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F.T.D.A. Florists Visit Britain and the Continent

John Besemer and Victor Scott Disappointed with
Covent Garden

LONDON, ENGLAND.—When I called on John Besemer and Victor Scott, representatives of the American Florists' Telegraph Delivery Ass'n, recently visiting this country, they were at their London hotel



JOHN HUNT

President of the British F.T.D.A. who recently arrived here by plane and is making an extended tour of the country in company with F.T.D.A. officials.

In the midst of packing their bags for departure, having been warned to stand by for their transport promptly. Both were

are immense and now is the time to put our affairs in order."

Asked what were their impressions of wartime Britain, they replied: "Pretty grim. We cannot help but be impressed by the visible evidence on all sides of the terrific sufferings you folk over here have endured during all the years of war. Pictures we have seen gave us little idea of the frightful damage. We have talked with many people and think it rather wonderful that we have never heard a single complaint. Good sometimes comes out of evil, though, and a point that strikes us forcibly is that the huge reconstruction after the war must provide your country with many years of prosperity, even when munitions and kindred plants stop turning. It seems to us that there can be no unemployment problem for many years to come, and in this respect you may be much more fortunate than America."

Britain's Flower Trade

"What do you think of Britain's flower trade?" I asked next.

"Well, you've asked for it! We visited a few of the wholesale markets, one of

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First Flowers Shipped by Air On Non-Schedule Arrangement

By NONI C. BAILEY

LOS ANGELES, CAL.—What is reported to be the first straight plane load of flowers in a contract non-scheduled flight from Southern California was sent out Monday, Sept. 3, by Buford W. Hall Wholesale Florists and United Wholesale Florists of California, Inc., to Dallas, Tex., in cooperation with Dallas wholesalers. The plane left Los Angeles at 10 p.m. and arrived in Dallas the next morning at 7, whereas regular shipments by rail are usually received in Dallas Thursday morning.

Reporting on the experimental shipment, Arthur B. Smith of Buford W. Hall firm said, "On the whole, the results were excellent," and made further explanation of the rate situation as follows:

"As far as the rates were concerned, if the plane could have been loaded to its capacity of 5000 pounds the cost would have been 16c. per pound. However, due to present difficulties of loading the actual cost was 20c. per pound. A charge of 15c. per pound was made to the consignees, the United Wholesale and Buford W. Hall companies bearing the difference.

"At present, the only prospect for cheaper air freight rates is by contract flights such as was done in this experiment. With larger planes such as are

scheduled to be released shortly, the rates will be materially reduced. The air lines tell us we may expect a 12c. rate to Dallas and much faster flying time in the near future.

"Conclusion—While the rates are still high in comparison with rail shipments, the time is unquestionably coming when shipments will move by air to all large cities at rates competitive with present rail rates, with flowers arriving in such cities on the same morning they are made available to Los Angeles flower markets."

According to Jacob Dekker, president of United Wholesale Florists of California, Inc., "Flash reports from the customers have been that the flowers arrived in perfect condition, fresh and crisp as the day they left Los Angeles."

It is noteworthy that these flowers were shipped under the most adverse conditions, since it was during the "unusual" spell of hot weather when the temperature was 100 degs. on the street in the wholesale flower market. With the reports that the flowers arrived in such "fresh, crisp condition," it is easy to anticipate what successful delivery can be made when the normal California weather prevails and air-transport for flowers is perfected.

Cooperative Holds Ninth Annual Dinner

Following the regular annual meeting of stockholders of Greenhouse Flower Cooperative in the board room

CELEBRATING IRENE HAYES' 25TH ANNIVERSARY IN BUSINESS

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In the midst of packing their bags for home, having been warned to stand by for air transport priority. Both were having some difficulty packing gifts received here and in Europe, and there were many breaks in our conversation. At one or the other, and sometimes three of us, sought to close already existing cases!

Both were obviously immensely pleased at their reception. "We arrived in London with some diffidence, not knowing how we might be received, but all misgivings were brushed aside immediately by the warmest of welcomes. We have made a host of new friends here and on the Continent—folk who had previously been only signposts on letters and cables to us. We have done important business; the offices of the British Unit and Fleurop (Continental relay organization) and our proposals for a new international organization with the greatest interest, and it is apparent to us that there is a general desire for this on all sides. Complete agreement was reached and we are now returning to lay the proposals before our Board of Directors. We have no much doubt that these will be acceptable, and once this is an accomplished fact the necessary organization will be created. One thing on which we are all determined—postwar possibilities

idea of the frightful damage. We have talked with many people and think it rather wonderful that we have never heard a single complaint. Good sometimes comes out of evil, though, and a point that strikes us forcibly is that the huge reconstruction after the war must provide your country with many years of prosperity, even when munitions and kindred plants stop turning. It seems to us that there can be no unemployment problem for many years to come, and in this respect you may be much more fortunate than America."

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Following the regular annual meeting of stockholders of Greenhouse Flower Cooperative in the board room above the store on Tuesday, Sept. 18, the members and invited guests adjourned for an hour of sociability in the store, after which all made their way to London Terrace on West 23rd st., to enjoy the dinner and entertainment which concluded the day's proceedings.

The Cooperative, the only one of its kind in the East, was started in 1930 with five members. Without capital and hampered by many obstacles, it struggled for several years, until in 1942 it acquired its own building at 822 Sixth ave., New York, this being the first air-conditioned store in the wholesale flower market. It recently acquired another building at 52 West 29th st., which it will occupy in February, 1946.

During the past year the Cooperative sold for its growers more than \$600,000 worth of flowers. Sixty-seven growers now belong to the association, among the newest members being W. S. Stimming, Newark Valley, N. Y., president of the New York Flower Growers, Inc. At the annual meeting, the announcement was made that within the next few months the association will form its own credit corporation which will extend loans to its members at low interest rates. With increased membership various other services will be given.

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CELEBRATING IRENE HAYES' 25TH ANNIVERSARY IN BUSINESS



Festivities at the Irene Hayes Flower Shop lasted all through the day on Sept. 13, when customers and friends in the wholesale and retail trade dropped in to offer congratulations. There were orchid corsages and boutonnières for the visitors: Sherman Billingsley of the Stork Club sent over champagne in honor of the occasion, and the staff was represented by a "Telegram Cake" inscribed: "Happy Anniversary to Our Boss from Her Flowerettes." The illustration shows the staff: Ruth Kessler, Fred Bergman, Andy Giovanelli, Benny Hubbard, Mrs. Beck, Tony Miceli, Irene Hayes, Mary Sarin, Janet Light, Harry Feltham, Katherine Cross, Margie Hayes and Dottie (Mrs. Benny) Hubbard.—Photo by Boutrelle.