

# New York State Flower Growers

INCORPORATED

BULLETIN 168 Secretary, Charles Wilton, Prattsburg, Steuben Co., N. Y.

Dec., 1959

## 1960 Short Course

January 12, 13 and 14

Presented by the Department of Floriculture of Cornell University  
with the cooperation of  
The New York State Flower Growers, Inc.

**Tuesday evening, January 12, 1960 7:00 to 11:00**

*Registration* Lobby of Alice Statler Auditorium

*Get-together* This is an opportunity to rest your weary bones and relax over a cool drink and see many of your old friends.

*New Varieties* This year we are specializing in a few crops for the varieties display. We have contacted a number of growers to bring new varieties of roses, carnations, and chrysanthemums. In addition to these we have grown over fifty varieties of petunias and twenty varieties of geraniums. These varieties will be on display during the "whole short course" in the exhibition hall and the lobby of the Alice Statler Auditorium.

**Wednesday morning, January 13, 1960**

7:30 *Breakfast* Cafeteria style in Room 220 of the Statler

8:00 *Registration* for late comers in the lobby of the Alice Statler Auditorium

8:30 *Orientation* Alice Statler Auditorium  
A summary of the research you will see on the greenhouse tour by:

J. Boodley, Department of Floriculture  
W. Dimock, Department of Plant Pathology  
J. Naegele, Department of Entomology  
R. Langhans, Department of Floriculture

### *Greenhouse Tour*

Busses will take groups from the Auditorium to the greenhouses. You will see work on nutrition of chrysanthemums, lilies, poinsettias and snapdragons—use of various medias for growing plants—temperature and light effects on poinsettias, snapdragons, lilies and stocks—soil aeration work with snapdragons—chrysanthemum storage—flashing light for long days—heating plastic greenhouses—roses—root rot controls for lilies and poinsettias plus an exhibition by entomology.

The busses will return the groups to the Statler

12:30 *Lunch* Statler Ballroom  
Dr. Charles Palm, Dean of the College of Agriculture, Cornell University, Ithaca, N. Y.

**Wednesday afternoon Statler Auditorium**

"WHAT'S NEW?" moderated by James Boodley

"Pot Plants Around the Country"  
James Shanks, University of Maryland

"Roses from A to Z"  
Wesley Davidson, Rutgers University

"Carnations, Denver Style"  
Bob Holley, Colorado State University

"Chrysanthemums—East to West"  
Bill Skou, Yoder Bros. Inc.

"Other Crops"  
Jim Rathmell, Extension Specialist in Floriculture, Pennsylvania

**Wednesday evening**

6:00 *Social Hour* Lobby of Alice Statler Auditorium  
An opportunity to again study the new varieties, relax, and review the days happenings.

7:00 *Banquet* Statler Ballroom  
Entertainment—Student Style  
Charles Pennock, S. A. F. President

"Floriculture in Europe"  
Ed Geiger, President of Geiger Greenhouses,  
North Wales, Pennsylvania

**Thursday morning, January 14, 1960**

7:30 Salesmen and extension workers breakfast (dutch treat), North dining room, Statler

7:30 Annual meeting of Compensation Insurance Group, No. 453. A breakfast meeting in the Statler Ballroom—all are welcome (Dutch Treat).

(Continued on page 2)

## Program

(Continued from page 1)

### Thursday morning Statler Auditorium

- 9:00 "SAVE LABOR AND SAVE MONEY" moderated by Dick Mayer, Mayer's Greenhouses, Patchogue, N. Y.
- "Cutting Heating Costs"  
Harold Gray, Director of Sales Promotion, Lord & Burnham Co.
- "Fertilize Automatically"  
Wes. Davidson, Rutgers University
- "Ventilate 1960 Style"  
Noel Davis, Ventender Company
- "Water Automatically"  
Bob Holley, Colorado State University
- "Other Ways To Save Labor"  
John Brookins, Orchard Park, N. Y.
- "Labor Saving Can Save Money"  
Joe Metz, Dept. of Agriculture Economics, Cornell University

12:00 *Lunch* Statler Ballroom  
Donald J. Wickham, Commissioner of Agriculture, New York State

### Thursday afternoon Ballroom

"HOW CAN WE SELL MORE?" moderated by Paul Newman, West End Greenhouses, Olean, N. Y.

*RETAILER* Anthony Gilas, New York City

*WHOLESALE* Allen Robbins, Robbins, Inc., New York City

*GROWER* Philip Allen, Stimmings Greenhouses, Ithaca, N. Y.

"HOW DO YOU SELL MORE?" Open Discussion

4:00 Time to go home

---

# Your Speakers

**Dr. Charles Palm:** Dr. Palm has recently been appointed the Dean of the College of Agriculture. Many of you remember Dr. Palm when he was head of the Department of Entomology and then Director of Research at Cornell. Dr. Palm will tell us about some of the things in the future for both Cornell and Floriculture.

**Dr. James Shanks:** Jim is a professor of floriculture at the University of Maryland. He has been doing a great deal of work with pot plants over the past few years, both in the line of fertilization and timing. I'm sure Jim will bring us some valuable information on growing better pot plants.

**Dr. Wesley Davidson:** Wes is a professor of floriculture at Rutgers University. Many of you are familiar with the work that Wes has done over the past few years. He's had a great deal to do with the two subjects he's going to talk about—Roses and Fertilization.

**Professor Bob Holley:** Bob is a professor of floriculture at Colorado State University. He is one of the outstanding authorities on carnations and has done a great deal of research with this crop. He has also worked with the growers in the Denver area on various methods of automatic watering.

**Bill Skou:** Bill is in charge of Research Testing for Yoder Brothers, Inc. In addition to his research work, he travels all over the United States visiting both experiment stations and growers. He will be bringing us some of the first hand information on growing chrysanthemums.

**James Rathmell:** Jim is one of the extension specialists in floriculture for Penn State. His territory is eastern

Pennsylvania. Jim works with many growers of miscellaneous crops and should be bringing us some up-to-date information on the latest problems and their solutions.

**Charles Pennock:** Mr. Pennock is President of the S. S. Pennock Company. He is also president of the Society of American Florists and will be talking to us about the S. A. F. program.

**Ed Geiger:** Ed is president of Geiger Greenhouses in North Wales, Pennsylvania. Ed recently returned from a trip to Europe and has made some very interesting observations, both amusing and educational. I'm sure we will enjoy Ed's talk.

**Richard Mayer:** Dick, his father and brother run Mayer's Greenhouses in Patchogue, Long Island. Dick is also a board member of the New York State Flower Growers Association. He has the job of moderating the Labor Saving Session and has a great deal of interest in and has done a great deal of work along these lines.

**Dr. Harold Gray:** Harold is Director of Sales Promotion for the Lord & Burnham Company. He was formerly a professor of Agricultural Engineering at Cornell. Harold has done a great deal of work on the various methods of reducing heating costs and because of his background, he is well qualified to talk on this subject.

**Noel Davis:** Noel, with his partner, A. O. Rule run the Ventender Company. They have been doing some very interesting work with the controls of ventilators and other equipment in the greenhouse. I'm sure we will all enjoy hearing and learning about how to ventilate cheaper.

(Continued on page 3)

## Speakers

(Continued from page 2)

**John Brookins:** John with his father and brother run Brookins Flowers in Orchard Park, N. Y. John has been extremely interested in labor-saving in the greenhouse for many years. He was one of the first to go into such things as grading and automatic watering. I'm sure we'll all pick up many useful ideas from his talk.

**Donald J. Wickham:** Don Wickham is the Commissioner of Agriculture for New York State. It is his job to administer the rules and regulations for Agriculture in this State. He will be talking on the importance of floriculture in this State and how this agency can supply help.

**Paul Newman:** Paul manages the West End Greenhouses in Olean, New York. Paul has been very interested in the best ways of selling his crops and what he can do to improve acceptance of his products to the wholesaler and retailer. His job will be to moderate the subject: "How Can We Sell More?"

**Tony Gilas:** Tony runs a retail shop in New York City. He has been a retailer for a number of years and has been able to come up with some very interesting ideas on "How the grower can help to sell his products to him."

**Allen Robbins:** Allen with his two brothers run Robbins Wholesale Florists' in New York City. Allen has given a great deal of thought to the subject of "selling" and some very good thoughts on how you can do a better job of selling to the wholesaler.

**Philip Allen:** Phil runs the Ithaca plant for Stimmings Flowers. He has been working on the subject of trying to do a better job of selling to both retailer and wholesaler.

I'm sure many of his ideas will be helpful and will start you thinking.

In addition to these above speakers, you will see and hear from:

**Art Bing,** Associate Professor of Floriculture, Ornamentals Research Laboratory, Farmingdale, New York.

**James Boodley,** Assistant Professor of Floriculture, Cornell University.

**A. W. Dimock,** Professor of Plant Pathology, Cornell University.

**Robert W. Langhans,** Assistant Professor of Floriculture, Cornell University.

**Joe Metz,** Assistant Professor of Marketing, Cornell University.

**John Naegele,** Associate Professor of Entomology, Cornell University.

**Paul Nelson,** Assistant Professor of Plant Pathology, Ornamentals Research Laboratory, Farmingdale, Long Island.

**John Seeley,** Professor of Floriculture, Cornell University.

**Ed Williamson,** Associate Professor of Plant Pathology, Ornamentals Research Laboratory, Farmingdale, Long Island.

We have a very large number of speakers (26) for this Short Course. It will give you an excellent opportunity to get any of your questions answered. All of these speakers will be around throughout the whole Short Course program.

---

# News About The Floriculture Department

John Seeley

Department of Floriculture

Cornell University

Each year at this time I bring you up-to-date in regard to students, faculty, and significant items in the Department of Floriculture and Ornamental Horticulture.

## Undergraduate Students

There is little change in the number of undergraduate students in our various fields of floriculture—greenhouse crop production, nursery crop production, turf management, and landscape design. We have 75 students in these various fields with 26 new students entering our department this fall.

We can always handle more undergraduate students and there are many opportunities for graduates of the department. If you know of someone who is interested in floriculture and ornamental horticulture, or if you have a son interested in this phase of work, I would be pleased to send them further information about our instruction program.

## Graduate Students

Each year we have a new group of graduate students as some of the former ones complete their studies and

leave for various fields of opportunity. Among the newcomers this year, is *Derek R. Smith*, who was graduated in horticulture at the University of Reading in England in 1953. After a year as a landscape architect, he joined the National Agricultural Advisory Service in 1954 as an Assistant County Horticultural Adviser for Cheshire. This would be somewhat comparable to our county agricultural extension service in this country. Mr. Smith has one of the seven W. K. Kellogg Fellowships granted by the Ministry of Agriculture in England and Wales for 1959-60. With his background in floriculture in England, we feel that this will be very worthwhile to have him visiting us and we hope that he will profit also from his experience in the United States.

Derek is working toward a Master of Science degree with emphasis on the study of the most suitable night and day temperature combinations for the forcing of Easter lilies. He also expects to do some work on long term cold storage of chrysanthemum cuttings, since this is of real interest to him in relation to his work in England, where he will return to his position in the advisory service.

(Continued on page 4)

## Floriculture Department

(Continued from page 3)

*Martin Meyer* comes to us from Kansas State University where he was graduated in June 1958 with a major in ornamental horticulture. He worked for one year at Meyer's Nursery in Wichita, Kansas, and is now taking graduate work with us. He is especially interested in foliar nutrition of chrysanthemums and poinsettias and he hopes to go on for further advanced work after obtaining his Master's degree.

Another new graduate student this year is *Lawrence Mitich*, who has a long standing interest in commercial floriculture. After graduation from the University of Wyoming in 1951 and then a Master of Science degree in Agronomy at Wyoming in 1955, he went to Afghanistan where he was an instructor for 4½ years in agronomy at the College of Agriculture and Engineering at the University of Kabul. Lawrence is interested in a broad background in advanced floriculture and ornamental horticulture. He has had some interesting experiences and can tell you a great deal about the agriculture of Afghanistan.

*Francisco J. Hilario, Jr.* is interested in advanced work in floriculture. Frank was graduated with a Bachelor of Science degree from the College of Agriculture at the University of the Philippines in April 1958 and has been serving on their staff as an assistant instructor in general horticulture. He is interested in studying some aspects of gladiolus production, particularly breaking of dormancy and growth under conditions similar to those of the Philippine Islands where temperatures are high and light is good during some periods of the year and poor during others.

*Edward A. Maginnes* has recently completed the requirements for his Master of Science degree with a major in commercial floriculture. He studied temperature as it affects the growth and flower initiation of snapdragons and no doubt you will be reading a report of his work as it becomes available for publication. It is a very interesting study and a worthwhile contribution to our knowledge about plant growth.

*Roy A. Larson*, whom you met at the Short Course last year, is investigating flower bud initiation of poinsettias. Many an hour he is spending in the anatomy lab studying slides to see what is actually happening inside the growing point of the poinsettia. He is interested to know just what happens in relation to various daylength and temperature treatments.

*Joe Hanan* came to Ithaca shortly before last year's Florists Short Course from Colorado State University and is studying toward a doctorate degree in commercial floriculture. Joe is assisting in Floriculture Course 1 and for his research has been very much interested in soil aeration and other physiological factors in relation to the wilt problem of snapdragons. No doubt you will see some of his very interesting research in our college greenhouses at the Short Course in January.

*Makoto Kawase*, a graduate of the University of Tokyo, who received a Master's degree from the University of Minnesota in 1958, is studying the growth promoting and inhibiting substances in Birch as this plant responds to various daylength conditions. He is obtaining extracts of materials in the growing points of the plants by chroma-

tographic and bioassay tests, studying the relationship between the promoters and the inhibitors. Mr. Kawase will be finishing his research studies this coming year.

*Lawrence Sherk*, who came to us from the Ontario Agricultural College at Guelph in Canada, has been conducting a breeding project with a shrub called *Ceanothus*. He is interested in obtaining plants which have blue flowers and still are hardy in New York State.

*Lorne Hill*, a graduate of the Ontario Agricultural College in Canada, is coming down the home stretch on his Master of Science degree research related to the phosphorus nutrition of grasses.

*Robert Mower*, another graduate student interested in the turf research program, is studying some of the disease problems of turf grass.

*Roy A. Mecklenburg*, who is from a nursery family in Illinois and a graduate from Michigan State University, is studying for a Master's degree. His thesis problem is concerned with the development of a controlled method of determining the viability of nursery stock. He is trying to determine freezing injury by a special conductivity method.

*Arthur Leach*, whose work you have seen in relation to greenhouse cooling, completed his work for the doctorate degree this past year is now working with the Rockefeller Foundation on a project in Chile.

*Herrick Smith*, another graduate from this department, obtained his Master of Science degree with a major in landscape design and is continuing his graduate work at the University of Georgia.

## Faculty

An announcement of new members of the faculty has been given in your Flower Growers Bulletin. *Professor Charles C. Fischer* is now active in the extension program related to home floriculture and ornamental horticulture. *Dr. Harold B. Tukey, Jr.* is interested in plant growth, especially woody plant materials and nursery crops. He is teaching the course in plant propagation during the fall semester.

*Dr. L. H. MacDaniels* has returned from his two years of work in ornamental horticulture at the University of the Philippines and we see him quite frequently around the department. Dr. MacDaniels has been very helpful to Ed Maginnes and other graduate students who have been interested in plant anatomy. We are pleased to have Dr. MacDaniels back with us.

## General Developments

As research projects are completed and new ones are undertaken, we see changes in our crop studies and types of research. As a result of the interesting information in relation to day and night temperature as it affects the poinsettia, a whole new research program in relation to the growth and flowering of other crops is anticipated. We are pleased that the New York Florists' Club has made a grant of \$6400 to the Department to support this research, which has as its objective not only the production of higher quality plants and cut flowers, but also more information on methods that will make the crops more profitable. You will be hearing more about this project as

(Continued on page 5)

## Floriculture Department

(Continued from page 4)

time goes on. One of the next crops to be studied is the Easter lily.

A rather extensive study of soil mixtures and fertilization methods has been started and a laboratory for plant nutrition research is in its early stages of development.

The wilt problem on snapdragons and its relationship to various soil types and soil structure, with its aeration effects, is a very interesting research study which is just getting started.

In addition to the research work in commercial floriculture, under the direction of Drs. Robert Langhans and James Boodley, the Department of Floriculture staff continues to cooperate with the Departments of Plant Pathology, Entomology, and Agricultural Economics on projects pertaining to floriculture research and extension.

The extension program with commercial florists continues with a major period of meetings in various parts of the state in the spring and in the fall. The concentration of meetings has been set up with the idea of having best integration with the research and teaching programs of the staff members. Staff members continue to participate in various other meetings especially as arranged through the county agricultural extension services. Two new agents Carl Cranmer, the assistant agent in Westchester County, and Paul Lutz, the new agricultural agent in Rockland County will be working with commercial florists in the southeastern part of the state.

Of interest to commercial florists is the participation of our department in the New York State Fair, especially on the part of Dr. A. M. S. Pridham, who has been Superintendent of the Flower Department, and Russell Mott, who has been helping with the New York State Flower Growers exhibits.

The department has cooperated with the staff of Rutgers University to present a garden information center at the New York Flower Show each year. It is felt that this is a definite contribution to the educational nature of the Flower Show. County agricultural extension staff members from the various metropolitan counties in New York and New Jersey participate at the Flower Show Garden Information Center where many, many garden questions are answered.

The Cornell Ornamentals Research Laboratory at Farmingdale, continues to serve florists in the metropolitan counties, and works closely with the extension services of the metropolitan counties. In the summer of 1959 the staff of the Ornamentals Research Laboratory presented an excellent program for the summer meeting of the New York State Flower Growers.

### The Floriculture Industry

The general field of commercial floriculture and ornamental horticulture as well as home floriculture and ornamental horticulture are expanding in New York State. The wholesale sales value of the floriculture and nursery crops in New York State was above 52 million dollars in 1958. This is about 23 percent of the income from all crop plants which includes such crops as fruit, hay, grain, and vegetables, etc. If it were possible to include the value of home gardening, turf management, as well as some of the other phases of ornamental horticulture, the value of this part of the agriculture of New York State would be tremendous. The requests for assistance from home gardeners is ever-increasing and adjustments are being made in the departmental extension program to do our best to service this new group of constituents without interfering with our service to the commercial florists, nurserymen, arborists and turfgrass managers throughout the state.

---

## Cornell Graduates

James Boodley  
Department of Floriculture  
Cornell University

We were interested in finding out what recent graduates of the Department of Floriculture and Ornamental Horticulture were doing, so last summer we sent out a letter. This letter went to primarily Floriculture students of the classes of 1955 - 1959. The response was not as great as we had expected, but it was still gratifying.

### 1955

*John A. Blaser II*, Blaser's Nurseries Incorporated, Tallavast, Florida. John is still associated with his father and eventually plans to take over the business. A bridegroom in December '58, he and his wife expect an addition to the family in the near future.

*Kenneth Sanderson*, 435 Morris Street, Woodbury, New Jersey. After graduation Ken studied for the Master's degree which he received from Maryland in June, 1958. Following a six month period in the Army, he returned to work for his Dad where he is at present. Ken is contemplating studying for the doctorate, but he would be inter-

ested in a job in New Jersey or surrounding states.

### 1956

*George R. Hunt*, 5023 San Marcus Avenue, Mesquite, Texas. George has had a varied occupational background with two years experience as a zoning administrator in the city planning department for Dallas, Texas. After this, he worked part time on landscape design work while being an architect for a swimming pool company. Manager of a nursery next, until recently, when he went independent as a landscape architect and contractor. One of the homes for which he did the landscape plan and executing was featured in the July issue of "The Builders Magazine" put out by "House Beautiful."

*Robert G. Mower*, Dept. of Floriculture, Cornell University. Bob recently finished a Master's degree in Turf and at present is working on the PhD. In addition to his course work, Bob assists Professor Cornman in the Floriculture 13 course.

(Continued on page 6)

## Graduates

(Continued from page 5)

*Eric A. Muller*, 44 Hempstead Road, Spring Valley, N. Y. Eric started out with a fungicide, insecticide, and herbicide manufacturer where he was concerned with formulation of the product. At present he is with the Ag. Chem. Div. of Swift and Co. covering southeastern New York, northern New Jersey and part of Connecticut. He is married and the father of a little girl born in 1957.

*Edward F. Schneider*, Dept. of Horticulture, Rutgers University, New Brunswick, New Jersey. Ed has been a graduate student since September of '56. He received the Master's degree in June '59 and is continuing work on the Ph.D. degree. He expects to be at Rutgers for a couple of more years.

*Ruth McDevitt Woottar*, 115 Overlook Avenue, Boonton, New Jersey. Ruth was employed as an assistant landscape architect for Andrew and Clark of New York City. Here she designed New York State highway plantings and playgrounds for the city of New York.

At present, she is establishing her own business in Northern New Jersey of landscaping private homes. Besides lecturing to various garden clubs, she assists in her husband's feed and supply company by helping customers with their gardening problems.

### 1957

*Charles De Brock*, Rosedale Nurseries, Inc., Millbrook, N. Y. Charlie is sales manager of Rosedale—in Dutchess. The work involves garden store sales, landscape design and landscape planting.

*Peter V. Gardener*, Hugo Teute Florist, 454 Westfall Road, Rochester, N. Y. Following graduation, Pete went to Europe that summer to look at floricultural operations in Holland and Germany. That fall he managed a small outdoor pompon operation in Rhode Island. A six month army tour followed by a visit to the California flower industry preceded his return to New York State in July, '58.

At present he is a member of the board and vice-president of the firm of Hugo Teute, Inc. His current duties are mainly production.

*Kermit Huttar*, White's Garden Center, Ithaca, N. Y. Kermit spent two years following graduation learning the operation of a garden center while in his brother's employment. Since August 1, he has been the manager of White's Garden Center in Ithaca, N. Y.

*John R. Long*, P.F.C.—US 51418175, U.S. Army Garrison, Fort Holabird, Baltimore 19, Md. John is presently finishing out a two year tour of Army duty which will end in April 1960. Previous to this he did some traveling in the National Parks and several nurseries in Ohio and California. Other work was with a couple of landscape firms and a geranium grower. Until the draft caught up with him, he was a production records clerk for a Dental Mfg. Company on Staten Island.

*Tom Paterson*, Fairfield Nurseries, Inc., Huntington, N. Y. At the time of our letter, Tom was just finishing a two year army tour. His plans were to return to work for his father at Fairfield Nurseries, where he would handle

the landscaping and expand the retail sales department.

*Camille Perron*, 719 79th Avenue, L'Abord a Plouffe, Quebec, Canada. Camille has been working at home since leaving Cornell. A severe back injury had forced him to quit work, but he is on the road to recovery now.

*Theresa Gugino Thew*, Ridge Road, Campbell Hall, N. Y. Theresa is married to John Thew Jr., who with his father, operates a fruit farm and cold storage plant. The mother of three children, she works part-time at a local florist at holidays doing design work.

### 1958

*Daniel Breger, Jr.*, 4608 Concord Pike, Wilmington, Delaware. Dan is working in southern and central New Jersey with H. W. Ridgway Company, calling on the greenhouse trade. Previous to this, he worked with his father in their retail-growing set-up.

*Natalie Gundry*. Natalie was recipient of the Dreer Award and spent the year traveling in Europe and England. Before returning to the States, she is going to spend the winter in Europe, relaxing and doing some free-lance writing.

*Charles Paine*, 2230 Durant Avenue, Berkeley 4, Calif. Charlie is at the Berkeley Campus of the University of California working on the Master's Degree. He also states that there are many employment opportunities with nurseries, etc. in California. He would be happy to correspond with any interested parties.

*Monte R. Shaw*, 1810 Loring Pl., Bronx 53, N. Y. During the summer of '58, Monte took a special tour behind the iron curtain with ten other Cornellians. He was employed as an interviewer with the New York State Employment Agency until September 1, when he entered service for six months.

*Edgar L. Vaughn*, 258 Angur Street, Hamden, Conn. Ed is in business with his Dad operating a 16 acre nursery and garden center in Orange, Connecticut. Most of his time is spent as a landscape architect with some sales work in between.

*Joseph W. Robbins*, 127 W. 28th St., New York City. Following graduation in February, Joe spent several weeks in California observing growing operations. At present, he is working in the family wholesale operation of Arthur Robbins in New York City.

*Russell R. Felthousen*, Camden County Vocational School, 6008 Browning Road, Merchantville, New Jersey. Russ graduated in June and started taking educational courses at Albany State Teachers College. An excellent opportunity as Instructor of Floriculture developed at Camden County Vocational School, where Russ is now located. He is responsible for the instruction in floriculture to students there enrolled.

We would like to repeat this short newsletter again in the future. If you change your address or know of one of your classmates who is not among those reporting, have them drop us a note letting us know where they are located. We are happy to see so many of our graduates remaining in the floriculture field of work.

# Looking At 1960

Joseph F. Metz, Jr.  
Department of Agr. Economics  
Cornell University

The outlook for the nation's economy in 1960 is bright. Despite a prolonged steel strike, more goods and services are being produced than ever before and new records will be set next year.

Consumers are spending more money in retail stores than ever before. They have about 5 per cent more money to spend than last year and are also increasing their credit purchases. Expenditures for non-durable goods, which includes flowers, is up 2 per cent over last year. New York florists in areas affected by the steel strikes report little loss in business. In other areas no great changes in sales have been recorded, but some individual retailers have made significant gains by increasing their selling efforts.

Heavy production continues to plague farmers. Prices for agricultural products as a whole were 4 per cent lower in 1959 than in 1958 and will probably drop slightly during the coming year.

Prices of things growers buy, including trucks, equipment, gasoline, fuel, packaging materials and construction costs, rose 1 to 2 per cent during 1959. These items will cost more in 1960, but the increase in prices should be modest. Local taxes will continue to increase so that greater economic pressure will be placed upon growers in suburban areas.

Labor costs will be affected by the settlements made by the steel and railroad contract negotiations. Industrial wage increases influence labor costs for flower growers because jobs in industry look more attractive as the gap widens and provide impetus for moving from one job to another.

Population is currently 178 million and growing at the rate of 12,000 daily. There are a million more new homes this year than there were last year. The traditional efforts to sell flowers principally for funerals must be balanced with efforts to sell flowers for home use. The proposed industry-wide promotion program is hopefully aimed in this direction.

The supply of flowers is often more important in determining income for flower growers than other economic factors in the short run. Large crops without corresponding increases in the market mean lower prices, and often lower total net returns to growers.

Overall production of the major flowers should be up slightly next year. Some New York growers are planning to cut back on production, but this gap will be filled easily by flowers from other areas. The market should be able to absorb the increase in production at prices comparable to this year's so that total returns should be slightly higher than during the current year. Part of this will be offset by higher cost.

Now is the time to consider costs and returns for various crops. Increase profits by eliminating crops that have low net returns per square foot of bench space and replacing them with crops that yield higher returns. The role of

management must be emphasized more strongly as competition from other areas increases. With improved transportation we can no longer consider our nearness to market a substitute for good management practices.

## Members

Dear Member:

Here it is next year already and you haven't signed up a new member! Don't be selfish—share the privileges and opportunities we in the N. Y. S. F. G. enjoy. Only the other day a florist remarked, "just one idea I found in the Bulletin has more than paid for my membership for years to come."

### JUST A FEW ADVANTAGES OF MEMBERSHIP:—

*Soil-testing service*—the cheapest kind of crop insurance. *Compensation insurance* is available to members at a tremendous discount.

*Up to the minute reports on research* save you valuable time, labor, and money.

"*SHORT TAKES*," a feature of our Bulletin, has given many "old-timers" ideas that have made them enthusiastic boosters for N. Y. S. F. G.

Our "*CORNELL RECOMMENDS*" alone is a manual that is priceless. The 1960 edition will be sent to all members—SIGN 'EM UP NOW so they will not miss out on this wonderful opportunity to receive the grower's "bible," sought after here and abroad.

All this, and more, has helped to boost our membership to well over 1300 in 1959. Let's go on from here!

SIGN 'EM UP—use the blank enclosed—send it in with a check.

Come to the N.Y.S.F.G. Short Course at CORNELL UNIVERSITY.

**DON'T FORGET—JANUARY 12-14  
MARK YOUR CALENDAR NOW**

See you at Ithaca.

Sincerely,  
Richard H. Schloss  
Chairman, Membership Committee

### APPLICATION FOR MEMBERSHIP

NAME .....

ADDRESS .....

FIRM NAME .....

DATE .....

ANNUAL DUES:

Active	\$10.00
Associate	5.00

Make checks payable to New York State Flower Growers, Inc., and mail with application to Charles Wilton, Secretary-Treasurer, Prattsburg, Steuben Co., N. Y.

# Short Takes

Jim Boodley

Pictured is John Luczka, Schenectady, New York with a compact, portable heater that he used in keeping outdoor mums from freezing. John heated two outdoor beds 85 feet long and kept the plants from freezing at a temperature of 22° F. He covered the beds with polyethylene to retain the heat.

The heater shown is made by Knickerbocker Products Co., Dayton, Ohio. It is a Model F-70, no thermostat and has a 70,000 BTU output. The heater will burn 10 hours on a five gallon tank of kerosene or number 1 fuel oil. The cost is about \$125.00. A larger model that has thermomstatic control costs about \$190.00.

This looks like a mighty powerful, small heater to have around.



Don't neglect the last two or three feedings on the poinsettias. These will do a great deal in keeping the plants in good shape for consumer satisfaction.

Our unusually warm, bright weather has brought many of the poinsettias in early this year even though they were lighted. Weather conditions are things we cannot predict and when temperatures are warm and light intensity is good the plants will naturally flower sooner than under poor conditions. Running day temperatures as cool as possible (65° F.) is better than dropping night temperature below 62° particularly if root rot is evident.

## Plane and Bus Schedules

The program will be completed in time for you to check out of your room and still catch the following means of transportation:

Thursday, January 14, 1960

Plane:

Leaves for Buffalo—7:30 pm  
Leaves for New York—5:15 and 9:10 pm  
Leaves for Boston—4:20 pm

Bus:

Leaves for Buffalo—4:50 pm  
Leaves for New York—6:06 pm

# Rooms

Please make your room reservations directly with the hotel, motel, or tourist home.

May we suggest the following:

### Hotels

Willard Straight	Cornell Campus	4-3211 Ext. 2111
Ithaca Hotel	219 E. State	4-5491
Hotel Marilyn	105 N. Aurora	4-9013
Clinton House	116 N. Cayuga	4-6371

### Motels

Plaza Motel	S. Meadow	4-6345
Residential Club	1 Country Road	4-9933
Spring Water Motel	Rt. 13	4-9065
Grayhaven Court	657 Elmira Rd.	4-2564
Valley Motel	Elmira Rd.	3-1546
Crissey's Motel	Rt. 1'	3-1109
Collegetown Motor Lodge	312 College Ave.	2-2408

### Tourist Homes

Hillside Tourist Inn	518 Stewart Ave.	4-9610
Snyder's Tourist Home	314 N. Aurora	4-9296

If you have any trouble locating a room, please contact Bob Langhans, Department of Floriculture, Cornell University, Ithaca, New York.

## Pre-Registration

We have been very pleased with the pre-registration percentages obtained in the last few years. It is a terrific help to us in planning the last minute details. In addition, it makes the job of registration extremely easy for you. All you have to do is fill out the enclosed registration card, and send your check to us. When you arrive, all your tickets, etc., will be waiting and you will not have to wait in a long line.

Whether you are a member of the association or not, if you are planning to attend the Short Course, fill out the card and send it right off.

**Don't procrastinate--Pre-register!**

## In This Issue

- 1960 Short Course
- Your Speakers
- News about the Floriculture Department
- Cornell Graduates
- Looking at 1960
- Members
- Short Takes
- Plane and Bus Schedules
- Rooms
- Pre-registration

YOUR EDITOR,

Bob Langhans