00	to	35.00
" Dunlop	12.00	to	35.00
" Premier	12.00	to	35.00
" Hoosier Beauty	12.00	to	35.00
" Killarney Brilliant	10.00	to	25.00
" White Killarney	10.00	to	25.00
" Mrs. Geo. Shawyer	10.00	to	25.00
" Milady	12.00	to	50.00
" Mrs. Aaron Ward	8.00	to	18.00
" Sunburst	8.00	to	25.00
" Ophelia	8.00	to	25.00
" Dble. W. Killarney	8.00	to	25.00
" Cecile Brunner			6.00
" Our Selection			15.00
Calendulas	4.00	to	8.00
Daisies	2.00	to	3.00
Cattleyas, per doz.			36.00
Valley			10.00
Carnations	10.00	to	15.00
Lilies, per 100			25.00
Sweet Peas	3.00	to	5.00
Paper Whites			8 00
Violets	1.50	to	2.50
Adiantum	2.00	to	3.00
Ferns per 1,000			4.00
Galax per 1,000			2.00
Leucothoe			1.00
Sprengeri, Plumosus Sprays	35c to 50c per bunch		
Mexican Ivy			1.00
Boxwood, 35c per lb., case			9.00
Southern Wild Smilax, per case			12.00

ZECH & MANN
WHOLESALE FLORISTS
30 E. Randolph St., CHICAGO
Telephone Central 3284

Golden Yellow Sweet Peas
McClennhan's Yellow Flower Dye
Send for sufficient to make one quart.
Price $1.00, prepaid.
McCLENAHAN'S GREENHOUSES
40th and Phillips Sts., Oklahoma City, Okla.

THE CHRYSANTHEMUM MANUAL
By Elmer D. Smith



FOURTH EDITION
Price 60 Cents. Cash with Order
American Florist Co.
440 S. Dearborn St., Chicago

A. L. Randall Co.,
Wabash Ave., and Lake St.
CHICAGO, ILL.
Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

George Reinberg
WHOLESALE FLORISTS
Extra fancy Ophelia, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.
162 N. Wabash Ave. CHICAGO

Mention the American Florist when writing

NEW IMPORTATION
MINIATURE VELVET PANSIES
$3.60 per gross.
MINIATURE RED POPPIES..... $1.80 per gross
CLOTH CARNATIONS
White, Ward, Dark, Red Pink.. $25.00 per 1000
SAM SELIGMAN
116 West 28th Street, NEW YORK

Mention the American Florist when writing

For a Depe

NEW YEA

Use "Flowers c

MRS. CHARLES RUSSELL, MILADY

		Per 100
28 inch—	Firsts	$50.00
24 "	Seconds	40.00
21 "	Thirds	30.00
18 "	Fourths	25.00
15 "	Fifths	20.00
12 "	Sixths	18.00
6-9 "	Shorts	15.00

COLUMBIA

		Per 100
28 inch—	Firsts	$35.00
24 "	Seconds	30.00
21 "	Thirds	25.00
18 "	Fourths	20.00
15 "	Fifths	18.00
12 "	Sixths	15.00
6-9 "	Shorts	12.00

PREMIER

		Per 100
28 inch—	Firsts	$35.00
24 "	Seconds	30.00
21 "	Thirds	25.00
18 "	Fourths	20.00
15 "	Fifths	18.00
12 "	Sixths	15.00
6-9 "	Shorts	12.00

BUTTERFLY, OPHELIA

		Per 100
28 inch—	Firsts	$25.00
24 "	Seconds	20.00
21 "	Thirds	18.00
18 "	Fourths	18.00
15 "	Fifths	15.00
12 "	Sixths	12.00
6-9 "	Shorts	10.00

DOUBLE WHITE KILLARNEY AND DOUBLE WHITE OPHELIA

		Per 1
24 inch—	Seconds	$25
21 "	Thirds	20.
18 "	Fourths	18.
15 "	Fifths	15.
12 "	Sixths	12.
6-9 "	Shorts	10.

PHANTOM, AARON WARD

Corsage Roses of Merit

		Per 1
18 inch—	Fourths	$18.
15 "	Fifths	15.
12 "	Sixths	12.
6-9 "	Shorts	8.

CECILE BRUNNER

	Per 1
Cecile Brunner	$6

SPECIAL LONG ROSES.

MRS. CHARLES RUSSELL

	Per 1
Mrs. Charles Russell, Stemmed 32 to 36 inches	$60.
Mrs. Charles Russell, Stemmed 38 to 48 inches	75.

MILADY

	Per 1
Milady, Stemmed 32 to 36 inches	60.

PREMIER AND COLUMBIA

	Per 1
Premier and Columbia, Stemmed 36 to 40 inches	40.
Columbia, Stemmed 44 to 48 inches	50.

BUTTERFLY

	Per 1
Butterfly, Stemmed 36 to 48 inches	35.

Important Announcement---Our salesroon
Sunday, January 1, 1922. We will clos

Poehlmann Br

66-74 E. Rand

le Quality in

FLOWERS

perior Quality"

SPECIAL NOTE

oses that Replace American Beauties"
fer to SPECIAL LONG ROSES

CARNATIONS

	Per 100
t	$15.00
ond, White Only	10.00
die, Fancy	20.00
W. Ward and Red, Extra Fancy	18.00

rnations are graded by their length—quality of flowers of the best.

ORCHIDS

	Per Dozen
tleyas, Large, each	$ 3.00
tleyas, Medium, each	2.00

VALLEY

	Per 100
alley of Superior Quality"	$10.00

NOVELTY FLOWERS

	Per 100
via	$ 3.00
er Whites	8.00
endulas	$ 4.00- 8.00
pdragon	8.00- 15.00
ter Lilies	30.00- 35.00
las	25.00

CORSAGE FLOWERS

	Per 100
ile Brunner	$ 6.00
ntom	8.00
on Ward	8.00
et Peas	$4.00- 5.00

RHINEBECK DOUBLE VIOLETS.

Special, per 100	$ 2.50
Special, per 1000	22.50
Single, per 100	1.50
Single, per 1000	10.00

DECORATIVE GREENS

Sprengeri	Per 100	$3.00-$ 4.00
Plumosus	" "	3.00
Adiantum	" "	2.00
Leucothoe, Long	" "	1.50
Leucothoe, Medium	" "	1.00
Coontie Leaves	" "	3.00- 4.00
Woodwardia	" "	8.00
Ferns	Per 1000	4.00
Galax, Green	" "	2.00
Galax, Bronze	" "	2.50
Smilax	Per Doz. Strings	4.00
Southern Smilax	" Case	7.00
Boxwood	Per Bunch	.35
Boxwood	Per Bag (50 lbs.)	12.50
Boxwood	" " (100 lbs.)	22.50
Mistletoe	Per pound	.40

l shipping department will be open all day one o'clock Monday, January 2, 1922.

hers Company.

h St., Chicago

The Largest Growers of Flowers in the World

FOR
New Year's Day
We offer you an ample supply in the following items:
CATTLEYAS
GARDENIAS
and a large supply of
ROSES
in such varieties as
Columbia, Russell, Hadley, Milady, Richmond, McDonald.
An unusual fine and large supply of
RED ROSES
We can fill your orders and guarantee your entire satisfaction.
The Leo Niessen Co.
1201 Race Street
PHILADELPHIA, - PA.
Branches: Baltimore, Washington.

EDWARD REID
CHOICE ROSES, All Grades. SWEET PEAS.
CARNATIONS, EASTER LILIES and All Seasonable Flowers.
This is the exclusive shop, only one block from Express Depots.
1619-1621 Ranstead Street, PHILADELPHIA, PA.

Philadelphia.

TRADE GRADUALLY IMPROVING.

As is usual for the season, business has been quiet the past week, but toward the end, stock began to shorten up although there still remained plenty for the light demand except in the shorter grades of roses which were scarce and well up in price, 10 cents being asked for 10 to 12-inch stems. The extras and specials moved slowly at prices a third or more off their worth, had there been any demand. The quality of the stock is fine. It is said there will not be as much in the rose line offered this Christmas as last, but just why is not explained. Several growers are cropping houses of Richmond and Killarney. The American Beauty houses are all in pretty good crop, but there are not as many grown this year as last. Some growers claim they are disappointed in Premier which is not doing this year as well as last. Carnations have shortened up; nothing worth having sells for less than eight cents, with 10 cents and 12 cents for the better grades. Of course, the growers hold on to the plants quite a while these days, and 15 cents looks much better than 10 cents to most growers. Calendulas are a disappointment as so many have come single; even the best have sold very slowly all autumn. Easter lilies and callas are about equal to the call at top prices. There is still a good many chrysanthemums particularly pompons. While some present an aged look they have for the most part kept wonderfully well, considering the warm weather. They will stand a poor show if other flowers are as plentiful as expected. Cattleyas and lily of the valley are or will be in good supply for the holidays. Cut poinsettias are not over plentiful. Stevia, bouvardia, mignonette and snapdragon will all be in fair crop at this time. A good supply of violets is also promised. There is an abundance of greens of all kinds. Large stocks of Paper White narcissus have been seen on the market for the past month and also considerable N. Soleil d'Or, its yellow sister.

Wholesale Flower Markets

PHILADELPHIA, DEC. 21.	Per 100
Roses, Beauty, special	75.00@100.00
" Ophelia	6.00@ 15.00
" Columbia	6.00@ 20.00
" Mrs. Chas. Russell	10.00@ 25.00
" Killarney	4.00@ 10.00
" Hadley	8.00@ 25.00
" Sunburst	4.00@ 12.00
" Wards	3.00@ 6.00
" Premier	6.00@ 15.00
Adiantum	1.00@ 1.50
Asparagus, bunches	.35@ .50
Asparagus, strings	.75@ 1.00
Calendulas	1.50@ 3.00
Carnations	4.00@ 10.00
Cattleyas	100.00@150.00
Chrysanthemums, per doz.	1 50@ 5.00
Easter Lilies	20.00@ 25.00
Lily of the Valley	6.00@ 10.00
Smilax	.35
Snapdragons, per doz.	1.50@ 2.00
Sweet Peas	1.50@ 2.50
Violets, single	1.00@ 1.50
Violets, double	1.00@ 1.50
Callas	15.00@ 20.00
Stevia, per bch.	.35@ .50

BOSTON, DEC. 21.	Per 100
Roses, American Beauty	$25.00@$200.00
" Russell	12.00@ 35.00
" Dunlop	10.00@ 20.00
" Pilgrim	12.00@ 35.00
" Crusader	16.00@ 75.00
" White Killarney	12.00@ 25.00
" Ward	12.00@ 25.00
" Maryland	12.00@ 20.00
" Hoosier Beauty	12.00@ 25.00
" Columbia	12.00@ 35.00
" Hadley	16 00@ 100.00
" Premier	12.00@ 35.00
" Ophelia	12.00@ 35.00
" Butterfly	12.00@ 35.00
" Cecile Brunner	6.00@ 8.00
Adiantum	2.00
Asparagus bchs., per bch.	.50@ 1.00
Asparagus Strings, dozen.	12.00
B. Buttons	3.00@ 4.00
Calendulas, per bunch	.25
Carnations, fancy	20.00
Carnations, ordinary	12.00
Cattleyas, per doz.	18.00
Chrysanthemums	4.00@ 5.00
Lily of the Valley	10.00@ 12.00
Smilax, per dozen	6.00
Swainsona, per bch.	.50@ .75
Violets	2 50@ 3.00
Cypripediums, dozen	4.00@ 6.00
Pansies	2.50@ 3.00
Sweet Peas	4.00@ 5.00
Stevia, per bch.	.50@ .75
Margerites	3.00@ 4.00
Snapdragons, per doz.	1.50@ 3.00
Poinsettia, per doz.	12.00

BUFFALO, DEC. 21.	Per 100
Roses, White Killarney	$6.00@$12.00
" Dbl. Wht. Killarney	6.00@ 12.00
" Richmond	6.00@ 15.00
" Maryland	6.00@ 15.00
" Sunburst	6.00@ 15.00
" Columbia	8.00@ 20.00
" Ophelia	6.00@ 15.00
" Russell	6.00@ 20.00
" Premier	8.00@ 20.00
" Cecile Brunner	3.00@ 4.00
Calendulas	3.00@ 6.00
Carnations	3.00@ 6.00
Easter Lilies	20.00@ 25.00
Mignonette	4.00@ 6.00
Narcissus, paper whites	4 00@ 5.00
Rubrum Lilies	6.00@ 10.00
Snapdragons	3.00@ 5.00
Sweet Peas	1.00@ 3.00
Chrysanthemums, White	8.00@ 35.00
" Pink	10.00@ 35 00
" Yellow	12.00@ 35.00
" Pompons	.35@ 1.00

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Sell your flowers under your own management through the
Philadelphia Growers' Cut Flower Market
WM. C. LYNCH, Manager
No. 7 South Mole Street
PHILADELPHIA, - - PA.
This Week High Grade
Roses, Sweet Peas, Violets and Carnations

Wholesale Florists' Supplies
THE HOUSE OF MERIT
Staple Baskets and Seasonable Novelties in Quantity
JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St., Phila., Pa.

Berger Bros.
The Choice of the Market in
EASTER LILIES, ROSES,
CARNATIONS and SWEET PEAS.
Exceptional Service.
1609 Sansom St., PHILADELPHIA, PA.

THE RETAILER AT FAULT

Of course every man not just in that line knows how to run the other fellow's business best, and considering the low prices that stock has sold for the past three months, the wholesalers feel that retailers asked entirely too high prices for all kinds of cut flowers, particularly roses. Stock that cost from $5 to $12.50 per 100 was held by some of them at from $5 to $9 per dozen. Had there been a brisk market with flowers scarce, these store selling prices would have been warranted, but with the market glutted as it was the retailers should have passed the benefit of the low prices on to the public and in this way interested many new flower buyers and cleaned up the market at fair prices to all. A large wholesaler was of the opinion that if such a lengthy over stocked condition as was experienced the past autumn set in again and retailers did not help relieve the situation by co-operation with the wholesalers and growers to sell flowers at lower prices, they would be apt to have to meet a competition that would make them sit up and take notice

NOTES.

All the stores have been working overtime the past week on wreaths and other Christmas designs. The red chinelle is still very popular and is the groundwork of many moderately priced pieces. These are decorated in almost every conceivable way. Boxwood in cresent and full round wreaths is

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WHOLESALE FLORISTS
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Headquarters of the Cudahy Roses
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444-446 Milwaukee Street
MILWAUKEE, WIS.

Pittsburgh Cut Flower Co.
WHOLESALE FLORISTS
Growers of Quality Flowers
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PITTSBURGH, - PA.

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OF LOS ANGELES
The Largest, best equipped and most centrally located Wholesale Cut Flower and Supply House in Los Angeles.
LET YOUR ORDERS COME.

seen in all the shops. For the cemetery the magnolia wreath, more or less elaborately trimmed with artificial flowers and prepared grasses, seedpods, etc., appears to be first choice. Some have such large stocks that one wonders how they can handle them all.

Arthur Herrington's lecture before the Pennsylvania Horticultural Society, December 13, at the New Century Drawing Room, was well attended and a great delight. His subject was the "Glory of the Annuals," illustrated with colored slides of splendid specimens and beautiful gardens. There was also a display of cut flowers and flowering plants.

Leo Niessen predicts a flowery Christmas with plenty of flowers, and much business for those who carry them. Red roses, American Beauty, lilac, lily of the valley, cattleyas and cypripediums are features of the Christmas offerings of the Leo Niessen Co.

A plant department has been added by Berger Bros., which has moved a lot of stock the past two months. Their cyclamen and ferns are exceptionally fine, and a full line of Christmas cut flowers is assured.

The H. F. Michell Co. has had a fine run on Christmas greens, plants and fancy decorated magnolia wreaths.

Wholesale Flower Markets

PITTSBURGH, DEC. 21.		Per 100
Roses, Beauty, spl., per doz.	7.50	60.00
" " fcy., per doz.	6.00	45.00
" " ex., per doz.	5.00	25.00
" " No. 1, per doz.	2.00	15.00
" American Legion ..	6.00@	25.00
" Killarney	5.00@	15.00
" Maryland	5.00@	15.00
" Sunburst	5.00@	15.00
" Mrs. Aaron Ward..	5.00@	15.00
" Russell	6.00@	30.00
" Columbia	6.00@	25.00
" Ophelia	6.00@	20.00
" Hilda	5.00@	15.00
" Premier	6.00@	30.00
" Madam Butterfly ..	6.00@	20.00
Carnations	3.00@	6.00
Pompons, per bch.....	.25@	.75
Calendulas	2.00@	4.00
Chrysanthemums, per doz.	2.00@	5.00
Lilies		25.00
Valley		8.00
Ferns, per 1,000		3.00
Galax, per 1,000		2.00
Plumosus, per bunch.....		.50
Sprengeri, per bunch.....		.60
Smilax, per doz. strings...		3.00
Sweet Peas		2.00

CINCINNATI, DEC. 21.		Per 100
Roses, Premier	10.00@	50.00
" Russell	10.00@	50.00
" Columbia	10.00@	50.00
" Butterfly	10.00@	50.00
" Pink Killarney.....	10 00@	50.00
" White Killarney ...	10.00@	50.00
" Sunburst	10.00@	50.00
" Mrs. Aaron Ward...	10.00@	50.00
" Ophelia	10.00@	50.00
" Baby Doll	3.00@	4.00
Chrysanthemums, per doz.	1.50@	4.00
Easter Lilies	20.00@	25.00
Ferns, per 1,000.....		3.00
Galax, per 1,000		1.50
Plumosus (south) per bch..		.25
Smilax, per string.....	.15@	.25
Rubrum	4.00@	8.00
Leucothoe		5.00
Violets	.75@	1.00
Primulas		1.00
Stevia, per bunch.....		.50
Narcissus, white	6.00@	8.00
Narcissus, Sol'd Or.....	8.00@	10.00

Martin Reukauf, the well known salesman for H. Bayersdorfer & Co., died at his home in this city, December 14, aged 58 years. See obituary column for further particulars.

Edward Reid believes that flowers will be scarcer this Christmas than last but there will be trade enough to use them all up. Wonderfully fine Premiers and Columbias are features of his rose list.

THE McCALLUM CO.
Manufacturers—Importers
FLORISTS' SUPPLIES
Headquarters: PITTSBURGH, PA.

Mention the American Florist when writing

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

Mention the American Florist when writing

ST. LOUIS, DEC. 21.		Per 100
Roses, Premier	5.00@	25.00
" White Killarney....	3.00@	10.00
" Columbia	3 00@	20.00
" Ophelia	3.00@	15.00
" Russell	5.00@	25.00
" Ward	4.00@	8.00
" Sunburst	4.00@	12.50
Carnations		8.00
Leucothoe		.75
Valley	6.00@	8.00
Galax, green, per 1,000....		1.50
Galax, bronze, per 1,000...		1.50
Ferns, per 1,000.....		3.00
Chrysanthemums, White and Yellow, per doz.....	3.00@	8.00

MILWAUKEE, DEC. 21.		Per 100
Roses, Killarney, W. Kill'n'y.	12.00@	25.00
" Premier	15.00@	50.00
" Ophelia	12.00@	30.00
" Columbia	15.00@	45.00
" Ward	12.00@	30.00
" Hoosier Beauty	15.00@	50.00
" Butterfly	15.00@	35.00
Carnations	12.00@	15.00
Asparagus, per bunch.....	.50@	.75
Orchids, Cattleyas, per doz..	30.00@	34.00
Orchids, Cypripedium, doz..	5.00@	6.00
Lilium Rubrum	10 00@	12.00
Strawflowers, bunch	.25@	.50
Violets	3.00@	4.00
Wild Smilax, per case.....		7.00
Fancy Ferns, per 1,000.....		4.00
Paper Whites	6.00@	8.00
Calendulas	4.00@	6.00

Henry A. Dreer, Inc., is moving considerable quantities of tuberous begonia and gloxinia roots. K.

New York.

USUAL LULL BEFORE CHRISTMAS RUSH.

There is always a week of comparative quiet in the cut flower trade just before the Christmas rush begins and such was the condition in the wholesale market the past week. There was an abundance of stock to supply all demands and business moved along without noteworthy incident. Good roses, carnations and violets are arriving and fine cut poinsettias are seen. The average trade of the latter amounts to about one week, the one before Christmas and up to the time of writing there has been but few sales. Chrysanthemums persist in coming in and it is probable that a few stray lots will be on hand for the holiday, but they are no longer factors in the trade. Stevia is one of the minor offerings that finds ready customers. As in other years the retailers will be well stocked with plants, though but few have as yet put in their leading offerings. In visiting a number of the smaller shops, the writer has observed quantities of artificial stock being made up in basket and other forms. We suppose there is always a demand for this stuff, but in this city at least, the displays of it in the retail stores seem to be on the increase, which is to be deplored. If a florist has any heartfelt interest in his business, outside of grabbing as many dollars as possible, he will push natural flowers and plants to the limit. We believe the plant growers might aid the situation by placing on the market more small and medium sized plants that could be retailed at moderate prices. The florists would do well to be active in preparing their holiday displays, for everybody is doing it. It is interesting, often amusing, to walk the streets and note the various features that are put forward to obtain a share of the trade. The street venders are always with us, but just before Christmas they are particularly numerous. Fruit, flowers and candy may be said to be staple articles of commerce with them and if you need a parrot or puppy dog you are almost sure to find them. In reviewing the rose stock it may be said that special stock is slow, the majority of buyers being on the outlook for the grades from No. two up to extras. As a consequence the shorter grades are cleaning up fairly well. Good stock of cut poinsettias is being handled by a number of wholesalers at from $3 to $6 per dozen.

December 19.—The supply of stock is rather light today and there is evidence that the holding back process has commenced. There is a sharp advance in rose and carnation prices.

SCHOOLS GET DAFFODILS.

Over two hundred public schools of this city received last week a gift of 32,000 Von Sion daffodil bulbs. This gift to the schools, which had ordered narcissus bulbs earlier in the season through the School Garden Association, was made by J. Keur of Hillegom, Holland, who has recently become a resident of this city.

Mr. Keur was impressed by a published account describing the large response of the schools to a call for bulb culture by Dr. Gustave Straubenmuller, president of the School Garden Association. Mr. Keur immediately offered to duplicate free the narcissus order with daffodils. The children's narcissus show, announced for December 8, was withdrawn, but a school narcissus show will be held by each school whenever the principal finds the plants in his school in the best condition for exhibit.

NOTES.

David Clarke's Sons, Broadway and 75th streets, in addition to a good stock of large plants, have made up about 300 small baskets of foliage plants, small Pandanus Veitchii, dracaenas, palms, ferns and other plants.

At Malandre Bros., Broadway and 72nd street, we have noticed large and fine combination baskets of heather, Otaheite oranges and crotons. This firm reports that the holiday trade has started well.

Wm. Kessler, 113 West 28th street, has a fine stock of cut flowers and is handling exceptionally good plants of Dracaena massangeana, grown by Dreyer Bros., Whitestone, N. Y.

One of the finest window displays in the city is that of N. Christatos, Sixth avenue and 58th street. Having large space he always keeps it well filled with good stock.

The Olympia Florist, Broadway and 158th street, has handsome decorations and a good stock of plants. In cut flowers this shop is always up-to-date.

Walter Bogart, manager of P. L. Bogarts' Bros., 970 Sixth avenue, who had a severe attack of laryngitis, has recovered and returned to business.

In addition to plenty of violets, Harry Charles, 104 West 28th street, has arranged for a good display of roses for the Christmas trade.

An encouraging holiday trade is reported by James Benaire, who recently opened a good retail store at 67 West 56th street.

H. E. Froment, in the Eighteenth street market, is handling fine stocks of Columbia and Premier roses.

The Martha Washington Florist, formerly at 2335 Broadway, is now finely located at 2322 Broadway. A. F. F.

To the Retail Trade:

Let us ship you some and convince you, **Mr. Retailer,** that they are the **best money can buy.**

CARNATIONS

Of the Finest Keeping Quality, 20 to 24 inch stems, are arriving at my store from the range of **W. D. Howard,** a veteran grower. They comprise **Cottage Maid, Laddie, Mrs. C. W. Ward, Pink Delight, Matchless, Eureka, Bernice, Benora, White Delight,** in any quantity; **Goddard's Gold Medal Laddie** and **Rosalia.**

Shipping orders promptly taken care of.

Siebrecht's Valley always on hand.

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Everything in Cut Flowers
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Joseph A. Millang
Wholesale Florist
55-57 W. 26th St., New York
Telephone: 2046 Watkins
Mention the American Florist when writing

Wholesale Flower Markets

NEW YORK, DEC. 21. Per 100

Roses, Beauty	$25.00@	$150.00
" Premier	10.00@	30.00
" American Legion	8.00@	15.00
" Crusader	15.00@	60.00
" Golden Ophelia	10.00@	25.00
" Columbia	10.00@	30.00
" Pilgrim	10.00@	25.00
" Hadley	12.00@	50.00
" Dunlop	10.00@	25.00
" Dble. Wt. Kill'ney	10.00@	25.00
" White Killarney	6.00@	15.00
" Aaron Ward	10.00@	20.00
" Ophelia	10.00@	25.00
" Scott Key	15.00@	75.00
" Sunburst	10.00@	20.00
" Mdm. Butterfly	10.00@	25.00
Adiantum Croweanum and Hybrid	1.00@	1.50
Asp. Plumosus sprays	1.00@	2.00
Asp. Plumosus, per bch.	.25@	.50
Bouvardia, per bunch		.50
Carnations	10.00@	15.00
Carnation Laddie	15.00@	25.00
Cattleyas	100.00@	150.00
Gardenias, per doz.	3.00@	6.00
L. Rubrum	12.00@	15.00
Leucothe, per 1000	5.00@	7.00
Lilies, white	25.00@	30.00
Lily of the Valley	1.00@	8.00
Narcissus, paper whites, per doz.	.35@	.50
Snapdragons, per doz.	.30@	.50
Smilax, doz, strings	1.25@	2.00
Galax, green and bronze, per 1,000	1.50@	2.00
Ferns, per 1,000	2.00@	2.50
Violets	.75@	1.25
Sweet Peas	3.00@	6.00
Callas, per dozen	1.50@	2.00
Narcissus Sol'd Or., per doz.	.75@	1.00

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, NEW YORK
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Open for Cut Flower Sales at 6 o'clock every morning.
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Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
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We deliver anywhere in Canada and guarantee safe arrival.

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Delivered in Albany and vicinity on telegraphic order.

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Night and day service in all Central Pennsylvania.

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Send us your retail orders

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No Branch Stores. Established 1857
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FROM PHILADELPHIA, Sarcoxie, Cosmopolitan Line (Rotterdam).

December 28.

Palermo, Navigazione Generale Italiana (Naples—Palermo).
FROM HAMPTON ROADS, Missouri, I. M. M. Lines (Antwerp).
FROM PHILADELPHIA, Belgian, I. M. M. Lines (Antwerp).
FROM BOSTON, Nitonian, I. M. M. Lines (Liverpool).

December 29.

Ryndam, Holland-American Line (Rotterdam).
Virgil, Lamport & Holt Line (Brazil).

December 30.

FROM BALTIMORE, Eastern Sea, Black Diamond Lines (Antwerp).
FROM GALVESTON, Dakotian, I. M. M. Lines (Liverpool).

December 31.

La Lorraine, French Line (Havre).
Vauban, Lamport & Holt Line (Brazil).
Celtic, I. M. M. Lines (Liverpool).
Olympic, I. M. M. Lines (Southampton).
Menominee, I. M. M. Lines (London).
Mateppo, I. M. M. Lines (Manchester).
Finland, I. M. M. Lines (Antwerp).
Cameronia, Cunard-Anchor Lines (Liverpool-Glasgow).
Carmania, Cunard-Anchor Line (Southampton-Cherbourg).
Vasconia, Cunard-Anchor Line (London).
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You can "Say It With Flowers" to anyone in the British Isles through Bees' Flower Service.

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Orders from other cities receive our personal attention.
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532-534 RACE STREET
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Good Stock and Good Service.

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The Largest Grower of Cut Flowers in the South

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Chicago—Central Floral Co., 132 N. State St.
Chicago—Congress Flower Shop.
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Chicago—Schiller, The Florist, W. Madison.
Chicago—G. Wittbold Co., Buckingham Pl.
Chicago—Henry Wittbold & Son.
Chicago—Mangel, 17 E. Monroe St.
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Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
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Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The Park Floral Co.
Cleveland, O.—The J. M. Gasser Co.
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Dallas, Tex.—Lang Floral & Nursery Co.
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Orders from Other Cities filled with promptness

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Flowers Delivered Anywhere. Personal Attention.

Mention the American Florist when writing

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES Memphis, Tenn.

89 South Main St.

"Up-to-the-Minute" Service and Execution.

Every Flower in Season.

New York. Telephone Lenox 3822

HENRY HART, Inc.
FLORIST

1000 Madison Avenue

In the Heart of most exclusive residential section.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

The Seed Trade

American Seed Trade Ass c ation.

L. L. Olds, Madison, Wis., President; Alex. Forbes, Newark, N. J., First Vice-President; Louis B. Reuter, New Orleans, La., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, 73 Tremont Street, Boston, Mass., Counsel.

The fortieth annual meeting will be held June, 1922.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Soarlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass, Counsel.

The next annual meeting will be held June, 1922.

IT is gossiped in New York that Stumpp & Walter have opened a store in Paris, France.

JOHN P. DEGNAN, formerly of Chicago, is now at Fresno, Calif., and expects to return to Los Angeles after the holidays.

VISITED CHICAGO: A. J. Brown, of the A. J. Brown Seed Co., Grand Rapids, Mich.; J. C. Robinson, of the J. C. Robinson Seed Co., Waterloo, Neb.

W. ATLEE BURPEE, JR., of the W. Atlee Burpee Co., Philadelphia, who is spending the winter in southern France with his family, reports business dull in that country.

IT is reported a Long Island private planter has sued a New York seedsman for commission paid to his gardener. Exhorbitant prices were uncovered in the sales made.

ATLANTA, GA.—The H. G. Hastings Co. will begin mailing the regular retail catalogue the day after Christmas, the edition being the same as that of a year ago, 550,000 copies.

SOUTHERN California experienced an unusually heavy rainfall December 19, the precipitation for the day in Los Angeles and vicinity being slightly over two inches. At Mount Wilson, there was a fall of 12 inches within 12 hours.

WISCONSIN RAPIDS, WIS.—The Wood County Pure Bred Seed Growers' Association was organized here, December 13, with the following officers: Lawrence Jones, president; Leonard Traxel, vice-president; Roland Sundberg, secretary.

THE first 1922 catalogue to reach us is that of the H. G. Hastings Co., Atlanta, Ga., received December 16. Other catalogues arriving this week are those of I. N. Simon & Son, Philadelphia, Pa., and the Livingston Seed Co., Columbus, O., in the order named.

ONION SET dealers in the Chicago district welcome the colder weather of the present week, which retards sprouting. Prices remain about the same as last week, $1.65 to $1.75 for colors and $2.00 for whites, January delivery. The demand is improving.

PROVO, UTAH.—The Carpenter Seed Co. has assets of approximately $21,200, according to a recent report of Elmer Jacobson, receiver. The liabilities, ascertained to date, total $41,543, the following being the principal creditors: Allan Seed Co., Sheboygan, Wis.; Farmers' & Merchants' National Bank, this city, Kimberlin Seed Co., and Braslan Seed Growers, Inc., San Jose, Calif.; Robinson Seed Co., Waterloo, Nebr.; Vaughan's Seed Store, Chicago and New York.

FULL MEASURE and Black Valentine are both scarce beans.

CABBAGES, said to be resistant to the yellows are Wisconsin or Hollander, No. 4 and No. 9, late winter kinds; Allhead, an early kraut variety; Bugners, a cabbage which has been bred disease resistant, near Chicago, and Succession, a rather early kind.

VAUGHAN'S SEED STORE is moving its catalogue factory at double speed just now, all issues of its books for 1922, namely. General Catalogue, Dealers' Green List, Book for Florists and Market Gardeners' List are to be ready by January 10 or sooner.

BOSTON, MASS.—The New England Seedmen's League held a meeting in this city, December 1, and elected the following officers: W. S. Pino, Providence, R. I., president; Peter Dewar, this city, vice-president, and Peter M. Miller, Boston, secretary-treasurer.

NEW YORK.—A local dealer, representing Dutch bulb nurseries, also claims to be sole agent for the bulb growers and exporters union at Toulon, France, and is sending out wholesale French bulb quotations based on approximately 1921 fall wholesale prices.

SHORTAGE of money has caused the Department of Agriculture to announce that the publication of the Market Reporter, which has been running as a weekly for several years, will be discontinued after its issue of December 10, until its continuance is authorized by congress.

BOSTON, ENG.—Arthur L. Deal and Frank R. Walshaw, of W. W. Johnson & Son, Ltd., this city, recently returned from their annual visit to the trade of the United States and Canada. Mr. Deal states that general business conditions point to shorter supplies and better prices in the next 12 months.

LONDON business men are complaining of a scarcity of men able to fill highly-paid positions. They find lacking four qualities essential to top jobs —originality, initiative, organizing ability and trained judgment. Added to these are incomplete knowledge and ignorance of the fundamentals of business.

BALTIMORE, MD.—A merger of more than 20 fertilizer plants, chiefly in the south, into one organization, with headquarters in this city, has been announced and will involve millions of dollars. The principal object is to obtain maximum efficiency in operating so as to lower fertilizer prices, it is stated. Plants at Atlanta, Ga., Charleston, S. C., Columbus, O., Louisville, Ky., Nashville, Tenn., this city and other places will be affected by the merger.

Wholesale Growers
SELECT STOCKS
Beet
Carrot
Lettuce
Onion
Parsley
Parsnip
Radish
Sweet Peas
PIETERS-WHEELER SEED CO.
GILROY, CALIFORNIA

Radcliffe Honored.

Wm. T. Radcliffe, the veteran salesman of D. M. Ferry & Co., Detroit, Mich., was honored at a banquet tendered him by officials of that company, at the Hotel Wolverine, that city, December 17, celebrating his fiftieth year of service. Theodore Cobb, head of the sales department, acted as toastmaster and prominent guests included Kirby B. White, vice-president and D. M. Ferry, whose father founded the organization.

Starting with the Ferry company, in 1871, at the age of 18, Mr. Radcliffe soon demonstrated his worth and was given charge of the western territory. In telling of the life of a traveling salesman, before the days of the Pullman sleepers, he said that more than once he had encountered the notorious western bad man. Indians were numerous and the stage coach was the chief mode of transportation. Mr. Radcliffe has made 50 consecutive, annual trips, to Colorado, and other western states for the company.

Seed Trade Outlook.

President Olds of the American Seed Trade Association, head of the L. L. Olds Seed Co., Madison, Wis., says: "The outlook for the seed trade for the coming season, I think, is improving all the time, although the improvement is very slow. Good seeds are about as much of a necessity for the farmers as anything that can be mentioned. The farmers will have to have some seed; that is certain, but they will, of course, buy more carefully and more economically than they have been purchasing, and some will not be able to buy at all, however much they may need the seed.

"Staples in the field seed line like clover, timothy and alfalfa should be in pretty good demand, as the crops of all of these items are rather short. The same is true of many other stocks in field seeds. The fact that farmers seeded their land very sparingly last year will tend to force them to do all the more buying this coming year.

"As to garden seeds, with prices somewhat reduced from last year, we are looking for a fairly good trade. The prospects on the whole for the trade are, I believe, encouraging, although I do not look for a big year."

DAVID BURPEE'S VIEWS.

David Burpee, of the W. Atlee Burpee Co., Philadelphia: "Judging by numer-

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Braslan Seed Growers Company, Inc.
Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY AND MIXED SWEET PEAS.
SAN JOSE, CALIFORNIA

Garden Seed Beans

Growing Lima and pole varieties is my specialty.

My growing contract offer for fall delivery will be mailed upon request.

Henry Berrien Fish
Carpinteria, Calif.

Mention the American Florist when writing

The Everett B. Clark Seed Co.
GROWERS FOR THE TRADE
Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.
Branches: Wisconsin, Colorado, Montana, Idaho, Washington. Milford, Conn

Mention the American Florist when writing

GEORGE R. PEDRICK & SON
PEDRICKTOWN, N. J.
Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.
Correspondence Solicited.
WHOLESALE SEED GROWERS

ous inquiries which we are receiving daily, we believe that there will be an active interest in seed buying during the next two or three months.

"We cannot recall when we have received as many advance applications for our retail catalogue as we have on hand at the present time. Our catalogues will be mailed promptly the first of January, and we believe that our retail season will open up favorably at that time."

IN THE SOUTH.

H. G. Hastings, of the H. G. Hastings Co., Atlanta, Ga.: "The general tendency of the past two months so far as our section is concerned indicates at least a normal garden and flower seed business for the spring season of 1922. With the generally depressed farm situation we don't feel that we have any right to expect anything especially good in the way of field seed trade, for the purchasing power of the farmer is undoubtedly lower than it has been in a great many years."

Mid-West Corn Acreage to be Reduced.

The Illinois Agricultural Association, in conjunction with the farm bureau federations of Iowa, Indiana, Missouri and Kansas, in a resolution passed at Chicago, December 19, requests the farmers of these states to make a reasonable reduction in corn acreage the coming year and that the area planted to alfalfa, clover, soy beans and other legume crops, which will improve the soil, be increased.

In view of the heavy corn crops the past two years and the inability of national co-operative marketing schemes to assure a market and a fair price for the surplus, it is thought useless to continue the present rate of production.

JEROME B. RICE SEED CO.
WHOLESALE SEED GROWERS
America's Largest Producers of Seed Peas
Also a Complete Line of
VEGETABLE SEEDS
Growing Stations Throughout America. Office: Cambridge, New York

C. C. MORSE & CO.
WHOLESALE SEED GROWERS
SAN FRANCISCO, CALIFORNIA
CARROT-CELERY-ENDIVE-LEEK-LETTUCE-ONION-RADISH-PARSNIP-PARSLEY-SALSIFY
SWEET PEAS - ALL VARIETIES PEAS - KENTUCKY WONDER BEANS

Waldo Rohnert
GILROY, CAL.
WHOLESALE SEED GROWER
Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish
Correspondence Solicited.
Mention the American Florist when writing

JAMES VICK'S SONS
Growers of
Flower and Vegetable Seeds
Get the benefit of our 72 years' experience
All Seasonable Varieties.
Our stocks are very complete.
ROCHESTER, N. Y., The Flower City
Mention the American Florist when writing

Before Placing Orders for
SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write
JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA
Mention the American Florist when writing

BURPEE'S SEEDS GROW
Wholesale Price List for Florists and Market Gardeners.
W. Atlee Burpee Co.
Seed Growers Philadelphia
Mention the American Florist when writing

Holly at Chicago.

Holly of good quality, well packed, is scarce this week, light weight, poorly colored material is a drug.

Evidently, lack of early frosts in the south caused much of this stock to discolor and mould in transit. Mistletoe is not plentiful, demand good.

FLOWER AND GARDEN
SEEDS
Catalogue on request. Send your inquiries to
The W. W. BARNARD CO.
231-235 W. Madison St., Chicago
Mention the American Florist when writing

EDGAR F. HURFF
SWEDESBORO, N. J.
Grower of High-Grade Seed
TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.
CORRESPONDENCE SOLICITED
Mention the American Florist when writing

TOMATO SEED
Grown for the Wholesale Seed Trade
HAVEN SEED CO.
SANTA ANA, CALIFORNIA
Mention the American Florist when writing

L. D. WALLER SEED CO.
Growers of Choice Sweet Pea, Nasturtium and Flower Seeds.
GUADALUPE, CALIFORNIA
Mention the American Florist when writing

LANDRETH
Seeds Which Succeed
Bloomsdale Farm BRISTOL, PA.

FREDERICK ROEMER

Seed Grower

Quedlinburg, Germany

Pansy Specialist

GROWER OF

Fine Flower Seeds

Write for Catalogue.

Richard Diener Company, Inc.

Originators and Growers of the Largest and Finest

Gladiolus and Petunias

Catalog on Request

Kentfield, Marin Co., Calif.

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

An experience of half a century in producing high grade

GARDEN SEEDS

at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.

S. D. WOODRUFF & SONS

Orange, Conn., and New York City.

KENILWORTH

GIANT PANSY SEED

Kenilworth Mixture, 1000 seeds, 35c; ⅛ oz., 90c; ¼ oz., $1.65; 1 oz., $6.00.

All colors, separate or mixed, 1000 seeds, 30c; any 4 pkts., $1.00; ¼ oz., $1.30; 1 oz., $5.00.

CHAS. FROST Kenilworth N. J.

Return Envelopes Catalogue Envelopes Seed Packets

Brown Bag Filling Machine Co.

FITCHBURG, MASS., U. S. A.

NEW CROP **LILY OF THE VALLEY** Now on the Way

I am glad to be able to announce that I am again in a position to offer BRUNS' CELEBRATED CHICAGO MARKET PIPS.

VALLEY PIPS FROM COLD STORAGE.

$30.00 per 1000; $16.00 per 500; $8.00 per 250; $4.00 per 100.

H. N. BRUNS, 3032-42 W. Madison St., Chicago, Ill.

Mention the American Florist when writing

Hogewoning & Sons, Inc.

Wholesale Bulb Growers and Importers

299 Broadway, New York

Mention the American Florist when writing

For Splendid Strains of

ZINNIAS

WRITE TO

WATKINS & SIMPSON, Ltd.

27-29 Drury Lane

LONDON, - ENGLAND

KELWAY'S

FLOWER SEEDS

New Crop Hardy Perennial

DELPHINIUM SEED

Guaranteed saved from our world-famed exhibition varieties at Langport.
Named varieties. ... $2.15 per oz.
Mixed..$2.10 per oz.; $25.00 per lb.
Write today direct to

KELWAY & SON

Wholesale Seed Growers

LANGPORT, ENGLAND

Yokohama Nursery Co., Ltd.

Woolworth Building

NEW YORK CITY

IMPORTERS

Japanese Bulbs, Plants and Seeds

—THE—

J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA

ROCKY FORD, COLORADO

Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.

Mention the American Florist when writing

McHutchison

& CO. OFFERS

Immediate Shipment

VALLEY PIPS, Berlin pips, Hamburg pips. German type for forcing. Dutch type for planting out. Case lots only of 2500 pips.

JAP. LILY BULBS, Giganteum 7-9 from New York or Chicago. All hardy varieties from New York.

BEGONIA and **GLOXINIA BULBS,** all colors, all sizes.

MANETTI S OCKS, English grown, selected for greenhouse grafting.

GLADIOLUS BULBS, best commercial varieties and sizes; all northern-grown.

PALM SEEDS, Kentia Forsteriana and Belmoreana, per bushel or 1000. Phoenix Roebelenii.

BAMBOO CANES, natural and dyed green, all sizes, bale lots only.

RAFFIA, natural or colored, dependable brands, 25 lbs. up.

Wholesale only.

Write for prices on business stationery, specifically stating your requirements.

McHUTCHISON & CO.,

95 Chambers St., NEW YORK

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Mention the American Florist when writing

Dutch and French Bulbs

C. J. Speelman & Sons, Sassenheim, Holland | Lagarde & Speelman, Ollioules, Var. France

NEW YORK OFFICE

470 GREENWICH ST.

Pacific Coast Representative, Mr. W. B. Clarke, Box 543, San Jose, Calif.

Vaughan's Flower Seeds for Early Sowing

Sweet Peas Early Spencer

PETUNIAS

Large Double-Flowered Sorts.

Double Large-Flowering, extra choice.
Mixed 1,000 seeds, $1.25; 10,000 seeds, $10.00; 500 seeds, 75c; 1/64 oz., $3.50.
Double Large Flowering Fringed, best mixed, 1,000 seeds, $1.25; 10,000 seeds, $10.00; 500 seeds, 75c; 1/64 oz., $3.00.
Vaughan's Special Mixture Double, extra choice, 1,000 seeds, $1.25; 500 seeds, 75c; 1/64 oz., $4.00.

Large Single-Flowered Sorts

		Trade pkt.
Large-flowering, finest mixed	1/16 oz., $1.80	$0.35
Giant copper color. Beautiful and distinct	1,000 seeds $1.00	
Fringed mixed, extra choice	1/32 oz., $1.20	.35
Giants of California, true	1/16 oz., $2.60	.50
Pink	1/64 oz., $1.20	.50
White	1/64 oz., $1.20	.50
Ruffled Giants, mixed	1/32 oz., $1.50; 1,000 seeds	.50
Crimson	1/64 oz., $1.00; 1,000 seeds	.50
German Empress, bluish white, veined purple	1,000 seeds	.50
Triumph of the Giants	1/32 oz., $1.80; 1,000 seeds	.50
Balcony Queen. Rich velvety violet with white blotches	1,000 seeds	.50
Balcony White	1/64 oz., $1.00; 1,000 seeds	.50
Royal Purple	1/64 oz., $1.20; 1,000 seeds	.50

Vaughan's Best Mixture. Large-Flowering Single Petunias.
Trade pkt. (1,000 seeds), 50c; 3 trade pkts. for $1.35; 1/32 oz. $1.60

SALVIA SPLENDENS

			Trade Pkt.	Oz.
Clara Bedman	¼ oz.,	$0.65	$0.35	$2.40
Drooping Spikes	¼ oz.,	.75	.25	2.80
Fireball	¼ oz.,	1.00	.35	3.60
Zurich	¼ oz.,	1.00	.35	3.80
America	¼ oz.,	1.25	.50	4.00

STOCKS

Double Large-Flowering, Dwarf, German 10 weeks, Canary Yellow, Dark Blue, Crimson, Brilliant Rose, Light Blue, Blood Red, White, Flesh. Each of above	⅛ oz.,	$0.40	$0.25	....
Extra choice mixed	¼ oz.,	$0.60; ⅛ oz., .35	.25	....
Giant Perfection or Cut and Come Again. Sky Blue, Flesh, White, Dark Blue, Canary Yellow, Pink, Scarlet. Each of the above	⅛ oz.,	$0.35	.25	$2.20
Bismarck, White, Golden Ball, Lavender and Rose. Each	⅛ oz.,	.50	.25	3.60

BEGONIA

	Trade Pkt.	Oz.
Gracilis Luminosa. Foliage lustrous reddish brown, the flowers are a fiery dark scarlet, 1/32 oz., $2.00	$0.50	....
Prima Donna. Large transparent rose flowers, shading to carmine ..... 1/32 oz., $2.00	.50	....
Semperflorens Alba ..... ¼ oz., 60c	.20	....
Atropurpurea Vernon. Red-leaved and red-flowered ..... 1/16 oz., 60c	.35	....
Melaine. White with pink edge	.35	....
Erfordia. Rosy carmine flowers, very free-flowering ..... 1/32 oz., $1.00	.50	....
Grandiflora Superba ..... 1/32 oz., $1.00	.50	....
Wurtembergia. New deep scarlet	.50	....
Single Tuberous Rooted. Finest mixed	.50	....
Single Tuberous Rooted. Frilled	.50	....
Double Tuberous Rooted. Best mixed	1.00	....
Centaurea, Gymnocarpa	.10	$0.50
Candidissima	.25	1.80
Cineraria Maritima, Diamond. The leaves are broad, snow white and lasting	.15	.60
Maritima Candidissima, white leaved for bedding	.10	.40
Coleus, Vaughan's Rainbow Mixture, 1/32 oz., $1.00	.50	....
Extra Choice, large leaved, Mixed, 1/16 oz., $1.00	.35	....
Cyperus Alternifolius, Umbrella Plant	.20	1.00
Dracaena Indivisa, lb., $5.00	.10	.40
Grevillea Robusta. Fine for window boxes and fern dishes	.15	.60

	Trade Pkt.	Oz.
Heliotrope, Mammoth Flowered, mixed, ¼ oz., 50c	$0.35	$1.60
Lemon Verbena, ¼ oz., 60c	.25	....
Lantana Hybrida, mixed	.10	.30
Bruant's New Dwarf Hybrids	.15	.40
Thunbergia, mixed	.15	.50
Torenia Fournieri Grandiflora	.25	....
White Wings	.25	....
Vinca Rosea. Mixed	.15	.80
Rosea, pink	.15	.80
Rosea Fl. Alba Oculata, white and pink eye	.15	.80
Rosea Alba Pura, pure white	.15	.80
Rosea Delicata, delicate pink	.15	.80

VERBENA

Mammoth. Mixed	$0.15	$0.80
White. Extra choice	.15	.90
Purple shades	.15	.90
Defiance. Brilliant scarlet, true	.20	1.20
Firefly. Scarlet, white eye	.25	1.20
Mayflower. Beautiful pink	.35	1.40

Vaughan's Best Mixed Verbenas. This is unquestionably the best strain of Verbena seed in existence. It is composed of the best strains and colors of the Mammoth type, the Mayflower, the best European introductions of last year, all grown separately, and mixed in the right proportion.
Trade pkt., 25c; ¼ oz., 50c; oz., $2.00; 2 ozs., $3.50.

SWEET PEAS---To Follow "Mums"

Early Flowering Spencer

	Oz.	Lb.
Amethyst. This is the nearest to Royal Purple	$0.80	$10.00
Asta Ohn. A clear lavender	.65	8.00
Aviator. This is to our knowledge the best scarlet winter flowering sweet pea	.80	10.00
Blue Bird. A charming mid-blue self. A heavy producer. One of the best sellers	.65	8.00
Cherry Ripe. Glowing cherry or salmon-cerise self	.65	8.00
Columbia. This is the most profitable pink and white winter-flowering sweet pea	1.00	15.00
Fire King. Deep orange scarlet	.80	10.00
Glittere. Standard a bright, fiery orange and the wings deep orange	1.00	15.00
Gorgeous. Charming soft salmon cerise	.80	10.00
Heather Bell. The color is a rich mauve	.65	8.00
Hercules. Of the same lovely shade of pink as Countess Spencer. Long stem and a free producer	.80	10.00
Liberty. Brilliant red	.65	8.00
Melody. Rose pink on white ground	.65	8.00
Miss Louise Gude. One of the best in the shell pink class. (The nearest to Zvolanek's Rose)	.80	10.00
Morning Star. Deep orange scarlet or flame color in standard, with rich orange pink wings	.65	8.00
Mrs. A. A. Skaach. Flowers bright shell pink	.65	8.00
Mrs. Chas. A. Zvolanek. One of the largest and best clear lavenders	.80	10.00
Mrs. M. Spanolin. Black-seeded white	.65	8.00
Mrs. William Sim. Apricot pink	.65	8.00
Othello. Rich deep maroon	.90	12.00
Pink and White. Blanche Ferry type, extra	.65	8.00
Princess. Clear lavender, with good stems	.65	8.00
Rose Charm. Bright rose, same color as Rosabelle	1.50	20.00
Song Bird. Pale pink with a distinct tint of buff	.65	8.00

	Oz.	Lb.
Rose Queen. A splendid commercial pink, best seller on Chicago market	$0.90	$12.00
Songster. Giant early lavender	1.00	14.00
Snow Flake. The best early-flowering white-seeded	.65	8.00
Snow Storm. Improved. A good early pure white for late planting	.90	12.00
Spring Maid. Light pink on a cream ground	.65	8.00
Venus. Standard white, slightly blushed pink wings	.65	8.00
Warbler. Rich mauve purple	.65	8.00
Wedgewood. Magnificent clear blue; intermediate	.65	8.00
White Orchid. White flowers of good substance	.50	6.00
Yarrawa	.50	6.00
Zvolanek's Blue. Very large, of the brightest blue	.80	10.00

Vaughan's Special Mixture Winter Spencer made up of the best white, pink, rose, lavender pink and white and blue. Florists who do not have sufficient room for separate colors will find this a very fine assortment. **Oz., 90c; ¼ lb., $3.20; lb., $12.00.**

NEW VARIETIES

All White. This is an early King White. **Oz., $1.50; lb., $20.00.**
Fair Maid. Finest blush pink suffused salmon, on white ground, of robust growth, with long stems carrying fours regularly. Exact counterpart of Elfrida Pearson in the late Spencer class. **Oz., $1.50; lb., $20.00.**
Madonna. Black seeded white. Result of a cross between late Constance Hinton and Early Asta Ohn, unlike other black seeded white; it has no trace of pink. **Oz., $1.50; lb., $20.00.**
Nightingale. Bluish lavender. Similar to Florence Nightingale in the late Spencer class. **Oz., 90c; lb., $12.00.**
Torch. Salmon orange. **Oz., $1.00; lb., $14.00.**

10 per cent for cash with orders of $2.00 and up.

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

The Nursery Trade

American Association of Nurserymen.

M. R. Cashman, Owatonna, Minn., President; Paul C. Lindley, Pomona, N. C., Vice-President; Charles Sizemore, Louisiana, Mo., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

The forty-seventh annual convention will be held at Detroit, Mich., June, 1922.

VISITED CHICAGO: Robert Chase, of Chase Nursery Co., Chase, Ala.

JAMES MCHUTCHISON, of McHutchison & Co., New York, will start on a cruise to the tropics next month.

PRELIMINARY census reports of the nurseries of the United States, will be found in this issue, page 1135.

ROCK ISLAND, ILL., will have a new park, Lincoln park, 22 acres. Supt. C. F. Gaetjer will lay out and have charge of the park.

WE are in receipt of bulletin No. 328, entitled "Prune Growing in California," issued by the California College of Agriculture and the agricultural experiment station, Berkeley, which thoroughly takes up the planting, care, rejuvenation of old orchards, insect enemies and other phases of prune orcharding.

California Registration Law Inoperative.

The state department of agriculture of California will not refuse delivery to any plants arriving in California from another state for non-compliance with Section 2319J of the political code, which specifically relates to the registration of nurserymen outside of the state who desire to ship plants into California, and provides the payment of a license fee of $10 and a bond of $1,000.

Non-compliance with the law constitutes a misdemeanor, but the misdemeanor being committed outside of the state the California law would not be operative. Inasmuch as the entry of the plants is not conditioned upon compliance with the law no shipment of plants will be made to suffer.

Grape Seed Oil.

In the grape juice industry of the United States there results approximately 1,100 tons of grape seed each year, which are at the present time wasted, due, no doubt to the lack of knowledge of the proper methods of converting them into by-products. The seeds of the Concord grape, the principal kind grown in the United States, have been found to contain varying quantities of oil, the average yield from clean, dry seeds containing about 13 per cent. The oil obtained from the seeds by pressure, after being bleached and refined, is of a pale straw color, is practically odorless and has a sweetish, nut-like taste. Because of the ease in refining it, this by-product should find an important commercial use for the table, just as olive oil is now employed.

Reforestation in China.

China's great flood disaster in Anwhei province, her third of the current year, should be a lesson to the United States, showing what may follow indiscriminate deforestation, says Dean Reisner of the college of agriculture and forestry at the University of Nankin in a report to the American Forestry Association.

"A conservative expenditure for various forestry enterprises, mainly nursery work and forest planting," he says, "is from $200,000 to $250,000 for the production of 100,000,000 trees in over 10,000 nurseries and the planting of 25,000,000 to 20,000,000 trees on 100,000 acres of land. This may seem small when compared with some other countries, but large when one considers the background and the fact that China's interest in forestry is only a very few years old."

"The magnitude of the devastation in Anhwei Province," says Charles Lathrop Pack, president of the association, in giving out the report of Dean Reisner, "may be seen when we consider that the flooded area is twice the area of Massachusetts, or about 15,000 square miles. The population of the Bay State is around 4,000,000 people, which is a million and a half less than the sufferers in the flooded areas."

Dua Yang Lin, a graduate of the Yale Forestry School, is one of the leaders in the forestry work in China.

"While in Tientsin," Mr. Lin reported, "I had the opportunity of going through the flooded sections. It was a terrible sight. The boatmen told us of the millions rendered homeless and the thousands that had perished. Coffins could be seen floating in the streets. The country was under crop when the flood came and the loss cannot be imagined."

The newest provincial development, says Dean Reisner's report, has been in Shantung province. This work was organized by Mr. Lin. It was prosecuted so vigorously that the first planting season saw the organization of three forestry stations, the establishment of three nurseries, with plans for two more for the following season, over 550,000 trees planted on 2,000 mow of land and an additional 3,000 mow seeded.

Wood By-Products.

A new section, for industrial investigations, which has recently been added to the forest products laboratory and the forest service of the United States Department of Agriculture will meet a real need. The work will embrace the following lines: A survey of the primary and secondary wood-using industries to determine the possibility of more complete utilization of by-products, low-grade material, and wood waste; dimension stock study, including the standardization of small dimensions stock requirements and determination of the most economical methods of converting the standing tree into the form of material required in secondary wood-using industries; standardization of nomenclature, sizes, grades, and specifications for lumber and crossties; wood waste exchange to effect the utilization of raw material now disposed of as waste by supplying a medium through which producers can locate markets for woods, mill and factory by-products and waste, and wood-consuming plants can locate material of this character such as will meet their requirements; general work, including the broad field of encouraging the wider use in the wood-using industries of the results of technical research available at the laboratory.

The proposed personnel of the new section, partly recruited from other laboratory sections, will consist of 10 technical foresters, one engineer, and four non-technical employes.

Leaf Identification of Varieties.

Nursery certification, an outgrowth of the research in leaf characters by Dr. J. K. Shaw of the Massachusetts agricultural experiment station, has been undertaken by the Massachusetts Fruit Growers' Association this fall, and more than 3,000 trees have been examined in the nursery at Amherst. Dr. Shaw did the certifying. He certified 2,580 trees as being true to name, and refused to certify 267 others. He also condemned 438 younger trees, budded from rejected stock, as being untrue to name. Thus he prevented 705 misnamed trees from being sold to fruit growers.

The nurserymen, Dr. Shaw reports, were as anxious as the growers to eliminate misnamed stock. This fall's certification work was only a beginning. It was the first application of Dr. Shaw's studies in the identification of trees by their leaf characters, to commercial fruit growers. The Massachusetts Fruit Growers' Association paid the cost of materials used and furnished the equipment for the work.

The cost of certification has been three cents to three and a half cents a tree, an expense that Dr. Shaw believes can be reduced. Great possibilities are seen in this fruit stock certification work by members of the horticultural division of the college. Nurserymen want to clear up their nursery propagating stock and growers desire to eliminate the sale of misnamed trees. The varieties certified so far have been: Delicious, Wagener, Northern Spy, Red Astrachan, Yellow Transparent, Rhode Island Greening, McIntosh, Baldwin, Wealthy, Oldenburg, Gravenstein, and Williams.

Pine Trees Not Affected by Turpentining

The operation of turpentining pine trees does not lower the strength of the wood, according to information obtained by the forest products laboratory of the forest service, United States Department of Agriculture. The crude turpentine, or oleoresin, is not drained from a reservoir in the tree, but is pro-

M. Koster & Sons
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STAR BRAND ROSES
"American Pillar" and nearly every other good hardy climber.
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Dignified, Exclusive Profession not overrun with competitors. Crowded with opportunity for money-making and big fees. $5,000 to $10,000 incomes attained by experts. Easy to master under our correspondence methods. Diploma awarded. We assist students and graduates in getting started and developing their businesses. Established 1916. Write for information; it will open your eyes. Do it today.
American Landscape School, 12-J, Newark, New York

Some Excellent Stock

	Per 100	1000
50,000 2 in., Geraniums; Ricard, Poitevine, Nutt, Montmort, Perkins, Viaud, Buchner, etc	$5.25	$50.00
2¼ in., Heliotropes, 3 varieties	4.00	38.00
2¼ in., Marguerites, 3 varieties	5.00	45.00
2¼ in., Stocks, 2 varieties	3.25	30.00
2¼ in., Calendula Orange King	3.00	28.00

Also abundance of other stock.
Liberal extras for early orders.

ALONZO J. BRYAN,
Wholesale Florist, Washington, New Jersey

CARNATIONS
F. Dorner & Sons Co.
Lafayette, Ind.

REX BEGONIAS
3-inch, $2.00 per dozen.
GERANIUMS (Our Specialty)
Nutt, Buchner, Ricard, Poitevine, Viaud
Good short jointed plants from 2-inch pots, at $3.50 per 100; $35.00 per 1000.
We ship safe anywhere
Elmer Rawlings, Wholesale Grower, ALLEGANY, N. Y.

duced by the living cells in the sap wood at or near the spot where the cut is made on the trunk. No turpentine is produced by the heartwood because all of its cells are dead. The heartwood may be saturated in places with pitch, but this does not readily flow out as does the resin freshly formed in the sapwood. The major part of the tree is not affected in any way, and the loss due to death of trees or to a reduction or degrading of lumber is very small when the proper method of turpentining is followed; this loss is more than offset by the additional revenue obtained through turpentining. The greater part of the wood that is chipped away would not have become finished lumber, but would have gone into slabs and edgings at the sawmill. With proper treatment the turpentine faces remain healthy, and the wood underneath does not become saturated with resin to any great extent.

Boston, Mass.

BRISK DEMAND FOR MOST STOCK.

The market the past week has been very good, considering that it is the week before the holiday, which has always been quiet here. Chrysanthemums are finished, which is one factor that is a big help. Roses clean up fairly well from day to day, but do not show any increase in price. Carnations have become quite scarce and are sold before they arrive at 10 and 12 cents. Orchids were in good demand this week with only a very limited supply arriving. They still hold at $18 per dozen. Marguerites, calendulas, etc., sell readily, with no change in price. The predictions at present are that carnations will be short and roses plentiful for Christmas, which would seem to be right from the observations of the past week. Usually the largest demand is for wreaths, holly, etc., but there does not seem to be a heavy call for these items this year.

Visitor: Frank Traendly, New York.
E. F. S.

Hill's Choice Stock
FOR FLORISTS' TRADE

STOCK FOR LINING OUT
Ornamental Evergreens and Deciduous Tree and shrub seedlings, Rooted Cuttings, Grafts, etc., in large assortment of rare, choice and standard varieties for lining out. Annual output, 2,000,000 plants.

LANDSCAPE EVERGREENS
New, rare and standard varieties. Small, medium and large sizes supplied in perfect specimens, with ball and burlap. Largest and most extensive collection in America.

DWARF CREEPING EVERGREENS
Suitable for rock gardens, ground covers, conifer beds, foundation plantings, etc. Our collection is most complete; all desirable tested varieties at reasonable prices.

HEDGE PLANTS
Complete line of all standard sorts suitable for hedge planting, such as American Arbor Vitae, Japanese Barberry, etc.

HARDY TUBBED EVERGREENS
Clipped specimens, Thuyas, Junipers, etc., in Pyramids, Globes and natural shapes, in large assortment.

WINDOW BOX EVERGREENS
All hardy and desirable sorts, best selection, lowest prices. This line offers live florists a grand opportunity to increase sales and profits.

Send for Complete Florists' Catalog.

The D. Hill Nursery Co., BOX 404. Dundee, Ill.
EVERGREEN SPECIALISTS—LARGEST GROWERS IN AMERICA.

Seasonable Stock

Asparagus Sprengerii, 1½ in., $3.50 per 100, $30.00 per 1,000; 2½ in., $5.00 per 100, $45.00 per 1,000; heavy 4 in., $15.00 per 100; heavy 5 in., $25.00 per 100.
Bougainvillea, Glabra Sanderiana, 2½ in., $10.00 per 100; 3 in., $20.00 per 100; 5 in., $75.00 per 100 specimens; 6 in., $100.00 per 100 specimens.
Begonia, Glorie de Chatelaine, 2½-in., $6.00 per 100; Corallina Lucerne, 2½-in., $10.00 per 100; 2-in., $15.00 per 100; Metallica, 2½-in., $6.00 per 100; Argentea Guttata, 2½-in., $8.00 per 100; M. de Lesseps, 2½-in., $8.00 per 100; Pres. Carnot, 2½-in., $8.00 per 100; Thurstoni, 2½-in., $10.00 per 100.
Lantanas, dwarf, eight best varieties including three wonderful reds, Craigi, Jacob Schulz and Michael Schmidt, $5.00 per 100, $45.00 per 1000.
Fern Dish Ferns, best varieties, 2¼-in., $5.00 per 100, $40.00 per 1,000.
Genista, Racemosus, well trimmed, 4-in., $20.00 per 100.
Hydrangea, good French varieties, 2½-in., $6.50 per 100, $60.00 per 1,000; 4-in., $20.00 per 100.

The Storrs & Harrison Co., Painesville, Ohio

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R. A. VANDERSCHOOT
Wholesale Bulb Grower
HILLEGOM, HOLLAND
R. A. Vanderschoota' products are trade builders.
Address all correspondence
Care of J. W. HAMPTON, JR. CO.
17 BATTERY PLACE
BULBS NEW YORK BULBS

CYCLAMEN
We must have room and offer for one week,
2,500 2¼-in. Cyclamen, at $10.00 per 100 $90.00 per 1000.
3,000 2-in. Cyclamen, at $20 and $25 per 100
1,000 4-in. Cyclamen, at $40.00 per 100.
Ask for our prices of Easter Greeting Pelargoniums and Ferns.
GEO. A. KUHL, Wholesale Grower, PEKIN, ILL.

Robert Craig Co.
HIGH CLASS PALMS
and Novelties in Decorative Plants
NORWOOD STATION, Del. Co., PA.

Market Gardeners

Vegetable Growers' Association of America.

Louis F. Miller, Toledo, O., President; H. A. Dooley, Cleveland, O., Vice-President; C. H. Nissley, New Brunswick, N. J., Secretary; H. J. Cheney, Grand Rapids, Mich., Treasurer.

Prices of Indoor Fruits and Vegetables.

Chicago, December 20.—Cucumbers, per crate, $4.50; head lettuce, per crate, $3.50 to $5; carrots, $4 to $5 per 100 bunches; Cabbage, $1.50 to $2 per crate.

New York, December 16.—Cucumbers, Boston, $2.50 to $3 per dozen; mushrooms, per three-pound basket, 50 cents to $1.25; radishes, 100 bunches, $4 to $6; lettuce, two-dozen box, $1.50 to $2.25.

Parsley.

Parsley (Apium Petroselinum), well known seasoning herb, is a hardy biennial (that means it is sown one year, it grows, blooms, ripens its seed and dies the following year). A native of Sardinia, whence it was introduced into England in 1548. Its uses for culinary purposes, such as sauces, soups, and in garnishing various dishes, has become very general, and very curley and crested varieties are offered in seedmen's catalogues. Among the ancient Greeks and Romans parsley always formed a part of their festive garlands on account of retaining its color so long, and Pliny states that in his time there was not a salad or sauce presented at the table without it. The ancients supposed it absorbed the inebriating fumes of wine and by that means prevented intoxication. Of the several varieties the curley leaved ones are mostly in use for garnishing purposes as the most ornamental. But a Scotsman botanist says that a plain leaved variety parsley was found on the ruined walls of Craigmuller and Crichton castle, near Edinburgh; evidently the original species, as the leaves were perfectly plain, having no trace of the curl that makes it now so attractive for garnishing use, showing that the warrior lords of these ancient battlements had not troubled themselves to make any advance in the ornamental qualities of this vegetable.

OLD GARDENER.

Vegetable Movement.

WEEK OF DECEMBER 12-17.

Potato movement is light, even for this time of the year, and as it is below the average weekly consumption the surplus accumulated during the autumn is being diminished. Northern and eastern shipping points show no change in price, except Red River Ohio's, which advanced five to 10 cents at Kansas City and Cincinnati, closing at $1.60 to $2 per 100 pounds.

Apple values showed no change in price, A-2½ Baldwins from New York state, selling at $7.50 to $8 per barrel. Boxed stock from the northwest is furnishing four-fifths of the apple supply of the country. Extra fancy northwestern boxed Winesaps are bringing $2 to $2.25, with few sales. The usual pre-holiday dullness is prevailing in most markets and consuming centers are quiet.

Cabbage shipments are increasing, 150 more cars being moved than during the previous week and prices are declining at almost all wholesale markets. Wisconsin Danish type has declined $4 per ton, closing at $48 to $50. New York state stock has been sold to Baltimore and New York city jobbers at $40, a loss of $5. The only advances noted were at Pittsburgh and Philadelphia, where $55 was realized. Twenty-seven cars of early stock were moved, two coming from Louisiana.

Onion prices have slightly declined throughout the country, middle western yellows bringing $4.75 at Philadelphia. California Australian Browns have been sold to Chicago jobbers at $5.25 to $5.50 per sack. Total shipments amounted to 250 cars.

Potato shipments were considerably less, more than half of the movement originating in New Jersey, Maryland and Delaware. New Jersey yellow varieties brought $1.75 to $2 per bushel in eastern centers.

California Iceberg lettuce brought $3.50 to $4 per crate at Chicago, but sold for 25 to 50 cents higher in eastern cities.

Cauliflower from California reached its highest level at New York and Boston, closing at $2.75 to $3.

Michigan celery, in square crates, advanced to $1 to $1.25 at Chicago.

St. Louis, Mo.

EXCELLENT HOLIDAY DEMAND.

The demand for Christmas stock is better than has been experienced for a number of years, with good supplies coming in which clean up daily. The people seem to be sending more cut flowers and pot plants as gifts than is usual at this time. Quantities of material are being used for decoration, with holly being the most popular, selling at $6 per case. Mistletoe also has a fine market. Boxwood and immortelles are arriving in quantity. Carnations are very scarce and are expected to be harder to obtain at the close of the week. Short-stemmed roses are not plentiful, but the longer stock is in good supply and sells at $6 to $9 per dozen. Mrs. Chas. Russell, Premier, Columbia, Ophelia, Ward, Sunburst and White Killarney are the principal offerings and are in excellent condition. Sweet peas are seen, but are little used, except for corsage work. Fine offerings of lily of the valley are obtainable, which sell readily. Orchids are moving well and their quality is very good. Cattleya labiata is yet obtainable. Poinsettias are arriving in good condition, both cut and pot stock selling rapidly. Small plants in pans, as well as the large individual plants, are proving popular. Begonias and cyclamens are good sellers as Christmas flowers, the latter seeming to be more popular than the poinsettia. Peppers and cherries clean up daily and some fine plants are obtainable. Chrysanthemums are still on the market in large quantity and are supplying a good demand. Single stock varieties have, however, dwindled down to December Gem and Mistletoe. The condition of violets is very good and sell without difficulty. Calendulas are in short supply. Greens are in good supply, their quality being excellent. Asparagus plumosus, A. sprengeri and sword ferns moving rapidly. Pot ferns are among the best sellers, also. Dracaenas, crotons and pandanuses are supplying a good demand. Evergreen boughs for cemetery decorations are in stock at most establishments near cemeteries and are moving very well.

NOTES.

A fine Christmas trade is being had by Mullanphy Florists, Inc., a window, consisting of cyclamens, poinsettias, pussy willows and roses, attracting much attention.

The St. Louis Wholesale Cut Flower Co. has no difficulty in selling stock. Mr. Gettys states that he has never seen business better at this time of the year.

The Ayres Floral Co., Locust street, is having a fine trade and are featuring cyclamens, stevias and poinsettias in its windows.

Grimm & Gorly have a very attractively decorated store and are experiencing a fine holiday business.

J. K. M.

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty.

Elmer D. Smith & Co.

ADRIAN, MICH.

Chrysanthemum Specialists

Catalogue Free.

Miscellaneous Stock

Swainsona, white.....4-inch, 15c
Cleveland Cherries.....5-inch, 25c
Cleveland Cherries.....4-inch, 15c
Cyclamen.....5-inch, 50c
Genistas.....5-inch, 25c

Cash.

ROSENDALE GREENHOUSES

DELANSON, N. Y.

Mushroom Growing

By B. M. Duggar

Presenting accurately the requirements for success.

260 pages, cloth, fully illustrated. Price, $1.75.

American Florist Co.

140 S. Dearborn St., CHICAGO

FERNS

Good, stocky, clean stuff, ready for a shift; will be shipped without pots, and will require a larger size to be potted in when received.

Boston, Scottii and Holly, 4-inch, $3.60 per doz., $25.00 per 100; 5-inch, $5.40 per doz., $40.00 per 100; 6-inch, $8.00 per doz., $60.00 per 100.

HOLLY FERNS

Holly and assorted Table Ferns, heavy 3 inch stuff, $1.00 per doz.; $6.00 per 100; $55.00 per 1000.

R. VINCENT, Jr. & SONS CO.

White Marsh, Md.

Multiflora Japonica Rose Seedlings

Best American Rose Stock for Budding and Grafting.

New England grown, well rooted.

No. 1. 4-6 mm .....$15.00 per 1000
No. 2. 2-4 mm ..... 10.00 per 1000

Ready for delivery after November 1st.

C. R. BURR & COMPANY, - Manchester, Conn.

Ready Reference Section

15 CENTS, NET, PER LINE

ALTERNANTHERAS.

ALTERNANTHERAS, red, yellow and green, R. C., $1.25 per 100; 2-in., $2.50 per 100. Montgomery Gardens, Sac City, Ia.

AMARYLLIS.

AMARYLLIS, 2½-in. stock, $8.00 per 100; 5-in. plants, 40c each. Montgomery Gardens, Sac City, Ia.

ASPARAGUS.

Asparagus Sprengeri, 1½-in., $3.50 per 100; $30.00 per 1,000; 2½-in., $6.00 per 100; $45.00 per 1,000; heavy 4-in., $16.00 per 100; heavy 6-in., $25.00 per 100. The Storrs & Harrison Co., Painesville, O.

Asparagus Sprengeri, 2½-in., 4½c each. ODOR GREENHOUSES, Iola, Kan.

ASPLENIUM.

Asplenium Ninus Avis (Bird's Nest Ferns), good strong, healthy stock, 3-in. pots, 35c; 4-in., 75c; 5-in., $1.50. Packing material charged for at cost. Wm. K. HARRIS, 56th and Springfield Ave., W. Phila., Pa.

BEGONIAS.

Begonias, Luminosa, Prima Donna and Gloire de Chatelaine. 2-in., $3.00 per 100, $27.50 per 1,000; 3 -in., $6.00 per 100, $50.00 per 1,000 R. Vincent Jr. & Sons Co., White Marsh, Md.

BEGONIA, Chatelaine and Luminosa, R. C., $3.50 per 100; 2-in. stock, $7.00. Montgomery Gardens, Sac City, Ia.

Begonias, large leaved, in variety, 2½-in., $8.00 per 100. The Storrs & Harrison Co., Painesville, O.

BOUGAINVILLEA.

Bougainvillea, Glabra Sanderiana, 2½-in., $10.00 per 100; 3-in., $20.00 per 100; 5-in. specimens, $75.00 per 100; 6-in. specimens, $100.00 per 100. The Storrs & Harrison Co., Painesville, O.

Bougainvillea Sanderiana, pyramid and globes, $2.00 to $10.00 each. A. L. MILLER, Jamaica, N. Y.

BULBS.

PAPER WHITE NARCISSUS

	Per 1000
1250 to case	$21.50
Mixed Darwin Tulips	25.00
Mixed Early Single Tulips	23.00
Mixed Early Double Tulips	23.00
Mixed Single Late Flowering Tulips	23.00

ASHEVILLE SEED CO.
Asheville, N. C.

Bulbs. Hyacinths, Tulips and Narcissus, Dutch. Stock of the best quality and net prices lower. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Bulbs. Tuberous-rooted begonias and gloxinias, sizes 1½—2-in. in diameter. For prices see display advertisement elsewhere in this issue. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Bulbs. Begonias, tuberous rooted, gladiolus, canna, caladium, tuberoses, Japanese lily. Write for prices. American Bulb Co., 172 Wabash Ave., Chicago.

CALLAS.

CALLA BULBS

Calla Aethiopica, the popular white calla, clean, sound bulbs, all with crown shoots.

Size Diameter	Per 100	Per 1000
1¼ to 1½-inch	$ 6.00	$ 50.00
1½ to 2 -inch	8.00	75.00
2-inch and up	15.00	125.00

Satisfaction guaranteed.
SEVIN-VINCENT CO.
612 Washington St. San Francisco, Calif.

CANNAS.

CANNAS. Select 2 and 3 eye roots. King Humbert, $4.50 per 100; Florence Vaughan, $3.00 per 100; Wintzer's Colossal, $5.00 per 100. Montgomery Gardens, Sac City, Ia.

CARNATIONS.

ROOTED CARNATION CUTTINGS.

Our high quality stock needs no introduction to the trade and is big value at the prices quoted.

	100	1000
White Enchantress	$3.50	$30.00
Pink Enchantress	3.50	30.00
Ward	4.00	35.00
Matchless	4.00	35.00
Rosette	4.00	35.00

WIETOR BROS.,
Wholesale Growers of Cut Flowers.
30 East Randolph St. Chicago

CARNATIONS. We are now booking orders for Nebraska, the best red; Matchless, the best white; and Mrs. C. W. Ward, the best pink, at $5.00 per 100, $45.00 per 1,000. Orders filled in rotation as received.
Montgomery Gardens, Sac City, Ia.

Carnations. Write for price list of latest varieties. F. Dorner & Sons Co., Lafayette, Ind.

COLEUS.

COLEUS. Good choice varieties, including Trailing Queen and Golden Bedder; mixed rooted cuttings, $1.25 per 100, 3-in., $6.00 per 100. Montgomery Gardens, Sac City, Ia.

CHRYSANTHEMUMS.

CHRYSANTHEMUM CUTTINGS.

Smith's Advance (white), Smith's Advance (yellow), Rosea, October Frost, Sunray, Rose Perfection, Marigold, Sun Glow, Titanic, Pink and White Chieftain, Smith's Sublime, Unaka, Midnight Sun, Loyalty, Oconto, Chrysolora, Mrs. Fewley, Sunbeam, White Turner, Richmond, Smith's Imperial, White and Golden Mistletoe, C. W. Johnson, Pink and White Seidewitz, Chas. Razer, Celebration, Major Bonnaffon, First Kind Emerita, Mrs. Totty, Betsy Ross, Clenview, White and Golden Chadwick, $35.00 per 1,000.

December Beauty, $45.00 per 1,000.

Rosanda, White Surprise, Muskoka, Orange Queen, Thanksgiving Pink, $10.00 per 100.

Caprice, Carmelite, Katherine Thompson, Mrs. Greening, Yellow, Lilac, White, Dr. Printemps, $50.00 per 1,000.

POMPONS.

Vivian Martin, Mary Pickford, Marguerite Clarke, Billie Burke, $8.00 per 100.

Sunshine, Little Bronze, Early Pink Niza, Mrs. Buckingham, Mrs. Frank Beu, Golden West, Yellow Anemone, Bronze Late, Red Pompon, Xmas Gold, White Pompon, $35.00 per 1,000.

ELI CROSS,
150 Monroe Ave. Grand Rapids, Mich.

CHRYSANTHEMUMS

Chrysanthemum novelties for 1921. Preliminary list free. Elmer D. Smith & Co., Adrian, Mich.

Best new and standard varieties. Ask for list. ROMAN J. IRWIN, 43 West 18th St., New York.

CINERARIA.

CINERARIAS. Large flowering strain of beautiful colors, 3-in., $7.00 per 100, 4-in., $8.00. Montgomery Gardens, Sac City, Ia.

CLEVELAND CHERRIES

Cherries, Cleveland, Holland Berry and Orange Queen. For sizes and prices see display advertisement elsewhere in this issue. Carl Hagenburger, Mentor, O.

CYCLAMEN.

Cyclamen, for one week only. 2¼-in., $10.00 per 100; $90.00 per 1,000. 3-in., $20.00 and $25.00; 4-in., $40.00 per 100. Geo. A. Kuhl, Pekin, Ill.

CYCLAMEN. 4-in., 40c; 6-in., 60c; 6-in., $1.00. All fine stock and no charge for packing. Montgomery Gardens, Sac City, Ia.

DAHLIAS.

Dahlias, best varieties for florists' use. Some bargains for a short time.
LYNDHURST FARM, INC.,
First Road,
Hammonton, N. J.

ERICAS.

ERICAS

For growing on, from 3½-in. pots.

Xmas varieties—	Per 100
Fragrans Melanthera, white	$20.00
Regerminans, lavender	26.00
Hielana, new orange	30.00
Felix Faure, red	26.00
Pres. Carnot, orange red	20.00
Ovata, lavender	25.00
Easter varieties—	
Cupressina, shell pink	30.00
Persoluta Rosea	20.00
Persoluta Alba	20.00
Perfecto, pink	20.00
King Edward VII	20.00
Cylindrica	25.00

Add 3 per cent for packing. Cash, please.
ANTON SCHULTHEIS
College Point, New York

FERNS.

BOSTON FERNS.

Good, strong bushy stock.

6-in.	$0.40
6-in.	.75
7-in.	.90
10-in.	2.00

Packing charges free.
DAVIS FLORAL CO.
Davenport, Ia.

Ferns. Bostons and Scotti. Exceptionally strong, clean, pot grown stock for immediate shipment. For sizes and prices see advertisement elsewhere in this issue. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Table ferns, standard varieties, 2¼-in., $5.00 per 100.
HENRY SMITH FLORAL CO., INC.
Grand Rapids, Mich.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

FERNS.

BOSTON FERNS. 3-in., 8c each; 4-in., 25c each; 5-in., 50c each; 6-in., 75c each; runners, $2.00 per 100. Cash, please.
Montgomery Gardens, Sac City, Ia.

Ferns of fine quality. For varieties and prices see advertisement on front cover page of this issue. F. R. Pierson, Inc., Tarrytown, N. Y.

Hardy Ferns, Ill. descriptive list mailed. L. MOSBAEK, Ferndale, Askov, Minn.

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Vol. LVII. **CHICAGO AND NEW YORK, DECEMBER 31, 1921.** **No. 1752**

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December.

Rumor came on the north wind yesterday that sneering death lurked near my favorite field, and I hurried from the town to cry a protest, but this thing was there before me, and the latest and bravest dandelion was dead. The maples beyond the marsh were as black against the sky as charcoal marks upon an Arab's tent; the sumach crumbled in my hands, withered like the tea-leaves from old Japan; the ochre willows at the margin of the lake drooped heavily, and, in the wind, I thought I heard them crying like Rachel for her children; and the lake itself, so serene and friendly in September, now frowned and chilled me like a stranger; a flock of blackbirds, restless and without design, flew above it, no longer trustful of its reeds and rushes; and high on a naked limb of a spotted cottonwood sat the chief mourner—a gaunt buzzard, as black as the sinner's judgment day, and he lifted and lowered his wings as a widow adjusts her weeds when the preacher takes his text. Across the smitten fields came the north winds, and on them rode the gray Norns chanting a dirge, and I joined the processional of death. Now I understand what the Master meant when he said, "Pray that your flight be not in winter."—Aborigine in Chicago Tribune.

THE CHRISTMAS TRADE.

Holiday Business Satisfactory.

With the heavy Christmas business of 1920 recorded as probably the high mark in the holiday trade for this occasion, the volume of business this year, from reports received from cities throughout the United States, was in the majority of cases satisfactory and fully up to expectations, considering general business conditions. The total money value of stock disposed of fully equalled the returns of a year ago, although a decline in prices amounting from 10 to 20 per cent was observed. An unusually heavy demand developed for plants, particularly poinsettias, followed by cyclamens and heathers. Made-up combinations of flowering plants in pans and baskets proved very popular. Careful buying by the public was the rule in most cities and moderate priced offerings moved quickly. Cut flower stock in most sections seemed to be of exceptional quality, although some centers reported offerings in only fair condition, due no doubt to the cloudy and rainy autumn and early winter. The supply of roses was most abundant, but carnations fell far short of the demand, the latter in many cases bringing higher prices than in 1920. Violets in most sections were sufficient for all purposes and narcissi, both yellow and white, proved popular for use in corsage bouquets, in combination with other flowers. Although holly was of slightly poorer quality than a year ago, wreaths of this material sold exceptionally well. Cone wreaths, trimmed with pine and laurel, also met with good sales. As a general summary, it may be stated that the volume of sales, especially in plants, compared most favorably with last year, although prices for individual items were somewhat lower. The public was more careful in making purchases, and stock that was attractively priced sold readily. The following condensed reports show trade conditions in a number of cities:

BOSTON, MASS.—According to Leymon K. Gross the volume of 1921 Christmas business was about 20 per cent greater than that of 1919, with prices of plants lower and cut flowers about the same. There was a fine supply of roses and carnations, but violets were scarce. A good quantity of bulbous flowers were obtainable which, with the exception of Paper White narcissi, met with excellent sales. Quality in general was slightly better than last year. Gardenias and orchids were very popular and were not numerous enough to supply the trade. There was a marked increase in the call for flowering plants, but greens moved slowly. Cone wreaths, with pine and laurel trimmings, sold in larger quantities and made-up baskets of berries and greens went well.

KANSAS CITY, MO.—Samuel Murray states that trade for the holidays was 22 per cent less than in 1920, with prices about one-fourth lower. The cut flower supply was sufficient for all needs and stock was fully equal in quality to that of a year ago. In the plant section, begonias were apparently the most popular, and though separate items brought 25 per cent less than the previous year, there were many more sold. The bulk of the business was in plants and basket arrangements and the buying started earlier than usual, the day previous to the holiday not being equal to the Christmas eve of the preceding year. The telegraph business was considerably better with this firm, the increase being almost entirely on outgoing orders.

DALLAS, TEX.—The Lang Floral & Nursery Co. state that Christmas sales for 1921 were fully equal to those of a year ago, but the total money value was about 10 per cent less. Roses were in good supply, at moderate prices, but carnations were scarce and violets even more so. All flowers were of exceptionally good quality, but in bulbous stock, only Roman hyacinths and Paper White

narcissi were in bloom, selling readily at good prices. The quality of plants was not as good as last year, owing to the hot, dry summer, and poinsettias, about the only one of quality, proved popular. The public was more careful in making purchases than in previous years and the florists who featured attractive prices obtained the trade.

PITTSBURGH, PA.—The McCallum Co. reports Christmas sales about the same as last year, with values slightly lower. In the plant section business was especially good, flowering stock being in strong favor. There was a heavy supply of all bulbous flowers but the demand was not as good as hoped for. The quality of the cut flowers was fully as good as in 1920, with an abundance of roses and violets to supply the trade, but there were not nearly enough carnations to go around. From all reports the public was not attracted by high priced offerings and more artificial wreaths and baskets were disposed of than ever before.

SAN FRANCISCO, CALIF. — Indications point to a favorable holiday trade, fully equal to 1920 in volume, but individual prices less, according to James T. Lynch. In cut flowers, chrysanthemums were an important factor, the supply of this stock being very plentiful, which has not been the case at previous Christmas seasons. Roses were of excellent quality and were sufficient for all purposes, but carnations were short, some varieties bringing better prices than a year ago. In plants, begonias and poinsettias proved equally popular. English holly, from British Columbia, was of good quality and was much used in wreaths.

BANGOR, ME.—According to Adam Sekenger the volume of 1921 Christmas business was about 10 per cent greater than that of 1920, with prices, generally about the same. The plant trade was exceptionally good, the flowering kinds bringing very good prices, all stock being of fine quality. The supply of cut flowers was ample for all needs, and the quality was much better than last year, roses being especially noteworthy. This flower was in much better demand and the short supply of red kinds was the only deficiency in the list. Holly was of inferior quality and the call largely centered on laurel wreaths.

WASHINGTON, D. C.—Gude Bros. Co. report about the same amount of trade as compared with a year ago with prices equally as good. The cut flower supply was ample for all needs and the quality in many items was better, especially roses, carnations and poinsettias, and all stock sold well. Plants were about as popular as last year, all decorative material completely cleaning up. Three days of cloudy weather with snow, sleet and rain did much toward relieving the pressure of local business at the shops, thus allowing more time for better service for mail, telephone, telegraph and cable orders.

COLUMBUS, O.—A falling off in the volume of business of about 10 per cent, with prices practically the same as last year, is reported by J. W. Lehman. In cut stock, violets met the demand fully, but there was a scarcity of carnations and roses, the latter being more popular than in 1920. There was an increased call for flowering plants, which were of very good quality. The noteworthy feature of the occasion was the brisk sale of both cut flowers and plants that were priced attractively, in accord with present business conditions.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Next Week in the Flower Shop.

See that everything pertaining to the holiday trade in the way of prepared materials is at once removed and carefully packed away for next year. There are stores in which the signs of Christmas hang around for a month or more after the event, which is a sure token of lack of energy and business ability on the part of the proprietor. The store should be up-to-date in efficiency, all the time presenting and catering to the day's demand and the immediate use for flowers.

With roses and other flowers off crop for a time and prices high, buyers will need to be careful in their purchases and see that the stock is given careful handling in the store. There is economy in a full stock, that is rather more than is wanted for immediate needs, as roses get time to attain a good size and go much farther than the tight buds in all kinds of spray and design work.

Christmas Plant Basket.
Crotons, Heather, Pandanus, Dracaenas and Cyclamen.

As a rule the first week or two after a holiday finds demand light in most shops. Outside of large social functions and the more or less every day funeral call, there is little trade. However, at such times one must not sit down and wait for something to turn up, but get busy by pushing and inviting business in the very many ways that are open to every progressive florist. Keep the birthday idea to the front; feature the little rose bowl filled with "Just a few for the dinner table." The flowering plant is put forward as "Gives life to the living room." A nicely arranged box or two of cut flowers are marked, "just a few to take home." A certain line of foliage or flowering plants may be featured at a special price and a card describing them sent to the store's customers and prospects. All these and many other ideas may be used at such times and will be sure to quicken things very materially.

BE PREPARED FOR UNEXPECTED DEMANDS.

Keep a sharp lookout ahead all the time so as to be prepared and ready for any kind of excess demand that offers opportunities. St. Valentines' Day is but a little more than a month away and to the florist who is wide awake and features the day well in advance, it is sure to be well worth while, both in profits and new business.

Sweet peas will soon be a strong factor; they are a most popular flower and being moderate in price are good stock to carry and feature. They are an exceptionally good flower for the corsage and also arrange well in the small handle baskets. As the stems grow longer they are especially useful for luncheon and dinner table decoration.

Opportunity knocks but once it is said, but the live storekeeper must be setting up opportunities for others all the time. It is forever making such presentations that keeps up the interest. People must be tempted to buy, must be made by suggestion to see uses in flowers that were not apparent to them before, and the sale follows. Watch the cut flower stock carefully and arrange to use up the flowers that are not moving as they should. Suggestion that this or that flower is getting to be quite a favorite and calling attention to its color or other good qualities will often result in its selection, or in the make-up of an order. "I am sure you will be pleased if you leave it with us," will work nine cases out of 10.

BRILLIANT WINDOW LIGHTING EFFECTIVE

See that the window is a credit to the store every 24 hours of the day and night. Few florists realize the possibilities of their window display. All successful retailers find it their best paying investment, not only all day long, but far into the night, when people have time as they pass to take in its dominant features and comment on them. Watchmen can turn off lights at midnight from the outside with a key. Illumination should be brilliant but done in such manner that the lights do not show. Barber's Flowers, of Cleveland, O., brilliantly lights its greenhouses that front on Euclid avenue. Passing automobilists notice the light several blocks away and slow down as they pass to get a better view of the well stocked houses. They are very apt to think of these houses when they want plants.

Freesias have made their appearance and are a welcome addition to the winter's list of cut flowers. It is a great favorite with many, its delightful fraggrance and graceful sprays adding much to a box of flowers. Cattleyas are now quite plentiful and should be featured rather than stood in vases on the top shelf in the case for safe keeping. A handle basket with pots of the glory fern plunged in the container makes a good background on which to display these beautiful orchids. With their stems placed in rubber capped, or open mouthed tubes, these can be wired to sticks and arranged amongst the ferns to make an attractive showing and sold from the basket the same as from the vases in the case.

Always keep a vase or two of rose or lemon geranium sprays on hand, also lemon verbena. These are all wanted for finger bowls and are a pleasant surprise in boxes of cut flowers.

Christmas in The New York Stores.

Although there has been much said and written about the restrictions of Quarantine No. 37, it cannot be said that there was a dearth of good plants in the leading retail stores. It is true that the display of azaleas seen in former years was not forthcoming, but there was in several stores fairly creditable exhibits of those old time favorites, indicating that the growers are being more careful than formerly with their old stock.

As to heather, it is doubtful if such fine displays of well flowered stock was ever before seen in this city or country. In flowering plants, heather and poinsettias filled much the largest space in the trade. There was a wider range in

sizes and prices of poinsettias than in heather, for while there were large pans that went as high as $40, some of the smaller stores carried quantities of small plants that sold for $2 and $3 each.

Solanums were plentiful and were used to some extent in combinations. Many good cyclamens were noticed and a fair stock of primulas, also. Begonias, of the Lorraine type were on the market, but their popularity seems to have waned. Peppers were not plentiful and the supplies of ardisias were also limited. Plant and combination baskets were, according to custom, finely decorated with variously colored ribbon, red predominating.

The retailers, so far as we could judge, figured on closer and more economical buying by the public than in former years, as few large combinations were noted. We believe that in the larger stores the majority of sales ranged from $8 to $20, considering, of course, that a considerable number of plants and combinations have a higher value. As the buying has just fairly started when this is written, a definite statement as to price in comparison with former years, cannot be made.

Malandre Bros. had a great stock of heathers, Otaheite oranges, solanums, poinsettias, crotons and dracaenas, many fine combinations being observed, which with tasteful ribbon decorations, made an excellent display.

Hession's, Madison avenue at 76th street, was handsomely decorated throughout, with garlands and wreaths, ribbon being much used. There were many fine plants and plant combinations. Novel features were a number of decorated French hampers, containing various plant combinations.

Many attractions in single plants, plant combinations of heathers, Otaheite oranges, poinsettias and cyclamens were displayed at the Boulevard Floral Co., 2391 Broadway.

At N. Christatos' Flower Market, Sixth avenue and 58th street, there was an exceptionally fine lot of heather, poinsettias and Otaheite oranges. His large space was well utilized.

Excellent stocks of all seasonable plants were seen at G. E. M. Stumpp's, Fifth avenue at 58th street. His store has always been noted for good plant combinations and no falling off in skillful arrangement was noticed.

Meyer, Madison avenue and 58th street, displayed exceptionally large and well flowered plants of poinsettias, solanums, cyclamens and heather.

As early as December 20 active preparations were in progress at the Chas. A. Dard's store for a grand Christmas display. This shop has large show windows fronting on both Madison avenue and 44th street. In the former window the centerpiece was a handsome creation of red and golden ruscus and cones on a pedestal, 10 feet in height. Long streamers of narrow red ribbon reached to the floor, sprays of golden ruscus being attached in places, to the ribbons for effect. The pedestal and base were covered with adiatums. In the wings were large plants of heathers and poinsettias. The 44th street windows were filled with fine plants in variety. This firm cleaned up on plants before the evening of December 24.

The dearth of azaleas seem to have revived the culture of some of the old favorites. At the store of David Clarke's Sons there was a fine collection of well flowered plants of Begonia Haageana. It is doubtful if such a good collection of these plants has been seen in the stores for many years. Other excellent features in this shop were cyclamens, poinsettias, heathers and Begonia Mrs. Peterson. Marshall Clarke said they were well satisfied with the Christmas business.

At A. T. Bunyard's there was the usual excellent stock of all the leading plants and many fine combinations, noteworthy features being large and well flowered cyclamens.

Alfred Kottmiller had a fine stock and many good features in combinations.

As usual, Chas. Thorley, had fine and well arranged stock.

At J. H. Small & Sons many good features were observed.

What came as near to being novelties as anything noticed, were a number of geraniums grown to standards and well flowered, at Wadley & Smythes'.

The Broadway Florist, 2094 Broadway, had an excellent and well arranged stock of plants.

Chatmas, Florist, who has a fine store at Eighth avenue and 145th street displayed many good features.

In the Bronx there are a number of good florists, among them being the Fordham Florist near Fordham university, whose stock was good.

J. Spiro, of the Broadway Floral Shop, 2437 Broadway, states that he had a good business, both in plants and cut flowers.

"I was well satisfied with the Christmas business," said W. P. Sears, 840 Sixth avenue, one of the veteran retailers.

A. F. F.

CHURCH DECORATION.
By Ira G. Marwin, Wilkesbarre, Pa.

Christmas in the Philadelphia Stores.

In the great majority of the principal retail shops there was the usual showing of baskets, wreaths and other arrangements of prepared materials. These ranged from the miniature auto wreath and the even smaller that are used as a Christmas greeting to take the place of the card, up to most elaborate pieces suitable for cemetery or other form of decoration. Boxwood is still as popular as ever and in their various forms of adornment, with artificial or natural holly berries, statice, red ruscus, gilded, silvered or colored cones, bay berry sprays, etc., finished with the red bow, they are very striking. Wreaths made of evergreen sprays, clippings of stock from the nursery, had a very rich look and when decorated commanded almost top prices. Wreaths of all statice were also seen trimmed with artificial holly and red bow that were especially pretty. Bitter sweet was used to a limited extent, and, tied with clusters of holly and mistletoe with a bountiful red bow, they looked well worth the $7.50 to $10 asked for them. Wreaths of statice sprayed with bitter sweet, bay berries and artificial holly, had an exclusive appearance. Gilt and silvered cones and buttonwood balls together with teasel and poppy heads, the latter in various fancy colorings were largely used in all Christmas baskets

and wreaths. Small and medium sized baskets filled with fancy grasses and other of the above described materials were as popular as ever and sold in large quantities. The red Japanese chenille wreath was a staple stock in most shops and with its slight decoration was on account of its low price a big seller.

There were not many novelties. Pennock Bros. offered decorated Christmas red candles which placed in baskets of evergreens and also in candle sticks decorated with the same material, cones, red ribbon, etc., offered something different, that sold as fast as they could get them ready.

T. Nelson Geiger has a sterling novelty in his miniature boxwood trees, decorated with artificial holly and bows of red ribbon. These are pyramidal or globular in shape, four inches to a foot in diameter, and from eight to 15 inches in height. They are made from selected boxwood sprays tied together as in a bouquet, the stems all projecting below, some three or four inches in length. When finished they are placed in a small jardiniere, such as are used for three or 4-inch pot plants, and some larger are filled with water. These are made early in December and placed in water in the basement, where they keep splendidly. The first are offered for sale about the tenth when samples of various sizes are brought up and decorated with artificial holly berries and red ribbon bows. Each carries a little "Merry Christmas" sign. There is nothing cheap about these as they sell readily at good prices, according to size and finish and quality of the jar.

PLANTS AND PLANT BASKETS.

The stores all appeared to have foliage and flowering plants in quantity. Robt. Craig's Melior begonias, cyclamens, poinsettias, oranges, Cleveland cherries and peppers, as well as their assortment of foliage plants, were leaders in all the stocks. W. K. Harris' made-up combinations of foliage and berried plants, birds' nest ferns, cherries and cyclamen were also strong factors.

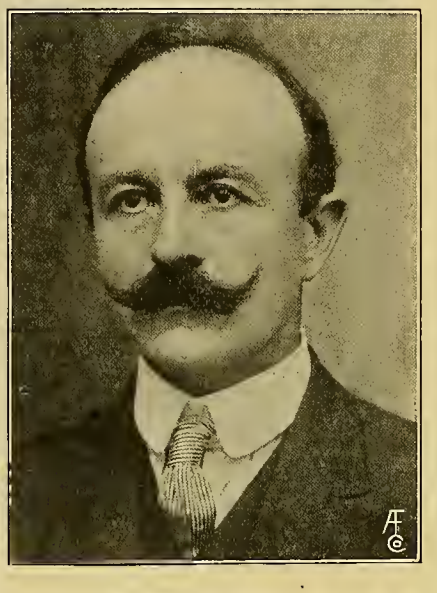
Faust's poinsettias in pans with ferns, also cyclamens and primulas were seen in many shops as were fine cyclamens, foliage plants and ferns from Macaw Bros. Exceptionally well flowered plants of heather from Dupuy, Long Island, were easily first on the flowering list. Without these many a basket would have looked very mediocre, indeed.

The plant combinations in pots, pans and all kinds of basket receptacles were for the most part very well done and great sellers, particularly those that carried in addition to the fancy foliage selections from the heather, poinsettias, cyclamens, oranges, peppers and small cherries. It is bloom that gives color and finish, which is almost as essential as the ribbons on the handles. H. H. Battles, the S. S. Pennock Co., J. J. Habermehl, the Bellevue-Stratford and the Ritz-Carlton shops, Robt. Craig Co., Vallers Flowers, Chas. H. Grakelow and Chas. H. Fox all featured made-up plant baskets and sold large quantities of these artistic creations. Vallers Flowers added a bunch of Belgian greenhouse grapes to a line of plant baskets that were in great demand.

Cherries, ardisias and oranges sold well, although the latter two were only for the high priced shops. Cherries were a quantity product and seen in all shops. They were splendidly berried and mostly of the dwarf Cleveland type.

There was a good demand for all kinds of Christmas greens. Lycopodium ran out early. There was a good deal of holly, but most of it was scant of berries, as were the holly wreaths. There appeared to be plenty of mistletoe, but mostly of the broken spray kind, good bunches with boughs being scarce. The department stores did an immense business in more or less decorated red chenille wreaths, getting as much or more for the same grades as did the flower shops, and selling them literally by the thousands.

The demand for cut flowers was about as usual for the season, most shops carrying a good stock, as the prices were one-third below last year and for the most part the benefit of this was passed on to the customer. Premier and Columbia roses had such large buds, particularly when partly open, as they are apt to be when kept for a holiday, that they gave full value for the money giving satisfaction to the purchaser. Carnations were scarce, and as high as in 1920, and in a large measure roses took their place. Snapdragons and white lilacs were very popular, being largely used in corsages with cattleyas. Lily of the valley and violets were good sellers and mignonettes, stevias and calendulas added variety for the lower priced boxes of cut flowers.



A. E. Kunderd, Goshen, Ind.

Christmas greens, holly, holly wreaths and Christmas trees were offered in large quantities on the streets in all sections of the city, much of the stock being in the hands of new men, who plunged and tried to obtain high prices, but in many cases lost out. Large lots of such stock, especially trees, had to be hauled to the dump late Saturday night. The weather was very cold and stormy, the three days preceding the holiday, affecting street sales materially. The stores, however, appeared to have all the trade they could handle and nearly all reported a good volume of business and that they had had a satisfactory trade. K.

WATERFORD, WIS.—B. G. Foats recently built greenhouses on his property here.

DES MOINES, IA.—Greenhouses were recently built at the capitol grounds for state purposes, Capt. W. G. Howe, custodian, in charge.

TUSCOLA, ILL.—Geo. C. Schmitt, florist, recently purchased a lot and two houses just south of his greenhouses, and will remove them to enlarge his growing space.

The Gladiolus.

Address by A. E. Kunderd, Goshen, Ind., Gladiolus Specialist and Former President of the American Gladiolus Society, Before the Wisconsin State Horticultural Society, at Madison, December 15, 1921.

As I am not much of a talker to public audiences perhaps you will bear with me if I deliver my message to you by in part reading from notes. When I received an invitation from your society through your secretary to deliver an address on "The Gladiolus" at your annual meeting this year, I was pleased to accept the same. I have read a great deal, for many years, of the splendid work of your state agricultural college, and of your horticultural society in the improvement of grains, fruits and flowers. Being a farmer born and still a farmer, all these things interest me greatly, but as you know my work is along a special line, originating and distributing new gladioli.

The gladiolus is fast becoming recognized as the most universally adaptable and useful of all summer flowers. Its possibilities as a florists' flower, not only for out-door growing but for greenhouse use, are almost unlimited, and just beginning to be realized. It is not an ornamental plant, like a canna or coleus, yet it adds great charm either to the border or among roses, shrubbery, etc., and is unsurpassed as a garden attraction and as a cut flower. The story of its cultivation, handling, storage, etc., is too long for me to discuss here and I take it that most of you are as well posted on that line as I am.

I want to refer you to a few books that will prove very useful to the professional grower as well as to the amateur. The best American book on the gladiolus of which I know is "The Gladiolus,"* by Mathew Crawford and Dr. Van Fleet. It used to be published by Vaughan's Seed Store, Chicago, and may, perhaps, still be secured through them. I believe it can also be had from the Florists' Exchange, of New York. Allen's "Bulbs and Tuberous Rooted Plants" can, perhaps, be obtained through either of the above firms or your favorite seedsman. There is also considerable literature on the gladiolus published abroad, by the New York Experiment station and elsewhere. I must not forget to mention the Flower Grower, of Calcium, N. Y. The Flower Grower is issued monthly, and I know of no magazine devoted to floriculture that is its equal. It is devoted to the interest of the dahlia, iris, peony and other flowers, as well as to the gladiolus, and in its columns much valuable information is published from month to month.

HISTORY AND DEVELOPMENT.

Now I come to the subject of "The Gladiolus," its history, past and present, and its improvement and possibilities of still further improvement or change. There are of what is generally known as species, prehaps 200 varieties or more known at the present. These are native mostly in central and southern Europe (what is left of it), central and southern Africa, Persia, the Caucasus and Byzantinium. The best of the species are mostly native of southern Africa. I am fortunate in having a sister living in South Africa, (not that I am glad that she is so far away), but her husband, Dr. Hall, brought me last year on a visit some fine new, almost unknown species. One of these you will want to know of, as I expect a great deal from it in my work of crossing. I have other collectors seeking for still other yet unknown species in the wilds of Africa, so you can imagine what may yet come from

* The new edition of this book is now in preparation and can be secured shortly.

Gladiolus Sedan.

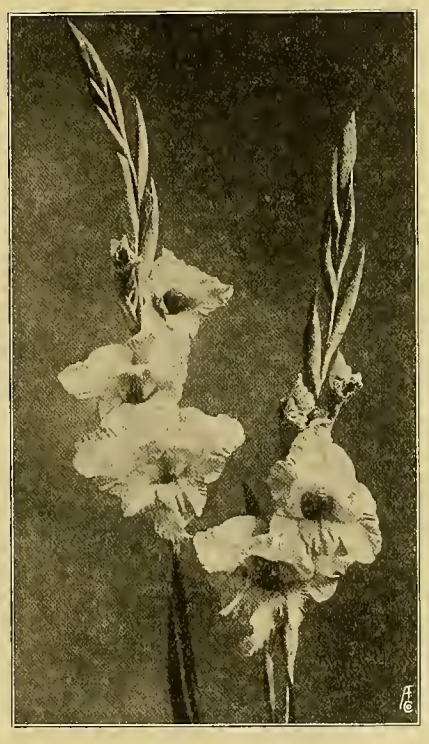
this wonderful flower, and see that the work is not yet all completed.

The particular species I have just referred to has tall, slender and graceful foliage and stem. It has on the main stem upwards of 40 blossoms and four of its branches have more than 30 blossoms each, giving from one spike, about 175 individual flowers. When you consider that almost endless combinations can be made from our 10 numerals, you will realize what vast possibilities of combinations are yet contained in the many species of gladiolus. Do you wonder that I am fascinated with my work? Do you wonder that I am impatient when I hear that there are too many new kinds of gladioli? Of course, not all of them are good, but only by new introductions and comparison of new varieties can we advance in improvement. When I hear people say that only self-colors, or light and delicate tints are desirable, I wonder if they know what they are talking about.

I live on the main line of the Lincoln highway, 108 miles east of Chicago. There are six parallel railway tracks representing three different railway systems passing my home and thousands of people stop at my place during "Gladioli Time," and I can assure you that hundreds of the most prominent people will throw up their hands in Ahs! and Ohs! when they see thousands of varieties of almost every shade and color. Show your people thousands of rich and even gaudy colors and shades, reds, fancy colored and beautifully blotched varieties and they will forget old notions about only self and soft colors, etc., and your sales will tell you how the people feel when they see something new; something good.

Now I must return more to the history of the development of the gladiolus. Of course you all know that development of a flower is largely the result of crossing and selection by our new and scientific methods of plant breeding. There is much to be said on culture and growing, but never forget that the three greatest essentials to successful growing of gladioli, as of almost everything else, are good soil, good and frequent cultivation and plenty of water during the growing season. Well grown gladioli are very superior to those less carefully grown and a very choice variety may be very inferior if poorly or only moderately developed. Grow the best and have them in perfect condition, you cannot judge their merits otherwise, nor get the best results.

The principal older strains of gladioli are the Gandavensis, Lemoinii, Nanceianus, Childsii and Groff's hybrids. Gandavensis varieties are the result of a combination of species and previous results of crossing different species and form the foundation of what later became the Lemoinii strain, produced by that wonderful breeder of flowers and plants, M. Lemoine, of Nancy, France, by the infusion of the species Purpurea auratus into the blood of the Gandavensis family of galdioli. Then Lemoine used his results to cross with species Saundersii to produce the larger flowered Nanceianus type. Then followed Max Leichtlin's cross of the



Gladiolus Primulinus Golden Yellow.

Saundersii species on the Gandavensis family, giving us what was Gladioli Leichtlinii, which became the famous Childsii strain. Next came Groff, the celebrated Canadian originator of gladioli, who used still other species among all the best varieties then in existence, and his work has attracted well deserved, world-wide attention and recognition. The work of Groff is monumental.

I had watched this work develop since about 1880, or now over 40 years, and having collected as many of all manner and kinds of gladioli as possible, and being a student of evolution and greatly interested in the galdiolus, I began to cross on my own account about 35 years ago. Observing an inclination among varieties to show more or less variation towards convolution of the petals, I began the study of the species to learn if possible how the ruffled or wavy edged petals might be intensified or improved and a ruffled strain might be produced. By 1904 I was well on the way towards success and by 1907 I had sufficient of ruffled varieties to begin to sell a few, and in 1908 and 1909 I sent a few corms of ruffled kinds to Crawford and Gage, and to Luther Burbank and Dr. Van Fleet in 1910.

SCIENTIFIC DEVELOPMENT.

Now I am going to demonstrate to you the fact that the ruffled gladiolus is the result of scientific work in crossing certain species, which I shall name, with varieties, and quote you some of the authorities who describe these species, and are not a result of sport variation or mutation, and still in much lesser degree due to some later conceived notion of some great law, or rather something said about a law which may not bear the light of scientific investigation or application.

Bailey in his Cyclopedia of Horticulture describes species Crispiflorus as having crisped or wavy petals and species Undulatus as wavy. Childs says of species Faciatus: "The petals have waved margins." Allen in "Bulbs and Tuberous Rooted Plants" says of species Cuspidatus: "The petals are undulated."

Now notice the names of these species. Crispiflorus means crisped; Undulatus means undulated or wavy and Cuspidatus, cusped. Faciatus, Imbricatus, and other species also show a deviation of edges of petals. You will be pleased to hear that soon I will be prepared to introduce an entirely new type with beautifully lacinated petals. I can show you photographs of it now.

On the subject of growing gladioli in greenhouses, I am not well informed, there is a great future open to the florist in this field. Gladioli should not be planted too deeply as their roots are less liable to feed in the soil which as I am not a florist but from what I have seen I venture to predict that is above the bulb level. In shallow soils this is important. Deep plowing or spading of soils is desirable but must be done with reference to the depth of the surface soil, as deep spad-

Gladiolus Crinkler.

ing of shallow soils would bring to the surface too much of the subsoil. A covering of four inches of soil above the corms is generally considered about the best. Mellow loam or sandy soils are better adapted to somewhat deeper planting than is a clay or heavy soil. By successive plantings from early garden making time until late in June, then following with plantings in the greenhouse from about August 10 on until the following March, one may now have blooms of these magnificent flowers almost the year round.

You may be interested to know what I consider as the most beautiful colors and types of gladioli and I will try to tell you. The best variety is the one that pleases you the most, be it red, white, pink, yellow or what not, but if you are a grower for commercial purposes then you must cater somewhat to the public tastes, but as I said before the public will soon learn to appreciate many and vari-colored kinds, if you will have them in fine condition. There are today almost no pure strains of gladioli grown, owing to the great amount of mixed crossing that has been done in recent years, and the field is open to the patient worker to produce yet many wonderous kinds. Let no man tell you that this is the best one or that, for the best one has not yet appeared, and you have as good a right to your preferences and to produce the best one as anyone. When two species, or varieties, cannot be crossed directly, try the third one, and with the resultant seedling you may succeed in crossing indirectly and secure about the results you wish.

I want to refer briefly to descriptions, especially of colors. For the expert I believe in a color chart and think we ought to give more attention to this, but authorities seem to differ as to colors and tints, and as a rule I find that among the general public our old ideas of colors is suited best. No doubt I have failed to speak of much that might interest you, but will be glad to answer any questions you might wish to ask as best I may. I thank you.

Special Interests at Washington.

Charles S. Thomas, former democratic senator from Colorado, in his recent address before the American Bar Association said, "The taxpayer, the general public, of all for whom the laws are made at Washington, alone stands without a lobby, while some 250 lines of endeavor, with their own interests at stake see to it that legislation is framed according to their views." He urged the association to show the people that government "must perish when converted into a colossal agency for the bestowal of privileges and the distribution of its revenues to those securing its control and wielding its authority. We confront the evolution of a political system wherein rival parties eagerly contend for the mastery of their government by bartering its integrity and its resources for the suffrages of the people. The conditions I have outlined indicate our progress from a representative republic to a continental democracy. They are not only altering our scheme of government; they threaten to transform it altogether. Their progress can be arrested only by an aroused public opinion."

SAVANNAH, GA.—Florists, like all other business houses here, are involved in the closing of three local banks about the middle of December, which caused a panic for a week.

PLANT NOTES.

Tulips and Narcissi.

The Dutch bulbs are now in condition to bring into the houses, for they should be well rooted, and will force readily, and from the first of the year on the grower should regulate the culture of these so that there will be a continuous supply. The best way to accomplish this is to have one day in the week which is bulb day, that is, on this day the succeeding lots will be brought from where they are stored and placed in the greenhouses. The demand will, of course, fluctuate to some extent, but by looking back two or three years it will be found that the call for this stock is about in the same proportion every year, and a basis on which to figure about how many pots or boxes should be brought up can be obtained. If it is found that the stock is accumulating at any time, those that are not quite in bloom can be removed to a cooler house and retarded, and those that are almost in bloom, if moved into a shed where it is dark and quite cool, will last in splendid condition for a week or 10 days longer. For the present it will be necessary to put the pans and pots in a shaded position in order to get the proper length of stem. Those forced early, if allowed to stand in a warm house in full sunlight, will open their flowers before they have attained good height, so it is well to place them under a bench or provide a place where they can be kept rather dark for a week. In cutting the flowers endeavor to cut them from the pans or boxes that have been in the houses the longest. A thoughtless man will cut into a box that is just opening and which would be good for a week or more, when there are plenty that could be cut that will not last nearly so long. There is always a great waste in growing bulbs and everything that is possible should be done to prevent it. On bulb day, when the fresh lot is put on the bench, those that were brought up three or four weeks before and are in full flower will be ready to be thrown out. Any flowers that may be on these boxes, if they are well in bloom, should be cut and placed in water. They will last much longer if cut and kept cool than they will if left on the bulbs in the greenhouses.

Cleaning Up After Christmas.

The Christmas sales will give the plantsman an opportunity to give the houses a thorough overhauling and begin preparations for the Easter stock, and also more room for the plants that are to produce flowers during the winter. The probabilities are that the best plants have been disposed of, and the demand for the balance will slacken up considerably for the next two or three weeks. Any plants that will not be salable in the middle of the next month, especially if they are not of the best quality, had better be thrown away, and not allowed to remain taking up valuable space for a month or more, only to be discarded later. The stock plants should all be selected and preparations for next season's propagation begun. The old favorite Begonia incarnata is still grown by many. The old plants never make good stock for another year, so select enough to produce all the stock wanted, and discard the balance. It will be busy times where many plants are grown, but the quicker and earlier the work is done the better will be the resultant crops. The bulb stock is now ready to be brought in and all the room should be immediately filled up with stock that can be grown into plants that will find ready sale. It sometimes takes courage to throw away plants that look as if they would bring in something, but it is far better to do this, even if a plant is thrown out that might be sold, than to carry along a lot of stock that never turns in a cent to the money drawer.

Poinsettias.

This is a Christmas plant pure and simple. It is to the midwinter holidays what the lily is to Easter and the sale of plants or flowers after the new year is very small and hardly remunerative. The plants that are left should at once be treated for stock plants. It is the custom of some growers to immediately place the pots under a bench and water them no longer. It is much better, however, to block them up closely in a warm house and gradually dry them out until the wood ripens and then store them away where they will be kept dry. When the plants are treated by the former method the green wood often dies down more than half the length, but by a slower ripening off, many more and much better cuttings can be obtained. They can be laid down on their sides under a carnation bench, where they will not receive any water, or if the pots are needed they can be heeled-in in such a location, and here they can remain until April, when they should be started for propagation, using either the old growth or starting the plants into growth and making the cuttings from the young shoots as they break from the old wood. With these it is better to make the cuttings with a heel, and in a warm location they root quite easily.

Geraniums.

After the holiday trade there will be room enough to space out the geraniums and other bedding stock. The cuttings that were placed in flats, and the young stock in 2-inch pots, should be shifted to the 3-inch size and spaced on the benches so that a good growth is encouraged. As soon as well established in these pots, the top can be cut off and another cutting obtained. All the young stock possible should be taken from the plants selected in the fall for propagating purposes, for all the cuttings from which it is expected to produce good sized plants should be in the propagating bench by February 1. Any rooted after March 1 will be small plants for bedding purposes. The best stock for late May and early June planting should be in 4-inch pots by April, that they may be well enough established by the middle of May to begin to flower, and should have at that time three or four good branches so that a succession of bloom is assured.

Miniature Plant Novelties.

There are a number of quite commonplace plants that if given a little attention can be made to take on a much more important appearance. The low, trailing tradescantias which are mostly grown as a pendant vine for window boxes, vases, or hanging baskets make very pretty 3-inch pot plants when grown a number of sprays together. Sufficient sprays all the same length to fill a pot will in good soil take root and make a bushy plant ready for sale in from two to three weeks. The same stock grown in a 6-inch pan makes a very good substitute for the table fernery. These if given space on the top of pots will in a week or two longer make very symmetrical, fountain like centers.

They should be sold when at their best, as they soon lose their form if crowded together on the benches. Should the growth become too rampant they can be pinched back and will soon round into shape again.

The peperomia is another small plant that should be presented in full pots or pans when it is sure to attract attention, its round silvery leaves, a quantity together, giving a symmetry and finish that is very attractive. The various lycopodiums also make pretty soft velvety mounds of green when grown in small low pans. They should also be raised in pots and given sufficient room to finish properly. Two or three of the low growing ferns in a small pan will soon make a pretty dish. All of one kind is better than a mixture as some varieties grow stronger than others and soon get out of shape.

Such stock as this should be featured in a group together, on a table in the front of the store. They can be placed in small ferneries or low basket containers, or the pots covered with paper and tied with tape or narrow ribbon.

National Publicity Campaign.

SELF-RESPECT AND MAN BUILDING.

A short time ago the writer was the recipient of a book by A. E. Lyons in which the following paragraph appears: "Self-respect is a potent factor in man building and business building. The man who possesses it has enlisted on the side of success, he eliminates the pitfalls, the countless embarrassments, the failures, that beset those who lack it. No price is too high to pay for it, no price can compensate for the lack of it. It is the coin current of human life; we can be rich or bankrupt as we choose."

And can you imagine the work of our national publicity campaign and its moral effect; how sometimes there seems to be a stage of inertia and then one of progress by a group here and there, and suddenly we realize we are on the job, then off again. The previous paragraph on self-respect so aptly describes the type of florist who is taking part in our national campaign for business building as well as man building by contributing his time as well as his portion of the financial support necessary to continue with our work.

We are in the throes of a peculiar business year and one of the best panaceas for business cure will be more advertising. The florists throughout the civilized world are to be congratulated on their start and success so far, but now that we have started, we must continue and receive the benefits due by persevering with our national campaign as well as our local. One is dependent upon the other and the vast interchange of telegraphic orders by florists is evidenced by the mutual exchange and its support thereby.

Kindly re-read the opening paragraph again and note its importance with the effect of our carrying on our "Say It With Flowers" campaign and the advantages that will accrue to all who participate in its success both for the contributors and those who are working for its prosperity. Let us all rise to the occasion at this time when the fund awaits your pleasure. What shall it be—Success or failure? You can answer. HENRY PENN, Chairman,
National Publicity Campaign.

NEW ORLEANS, LA.—The Quality Flower Shop, 1834 Dryades street, was totaly destroyed by fire, recently.

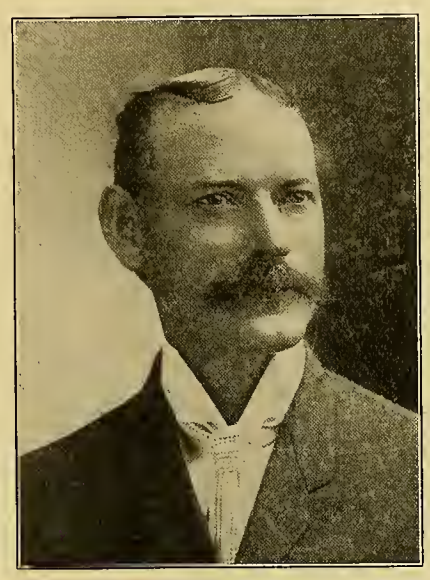
MINNEAPOLIS, MINN.—The Moore-Terwilliger Co., of this city, has filed a voluntary petition in bankruptcy, liabilities $14,759.87, assets $10,747.79.

OBITUARY.

Adolph Gude.

Adolph Gude, one of the pioneer florists of Washington, D. C., former vice-president of the Society of American Florists, and grand commander of District of Columbia Knights Templar, died early December 24, at the Emergency hospital, that city, where he had been confined to bed for the past five weeks. Mr. Gude's illness has extended over a period of about two years, but only recently was it necessary for him to go to a hospital.

Mr. Gude was born at Knoxville, Tenn., April 20, 1863. He was the son of C. G. Adolphus and Fredericka Gude. He left his birthplace when quite young, going to Lynchburg, Va., and later to Prince George county, Md. He was but 18 years of age when he moved into the District of Columbia, where he was educated in the public schools and the Spencerian Business college. He entered business for himself early in his career, starting in the buying and selling of flowers with a fund of $250. In 1888 he personally erected three greenhouses and took as a partner his brother, William F. Gude, forming the firm of A. Gude & Bro., in 1889. The business was gradually enlarged until now there are 400,000 feet of cultivated ground in greenhouses. This firm was incorporated in 1906 as Gude Brothers Co. Since the incorporation Adolph Gude has been in charge of the production end of the business, William F. Gude handling the distribution. In September of this year a new company was formed under the name of A. Gude Sons' Co.



The Late Adolph Gude.

During the war Mr. Gude was chairman of local draft board No. 11. He always was prominent in civic and fraternal activities. He was one time president of the Anacostia bank, was vice president of the Good Hope Orphan home; life member of the Board of Trade, Chamber of Commerce, vice president and life member of the Society of American Florists, member of the Anacostia Citizens' Association, life member of the City Club, member of the Florists' Club of Washington, Washington Lodge, No. 15, B. P. O. E.; Central Lodge, No. 1, Odd Fellows; grand commander of D. C. Grand Commandery, Knights Templar; treasurer and past commander of De Molay Commandery; past master, Anacostia Lodge, No. 21; treasurer and past high priest of Anacostia Royal Arch Chapter, No. 12; past grand high priest of D. C. Royal Arch Masons; a thirty-second degree Mason of Albert Pike Consistory, No. 1; Mithras Lodge of Perfection, No. 1; Evangelist Chapter, Rose Croix; Robert D. Bruce Council, Kadosh; Adoniram Council, No. 2, R. and S. M.; past potentate of Almas Temple of the Mystic Shrine; past patron, Electa Chapter, No. 2, Order of the Eastern Star; past grand patron, O. E. S. of D. C.; director, Masonic Mutual Relief Association, and a member of Kallipolis Grotto, Veiled Prophets.

He was married to Mary Elizabeth Noll, of Germany, in November, 1888, and there were five children, four of whom, Esther C. M., Adolph E., Edwin H. and Edgar R., survive him. His home is at Gudemont, Anacostia, D. C.

Funeral services were held at Gudemont, Anacostia, D. C., December 27. The Grand Commandery Knights Templar rendered its beautiful ritual after which the Masons took charge and conducted the funeral to Rock Creek cemetery, where the Blue Lodge ritual was impressively rendered. There were many thousands in attendance. Out of respect to the memory of the deceased, all the florists' establishments closed during the services between 2 and 3 o'clock. There were many out-of-town visitors, including S. S. Pennock, Richard Vincent, Jr., and Henry Eichholz. The children of Good Hope Orphan's home, of which Mr. Gude was vice-president, sang "Just as I Am Without One Plea" as the body was conducted through the lines. Floral tributes in large numbers were received from all sections of the country.

Herman G. Kretschmar.

Herman G. Kretschmar, a former well known florist of Brooklyn, N. Y., died December 20, of heart trouble, at his home, 237 Lincoln road, Flatbush, L. I., aged 71 years. He was born in Germany and came to this country over 50 years ago, and had been a resident of Brooklyn and vicinity for that length of time. He was a successful grower and retired from active business in 1901. Mr. Kretschmar was a frequent attendant at the annual conventions of the Society of American Florists, of which he was a member.

Mr. Kretschmar is survived by his widow, a daughter, Hilda and two sons, Armier and Winfield who conduct a range at West Nyack, N. Y. Alfred H. Langjahr, a well known wholesale florist of New York, is a nephew.

A. F. F.

WILLIAMSTOWN, W. VA.—Philander Gabbert, who operates greenhouses and a flower shop, has taken his son, Oney Gabbert, as a partner and is adding one house, 33 ft. x 160 ft.

NORFOLK, CONN.—Abram Benbow, who has a range of greenhouses near here, is planning to open a flower store in the building adjoining the Connecticut Power Co. office, at an early date.

NATICK, MASS.—The Waban Rose Conservatories, which recently was purchased by Eric Anderson, formerly of the Mishawum Flower Co., Woburn, Mass., are being run to full capacity.

MONTREAL, QUE.—The florists of this city ran attractive full page advertisements in the newspapers, December 17, one of the features being a young lady carrying a bouquet of pussywillows and cyclamens.

CHICKASHA, OKLA.—The Chickasha Greenhouses, Mrs. Stella Johnson, proprietor, sustained a loss by fire recently, of $6,500, partly covered by insurance. Although a large quantity of supplies were destroyed, the stock of cut flowers and plants was not damaged, it is said.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.50 a year; Canada $2.50; Europe and Countries in Postal Union, $3.00.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

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I have finished another year, said God,
In grey, green, white and brown;
I've strewed the leaf upon the sod,
Sealed up the worm within the clod,
And let the last sun down.

IT affords us much pleasure to wish all our readers a brimming measure of happiness and prosperity in 1922.

THE American Rose Society now has 2,200 members in 43 states and 16 foreign lands, and hopes to make it 5,000 in 1922.

Personal.

Wm. Watson, curator of the Royal Botanic Gardens, Kew, Surrey, Eng., will be retired next year by age limitation, although still "fit as ever." Mr. Watson is the best informed man we know of on garden plants. Curators Moore, of Glasnevin, and Balfour, of Edinburgh, retire this year for the same reason.

Harry A. Barnard, well known to the American trade as representative of Stuart, Low & Co., London, Eng., although so far advanced in years as to render ocean travel risky, continues to enjoy excellent health.

Christmas Mail.

The reports to the Post Office Department from postmasters of leading cities and the superintendents of the various divisions of the railway mail service, indicate that the volume of Christmas mail handled up to December 21 approximates an increase of about 20 per cent over last year. Only one or two post offices show a slight decrease. A considerable number indicate about the same volume as last year.

Parcel Post Special Delivery.

Have you written your congressman in reference to the retention of the special delivery service as applied to parcel post packages of cut flowers? Such quick service has been of immense advantage as compared with ordinary express delivery and this should be explained to your congressman in order to have him work against the elimination of the special stamp. Write him today.

The Growers' Christmas.

The culmination of the season for the grower is always an anxious time. The various stocks must be at their best, the out-of-town and local orders secured, while packing and safe delivery must be assured, regardless of weather conditions. It is figured that returns should show a handsome profit, and to insure this the greatest care should be taken in the packing, as when stock is frozen when received there is a total loss, which in most cases has to be borne by the grower.

Department Store Competition.

In the last year or two department stores have taken up Christmas wreaths as a specialty, their principal stock being the red chenille pattern with its more or less elaborate decorations. These are put on sale early in the season and sold in immense quantities. One store in an eastern city sold over 6,000 of one pattern by December 1, the prices obtained being equal to the best figures of the flower shops. As wreaths of all kinds have sold exceptionally well with florists for Christmas, it shows that these early offerings have suggested their use and helped to make their display more of a custom than ever at Christmas.

First Impressions.

Of most importance to the grower is the manner in which his stock is prepared for the market. Here is where favorable first impressions are most beneficial. Products of equal quality when cut may appear very different in the market or stalls. The stock that is cut right in point of forwardness, with stems in water long enough to fill up to the bud or flower, then properly bunched so that each and as a whole shows to the best advantage, is almost certain of sale over stock that has not had this intelligent handling.

Growers who are not receiving the best market quotations on their returns should look into the matter at once, when more than likely they will discover the fault to be not in the flowers themselves, but in the manner in which they are presented for sale. In cold weather, roses should be allowed to develop to full buds almost to the point of opening; they will then look worth half again as much as those of as good quality but cut tight. They can also be bunched to make a better showing. A clean white sheet of waxed paper of sufficient weight to protect the flowers should project an inch beyond the buds, and while firmly holding the package, should not press them so against each other that they bruise. Many other bunched cut flowers would be much the better for this protective covering, as they are kept fresher on the market tables and handled without danger of breaking.

The greatest care should be taken to keep out inferior flowers, as one poor specimen will condemn the whole bunch. More money is lost to growers by this dishonest practice, which they imagine goes without notice, than from any other source in marketing cut flowers.

Soil Acidity.

Denial is given to formerly accepted ideas on soil acidity in the forthcoming issue of Timely Soil Topics, a monthly put out by the department of soils at the Ohio State university. Though organic matter in the land does in its decay make acids, these are destroyed as fast as made and organic matter is, in the end, more likely to sweeten than to sour a soil, writes Robert M. Salter, soils specialist. "With the exception of water-logged or swampy soils, organic acidity is no longer believed to be of any importance."

Acid phosphate, also, is said not to bring on acidity, but to counteract its effects. Even such fertilizers as sulphate of ammonia, against which many colleges issued warnings a few years ago, are believed not to have sufficient acid residues under usual conditions to be of great importance.

A new theory of metallic poisoning by soil aluminum, dissolved by soil acids, is discussed and a still more recent theory is advanced to account for high amounts of acid found particularly in the soils of eastern Ohio.

Industrial plants and railroads in Ohio burn each year about a ton of coal for every acre of land in the state, Professor Salter says, and this releases into thin air large volumes of sulphur gas which raindrops gather up and deposit on the land where it changes to sulphuric acid. Illinois finds 45 pounds of sulphur per acre per year reaching soils near Urbana in this way, and indications are that a similar amount may thus be added annually to every Ohio acre. It would take 150 pounds of limestone to neutralize this acid, and to keep the soil sweet.

Say it With Silk Stockings.

In the old days the debutante made her bow to society at a reception "bowered in flowers." Everybody sent her large and beautiful bouquets. Some do still, especially the more conservative man friends of the family. However, it was learned recently, the really smart thing to do is not to send flowers but silk stockings! Can you beat it? They'll be sending beefsteaks next or some other purely utilitarian gift. Because you can't use silk stockings for decorations at a coming-out party —at least, you can't use more than one pair of them for that purpose. Neither can you use them as trophies of your prowess by stringing them around the house the way you do flowers. You may be so popular that you will get 100 pairs of them, but all you can do is to show one and boast about the other 99, which is crude.—Chicago Evening Post.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in officers, time, date and place of meeting.]

Albany, N. Y., January 7, 8 p. m.—Albany Florists' Club at 611 Broadway. Thos. F. Kelliher, 40 Maiden Lane, Albany, secretary.

Boston, Mass., January 3, 8 p. m.—Retail Florists' Association at Gould's hall. W. J. Thurston, Boston, secretary.

Buffalo, N. Y., January 4, 8:30 p. m.—Buffalo Florists' Club at General Electric building. Wm. Legg, Alexander, N. Y., secretary.

Chicago, January 5, 8 p. m.—Chicago Florists' Club at Hotel Randolph. Fred Lautenschlager, 452 West Erie street, Chicago, secretary.

Cleveland, O., January 2, 8 p. m.—Cleveland Florists' Club at Hollenden hotel. Chas. T. Bastian, 14625 Colt road, Cleveland, secretary.

Dayton, O., January 3, 8 p. m.—Dayton Florists' and Gardeners' Club at Y. M. C. A. hall. E. E. Schaefer, 3010 West Third street, Dayton, secretary.

Indianapolis, Ind., January 3, 8 p. m.—State Florists' Association of Indiana. Oliver E. Steinkamp, 3800 Rockwood avenue, Indianapolis, secretary.

Kansas City, Mo., January 5, 8 p. m—Kansas City Florists' and Allied Trades' Club. M. Wade, 1109 Grand avenue, Kansas City, secretary.

Milwaukee, Wis., January 5, 8 p. m.—Milwaukee Florists' Club at Kurtz Bros., Eleventh and Prairie streets. Eugene Oestreicher, 5630 North avenue, Milwaukee, secretary.

Minneapolis, Minn., January 3, 8 p. m.—Minneapolis Florists' Club at 218 North Fifth street. Harry Philpott, Minneapolis, secretary.

Montreal, Que., January 2, 8 p. m.—Montreal Gardeners' and Florists' Club at 642 St. Catherine's street. W. H. Horobin, 283 Marquette street, Montreal, secretary.

Philadelphia, Pa., January 3, 8 p. m.—Florists' Club of Philadelphia at Adelphia hotel. Robert Kift, 4044 Haverford avenue, Philadelphia, secretary.

Pittsburgh, Pa., January 3, 8 p. m.—Pittsburgh Florists' and Gardeners' Club at Allegheny Carnegie Music hall. Carl Becherer, Hoboken, Pa., secretary.

Pittsburgh, Pa., January 5, 8 p. m.—Pittsburgh Retail Florists' Club at Seventh Avenue hotel. E. E. Ludwig, 710 East Diamond street, Pittsburgh, secretary.

Reading, Pa., January 5, 8 p. m.—Reading Florists' Association. Fulmer H. Lauck, 123 South Fifth street, Reading, secretary.

Saginaw, Mich., January 2, 8 p. m.—Saginaw-Bay City Floricultural Society at Saginaw. H. W. F. Goetz, 2165 Mackinaw street, Saginaw, secretary.

San Francisco, Calif., January 6, 8 p. m.—Pacific Coast Horticultural Society at Redmen's building, 240 Golden Gate avenue. J. R. Walsh, 417 Montgomery street, San Francisco, secretary.

San Francisco, Calif., January 4, 8 p. m.—San Francisco Retail Florists' Association at A. O. Stein's store, 1150 Sutter street. James T. Lynch, San Francisco, secretary.

Tacoma, Wash., January 5, 8 p. m.—Tacoma Florists' Association at Maccabee's hall, 1116 Broadway. J. L. Simpson, 519 East Fiftieth street, Tacoma, secretary.

Terre Haute, Ind., January 5, 8 p. m.—Terre Haute Florists' Club at Chamber of Commerce. N. B. Stover, 118 South Sixth street, Terre Haute, secretary.

Toledo, O., January 3, 8 p. m.—Toledo Florists' Club at 424 Superior street. S. N. Peck, 424 Superior street, Toledo, secretary.

Washington, D. C., January 3, 8 p. m.—Florists' Club of Washington at Schmid's hall, 712 Twelfth street, N. E. G. V. Schultz, care Leo Niessen Co., Washington, secretary.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, $1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order For Plant Advs., See Ready Reference Section

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Help Wanted—Florist and gardener; married man; state salary desired. Address **P. O. Box 70, San Antonio, Texas.**

Help Wanted—Experienced man for retail store; steady position. **The Marguerite Flower Co., 1392 Broadway, Brooklyn, N. Y.**

Situation Wanted—By gardener; general inside and outside plantsman; life experience; age 48, five in family. Address **Key 820, care American Florist.**

Situation Wanted

Grower, single, 25 years' experience. Address **Key 821, care American Florist.**

SITUATION WANTED STOREMAN

Experienced retail man formerly in business for himself at Chicago, is open for an engagement. Can also attend to buying if necessary. Address **Key 807, care American Florist.**

Help Wanted

Experienced Vegetable Seed Clerk, competent to wait on counter and to fill orders.

ALEXANDER FORBES & CO.
115 Mulberry St., Newark, N. J.

WANTED TO LEASE

Small Greenhouses with Dwelling in lively town. Address **Key 805, care American Florist.**

For Sale

North Central, Florida, 75 miles South West of Jacksonville, 40 acres fine land for bulb growing, 30 cleared; six-room weatherboarded house, flowing well, easily irrigated, adjoins village, only $60 per acre, $800 can remain on mortgage. Inquire of

J. C. VAUGHAN,
P. O. Drawer V, Chicago.

For Sale

One (1) No. 924 Lord & Burnham square sectional hot water boiler, capacity 3840 feet of 2-inch pipe. In first-class condition, ready for prompt shipment. Price $200. Address

THE D. HILL NURSERY CO.
Box 404, DUNDEE, ILL.

FOR SALE

20-40 ft. lots about (2⅓ acres). 800 feet on Harlem and 125 feet Jackson Blvd. 30 minutes from loop on Garfield Metropolitan Elevated. Excellent location for florist, adjacent to following cemeteries: Concordia, Waldheim, Forest, Woodlawn and others. Address

E. A. KANST, 208 S. La Salle St., CHICAGO, ILL.
Telephone Wabash 5871.

Dahlia Farm For Sale

Forty acres; six-room house, Delco lights, water, telephone; hot house, ten outbuildings in good condition; Ford tractor, truck, gasoline engine, twenty pieces of farm machinery, two mules, one cow, all crops, including dahlia bulbs. Price, terms, complete description on request.

PHILIP R. CLIPP, Williamstown, N. J.

FOR SALE

Greenhouse property located 125 miles from Chicago; 10,000 feet of glass, 3½ acres of land; garden under Skinner system; six-room modern cottage; 25 miles to nearest greenhouse; located on two steam roads in live town. Address

Key 812, care American Florist.

FOR SALE
Bearing Pecan Grove

50 acres, 11 years old, at a great sacrifice; $12,000, worth $20,000.

EDWARD MANIE
514 Broad Street, ALBANY, GEORGIA

For Sale

Flower store in a good growing town of 13,000 population and two surrounding towns of 8,000 each. Good opportunity for a good Catholic man. 14 miles out of Boston. Address

Key 819, care American Florist.

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $4.50; per 1000, $6.50. Samples on request. Electro of leaf, postpaid, $3.00. Cash with order.

American Florist Co.
440 S. Dearborn Street
CHICAGO

HOME-GROWN STOCK

GREATLY INCREASED DEMAND

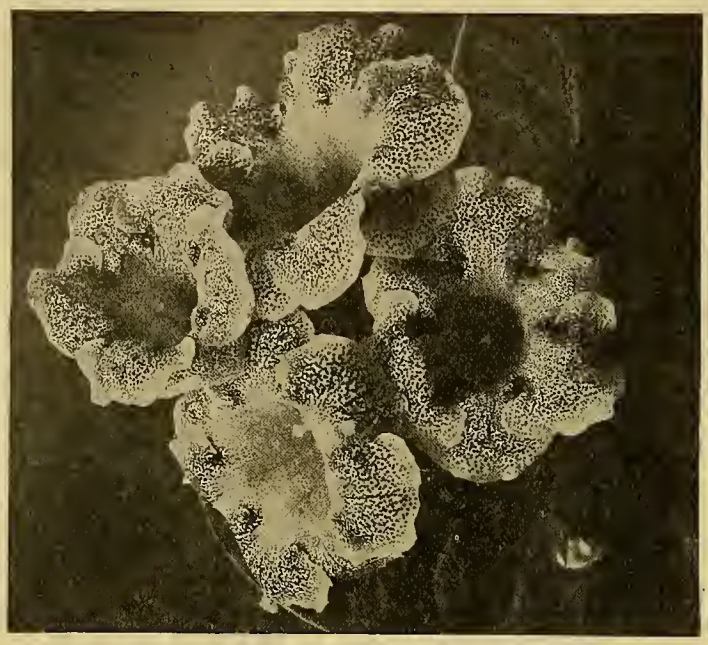
If you have any to offer, or are likely to have any soon

advertise in these columns now

AMERICAN FLORIST CO.

440 South Dearborn Street, Chicago, Illinois

Tuberous-Rooted Begonias and Gloxinias



We are again in position to supply splendid strains of **Tuberous-Rooted Begonias** in exceptionally fine, strong bulbs, 1½ to 2 in. in diameter:

TUBEROUS ROOTED BEGONIAS, Large Single Flowered, Scarlet, Crimson, Pink, White, Salmon and Yellow—$1.75 per dozen; $12.00 per 100; $110.00 per 1000.

Choicest Single Mixed Varieties — $1.50 per dozen; $11.00 per 100; $100.00 per 1000.

TUBEROUS ROOTED BEGONIAS, Superb Double Flowering, Scarlet, Crimson, Pink, White, Salmon and Yellow—$2.25 per dozen; $16.00 per 100; $150.00 per 1000.

Choicest Double Mixed Varieties — $2.00 per dozen; $15.00 per 100; $140.00 per 1000.

GLOXINIAS, Superb Strain, Red, White and Purple—$2.50 per dozen; $18.00 per 100; $170.00 per 1000.

Choicest Mixed Gloxinias—$2.25 per dozen; $16.00 per 100; $150.00 per 1000.

GOLDEN YELLOW CALLA "ELLIOTIANA."

	Per doz.	Per 100	Per 1000
1¼-inch bulbs	$2.00	$15.00	$140.00
1¾-inch to 2-inch bulbs	2.50	18.00	175.00
2¼-inch bulbs	3.00	22.00	220.00

HENRY A. DREER, 714-716 Chestnut St., **Philadelphia, Pa.**

Pittsburgh.

CHRISTMAS TREES AND WREATHS, FEATURES.

It is hard to figure out the Christmas business at this writing, as this is written Monday, and today's business must be figured in with the total. But from the reports at hand, in spite of adverse weather conditions and the general business depression, the total volume will be as good as last year. Thursday the weather was cold, with a temperature of 10 above zero; while Friday and Saturday it rained all day, which helped to keep the total volume down. The firms who specialized on artificial wreaths and baskets did a wonderful business, while those dealing in Christmas trees and greens had the largest trade in their history. Good holly was scarce and brought fancy prices, while the supply of trees was the smallest in years, and on Saturday they were bringing $1 a foot and higher, and there were some reports of six and 7-foot trees that sold for as high as $15 and $20. Plants cleaned up in good shape, especially the ones running in price up to $10, but the higher priced ones moved slowly. There is no question but that the cut flower business ran ahead of expectations. The retailers, when placing advance orders, ordered sparingly and took no chances, but before it was over most of them had come in with repeat orders and reported that it was better than they expected. The quality of the stock handled was the best ever seen in this market for the holiday, and goes to prove that sufficient stock can be produced for the occasion without holding. Roses were sufficient for all demands, the shorter grades cleaning up first, leaving some of the fancy grades on hand that had to be sold at a reduction, but taking it from start to finish the average price realized was very satisfactory. American Legion and Columbia were the favorites, with Premier a poor second. The call for reds was not as large as usual, due no doubt, to the high prices always asked for this stock. American Beauty demand was also light. Next in importance on the list was carnations, and while the supply was scanty, still there was enough to go around, as the price was high and many retailers did not handle them in quantity. Violets and sweet peas were popular and sold up at good prices. Contrary to expectations orchids were in good supply and moved freely. Lily of the valley was the one big disappointment and while the quality was fine the call did not begin to use up the supply and at the finish there was a lot left on hand. Paper White narcissi were in heavy supply and were not used as freely as in former years. Stevia proved popular, as usual, and cleaned up early. Some late pompons were to be had, but they have had their day and the public did not seem to care for them. Calendulas and baby primroses sold well. The supply of greens was ample for all needs including adiantums, Asparagus plumosa, A. Sprengerii, leucothe, Mexican ivy, green and bronze galax. There is no doubt that when a final check is made it will be found that the business was satisfactory to everyone concerned. The supply houses cleaned up practically every holiday item on the list, and report the largest December business on record.

NOTES.

The bad weather on Friday and Saturday helped the small florists in the suburbs and on the outskirts of the city, as a good many people who would have shopped in the city had the weather been nice, stayed at home and patronized the firms in their districts.

New Year's Day is next, but it is not a factor as a floral holiday and this year it will be less than ever, due to the fact that the theaters and restaurants will be forced to close at midnight Saturday, thus doing away with the midnight celebration and frivolity.

Randolph & McClements report the sale of combination flower and fruit baskets as running away ahead of their expectations and find that this item is proving more popular every day.

Fancy combination plant baskets were specialties with the E. A. Williams Co., Inc., and were sold almost as fast as they could be brought from the greenhouses.

The East End stores, including Randolph & McClements, the Zeiger Co., G. P. Weaklen Co., and the Alpha Floral Co., all report a satisfactory trade for the holiday.

The A. W. Smith Flower Stores Co. had a satisfactory business, that will compare favorably with 1920.

E. C. T.

Washington, D. C.

HOLIDAY TRADE EQUAL TO 1920.

Good Christmas weather was responsible for an excellent trade in this city. Everything sold well and brought good prices; in fact, the matter of values was a source of some little complaint. There was a very good demand for high grade stock and there was something of a shortage in the market of medium grade roses at popular prices. The word cheap was not understood from a wholesaler's standpoint. American Beauty roses were in good demand. One concern reported a retail sale of more than 2,000, and another placed an order for about 500 at one time, merely augmenting other orders placed before and after that time. Pot plants of all kinds sold well, particularly poinsettias, which were cleaned up well. Pussy willow was in a surprising demand, for in former years the retailers would not buy it. It was used in making handles for pot plants, covered with crepe paper in basket form, and for many other purposes.

NOTES.

"Better than ever," was the way in which W. F. Gude, of Gude Bros. Co., characterized the Christmas business. "From a preliminary survey of our retail trade, I believe we will go ahead of last year by fully 10 per cent." That sounds good, especially when one considers business conditions in other lines and in other cities. "I look forward to a really prosperous 1922," he continued. "Every indication points that way. The

GLADIOLUS For Those Empty Benches

Grown on our Own Farms. From our Own Planting Stocks. Machine Graded. True to Name.

Send your order for such bulbs that you want for those empty benches or for planting between your carnations as a catch crop. Our Gladiolus bulb crop has never been better, good size, very smooth, clean and free from scab.

Our **"FIRST SIZE"** will as usual show a good percentage of "overs," containing a strong percentage 1¾ to 2 inches. Ask us for free samples. Do not buy elsewhere without comparing liberal sized samples with ours.

Bulbs for forcing under glass are carefully selected for this purpose.

Mrs. Francis King, First size
Mrs. Francis King, Medium size
Chicago White, First size
Chicago White, Medium size
America, First size
America. Medium size
Halley, First size
Halley, Medium size
Panama, First size
Panama, Medium size
Mrs. Frank Pendleton, First size
Mrs. Frank Pendleton, Medium size
Primulinus Sunbeam, First size
and many other kinds.

Write For Prices

Lilium Giganteum

6 to 8 (400 to case)..per case **$50.00**
7 to 9 (300 to case)..per case **55.00**

Manetti Stocks

English, French, (Due soon).

Yellow Callas

	Per 100
1¼ inch	**$14.00**
1½ "	**17.00**
2 "	**25.00**

Hardy Lilies

Auratum.

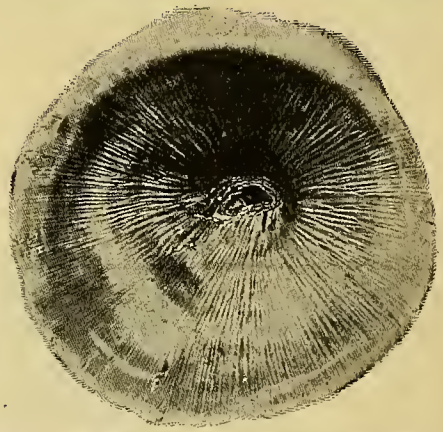
8 to 9 (180 to case)..per case **$25.00**
9 to 11 (125 to case)..per case **25.00**

Rubrum.

8 to 9 (200 to case)..per case **$25.00**
9 to 11 (150 to case)..per case **25.00**

Album.

8 to 9 (200 to case)..per case **$26.00**
9 to 11 (140 to case)..per case **26.00**
Also 11 to 13 in above kinds.



Get our Prices on Cannas, Tuberoses, Caladiums, Begonias.

CHICAGO **VAUGHAN'S SEED STORE** **NEW YORK**

disarmament conference is still in session, which means more entertaining, and we have lots of very satisfactory orders booked ahead."

"We had a branch store across the street from our establishment this year. We did not handle any trees, which take a great deal of time and effort, and yet we could not take care of all of those who wanted to patronize us," said George C. Shaffer. "People would come to the store, see the crowds, perhaps wait a little while and then either go to some other store, or finding conditions the same everywhere, would buy something else besides flowers. I am sure every florist here found business up to expectations."

"We did better than we expected," said Mrs. M. J. McCabe, of the Center market. "We had lots of nice stock—flowers that the people wanted, and we sold up pretty well. Prices were rather high, but in the market they were lower than uptown, so we sold to many who would not go to the stores. Everybody in the market did well. Holly and mistletoe were scarce this year and sold out quickly. We look for a good business during the coming year and our stock is coming along nicely."

J. H. Small & Son did an unusually good business in high priced flowers and flowering plants. They ran particularly heavy on American Beauty roses, orchids and other blossoms that bring good prices. It is understood that the business of this concern exceeded that of 1920.

"Look at our deliveries and you will get an idea of the Christmas business," remarked O. A. C. Oehmler, commenting on the Christmas trade, and he had plenty of orders to bring his 1921 business over the total for Christmas, 1920.

Other concerns reporting satisfactory returns for the holiday were the Dupont Flower Shop and Z. D. Blackistone.

The telegraph orders were both large in number and satisfactory as to prices named in each.

All of the wholesalers declare that their business went ahead of last year.

B. F. L.

HAMMOND, IND.—W. S. Schultz and F. J. Tarnowski opened an up-to-date seed and flower store in a new building, owned by them, at 746 Calumet avenue, December 17.

DURHAM, N. C.—Mrs. N. W. Cobb, formerly manager of the local establishment of the J. J. Fallon Co., this city, recently opened an attractive flower shop in the new Piedmont Club building.

Big Reduction in Prices

Effective January 2, 1922

Our Roses are now in full crop with extra fine quality of stock in all lengths of stem---We grow all the roses we handle and you will find it pays to

Order Direct of the Grower

A Trial Order Solicited.

BASSETT & WASHBURN

LONG DISTANCE PHONES:
CENTRAL 1457
Greenhouses: Hinsdale, Ill., and Gregg Station, Ill.
Notice:—We close at 5 o'clock week days.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.
Closed all day Sundays

Chicago.

GOOD CHRISTMAS DEMAND.

The Christmas demand was good this year and fresh stock cleaned up early at the advertised quotations. Stock in general was none too good owing to the unfavorable weather, and the amount of pickled flowers that reached the market last week was greater than any previous year, consequently some growers will be greatly disappointed in their returns. Carnations were scarce at $10 to $15 per 100 and up for fancy stock but there were many pickled ones that could not be moved at any price. Roses sold well in the short and medium stemmed grades and fancy stock that arrived in good condition brought the advertised quotations. American Beauty roses sold well with some fancy stock bringing as high as $20 per dozen. One of the houses had several good sized shipments of eastern grown American Beauty roses and while they sold well owing to the limited supply of home-grown stock the other sold first at better prices. Lily of the valley was in good supply and cleaned up nicely. Sweet peas were good property and so were orchids and gardenias. Poinsettias were in large supply but sold better than expected at prices ranging from $2.50 to $7.50 per dozen. Home-grown violets sold well and the New York doubles found ready buyers. White and yellow narcissus were in large supply and sold well considering the large amount of other stock offered. Calendulas did not sell as well as expected but there was a good call for snapdragons, pansies, mignonette and Romans. There was plenty of stevia to go around. Some late chrysanthemums and pompons were offered and had a fairly good call. The shipping trade was exceptionally good but there was practically nothing doing in the city until December 24 when the demand cleaned up what fresh stock that arrived and some of the pickled flowers that were standing around. Green goods were in strong demand especially boxwood and wild smilax. Holly cleaned up well and red winter berries were scarce. Mistletoe could have sold better. Some of the dealers report that their total sales were up to and ahead of those of Christmas of 1920, but the majority say that they were from 25 to 40 per cent below. Taking everything into consideration, especially the weather and the large amount of pickled stock offered, business was as good as anyone could expect. The wholesalers agree that adjustments will have to be made in some instances and are thoroughly disgusted with the pickled stock that was shipped in and disappointed their customers by notifying them of the conditions rather than take a chance at shipping and make good afterwards. The growers that shipped in their stock as it was ready to cut, reaped the benefit this year and received very satisfactory returns, but those that resorted to the practice of pickling were greatly disappointed.

This Year Completes 41 Years

since Kennicott Bros. Co.

established its wholesale house.

FOR CHICAGO

PETER REINBERG, Inc.

WHOLESALE CUT FLOWERS

30 E. Randolph St., CHICAGO

ROSES AND CARNATIONS

Splendid Supply in All the Leading Varieties

Buy Direct from the Grower. **CURRENT PRICE LIST** Subject to Change Without Notice.

MRS. CHAS. RUSSELL	Per 100
Specials	$35.00
Fancy	30.00
Select	$20.00 to 25.00
Medium	12.00 to 15.00
Short	8.00 to 10.00

COLUMBIA	
Specials	$20.00
Fancy	18.00
Select	15.00
Medium	$10.00 to 12.00
Short	6.00 to 8.00

PREMIER	
Specials	$30.00
Select	$20.00 to 25.00
Medium	15.00 to 18.00
Short	8.00 to 10.00

EXTRA SPECIAL STOCK BILLED ACCORDINGLY

SUNBURST, OPHELIA, WHITE KILLARNEY	Per 100
Specials	$15.00
Select	12.00
Medium	$ 8.00 to 10.00
Short	6.00

ROSES, Our Selection $15.00

Carnations	$ 5.00 to $ 8.00
Pansies, per dozen bunches	2.00
Paper Whites	3.00 to 5.00
Stevia, per bunch	0.50 to 0.75
Violets	1.00 to 1.50
Sweet Peas	3.00 to 5.00
Adiantum	1.50
Asparagus, per bunch	35c to 50c
extra fancy	75c
Boxwood, per bunch	35c
Ferns, per 1,000	$4.00
Galax, bronze and green, 1,000	2.00
Leucothoe Sprays	1.00

GEO. C. WEILAND, President
FRED SCHRAMM, Vice-President
RUDOLPH ELLSWORTH, Secretary
CHARLES McCAULEY, Treasurer

PAUL R. KLINGSPORN, Manager
L. D. Phone Private Exchange
Central 282

Our Customers Want—and Get—the Best There Is

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue CHICAGO

CHRISTMAS IN THE RETAIL STORES.

The reports in regard to the Christmas business vary and while a few claim that their total sales were equal to those of 1920 and in some instances a trifle better, most of the dealers were disappointed. There was practically nothing doing until December 24, when the demand was exceptionally good, but not enough to offset the business that was lost the day previous owing to the unfavorable weather and the small number of sales earlier in the week. All the stores carried a large supply of plants which were plentiful, notwithstanding all reports to the contrary. Cyclamens, begonias, poinsettias and ericas were the principal offerings with the usual line of berried plants and foliage stock on hand. Made-up baskets and boxes of natural prepared stock played an important part in the displays and sold surprisingly well. Holly, boxwood and red frieze wreaths had their usual call together with mistletoe, red berries and other miscellaneous items always on hand for the Christmas business. The amount of cut flowers sold through the local stores was not nearly as large as last year and the dealers were able to secure what they needed at all times with the possible exception of short and medium stemmed roses. Fancy roses were obtainable in quantity at attractive prices the day before Christmas when the

WHOLESALE PRICE LIST OF

Greens Fresh from the Woods

Galax, Green and Bronze ..... $7.50 per case, 10,000
Ferns, Fancy and Dagger ..... 7.50 per case, 5,000
Lycopodium (Princess Pine) ..... 7.50 per case, 10,000

Smilax, F. O. B. Ala ..... $4.00 per case
Sphagnum Moss, F. O. B. Ala ..... $1.75 per bale
Prepared Magnolia Leaves, F. O. B. Ala ..... $1.50 per carton

Green Sheet Moss ..... $1.50 per 3 bushel bag
Leucothoe Sprays, long, medium and short, $2.50, $2.00 and $1.50 per case, 1000
Hemlock, Kalmia and **Rhododendron Sprays,** in cases 24 x 24 x 36 in. ..... $3.00 per case

All Greens guaranteed to give satisfaction or money refunded. Give us a trial. Terms: Cash.

THE EVERGREEN CO., Elk Park, N. C.

Roses, Carnations, Sweet Peas, Valley, Violets, Orchids, Lilies, Stevia, White and Yellow Narcissus, Callas, Calendulas and all other seasonable Cut Flowers and Greens.

JOSEPH FOERSTER CO.

WHOLSESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

Mention the American Florist when writing

WIETOR BROS.

Wholesale Growers of Quality Cut Flowers

30 East Randolph Street, L. D. Phone Randolph 2081 CHICAGO

Mention the American Florist when writing

wholesalers were busy using the telephone all day hoping that the late demand would take care of the shipments that kept coming in. Violets were fine and the supply of lily of the valley was equal to the demand. Carnations were scarce and so were sweet peas, but poinsettias, narcissus, calendulas, stevia, daisies, mignonette, lilies and callas were obtainable at all times. While there was a large supply of pickled and inferior stock on the market, everyone was able to buy fresh stock if he was willing to pay the price. The Allied Florists' Association did considerable advertising for this occasion and the dailies carried good sized advertisements from The George Wittbold Co., Fleischman, George Wienhoeber, Mangel, Henry Wittbold Co., A. Lange and others. Considering the unfavorable weather and the times the dealers in general, while disappointed with the total Christmas sales, are not complaining and believe that 1922 will mark a change for the better.

NOTES.

At a recent election of officers of the Lincoln park board of commissioners, the following were chosen: Eugene R. Pike, President; H. H. Scott, vice-president; H. I. Pike, auditor; W. H. Wesbey, Lincoln park, secretary and superintendent. Members of the board: Mrs. W. N. Pelouze, S. G. Gessler, Robert Morse and J. A. Torteson.

George Wienhoeber's force had all it could do to handle the Christmas rush which exceeded all expectations. This firm had a splendid line of stock of all kinds, including the fanciest cyclamens offered in years.

Poehlmann Bros. Co. had a big Christmas business with the total sales comparing most favorably with those of 1920. Roses were in splendid crop with them and cleaned up nicely at the advertised quotations.

The Allan Humason Co. has opened offices at 448-450 North Wells street. The company consists of Allan Humason, C. Humason and A. A. Barz. They handle everything in florists' supplies, plant stock, etc.

Installation of officers will take place at the next regular meeting of the Florists' Club, to be held at the Hotel Randolph, Thursday evening, January 5.

The A. F. Amling Co. had a fine cut of roses for the holidays which reached the market in splendid condition and found ready buyers.

Vaughan's Seed Store is shipping Gladiolus bulbs for indoor planting, and preparing its warehouses for the spring rush.

Galax, Ferns, Leucothoe

GOOD AS THEY GROW

Bronze and Green Galax, case, 10,000.....$7.00
Fancy and Dagger Ferns, case, 5,000..... 7.00

VERY CHOICE LEUCOTHOE

Big, long, bulky foliage, per 1000.....$5.00
Same quality, medium and short, per 1000..$2.00 & 3.00
Brilliant Bronze and Beautiful Green.

Satisfaction guaranteed in every instance. Cash with order.
References; Satisfied customers everywhere and the Avery County Bank, Newland, N. C.

GREEN GOODS SUPPLY SHOP, Newland, N. C.

$25 Every Florist should have our $25 Business Builder Assortment. Send for it today. You will be agreeably surprised with the high class of goods we are manufacturing and how rapidly they sell.

THE BERGMAN DECORATING CO.

Originators and Manufacturers of Natural Perpetuated Flowers

1630-1632 Milwaukee Ave., Phone: Humboldt 8853 CHICAGO

Roses and Carnations

Good supply of both in all the leading commercial varieties.

Sweet Peas, Single and Double Violets, White and Yellow Narcissus, Lilies, Calendulas, Valley, Stevia, Etc., Etc.

Complete line of Greens including the finest Bronze Galax in this Market.

A. L. VAUGHAN & Co.
NOT INC.
PHONES:
CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572
161 North Wabash Ave. Chicago

ERNE & COMPANY

—WHOLESALE FLORISTS—

10 E. Randolph Street. L. D. Phone Randolph 6578. **CHICAGO, ILL.**

The lowest bid reported for the construction of the Grant Park stadium was for $4,352,000, complete, and $3,-932,000 for the general work only, received from the Thompson-Starrett Co., 175 West Jackson boulevard, recently. The undertaking will be in charge of the South park board of commissioners, of which G. F. Foster, East Fifty-seventh street and Cottage Grove avenue, is general superintendent. Holabird & Roche, 104 South Michigan avenue, are architects for the stadium.

Zech & Mann had a splendid Christmas business with both a good out-of-town and local demand for stock. Double violets arrived in exceptionally fine condition at their establishment this year and commanded top prices.

A. L. Vaughan & Co. moved a large supply of California holly for Christmas and had their share of the cut flower business. Greens are a big item at this house, especially bronze galax.

The Chicago Flower Growers' Association enjoyed a brisk Christmas business and moved a large quantity of stock for this occasion.

Bassett & Washburn cleaned up all the stock it had to offer at an early hour, especially roses, which is their chief item at present.

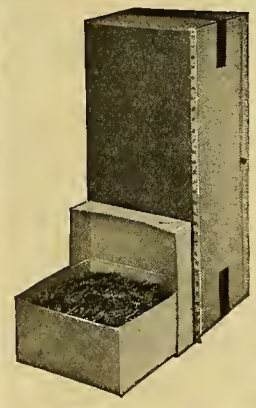
Kennicott Bros. Co. had a strong call for American Beauty roses for Christmas which cleaned up early at the advertised quotations.

The J. A. Budlong Co. had a strong call for stock from out-of-town points, especially roses and carnations. Lily of the valley is in good supply at this establishment.

Wietor Bros. are well satisfied with their Christmas sales and disposed of all the stock they cut each day at an early hour.

The Joseph Foerster Co. is pleasing its trade with choice Premier roses in addition to a complete line of all other stock.

The American Bulb Co.'s travelling representatives, home for the holidays, say business on the road is good.



Florists' Greening Pins

No Florist should be without a box of Greening Pins, considering their small price, convenience and amount of labor saved. One box contains 10 lbs. (about 10,000 to 11,000 pins.)

Price, per box.....$2.60
5 boxes or more @..... 2.50

Complete list of many other items free.

One Floral Art Album given free with any order of $25.00 or more.

GEO. H. ANGERMUELLER CO.,
Wholesale Florists **1324 Pine Street, ST. LOUIS, MO.**

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECHMAN & MANN

30 E. Randolph St.
CHICAGO

Long Distance Phones Central 3283 Central 3284

Our Offerings Include:

LILIES

Absolutely the finest supply of Cut Lilies in this market.

ROSES

COLUMBIA
RUSSELL
White Killarney
Butterfly
Crusader Sunburst
Killarney Brilliant
Ward Ophelia
Premier

MISCELLANEOUS

Valley Cattleyas
Calendulas

CARNATIONS

SWEET PEAS
VIOLETS
PAPER WHITES
DAISIES PANSIES
STEVIA

GREENS

Plumosus Sprengeri
Bronze and Green Galax
Ferns
Adiantum Smilax
Mexican Ivy
Boxwood

William Johnson, 56 years old, 5130 Lincoln avenue, employed as night fireman for the Budlong Floral Co., one mile west of Evanston, was found dead early December 27, in a snow covered field on Oakton road, a half mile from the greenhouses. There were no marks of violence on the body and the autopsy revealed no apparent cause for death. The snow was unmarked except by the victim's own footprints and what seemed to be the footprints of a large dog. The body was discovered by a farmer, who summoned the Evanston police. A coroner's jury was impaneled and the inquest continued until the contents of the stomach could be analyzed.

Mr. and Mrs. M. Weiland of Evanston announce the engagement of their daughter, Helen Elizabeth, to Raymond J. Shaffer of Evanston, son of Fred G. Shaffer of Shelbyville.

It is rumored that a supply house will open for business next month in the old Grossberg-Tyler-Finnermann store, on the second floor of the Atlas building.

At Kreitling's on East Van Buren street, the November and December business to date has been fully as good as that of last year.

Peter Reinberg, Inc., reports a satisfactory Christmas business with a good cleanup in stock in practically all items.

George Wienhoeber announces the opening of his new store, 28 North Michigan avenue, December 29.

The Otto Wittbold Nursery, of Edgebrook, is shipping a good supply of pussy willows to this market.

A number of changes will take place in the wholesale market about January 1.

A. Henderson & Co., reports their holiday business fully equal to that of last year.

Columbus, O.

CASH RETURNS LESS THAN IN 1920.

Christmas business was equal in volume to that of 1920, although it failed to come up to the previous year as far as dollars and cents were concerned. Florists and growers, as well as dealers, were well satisfied with business, which was somewhat better than was expected, when industrial conditions are considered. The tone of the trade is generally good and prospects for the coming year are believed to be bright. There was a large number of social affairs during the holiday season, as well as many private home decorations, which the florists were called upon to look after personally. Funeral work was also brisk and weddings were numerous, much business coming from that source. Prices were at a slightly lower level than those obtaining last season, with the exception of roses, which were scarcer and higher, selling at $8 to $20 per dozen. Carnations brought $3 to $4 per dozen, which was about $1 less than last year, while narcissi sold at $2 or slightly lower. Violets were offered at $2.50 per bunch, as compared with $4 last year. Other cut flowers, including lily of the valley, did not bring the same price as in 1920. The price of lilies this year was $3 per dozen, but orders generally were of smaller size, which accounts for the decline of 10 to 15 per cent in the volume of business calculated in money. Orders were just as numerous, however, and some florists reported more orders booked than ever before. Plants were sold in large numbers and the trend of the public was largely toward pot stock, instead of cut flowers. Quantities of cyclamens, begonias, poinsettias and cherry trees were disposed of. Prices were somewhat lower than last year and Christmas decorations in the way of holly, ruscus and similar merchandise sold well as a rule.

FLOWERS BANNED AT COLLEGE FUNCTIONS.

The Men's Panhellenic Council, of the Ohio State university, this city, has adopted a resolution placing the ban on giving flowers for all fraternity and class functions at the university. This is taken as a blow aimed at the florists' business here, as the call from that source was considerable during the college year, and more especially at the holiday season. The Men's Panhellenic Council consists of representatives from all of the fraternities in the institution.

NOTES.

Frank Townsend, manager of the local branch of the Zetlitz Flower Co., sold a good cut of roses for the holiday trade. While the weather was not the best for a better crop, the quality was good, considering. Varieties were Columbia, Butterfly, Mrs. Chas. Russell, etc. The crop was about 30 per cent short, but prices were extremely good.

The Neil House Flower Shop had an active call for many kinds of cut flowers just prior to Christmas. Herman Kropp, the manager, said orders were more numerous than ever before. Roses, carnations, violets, narcissi and lilies were the leaders.

S. F. Stephans & Co., at Greenlawn cemetery, has been having an excellent business in pot plants, including poinsettias and begonias. Some carnations of good quality were cut for the holiday trade, but the supply was not large.

The Art Floral Co. experienced a brisk Christmas business in every way. Cut flowers sold well and there was also a good demand for plants. Manager Flinn reports good prospects for the early part of the year. J. W. L.

Evansville, Ind.

SATISFACTORY HOLIDAY TRADE.

Florists report that their trade for the week preceding Christmas was as good as they had anticipated, being in some respects better than the corresponding period of last year. Dealers report that they received a good many out-of-town orders and their local trade was quite satisfactory. Pot plants were in fairly good demand, being larger than a year ago. Cut flowers also were active. Prices were fairly good and the trade, taken as whole, was highly gratifying to the dealers of this city, as well

Use Budlong's Flowers

Line Up with the Progressive Element of the Trade and Make Your Business Grow

RUSSELL COLUMBIA PREMIER MILADY HEARST OPHELIA

Select Roses

Do you want a good White Rose? If so, order our Double White Killarney, the only good white on the Chicago market.

SUNBURST BUTTERFLY DUNLOP MONTROSE NESBIT

Use **Nesbit Roses** now that Sweet Peas are scarce.

CARNATIONS, Quality Stock, IN LARGE SUPPLY

Violets, Paper Whites, Calendulas, Sweet Peas, Easter Lilies

And All Other Seasonable Cut Flowers.

Use Our Valley for Your Wedding Work

Once Tried You Will Not Be Satisfied with Any Other

BOXWOOD, FERNS, ADIANTUM, PLUMOSUS, SPRENGERI, MEXICAN IVY, FERNS.

If you want good stock and good treatment, buy of

Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

as those of Owensboro, Ky., Vincennes, Ind., Hopkinsville, Ky., and other towns in the tri-state area. Wreaths sold very well, this trade moving a week or two earlier than usual. There has been quite a lot of funeral work during the month of December and several weddings also added to the volume. Parties were numerous and the calls from this source were very liberal. Several weddings scheduled for January, will help increase the local business. Taken as a whole, trade has been very good during the autumn and winter months and dealers are of the opinion that the coming year will be even better than 1921. General business conditions continue to improve and it is said there are fewer men and women out of employment than there were in 1920. Manufacturing plants are working nearly 80 per cent normal. W. B. C.

AKRON, O.—Cannon & Frisch have opened a new retail store at 10 South Main street.

The E. F. Winterson Co.

Long Distance Telephone, Central 6004

166 N. Wabash Avenue, Chicago, Ill.

The Ove Gnatt Co., Inc.

Preservers of Natural Foliages **LA PORTE, IND.**

Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties.

San Francisco.

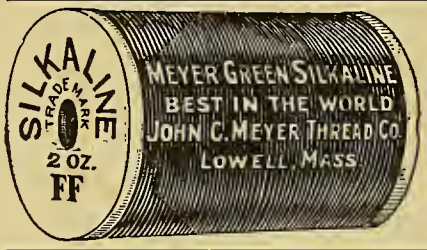
FINE HOLIDAY TRADE.

Not in many years have the prospects for a large supply of Christmas stock seemed so favorable. Up to this writing prices are lower than for many years on nearly all seasonable flowers. Roses are quite plentiful and of splendid quality. Columbia, Mrs. Chas. Russell and Premier are very high grade and are now obtainable at reasonable prices, but it is thought they will take a sharp advance soon. Butterfly is much more in demand than Ophelia, although excellent stock of the latter is arriving freely. Hoosier Beauty and Hadley have improved very much of late and first class stock is bringing about the same price as Mrs. Chas. Russell. Short roses appear plentiful, especially Ward. Cecile Brunner is not arriving in the quantity the trade would desire. Red carnations have an excellent call, with Belle Washburn leading. Maine Sunshine is very popular, owing to its fine color. Laddie is the highest priced kind on the market, bringing $10 to $12 per 100. Enchantress has advanced in price also. Due to favorable growing conditions violets are very plentiful. The strong call from shippers is keeping the market well cleaned up. There is a splendid lot of good chrysanthemums to choose from. In other years the large flowering varieties were out of the market at this time, but this Christmas there were liberal offerings. Major Bonnaffon and Colonel Appleton are the best yellows, the former being fine. Helen Frick maintains first place among the pinks. There is no otther good white to compete with Jennie Noonin. Pompons, especially in yellow and red, are quite plentiful and cheap and a heavy business in all chrysanthemums is reported by shippers. Gardenias and orchids are scarce and bring high prices. Lily of the valley is in fair supply at $8 per 100. Cut cyclamens are cleaning up nicely and Paper White narcissi are plentiful at $1 per 100. Freesias continue to arrive in quantity and clean up readily. A limited supply of snapdragons are arriving and a few fairly good sweet peas are seen. There is a brisk run on California red berries and English holly from Vancouver, B. C., is retailing at $1 per pound. Pot grown holiday stock is arriving in quantity. Cyclamens and poinsettias are plentiful and some splendid azaleas are seen at the stores. Ericas add to the list. Very few begonias were seen on the market 10 days ago, but it is said a good supply is expected for the holiday business. Made-up baskets of flowering and foliage plants will be used as leaders by many of the shops. Large specimens were not as numerous as in past years. The retail trade was in a hopeful frame of mind the week before Christmas. During the past two years the public has shown a tendency to purchase medium priced stock instead of expensive specimens and retailers have selected their stock of plants accordingly, this year.

PAPER WHITE FLOWERS

Now shipping daily. How many can we ship you and how often? Price, $2.50 per 100; $11.00 for 500, postpaid.

TAIT BROTHERS COMPANY, Brunswick, Ga.



USE THE

Meyer Green Florists' Thread

and you will get the two ounces of actual thread to every spool, 16 ounces of thread to the pound, net weight. Write direct to the manufacturer, and you will get the best.

Manufactured by

The John C. Meyer Thread Co.

LOWELL, MASS., U. S. A. Dept. XYZ.

NOTES.

G. Rossi & Co., George street, has been working day and night for the past week, shipping flowers and plants to its various retail stores and keeping the trade here supplied with green goods. It is showing extra fine Boston ferns from the firm's greenhouses, Colma. Fancy azaleas, poinsettias and cyclamens are quantity items with them.

Ferrari Bros. are sending in a cut of all the leading roses for the holiday trade, the stock being distributed by J. A. Axell, Bush street. Victor A. Ferrari states that they are unable to supply the heavy call for cattleyas and gadrenias. This firm is a heavy grower of lily of the valley.

Shipping trade is reported brisk at the Wholesale Co-operative Flower Market. Heavy shipments of violets and chrysanthemums are being sent out every day. There will be a general meeting of the stock holders of this market immediately after the first of the year.

The committee in charge of the autumn flower show will hold a meeting after the Christmas holidays to wind up the affairs of the recent show. It is expected that the report will show a surplus after all expenditures are paid.

Pelicano, Rossi & Co., of 123 Kearney street, are making the same elaborate preparations to handle the delivery of their Christmas business as they did last year when 25 extra delivery trucks were put on to expedite deliveries.

The Art Floral Co. has a large force at work preparing for the Christmas trade. Flowering plants will be one of the leading features here and a splendid array of stock has been assembled.

Podesta & Baldocchi's store, on Grand avenue, is very handsome with its gorgeous array of holiday flowering plants and the firm is prepared to handle a record business.

Many fly-by-night flower stores have opened up here during the past week. These shops usually last until after the holidays and then disappear for good.

JAMES T. LYNCH.

CONES

Work splendidly into

DECORATIONS

They are gathered extensively in the Rocky Mountains of Colorado. We are collectors of all kinds and supply the trade at Wholesale Prices.

	Per 1000
Pine Cones, large	$5.00
Blue Spruce, long, slim	4.00
Red Spruce, small	3.00

They carry safely in sacks. You should order today.

COLORADO SEED CO.

1515 Champa St.

DENVER, COLORADO

Mention the American Florist when writing

Oriental Goldfish & Supply Co.

Send for catalog 1e.

3757 Cottage Grove Ave., Chicago

Mention the American Florist when writing

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

Mention the American Florist when writing

GREEN SHEET MOSS

Fadeless, per bag, $3.50
Natural, " " 1.75

KNUD NIELSEN
Evergreen, Ala.

Mention the American Florist when writing

A. T. Pyfer & Co.

WHOLESALE FLORISTS
164 N. Wabash Avenue
CHICAGO, ILL.
Long Distance Telephone, Central 3373.

Mention the American Florist when writing

WEILAND-RISCH CO.

FLOWER GROWERS
TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing

Tonner

Wholesale
CUT FLOWERS
Supplies
30 E. Randolph St.
Telephone Central 6284
Chicago

Mention the American Florist when writing

SMILAX

PREPARED MAGNOLIA
Price and quality guaranteed.
DECORATIVE GREENS CO., KINSTON, ALA.

H. Bayersdorfer & Co.

The Wholesale Supply House of America . . .
EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located
WHOLESALE
CUT FLOWER HOUSE
IN CHICAGO
169-75 N. Wabash Ave., CHICAGO
L. D. Phones: CENTRAL 1977 1978

Mention the American Florist when writing

Wholesale Flower Markets

Chicago
CURRENT PRICE LIST

		Dozen
Roses, Beauty	$ 4.00 to	$ 8.00
	Per	100
" Mrs. Chas. Russell	8.00 to	35.00
" Butterfly	6.00 to	20.00
" Columbia	6.00 to	20.00
" Dunlop	6.00 to	20.00
" Premier	8.00 to	35.00
" Hoosier Beauty	6.00 to	20.00
" Killarney Brilliant	6.00 to	20.00
" White Killarney	6.00 to	20.00
" Mrs. Geo. Shawyer	6.00 to	20.00
" Milady	8.00 to	35.00
" Mrs. Aaron Ward	6.00 to	20.00
" Sunburst	6.00 to	20.00
" Ophelia	6.00 to	20.00
" Dble. W. Killarney	6.00 to	20.00
" Cecile Brunner		3.00
" Our Selection		10.00
Calendulas	4.00 to	6.00
Daisies	2.00 to	3.00
Cattleyas, per doz		24.00
Valley	8.00 to	10.00
Carnations	5.00 to	8.00
Lilies, per 100		25.00
Sweet Peas	3.00 to	5.00
Paper Whites	6.00 to	8.00
Violets	1.50 to	2.50
Adiantum	2.00 to	3.00
Ferns, per 1,000		4.00
Galax, per 1,000		2.00
Leucothoe		1.00
Sprengeri, Plumosus Sprays	25c to 50c per bunch	
Mexican Ivy		1.00
Boxwood, 35c per lb., case		9.00
Southern Wild Smilax, per case		12.00

ZECH & MANN

WHOLESALE FLORISTS
30 E. Randolph St., CHICAGO
Telephone Central 3284

Golden Yellow Sweet Peas

McClenahan's Yellow Flower Dye
Send for sufficient to make one quart.
Price $1.00, prepaid.
McCLENAHAN'S GREENHOUSES
40th and Phillips Sts., Oklahoma City, Okla.

THE CHRYSANTHEMUM MANUAL

By Elmer D. Smith

FOURTH EDITION
Price 60 Cents. Cash with Order
American Florist Co.
440 S. Dearborn St., Chicago

A. L. Randall Co.,

Wabash Ave., and Lake St.
CHICAGO, ILL.
Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORISTS
Extra fancy Ophelia, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Rosee. All orders given prompt attention. Try us.
162 N. Wabash Ave. CHICAGO

Mention the American Florist when writing

NEW IMPORTATION
MINIATURE VELVET PANSIES

$3.60 per gross.
MINIATURE RED POPPIES..... $1.80 per gross
CLOTH CARNATIONS
White, Ward, Dark, Red Pink.... $25.00 per 100
SAM SELIGMAN
116 West 28th Street, NEW YORK

Mention the American Florist when writing

FOR
New Year's Day
We offer you an ample supply in the following items:
CATTLEYAS
GARDENIAS
and a large supply of
ROSES
in such varieties as
Columbia, Russell, Hadley, Milady, Richmond, McDonald.
An unusual fine and large supply of
RED ROSES
We can fill your orders and guarantee your entire satisfaction.
The Leo Niessen Co.
1201 Race Street
PHILADELPHIA, - PA.
Branches: Baltimore, Washington.

EDWARD REID
CHOICE ROSES, All Grades. SWEET PEAS.
CARNATIONS, EASTER LILIES and All Seasonable Flowers.
This is the exclusive shop, only one block from Express Depots.
1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

PHILADELPHIA, DEC. 28.	Per 100
Roses, Beauty, special	75.00@100.00
" Ophelia	6.00@ 15.00
" Columbia	6.00@ 20.00
" Mrs. Chas. Russell	10.00@ 25.00
" Killarney	4.00@ 10.00
" Hadley	8.00@ 25.00
" Sunburst	4.00@ 12.00
" Wards	3.00@ 6.00
" Premier	6.00@ 15.00
Adiantum	1.00@ 1.50
Asparagus, bunches	.35@ .50
Asparagus, strings	.75@ 1.00
Calendulas	1.50@ 3.00
Carnations	4.00@ 10.00
Cattleyas	100.00@150.00
Chrysanthemums, per doz.	1.50@ 5.00
Easter Lilies	20.00@ 25.00
Lily of the Valley	6.00@ 10.00
Smilax	.35
Snapdragons, per doz.	1.50@ 2.00
Sweet Peas	1.50@ 2.50
Violets, single	1.00@ 1.50
Violets, double	1.00@ 1.50
Callas	15.00@ 20.00
Stevia, per bch.	.35@ .50

BOSTON, DEC. 28.	Per 100
Roses, American Beauty	$25.00@$200.00
" Russell	12.00@ 35.00
" Dunlop	10.00@ 20.00
" Pilgrim	12.00@ 35.00
" Crusader	16.00@ 75.00
" White Killarney	12.00@ 25.00
" Ward	12.00@ 25.00
" Maryland	12.00@ 20.00
" Hoosier Beauty	12.00@ 35.00
" Columbia	12.00@ 35.00
" Hadley	16.00@ 100.00
" Premier	12.00@ 35.00
" Ophelia	12.00@ 35.00
" Butterfly	12.00@ 35.00
" Cecile Brunner	6.00@ 8.00
Adiantum	2.00
Asparagus bchs., per bch.	.50@ 1.00
Asparagus Strings, dozen.	12.00
B. Buttons	3.00@ 4.00
Calendulas, per bunch	.25
Carnations, fancy	20.00
Carnations, ordinary	12.00
Cattleyas, per doz.	18.00
Chrysanthemums	4.00@ 5.00
Lily of the Valley	10.00@ 12.00
Smilax, per dozen	6.00
Swainsona, per bch.	.50@ .75
Violets	2.50@ 3.00
Cypripediums, dozen	4.00@ 6.00
Pansies	2.50@ 3.00
Sweet Peas	4.00@ 5.00
Stevia, per bch.	.50@ .75
Marguerites	3.00@ 4.00
Snapdragons, per doz.	1.50@ 3.00
Poinsettia, per doz.	12.00

BUFFALO, DEC. 28.	Per 100
Roses, White Killarney	$8.00@$15.00
" Dbl. Wht. Killarney	6.00@ 15.00
" Richmond	6.00@ 15.00
" Maryland	10.00@ 15.00
" Sunburst	10.00@ 15.00
" Columbia	10.00@ 30.00
" Ophelia	10.00@ 20.00
" Russell	10.00@ 25.00
" Premier	10.00@ 25.00
" Cecile Brunner	5.00@ 6.00
Calendulas	4.00@ 6.00
Carnations	5.00@ 8.00
Easter Lilies	20.00@ 25.00
Mignonette	6.00@ 10.00
Narcissus, paper white	4.00@ 5.00
Rubrum Lilies	6.00@ 10.00
Snapdragons	6.00@ 10.00
Sweet Peas	2.00@ 3.00
Chrysanthemums, White	8.00@ 35.00
" Pink	10.00@ 35.00
" Yellow	12.00@ 35.00
" Pompons	.35@ 1.00

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Sell your flowers under your own management through the
Philadelphia Growers' Cut Flower Market
WM. C. LYNCH, Manager
No. 7 South Mole Street
PHILADELPHIA, - - PA.
This Week High Grade
Roses, Sweet Peas, Violets and Carnations

Wholesale Florists' Supplies
THE HOUSE OF MERIT
Staple Baskets and Seasonable Novelties in Quantity
JOS. G. NEIDINGER CO.
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The Choice of the Market in
EASTER LILIES, ROSES, CARNATIONS and SWEET PEAS.
Exceptional Service.
1609 Sansom St., PHILADELPHIA, PA.

Philadelphia.

BUSINESS UP TO EXPECTATIONS.

The business of the past week was all that was expected of it and more, as the demand took all the stock in the lower and middle grades of roses and most of the specials, when they fell below the extreme top figures. Prices were advanced in keeping with those of the past few months, that is they increased in about the proportion usual to Christmas, but were at least one-third less than last year and even lower. Stock, however, was not as plentiful as expected and there was little, if any, surplus. Last year few roses sold for less than $25 per 100, the same quality of stock bringing this year, $12 to $15. Buds, with stems 14 to 16 inches, brought $15 to $20. Specials sold at $20 to $25, some extra Premier bringing as high as $50, and Hadley from $40 up to $100. While for the most part the stock was of good quality, some growers' shipments were a bit off color, showing they had had trouble with their delivery a week ago. Premier was at its best, demonstrating that it is a fine Christmas rose, the flowers in the specials being quite the size of American Beauty. The latter sold well at $1.50 each, with a few of the very best bringing $2. Carnations were not in full supply and were quickly picked up at 15 cents for anything worth while. Reds and Pink Ward brought 18 cents. Some choice Laddie sold at 25 cents. Some of this stock looked a little passe, but for the most part it was up to the standard. More carnations could have been disposed of. There were more chrysanthemums offered than ever before at this holiday, choice Mistletoe, fine, perfect flowers, bringing $7.50 to $9 per dozen. Other kinds, in lower grades, brought $3 to $5, with quantities of pompons, much of them still in good form, going at 50 cents per bunch. Good snapdragons, mignonettes, plenty of stevias, calendulas, white and yellow daisies were popular. White lilac, a choice article, sold well at $2.50 per bunch of 12 sprays. Lily of the valley was plentiful, but much of it was below grade, the best of it bringing $10 per 100. Cattleyas were in about their usual quantity, $1.50 being the price asked for the average and $2 for a few of the best. Violets were a feature, being in good demand at $2 per 100, both singles and doubles cleaning up. Sweet peas had a fine call, the quality of some of the growers' stocks being very good—$3, $4 and $5 per 100 was the price asked. There was considerable narcissi, both white and yellow, but little or no demand, four cents to five cents per flower being the amount obtained. Cut heathers, from California, did not meet with much favor, their color not being bright enough. Cut poinsettias were not as numerous as usual and sold up well at good prices. Easter and Calla lilies were not very plentiful, and although not being essentially a Christmas plant, sold up well. There were quantities of greens of all kinds, which were in good demand.

NOTES.

The January meeting of the Florists' club, January 3, will be most interesting. S. S. Pennock will give an illustrated talk on his work in Germany the past summer for the Friends' Relief Association. He will also present a brief account of European horticulture, as he had had opportunity to visit some of the principal rose nurseries and gardens.

The Leo Niessen Co. had a great Christmas trade. There was an abundance of stock of all kinds, except carnations, which were a bit short. Red roses, white lilacs, cattleyas and lily of the valley were quantity items. Their

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462 Milwaukee St., Milwaukee, Wis.

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Choice Cut Flowers and Greens

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FLORISTS' SUPPLIES
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WHOLESALE FLORISTS
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Phone Main 1245. P. O. Box 676
444-446 Milwaukee Street
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WHOLESALE FLORISTS
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E. C. Amling Co.
OF LOS ANGELES
The Largest, best equipped and most centrally located Wholesale Cut Flower and Supply House in Los Angeles.
LET YOUR ORDERS COME.

out-of-town demand was greater than last year.

J. J. Habermehl's had an exceptionally busy week, having a number of important decorations in addition to a record breaking holiday business. Made-up plant baskets were all sold before Saturday night, both at the Ritz and Bellevue-Stratford stores.

The Philadelphia Growers' Cut Flower market had an exceptionally fine stock of roses for Christmas. Chrysanthemums, carnations, violets and lily of the valley were also features. Manager Lynch reported business was better than they expected.

Charles Henry Fox will speak on the arrangement of flowers, before the New York Federation of Horticultural Societies and Floral Clubs, at Cornell university, Ithaca, N. Y., February 16. The address will be illustrated with stereopticon views.

Berger Bros. report a very good holiday demand. Their specials were roses, carnations, sweet peas, Roman hyacinths and Easter lilies. Prices were about one-third less than last season, except for carnations, which sold at top prices.

Henry A. Dreer, Inc., found a splendid demand for ferns, palms and various kinds of foliage plants for made-up basket work. Their crotons and Pandanus Veitchii were exceptionally fine.

Charles H. Grakelow said his Christmas was a hummer. He filled more out-of-town orders than ever before and had a wonderful business in both shops.

K.

Wholesale Flower Markets

PITTSBURGH, DEC. 28.		Per 100
Roses, Beauty, spl., per doz.	9.00	60.00
" " fcy., per doz.	7.50	45.00
" " ex., per doz.	6.00	25.00
" " No 1, per doz.	4.00	15.00
" American Legion	12.00@	35.00
" Killarney	8.00@	20.00
" Maryland	8.00@	20.00
" Sunburst	8.00@	20.00
" Mrs. Aaron Ward	8.00@	20.00
" Russell	12.00@	35.00
" Columbia	10.00@	30.00
" Ophelia	8.00@	20.00
" Hilda	8.00@	20.00
" Premier	12.00@	35.00
" Madam Butterfly	8.00@	25.00
Carnations	3.00@	10.00
Calendulas	2.00@	4.00
Lilies		25.00
Valley		8.00
Ferns, per 1,000		3.00
Galax, per 1,000		2.00
Plumosus, per bunch		.50
Sprengeri, per bunch		.60
Smilax, per doz. strings		3.00
Sweet Peas		3.00
Violets		2.00
Baby Primrose		1.00
Stevia, per bch	.50@	.75
Narcissus, Paper Whites	4.00@	6.00
Narcissus, Sol d'Or		3.00

CINCINNATI, DEC. 28.		Per 100
Roses, Premier	10.00@	35.00
" Russell	10.00@	35.00
" Columbia	10.00@	35.00
" Butterfly	10.00@	35.00
" Pink Killarney	10.00@	35.00
" White Killarney	10.00@	35.00
" Sunburst	10.00@	35.00
" Mrs. Aaron Ward	10.00@	35.00
" Ophelia	10.00@	35.00
" Baby Doll	3.00@	4.00
Chrysanthemums, per doz.	1.50@	4.00
Easter Lilies	20.00@	25.00
Ferns, per 1,000		3.00
Galax, per 1,000		1.50
Plumosus (south) per bch.		.25
Smilax, per string	.15@	.25
Rubrum	4.00@	8.00
Leucothoe		5.00
Violets	.75@	1.00
Primulas		1.00
Stevia, per bunch		.50
Narcissus, white	6.00@	8.00
Narcissus, Sol'd Or	8.00@	10.00

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Manufacturers—Importers
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Headquarters: PITTSBURGH, PA.

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

ST. LOUIS, DEC. 28.		Per 100
Roses, Premier	10.00@	60.00
" White Killarney	6.00@	25.00
" Columbia	10.00@	25.00
" Ophelia	10.00@	25.00
" Russell	10.00@	25.00
" Ward	4.00@	10.00
" Sunburst	6.00@	25.00
Carnations	8.00@	18.00
Leucothoe		.75
Valley	6.00@	8.00
Galax, green, per 1,000		3.00
Galax, bronze, per 1,000		3.00
Ferns, per 1,000		4.00
Chrysanthemums, White and Yellow, per doz	3.00@	12.50

MILWAUKEE, DEC. 28.		Per 100
Roses, Killarney, W. Kill'n'y.	12.00@	25.00
" Premier	15.00@	50.00
" Ophelia	12.00@	30.00
" Columbia	15.00@	45.00
" Ward	12.00@	30.00
" Hoosier Beauty	15.00@	50.00
" Butterfly	15.00@	35.00
Carnations	12.00@	15.00
Asparagus, per bunch	.50@	.75
Orchids, Cattleyas, per doz.	30.00@	34.00
Orchids, Cypripedium, doz.	5.00@	6.00
Lilium Rubrum	10.00@	12.00
Strawflowers, bunch	.25@	.50
Violets	3.00@	4.00
Wild Smilax, per case		7.00
Fancy Ferns, per 1,000		4.00
Paper Whites	6.00@	8.00
Calendulas	4.00@	6.00

SOUTH BRITAIN, CONN.—Chas. L. Hotchkiss will install a modern flower shop in the store formerly occupied by Strong's Ice Cream Parlor, at an early date.

HEAVY

January Flowers will be in heavy cr
and the entire complem

MRS. CHARLES RUSSELL

	Code	Per 100
28-inch	Firsts	$35.00
24-inch	Seconds	30.00
21-inch	Thirds	25.00
18-inch	Fourths	20.00
15-inch	Fifths	15.00
12-inch	Sixths	12.00
6–9-inch	Shorts	10.00

COLUMBIA

	Code	Per 100
28-inch	Firsts	$20.00
24-inch	Seconds	18.00
21-inch	Thirds	15.00
18-inch	Fourths	12.00
15-inch	Fifths	10.00
12-inch	Sixths	8.00
6–9-inch	Shorts	6.00

PHANTOM, AARON WARD

Corsage Roses of Merit

	Code	Per 100
18-inch	Fourths	$ 8.00
15-inch	Fifths	6.00
12-inch	Sixths	5.00
6–9-inch	Shorts	3.00

PREMIER

	Code	Per 100
28-inch	Firsts	$25.00
24-inch	Seconds	20.00
21-inch	Thirds	18.00
18-inch	Fourths	15.00
15-inch	Fifths	12.00
12-inch	Sixths	10.00
6–9-inch	Shorts	8.00

BUTTERFLY, OPHELIA

	Code	Per 100
28-inch	Firsts	$18.00
24-inch	Seconds	15.00
21-inch	Thirds	12.00
18-inch	Fourths	10.00
15-inch	Fifths	8.00
12-inch	Sixths	6.00
6–9-inch	Shorts	4.00

DOUBLE WHITE KILLARNEY AND DOUBLE WHITE OPHELIA

	Code	Per 100
24-inch	Seconds	$15.00
21-inch	Thirds	12.00
18-inch	Fourths	10.00
15-inch	Fifths	8.00
12-inch	Sixths	6.00
6–9-inch	Shorts	4.00

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CROPS

-Roses, Carnations, Orchids, Valley
of our own production.

SPECIAL LONG ROSES.

MRS. CHARLES RUSSELL	Per 100
med 32 to 36 inches	$40.00
med 38 to 48 inches	50.00
MILADY	
med 32 to 36 inches	$30.00
PREMIER	
med 36 to 40 inches	$35.00
COLUMBIA, BUTTERFLY	
rfly, stemmed 36 to 48 inches	$22.00
nbia, stemmed 36 to 40 inches	25.00
nbia, stemmed 44 to 48 inches	30.00
NOVELTY FLOWERS	
a	$.2.00
r Whites	4.00– 6.00
idulas	4.00
dragon	12.00– 20.00
r Lilies	25.00
s	25.00
CORSAGE FLOWERS	
e Brunner	$ 4.00
ı Ward	4.00
t Peas	3.00– 5.00
RHINEBECK DOUBLE VIOLETS	
00	$ 1.50
SINGLE VIOLETS	
00	.75
000	6.00

CARNATIONS

Code	Per 100
Firsts	$ 8.00
Seconds, White only	5.00
Laddie, fancy	15.00

VALLEY

"Valley of Superior Quality"	$ 8.00

ORCHIDS

Cattleyas, medium, each	$ 1.00
Cattleyas, large, each	1.50

DECORATIVE GREENS.

Sprengeri	Per 100	$3.00–4.00
Plumosus	Per 100	3.00
Adiantum	Per 100	2.00
Leucothoe, long	Per 100	1.50
Leucothoe, medium	Per 100	1.00
Coontie Leaves	Per 100	3.00–4.00
Woodwardia	Per 100	8.00
Ferns	Per 1,000	4.00
Galax, green	Per 1,000	2.00
Galax, bronze	Per 1,000	2.00
Smilax	Per doz. strings	4.00
Southern Smilax	Per case	7.00
Boxwood	Per bunch	.35
Boxwood	Per bag (50 lbs.)	12.50
Boxwood	Per bag (100 lbs)	22.50

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HOLIDAY PLANT TRADE EXCELLENT.

At this writing it cannot be foretold what the outcome of the Christmas business will be. In a number of retail stores we have learned that the plant trade is encouraging. As in late years there has never been heavy buying of cut flowers until the day before Christmas. There was no unusual movement in the wholesale district up to the morning of December 23. There was the usual call for short stemmed roses but the specials were accumulating. As wholesale prices had gone up it appeared that the retail shops were buying as little as possible. This was to be expected as the pushing of plants while they last is the logical course for the retailer. The temperature dropped to five degrees above zero, on the evening of December 21, but as December 22 was fair and the weather for a week had been generally good it was believed that a plentiful supply of cut flowers was assured. Good stocks of cut poinsettias were on the market throughout the week, but there was little call for them, in fact, all cut stock moved slowly.

December 24.—Regardless of the advice that is annually given the people to buy early, the majority of them put it off until the day before Christmas. That policy creates a rush, and sometimes confusion in many of the retail stores. It is also detrimental to the cut flower trade. It is obvious that retailers will push plants while they have them, filling orders for cut flowers only on demand. Late on December 24 it appeared that the plant trade had been lively, but as a rule at reduced prices from last year, and we should say from a number of preceding years. Moderately sized combinations of poinsettias and heather with accessories of small ferns, seemed to be the most popular, such arrangements retailing at from $15 to $25. For anything really attractive there was but little choice between heathers, poinsettias and Otaheite oranges. There was of course, considerable trade in cyclamens, small poinsettias, primulas and small foliage combinations. Taken as a whole the azaleas did not loom large; quality not corresponding to asking prices. As previously noted in these columns, prices on cut flowers were sharply advanced on December 19. The markets were quiet throughout the week, the morning of December 24 showing but little improvement over any other Saturday and there was but little doing throughout the day. This is accounted for in the fact that all the retailers were pushing their plants. The wholesalers kept open throughout the night and quite a number of customers came in toward midnight, but there was no heavy buying. As a consequence, there was a considerable surplus of stock and a drop in prices. All white stock, including white carnations, was slow throughout the week, the call for lily of the valley being particularly sluggish. On Christmas eve, white and Enchantress carnations dropped from $12 to $8 per 100. Good reds, Ward and other specials, including Laddie and the Lark, held up to $15, with a considerable number holding over. In American Beauty, Scott Key, Hadley and Crusader roses, the supplies were lighter than in the Columbia, Premier and Ophelia. The best special American Beauty ranged from $18 to $24 per dozen; Hadley and Crusader $12 per dozen; Scott Key, $8 to $9 per dozen. Special Columbia and Premier, that had been started at $35 to $40 per 100, got down to $25 and $30; extras to $15. There was a better movement in the shorter grades, as they were more in demand. In orchids, Cattleya trianae went fairly well at $18 to $24 per dozen, but numbers of small C. Percivaliana were held over, not being of good quality. The movement in gardenias and violets was but moderate; gardenias ranging from $3 to $6 per dozen; violets from $1.25 to $1.50 per 100. Rain on Saturday, probably to some extent, cut the sales of cut flowers, but the main resaon for their slowness was the desire of the retailers to clean up on plants and from all available reports, they seem to have been fairly successful. Cut poinsettias seem to have fallen down in popularity, growers being too careless in preparing and packing them. Viewing the cut flower situation big and large and considering the condition of other lines of business, we will say that if results are disappointing to growers and wholesalers, they might have been worse. The comparatively light supply that came in throughout the week brought good prices, but too much was held back for the last day.

December 26.—There has been little that could be called business, since Christmas Eve and the most noteworthy feature at that time was the drop in wholesale prices. The express companies are not doing business today and there are no arrivals of fresh stock, which is just as well, for there is a large surplus on hand, particularly in roses and white carnations. A considerable stock of cut tulips was in for the holiday, but it did not move.

NOTES.

P. Gerlaird, chairman of the house and entertainment committee of the Florists' Club, advises us that the annual inaugural, informal reception and dance for ladies' night will be held on the regular meeting night, January 9, 1922, in the Engineers' building, at 33 West 39th street, after the official business of the organization has been disposed of. The large hall will then be at the disposal of the festivities of the evening, which promises to be enjoyable. All members are entitled to invite one lady as a guest of the Florists' Club. Extra guests may be invited at the cost of $1.25 per person, to be paid by the inviting member. Refreshments and a buffet supper will be served as usual. With the notices for the monthly meeting and this entertainment, return postal cards are being sent out and it is the request of the committee that members reply, stating if they will attend, and if so, how many guests they will have. Information along this line is necessary to the committee, that it may make suitable arrangements.

William Milstead, superintendent for Alfred C. Bedford, has been elected president of the Nassau County Horticultural Society. Other officers chosen are: John Forbes (Arthur V. Davis estate) vice-president; Edward Harris (Andrew Fletcher estate) secretary; Arthur Cook (Harold I. Pratt estate) corresponding secretary; Ernest J. Brown (Francis L. Hine estate) treasurer. Executive committee: Benjamin Sutherland (Mrs. A. Gibb estate); Thomas Meech (H. W. J. Bucknall estate); Charles Young (Mrs. S. D. Brewster estate); Thomas Scott (W. H. Porter estate); Peter Smith (Percy Chubb estate); W. E. Carter (Joseph Harriman estate); trustee, William Noonan.

A fire of unknown origin, early on the morning of December 17, in the supply storage room of Y. Markatos' retail store, Madison avenue and 86th street, created damage to the extent of $500, partly covered by insurance. Fortunately the main store was saved from damage and he was able to continue with the Christmas business.

Peter Chatmas, the retail florist of Eighth avenue and 145th street, was recently married to Miss Helen Stafida, Lynn, Mass. Peter is well and favorably known in the trade and is an enterprising young man, having one of the finest stores in the city. We understand that the bride was popular in her home city.

W. A. Blaedel Sons, 402 West Twenty-third street, had a good stock of plants and sold out well. We noticed an exceptionally fine hamper of heathers, made-up on an order, for Police Commissioner Enright, also a large basket on an order for Mayor Hylan.

The United Cut Flower Co., 111 West 28th street, had a fine stock of Iris tingitana for Christmas.

Visitors: Edward Reid, Philadelhia; Lundell & Schwartz, Port Chester, N. Y. W. J. Palmer, Buffalo, N. Y.

A. F. F.

HENTZ & NASH INC. WHOLESALE COMMISSION FLORISTS GROWER AGENT 55 and 57 West 26th St. N.Y.

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Joseph A. Millang
Wholesale Florist
55-57 W. 26th St., New York
Telephone: 2046 Watkins
Mention the American Florist when writing

Wholesale Flower Markets

NEW YORK, DEC. 28. Per 100

Roses, Beauty	$12.00@	$150.00
" Premier	10.00@	30.00
" American Legion	10.00@	40.00
" Crusader	15.00@	60.00
" Golden Ophelia	10.00@	20.00
" Columbia	8.00@	25.00
" Pilgrim	8.00@	25.00
" Hadley	12.00@	50.00
" Dunlop	8.00@	25.00
" Dble. Wt. Kill'ney	8.00@	20.00
" White Killarney	6.00@	15.00
" Aaron Ward	8.00@	20.00
" Ophelia	8.00@	20.00
" Scott Key	15.00@	65.00
" Sunburst	8.00@	20.00
" Mdm. Butterfly	10.00@	25.00
Adiantum Croweanum and Hybrid	1.00@	1.50
Asp. Plumosus sprays	1.00@	2.00
Asp. Plumosus, per bch.	.25@	.50
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Carnation Laddie	15.00@	25.00
Cattleyas	35.00@	150.00
Gardenias, per doz.	3.00@	6.00
Iris, per doz.	6.00@	7.50
L. Rubrum	12.00@	15.00
Leucothe, per 1000	5.00@	7.00
Lilies, white	25.00@	30.00
Lily of the Valley	1.00@	6.00
Mignonette, per doz.	0.50@	1.00
Narcissus, paper whites, per doz.	.35@	.50
Snapdragons, per doz.	.30@	.50
Smilax, doz, strings	1.25@	2.00
Galax, green and bronze, per 1,000	1.50@	2.00
Ferns, per 1,000	2.00@	2.50
Violets	.75@	1.25
Sweet Peas	3.00@	5.00
Callas, per dozen	1.50@	2.00
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Traendly & Schenck
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Mail and Telegraph orders carefully filled.

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Night and day service in all Central Pennsylvania.

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L. D. Phone, Buckingham 1000
Send us your retail orders

We have the Best Facilities in the City
No Branch Stores. Established 1857
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250,000 Square Feet of Modern Glass
First-class stock and service. Usual discount.
We reach the whole of Utah and to Central part of Nevada and Idaho

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FROM HAMPTON ROADS, Belgian, I. M. M. Lines (London).

January 4.

New Amsterdam, Holland-America Line (Rotterdam).
La Bourdonnais, French Line (Havre).
FROM PHILADELPHIA, Parisiana, Furness Lines (Liverpool).
FROM BOSTON, Mackinaw, I. M. M. Lines (Hamburg).
FROM BOSTON, Meltonian, I. M. M. Lines (Manchester).
FROM BALTIMORE, Beukesidyk, Holland-America Line (Rotterdam).

January 5.

Breiz Szel, French Line (Bordeaux-Dunkirk).
Italia, Cunard-Anchor Line (Naples-Fiume).
American Legion, Munson Steam Ship Lines (South America).

January 7.

La Tourraine, French Line (Havre).
Oxonian, I. M. M. Lines (Liverpool).
Mesaba, I. M. M. Lines (London).
Finland, I. M. M. Lines (Antwerp).
Vindelia, Cunard-Anchor Line (London).
Valdieri, Lloyd Sabaudo Line (Genoa-Naples).
FROM NEW ORLEANS, Mariana, Porto Rico Lines (San Juan).
FROM PORTLAND, Makala, Cunard-Anchor Line (London).
FROM PHILADELPHIA, River Araxes, Cunard-Anchor Line (Constantinople).
FROM BOSTON, Vennonia, Cunard-Anchor Line (London).
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Fifty Years
Exacting
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You can "Say It With Flowers" to anyone in the British Isles through Bees' Flower Service. (Members F. T. D.)

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Steamers arriving at or leaving any port can be served at a few hours' notice. (Members F. T. D.)

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Orders from other cities receive our personal attention.
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Albany, N. Y.—Danker's.
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Boston, Mass.—Penn, the Florist.
Bronx, New York—Fordham Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Bohannon Flower Shop.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Congress Flower Shop.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Schiller, The Florist, W. Madison.
Chicago—G. Wittbold Co., Buckingham Pl.
Chicago—Henry Wittbold & Son.
Chicago—Mangel, 17 E. Monroe St.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The Park Floral Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
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Hartford, Conn.—Geo. G. McClunie
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Kansas City, Mo.—Apollo Flower Shop, The
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
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Nashville, Tenn.—Joy Floral Co.
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Newark, N. J.—Phillips Bros.
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New Orleans, La.—Chas. Eble.
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Member F. T. D.

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Penn The Florist
"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.
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FLORIST
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Asheville, N. C.
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SHOP OF QUALITY
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Also Store at New Britain, Conn.

Established 1885.

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Orders Carefully Executed

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Every Flower in Season.

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In the Heart of most exclusive residential section.

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1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

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The Seed Trade

American Seed Trade Ass c'ation.

L. L. Olds, Madison, Wis., President; Alex. Forbes, Newark, N. J., First Vice-President; Louis B. Reuter, New Orleans, La., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, 73 Tremont Street, Boston, Mass., Counsel.

The fortieth annual meeting will be held June, 1922.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass, Counsel.

The next annual meeting will be held June, 1922.

CALIFORNIA now complains of too much rain and it is still falling.

SOME Dutch seedhouses get their catalogues printed and mailed in Austria.

VISITED CHICAGO: Robert Livingston, Jr., of The Livingston Seed Co., Columbus, O.

ALBERT DICKINSON and wife of Chicago, are now at their winter home in Orange City, Fla.

LESTER L. MORSE, the well known California seedsman, says derricks and dividends are sometimes far apart.

THE annual convention of the National Canners' Association, will be held at Louisville, Ky., January 16-20.

ISAAC BUNTING, of Colchester, Eng., and Yokohama, Japan, is spending the holidays at his Vancouver, B. C., home.

COLUMBUS, O.—Mr. and Mrs. Robert Livingston celebrated the fiftieth anniversary of their wedding, December 29.

W. B. VAN EYK, representing Lemoyne Freres, Ollioules, France, expects to call on the American trade early in January.

LONDON, ENG.—Thomas A. Newby, for many years manager of Hurst & Sons' trial grounds and a noteworthy authority on culinary peas, died November 25, age 70 years.

PRICE of bags at Chicago, December 28: Anchor, 16 oz., $29.00 per bale, in bale lots or over; Royal River, 16 oz., $29.00; National, 16 oz., $29.00; Crown, 12 oz., $24.00.

BOARD OF TRADE.—Prices for grass seed on the Chicago Board of Trade, December 28, were as follows: Timothy, $4 to $6.10 per 100 pounds; Red Clover, $14 to $20, an advance of $2 over last week.

LINDSAY, OKLA.—The Lindsay Seed Co., E. C. Neill and S. R. Reeves, proprietors, is the style of the new firm, which opened recently in the Diamond Drug Store building, specializing in field seeds.

A MERGER of more than a score of fertilizer plants, chiefly in the south, involving millions of dollars, into one big organization, with headquarters in Baltimore, is reported to be in process of consummation.

JOHN C. BODGER, of John Bodger & Sons Co., Los Angeles, Calif., writing December 20, says the heavy rains had done no damage to that date, but on the contrary had proved beneficial to the seed growers. More rain at this time would have caused considerable damage to seed and farm lands. This is said to have been the heaviest rain storm here during the past 20 years, about five inches in the valley and 12 inches in the mountains.

ROSE HILL, IA.—N. H. Krizer's seed house was destroyed by fire, December 8, containing 2,000 bushels of corn and many valuable world's fair and exposition mementoes, the total loss being about $16,000. He will rebuild at once as he has a quantity of seed corn in reserve.

Wholesale Grass Seed Dealers' Ass'n.

The Wholesale Grass Seed Dealers' Association will hold its midwinter meeting at the Hotel Secor, Toledo, O., January 26, 1922.

CLARENCE K. JONES, Sec'y.-Treas.

Onion Sets.

The Onion Set Growers' Exchange has been incorporated under the laws of Illinois and the growers in the Chicago district, with the aid of the county farm bureau, are reported organizing for the marketing of their production on a co-operative basis, wholly unmindful of the recent disastrous fate of a big local grocery enterprise along the same co-operative lines.

In the meantime the sets are sprouting badly under the continued mild weather, with prices unchanged, colors, $1.65 to $1.75, whites $2.00, January delivery.

Denmark's Seed Acreage.

According to official reports the Danish seed acreage in 1921 included 1,500 acres mangel, 2,441 sugar beet, 1,922 Swede turnip, 2,132 English turnip, 297 carrot, 593 cabbage, 109 cauliflower, 257 other cabbage seeds, 319 other garden seeds, 1,609 red clover, 1,124 yellow trefoil, 1,186 other legumes, 24,060, orchard grass, 3,585 English rye grass, 2,874 Italian rye grass, 5,851 meadow fescue, 1,001 brome grass and 872 acres other grass seeds. This gives a total of 51,732 acres.

Weeber & Don Plan.

Weeber & Don, New York, are asking their creditors to accept 50 per cent of the amount of their respective claims in five installments, payable respectively two, four, six, eight and 10 months after date, also to accept 50 per cent of said claims in stock of Weeber & Don, Inc., a holding corporation, for the said 50 per cent, which said stock shall be 2d preferred with accumulative dividends at 6 per cent, per annum. The creditors are also asked to agree that Weeber & Don shall have the privilege any time within two years of purchasing said stock from respective creditors at par value with accumulative dividends thereon.

Seed Trade Outlook.

FROM LOUISIANA.

Louis B. Reuter, of C. Reuter, New Orleans, La.: "On account of the unusually mild weather prevailing in the north, our local truckers are not able to dispose of their vegetables very profitably. Spring should show an improvement in the seed business. We do not expect a banner year during 1922, but we are confident that our sales will be ahead of this year, or any normal season. We are looking forward to next season more optimistically than the one we are about completing, and can see no reason why 1922 shouldn't be a fairly good year. Some of the most important seed stocks are in short supply and in liberal demand. Before the spring season is half finished, the seed trade will be confronted with a few acute scarcities. They are beginning to develop already, in some varieties of peas, beans, tomatoes, etc."

HENRY FIELD'S VIEWS.

Henry Field, of the Henry Field Co., Shenandoah, Ia.: "The outlook for the seed business is excellent. There has been a special and noticeable improvement in the last 10 days. We have had more orders since about December 10, than we have had during the corresponding period for a number of years, and frankly it has been an agreeable surprise to us, for we have been a little bit dubious as to the outlook.

"I doubt if we will get very much business in seed corn, but on all other items the prospect is very encouraging and an especially good trade on legumes of all kinds, or anything that can be substituted for corn or oats, both of which have been very discouraging to the farmers this past year."

C. C. MASSIE OPTIMISTIC.

C. C. Massie, of Northrup, King & Co., Minneapolis, Minn.: "I am inclined to believe there will be more gardening in the spring of 1922 than has been since 1919. This will be brought about by economic conditions. The seed industry should show considerable improvement over last year, while prices, generally speaking, may be higher. I think the distribution of seed will be important. Owing to short crops of grasses, both here and abroad, no doubt every pound of seed will be required for spring planting at satisfactory prices."

Wholesale Growers
SELECT STOCKS
Beet Carrot Lettuce Onion
Parsley Parsnip Radish Sweet Peas
PIETERS-WHEELER SEED CO.
GILROY, CALIFORNIA

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Mention the American Florist when writing

Braslan Seed Growers Company, Inc.
Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY AND MIXED SWEET PEAS.
SAN JOSE, CALIFORNIA

Garden Seed Beans

Growing Lima and pole varieties is my specialty.

My growing contract offer for fall delivery will be mailed upon request.

Henry Berrien Fish
Carpinteria, Calif.

Mention the American Florist when writing

The Everett B. Clark Seed Co.
GROWERS FOR THE TRADE
Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.
Branches: Wisconsin, Colorado, Montana, Idaho, Washington. Milford, Conn

GEORGE R. PEDRICK & SON
PEDRICKTOWN, N. J.
Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.
Correspondence Solicited.
WHOLESALE SEED GROWERS

JEROME B. RICE SEED CO.
WHOLESALE SEED GROWERS
America's Largest Producers of Seed Peas
Also a Complete Line of
VEGETABLE SEEDS
Growing Stations Throughout America. **Office: Cambridge, New York**

C. C. MORSE & CO.
WHOLESALE SEED GROWERS
SAN FRANCISCO, CALIFORNIA
CARROT-CELERY-ENDIVE-LEEK-LETTUCE-ONION-RADISH-PARSNIP-PARSLEY-SALSIFY
SWEET PEAS - ALL VARIETIES PEAS - KENTUCKY WONDER BEANS

Waldo Rohnert
GILROY, CAL.
WHOLESALE SEED GROWER
Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish
Correspondence Solicited.

JAMES VICK'S SONS
Growers of
Flower and Vegetable Seeds
Get the benefit of our 72 years' experience
All Seasonable Varieties.
Our stocks are very complete.
ROCHESTER, N. Y., The Flower City

Before Placing Orders for
SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write
JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

BURPEE'S SEEDS GROW
Wholesale Price List for Florists and Market Gardeners.
W. Atlee Burpee Co.
Seed Growers Philadelphia

FLOWER AND GARDEN
SEEDS
Catalogue on request. Send your inquiries to
The W. W. BARNARD CO.
231-235 W. Madison St., Chicago
Mention the American Florist when writing

EDGAR F. HURFF
SWEDESBORO, N. J.
Grower of High-Grade Seed
TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.
CORRESPONDENCE SOLICITED
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TOMATO SEED
Grown for the Wholesale Seed Trade
HAVEN SEED CO.
SANTA ANA, CALIFORNIA
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L. D. WALLER SEED CO.
Growers of Choice Sweet Pea, Nasturtium and Flower Seeds.
GUADALUPE, CALIFORNIA
Mention the American Florist when writing

LANDRETH
Seeds Which Succeed
Bloomsdale Farm **BRISTOL, PA.**

THE MAIL TRADE.

John Lewis Childs, Inc., Floral Park, N. Y.: "From our business returns this fall and particularly from advertising which ran considerably ahead of last year, we believe the general seed trade next spring will be good. We are increasing both our advertising appropriation and the first edition of our catalogue."

PROMISE EXCELLENT.

Jerome B. Rice Seed Co., Cambridge, N. Y.: "We consider the outlook for 1922 business as being excellent although at present there is the usual dull period which comes during the holiday season."

Leading Crops in the United States.

The United States Department of Commerce, through the bureau of the census, announces that the 20 leading crops of the country, based on money value, are as follows: Corn, hay and forage, cotton, wheat, oats, potatoes, tobacco, apples, barley, sweet potatoes, rye, rough rice, grapes, peaches, kafir and milo, oranges, sugar beets, peanuts, dry edible beans and sugar cane. The total value of these crops in 1919 was $13,754,290,926, representing more than 90 per cent of the total value of the crops tabulated in the fourteenth census.

Corn was first in value, amounting to $3,507,797,102, with 87,771,600 acres. Hay and forage was next, totaling $2,523,050,224, acreage 96,121,228, followed by cotton worth $2,355,169,365. Wheat was fourth, valued at $2,074,078,801, with 73,099,042 acres. Potatoes had 3,251,703 acres planted, worth $639,440,521. Sweet potatoes were valued at $124,844,475, acreage 803,727. Apples were the principal fruit, 115,309,165 trees bearing a crop worth $241,573,577. Sugar beets were valued at $66,051,989, with an acreage of 636,434.

Catalogues Received.

H. G. Hastings Co., Atlanta, Ga., seeds, bulbs and plants; R. Vincent, Jr. & Sons' Co., White Marsh, Md., florists' plants; I. N. Simon & Son, Philadelphia, Pa., seeds, bulbs and plants; Livingston Seed Co., Columbus, O., seeds, bulbs and plants; Vaughan's Seed Store, Chicago and New York, wholesale vegetable and flower seeds and bulbs.

Vilmorin-Andrieux & Co., Paris, France, tree seeds; Hurst & Sons, London, Eng., seeds; Van Velzen & Normand, Angers, France, seeds; Heinrich Mette & Co., Quedlinburg, Germany, seeds.

FREDERICK ROEMER

Seed Grower

Quedlinburg, Germany

Pansy Specialist

GROWER OF

Fine Flower Seeds

Write for Catalogue.

Richard Diener Company, Inc.

Originators and Growers of the Largest and Finest

Gladiolus and Petunias

Catalog on Request

Kentfield, Marin Co., Calif.

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

Tomato Seed for Feed.

The value of tomato-seed press cake as a source of protein feed for live stock has been demonstrated by a series of experiments recently conducted in the protein investigation laboratory of the bureau of chemistry. United States Department of Agriculture. It has been previously estimated by the department that over 2,000 tons of tomato seeds are largely wasted annually as a by-product in the manufacture of catsup and other products by the tomato pulping plants in the United tates. Tomato seeds contain approximately 22 per cent of a valuable oil. The press cake which remains after expelling the oil contains about 37 per cent of protein, which chemical and nutritional experiments have shown to be of high food value.

Young albino rats were fed on a diet in which tomato-seed press cake furnished the only source of protein, the diet having been made adequate in other respects by the addition of the other essential dietary factors. On this diet the rats were enabled to grow at the normal rate, showing that the proteins of the tomato seed contain all of the amino acids essential to the growth of animals. It was also found that the press cake contains sufficient amount of water soluble, or antiberi-beri vitamine.

NEW CROP **LILY OF THE VALLEY** Now on the Way

I am glad to be able to announce that I am again in a position to offer BRUNS' CELEBRATED CHICAGO MARKET PIPS.

VALLEY PIPS FROM COLD STORAGE.

$30.00 per 1000; $16.00 per 500; $8.00 per 250; $4.00 per 100.

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Wholesale Bulb Growers and Importers

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Have mailed their annual catalogue of

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to all their customers.

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FLOWER SEEDS

New Crop Hardy Perennial

DELPHINIUM SEED

Guaranteed saved from our world-famed exhibition varieties at Langport.
Named varieties..... $2.15 per oz.
Mixed..$2.10 per oz.; $25.00 per lb.
Write today direct to

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Japanese Bulbs, Plants and Seeds

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J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA

ROCKY FORD, COLORADO

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JAP. LILY BULBS, Giganteum 7-9 from New York or Chicago. All hardy varieties from New York.

BEGONIA and **GLOXINIA BULBS,** all colors all sizes.

MANETTI STOCKS, English grown, selected for greenhouse grafting.

GLADIOLUS BULBS, best commercial varieties and sizes; all northern-grown.

PALM SEEDS, Kentia Forsteriana and Belmoreana, per bushel or 1000. Phoenix Roebelenii.

BAMBOO CANES, natural and dyed green, all sizes, bale lots only.

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Write for prices on business stationery, specifically stating your requirements.

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Pacific Coast Representative, Mr. W. B. Clarke, Box 543, San Jose, Calif.

Vaughan's Flower Seeds for Early Sowing

BEGONIA

	Trade Pkt.	Oz.
Gracilis Luminosa. Foliage lustrous reddish brown, the flowers are a fiery dark scarlet, 1/32 oz., $2.00	$0.50	....
Prima Donna. Large transparent rose flowers shading to carmine ..... 1/32 oz., $2.00	.50	....
Semperflorens Alba ..... ¼ oz., 60c	.20	....
Atropurpurea Vernon. Red-leaved and red-flowered ..... 1/16 oz., 60c	.35	....
Melaine. White with pink edge	.35	....
Erfordia. Rosy carmine flowers, very free-flowering ..... 1/32 oz., $1.00	.50	....
Grandiflora Superba ..... 1/32 oz., $1.00	.50	....
Wurtembergia. New deep scarlet	.50	....
Single Tuberous Rooted. Finest mixed	.50	....
Single Tuberous Rooted. Frilled	.50	....
Double Tuberous Rooted. Best mixed	1.00	....
Centaurea, Gymnocarpa	.10	$0.50
Candidissima	.25	1.80
Cineraria Martima, Diamond. The leaves are broad, snow white and lasting	.15	.60
Martima Candidissima, white leaved for bedding	.10	.40
Coleus, Vaughan's Rainbow Mixture, 1/32 oz., $1.00	.50	....
Extra Choice, large leaved, Mixed, 1/16 oz., $1.00	.35	....
Cyperus Alternifolius, Umbrella Plant	.20	1.00
Dracaena Indivisa, lb., $5.00	.10	.40
Grevillea Robusta. Fine for window boxes and fern dishes	.15	.60
Heliotrope, Mammoth Flowered, mixed, ¼ oz., 50c	$0.35	$1.60
Lemon Verbena, ¼ oz., 60c	.25	....
Lantana Hybrida, mixed	.10	.30
Bruant's New Dwarf Hybrids	.15	.40
Thunbergia, mixed	.15	.50
Torenia Fournieri Grandiflora	.25	....
White Wings	.25	....
Vinca Rosea, Mixed	.15	.80
Rosea, pink	.15	.80
Rosea Fl. Alba Oculata, white and pink eye	.15	.80
Rosea Alba Pura, pure white	.15	.80
Rosea Delicata, delicate pink	.15	.80

STOCKS

	Trade Pkt.	Oz.
Double Large-Flowering, Dwarf, German 10 weeks, Canary Yellow, Dark Blue, Crimson, Brilliant Rose, Light Blue, Blood Red, White, Flesh. Each as above ..... ⅛ oz., $0.40	$0.25	....
Extra Choice mixed ¼ oz., $0.60; ⅛ oz., .35	.25	....
Giant Perfection or Cut and Come Again. Sky Blue, Flesh, White, Dark Blue, Canary Yellow, Pink, Scarlet. Each as above ..... ⅛ oz., $0.35	.25	$2.20
Bismark, White, Golden Ball, Lavender and Rose. Each ..... ⅛ oz., .50	.25	3.60

PETUNIAS

Large Double-Flowered Sorts.

Double Large-Flowering, extra choice. Mixed 1,000 seeds, $1.25; 10,000 seeds, $10.00; 500 seeds, 75c; 1/64 oz., $3.50.

Double Large-Flowering Fringed, best mixed, 1,000 seeds, $1.25; 10,000 seeds, $10.00; 500 seeds, 75c; 1/64 oz., $3.00.

Vaughan's Special Mixture Double, extra choice, 1,000 seeds, $1.25; 500 seeds, 75c; 1/64 oz., $4.00.

Large Single-Flowered Sorts.

	Trade pkt.
Large-flowering, finest mixed ..... 1/16 oz., $1.80	$0.35
Giant copper color. Beautiful and distinct ..... 1,000 seeds $1.00	
Fringed mixed, extra choice ..... 1/32 oz., $1.20	.35
Giants of California, true ..... 1/16 oz., $2.60	.50
Pink ..... 1/64 oz., $1.20	.50
White ..... 1/64 oz., $1.20	.50
Ruffled Giants, mixed .... 1/32 oz., $1.50; 1,000 seeds	.50
Crimson ..... 1/64 oz., $1.00; 1,000 seeds	.50
German Empress, bluish white, veined purple ..... 1,000 seeds	.50
Triumph of the Giants .... 1/32 oz., $1.80; 1,000 seeds	.50
Balcony Queen. Rich velvety violet with white blotches ..... 1,000 seeds	.50
Balcony White ..... 1/64 oz., $1.00; 1,000 seeds	.50
Royal Purple ..... 1/64 oz., $1.20; 1,000 seeds	.50

Vaughan's Best Mixture. Large-Flowering Single Petunias.
Trade pkt. (1,000 seeds), 50c; 3 trade pkts. for $1.35; 1/32 oz., $1.60

SALVIA SPLENDENS

		Trade Pkt.	Oz.
Clara Bedman ..... ¼ oz.,	$0.65	$0.35	$2.40
Drooping Spikes ..... ¼ oz.,	.75	.25	2.80
Fireball ..... ¼ oz.,	1.00	.35	3.60
Zurich ..... ¼ oz.,	1.00	.35	3.80
America ..... ¼ oz.,	1.25	.50	4.00

VERBENA

	Trade Pkt.	Oz.
Mammoth. Mixed	$0.15	$0.80
White. Extra choice	.15	.90
Purple shades	.15	.90
Defiance. Brilliant scarlet, true	.20	1.20
Firefly. Scarlet, white eye	.25	1.20
Mayflower. Beautiful pink	.35	1.40

Vaughan's Best Mixed Verbenas. This is unquestionably the best strain of Verbena seed in existence. It is composed of the best strains and colors of the mammoth type, the Mayflower, the best European introductions of last year, all grown separately, and mixed in the right proportion.
Trade Pkt., 25c; ¼ oz., 50c; oz., $2.00; 2 ozs., $3.50.

10 per cent for cash with orders of $2.00 and up.

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

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An experience of half a century in producing high grade

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at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.

S. D. WOODRUFF & SONS
Orange, Conn., and New York City.

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KENILWORTH
GIANT PANSY SEED

Kenilworth Mixture, 1000 seeds, 35c; ⅛ oz., 90c; ¼ oz., $1.65; 1 oz., $6.00.

All colors, separate or mixed, 1000 seeds, 30c; any 4 pkts., $1.00; ¼ oz., $1.30; 1 oz., $5.00.

CHAS. FROST Kenilworth N. J.

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Over 80 years experience is valuable to you. Utilize it.

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CYCLAMEN

We must have room and offer for one week, 2,500 2¼-in. Cyclamen, at $10.00 per 100 $90.00 per 1000.
3,000 2-in. Cyclamen, at $20 and $25 per 100
1,000 4-in. Cyclamen, at $40.00 per 100.
Ask for our prices of Easter Greeting Pelargoniums and Ferns.

GEO. A. KUHL, Wholesale Growe. PEKIN, ILL.

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HIGH CLASS PALMS
and Novelties in Decorative Plants

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The Nursery Trade

American Association of Nurserymen.

M. R. Cashman, Owatonna, Minn., President; Paul C. Lindley, Pomona, N. C., Vice-President; Charles Sizemore, Louisiana, Mo., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

The forty-seventh annual convention will be held at Detroit, Mich., June, 1922.

THE American Peony Society's bulletin for November contains the names and addresses of members. The secretary of the society is A. P. Saunders, Clinton, N. Y.

THE box huckleberry, (Gaylussacia brachycera), a very rare plant in the United States, has been found in many parts of West Virginia, by Rev. Fred W. Gray, of Cass, W. Va.

GORE, OKLA.—The F. H. Stannard Nursery Co., Ottawa, Kans., recently established a 105-acre nursery near this city, on the R. F. Harris farm, with Mr. Harris as manager. Eighty acres are devoted to miscellaneous fruit and the balance to grapes.

CHINA is spending $250,000 in reforestation, 100,000 acres of useless land being planted, which it is expected will produce 100 million young trees. About 1,000 nurseries have been established, all of the work being in charge of Chinese forestry graduates of American colleges.

APPLE blister canker, caused by a fungus which gains entrance into the wood through some injury to the tree, is ably covered in Bulletin No. 485 of the New York Agricultural Experimental Station, Geneva, entitled: "Apple Blister Canker and Its Control," by W. O. Gloyer.

PORTERVILLE, CALIF.—The Farmer Nursery Co., which has been engaged in the nursery, fertilizer and spray business here, was recently incorporated with a capital of $50,000, and has greatly enlarged its facilities. Geo. A. H. Farmer, H. F. Elliott and O. Traphagen are the principal officers and stockholders.

MANSFIELD, O.—The Richland Floral Co., specializing in landscape gardening, tree surgery, cut flowers and plants, is the name of the new concern that will take control of the Chas. A. Dow greenhouses, January 1, next. Associated in the business are Kenneth Manner, James McCartney, Jr., and Thorne Irwin, the latter having been with the Davey Tree Expert Co., Kent, O., for a number of years. James McCartney, Sr., will have charge of the greenhouses, and the flower store the company expects to open in the Dickson market, this city, in the near future.

Bagatelle Rose Trials.

According to M. Forestier, chief of the parks and promenades of Paris, the trials of new roses will be continued in the Bagatelle park as in former years. New roses for consideration during 1922 and 1923 must be sent to the Roseraie de Bagatelle au Bois de Boulogne (Railway station, Neuilly-Porte-Maillot, Paris), and must arrive before April 30, 1922. Specimens of new roses sent for trial should, so far as possible, have been raised in pots, and at least five specimens should be sent. Full particulars of the raiser, origin, and parentage of the varieties, together with information concerning any special treatment required by the plants, should be forwarded by letter to the Conservateur des Promenades de Paris, 4, Route du Champ-d' Entrainment, par Neuilly (Seine), Paris. All new roses forwarded will be planted as soon as they reach Bagatelle, where they will remain until the month of October, 1923, so that the jury may have the opportunity of studying the habit and quality of the varieties on trial during two seasons.—London Gardeners' Chronicle.

Spraying Trees from Aeroplane.

For the first time in the history of aviation, fruit trees have been sprayed by an aeroplane. The Ohio department of agriculture, in co-operation with Lieut. John A. McReady, of the United States army, fastened a container filled with arsenate of lead to the side of his machine, and arising to the proper altitude on the windward side of a badly infested orchard, near Dayton, released the powder with such effect that the insects were all killed. From the time of releasing the powder until landing, Lieut. McReady was in the air 51 seconds, it is stated. Horticulturists anticipate an extensive use of this method in spraying large orchards.

Fruit Products of United States.

The United States Department of Commerce, through the bureau of the census, announces the following data, relative to fruit products of farms in the United States, from the agricultural census of 1920:

There were 13,365,805 gallons of cider made on farms, in 1919, compared with 32,583,998 in 1909, a total of 216,617 farms producing it two years ago. The principal states were Pennsylvania, with 2,532,044 gallons; New York, 2,144,848 and Maine, 933,440 gallons. The number of gallons of cider made into vinegar, or to be made into vinegar in 1919 was 6,470,060, there being a total of 7,246,632 gallons produced on farms in 1909, including other kinds than cider. New York, Pennsylvania and Maine were the only states that made over 500,000 gallons each in 1919.

The farms producing grape juice two years ago totaled 30,993, with a production of 2,202,848 gallons. California had 82.7 per cent, making 1,820,895 gallons. Dried fruits, consisting of raisins and grapes, amounted to 612,700,625 pounds, an increase of 59.1 per cent, compared with 1909. The number of farms reporting dried fruits totaled 252,289.

White Pine Blister Rust in Washington.

The secretary of agriculture has information that the white pine blister rust (Cronartium ribicola) a dangerous plant disease not heretofore widely prevalent or distributed within and throughout the United States, exists at Sumas City, Mount Vernon, and possibly other points, in the state of Washington. It appears necessary to consider the advisability of extending the Federal domestic quarantine now in effect on account of this disease to Washington, in accordance with the plant quarantine act, prohibiting the movement from that state into other states and territories, of all five-leafed pines, currant and gooseberry plants.

A public hearing will be held at the United States Department of Agriculture, Washington, D. C., Room No. 11, federal horticultural board, at 10 a. m., January 23, 1922, in order that any person interested in the proposed quarantine may appear and be heard, either in person or by attorney.

Alaska Forests.

The original estimate of 70,000,000,000 feet, board measure, of merchantable timber in the Tongass National Forest, Alaska, made some years ago, probably understates the tremendous timber resources of that reservation, according to a report by E. A. Sherman, associate forester, of the United States Department of Agriculture. The original estimate was made by a former supervisor whose pioneer work as a forester in that region has well stood the test of time. Six years ago Mr. Sherman followed about 1,500 miles of Tongass shore line. What he saw on that cruise satisfied him that the estimate, which he had previously regarded as high, was not unreasonable.

Tree Centuries.

A giant white oak tree, said to be the largest of its kinds in the world, stands in the beautiful Bidwell park, near Chico, Calif. The tree is more than 100 feet high, and its circumference eight feet from the ground is 28.4 feet. Its branches from north to south extend 200 feet, the longest one being 105 feet. General William T. Sherman once stated that an army of 7,000 men could stand within the shade of this tree at noon. Scientists estimate its age at 1,000 years.

HOUSTON, TEX.—The Herman Hale Lumber Co., 3000 McKinney avenue, this city, uses a chrysanthemum engaving in advertising its lumber.

GRAND RAPIDS, MICH.—Paul C. Goebel, son of the well known florist of this city, was elected to lead the 1922 Wolverine eleven in the Big Ten title race. Goebel played end last season.

FT. DODGE, IA.—E. E. Nordwall, the florist here, has turned over his business to a trustee. Mr. Nordwall is a member of the Florists' Telegraph Delivery Association and a rotarian.

M. Koster & Sons
Boskoop, Holland,
Offer to Grow on CONTRACT
MANETTI and Other Stocks for the American Trade.

STAR BRAND ROSES
"American Pillar" and nearly every other good hardy climber.
Send for our list.
The CONARD & JONES CO. WEST GROVE PENNA.
Robert Pyle, Pres. Ant. Wintzer, Vice-Pres.

Dignified, Exclusive Profession not overrun with competitors. Crowded with opportunity for money-making and big fees. $5,000 to $10,000 incomes attained by experts. Easy to master under our correspondence methods. Diploma awarded. We assist students and graduates in getting started and developing their businesses. Established 1916. Write for information; it will open your eyes. Do it today.
American Landscape School, 12-J, Newark, New York

Some Excellent Stock

	Per 100	1000
50,000 2 in., **Geraniums; Ricard, Poitevine, Nutt, Montmort, Perkins, Viaud, Buchner,** etc	$5.25	$50.00
2¼ in., **Heliotropes,** 3 varieties	4.00	38.00
2¼ in., **Marguerites,** 3 varieties	5.00	45.00
2¼ in., **Stocks,** 2 varieties	3.25	30.00
2¼ in., **Calendula Orange King**	3.00	28.00

Also abundance of other stock.
Liberal extras for early orders.

ALONZO J. BRYAN,
Wholesale Florist, Washington, New Jersey

Mention the American Florist when writing

New York Notes.

Herman Weiss, 121 West 28th street, is handling fine blooms of S. J. Goddard's new carnation, the Lark, and a splendid stock of Laddies, also a fine collection of the most popular carnations from W. D. Howard's range.

Vidal, Inc., who recently opened a store on Madison avenue near 43rd street, having Arthur Merritt and Walter Klein, both expert designers, on his staff, had a number of fine combination baskets for the Christmas trade.

A. Meyer, Madison avenue and 80th street, had a large stock of plants and combinations, and a large force of salespeople to handle them on the last days of the week. This shop had good business.

Cut poinsettias seem to have fallen down in popularity. Growers are too careless preparing and packing them, but sales were fair at $3.00 to $6.00 per dozen.

Just as J. W. Hauser and staff, of 571 Madison avenue, were at their busiest arranging Christmas plants, an order came in for a $500 casket cover.

J. D. Flessas, of 665 Columbus avenue, had a fine Christmas stock of plants and sold out well. His shop was finely decorated.

The annual turkey supper, with fixings, was served by Traendly & Schenck, to their customers and the press, December 24.

We have never seen better sweet peas at this season than were handled by Wm. Mackie in the Eighteenth street market.

A. F. F.

Louisville, Ky.

HOLIDAY TRADE NEARLY NORMAL.

A heavy rain, December 22 and December 23, interfered with business to some extent, but notwithstanding the holiday trade seemed to be very near normal. The supply of holly was scarce and hemlock and boxwood were used largely in making wreaths.

NOTES.

The dam that made the beautiful lake at the suburban residence of Anders Rasmussen, New Albany, Ind., gave way during the recent heavy rains, causing a loss of $1,000. Mr. Rasmussen gave some nice presents to his employes, his local salesman receiving a Ford touring car.

Between 400 and 500 plants, made-up in pans and boxes, were sold by the F. C. Haupt Co. This firm cleaned up on cut flowers and had all its Christmas orders delivered by 9 a. m. of the morning of the holiday.

A Postal Telegraph Co. station was installed in the window of Edith Walker & Bros., which attracted considerable attention and undoubtedly secured many telegraph orders.

The C. B. Thompson Co. was busy as a hive of bees and had some large pieces of funeral work, besides the regular Christmas trade.

Hill's Choice Stock

FOR FLORISTS' TRADE

STOCK FOR LINING OUT
Ornamental Evergreens and Deciduous Tree and shrub seedlings, Rooted Cuttings, Grafts, etc., in large assortment of rare, choice and standard varieties for lining out. Annual output, 2,000,000 plants.

LANDSCAPE EVERGREENS
New, rare and standard varieties. Small, medium and large sizes supplied in perfect specimens, with ball and burlap. Largest and most extensive collection in America.

DWARF CREEPING EVERGREENS
Suitable for rock gardens, ground covers, conifer beds, foundation plantings, etc. Our collection is most complete; all desirable tested varieties at reasonable prices.

HEDGE PLANTS
Complete line of all standard sorts suitable for hedge planting, such as **American Arbor Vitae, Japanese Barberry,** etc.

HARDY TUBBED EVERGREENS
Clipped specimens, **Thuyas, Junipers,** etc., in Pyramids, Globes and natural shapes, in large assortment.

WINDOW BOX EVERGREENS
All hardy and desirable sorts, best selection, lowest prices. This line offers live florists a grand opportunity to increase sales and profits.

Send for Complete Florists' Catalog.

The D. Hill Nursery Co., BOX 404. Dundee, Ill.
EVERGREEN SPECIALISTS—LARGEST GROWERS IN AMERICA.

Mention the American Florist when writing

Seasonable Stock

Asparagus Sprengerii, 1½ in., $3.50 per 100, $30.00 per 1,000; 2½ in., $5.00 per 100, $45.00 per 1,000; heavy 4 in., $15.00 per 100; heavy 5 in., $25.00 per 100.
Bougainvillea, Glabra Sanderiana, 2½ in., $10.00 per 100; 3 in., $20.00 per 100; 5 in., $75.00 per 100 specimens; 6 in., $100.00 per 100 specimens.
Begonia, Glorie de Chatelaine, 2½-in., $6.00 per 100; Corallina Lucerne, 2½-in., $10.00 per 100; 2-in., $15.00 per 100; Metallica, 2½-in., $6.00 per 100; Argentea Guttata, 2½-in., $8.00 per 100; M. de Lesseps, 2½-in., $8.00 per 100; Pres. Carnot, 2½-in., $8.00 per 100; Thurstoni, 2½-in., $10.00 per 100.
Lantanas, dwarf, eight best varieties including three wonderful reds, Craigi, Jacob Schulz and Michael Schmidt, $5.00 per 100, $45.00 per 1000.
Fern Dish Ferns, best varieties, 2¼-in., $5.00 per 100, $40.00 per 1,000.
Genista, Racemosus, well trimmed, 4-in., $20.00 per 100.
Hydrangea, good French varieties, 2½-in., $6.50 per 100, $60.00 per 1,000; 4-in., $20.00 per 100.

The Storrs & Harrison Co., Painesville, Ohio

Mention the American Florist when writing

Plant Propagation, Greenhouse and Nursery Practice.

By M. G. Kains.

342 pages, illustrated. Price, $2.25.

American Florist Co.
440 S. Dearborn St., CHICAGO

H. G. Walker has just finished building a propagating house, 10x110 feet.

The Jacob Schulz Co. did a fine business in cut flowers and plants.

The F. Walker Co. cleaned up well with plants.

H. G. W.

CARNATIONS
F. Dorner & Sons Co.
Lafayette, Ind.

Mention the American Florist when writing

REX BEGONIAS
3-inch, $2.00 per dozen.
GERANIUMS (Our Specialty)
Nutt, Buchner, Ricard, Poitevine, Viaud
Good short jointed plants from 2-inch pots, at $3.50 per 100; $35.00 per 1000.
We ship safe anywhere
Elmer Rawlings, Wholesale Grower, ALLEGANY, N. Y.

Market Gardeners

Vegetable Growers' Association of America.

Louis F. Miller, Toledo, O., President; H. A. Dooley, Cleveland, O., Vice-President; C. H. Nissley, New Brunswick, N. J., Secretary; H. J. Cheney, Grand Rapids, Mich., Treasurer.

Higher Berry Express Rate Forbidden.

Washington, D. C.—Increases in express rates on strawberries from Florida to points in northeastern portions of the United States, for which application was made last September 29, have been refused by the interstate commerce commission on the ground that rates are sufficiently high to secure the express companies a reasonable return.

Prices of Indoor Fruits and Vegetables.

Chicago, December 27.—Cucumbers, per crate, $4.50; head lettuce, per crate, $3.50 to $5; carrots, $4 to $5 per 100 bunches; cabbage, $1.50 to $2 per crate.

New York, December 23.—Cucumbers, Boston, $3.25 to $3.75 per dozen; mushrooms, per three-pound basket, 50 cents to $1.25; radishes, 100 bunches, $3.50 to $7; lettuce, three-dozen box, $1.25 to $1.50.

Vegetable Movement.

WEEK OF DECEMBER 19-24.

Potato values showed an increase of 15 to 20 cents per 100 pounds in middle western consuming markets, northern round whites selling to Chicago jobbers at $1.80 to $2. Stock at Maine shipping points gained five to 10 cents, closing at $1.41 to $1.46. Shipments generally were light, Maine supplying 528 cars, or one-third of the total. There have been 723 cars imported from Canada during the past season.

Cabbage shipments have been rather heavy at New York, but moderate in other centers, eastern markets showing no change in prices. Prices were firm in middle western markets, bringing $50 to $55 per ton, for Danish stock. At Wisconsin shipping points $35 to $42 has been realized.

Apple movement has rapidly decreased, but no advances in values have been noted, due to the usual dull period at the holidays. Northwestern states shipped 660 cars and 122 cars were disposed of from the barrelled sections, mostly in the east. Northwestern, extra fancy Spitzenburgs have been sold at $2.25 to $2.75 per box in eastern centers.

Sweet potatoes, from New Jersey, are selling at $1.75 to $2 per bushel in eastern markets and reached their highest level at Chicago, closing at $2.25. Virginia No. 1 yellow kinds brought $4 to $4.25 at New York. Shipments amounted to 282 cars, 60 per cent less than the previous week.

Onion values showed no change, with the exception of red stock, which brought 50 cents per 100 pounds, less, at Chicago and St. Louis. Yellow Globe's at Connecticut valley shipping points have been sold to jobbers at $5 to $5.25.

String bean shipments, from west Florida, are reported light, although more acreage was planted last autumn than a year ago at that time.

Cauliflower, from California, was in better demand, bringing $2.50 to $3 per standard crate at New York, smaller sized crates selling at $2.25 to $2.50 in Chicago.

Dutch Vegetable Auctions.

A Dutch auction is one in which the auctioneer starts at a high figure, which is gradually reduced until a bid is received, in contrast with the method of working up the bidding from a low figure, says a writer in the London, Eng., Daily Mail.

In view of the success of the Dutch in capturing the Covent Garden trade in recent years, the method of acutioning market-garden produce in Holland is worth a description.

In one case in the Westland 200 market gardeners have joined forces and erected an auction hall on a canal. The growers bind themselves to sell in this market only; thus, the merchants are forced to compete with each other for the produce and high prices are realized. The merchants sit at numbered desks on one bank of the canal and the auctioneer has an office on the other bank. Each desk has a button communicating electrically with a big dial near the auctioneer. This dial has prices marked round the rim and a big pointer which swings round when released. A large load of cucumbers is punted down the canal between the merchants and the auctioneer.

The quantity and quality are announced and the pointer on the dial is released. When the price some merchant is prepared to give is indicated by the pointer he presses his button and the pointer stops. His number on a neighboring board is illuminated, the auctioneer makes a note of the transaction and the next barge moves in. No noise, no fuss; this auction is a victory for co-operation. The merchants have packing sheds on adjacent wharves so that cucumbers sold in Westland one morning are in London the next.

Until two years ago Germany was their best market, but now Germany cannot pay the prices demanded by the growers and England is the chief importer of Dutch market-garden produce.

Crawfordsville, Ind.

A. S. PETT FLOWER SHOP OPENING.

The opening of the beautiful and modern new florist shop of A. S. Pett, on the site of his former building adjoining his greenhouses at the corner of Walnut and Main streets, was held recently. It had been hoped that the building might be ready for the formal opening sooner but many details were not completed until this week, although the store had been in use some time. In every possible detail has the building been made to conform to modern lines. The structure is of brick, and is of such artistic design that it is a distinct ornament to the city, from an architectural standpoint. The extensive plate glass windows on the south and east sides of the store afford ample room for excellent floral displays of pot plants and cut flowers, in addition to furnishing fine lighting. Conservative, good taste features the interior decorations, willow writing desks and chairs forming the major portion of the furniture, in addition to counters and handsome cabinets for flowers. A varied display of orchids, chrysanthemums and violets were the features of the opening day, and souvenirs were presented to all visitors. At all times, according to the present plans, seasonable displays will be in the shop. For nearly 15 years Mr. Pett has been engaged in the floral business here, and the dedication of the present building marks the culmination of an extremely successful business career in this line. E. B.

Oklahoma City, Okla.

HOLIDAY DEMAND SATISFACTORY.

The holiday business was long drawn out, with a last minute rush which exceeded expectations, leaving the stores practically clean of salable stock. Fancy roses were the most popular, with pot plants closely following. Roses brought $4 to $15 per dozen with the better grades taking the preference. There were not enough red carnations to go around. Cut poinsettias, of excellent quality, cleaned up well. Corsage trade was normal and all business transacted equaled that of a year ago, it is said.

PAUL RICHMOND.

Mushroom Growing

By B. M. Duggar

Presenting accurately the requirements for success.

260 pages, cloth, fully illustrated. Price, $1.75

American Florist Co.

440 S. Dearborn St., CHICAGO

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty.

Elmer D. Smith & Co.

ADRIAN, MICH.

Chrysanthemum Specialists

Catalogue Free.

Miscellaneous Stock

Swainsona, white.....4-inch, 15c
Cleveland Cherries.....5-inch, 25c
Cleveland Cherries.....4-inch, 15c
Cyclamen.....5-inch, 50c
Genistas.....5-inch, 25c

Cash.

ROSENDALE GREENHOUSES

DELANSON, N. Y.

FERNS

Good, stocky, clean stuff, ready for a shift; will be shipped without pots, and will require a larger size to be potted in when received.

Boston, Scottii and Holly, 4-inch, $3.60 per doz., $25.00 per 100; 5-inch, $5.40 per doz., $40.00 per 100; 6-inch, $8.00 per doz., $60.00 per 100.

HOLLY FERNS

Holly and assorted Table Ferns, heavy 3 inch stuff, $1.00 per doz.; $6.00 per 100; $55.00 per 1000.

R. VINCENT, Jr. & SONS CO.

White Marsh, Md.

Multiflora Japonica Rose Seedlings

Best American Rose Stock for Budding and Grafting.

New England grown, well rooted.

No. 1. 4-6 mm .....$15.00 per 1000
No. 2. 2-4 mm ..... 10.00 per 1000

Ready for delivery after November 1st.

C. R. BURR & COMPANY, - Manchester, Conn.

Ready Reference Section

15 CENTS, NET, PER LINE

ALTERNANTHERAS.

ALTERNANTHERAS, red, yellow and green, R. C., $1.25 per 100; 2-in., $2.50 per 100. Montgomery Gardens, Sac City, Ia.

AMARYLLIS.

AMARYLLIS, 2½-in. stock, $8.00 per 100; 5-in. plants, 40c each. Montgomery Gardens, Sac City, Ia.

ASPARAGUS.

Asparagus Sprengeri, 1½-in., $3.50 per 100; $30.00 per 1,000; 2½-in., $6.00 per 100; $46.00 per 1,000; heavy 4-in., $15.00 per 100; heavy 6-in., $25.00 per 100. The Storrs & Harrison Co., Painesville, O.

Asparagus Sprengeri, 2½-in., 4½c each. ODOR GREENHOUSES, Iola, Kan.

ASPLENIUM.

Asplenium Nidus Avis (Bird's Nest Ferns), good strong, healthy stock, 3-in. pots, 35c; 4-in., 75c; 5-in., $1.50. Packing material charged for at cost. Wm. K. HARRIS, 55th and Springfield Ave., W. Phila., Pa.

BEGONIAS.

Begonias, Luminosa, Prima Donna and Gloire de Chatelaine. 2-in., $3.00 per 100, $27.50 per 1,000; 3-in., $6.00 per 100, $50.00 per 1,000. R. Vincent Jr. & Sons Co., White Marsh, Md.

BEGONIA, Chatelaine and Luminosa, R. C., $3.50 per 100; 2-in. stock, $7.00. Montgomery Gardens, Sac City, Ia.

Begonias, large leaved, in variety, 2½-in., $8.00 per 100. The Storrs & Harrison Co., Painesville, O.

BOUGAINVILLEA.

Bougainvillea, Glabra Sanderiana, 2½-in., $10.00 per 100; 3-in., $20.00 per 100; 6-in. specimens, $75.00 per 100; 6-in. specimens, $100.00 per 100. The Storrs & Harrison Co., Painesville, O.

Bougainvillea Sanderiana, pyramid and globes, $2.00 to $10.00 each. A. L. MILLER, Jamaica, N. Y.

BULBS.

Bulbs. Hyacinths, Tulips and Narcissus, Dutch. Stock of the best quality and net prices lower. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Bulbs. Tuberous-rooted begonias and gloxinias, sizes 1½—2-in. in diameter. For prices see display advertisement elsewhere in this issue. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Bulbs. Begonias, tuberous rooted, gladiolus, canna, caladium, tuberoses, Japanese lily. Write for prices. American Bulb Co., 172 Wabash Ave., Chicago.

CALLAS.

CALLA BULBS

Calla Aethiopica, the popular white calla, clean, sound bulbs, all with crown shoots.

Size Diameter	Per 100	Per 1000
1¼ to 1½-inch	$ 6.00	$ 50.00
1½ to 2 -inch	8.00	76.00
2-inch and up	16.00	126.00

Satisfaction guaranteed.

SEVIN-VINCENT CO.
612 Washington St. San Francisco, Calif.

CANNAS.

CANNAS. Select 2 and 3 eye roots. King Humbert, $4.50 per 100; Florence Vaughan, $3.00 per 100; Wintzer's Colossal, $5.00 per 100. Montgomery Gardens, Sac City, Ia.

CARNATIONS.

ROOTED CARNATION CUTTINGS.

Our high quality stock needs no introduction to the trade and is big value at the prices quoted.

	100	1000
White Enchantress	$3.50	$30.00
Pink Enchantress	3.50	30.00
Ward	4.00	35.00
Matchless	4.00	35.00
Rosette	4.00	35.00

WIETOR BROS.,
Wholesale Growers of Cut Flowers.
30 East Randolph St. Chicago

CARNATIONS. We are now booking orders for Nebraska, the best red; Matchless, the best white; and Mrs. C. W. Ward, the best pink, at $5.00 per 100, $45.00 per 1,000. Orders filled in rotation as received.
Montgomery Gardens, Sac City, Ia.

Carnations. Write for price list of latest varieties. F. Dorner & Sons Co., Lafayette, Ind.

COLEUS.

COLEUS! COLEUS!

Eight best varieties, well rooted cuttings, $1.00 per 100. 2½-in. plants, ready for 3-in., extra fine, $3.00 per 100, $24.00 per 1,000. Cash. KENT GREENHOUSES, Newark, O.

COLEUS. Good choice varieties, including Trailing Queen and Golden Bedder; mixed rooted cuttings, $1.25 per 100, 3-in., $6.00 per 100. Montgomery Gardens, Sac City, Ia.

Coleus. Rooted Cuttings; write for prices. H. E. HERR & SON, West LaFayette, Ind.

CHRYSANTHEMUMS.

Chrysanthemum novelties for 1921. Preliminary list free. Elmer D. Smith & Co., Adrian, Mich.

Best new and standard varieties. Ask for list. ROMAN J. IRWIN, 43 West 18th St., New York.

CHRYSANTHEMUMS.

CHRYSANTHEMUM CUTTINGS.

Smith's Advance (white), Smith's Advance (yellow), Rosea, October Frost, Sunray, Rose Perfection, Marigold, Sun Glow, Titanic, Pink and White Chieftain, Smith's Sublime, Unaka, Midnight Sun, Loyalty, Oconto, Chrysolora, Mrs. Fowley, Sunbeam, White Turner, Richmond, Smith's Imperial, White and Golden Mistletoe, C. W. Johnson, Pink and White Seidewitz, Chas. Razer, Celebration, Major Bonnaffon, First Kind Emerita, Mrs. Totty, Betsy Ross, Clenview, White and Golden Chadwick, $35.00 per 1,000.

December Beauty, $45.00 per 1,000.

Rosanda, White Surprise, Muskoka, Orange Queen, Thanksgiving Pink, $10.00 per 100.

Caprice, Carmelite, Katherine Thompson, Mrs. Greening, Yellow, Lilac, White, Dr. Printemps, $50.00 per 1,000.

POMPONS.

Vivian Martin, Mary Pickford, Marguerite Clarke, Billie Burke, $8.00 per 100.

Sunshine, Little Bronze, Early Pink Niza, Mrs. Buckingham, Mrs. Frank Beu, Golden West, Yellow Anemone, Bronze Late, Red Pompon, Xmas Gold, White Pompon, $35.00 per 1,000.

ELI CROSS,
150 Monroe Ave. Grand Rapids, Mich.

CINERARIA.

CINERARIAS. Large flowering strain of beautiful colors, 3-in., $7.00 per 100, 4-in., $8.00. Montgomery Gardens, Sac City, Ia.

CLEVELAND CHERRIES.

Cherries, Cleveland, Holland Berry and Orange Queen. For sizes and prices see display advertisement elsewhere in this issue. Carl Hagenburger, Mentor, O.

CYCLAMEN.

Cyclamen, for one week only. 2¼-in., $10.00 per 100; $90.00 per 1,000. 3-in., $20.00 and $25.00; 4-in., $40.00 per 100. Geo. A. Kuhl, Pekin, Ill.

DAHLIAS.

Dahlias, best varieties for florists' use. Some bargains for a short time.
LYNDHURST FARM, INC.,
First Road,
Hammonton, N. J.

ERICAS.

ERICAS

For growing on, from 3½-in. pots.

Xmas varieties—	Per 100
Fragrans Melanthera, white	$20.00
Regerminans, lavender	26.00
Hielana, new orange	30.00
Felix Faure, red	26.00
Pres. Carnot, orange red	20.00
Ovata, lavender	25.00
Easter varieties—	
Cupressina, shell pink	30.00
Persoluta Rosea	20.00
Persoluta Alba	20.00
Perfecto, pink	20.00
King Edward VII	20.00
Cylindrica	25.00

Add 3 per cent for packing. Cash, please.

ANTON SCHULTHEIS
College Point, New York

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

FERNS.

BOSTON FERNS.
Good, strong bushy stock.

5-in.	$0.40
6-in.	.75
7-in.	.90
10-in.	2.00

Packing charges free.
DAVIS FLORAL CO.
Davenport, Ia.

Ferns. Bostons and Scotti. Exceptionally strong, clean, pot grown stock for immediate shipment. For sizes and prices see advertisement elsewhere in this issue. R. Vincent, Jr. & Sons Co., White Marsh, Md.

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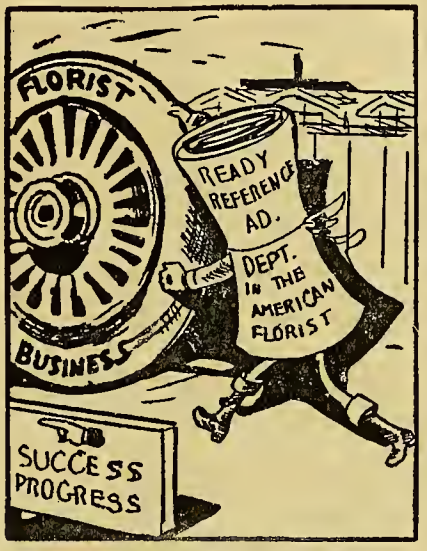

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