

—let's go into the good that can be derived from such an association besides newspaper advertising bearing the members' names.

Every month this group meets, either at one of the wholesale houses or member's home or shop. They discuss current problems and business, thus creating a friendly feeling among themselves. This is more of an asset to them than being at one another's throats. After the meetings, there are always the customary refreshments and buffet, the recent meetings often having as many as 50 in attendance.

While we consider the New Orleans Retail Florists' Association an asset to the city of New Orleans, there is still room for expansion. There are over a hundred flower shops in New Orleans, but to be accepted for membership, they will have to pay their way as the members are doing and not try to ride free. Truthfully, every florist should belong, especially the smaller ones. They are the ones that need most help and four dollars per month surely is not too much for anyone to pay. Those that cannot afford to pay this trifling amount have no business in the floral industry of today.

We in New Orleans know the ups and downs of an association; we know that it takes full co-operation—but what can anyone do when at least 65 per cent just won't co-operate and want to "paddle their own canoe"? That explains why we are not doing things in the big way that other florist groups are doing. Maybe some day those that consider themselves smart will realize that "paddling their own canoe" is not too profitable and will eventually seek membership and protection in a group that is prepared to fight their battles.

The various trade papers of our country ought to be praised for their efforts in advising stronger co-operation between the florists. The allied offer an open door—whether florists are too smart or too ignorant to accept the invitation is up to them. The old adage, "In unity there is strength," still holds good and should be heeded by all business groups.

SHREVEPORT FLORIST

Thornhill Florist, 214 East Kings Highway, Shreveport, La., held open house in their second location in the lobby of the Washington-Youree Hotel Dec. 17. —E. E. G.

250 Acres

Ecke Poinsettia Ranches Red-blanket California

The day we visited the Ecke Poinsettia ranches was beautiful—more like a spring day than Dec. 10, and not at all conducive to thinking of a white Christmas, but certainly one that reminded us that the poinsettia is becoming more and more the symbol of the Christmas spirit.

Their bracts like tongues of flame suggest warmth and gaiety, and to our party of almost-native-Californians they brought dreams of half-forgotten yule logs in the fireplaces of the past.

As we approached the San Onofre Ranch at the north end of Camp Pendleton, we noted the rolling hills and valleys carpeted with red poinsettias ready for the holiday harvest, ready to move out through wholesale flower markets by way of

shippers to blaze a greeting to all parts of America.

The San Onofre Ranch is only one of three owned and operated by Paul Ecke, whose name is synonymous with poinsettias. To those who have thrilled at the sight of only a few at Christmas time, it is difficult to visualize 250 acres of them growing in the fields.

"Mr. Ecke," we asked, "is there anywhere else in the world where it is possible to see such a view as this?"

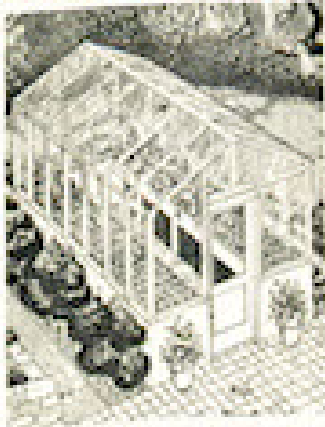
"So far as I know, there isn't," Paul Ecke replied.

After the first breathtaking view, we were led by this gracious host through the entire fields at San Onofre, first in order to select the

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Forty years of progress . . . Paul Ecke, Jr., of his San Onofre Ranch in California, talks with *SF&N* West Coast Correspondent Nani C. Bailey in a red-blanketed field of poinsettias. The firm has more than 250 acres of the holiday plant growing in the fields.



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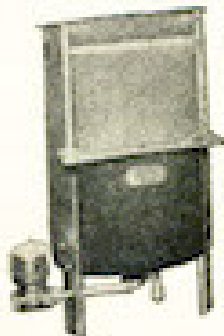
The Greenhouse pictured, approximately 8
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am not going to order anything from that page again. So far as I am concerned, this one advertiser has cooked the goose for all the others.

It just goes to show how one bad egg can louse up the whole cake.

Now I don't imagine for a moment that I was particularly unfortunate, and neither do you. The same thing has probably happened to you dozens of times. So consumer good will is leaking out a drop at a time and it doesn't take long to make quite a puddle.

The incident impresses me with the responsibility that one advertiser has in each of his customer relations for all the rest of the advertisers.

Probably he never thinks of it that way and if he did he wouldn't care. It's amazing how few advertisers care a hoot about their fellow advertisers, to say nothing of the interests of the publisher from whom they buy the space.

Who's Who? Here's One Daffinition

Bashful Bob sez, in the December issue of The Bloomin' News published by the Southern California Floral Association in Los Angeles, that he has been asked to write a column all about shippers. In his first rendition, Bob gives a definition of the people he is liable to mention. Bob sez:

1. Shipper—a shipper is a man who owns a ball of twine, a piece of black crayon and has a back porch. When flowers are scarce he usually walks on his knees. When flowers are plentiful he can be found hiding in a hollow log 400 miles up the Amazon River.

2. Grower—a grower is a man who, when flowers are plentiful, can hear the drop of a pin at 6000 yards and smiles all the time. When flowers are scarce, he couldn't hear an atom bomb if it went off ten feet away, and he is still smiling.

3. Commission man—the only man engaged in the flower business who can't lose money.

4. Retailer—a retailer is a person who thinks everything on the other side of the fence is greener. When flowers are scarce he rises and hunts early but when they are plentiful he sleeps till noon.

5. Association manager—very rare species—very hard to get—only man in the market who knows what he will make next month. Bears the

same relation to members of the Association that a tree does to a dog.

And we can't pass up the opportunity to add this daffinition: Trade editor—person who sweats out the daily mail all week for newsworthy items from members of the trade and at the end of the week has to fill his columns with material like the above.

ECKE POINSETTIA RANCHES RED-BLANKET CALIFORNIA

(Continued from page 17)

most suitable sites for pictures; for we had a photographer from a studio in Burbank, as well as an artist for at-the-scene sketching, while your representative held this interview with Paul Ecke, Sr. By the way, his son, Paul Ecke, Jr., is home for the holiday rush. He had previously spent several months calling on the trade since he graduated from Ohio State University, majoring in floriculture.

"When you retire, then, your son will carry on, as you took over from your father. I understand it was your father who started this idea of specializing in poinsettias for marketing. Was that so?"

"Yes," said Mr. Ecke, "he started it but he had no concept of the vast expansion that would be necessary to supply the widespread demand his idea would develop."

Mr. Ecke recalled the days when his father had a small ranch in San Fernando Valley on Eagle Rock Blvd. That was in 1901 when Albert Ecke and he took two hours with a horse and buggy to drive into town from the ranch with a load of vegetables and flowers.

"Now we are actually closer to the market from here with our modern transportation, since we take truck load after truck load to the city—miles from here."

"But he was not specializing in poinsettias then?" we asked.

"No, he began to make them his principal crop in 1903. We moved from there to the fields which are now Hollywood. He passed on in 1919."

"And at that time you took over poinsettia production in California as a business?"

"Yes, but I should say by 1918 it was taking on streamlined formation, at least in planning. Hollywood was getting crowded with studios and I was acquiring more land—our home ranch at Encinitas—then this long-time lease near San Onofre.

Southern FLORIST and NURSERYMAN

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7 to 9-in., 250 to case	\$20.00	\$45.00
8 to 9-in., 300 to case	23.00	42.00
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11 to 13-in., 90 to case		30.00
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- 20 Garnetta, Garnet-red.
- 20 Marge Keaton, Light orange.
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- 120 Plants (Collection) \$48.50

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SNAPDRAGONS

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Goldrush, New Niagara, free-flowering yellow.	
1/2 Trade Pak, \$1.75	\$2.00
Rever Time, American Beauty Rose Red	\$1.00
Children, Light pink, 1/2 Tr. Pak, \$1.75	\$2.00
Christmas Cheer, early pink, 1/2 Tr. Pak, \$1.75	\$2.00
Green Jean, light pink, 1/2 Tr. Pak, \$1.50	\$1.50
Udal, Popular bright yellow	\$1.50
Margaret, Ivory white, finest on the market	\$2.00
Lady Dorothy, New, early reddish bronze	\$2.00
Mary Ellen, light rose pink, 1/2 Tr. Pak, \$1.50	\$2.50
Maryland Pink, Early pastel pink, 1/2 Tr. Pak, \$1.75	\$2.00
Wilder's Red, New earliest blooming	\$2.00
Winstroller's Lion, Earliest in this color	\$2.00

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★ Why your support of the Society of American Florists is a sound business investment. After you read John Henry's catalogue - you'll know. See page 72.



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2 "x2 "x24"	36	.36	12.96
2 "x2 "x36"	25	.55	13.75
3 "x3 "x36"	9	1.70	15.30
3 "x3 "x48"	9	1.95	17.55

Nurseryman's Exchange
MAIL PLANTS WITH ROSETT'S SUPPLIES
418 Howard Street - San Francisco 3, California, U.S.A.

January 5
1951

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