

# New York State Flower Growers

— INCORPORATED —

BULLETIN 11

JULY 1946

## FLOWER PRICES vs. OTHER COMMODITIES

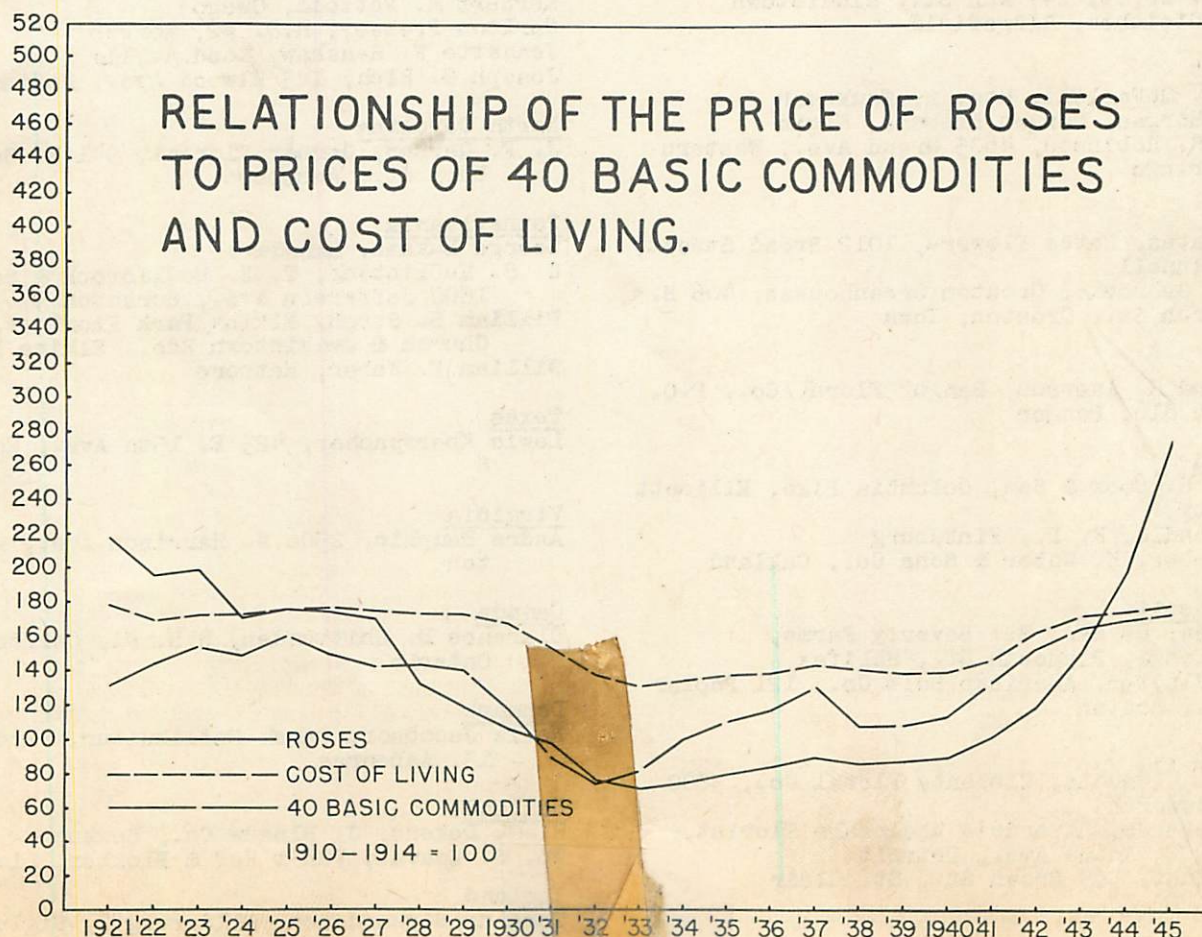
by  
Professor M. Truman Fossum  
Department of Floriculture and Ornamental Horticulture

The wholesale price of roses is assumed to indicate the general price level of flowers because of its weight in the flower market. Harold Brookins, Orchard Park, N.Y. presented much of this information in chart form in January 1946. He correlated rose prices with 40 basic commodities.

We have attempted to gain information in addition to that which has previously been presented by your secretary, Mr. Brookins. Our prices are based on the 1910-1914 period  
cont. on pg. 3

● NOTE - This information is placed before you primarily to enlist your interest in supplying figures pertaining to other flower markets of the country. We hope to confirm flower prices from 1910-1914 in markets other than Buffalo. This would give us a more substantial base price to correlate with the many base prices in Economics. Any assumptions or conclusions are made with the realization that the information is based on one market. If your firm has flower price averages in the years of 1910-1914, we would be very happy to have access to them.

GRAPH I





# WELCOME NEW MEMBERS

## Active

### Chemung

Audrey Clifford Wheelock, Wheelock Gardens,  
1454 Caton Ave., Elmira

### Erie

Charles J. Koestler Jr., R.D. #2, Williams-  
ville

### Monroe

Robert Muijens, 420 Westfall Rd., Rochester 10

### Nassau

Martin Viette, Syosset, Long Island

### Suffolk

Fred Dloquardo, Florist, Sylvan Ave., Bayport

## Associate

### California

John L. Beall, P.O. Box 937, Beall Greenhouse  
Co., Palo Alto

Harold L. Chalifoux, Jr., Pichacho Lane, Santa  
Barbara

### Colorado

William J. Epping, Pres., Colorado Soil Test  
Co., 4360 Winona Ct., Denver 12

Richard S. Hannigan, Davis Bros. Florists,  
327 S. Sherman St., Denver

### Connecticut

Frank W. Kogut, 147 Ann St., Middletown  
Edward Steichen, Ridgefield

### Illinois

Frank E. McFarland, Rte. 2, Waukegan  
George Morgan, Morgan Flowers, Elgin  
Edward R. Robinson, 4605 Grand Ave., Western  
Springs

### Iowa

R. E. Bates, Bates Flowers, 1012 Broad Street,  
Grinnell  
Carl E. Gehrecke, Creston Greenhouses, 406 S.  
Birch St., Creston, Iowa

### Maine

Ferdinand R. Iverson, Bangor Floral Co., P.O.  
Box 816, Bangor

### Maryland

Charles H. Cook & Son, Columbia Pike, Ellicott  
City

J. L. Randle, R. D., Finksburg  
Logan Weber, H. Weber & Sons Co., Oakland

### Massachusetts

Max Cohen, 68 Hart St. Beverly Farms,  
Albert Longo, Plymouth St., Halifax  
Robert Slayter, American Bulb Co., 121 Poplar  
St., Boston

### Michigan

Franklin Clements, Clements Floral Co., 3800  
Wadsworth

Frank Loverde, Loverde's Wholesale Florist,  
209 E. Adams Ave., Detroit

Guy W. Munt, 509 Brown St., St. Clair

Robert Semrau, 15504 Evergreen Ave., E. Detroit  
B. D. Smoke, Smoke Bros. Flowers, 9171 W.  
Fort St., Detroit

### Minnesota

Wm. F. Smith, Glacier Floral Co., Lakeland  
Hotel Bldg., Box 203, Willmar  
Red Wing Floral Co., Red Wing

### New Hampshire

Stuart B. Emerson, The Emerson Gardens, Le-  
banon

### New Jersey

Samuel Houston Baker 3rd, Tottys, Far View  
Ave., Cedar Knolls

Frank N. Eskesen, 257-261 Main St., Madison  
George A. Freytag, Freytag's Flowers, 16  
Samuel St., W. Orange

Ralph Lo Sapio, Totty's, 9 North St., Madison  
X. S. Smith, Box 272, Red Bank

Richard E. Wheeler, The Van Gardens, Kingston

### New York

George Adams, Atkins & Durbrow, 231 S. Grove  
St., East Aurora

Walter C. Elder, Lord & Burnham, Irvington  
Carl D. Hullinger, Cuprinol Inc., 572 Main  
St., Northport

E. G. Oringer, J. E. Weir & Son, St. Manor  
Lane, Jamesport, L.I.

Herbert M. Petzold, Owego  
Carlton Pressey, R.D. #2, Norwood

Jeanette W. Renshaw, Loudenville  
Joseph G. Rich, 123 Elwood Ave., Medina

### North Carolina

J. F. Garner, Garner Florist, 941 E. Salis-  
bury St., Asheboro

### Pennsylvania

George Lukens, Lansdale  
C. S. McClintock, T. B. McClintock & Sons,  
1800 Jefferson Ave., Scranton 9

William S. Stroh, Elkins Park Florists,  
Church & Jenkintown Rds., Elkins Park

William F. Weber, Hatboro

### Texas

Lewis Eberspacher, 423 E. 15th Ave., Houston  
8

### Virginia

Andre Dauphin, 2506 N. Harrison Ave., Arling-  
ton

### Canada

Clarence D. Chittenden, R.R. #1, Cainesville,  
Ontario

### Denmark

Niels Jacobson, Dansk Nellikultur, Frydendal  
13, Aabenraa

### Holland

H. G. Dekens, J. Blaauw Co., Boxkoop  
Wm. S. Zeevat, Van't Hof & Blokker, Limmen

### Iceland

Thrainn Sigurdsson, Hlidarveg 8, Siglufirdi



TABLE I

The Relationship of Rose Prices  
to Other Phases of Our Economy

1910 - 1914 = 100

Year	Roses	Prices-40 Basic Commodities	Cost of Farm Prices Living U. S. A.	Farm Prices N. Y. State	National Income	Earnings of Factory Workers
1921	218	132	179	125	147	167
1922	196	144	170	132	141	174
1923	200	154	173	142	147	203
1924	170	149	173	143	134	203
1925	177	161	177	156	150	216
1926	175	150	178	145	159	231
1927	172	143	176	139	153	225
1928	133	144	174	149	155	233
1929	120	141	174	146	159	247
1930	107	118	169	126	143	216
1931	99	89	154	87	105	172
1932	77	74	139	65	74	125
1933	72	82	132	70	82	120
1934	75	101	136	90	97	141
1935	80	112	139	108	102	160
1936	84	118	140	114	113	188
1937	90	131	145	121	115	204
1938	86	109	143	95	98	189
1939	88	110	141	93	101	203
1940	90	116	142	100	107	223
1941	102	136	149	124	123	271
1942	119	156	165	159	152	343
1943	150	167	175	192	193	422
1944	197	172	178	195	210	462
1945	273	176	182	202	224	404

cont. from page 1

as an index number of 100 for roses on the Buffalo market. Table I presents the data used for the three graphs accompanying this report.

Rose Prices, Cost of Living and 40 Basic Commodities

Graph I shows that rose prices were high in relation to 40 basic commodities and living cost from 1921-1927. From 1927 through 1943, roses were marketed at a significantly lower price than the Basic Commodities. Many growers become accustomed to the relatively low price compared with basic commodities. Consequently they feel that the returns of the past three years are phenomenally great.

The downward trend of rose prices in the 1920's may be partially a result of the effect upon prices by increased production facility and conversion of glass vegetable growing area to flower production. It is likely that the Buffalo area would be representative of this situation.

In the decade of the first World War (1909-1919), there was a greater increase in glass area in New York State than has occurred in the twenty five years since. (Table II) This table also shows that there were more units for the production of flowers in 1919 than at any time before or since. It is well known that during this period many growers of vegetables under glass converted to flowers in addition to using new glass for flower pro-

duction. This rapid increase of production apparently was not followed by increased demand.

Flower prices dropped before 1929. Prices continued to lag during all the ensuing years until recently. This cannot be caused entirely by the things which happened to our economy in 1929. The consistent relationship to Basic Commodities during the decade of 1933-1943 likely is accounted for by the large percentage of flower sales which are not at any time of the luxury sort. The figures for this period help to substantiate the idea that sixty to eighty per cent of the flower sales are for occasions generally considered essential. They are for wedding, hospital and funeral work.

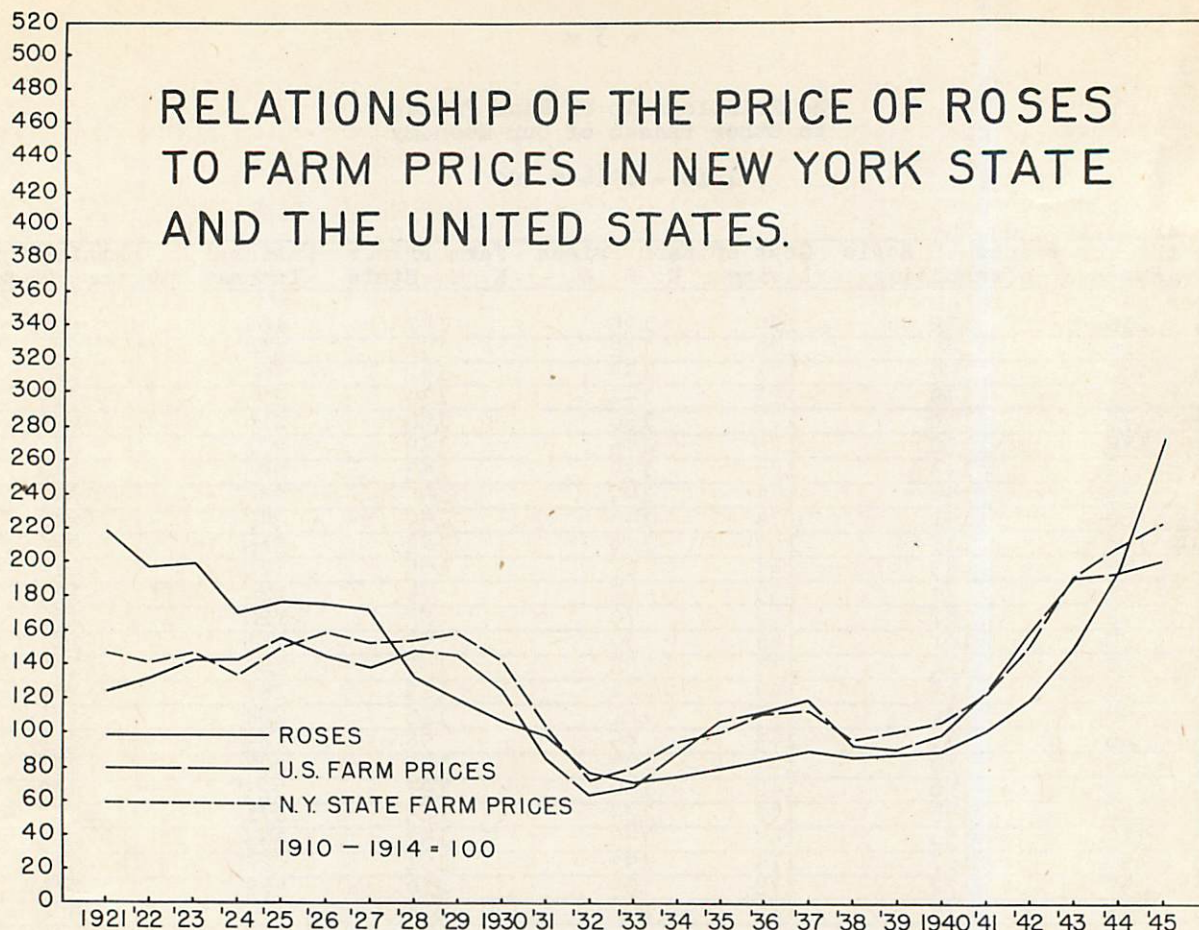
The period of 1933 and 1937 points to the control which cost of living has on flower prices. This in turn indicates the essentiality or non-luxuriant nature of flowers. Probably this is not recognized by the general public. Graph I shows the cost of living in the United States in relation to rose prices. Although cost of living is effected by our economic conditions, it tends to be more stable than any other criterion we may use. Cost of living remained above rose prices from 1928 through 1942 but the two ran nearly parallel through the fifteen-year period.

The comparisons of rose prices with cost of living, 40 basic commodities and farm prices for 1943 through 1945 does not give a clear picture of the facts. Flower prices

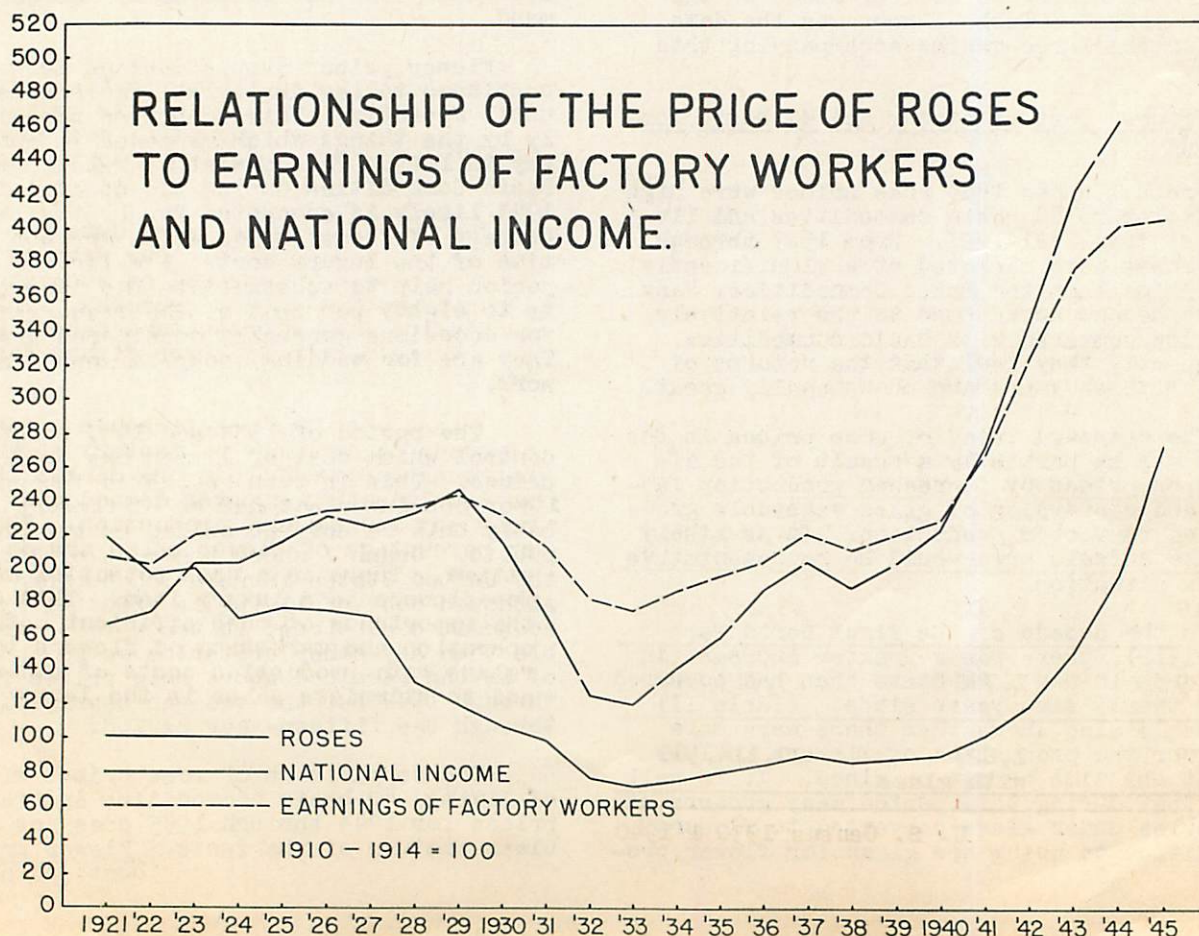
cont. on page 5



GRAPH II



GRAPH III





cont. from page 3

are not necessarily out of line with other commodities, but other commodity prices are derived from official price ceilings and controls and do not account for black markets and other devious channels which have existed during the war years. Also, when we think of rose prices during the past years, we must remember that all of the markets show a decrease in the total quantities arriving on the market.

#### Farm Prices and Rose Prices

Since the Buffalo flower market and flower production area is in an important agricultural part of the state, it is of interest to note the relationship of state and national farm prices to the rose prices. Graph II shows that farm prices for the state and nation remained nearly parallel through the past twenty-five years. State prices were slightly higher most of the time. It is reasonable to assume that the comparatively high, but declining, return for roses through 1927 is caused partially by the catching up of supply with demand by construction and conversion of greenhouse facilities. Since 1927, rose prices have been as low or lower than farm prices. The farm prices for 1942 through 1945 are much lower than actual, for they do not account for the indirect marketing incident to the war years.

Our status as agriculturalists is further substantiated by Graph II which shows a much closer relationship of farm prices with rose prices than any other comparisons we can find.

The four relationships thus far considered in the light of rose prices in Buffalo help us in the initial understanding of that part of the flower business which might be considered constant - wedding, hospital and

funeral flowers which will be purchased when the occasions arise.

#### Rose Prices and Earnings of Factory Workers

Graph III shows the National Income Index and Earnings of Factory Workers Index, both of which are based upon the 1910-1914 period of 100. This index of factory workers earnings is important as it affects the florist business. It represents the earnings of capital or any other portion of our national economy which would have to do with the nation's spending power.

There has been at all times a marked disparity between earnings of factory workers and rose prices, even in the early 1920's, as well as the past three years. If we study the portion of the graph since 1927, we find that the spread between flower prices and farm prices, cost of living and basic commodities has been consistent, even through the following period of nearly 20 years.

With this information before us, can we doubt that there is opportunity for sale of greater quantities of flowers and at good prices? Since the difference between flower prices and earnings was not much greater during the 1930's than in the few years before and since, it is evident that the major portion of our product is sold as a necessity. It would seem that this difference between the earnings of factory workers and flower prices is positive evidence that in this country there is a vast potential sale for our products beyond that portion which is now considered essential.

Not only have earnings of factory workers increased as indicated in this graph, but the efficiency or production per worker has been increasing steadily since the prewar years of 1910-1914.

Table III presents some data for comparison in confirming this. Our methods of production have not improved as much as general agriculture until very recently. This is an indication that floriculture cannot produce at a correspondingly lower figure for industry and agriculture.

Based upon the relationship of the price of roses to earnings of factory workers and national income on this one market (Buffalo), we conclude that greater demand must accompany any increase of production. The greater percentage of flower sales are as necessities. There is a vast potential market for flowers as a luxury item. This confirms the importance of more efficient methods of operation and marketing of flowers to correlate with production costs of other items and to stimulate sales in the luxury market.

TABLE II

Number of Establishments and Area Under Glass New York		
Year	Number of Establishments with flowers and vegetables under glass and flowers in open	Area Under glass Square Feet
1909	1,398	15,066,587
1919	2,508	18,289,628
1929	1,748	19,719,534
1939	1,827 with glass	20,114,360

U. S. Census 1930 & 1940



TABLE III

Indexes for Population, Wage Earners and Production  
(Manufacturers of U.S.A. and Farms of New York)

Year	Population of U.S.A. 1899=100	Wage Earner Manufacturing of U.S.A. 1899=100	Farm Workers of N.Y. 1900=100	Production Quantity Manufacturing of U.S.A. 1899=100	Crop and Livestock Production Quantity of N.Y. 1895-1904=100	Production per Wage Earner Manufacturing of U.S.A. 1899=100	Production per man Farms of N.Y. 1895-1904=100
1865-1874	-	-	100	-	73	-	73
1875-1884	-	-	100	-	82	-	82
1885-1894	-	-	106	-	91	-	86
1899	100	100	-	100	-	100	-
1904	110	115	100	124	100	108	100
1909	121	139	-	158	-	114	-
1914	131	147	101	186	103	127	102
1919	140	191	-	222	-	116	-
1921	145	147	-	194	-	132	-
1923	149	186	84	280	101	151	120
1925	154	178	-	298	-	167	-
1927	158	178	-	317	-	178	-
1929	162	190	-	364	-	192	-
1931	166	140	-	262	-	187	-
1933	168	131	71	228	101	174	142
1935	170	163	-	301	-	185	-
1937	172	194	-	376	-	194	-
1939	175	187	-	373	107	199	-

U. S. Census 1939 and Cornell Bul.  
769 LaMont.

\*\*\*\*\*

## NASSAU COUNTY ASSISTANT AGENT

Fred M. Gordon is the assistant county agent of Nassau County assigned to work with florists and nurserymen. Mr. Gordon started his work July 1.

Mr. Gordon is a native of Ohio, but his home has been in Wilbraham, Massachusetts for the past several years. His basic training in Botany, Plant Breeding, Entomology and Vegetable Crops was at the Massachusetts State College. He graduated from Massachusetts State College in 1942 and since that time has been studying at Cornell in the Departments of Plant Pathology, Entomology and Plant Breeding.

Mr. Gordon is no stranger to Nassau County as he has been working there on the Nassau County Insect and Disease Fellowship for vegetables since starting his work at Cornell.

\*\*\*\*\*



Fred M. Gordon



## ROSES, INC., AND NEW YORK FLORISTS' CLUB FELLOWSHIPS



Colin E. Campbell

### Fellowship on Diseases of Crops

Colin E. Campbell (better known as "Bud") was appointed on the New York Florists' Club Fellowship in the Department of Plant Pathology, July 1. Mr. Campbell will work with the control of diseases of florists' crops. His work will be under the direction of Professor A. W. Dimock of the Department of Plant Pathology at Cornell.

Mr. Campbell was graduated from Dartmouth in June, 1940, with a B. A. Degree in Botany. He also studied at Washington State College. Enlisting in the Air Corps in September 1940, he saw duty both in the Pacific and the European theaters and was released from active duty in December 1945.

Mr. Campbell has long been interested in ornamental crops, having had considerable experience with gladiolus culture. He was in charge of the greenhouses at Dartmouth while a student there.

\*\*\*\*\*

### Fellowship on Greenhouse Rose Pests

Julius R. Hoffman was appointed on the Roses, Inc. Fellowship, June 1. Mr. Hoffman will work primarily with the development of new and improved control measures for insect pests of greenhouse roses. His work will be under the direction of Dr. W. E. Blauvelt, Department of Entomology, and, as is customary with all research fellowships at Cornell, he will obtain specific help from the permanent staffs in other fields on which his work impinges.

Mr. Hoffman has a Bachelor of Arts Degree in Entomology from Ohio State University. His major field of study was Economic Entomology, with a minor in Botany and Plant Pathology. His training in insect toxicology, involving the chemistry of insecticides, insect physiology, and techniques of insecticide testing will be of special value in the insect control work on roses.

Problems to receive immediate attention are: 1. A more thorough study of factors affecting the effectiveness and plant safety of azobenzene fumigation on roses, including temperature, relative humidity, rate of vaporization, methods of vaporization, length of fumigation period, soil moisture, dosage in relation to size and tightness of the greenhouse, etc.

2. Further study of factors affecting the reduction in color of rose buds following azobenzene fumigation and possible methods

cont. on page 8



Julius R. Hoffman

# THE CORNELL STUDENT SITUATION

Attention has been focused on training of veterans and colleges are mostly filled to overflowing with students this year. Many of you have sons and daughters desiring college entrance. Some have probably applied at Cornell or some other college.

## Cornell Situation

Cornell is planning for an enrollment of 9,000 students in contrast to 6,500 as a maximum in the past. There have been close to 15,000 applications for admission to the University. In some divisions there were as many as 40 applicants for every possible position and in no division is the ratio of applicants to available places less than 5 to 1. Limitation on enrollment has been necessary because of the housing shortage in Ithaca. There just aren't enough rooms to hold the students. Barracks are being constructed for single veterans and other housing units for the married ones. A complete analysis has been made of all available housing in and around Ithaca. A large addition to the girls' dormitory is under construction. All of this is not enough to house all of those desiring to enter.

During the coming year classes will be held at night as well as during the daytime. This will make class room enough for the students.

## Admissions

The policy in admitting new students to the College of Agriculture is to recommend for admission those who, on the basis of their background of experience, objectives, and readiness to undertake college work, are best qualified to pursue the work offered in the College. This year we have been giving a great deal of attention to returning veterans especially those with a background of farm experience. Applicants with a good background of experience in floriculture are given the same consideration.

We still have several hundred former students in or just getting out of the service. If such students left for the service and were in good standing they are more or less automatically reinstated to continue college. Many of these are returning for the fall term.

Quotas have been set by Cornell for each college and each college selects the students applying there. The Department of Floriculture and Ornamental Horticulture has nothing to do with the selection of these students. We do not know who has applied or who has been accepted unless notified by the applicant direct. We do not know who is not accepted unless told directly by the applicant.

For the first time the College has had to give consideration to the matter of residence. As a state-supported College we have been giving and are expected to give first consideration to returning veterans of New York State. In spite of this policy we believe we have admitted more out-of-state

students than most other state colleges. Many colleges in other states are limiting admission to state residents. About a fifth of the applications to the College of Agriculture have been from out-of-state. Naturally in a situation where there are many more applications than available places the competition is unusually keen. Only outstanding out-of-state applicants can be considered.

## Some not yet notified

Some applicants have not yet heard if they are accepted. It is well to check if you have not yet heard. You may have not heard because there is a chance of your entering and your application is being held in the hope that the quota will be increased slightly or in the event that some one will drop out.

## What to do

If your son or daughter is not accepted try to enter college elsewhere. Any accredited college will give good training in English, Chemistry, Geology, and Botany in the first year and an outstanding record will give a good chance for entrance in Cornell next fall as a transfer if facilities permit.

If your son or daughter does not get in college they should go to work to gain all the experience possible and then make application again for next fall.

\*\*\*\*\*

cont. from pg. 7  
of reducing or avoiding this.

3. Continued investigation of other methods of vaporizing azobenzene, such as pressure fumigating cans, candles, etc. We have already done considerable work along this line with very promising results. Such methods will be particularly useful in houses at times when steam is not available.

4. Investigation of other new and old chemicals as fumigants and sprays for red spider mite control in the hope of finding others which may be better in some respects than azobenzene, or useful as alternative treatments.

5. Investigation of new insecticides such as benzene hexachloride, Velsicol 1068, and various others as fumigants and sprays for control of various rose pests, such as aphids, thrips, leaf tyers, rose midge, symphylids, and others.

6. Investigation of various new types of equipment for applying concentrated forms of insecticides as finely atomized sprays or mists to save time and labor, as compared with the usual method of applying large amounts of dilute insecticides with power sprayers.

\*\*\*\*\*

Your editor,

*Kenneth Post*