

THE END OF AN ERA

Exactly 40 years and 1 month ago (November 1949), the first bulletin of the *Colorado State Flower Growers Association* was edited by Professor W.D. "Bob" Holley. Prof. Holley joined the faculty of Colorado A&M on 1 June 1949, coordinated a September 1949 Growers Short Course, held a field day at the college in early November, and published

the first bulletin later in the month. Ironically, the first article in the bulletin was a talk by a gentleman who was one of the 1989 Colorado Floriculture Hall of Fame Inductees, Wm. E. Gunesch. Bill had spoken on "What we can do to control wilt diseases of carnations" on 16 September 1949, and Bob felt that the talk was so important it should be

documented and provided to every Association member. The bulletin also contained "Denver Data" by Ralph Hill, Jr. and the subject was, believe it or not, a survey on natural ventilation habits of carnation growers. He finished the article with an admonishment "The only way to supply our plants with CO₂ is through ventilation. A familiar cry in my dad's range is 'Renew the CO₂'. Sounds like a slogan we might all use." Prof. Holley's introduction to the new bulletin was entitled, "It's a New Baby," and he ended the editorial with "It's a new baby now, but watch it grow!"

Grow it did! The bulletin became the major source of carnation research information throughout the world. As the Colorado A&M (later Colorado State University) research program expanded, many topics were reported through the years. As a matter of historical significance, the following table recaps the major research topics that were reported to Colorado growers which not only had an impact on them, but influenced many researchers and growers throughout the USA and world.

Key Contents in the Grower's Bulletin 1949-1989

- Carnation research — aspects of cut carnation culture from diseases to post harvest physiology, continuous since 1949
- Rose research of all types, continuous since 1949
- Carbon dioxide fertilization of greenhouse atmospheres (1960-1967)
- Greenhouse cover/light transmission and heat conservation characteristics (1955-1986)
- Development of a constant fertilizer feed/ion balanced nutritional program for carnations and roses; also used for most other greenhouse crops (1955-present)
- Use of inert media and automatic watering for cut flower production, continuous
- Guidelines for coping with saline irrigation water used in the production of greenhouse crops
- Environmentally controlled greenhouses allow all environmental factors involved in crop production to be in harmony and proper balance (1956-present)
- Carnation breeding: standard cuts/dwarf types for pot plant production (1960's to present).
- Using computers to optimally maintain the greenhouse environment for research leading to a model for quality crop production.

There have been 474 bulletins edited during the 40-year period. One issue, 366, was not published and, therefore, is the "missing link." The title of the bulletin/grower's organization has changed three times:

November 1949 — September 1951, Colorado State Flower Growers' Association
October 1951 — December 1979, Colorado Flower Growers' Association, Inc.
January 1980 — December 1989, Colorado Greenhouse Growers' Association Res. Bulletin

Four people have edited the bulletin in 40 years:

Nov. 1949 — June 1975	Prof. W.D. Holley
July 1975 — July 1982	Dr. David E. Hartley
August 1982 — July 1989	Dr. Joe J. Hanan
August 1989 — Dec. 1989	Dr. Kenneth L. Goldsberry

The bulletin has served its purpose. It has been a line of communication to Colorado growers, providing timely profitable information for those that studied and put the information to use. It has served as a primer for new growers and a source of reference for researchers throughout the world.

The Colorado Greenhouse Growers' Assn. will expand their newsletter to include some summaries of research results accomplished at Colorado State University. Major research projects conducted at Colorado State University will be published in a Colorado Agricultural Experiment Station Technical Report of Floriculture. It is anticipated that the report will be published semiannually and have a format similar to this bulletin.

Our deepest appreciation is expressed to the many students, growers, researchers, past editors and industry related personnel that have contributed in many ways to the success of this bulletin. Grants and gifts from many companies, organizations, and manufacturers have all been appreciated. The floriculture faculty and Department of Horticulture at Colorado State University will continue to grow in stature and strive to meet the research, teaching, and extension needs of the industry more positively than ever before. That's 30.

Your editor.