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You Can Grow Orchids

In Florida

IT'S EASY
TO GROW
ORCHIDS
IN YOUR
GARDEN,
PATIO



In the North

IT'S SIMPLE
IN YOUR
HOME.
NO
ELABORATE
EQUIPMENT
NECESSARY.

OR HOME

BLC Dorothy Fennell, the first orchid hybrid raised by modern methods in Florida. Our company has been growing orchids outdoors in Florida since 1924. We planted the seed for these plants in 1930.

OR ADVISABLE

(By T. A. FENNELLS, Jr.)

Believe it or not this is true. The chances are that right in your block, or neighborhood at least, one of your neighbors is growing orchids not only with ease but with very gratifying and thrilling success. Here in the Miami region hundreds of people with no special training have found that orchids are an easy and fascinating hobby. These amateur growers have found that they can grow orchids in their homes and in their gardens actually with less effort and work than many other commonly grown plants such as gardenias, roses and African violets—and with consistently greater success. These people are showing the way and the hobby is growing by leaps and bounds, as others watch their success.

For years orchids have had the false reputation of being very delicate and hard-to-grow plants. Actually the plants are, most of them, tough and hardy and will live longer under adverse conditions than most other plants. The false reputation stems from two sources. First, many people forgot or ignored the fact that orchids are epiphytes or air plants (as they are commonly called) and tried to grow them in soil like other plants. Having no success they decided they were hard to grow without giving them a fair chance under anything like their natural conditions. Second: those people that have had success almost invariably have tried to discourage other growers

from trying with tales of their delicacy and the difficulties of growing them in order to keep a monopoly in their own hands. After all, anyone who can grow as "rare," "delicate" and "difficult" a plant as an orchid gains great prestige whether as an amateur or a commercial grower.

This is only one of several misconceptions about orchids believed by many people.

Another misconception held by many is that orchids are tropical jungle plants. Actually very few of the worthwhile orchids come from hot, steaming, dark and damp jungles as so many people believe. It is true that these plants do come from tropical countries but they are usually found growing wild either in open forests or in isolated areas of light forests and almost invariably at altitudes of from 2,000 to 6,000 feet in the mountains. At such altitudes even in the tropics there is quite a bit of cool weather and even occasional frost while the climate in general is much like that here in Florida.

When one makes a study of orchids it is quickly seen that they have the same five general requirements common to all plants and the only difference is a matter of degree. These five basic requirements are: sunlight, warmth, food, water and air. The relative proportions needed by orchids vary from those of other plants but this is the

More and more we're learning that "orchid growing" particularly the growing of Cattleyas and Dendrobiums with a few Oncidiums, strap-leaved Vandas and Coelogynes and some botanicals thrown in, can be reduced to a very simple regime.

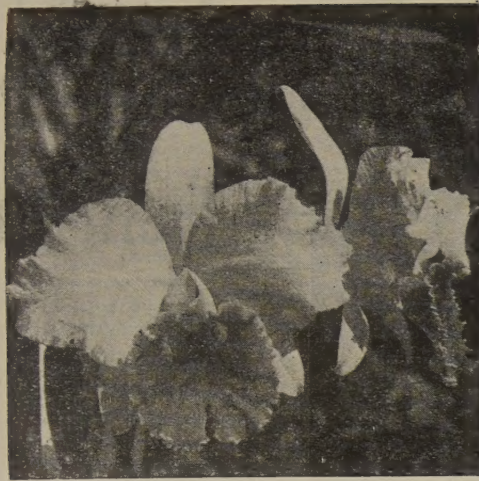
The requirements of these plants are few and easily met in the average home. They are:

1.—**PLENTY OF SUNLIGHT.** A south or east window, unshaded from November until March, lightly shaded, from 9:30 to 3:30, with a thin gauze-like curtain the rest of the year. (If the plants can be placed out in the yard under light shade during the months when no frost occurs so much the better)

2.—**SUFFICIENT WARMTH.** The usual house temperature of 60 - 70 degrees at night and 65 - 75 degrees in the day is fine. No damage is done by occasional drops by the thermometer even into the thirties if only for short periods.

3.—**FOOD.** The osmunda in which most of these orchids are grown provides a small amount of food but if you want stronger, faster growth and more flowers it is desirable to feed the plants with a solution of one teaspoonful **FENORCO PLANT FOOD** to the gallon of water (at room temperature.) Feeding should be done weekly.

4.—**WATER.** Water plants heavily only once per week — lightly once or twice weekly. Remember, let them dry in between watering.



**L. C. ALTESSE
CATTLEYS,
DENDROBIUMS
AND VANDAS FOR
THE BEGINNER**

CATTLEYA TRIANAERI (The Christmas Orchid). Strong plants, nice varieties, lavender corsage type bloom; flowers Nov.-Feb. in 5-in. and 6-in. pots.

*One lead plants.....\$8.50 ea.
Two lead plants.....12.50 ea.
Three lead plants.....\$17.50 ea.

CATTLEYA SCHROEDERAE Fragrant, light pinkish lavender corsage type flowers, blooms Feb., Mar., Apr. One lead in 5-in.-6-in. pot.....\$8.50 ea.

CATTLEYA MOSSIAE (The Easter Orchid). Large, free flowering, lavender corsage type blooms.

Two leads.....\$12.50 ea.
Three leads.....\$17.50 ea.

CATTLEYA PERSISSIMA. A fine compact hybrid, large lavender corsage type bloom purple lip, blooms August to December.

One to two leads in 4-in. to 5-in. pot.....\$12.50 ea.

Two to three leads in 5-in. to 6-in. pot.....\$17.50 ea.

VANDA GILBERT TRIBOULET. Light grayish blue, spotted with dark blue flowers on long sprays; blooms several times yearly. Plants 4-in. to 6-in. tall, in 3-in. pot to bloom two to three years hence.....\$5.00 ea.

VANDA MISS JOAQUIM (The Baby Orchid). As easily grown in Florida gardens as the sweet pea. Wants FULL sun, plenty of food and water.

15-in. cuttings (to bloom in 6 to 12 months).....\$3.00 ea.
30-in. plants in bud or bloom.....\$6.00 ea.
(Not recommended for greenhouse or northern culture.)

COELOGYNE CORRUGATA... Beautiful small sprays of pure white flowers, flowering size in 4-in. pots.....\$5.00 ea.

DENDROBIUM PHALAEOPSIS. A beautiful spray orchid with lavender-purple flowers, about 2-in. in diameter on long sprays in fall and winter.
3-in. pots, plants 5-7-in. tall.....\$5.00 ea.
4-in. pots, plant 8-10-in. tall.....\$12.50 ea.

**Collection
Number**

- 1 SEEDLING SPECIAL**
7 fine young Cattleya plants in 2 1/4" or 2 1/2" pots, each plant 2" to 4" tall, each plant different, fine varieties, 2 whites included
- 2 CATTLEYA and DENDROBIUM SPECIAL**
7 fine young plants Cattleya and Dendrobium hybrids mixed; size as described above.....
(Dendrobiums are easily grown, spray orchids)
- 3 MATURE PLANT SPECIAL**
1 flowering size Cattleya (lavender, large corsage type); 1 Bletia patula, purple spray, terrestrial; 1 Coelogyne corrugata, white spray.....
(Fine for corsages and decoration.)
- 4 CAKE PAN SPECIAL** (as illustrated) 2 flowering size Cattleys large, lavender, corsage type; 1 Hybrid Cattleya seedling in 2' pot
- 5 DOUBLE PAN SPECIAL**
3 flowering size Cattleys (large, lavender, corsage type; 2 Hybrid Cattleya seedlings in 3" pots; 1 Dendrobium in 3" pot....
(Fine for corsages and table decorations.)
- 6 FINE SEEDLING COLLECTION**
20 fine Hybrid Cattleya seedlings in 2 1/4" or 2 1/2" pots, at least 5 whites or white with colored lip included.....
- 7 Fine Vanda, Dendrobium and Cattleya Seedling Collection**
3 Blue Vandas; 5 Dendrobiums; 12 Hybrid Cattleya Seedlings in 2 1/2" and 3" pots.....
- 8 MASTER COLLECTION** --- For the grower who wants plenty of bloom this year and more to come: 7 flowering size Cattleys (large lavender, corsage type); 2 flowering size Dendrobiums; 1 flowering size Coelogyne.....
- 9 MASTER SEEDLING COLLECTION**
15 fine hybrid Cattleya seedlings; plants 6"-8" tall, in 3" pots.....
- 10 MASTER VARIETY COLLECTION** --- To widen your collection to include Vandas, Hybrid Cattleys, Dendrobiums and cluster flowered Cattleys.
15 plants (6 hybrid cattleys, 2 Vandas; 5 Dendrobiums and 2 cluster cattleys in 3" and 4" pots, all seedlings, 6" to 8" tall.

Our **flowering size** plants should bloom at their next blooming season. 2 1/2-in. pot seedlings take 2 to 4 years, 3 and 4-in. pot seedlings should bloom in from 1 to 2 more years.

*Each lead will produce from one to three or four flowers.

NOTE—State whether you prefer Winter, Spring, Summer or Fall flowering varieties—or if you wish a succession of bloom that can be arranged in the larger collections.

Value	SPECIAL PRICE
\$17.50	\$10.00
\$17.50	\$10.00
\$17.50	\$10.00
\$20.00	\$15.00
\$42.50	\$25.00
\$42.50	\$25.00
\$42.50	\$25.00
\$90.00	\$50.00
\$90.00	\$50.00
\$90.00	\$50.00

FENORCO HYDROPONIC PLANT FOOD

Proven by four years of tests and over two years of constant use in our collection. Makes your house plants, African Violets, Begonias and others, as well as orchids, grow strongly and bloom freely.

- 1 lb.....\$1.00. Postpaid in U.S.....\$1.75 (includes packing)
- 5 lb..... 3.75. Postpaid in U.S..... 4.50 (includes packing)
- 10 lb..... 7.00. Postpaid in U.S..... 8.00 (includes packing)

**The Simplest Way to Grow Orchids
in the Home**

The "Fennell Cake Pan Method of Growing Orchids in the Home" does away with all expensive apparatus and makes it possible for you to grow many kinds of orchids easily and cheaply.

NORTH

(Continued from Page One)

5.—**CLEANLINESS**. The easiest way to keep a few plants healthy and clean is to wipe them down weekly with a wet cloth or sponge and a mild soap, such as Ivory. During this process remove the papery sheaths from old growth. If you leave a little suds on the plants it won't hurt them.

6.—**HUMIDITY**. Generally a centrally heated home is too dry for both orchids and you. The most humid rooms in your house are the kitchen and the bath room. If these have south or east windows they can be ideal for your orchids, but the plants can easily be grown in any room with sufficient light with only very simple equipment.

7.—**EQUIPMENT**. Get a large shallow pan or dish—a glass or aluminum cake pan is fine. Place a half brick in the middle of it. Fill the pan with gravel around the brick and with water to about 2-3 the depth of the gravel, place the pan on the window sill or over the radiator in front of the window and place the orchid pot on the brick, above the damp gravel. Keep the water level as constant as possible but always below the bottom of the orchid pot. (See illustration.)

This pan of wet gravel provides sufficient humidity for the plant, prevents excess water from staining floor ad window sill (and incidentally helps provide more pleasant living conditions in the room for you by adding some needed humidity.)



FLORIDA

(Continued from Page One)

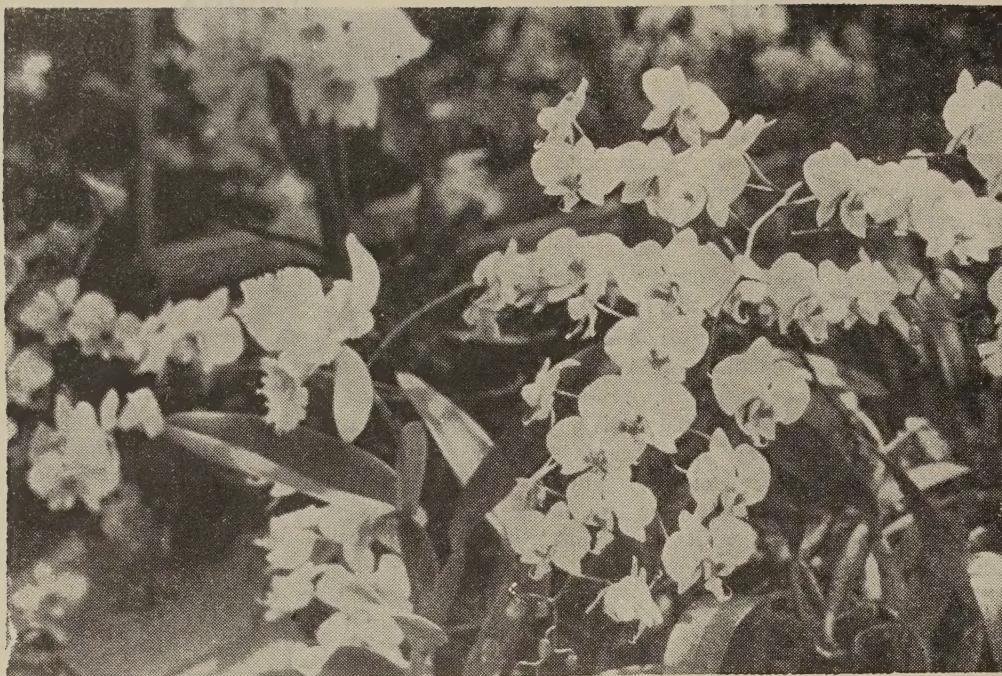
only difference between them and other plants as far as their culture is concerned.

Here in Florida we are lucky to have these requirements available to us in natural form.

Orchids need much more sun than is commonly realized and can be grown anywhere around the house or yard where the sun can be supplied in correct amounts. Ideal sun for most orchids would be the full morning sun up until about 10 a.m., then one-half or more shade until about 3:00 p.m. and then full sun for the rest of the afternoon. The noonday sun will burn them but sufficient shade is easily supplied by hanging them under a tree or in a lath house (if you are fortunate enough to have one).

Other places where the correct amounts of sun and shade can often be found or easily supplied are under the eaves of your house, on the porch or in a south window. Naturally in the winter months a plant can take more sun than in the summer months as the sun is less intense. The correct amount of sunlight is of utmost importance—a plant that gets too much shade has pretty, dark, glossy, green foliage, is usually tall, slender and twisted and seldom if ever blooms—one with sufficient sun will have a light green color, a stocky growth and will produce many more flowers than the others.

(Continued on Page Four)



PHALAENOPSIS

Some of the finest spray orchids known belong to this group. We have both pink and white varieties in flowering size from \$7.50 to \$25.00 each for pinks from \$12.50 to \$50.00 for whites.

(Continued from Page Three)

Watering probably is the hardest thing to learn about orchid culture. In the wild the plants live on trees with their roots exposed to the atmosphere on the bark of the trees so that they can pick up any moisture from light rains and dew. On the other hand, after a rain, the roots are soon dried out by the wind and sun. Orchid roots are fleshy and cork-like, and if kept wet all the time will soon rot off. Orchids in the wild are used to long dry periods and the beginner should keep this in mind, watering only when absolutely sure that they need it. It is better to err on the too dry rather than the too wet side. Once a week should be often enough for watering under most conditions but the safest rule for watering orchids is to soak them when you do water—then don't water again until absolutely sure that they are completely dry. If there is any doubt as to whether or not they need to be watered—don't. In hot, dry, windy weather a spraying over the leaves once or twice a day will help to make up a lack of humidity but this should not be heavy enough to wet the osmunda in the pots.

The temperatures we have here in South Florida are ideal for most orchids as they like average temperatures between 65 and 80 degrees yet can stand temperatures down in the thirties for short periods without damage. There are a few types of orchids that won't grow here because of too high temperature such as most Cymbidiums, and some

like Phalaenopsis, which must be heated in the winter for best results, but as a general rule most tropical orchids can take our weather easily.

Orchids, like all other plants, need food. Just because many are "air plants" and live on trees, rather than in the ground, doesn't mean that they don't need food, it just means that they get it in a different way. The best way to feed orchids is to dissolve Fenorco Hydroponic Plant Food in the water to be used on the plants. This food is readily picked up by the roots and will not burn nor harm the plants in any way if used in the strength recommended.

Orchids need food in proportion to their rate of growth; thus in dark, cool weather the plants can't use as much as in sunny warm weather and it follows that the more sun you can give them the more food they can use and the faster they will grow. Many of the hybrids and some species will bloom several times a year instead of once if they get enough sun and food. Under normal conditions we fertilize once a week and water in between with plain water as needed.

The fifth requirement of orchids is air or ventilation. In the wild they grow up on the trees in breezy, well-ventilated locations and such conditions are easy to supply here either outdoors or indoors—just remember that orchids don't like stuffy conditions for living any more than you do.

Selecting or preparing the proper lo-

cation for growing your orchids is of utmost importance to the ultimate success and amount of work involved in their culture. A location that naturally supplies the largest number of their requirements will result in the least work for you.

Perhaps the easiest way to grow them is on trees. A suitable tree is one which will give some shade but still allow considerable sunlight to penetrate. A rough barked tree is preferable because moisture is held in the cracks of the bark for the roots to pick up and therefore the plants need less watering though they will do well on smooth barked trees also. The plants can be planted directly on the tree as they are found in the wild, or they can be hung in pots or baskets under the tree. Planting them on the tree has one disadvantage in that the plants cannot be moved for observation and care, or taken into the house when in bloom. On the other hand they need less attention, once established, and never need to be repotted. This is, then, the easiest method but not necessarily the best.

We feel that the best way to grow orchids here in south Florida is in a slat or lath house. Such a house can be constructed at little cost and with only a hammer and saw by any amateur handyman. A lath house supplies almost ideal conditions for growing orchids: controllable shading, ideal ventilation and ease of care. Also they can be designed with a little taste and thought to fit into your garden and not be as out-of-place and as much of an eyesore as the average greenhouse. Their main advantage over a greenhouse, however, is ventilation, as greenhouses, though nice for a month or two in the colder winter months, are almost always too stuffy for orchids during the rest of the year.

For more complete instructions and details on the hows and whys of orchid culture come down to the ORCHID JUNGLE and let us show you how we grow them under the various conditions available here in South Florida. We have orchids growing on the trees, in lathhouses and in greenhouses and you can get many ideas on how best to grow them under your conditions. We are always glad to help orchidists with any problems or questions they may have. We will be glad to help you pick out an orchid starter collection, give you ideas on the design of a lathhouse or in general try to help insure your continued interest and success with orchids.

FENNELL ORCHID COMPANY

ORCHID JUNGLE

HOMESTEAD

Follow No. 1 Highway, 25 miles south of Miami

FLORIDA