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GREENHOUSE GOSSIP

Published Monthly for Those Interested

Vol. 1
No. 1

FIGHT FLORAL CO., Inc.
22 W. 26th Street
New York, N. Y.

MARCH
1942



Yellowing of Hydrangeas

If your plants look yellow, first examine the roots. If they have knobs on their ends, you have nematodes and you'll have to put up with the yellow foliage and stunted growths and flowers. A more common cause, however, is overwatering—the roots will appear brown and few in number. If the roots are O.K., the chances are the soil is not acid enough, nor does it contain iron. Even at this late date a couple of applications of ferrous sulfate—4 oz. to 5 gal. water, will bring the color back in a hurry. Don't use aluminum sulfate unless you are after a blue color in the flowers.

A Service to Our Friends

This modest little leaflet is started in these days of turmoil and stress as a friendly gesture to our friends. Now, when rumors of impending disasters to our industry, often baseless and unconfirmed, are floating about, when priorities stare us in the face, when flowers are omitted by misguided patriots, when scarcity of labor is becoming serious, is the time to commune with our friends and attempt to help in every way possible.

It is our aim to present to you in these columns not idle gossip (despite the name), not personally exaggerated experiences, not unproved suggestions, but terse comments, quick tips, brief notes, and valuable items, which you can use to advantage. We hope the suggestions offered will serve to save and make your business more profitable.

Poinsettia Stock Plants

When buying these you can figure the number you need by remembering that 40-60 cuttings may be expected from each stock plant, depending upon the grade of the stock. If proper precautions are taken almost 100% rooting may be expected. If you have difficulties in rooting and growing on, it is better to buy finished stock or small plants for panning later. A little later we shall discuss the points in propagation and culture. *For list, see page 4.*

A New Daisy

Out of the stock that has won the first prize for the best DAISIES exhibited at the New York Spring Flower Show for many consecutive years comes a new White Daisy.

This is a Winter-flowering type called "SILVER LEAF WHITE." It is the GLAUCA variety having very finely cut leaves. It makes an excellent pot plant. There will be a limited amount to distribute this first season.

Mums

Predictions for the coming season are difficult to make, yet certain trends stand out. This fall, with our enormous war production hitting its full stride, unemployment due to industry change-over should be at its lowest. With good wages, despite heavy taxes, flowers will play an important role in our every day life. Hence we feel that pompons and disbuds especially should command a ready market. To this must be added the fact that Aster cloth used so extensively on the Pacific Coast is no longer available in quantity, which means that California Mums should not cut as much of a factor as in the past. The evacuation of aliens from vital areas in California may also have its effect on Mum production. Furthermore, many growers of shaded Pompons under cloth in the Midwest and East were likewise unable to buy cloth. All this seems to add up to the fact that those who are fortunate in possessing the Aster cloth, could at least plant as much as usual and perhaps even more. Under favorable conditions it is possible to grow good outdoor stock without Aster cloth.

Varieties—For Shading

STANDARDS

EARLY SHADING—July 1–15

(Maturity August 25–September 15)

Blazing Gold, <i>yellow</i>	Hilda Bergen, <i>bronze</i>
Good News, <i>yellow</i>	Detroit News, <i>bronze</i>
Silver Sheen, <i>white</i>	Pink Chief, <i>pink</i>
Albatross, <i>white</i>	J. W. Prince, <i>pink</i>

LATE SHADING—July 15–August 10

(Maturity September 15–October 25)

Indianapolis White	Indianapolis Bronze
Mefo, <i>white</i>	Detroit News, <i>bronze</i>
Albatross, <i>white</i>	Mrs. Roy, <i>red</i>
Good News, <i>lemon</i>	J. W. Prince, <i>pink</i>
Honey Dew, <i>yellow</i>	Indianapolis Pink, <i>pink</i>
Yellow Mefo, <i>yellow</i>	Orchid Queen, <i>pink</i>
Golden Pearson, <i>yellow</i>	

POMPONS

EARLY SHADING—June 20–July 15

(Maturity August 15–September 25)

Yellow Irene, <i>yellow</i>	Rev. Bushnell
Mary Lennon Hall, <i>yellow</i>	Jewel
Yellow Daisy, <i>yellow</i>	Pink Pearl
Nuggets, <i>yellow</i>	Isobel
Yellow Fellow, <i>yellow</i>	Jessie
Yellow New York	*Frieda
Yellow Dot, <i>yellow</i>	Thyra
Yellow Bushnell	Silver Tips, <i>pink</i>
Irene, <i>white</i>	Mrs. M. G. Bulkeley, <i>pink</i>
Minong, <i>white</i>	Pink Dot, <i>pink</i>
White Jewel, <i>white</i>	Capt. Cook, <i>pink</i>
Sea Gull, <i>white</i>	Fez, <i>bronze</i>
*Shasta, <i>white</i>	New York, <i>bronze</i>
*Little America, <i>white</i>	Roman Bronze, <i>bronze</i>
*White Frieda, <i>white</i>	Robin Hood, <i>red</i>
Crystal Jewel	Clara Holford, <i>red</i>

Mums—Varieties for Shading—Continued

LATE SHADING—July 20–August 15

(Maturity September 20–October 25)

Yellow Dot, <i>yellow</i>	*Bronze Frieda, <i>bronze</i>
Mary Lennon Hall, <i>yellow</i>	Princeton, <i>bronze</i>
Yellow Daisy, <i>yellow</i>	*Cora Scovil, <i>bronze</i>
Nuggets, <i>yellow</i>	*Clara Holford, <i>red</i>
*Golden Herald, <i>yellow</i>	Robin Hood, <i>red</i>
Yellow Bushnell	Red Daisy, <i>red</i>
Yellow Fellow, <i>yellow</i>	*Europa, <i>red</i>
Yellow New York	Red Princeton, <i>red</i>
Sea Gull, <i>white</i>	Isobel, <i>pink</i>
*Little America, <i>white</i>	Jessie, <i>pink</i>
*Shasta, <i>white</i>	*Betty Rose, <i>pink</i>
Crystal Jewel, <i>white</i>	Captain Cook, <i>pink</i>
Rev. H. Bushnell, <i>white</i>	*Frieda, <i>pink</i>
*White Frieda, <i>white</i>	Silver Tips, <i>pink</i>
Roman Bronze, <i>bronze</i>	Thyra, <i>pink</i>
Fez, <i>bronze</i>	Mrs. M. G. Bulkeley, <i>pink</i>
New York, <i>bronze</i>	Pink Dot, <i>pink</i>
*Disbudded	Rising Sun, <i>pink</i>

Quality—To produce quality it is essential that plants be set out as early as possible, that verticillium free cuttings be used when available, that pest control measures be practiced effectively, that fewer stems (not more than six) be left to a plant, that overfertilization be avoided. Quality pays.

Hardy Garden Mums

Many people are now becoming interested in hardy Mums for their gardens. During the past few years some excellent varieties have been introduced. The types available now are hardy in gardens quite far north. This year we add to the varieties offered in our Mum catalog five of the new Bristol introductions. Don't overlook this item. It is a profitable addition to your Spring business. Get the cuttings in April, pot them in 2¼-inch and have them ready for selling to customers to plant outdoors in May.

If you haven't our catalog, ask for one. There are many worthwhile bits of information in this catalog including a valuable article by Professor Alex Laurie of Ohio State University regarding the culture of "Chrysanthemum Pot Plants."

For Easter 1943

Easter next year will be late, April 25. Two good varieties of HYDRANGEAS will be MERVEILLE for the light red and REGULA for the white.

Bedding Plants

The full line of bedding plant stock in rooted cuttings is now ready. Many items are suitable for low-priced selling plants this Spring.

FINE AGERATUM of the BLUE BIRD and IMPROVED FRASERI and PURPLE BEAUTY GIANT type make attractive plants at low prices. We have the rooted cuttings ready now. We have new varieties, "WHITE RIVERSIDE" and "PURDUE PRIDE," which are being sent out this year.

CANNA ROOTS are now available in strong 2-3 eye divisions ready for starting for your Spring sales. Get the good ones that sell, like KING HUMBERT, YELLOW KING HUMBERT, and PRESIDENT. There is no increase in prices over those of last year for our usual good quality.

Azaleas

Would you like to grow your own? Many florists have been unable to buy large-sized plants of AZALEAS to finish off for Christmas, Valentine's Day and Easter blooming. At this time of the year we can supply you nice, 2¼-inch pot plants of such popular sellers as: CORAL BELLS, HEXE, SNOW, and also some of the INDICA types.

These could be potted immediately into larger sizes and planted out this Summer to make a salable plant for the coming season. If grown another year outdoors, they would be excellent specimen plants.

We are now selling limited quantities of the new "ORANGE CORAL BELLS"—a seedling of much deeper and livelier color than CORAL BELLS which may eventually replace it.

In May we will also have 1-year bench grown plants which are naturally larger than the 2¼-inch size, ready for planting outdoors or into 4-inch pots.

Of course, we also have a fine list of Azaleas ready to force for Fall delivery.

At the Carnation Show

It is remarkable how fast the oldtime varieties are disappearing from ken. The standard varieties — comparative newcomers — KING CARDINAL, VIRGINIA, CHARM, ROSALIE, OLIVETTE, were excellent and showed what can be done with proper culture and suitable climate. The standouts among the newest introductions were NORTHLAND (white), GIANT PETER FISHER, VIRGINIA HERCULES, and TOM KNIPE (this received the Dorner Medal). Some of the novelties are also worth considering. They add spice to the trade and could really be used in a big way, if the retailers (who really set the public's taste) would only use them more.



Light Your Asters

Are you going to grow some under cloth this year? If so, start them this month, allowing about six weeks from sowing until planting out. As soon as pricked off into bands or pots, use additional electric light (25-watt lamps spaced 5 feet apart) for about three hours each evening until ready to set out. That will bring your outdoor crop in about July 15-30. Royal types are best. Remember that wilt resistant varieties are not guaranteed. If you want to be sure of a crop—steam sterilize your outdoor soil. It may sound expensive and extravagant, but it is sure.

Visit the Shows

They are morale builders. Advertise them in your windows, if close by. Talk about them. People must learn that flowers, though not essential to war production, are essential to the effort behind their production. March sounds like a flower show month with all the big ones coming almost at one time.

SECOND NATIONAL SHOW, ROSES, INC.
Buffalo, March 6, 7, 8

NATIONAL FLOWER SHOW—Chicago
March 15-22

BOSTON FLOWER SHOW—Boston
March 16-21

INTERNATIONAL FLOWER SHOW—New York
March 16-21

PHILADELPHIA FLOWER SHOW—Philadelphia
March 16-21

ST. LOUIS FLOWER SHOW—St. Louis
March 14-22

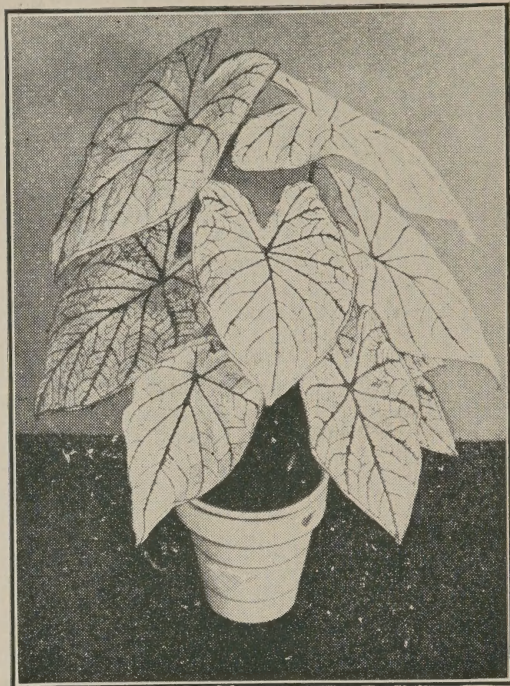
DETROIT FLOWER SHOW—Detroit
March 21-29

Fancy Leaf Caladium Bulbs

Scarcity of blooming plants between now and Fall brings to us FANCY LEAF CALADIUMS with their gorgeous array of colored leaves which will fill the gap wonderfully well. We have completed filling all orders that were booked in advance. We still have a mighty fine lot from which to send you some of your favorite varieties such as: CANDIDUM, ACE OF HEARTS, MME. JULES PICOT, MRS. HALDEMAN, SPANGLED BANNER and your other favorites, or you might leave the selection to us. This is one reasonably priced item which you can afford to resell as a low-priced pot plant.

If you have already received your order of these and would like a few more, we will allow you a special discount of 10% on your reorder.

Another service we offer our customers is to reserve a certain quantity you may want to plant between now and June and ship you, at any stated time, all or any part of your reserved order between now and June. No extra charge for this service.



Fancy Leaf Caladium

Gladiolus

Gladiolus is a bugbear. At least many growers feel that way about it. And it is true that there are too many of them at certain times of the year.

However, as a follow-up crop after Stocks or Snaps or Calendulas, Glads may be planted now and come in before the early local outdoor stock. Furthermore, they may be flatted and set under benches until after Easter and then brought on top of the benches following the Hydrangeas, Lilies and other plants. Some growers use berry baskets, placing two to four corms in each. In this fashion any waste space may be utilized.

We can still send immediately some nice, well-cured, first size bulbs of the beautiful PICARDY variety, MAID OF ORLEANS—white, MINUET—the best lavender variety for forcing and many others.

Conservation of Crepe Paper and Tinfoil

Conservation of Crepe Paper and Tinfoil is almost a necessity. And it looks like a blessing in disguise to us. The frilly, gaudy covers never did add anything to the beauty of the plant. Now that we can't use them as lavishly, why not naturalize the pot plant. Use small wooden tubs, glazed or sprayed pots, or pottery containers. All these serve a dual purpose. They conserve moisture and are simple complements to the plant. And the retailer will get less complaints about the wilting of Hydrangeas and Cinerarias. True, the plants have to be grown better—you won't be able to hide leggy stems.

Poinsettia Stock Plants

New Variety—CHRISTMAS RED ECKE

This is a sport of Mrs. Paul Ecke variety. It has a color similar to the Christmas Red variety. More attractive than Mrs. Paul Ecke variety and will retain its color even if forced at high temperature.

\$25.00 per 100 size \$50.00 per 100 size \$75.00 per 100 size \$100.00 per 100 size

Variegated Ruth Ecke (Patented)—New Ecke White. Small, 1-year-old, field-grown. \$50.00 per 100

Mrs. Paul Ecke
Star of Werder
Barbara Ecke

St. Louis
Pink
Hollywood

True Red
Oakleaf
Ruth Ecke (Patented)
Improved Late White

Double Henriette Ecke
Early White
Cathryn Reed (Patented)

All above: \$10.00 per 100 size, \$15.00 per 100 size, \$25.00 per 100 size, \$35.00 per 100 size, \$50.00 per 100 size
Jumbo Plants, \$65.00 per 100 size

EASTER will be April 5, 1942. Stock Plants will be shipped to arrive immediately after Easter. Any customer desiring shipment before Easter, please advise us when sending in order. We will arrange for it.