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One of West Coast Firm's 106 Refrigerated Trailer Trucks.

Coast Flowers Reach Midwest Via Trucks

Shipping flowers by truck is not a new operation. But shipping overland from San Francisco, Calif., to Kansas City, Mo., and St. Louis in large refrigerated trailer trucks is a newly organized method of transportation being worked out by Pacific Intermountain Express and Airborne Flower & Freight Traffic, Inc. The trucking firm recently purchased 106 new refrigerated trailers, one of which is pictured. The firm's first load, bound for Kansas City and St. Louis, consisted of chrysanthemums, pompons and asters. During the strike of American Airlines, Inc., a load of carnations was shipped to Wichita, Kan. The trailer was handed over at that point to a connecting trucking line which took the trailer on to Dallas, Tex., where the flowers were transferred to a plane and continued east.

Airborne Flower & Freight Traffic, Inc., picks up the boxes of flowers as usual from flower shippers and then delivers them to the truck firm. Flowers then are placed in a refrigerated truck trailer. Sealed at San Francisco, the trucks are not opened until they reach their first delivery point, which on the first trip was Kansas City. After some of the flowers are unloaded, the trailer is resealed and sent on to its next stop.

The trucking company's new refrigerated trailers were designed to have an extra-large cubic capacity, making the trucks well adapted to the shipment of flowers. Temperatures are thermostatically controlled to the specifications of the shipper. Temperatures are also continuously recorded from pickup to delivery.

Nonstop delivery of the flowers on the first trip made from San Francisco to Kansas City required 62½ hours. An additional seven and one-half hours was required from Kansas City to St. Louis, after the flowers were unloaded

at the first stop. Rates by truck are less on cut flowers than are rates by plane. Rates are comparable to those by express. G. K. A.

Gypsy Funeral

Six rows of pews had to be removed from the chapel at a mortuary at Rapid City, S. D., to accommodate the floral tributes received by Mrs. Florence Mitchell, a gypsy princess who was killed recently in an automobile accident.

A thick roping of red and yellow snapdragons and ferns framed a 6x8-foot recess directly behind the casket, while a 5-foot-long chain, made of asters and roses, formed an arch above Mrs. Mitchell's head, so that the deceased appeared to be lying under a canopy of flowers. An 8-foot-long chain of deep red and white carnations outlined the inner edge of the casket.

The deceased wore a corsage of orange "glamellias" on her blue velvet dress. Small red roses and other flowers were in her hair and strewn about on the coffin. The casket spray, the tribute of Mrs. Mitchell's immediate family, used bright red, orange and white gladioli and deep purple, lavender and white asters.

Among the floral offerings was a cross of red carnations, with a white carnation border and a green bow surrounded by clusters of Garnette roses. Another cross was made of white gladioli and deep rose-colored asters. One 6½-foot cross, with a 3-foot crossarm, was covered with red and yellow snapdragons, red roses and ferns.

Heart designs were numerous among the floral offerings, as were wreaths. One large wreath circumscribed a star of white carnations. There were 30 basket arrangements,

using gladioli, carnations, roses and asters.

Many of the spectacular pieces were done at Siebrecht's Flower Shop.

M. H. C.

United's Cargo Survey

Cut flowers placed second, and nursery stock, ninth, among the 10 top cargo items carried by United Air Lines during the first eight months of 1954, according to a survey just taken by the company.

Ranked by total weight flown, the 10 leading air-freight commodities shipped via United in the period were machines and machine parts, cut flowers, electrical parts and equipment, wearing apparel, auto parts and accessories, printed matter, aircraft parts and accessories, film, nursery stock and live animals.

R. L. Mangold, superintendent of cargo sales, said that cut flowers have held the runner-up spot for the past three years. He also noted the initial appearance of nursery stock on the list and attributed its high standing to the fact that fast air transportation enables growers and shippers to broaden their markets and meet increasing public demand for air-borne flowers and nursery stock.

RICHMOND, Ind.

The market was only slightly more active last week than in the past few weeks, and a good supply of flowers was available.

Feeney's Flowers, Portland, for several years owned and operated by Mr. and Mrs. Tom Feeney, has been sold to Mr. and Mrs. Vernon Schmidt and their daughter, Rose Marie. The style of the shop has been changed to Rosie's Flowers, the shop still being at 111 East Main street. Ralph (Tubby) Armstrong will continue as designer with the new owners. Mr. and Mrs. Tom Feeney are entering another occupation.

Miller Flower Shop, Muncie, is installing an additional walk-in refrigerator in the basement of the present shop, to increase storage facilities.

Recent visitors to the Hill greenhouses were J. G. and Pam Hanssen, of Pam's Florist, Durban, Union of South Africa; G. C. Franc, Englewood, Colo., and William Brechmann, Denver. W. C. M.

Memphis, Tenn.—Mrs. Roy P. Jones has moved from 608 Hughes street to 3470 Spottswood.

Littlefield, Tex.—Bill Dilworth, formerly with Robinson's Greenhouses, Bastrop, La., is now at 709 West Second here.

Sacramento, Calif.—Rico Cortopassi has opened a shop in the remodeled building at 2018 Broadway. Paneling in Flowers by Rico is of redwood, while fashionable buriap drapes one wall.

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