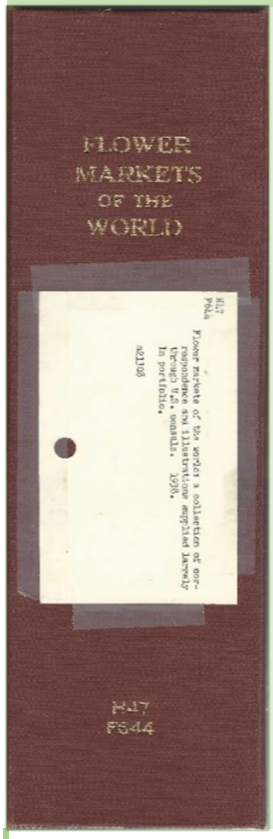
MASSACHUSETTS HORTICULTURAL SOCIETY

Inventory & Finding Aid for
The Flower Club, Cambridge, Massachusetts: Flower Markets of the World

Introduction



In January 1938, Mrs. Willard (Margaret) Helburn (1888-1980) of Cambridge, Massachusetts embarked on a project for "The Flower Club" to collect postcards of flower markets around the world. "The Flower Club" was a commercial venture founded by Helburn in 1933. Clients would join the club and Helburn then visited their homes and provide floral arrangements that complemented their interior design. After unsuccessful attempts to get information from travel agents, she turned to United States Consulates. Their responses provide a glimpse of every day activities in a moment in time just before the start of World War II.

The collection includes correspondence, post cards, pamphlets, magazine articles and other illustrative materials selected by the Consulates as representing the floral industry in the country to which they were posted. These items were sent to Helburn between January through July 1938, primarily from Europe, the Middle East and South America.

This collection is presented without judgment, interpretation or comment. Included is a Research Aid and images of the file contents.

To search use control/f & a search box will appear.

Flower Markets of the World

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Flower Markets of the World

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Country	Source	Item
Belgium	American Consulate General, Antwerp	Letter dated March 21, 1938 from William H. Beach, American Consul 2.
		Two page translation of an article by the Société Royale d'Agriculture et de Botanique with a brief outline of the importance of the city of Ghent in the culture of flowers.
Bermuda	American Consulate, Hamilton	Letter dated 2/18/38 from Harold L. Williamson, American Consul.
		Postcard: Cactus-Night blooming *Cereus* —Bermuda.
		Postcard: Bermuda Easter Lilies.
		Postcard: Easter in Bermuda.
Bolivia	American Consular Service, La Paz	Letter undated from Walter T. Prendergast, American Consul with attached list of photographers.
Brazil	American Consulate General, Rio de Janiero	Letter dated March 5, 1938 from M. L. Stafford, American Consul with enclosures: General Information Sheet; Picture postcard (postcard missing).
	American Consulate General, São Paulo	Letter dated March 9, 1938 from William E. Flournoy, Jr., American Vice Counsul enclosing 2 postcards and one photograph.
		Postcard: Feira de Flores - Largo Arouche - S. Paulo F 694.
		Postcard Mercado de Flores - S. Paulo F 662.
		Photograph of flower booths operated in one of the central squares of São Paulo.
Bulgaria	American Consulate, Sofia	Letter dated July 6, 1938 from Cavendish W. Cannon, American Consul enclosing General Information Sheet and 14 photographs.
		Photograph 1. The rose harvest (for the attar of roses).
		Photograph 2. Scene of the rose valley.
		Photograph 3. Entrance to the Preobrajensky Monastery.
		Photograph 4. Peasant Costume Varna district.
		Photograph 5. Peasant Costume, Razgrade district.
		Photograph 6. Peasant costume, Haskovo district.
		Photograph 7. Peasant costume, Preslav district.
		Photograph 8. Peasant costume, Pleven district.
		Photograph 9. Peasant Costume, Haskovo district.
		Photograph 10. Peasant costume, Varna district.
		Photograph 11. The wine harvest.
		Photograph 12. Vineyard scene.

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Country	Source	Item
		Photograph 13. Scene of tobacco field.
		Photograph 14. Grain harvest, in the Sofia plain.
Ceylon	American Consulate, Colombo	Letter dated March 7, 1938 from George Alexander Armstrong, American Consul.
Chile	American Consulate General, Santiago	Letter dated March 10, 1938, enclosing 2 postcards, G. I. Sheet and Pamphlet.
		Postcard: 1212 Chile, Santiago, San Francisco. Distant view.
		Postcard: 557 Chile, Santiago, Íglesia, San Francisco.
		Pamphlet: "Provincia de Santiago Chile. Algunos edificios modernos de Santiago. Issued by Repùblica de Chile, Ministerio De Fomento Servicios de Turismo. Interior poster not copied.
Egypt	American Consultate, Cairo Egypt	Letter dated March 9, 1938 from Jay Walker, American Vice Counsul.
	American Consulate General, Alexandria	Letter dated March 12, 1938, from C. Paul Fletcher, American Counsul.
England	American Consulate General, London	Letter date March 4, 1938, from Douglas Jenkins, American Consul General forwarding seven pamphlets. Pamphlets missing.
France	American Consultate, Lyon	Letter dated February 25, 1938, from John D. Johnson, American Consul.
	American Consulate, Nice	Letter dated March 11, 1938, from Paul C. Squire, American Consul enclosing postcards.
		Postcard: On reverse handwritten "Gathering stock gilly flowers."
		Postcard: On reverse handwritten "Gathering roses."
		Postcard: on reverse handwritten "The growing & gathering of jasmine."
		Postcard: On reverse handwritten "Gathering orange flowers."
		Postcard: On reverse handwritten "A flower covered pergola."
		Postcard: On reverse handwritten "Mimosa trees in full bloom."
		Postcard: On reverse handwritten "Here as in California one sees the flowers, leaves of fruit of the orange all on one branch."
		Postcard: On reverse handwritten "Stalls in the flower market at Nice."
		Postcard: On reverse handwritten "The growing and gathering of Lavendar."

To search use control/f & a search box will appear.

Country	Source	Item
		Postcard: On reverse handwritten "The gathering of marguerites by girls in the native costume of this region. One sees girls on the streets of Nice in this costume selling flowers."
		Postcard: On reverse handwritten "Climbing geraniums and other flowers in the King Albert I gardens at Nice."
	Embassy of the United States of America, Paris	Letter dated I.B. 592 March 31, 1938 from Robert D. Murphy, American Consul enclosing 4 postcards.
		Envelope for the aforesaid letter.
		Postcard: I.B. 592 Marché aux fleurs, Tribunal de Commerce et la Conciergerie.
		Postcard: 51 Bouquetiére de la Madeleine.
		Postcard: 67 La Tour St. Jacques St. James Tower.
		Postcard: The banks of the Seine - Flower-market.
	Possible source: Adrienne Ripert	Article: "Le Marché aux Fleurs." Typewritten on top of first page: Marseille - Revue Municipale Bimestrielle - December 1937.
Germany	American Consulate, Danzig	Letter dated February 28, 1938 from W. J. Gallman, American Counsel advising pamphlets forwarded under separate cover. Pamphlets missing.
	American Consulate General, Hamburg	Letter dated March 7, 1938 from Wilbur Keblinger, American Consul General forwarding several photographs and envelope.
		Photograph: Flower vendors.
		Photograph: Indoor market.
		Photograph: Outdoor market.
		Postcard: View of buildings, people and horsecarts.
		Postcard: Hamburg.
Greece	American Consulate General, Athens	Letter dated March 8, 1938 from Harold Shantz, American Consul General advising that a catologue and photographs are sent under separate cover.
		4 unlabeled photographs.
		Catalogue.
	American Consulate, Salonika	Letter dated April 1, 1938 from J. H. Keeley, Jr., American Consul with General Information Sheet.
Haiti	American Consular Service, Port-au-Prince	Letter dated February 24, 1938 from Harold D. Finley, American Consul.

To search use control/f & a search box will appear.

Country	Source	Item
Hungary	Legation of the United States of America, Budapest	Letter dated February 25, 1938 from Howard K. Travers, Secretary of Legation.
Iran	American Consular Service, Teheran	Letter dated March 10, 1938 from James S. Moose, Jr., American Consul enclosing a general information sheet for the Teheran Consular District.
Iraq	American Consulate General, Baghdad	Letter dated March 7, 1938 from Walworth Barbour, American Vice Consul.
Italy	American Consulate, Florence	Letter dated February 25, 1938 from John R. Putnam American Consul General.
		Clipping shows the annual fair of May 1937 being opened by the Princess of Piedmont.
	American Consulate General Genoa	Letter dated February 28, 1938 from Warden McK. Wilson American Consul General with envelope.
		"Flowers and Ornamental Plants," *The Italian Exporter,* September 1937 - XV, N. 3.
		"Squardo d'insieme alla floricoltura ligure," *L'Italia Agricola, June 1931, pp. 383-392.*
		"L 'irrigazione per l' incremento della floricultura," *L'Italia Agricola* , Dicembre 1931, X, Cover and pp. 938-944, imaged in attachment.
		"Le condizione attuali della floriculture in Italia," *L'Italia Agricola* , Agosto 1934, XII, Cover and pp. 687-703, imaged in attachment.
		Envelope that contained the December 1931 and August 1934 *L'Italia Agricola* .
		Card depicting the Spanish Steps in Roma from Anderson's Photos Depôt, C. Lo Bianco & C. Roma with envelope.
Jamaica	American Consulate, Kingston	Letter dated March 15, 1938 from Hugh H. Watson, American Consul General.
Luxemburg	American Consulate, Luxemburg	Letter dated February 24, 1938 from George P. Waller, American Consul enclosing a Trade Information Sheet.
Mexico	American Consulate General Mexico, D. F.	Letter dated February 16, 1938 from James B. Stewart, American Consul General enclosing five postcards.
		Postcards with various views of Xochimilco and a vendor of flowers.

To search use control/f & a search box will appear.

Country	Source	Item
Morocco	American Consulate Casablanca	Letter dated February 23, 1938 from W. Quincy Stanton, American Consul.
		Enclosures: List of photographers in Casablanca; trade information sheet.
	American Consultate General Tangier	Letter dated April 14, 1938 from H. A. Doolittle American Consul.
		Photograph of a section of the flower market in the Grand Zoco at Tangier by H. A. Doolittle.
Netherlands	American Consulate General Kelzersgracht	Letter dated March 12, 1938 from Frank C. Lee, American General Counsul.
		Newsclipping - photograph of a flower hawker.
		Photograph of a flower market in Amsterdam.
		Booklet entitled "Bulb Time in Holland."
		Cover and 2 page article "De Bloemenverkkoopers van Het Hofplein," *Groot Rotterdam Panorama, 1 April 1937, No. 13.*
Norway	American Consulate General Oslo	Letter dated March 8, 1938 from William H. Beck, American Consul General.
		Postcard showing the flower market in Oslo.
Palestine	American Counsel General Jerusalem	Letter dated March 2, 1938 from George Wadsworth, American Counsul General, enclosing a General Information Sheet regarding Palestine and Trans-Jordan.
Panama	American Consulate General Panama	Letter dated February 25, 1938 from Dudley G. Dwyre, American General Consul enclosing a list of photographers, a General Information Sheet, two pamphlets and photographs. (Pamplets are missing.)
		Photograph of a Night Blooming Cereus - Panama.
		2 photographs of unidentified flowers.
Perú	American Consular Service Callao-Lima	Letter datedApril 12, 1938 from Homer Brett American General Counsul General.
Poland	American Consulate General Warsaw	Letter dated March 11, 1938 from Thomas H. Bevan, American Consul General with enclosure.
Portugal	American Consulate General Lisbon	Letter dated March 2, 1938 from James Barclay Young, American Consul General Enclosing a Trade Information Sheet.
	American Consulate Oporto	Pamphlet stamped 'American Consulate July 14, 1938 Oporto, Portuagal' entitled "A Cultura dos Cyclamens" published 1926. Front cover only scanned. 16 pages plus cover and front matter.

To search use control/f & a search box will appear.

Country	Source	Item
		Pamphlet stamped 'American Consulate July 14, 1938 Oporto, Portuagal' entitled "As Roseiras" published 1931. Front cover only scanned. 72 pages plus cover and front matter.
		Pamphlet stamped 'American Consulate July 14, 1938 Oporto, Portuagal' entitled "Os Crisantemos" published 1933.Front cover only scanned. 39 pages plus cover and front matter.
		Envelope from The Foreign Service of the United States of America Oporo - Portugal.
Rumania	American Consulate Bucharest	Letter dated February 25, 1938 from Frederick P. Hibbard, American Consul enclosing postcards.
		Postcard - "Salutarid in Romania Tiganca vinzatoare de floricele.
		Postcard - "Buchreşti - Florărese."
		Postcard - "Salutar din Romana Tegenca."
		Postcard - "Salutarid in Romania Tiganca vinzatoare de floricele."
Russia	American Embassy Moscow	Letter dated February 28, 1938 from Loy W. Henderson, First Secretary of Embassy.
Scotland	Unknown	Postcard - "Floral Clock, West Princes Street Gardens, Edinburgh." A31
		Postcard - "Princes Street Gardens & Scott Monument, Edinburgh. A365.
		Envelope "The Souvenir Shop of Scotland. Andersons The Arcade Princes St. EDINBURGH."
Sweden	American Consulate General, Stockholm, Sweden	Letter dated March 3, 1938 from Hallett Johnson, American Consul General.
		Article entitled "Florist Art in Sweden" by Föreningen Blomsterförmed-lingen for the Florist Telegraph Delivery Association.
		Pamphlet *V å ra Blommor,* Victor Petersons Bokindustriaktiebolag, Stockholm. 1935.
		2 page clipping entitled "Genom ett Blomsterfönster." 1937.

To search use control/f & a search box will appear.

Country	Source	Item
		Photograph of flower display with sign "Blomsterförmedlingen." Typing stamp and handwritten notes on reverse.
		Photograph of flower display with stamp and handwritten notes on reverse.
		Colorized postcard of flower market. Reverse identifies as "Hötorget, Konserthuset, Stockholm. Haymarket, Concerthall, Stockholm."
		Poster - Låt blommor lysa upp julens stora högtid.
		Poster - Blommor förmedlas över hela världen av BLOMSTERFöRMEDLINGEN.
		Poster - New York eller TOMELILLA.
		Poster - Symycka gravarna med blommer på ALLHELGONADAGEN.
Switzerland	American Consulate Bern	Letter dated February 23, 1938 from Gerald Keith, American Consul.
		Four photographs of the twice weekly flower market in Bern.
		Postcard showing general view of the flower market in Bern.
Venezuela	American Consulate Caracas	Letter dated July 22, 1938 from Stewart E. McMillin, American Consul.
Yugoslavia	American Consulate Belgrade	Letter dated March 2, 1938 from Robert B. Macatee, American Consul.
		Postcard - Likely Belgrade market in Cvetni Trg.
Miscellany	Reeve Chipman, Boston, Massachusetts	Letter dated February 16, 1938 from Reeve Chipman to Miss Elizabeth Bradford. Circular mentioned therein missing.
	Bureau of University Travel, Newton, Massachusetts	Letter dated February 25, 1938 to Miss Elizabeth Bradford from C. W. Moore. Bureau Tour literature missing.
	Unknown	Photograph of Flower Market in San Francisco with handwritten annotations on reverse.
	Margaret Helburn	Letter from Margaret Helburn to Miss Manks (Librarian at Massachusetts Horticultural Society).
	Unknown	Publication "Southland Homes and Gardens" dated February 27, 1938. Not scanned.

Belgium

MASSACHUSETTS HORTICULTURAL SOCIETY
COMMUNE BONUM.
INC. JUNE 12. 1829.

IN REPLY REFER TO
FILE NO. 861.5/WHB-L.

THE FOREIGN SERVICE
OF THE
UNITED STATES OF AMERICA

DEPARTMENT OF STATE

AMERICAN CONSULATE GENERAL
Antwerp, Belgium.
March 21, 1938.

Mrs. Willard Helburn,
c/o The Flower Club,
71, Fresh Pond Lane,
Cambridge, Mass.

Madam:

Receipt is acknowledged of your letter of January 31, 1938, requesting information on the culture and sale of flowers in this vicinity. Your letter addressed to the American Consulate at Brussels has been referred to this office for reply.

1/ There is enclosed the translation of an article prepared by the Société Royale d'Agriculture et de Botanique, 15, longue rue du Marais, Ghent, which gives a brief outline of the importance of the city of Ghent in the culture of flowers. If you will write to the above named organization, I feel sure that it will be glad to give you additional information on the subject and also send you pamphlets illustrating the culture of flowers in and around the city of Ghent.

It might interest you to know that the well known flower show, known as "Floralies", held every five years at Ghent, will take place this year in April.

Very truly yours,

For the Consul General:

William H. Beach

William H. Beach,
American Consul.

Enclosure:

1/ Translation of an article.

DEVELOPMENT OF THE GHENT HORTICULTURE
FROM THE MIDDLE AGES UP TO THE PRESENT.

Ghent is rightly called the City of Flora. This reputation she has had ever since the beginning of the 19th century.

In the middle ages foreign plants were brought down here by botanists and chief warriors. In those days the Flemish were already known as being very clever gardeners. The flemish gardening art became very famous then through the writings and encouragements of four distinguished botanists namely, Rembertus Dodonaeus or Dodoens, born at Malines in 1517; Charles de l'Ecluse or Clusius, born at Arras in 1526; Matthew de l'Obel born at Lille in 1538 and Remacle Fuss born at Limburg though the date is unknown.

These four illustrious flemish men have been the founders of horticulture; through their writings they have fertilized the flemish earth in such way that the horticultural seeds entrusted to this earth by the first cultivators had the most wonderful results.

The Confrerie of St. Dorothy was founded in 1637 by the Bisschaop of Ghent. The members were all cultivators and amateurs of the city. Being a great amateur of flowers he possessed a huge garden "The Belvedere" at Akkergem. Up to his death he was a protector of horticultural and botanical art.

In 1742 the "Gazet van Gent" starts announcing public sales of flowers and mostly blossoming flower bulbs. In 1772 for the first time a citizen of Ghent sels flowers, six pots, on the Botermarkt. The humble debute of the Sunday flower market; and in 1780 for the first time a Ghent gardener goes to England for the purpose of buying plants and selling them here.

Afterwards in 1796 the Ghent Botanical Garden is founded in the garden of the former Abbaye of Baudeloo. Through gaining the knowledge of and the growing of foreign plants which were formerly unknown the basis was laid of the Ghent horticultural industry. The Royal Society of Agriculture and Botany, world famous for its floralies was founded in 1809. Shortly after the foundadion of this organization the Ghent horticulture becomes widely extended. In 1825 the floriculture of A.Verschaffelt is founded and in 1839 the one of L. Van Houtte.

These

These two were the most popular and most important institutions for the cultivating of flowers in those days. In 1849 in his own institution M. Van Houtte establishes the horticultural school. In 1860 there are more than 200 floricultures with 100 hot-houses where thousands of plants coming from everywhere are sent and cultivated with great success. All of the European Royal Courts make the purchases of plants here. In that period Ghent is the most important horticulrual centrum of the world. Due to a number of clever sowers the Azalea indica becomes the most principal product of most flower culturists.

In 1880 the Syndical Chamber of Belgian Horticulteurs is founded as a result of the serious crisis caused by the Phylloxera-Convention of Bern. Due to the intervention of that organization the Phylloxera Convention is amended. From then on the growth of horticultural industry increases rapidly. All different kinds of plants are cultivated especially at Meirelbeke, Hoochristi, Evergem and Melle so that in 1885 the export figure of plants amounts to more than 7,000,000 francs and more than 3000 people are employed in the horticultural industry. More and more new institutions arise so that Ghent and surroundings has 1019 institutions in 1913, i.e., 65% of the total existing trades in Belgium.

From 1914 to 1918 the terrible war was a great disaster for the Ghent cultivators. Hot-houses destroyed through bombardments and shooting. Lack of fuel made the growth of ten thousands of costly plants impossible. Hundreds of cultivating gardens were sold publicly. In 1923 it seemed that the horticultural crisis took an end until 1930.

In 1930 there is another crisis which required many more victims and incited the cultivators to cultivate less but better and cheaper plants.

With though will and perseverance the future is theirs.

Bermuda

MASSACHUSETTS HORTICULTURAL SOCIETY
COMMUNE BONUM.
INC. JUNE 12. 1829.

IN REPLY REFER TO
FILE No. 861.6.HLW/pj.

THE FOREIGN SERVICE
OF THE
UNITED STATES OF AMERICA

DEPARTMENT OF STATE

AMERICAN CONSULATE
Hamilton, Bermuda, February 18, 1938.

Mrs. Willard Helburn,
c/o The Flower Club,
71 Fresh Pond Lane,
Cambridge, Mass.

Madam:

The receipt is acknowledged of your letter of January 31, 1938, asking the Consulate to send you post cards or illustrated articles showing the flower markets, street vendors or other features of the handling of flowers in Bermuda.

There are no flower markets here, a few flower shops such as are to be found in any city being the only normal means of marketing flowers. The single picturesque feature connected with the flower industry in these Islands is that relating to the growing of Easter lillies. Accordingly I take pleasure in sending you three post cards illustrative of lily culture.

Very respectfully yours,

Harold L. Williamson
Harold L. Williamson,
American Consul.

Enclosure:
Post Cards.

Cactus-Night blooming Cereus — Bermuda.

Bermuda Easter Lillies

Easter in Bermuda

Bolivia

MASSACHUSETTS HORTICULTURAL SOCIETY
COMMUNE BONUM.
INC. JUNE 12. 1829.

IN REPLY REFER TO

FILE NO. 000

AED:ags.

DEPARTMENT OF STATE

AMERICAN CONSULAR SERVICE

La Paz, Bolivia, March 5, 1938.

Mrs. Willard Helburn,
The Flower Club,
71 Fresh Pond Lane,
Cambridge, Massachusetts.

Madam:

Receipt is acknowledged of your letter dated January 31, 1938 requesting post cards and other illustrations showing flower markets and flower sellers in Bolivia.

There are apparently no commercial photographs of this nature available in any La Paz store. If you should desire to have some specially taken, there is enclosed a list of photographers with whom you might communicate direct. While the names appearing on this list have been selected with care and while the persons named are believed to be reliable, you will of course understand that neither this office nor the United States Government can be responsible for whatever arrangements you may come to with any of them.

Should there be any other way in which this office might be of assistance, please do not hesitate to call upon it.

Very truly yours,

Walter T. Prendergast

Walter T. Prendergast
American Consul.

Enclosure:
List.

AMERICAN CONSULATE

LA PAZ—BOLIVIA

No responsibility is assumed as to the business standing of the persons or firms named below. Credit reports can be had from American banks doing foreign business, from commercial reporting agencies such as Dun and Bradstreet, or from local banks where shown. Reports prepared by American consular officers indicating the distributing capacity and general standing of the firms listed below are on file in the Commercial Intelligence Division of the Bureau of Foreign and Domestic Commerce, Department of Commerce, and may be had upon application to the Bureau or its District Offices throughout the United States upon payment of the fees prescribed under the Economy Act of 1932.

Letter postage to Bolivia is three cents an ounce or fraction thereof.

NOTE.—It will be appreciated if this consulate be advised of any business resulting from the information provided.

G P O 13780

LIST OF PHOTOGRAPHERS -

LA PAZ - BOLIVIA.

Alejandro Kavlin, Casilla 500.

Justo Jimenez, c/o Club de Extranjeros, La Paz.

Mr. Carl S. Bell, Cajón No. 9.

Brazil

MASSACHUSETTS HORTICULTURAL SOCIETY
COMMUNE BONUM.
INC. JUNE 12. 1829.

IN REPLY REFER TO

FILE No. 861.6
TMF/CF/cf

THE FOREIGN SERVICE
OF THE
UNITED STATES OF AMERICA

DEPARTMENT OF STATE

AMERICAN CONSULATE GENERAL

São Paulo, Brazil, March 9, 1938.

Mrs. Willard Helburn,
The Flower Club,
71 Fresh Pond Lane,
Cambridge, Mass.

Madam:

In compliance with the request made in your letter of January 31, 1938, I enclose two picture post cards showing how flowers are sold on the streets of São Paulo.

The enclosed post cards are all that could be found in São Paulo of illustrated material of this kind. Any other pictures or illustrated articles which can be obtained will be sent to you at an early date.

Very truly yours,

William E. Flournoy Jr.
American Vice Consul

Enclosures:
2 picture post cards.
1 photograph

P. S.:- I also enclose a photograph recently taken by a member of the staff of the Consulate General which shows the flower booths operated in one of the central squares of São Paulo.

IN REPLY REFER TO
FILE No. 900/sb

THE FOREIGN SERVICE
OF THE
UNITED STATES OF AMERICA

DEPARTMENT OF STATE

AMERICAN CONSULATE GENERAL

Rio de Janeiro, Brazil, March 5, 1938.

Mrs. Willard Helburn,
The Flower Club,
71 Fresh Pond Lane,
Cambridge, Mass.

Madam:

The Consulate General has received your letter of January 31, 1938, requesting material illustrating flower markets, street vendors, or any data regarding the handling of flowers in this city, and regrets to inform you that it has been unable to obtain the material requested.

Flowers are handled by firms which operate shops in the business section of the city and hothouses and gardens in suburban sections. Street vendors are few and these usually tie bouquets of seasonal flowers on a pole which is carried on the shoulder. It would seem that photographs could only be obtained through the services of a photographer as dealers in picture postcards do not carry scenes depicting the flower trade.

Very respectfully yours,
For the Consul General:

M.L. Stafford,
American Consul.

Enclosures:
General information sheet;
Picture postcard.

GENERAL INFORMATION ABOUT BRAZIL

AREA — Brazil, by far the largest country of South America and larger than the United States (excluding Alaska), occupies 3,286,168 square miles of the central and eastern area of the continent. It is bounded by every country in South America except Chile and Ecuador, but the boundary areas — except along the Uruguayan and Argentine frontiers — are sparsely populated and not active in international commerce. There are twenty States and one Territory in Brazil, and Rio de Janeiro, the capital, is a separate Federal District.

CLIMATE — In the Amazon River basin, the largest in the world, the climate is tropical with year-round temperatures averaging approximately 80° Fahrenheit and a humid atmosphere with frequent rains totaling up to 98 inches annually at Pará. An equally high average temperature continues south to Bahia, but rainfall varies greatly in different sections of the coastal area and a large portion of the region from the State of Ceará to the State of Pernambuco is subject to intermittent prolonged droughts. Climates in the Rio de Janeiro, São Paulo and Santos districts are subtropical, and the cooler winter months are more definite in those districts and in the altitudes of from 2000 to 3500 feet a few miles inland along most of the coast. The cooler southern States of Brazil have a mild, temperate climate even during the winters. Rainfall in the south varies greatly, averaging 37 inches annually at Rio de Janeiro, 53 inches at São Paulo, 110 inches at Santos and 51 inches at Porto Alegre.

TOPOGRAPHY — The vast Amazon basin is a low plain intersected by the numerous tributaries of the 3900-mile main stream. This plain rises toward the south and east to a broken plateau from 2000 to 3500 feet high, with isolated higher points up to 9460 feet. The plateau breaks down to a relatively narrow coastal plain extending almost the entire length of the 4000-mile Brazilian coast.

POPULATION — The population of Brazil was estimated to be 42,395,451 on December 31, 1936, of whom about 80% live within 200 miles of the coast. About half the population is of pure European origin, principally Portuguese and Italian and to a lesser extent Spanish, concentrated generally in the southern area including Rio de Janeiro. Most of the remainder are mulattoes, mestizos, or negroes who are more numerous in the north central and northern areas, particularly in the Bahia district, while about 10% of the total are Indians living in the interior. There are several hundred thousand Germans and descendants of Germans and almost 200,000 Japanese in southern and southeastern Brazil. Approximately 3,500 American citizens reside in the country.

PURCHASING POWER — About 80% of the population, living on a low standard and to a large extent illiterate, purchase only the lowest-priced merchandise. Of the 15 or 20% who have a purchasing power adequate to buy such standard American products as automobiles or radio receivers, over 80% are estimated to be concentrated in the Rio de Janeiro and São Paulo distribution areas.

LANGUAGE — Members of the larger import and export firms often understand English, and many merchants in the southern States are German, but the language of Brazil is Portuguese and it is important that correspondence, literature, catalogs and price lists be in that language.

INDUSTRY — Brazil is primarily an agricultural and pastoral country, as indicated by the extensive exports of agricultural and livestock products mentioned under the next heading. Domestic production supplies most of the country's common foodstuffs requirements, except wheat, as well as most of the domestic requirements for such natural products as lumber. There are huge deposits of iron ore in the State of Minas Geraes, to a large extent undeveloped, and deposits of many other minerals in Minas Geraes, Bahia and several other States.

Industrial organizations in Brazil are reported to have increased from 13,305 in 1920 to over 30,000 in 1937. Industries typical of highly-mechanized countries have had a considerable development in the São Paulo area, to a lesser extent in Rio de Janeiro, and in some cases in the Porto Alegre, Bahia, Pernambuco and Pará distribution centers. Such typical industries produce cotton, wool and silk textiles and fiber bags, chemical and pharmaceutical products, cement, iron and steel, machinery and metal manufactures, paper and rubber manufactures including tires. There are auto assembly plants, packing houses, tanneries, breweries, sawmills, and factories for clothing, shoes, furniture, cigars and cigarettes, and many other products.

EXPORTS — Brazil's exports during 1936 totaled $320,043,320 USCy., of which 37% was purchased by the United States. Of total exports, the largest in order of importance were: coffee (46%), cotton (19%), cocoa (5%), salted cowhides (2%), carnaúba wax (2%), Brazil nuts, oranges, castor beans, preserved beef, leaf tobacco, seringa, raw wool, cottonseed cake, cottonseed oil, raw sugar, dried cowhides and babassú nuts. United States' purchases of these products were principally: coffee, cocoa, Brazil nuts, carnaúba wax, goat skins, castor beans, salted cowhides, tallow and grease, and rubber.

IMPORTS — Brazil's imports during 1936 totaled $246,717,567 USCy., of which 22% originated in the United States. The largest items of total imports in the order of their importance were: wheat (14%), automobiles and trucks (5%), gasoline (4%) coal (4%), tinplate sheets, fuel oil, wood pulp for paper, kerosene, iron tubes and pipes, dried codfish, crude jute, wheat flour, sewing machines, radio apparatus, railway materials, newsprint paper, industrial machinery, plain wire, anilines, lubricating oils and linen. The principal U. S. products imported into Brazil were: automobiles and trucks, gasoline, iron and steel wire, kerosene, lubricating oils, rubber goods, industrial machinery, radios, sewing machines, laminated tin plates, electrical equipment, chemical products and fruit.

CURRENCY AND EXCHANGE — The milreis (1$000) is the monetary unit of Brazil and during 1937 the selling rate of exchange in Rio de Janeiro averaged 16.1 milreis (16$100) to the U. S. dollar. One thousand milreis is called one conto (1:000$000). Since there may be sudden changes in Brazilian exchange regulations, current information should be obtained when required.

BANKING — There are many Brazilian and foreign banks operating in large cities and towns of the country, but the National City Bank of New York is the only American bank in Brazil. It has branches in Rio de Janeiro, São Paulo (with agency in Santos) and Pernambuco.

CREDIT INFORMATION — Credit ratings may be obtained from R. G. Dun & Bradstreet Co., which has branches in Brazil, and from the National City Bank. American consular officers, although they cannot assume responsibility for credit information, strive to include only reputable agents and firms in lists provided inquirers.

CREDIT TERMS AND QUOTATIONS — A large proportion of Brazilian imports are financed by drafts of from 60 to 90 days sight from date of acceptance, and terms are sometimes even longer. Quotations C.I.F. Brazilian ports are preferred, although quotations F.O.B. steamer U. S. port are not uncommon.

ATTORNEYS — Lists of names and addresses of attorneys in a position to handle general cases and collections for firms and persons in the United States will be furnished by American consular officers upon request, without assumption of responsibility for the attorneys' services.

OCEAN TRANSPORTATION — The Munson Line provides a bi-weekly passenger and cargo service from New York to Rio de Janeiro (13 days) and Santos (14 days) which is connected with São Paulo by good rail service. The Delta Line offers passenger and cargo service every three weeks from New Orleans to Rio de Janeiro (18 days) and Santos. In addition, the following American lines carry cargo to and from Rio de Janeiro and Santos: U. S. Atlantic ports — American Republics and Munson lines; Gulf ports — Delta Line; U. S. Pacific ports — McCormick Line (also carries passengers). These lines all handle transhipment of cargo on through bill of lading to and from Brazilian cities where they do not call. The American Republics Line makes regular calls at Bahia and Victoria and, with sufficient cargo, irregular calls at Pernambuco, Pará and other Brazilian ports; the Delta Line makes regular calls at Victoria and irregular calls at Paranaguá and other ports; and the McCormick Line makes regular calls at Bahia and irregular calls at Pará and smaller ports. Cargo for São Paulo is shipped by rail from Santos, cargo for Porto Alegre is transhipped at Rio Grande, and cargo for Manáos is shipped by river steamer from Pará.

The following lines also provide service between United States and Brazilian ports: (U. S. Atlantic ports) Moore & McCormack (Norwegian-U.S.), Lloyd Brasileiro (Brazilian), Furness Prince (British), Booth (British), Lamport & Holt (British), Wilhelmsen (Norwegian); (U. S. Gulf ports) Hamburg-American (German); (U. S. Pacific ports) Westfal-Larsen (Norwegian) and Osaka Shosen Kaisha (Japanese).

AIRWAYS; TRAVEL IN BRAZIL — The Pan American Airways offers two trips weekly between the United States and Rio de Janeiro, and with its Brazilian subsidiary provides rapid passenger and air express service to all cities of commercial importance in the country. Three Brazilian lines and a German and a French line also provide air service over a part of the routes covered by the American-owned companies.

There is good rail service between Rio de Janeiro and São Paulo and regular service to Victoria, but service to Porto Alegre is slow and with 21,000 miles of railroads in the country there are no lines connecting Bahia, Pernambuco or Pará with Rio de Janeiro or with each other. Coasting steamers are slow.

POSTAL SERVICE — Ordinary first-class postage to Brazil is 3 cents an ounce or fraction thereof, and air mail postage is 40 cents a half-ounce or fraction thereof. Parcel post is slow and difficult to clear through customs, and it is preferable to send catalogs as registered printed matter — not to exceed 4 lbs. in weight. Small samples may be sent by ordinary registered mail marked "Amostras sem valor commercial" (Samples without commercial value).

PACKING — Importers' instructions concerning packing and marking should be followed. In the absence of instructions, care should be taken to make packing strong against rough handling and pilferage, though as light as possible when goods are dutiable on gross weight, and to pack different kinds of goods in separate cases. Precautions should be taken against humidity in packing goods for northern Brazil.

WEIGHTS AND MEASURES — The metric system of weights (1 kilo equals 2.204 pounds) and measures (1 liter equals 1.05668 quarts) (1 meter equals 39.37 inches) is official in Brazil, and handling and selling of shipments from the United States are facilitated by marking and declaring under that system.

CUSTOMS REGULATIONS — Import duties are chiefly specific and relatively high, although many reductions were obtained for United States products by a Trade Agreement with Brazil which went into effect on January 1, 1936. Strict interpretation is given to tariff regulations and heavy fines are imposed for undervaluations and for errors on consular invoices. Although travelers' samples may by law be entered free temporarily, under bond, by presenting a Brazilian consular invoice, a commercial invoice and a certificate of commercial traveler status endorsed by a Brazilian consular officer, many travelers find it more practical to pay duties on samples.

PATENTS AND TRADE-MARKS; FOOD AND DRUG REGULATIONS — It is important to note that protection of trade-marks and patents requires registration in Brazil, and applications for patent rights must be made within one year of the date of application to the U. S. Patent Office. The services of local patent attorneys are required for the technical details of registry, and lists of such attorneys will be furnished inquirers by the Consulate General at Rio de Janeiro on request.

Imported medicines and pharmaceutical preparations must be officially analyzed and approved by the Public Health authorities before they can be sold in Brazil, and packaged foodstuffs and bottled beverages must be analyzed once a year, or more frequently if adulteration is suspected. Each importation of bulk foodstuffs and beverages is subject to analysis.

AMERICAN CONSULAR SERVICE — DISTRIBUTION CENTERS — The American Consulate General at Rio de Janeiro has supervisory jurisdiction over all other American consular offices in Brazil, which are: the Consulate General at São Paulo, the Consulates at Pernambuco, Bahia, Porto Alegre, Pará and Santos, and a Vice Consulate at Victoria in the Rio de Janeiro consular district. The first six consular offices named are in the primary distribution centers for their districts, Santos being of importance principally as the seaport for the large and important São Paulo consular district and Victoria being of importance as an active coffee exporting port.

The extent of the markets in the various consular districts varies in general according to population, although average purchasing power decreases in the northern and western areas. The market for such relatively expensive products as automobiles and radios and for industrial materials such as wood pulp and specialized machinery is generally concentrated in the larger centers, principally São Paulo and Rio de Janeiro, but all districts consume the more staple imports listed for the whole country.

The American consular offices in each district are prepared to furnish promptly specific information desired by Americans and American business firms concerning the markets for particular commodities, the names and addresses of prospective agents, and data amplifying the information on this sheet. Advertising literature sent to these offices is retained by them in convenient order for examination by prospective buyers.

There follows a summary description (see map on page 4) of each American consular district, with total area, political divisions and, in parenthesis, principal cities, with the estimated population mentioned in each instance; a brief notation concerning the commercial activities of each district is also provided.

PARA' (OR BELEM) — AMERICAN CONSULATE — Area of district: 1,469,494 square miles; population: 3,858,507. Includes the States of Pará, 1,541,619 (port of Pará, 298,340), Amazonas, 443,904 (river port of Manáos, 90,317), Maranhão, 1,190,123 (port of São Luiz, 71,583), the portion of the State of Piauhy north of 8° latitude, 565,772 (Therezina, 61,413, Parnahyba, 29,377), and the Territory of Acre, 117,089 (Rio Branco, 29,220).

Pará is supplemented as the distribution center for the district by Manáos, about 1000 miles up the Amazon River, and in the coastal area by São Luiz and Parnahyba. The Pará district is the principal source in the country of rubber, Brazil nuts and babassú nuts, and exports considerable quantities of carnaúba wax and other tropical products. Industrial development in Pará includes rubber washing, rice hulling, cotton ginning, tanning and small factories making automobile tires and tubes, leather and rubber-soled canvas shoes, cotton textiles, bagging and other products.

PERNAMBUCO (OR RECIFE) — AMERICAN CONSULATE — Area of district: 148,551 square miles; population: 8,086,554. Includes the States of Pernambuco, 3,010,118 (port of Pernambuco, 491,078), Ceará, 1,674,554 (port of Fortaleza or Ceará, 146,852), Rio Grande do Norte, 781,836 (port of Natal, 52,582), Parahyba, 1,398,966 (port of João Pessôa or Parahyba, 104,986), and Alagôas, 1,221,080 (port of Maceió, 133,858).

About half the foreign trade of the district passes through Pernambuco, which is supplemented as a distributing center by the smaller cities mentioned above. The Pernambuco district is the principal source of Brazilian exports of sugar, carnaúba wax and animal skins, and is a large producer of cotton (the most important crop of the district), castor beans and many other products. There are also considerable industries producing vegetable oil, leather, paper, explosives, canned goods and other articles.

BAHIA (OR SÃO SALVADOR) — AMERICAN CONSULATE — Area of district: 260,124 square miles; population: 5,104,829. Includes the States of Bahia, 4,265,074 (port of Bahia, 369,692, port of Ilhéos, 36,000), Sergipe, 556,869 (Aracajú, 60,203), and the portion of the State of Piauhy south of 8° latitude, 282,886.

By far the larger proportion of foreign trade in the district centers in Bahia, although Aracajú is a subordinate center. The Bahia district is the principal producer of Brazilian cocoa, tobacco and castor beans, and is an important source of coffee, hides, skins and other products. The principal industries in the district are small factories manufacturing cotton textiles, shoes, furniture, cigars and cigarettes and some other articles. There are deposits of carbons (industrial diamonds), chrome, zircon, asbestos and other minerals in the Bahia district.

RIO DE JANEIRO — AMERICAN CONSULATE GENERAL — Includes American Vice Consulate at Victoria, State of Espirito Santo.

Area of district: 518,245 square miles; population: 13,0 03,431. Includes the Federal District (port of Rio de Janeiro, 1,756,080, Capital of Brazil), and the States of Rio de Janeiro, 2,074,192 (port of Nictheroy, 128,333, Campos, 90,000, Petropolis, 87,000, port of Angra dos Reis, 7,000), Espirito Santo, 710,282 (port of Victoria, 36,369), Minas Geraes, 7,706,847 (Bello Horizonte, 180,241), and Goyaz, 756,030 (Goyaz 30,948).

Bello Horizonte and, to a lesser extent, Goyaz are subsidiary distributing centers for the more inland regions but this territory is usually handled through importers in Rio de Janeiro. The western extremity of the State of Minas Geraes is usually supplied through São Paulo. The Rio de Janeiro district is the second most important source of coffee after São Paulo, is the principal source of oranges, and exports considerable quantities of hides and other products. In addition to being a large consumers' market, the Rio de Janeiro area requires considerable amounts of producers' goods, with important manufactures of textiles, paper, shoes, hats, tobacco, beverages, matches, cement, chemicals, pharmaceutical supplies, anhydrous alcohol, rubber articles and other products. Gold, diamonds, manganese ore and many other minerals are mined in the State of Minas Geraes, which has huge iron ore deposits that have been retarded in development because of transportation costs.

SÃO PAULO — AMERICAN CONSULATE GENERAL — Area of district: 742,432 square miles; population: 8,040,495. Includes the States of São Paulo, except Municipalities of Santos and São Vicente, 6,626,062 (São Paulo, 1,167,862, Rio Preto, 202,873, Campinas, 144,963, Ribeirão Preto, 85,655, Presidente Prudente, 89,241), Paraná, 1,040,919 (Curityba, 119,635, port of Paranaguá, 16,000), and Matto Grosso, 373,514 (Cuyabá, 47,819).

Because of the geographical separation from São Paulo of Curityba and Cuyabá, those cities are to a considerable extent separate distributing centers, although agencies may in some instances be handled satisfactorily through São Paulo. The São Paulo district is the most important source of Brazilian coffee and cotton, cottonseed cake and oil, and chilled meats, while also exporting large quantities of hides, preserved meats, oranges, and many other products. São Paulo is one of the two largest distribution centers for imported merchandise and is the most important industrial center in Brazil, with a large and growing production of cotton, wool and silk textiles and jute bagging, iron and steel and manufactures, paper, chemicals, pharmaceutical products, rubber articles, glass, cement, shoes, hats, furniture, watches, and other products. There are considerable deposits of lead and other minerals in the São Paulo district.

SANTOS — AMERICAN CONSULATE — Area of district: 493 square miles; population: 170,000. Includes: the Muncipalities of Santos (port of Santos, 155,000) and São Vicente in the State of São Paulo.

Santos is important as the seat of the coffee exchange and as the port of shipment for the great volume of coffee produced on the inland plateau region of the São Paulo district, as well as the sole port of entry for the large volume of imports consumed in that district. Bananas are produced on the lowlands of the district, but manufacturing is confined to a paper mill and abattoir.

PORTO ALEGRE — AMERICAN CONSULATE — Area of district: 146,829 square miles; population: 4,131,635. Includes the States of Rio Grande do Sul, 3,119,211 (river port of Porto Alegre, 336.504, port of Pelotas, 70,000, port of Rio Grande, 57,000), and Santa Catharina, 1,012,424 (port of Florianopolis, 50,829, port of São Francisco, 20,000).

The State of Santa Catharina is almost entirely separate from the Porto Alegre area as a distribution district, and its import commerce is centered principally in Florianopolis, sometimes being handled indirectly by agents in São Paulo or Rio de Janeiro. The Porto Alegre district is the outstanding source of Brazilian exports of preserved meats, wool, lard and timber, and is an important source of hides, chilled meats and other products. The district is also the principal producer of wheat and yerba matte. Outside of the São Paulo and Rio de Janeiro districts, the Porto Alegre district has been developed more industrially than other parts of the country, with fairly large textile and paper mills and some other factories. The district has coal deposits which extend into the State of Paraná in the São Paulo district.

VENEZUELA
COLOMBIA
BR.
DUTCH.
FR
GUIANA
ECUADOR
AMAZONAS
AMAZON R
MANÁOS
PARÁ
PARÁ
MARANHÃO
CEARÁ
R G DO N
PIAUHY
PARAHYBA
PERNAM
ALAG
SERG
PERNAMBUCO
TER.OFACRE
PERÚ
MATTO GROSSO
BAHIA
GOYAZ
BAHIA
BOLIVIA
MINAS GERAES
ES.
SAN
VICTORIA
SÃO PAULO
CHILE
PARAGUAY
RIO DE J.
PARANÁ
RIO DE JANEIRO
SANTOS
SÃO PAULO
STA. CATH.
R. G. DO SUL
PORTO ALEGRE
ARGENTINA
URUGUAY
BRAZIL
— American consular districts and States;
... States; Cities with American consular offices, underlined.

FEIRA DE FLORES - LARGO AROUCHE - S. PAULO
F. 694

RECREIO SANT'ANNA
PRODUCTOS ANTARCTICA
MERCADO DE FLORES - S. PAULO
F 662

Bulgaria

MASSACHUSETTS HORTICULTURAL SOCIETY
COMMUNE BONUM.
INC. JUNE 12. 1829.

IN REPLY REFER TO
FILE NO. 861.6 - CWC/nea

THE FOREIGN SERVICE
OF THE
UNITED STATES OF AMERICA

DEPARTMENT OF STATE

AMERICAN CONSULATE

Sofia, Bulgaria,
July 6, 1938.

Mrs. Willard Helburn,
The Flower Club,
71, Fresh Pond Lane,
Cambridge, Massachusetts.

Madam:

Your letter of January 31, 1938, was duly received and this office made repeated efforts to obtain the type of pictorial material which might prove interesting in your collection.

Photographs of street flower vendors or markets have not become available but it has now been possible to obtain some views which may interest you. They are enclosed herewith, and may be described as follows:

1. The rose harvest (for the manufacture of attar of roses);
2. Scene in the rose valley;
3. Entrance to the Preobrajensky Monastery;
4. Peasant costume, Varna district;
5. " " Razgrade district;
6. " " Haskovo district;
7. " " Preslav district;
8. " " Pleven District;
9. " " Haskovo district;
10. " " Varna District;
11. The wine harvest;
12. Vineyard scene;
13. Scene of tobacco field;
14. Grain harvest, in the Sofia plain.

A

A copy of the Consulate's general information sheet is also enclosed.

Very truly yours,

Cavendish W. Cannon
American Consul

Enclosure:
General Information Sheet.
14 photographs.

AMERICAN CONSULATE

SOFIA, BULGARIA

GENERAL INFORMATION

DISTRICT. — The Sofia consular district includes all of Bulgaria, with an area of 39,825 square miles.

POPULATION. — 6,090,216 (census of 1934), or now estimated at 6,280,000; 85% Bulgarian, the remainder being Turks, Jews, Rumanians, Greeks, Russians, Armenians, etc. The standard of living is improving but the per capita wealth is only some $ 400. Population of important cities: Sofia 340,000; Plovdiv 125,000; Varna 75,000; Rousse 51,000; Bourgas 50,000.

CLIMATE. — Temperate; mean annual temperature about 52 degrees F. Average annual rainfall 20.8 inches.

TOPOGRAPHY. — The Balkan mountains stretch across central Bulgaria. Farther south are the Rhodope mountains and to the southwest the Rila mountains. The northern boundary is the Danube river, the valley of which is large and fertile.

COMMUNICATION. — Principal ports: Varna and Bourgas on the Black Sea, connected with the main ports of the Mediterranean and Western Europe; Rousse and Lom on the Danube river handle important traffic with Central Europe; 1,036,000 metric tons of freight handled in 1937. Direct shipments from the United States are slow, but cheaper than if transshipped by rail from Western Europe. The railway system, Government owned, has about 2,550 miles of which 220 miles are narrow gauge. The line from Paris to Istanbul passes through Bulgaria, affording good communication with Western Europe. There are about 12,000 miles of highways, now being progressively improved. Estimated number of automobiles: 3,000 passenger cars, 550 busses and 2,400 trucks.

PACKING. — Goods for freight shipment should be securely packed, against rough handling and pilferage.

POSTAGE. — Letter postage from the United States to Bulgaria is five cents for the first ounce or fraction. Shipments from the United States by parcel post may not exceed 44 pounds in weight. They are routed by the slow Mediterranean steamers.

CURRENCY. — The lev (plural leva) is the unit of currency. Its pre-war value was that of the French franc ($0.193) but in 1928 it was legally stabilized at the rate of 138.44 leva to $ 1.00. The present average rate of exchange is 84 leva to $1.00.

LANGUAGE. — Bulgarian firms have hitherto preferred to correspond in German or French, but the use of English is increasing.

LEADING INDUSTRIES AND OCCUPATIONS. — 78% of the inhabitants are engaged in agricultural pursuits, cereals being the leading crop and tobacco, eggs, poultry and fruits the staple export goods. Production in 1937 (metric tons): cereals 3,160,000; leaf tobacco 34,000; sunflower seed 150,000; cotton (unginned) 9,000; silk cocoons 1,600; rose oil 2,780 kilograms. Livestock raising (cattle, buffalo, sheep, hogs and goats) is important. The production of soft coal in 1937 was 1,600,000 metric tons. Copper, lead, zinc and iron are mined in small quantities.

FOREIGN TRADE. — Imports, 1937: 325,000 metric tons valued at 4,926,000,000 leva ($ 58,643,000). Exports, 1937: 687,000 tons, valued at 5,019,000,000 leva ($ 59,762,000). Leading imports: machinery and metals; cotton, wool, yarns and textiles; automotives; raw hides; chemicals and drugs. Leading exports: leaf tobacco, cereals, eggs, poultry, livestock and animal food products, table grapes, fruits, sunflower seed and oil, rose oil, vegetables, skins, etc. The percentage in value of Bulgarian foreign trade in 1937 with various foreign countries was as follows: Germany 49%; Great Britain 9.5%; Czechoslovakia 5.5% Italy 4.5%; Poland 4.5%; Austria 3.5%; United States 3%; Belgium 3%; France 2.5%.

TRADE WITH THE UNITED STATES. — Direct imports of Bulgarian goods during 1937 amounted to $ 1,190,000 with indirect imports (cotton, copper, automotives) increasing that amount by about 70%. Exports to the United States amounted to $ 2,286,000. Principal imports: raw cotton, machinery, radio, automotives, lubricating oils. Principal exports: leaf tobacco, rose oil, goat and kidskins, cheese.

CUSTOMS POLICY. — Most of the import duties are specific; the rates are high for manufactured goods competing with local industries and for imports of the luxury class. The import restrictions due to contingents and exchange regulations have been moderated and facilities are extended for imports compensated by Bulgarian exports.

CREDIT TERMS. — Because of exchange regulations transfers at the official rate of exchange are difficult. Importers can meet their obligations promptly if willing to pay the premiums demanded for the use of "compensation" credits. Such operations are legal and without risk.

Address all communications to THE AMERICAN CONSUL, SOFIA, BULGARIA.

Revised, March 1938.

зоберачка
Rosenernte in Bulgarien

73 Розоберч
Rosenernte in Bulgarien

Входа на Преображенския монастиръ
Le couvent. „Preobrajensky. Léntrée

02 Преславска носия Bulgarische national Trachten

95 Хасковска носия Bulgarische national Trachten

107 Варненска носия
Bulgarische national Trachten

Гроздоберъ въ ю. България
61 Die Weinlese

31 Беритба на тютюнъ - Ю. България
Tabakernte

138 Софийско

Ernte in Sofias Umgebung

Варненска носия
Bulgarische national Trachten

Разградска носия
105 Bulgarische national Trachten

сковска носия

Плѣвенска носия

Ceylon

MASSACHUSETTS HORTICULTURAL SOCIETY
COMMUNE BONUM.
INC. JUNE 12. 1829.

IN REPLY REFER TO
FILE NO. 000

THE FOREIGN SERVICE
OF THE
UNITED STATES OF AMERICA

DEPARTMENT OF STATE

AMERICAN CONSULATE

Colombo, Ceylon,
March 7, 1938.

Mrs. Willard Helburn,
The Flower Club,
71 Fresh Pond Lane,
Cambridge, Mass.

Madam:

I have to acknowledge receipt of your letter of January 31, 1938, requesting to be supplied with material illustrating the flower business in Ceylon.

As you will realise, in the tropics there is no business in flowers and there is no sale in the streets or by the natives. A few tragic-looking blooms such as carnations, gladiolas, and easter lilies are sold in the lobby of the hotel next door, but there is certainly nothing picturesque in this limited trade. These flowers are imported from the hill country for the use of exiles who like English flowers. Occasionally, a few stunted roses will be found.

It is regretted that no material can be supplied to you.

Very truly yours,

George Alexander Armstrong
American Consul

Chile

MASSACHUSETTS HORTICULTURAL SOCIETY
COMMUNE BONUM.
INC. JUNE 12. 1829.

IN REPLY REFER TO

FILE No. 020
SNM:SNM

THE FOREIGN SERVICE
OF THE
UNITED STATES OF AMERICA

DEPARTMENT OF STATE

AMERICAN CONSULATE GENERAL

Santiago, Chile, March 10, 1938.

The Flower Club,
71 Fresh Pond Lane,
Cambridge, Massachusetts.

Sirs: Attention of Mrs. Willard Helburn.

The receipt is acknowledged of your letter of January 31, 1938 requesting this office to obtain postcards or illustrated articles showing flower markets, street vendors, or other manners of handling the sale of flowers in Chile. You offer to pay any charges incident to the procurement of the material desired.

The flower market in Santiago is one of its most picturesque sights. It is located on the broad avenue popularly called the "Alameda" which runs through the city dividing it in two. Unfortunately it has not been possible to secure colored views of the market, but two postcards in black and white are attached giving an idea of its location and extent. It is one block in length with a fountain in the center. The San Francisco church, a relic of colonial times, overlooks the market.

The cost of the postcards was two pesos, or eight cents U. S. currency which may be remitted in the form of unused American stamps.

There is also enclosed a printed sheet descriptive of Chile, and a pamphlet issued by the Chilean Tourist Bureau covering a region of Chile is included as of possible interest.

Respectfully yours,

Edward A. Dow
American Consul General

Enclosures:

2 postcards;
G.I.Sheet;
Pamphlet.

GENERAL INFORMATION CONCERNING CHILE

AMERICAN CONSULATE GENERAL, SANTIAGO

AREA, CLIMATE, AND TOPOGRAPHY. Chile, seventh South American nation in size and fifth in population, occupies a long, narrow strip of land on the west coast of the Continent, between the Andes Mountains and the Pacific Ocean. The length of Chile is 2,640 miles, and with an average breadth of 108 miles, its area is 285,225 square miles, or about 10% more than that of Texas.

Chile may be divided (roughly) into three zones; northern, central, and southern. The northern district is largely a rainless, barren desert, but important because of large nitrate and copper deposits. The central area extends from Coquimbo south through Santiago to Puerto Montt, and contains most of the agricultural, industrial, and commercial activities of the country. The southern section extending south to Cape Horn has a raw and exceedingly wet climate and a sparse population, the principal industries being lumbering and sheep raising. Mean annual rainfall is practically zero at Arica, Iquique, and Antofagasta; 14 inches at Santiago; 21 at Valparaiso; 53 at Concepción; and 87 at Puerto Montt. In some mountain sections of the central and southern zones it reaches more than 12 feet. The climate at Valparaiso and Santiago resembles that of southern California.

POPULATION, LANGUAGE, AND STANDARDS OF LIVING. The estimated population of Chile in 1937 is 4,600,000. The population of the principal cities is: Santiago, capital, financial, and industrial center, 828,000; Valparaiso, chief port and seat of many industries, 250,000; Concepción, coal, textile, and farming region, 80,000; Antofagasta, port for nitrate and copper, and terminus of railroad from Bolivia, 55,000. Various other cities have populations upwards of 40,000. The Chilean people are largely a fusion of Spanish colonists with native Indians and with other South Americans, to which a later mixture of Spaniards, Germans, Italians, and British has been added. German colonists who settled in south-central Chile subsequent to 1850 have largely preserved their identity. There is little current immigration. The annual Chilean birth rate is 34, and the death rate, 25 per thousand. Illiteracy was 37% in 1920 and 25% in 1930. In general, social customs are those of Latin Europe, but shipping, merchandising, and industrial activities indicate increasing American and British influence.

The current annual budget balances at the equivalent of 55,000,000 United States paper dollars. The external debt, totalling some 390,000,000 United States gold dollars, has been in whole or partial default since 1931-32.

Spanish is the official language, and should be used in printed matter and correspondence sent to Chile. English is increasing in importance in schools and offices, but few business men are familiar with it. The metric system of weights and measures is used. On large ranches, and in the cities, people of means have living standards comparable to Western Europe and the United States, but the very low average income precludes the purchase of large quantities of imported merchandise for individual use. Skilled workmen seldom receive more than the equivalent of one United States dollar per day and ordinary laborers much less. Domestic manufacture is stimulated by exchange control, low wages, a depreciated currency, and high import duties; consequently, most imports not urgently needed are sold with difficulty, although American merchandise is popular.

OCCUPATIONS AND INDUSTRIES. The leading occupations are agriculture (wheat, potatoes, wine, barley, oats, corn, beans, peas, lentils), stock-raising, mining, and lumbering. The production of nitrate of soda from the only deposits of commercial importance yet discovered is the greatest single industry. Chile produces approximately one-sixth of the world's copper. Coal is mined chiefly for local consumption. The following manufactures are sufficiently developed to preclude large imports; shoes and leather products, cotton and woolen cloth and clothing, cement, candy, biscuits, flour, soap and perfumes, matches and cigarettes, enamel and glassware, and refined sugar.

FOREIGN TRADE. Leading imports are industrial and agricultural machinery, motor vehicles, tires, gasoline and other petroleum products, raw sugar, drugs, hardware, tin plate, black and galvanized sheets, iron and steel bars, plain and barbed wire, newsprint, yarns, higher grades of cotton and woolen cloth, rice, edible oils, linseed oil, and the better grades of paints and varnishes.

The chief exports are nitrate of soda (of which more than 40 per cent is taken by the United States), copper, cattle hides and sheep skins, beans, peas, lentils, garlic, fresh and dried fruits, and wines.

Total imports were valued at 62,500,000 United States paper dollars in 1935 and 71,400,000 in 1936. Respective values of imports from the United States were 16,900,000 and 18,100,000 dollars. Germany supplied 29 per cent of the total, the United States 25, and Great Britain 13. The United States, however, occupied first place in the preceding several years and regained it during the first half of 1937.

The value of Chilean exports increased from 97,400,000 U.S. paper dollars in 1935 to 115,800,000 in 1936. The actual trade balance is not so favorable as the statistics indicate, since a large proportion of the money received for copper and nitrate of soda is not remitted to Chile. Chilean statistics do not indicate the final destinations of all copper and nitrate shipments, but, from American figures, it is known that total Chilean exports to the United States were valued at 24,100,000 dollars in 1935 and 25,700,000 in 1936.

During the first six months of 1937, both imports and exports were substantially greater than in the corresponding period of 1936.

Except for Peruvian sugar and gasoline, Latin America has relatively little share in Chilean trade.

GENERAL CUSTOMS POLICY, SHIPPING DOCUMENTS. The Chilean customs tariff, although primarily for revenue, is highly protective to local industry. Duties are usually high, and are mainly specific rather than ad valorem. Port charges and other items materially increase the landed cost of all imported merchandise. Catalogs and other advertising material are subject to duty, but in actual practice individual copies of printed

matter received in the mail are not assessed. Samples may be entered and withdrawn when licensed brokers supply bonds for the customs charges payable if the goods are not re-exported.

Imports must be covered by a certificate of origin and bill of lading, the latter duly visaed by a Chilean consul, and by a commercial invoice. In some cases the certificate of origin also must be visaed. If prices are c.i.f. this must be stated on the commercial invoice. If prices are f.o.b., f.a.s., or placed factory, then freights, insurance, et cetera, must be charged separately, to enable the Chilean customs to arrive at c.i.f. values.

Customs duties and regulations are frequently changed, and the most recent information should be obtained from the Chilean consular office certifying the shipping documents.

POSTAL REGULATIONS. Letter postage from the United States to Chile is three cents per ounce or fraction thereof. Mail by steamship requires about 3 weeks for delivery in Chile, but air mail, which is increasing in popularity, leaves the United States twice weekly and reaches Santiago in four days.—It costs $0.50 per half ounce or fraction thereof. Parcel post from the United States by steamship is limited to 22 pounds in weight and a maximum length per package of 3.5 feet, with a combined length and girth of six feet.

TRANSPORTATION. Besides railways for domestic traffic and for connections with Bolivia and Argentina (the latter often interrupted by snow), Chile relies on ships plying to Panama and thence to North America or Europe. The only direct passenger service to the United States is that of the (American) Grace Line, which maintains weekly sailings from New York with fortnightly connections at Panama with the California coast. Passengers and mail are also transported by British, German, French, Dutch, Italian, and Scandinavian lines connecting Europe with Valparaiso and northern Chilean ports. Japanese vessels touch at Californian ports between Chile and Japan. Chilean vessels go to various South American ports. American salesmen should rely chiefly on steamship and air service. The latter, through the Panagra Line, makes the Santiago-Buenos Aires trip five times weekly in about five hours, at approximately the same passenger cost as on the Transandine Railway. Air passenger service, via Panagra, goes up the west coast to Panama and thence to Miami, Florida, twice weekly. French and German planes maintain services to Buenos Aires and Europe.

Railway mileage in Chile is 5,434, of which 60 per cent belongs to the State. There are some 26,000 miles of public roads, of which 1,030 are paved. Telephone subscribers number 44,500. About 36,000 motor vehicles are in operation. Salesmen, however, cannot use automobiles except for short distances near Santiago and other cities. Cable service is maintained with the United States by All America Cables and West Coast Cables. The first is American, connecting with the Postal Telegraph, and the second British, connecting with Western Union.

PACKING AND INSURANCE. Most Chilean ports are open roadsteads, and even in Valparaíso where modern equipment is available, delivery is frequently made by lighters in a rough sea. Packing should be strong to preclude pilferage and breakage, but should be kept to minimum weight consistent with safety since many duties are assessed on gross weight. Insurance should cover delivery to importer's warehouse. Foreign manufacturers should register trade marks at the Chilean Trade Mark office at Santiago.

CREDIT REPORTS. In normal times the usual terms of credit vary from 30 to 90 days, but the severe economic crisis, exchange control and a depreciated currency usually make it impracticable for exporters to ship merchandise to this country without first receiving payment in American currency in the United States. The conditions which make this procedure necessary will probably exist throughout 1937. In compiling trade lists, American consular officers take precaution to include only the names of responsible individuals and concerns. However, no responsibility can be assumed either by the United States Government or this Consulate General for the financial standing or integrity of any persons or firms mentioned in such lists. Complete credit reports can usually be obtained from Dun & Bradstreet, Inc. or from the National City Bank of New York, both maintaining branches in Santiago and Valparaiso.

CURRENCY. The paper peso, established on a gold basis equivalent to 12.17 United States gold cents in 1926, was removed from the gold standard in Abril, 1932. It is probable that the peso will remain a depreciated currency, with fluctuating value in terms of other currencies, until other nations are again in a position to purchase larger quantities of Chilean nitrate, copper, and other products. The average free exchange value of the Chilean paper pesos was 3.98 United States paper cents in 1935 and 3.56 in 1936. Its value on March 9 / 38 was 4 U.S. cents.

EMPLOYMENT OF AMERICANS. Numerous inquiries are received concerning possibilities of profitable employment for Americans in Chile. The Consulate General recommends that no American seeking work should come to Chile without assurance that a definite position is available and that ample funds are in hand to pay expenses of maintenance and of return to the United States. No Government or private funds are available to assist indigent American citizens.

Santiago, Chile, August 20, 1937.

NOTE: The United States maintains an Embassy and a Consulate General at Santiago, and Consulates at Antofagasta and Valparaíso.

Chile has an Ambassador at Washington, and consular officers at Baltimore, Boston, Chicago, Cincinnati, Detroit, Honolulu, Los Angeles, Miami, New Orleans, New York, Norfolk, Philadelphia, San Francisco, San Juan (Puerto Rico), Seattle and Washington.

ABUELITO
1212 Chile, Santiago San Francisco
Prop. 4501
Fot. Mora

Chile, Santiago Iglesia San Francisco
3601
Fot. Mora

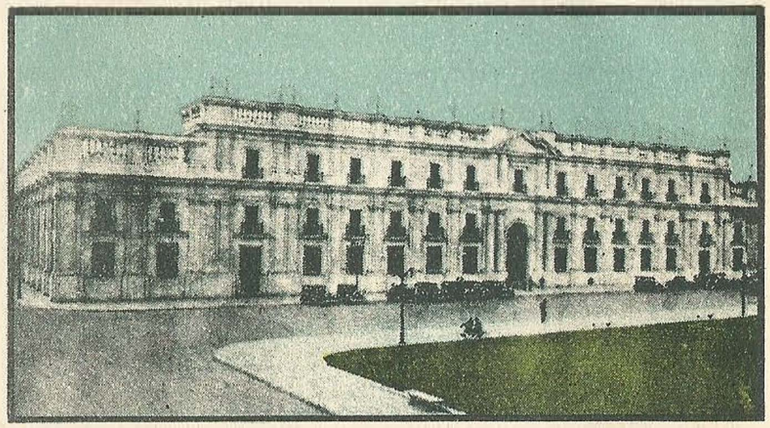
REPÚBLICA DE CHILE

MINISTERIO DE FOMENTO
SERVICIOS DE TURISMO

Provincia de Santiago Chile

Algunos edificios modernos de Santiago

LITO. LEBLANC



Palacio de Gobierno, frente reconstruido que mira a la Avenida de las Delicias.

Government Palace "La Moneda" with its recently restored facade, looking toward Avenue de las Delicias.

The Republic of Chile stretches from the Department of Arica in the North to the Territory of Magellan in the South. It lies between the majestic bulwark of the Andes on the east and the Pacific Ocean on the west, having a maximum length from North to South of approximately 2687 miles, with a width varying from 106 miles in the Province of Coquimbo to 187 miles in Antofagasta, without taking into consideration the Territory of Magellan, the width of which reaches 287 miles. In other words: it consists of a narrow stretch of land lying between 17.5°S. and 56°S. approximately a distance greater than that between Madrid and Moscow.

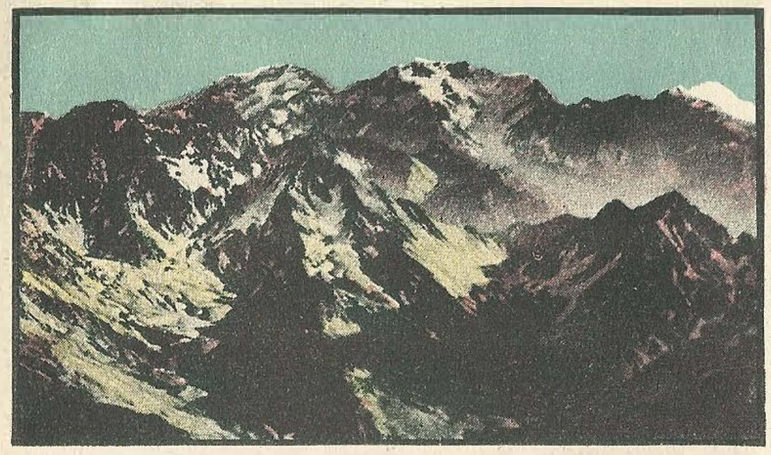
In spite of this great length, the area of the country is only 305.019 sq. miles, which makes it one of the smaller countries of South America, those still smaller being Ecuador, Paraguay, Uruguay and the Guayanas. This reduced extension of Chile. is, however, greater than that of the European countries, with the exception of Russia. Indeed, it is larger than that of France. Belgium, Holland, Denmark and Switzerland taken together.

Population. — The population of Chile is a little more 4.300.000 or say, an approximate density of 14 inhabitants per sq. mile.

If from the total extension of the territory of Chile we deduct the 50 % not capable of cultivation or habitation, there would still remain a total of 152.509 sq. miles, capable of supporting 30.000.000 inhabitants with an average density of 196 inhabitants per sq. mile, which would correspond to the density of the population of France, and is almost exactly the average density of European population, with the sole exception of Russia.

Climate. — The diversity of climate resulting from the enormous extension of territory from North to South, produces a difference in temperature much less notable than in similar latitudes in the Northern hemisphere, and even in others of the Southern hemisphere due to the fact that the snowcovered Andes mountains serve as a protection against the steaming heat of the central part of the continent while on the other, the west, ocean breezes modify the extremes of both winter and summer temperature. Chile, is therefore, a country with a privileged climate, which is due to its exceptional position.

In General. — The northern region of Chile, where the nitrate fields with their mirage, their hot days and agreeably cool nights, might give the impression of an African desert were it not actually the centre of active industry crossed by numerous railways and in the midst of work, an oasis of civilization where people live in modern fashion with all the comforts of our age.



Imponente espectáculo que ofrecen los picos andinos en la Cordillera.

Superb panorama of the peaks of the Chilean Andes.

From this region, southward, the nature of the surface changes entirely: large fertile fields found in the central valley being followed by dense forest, picturesque mountains, rushing rivers, waterfalls, peaceful lakes and exhuberant vegetation everywhere as we travel south.

Life in Chile is not only very pleasant because of the gifts of Nature, but also because of its many social attractions, the simplicity of its manners and customs, which include the refinements of the older European countries. The culture of Chilean life is shown by its universities, museums, libraries, its scientific institudes, club: both learned and social, all of which form the backbone of civilization.

Finally, Chile as a tourist country offers one very special and important advantage, and that is the low value of her money and inexpensive cost of living without a loss of that comfort the tourist inevitably requires.

VALPARAISO

The zone of greatest attraction for tourist in Chile and holiday seekers in general which extends to the extreme south of the country, begins in the province of Aconcagua, with Valparaiso, as its capital, the latter being also the chief port of Chile and the largest on the American Pacific coast, with the exception of San Francisco.

Valparaiso is a centre of great business activity and it boasts of many important public works and all modern port services. The port presents a typical aspect to the traveller who arrives by sea. The bay with its many ships and steamers at their respective anchorages, its semicircles of sloping hills, covered by a crowded and intricate system of construction which seems to extend right down to the Bay without sufficient space for the lower and really ample business part of the city, slopes which illuminated at night present the most interesting appearance of being suspended in midair all around the bay.

Valparaiso is enhanced by numerous suburbs which can readily be reached by tram, railway, and other road service.

Hotels. — The most important are.

Hotel	Direction		Rates per day			
Astur	Condell	1443	$ 35	to	$ 62.50	without meals
Royal	Esmeralda	103	30	to	90	with meals
Florida	Chacabuco	2362	30	to	35	with meals
Pálace Coppola	Blanco	1177	20	to	40	with meals
Herzog	Blanco	395	20	to	30	with meals
Lebell	Av. Brasil	1710	45	to	75	with meals

La hermosísima laguna de la Quinta Normal de Agricultura, uno de los sitios de mayor atracción de Santiago.

The beautiful lake in the Quinta Normal (Botanical Gardens), one of the most attractive spots in Santiago.

VIÑA DEL MAR

At the head of the sea-bathing resorts of Chile stands Viña del Mar, which is also the finest pleasure resort of the country.

Viña del Mar is a residential suburb, patronized by well-to-do residents and the most elegant bathing place on the Pacific Coast of South America.

Viña del Mar, 5 miles distance from Valparaiso, is connected by train, tram and motor-bus. There are several good hotels.

Hotels	Direction		Rates per day
O'Higgins	Plaza de Viña		$ 120 with meals
Hotel France	Alvarez	746	30 to 40 with meals
Playa Hotel	Alv. esq. Parroquia		30 to 35 without meals
Embassy	Plaza Vergara	109	40 to 70 with meals
Embassy (Anexo)	Bohn	827	40 to 70 with meals

The principal attraction of Viña del Mar, today, is the great, Casino, installed in a really magnificent building, in which every comfort and convenience is found. The social season is at its height in the summer months of January and February, when a large number of wealthy and distinguished visitors arrive from all over South America. The Casino includes a first-class restaurant, cabaret, salons de roulette, a cinema theatre and wonderfully beautiful dancing terraces and esplanades. The view is glorious.

Viña del Mar has also a magnificent Clubhouse, the "Valparaiso Sporting Club", which includes a fine race course, where importante races take place, Sundays and holidays during the entire summer season. It has, also, a number of modern tennis-courts, cricket fields, foot-ball pitches, polo grounds and golf links; a modern municipal Theatre of recent construction, the Olimpo theatre and several other fine public building. The beaches and promenades are the rendezvous of holiday-makers during summer.

Further on Quilpué which, like Viña del Mar, offers every comfort, where you cau enjoy the quiet countryside and where the climate enjoys a justified fame near and far, there you find "El Retiro" swimming pool and hotel, where beauty and comfort have been tastefully combined. El Retiro can be reached by train to Quilpué or by motorcar.

Un aspecto de los campos de Tobalaba, en el sector Oriente de Santiago.

A view of Tobalaba, in the outskirts of Santiago.

SUNDRY AND DIVERS BEAUTY SPOTS

From Valparaiso good roads lead to Villa Alemana, Peña Blanca, Limache, San Pedro, Quillota, La Cruz and others, each of which attract many holiday-makers during the summer months. In all these places fruit of every kind grows abundantly and also vegetables. Everywhere are well conducted hotels.

SANTIAGO: THE CAPITAL OF CHILE

The traveller, who arrives at Santiago, the capital of the Republic, will undoubtedly wonder at her rapid growth during the last 10 years. During this interval it has acquired first class pavements, as also excellent illumination. It enjoys very good mobilization service; "skyscraper" offices and other modern buildings compare favorably with those of Europe and the United States; ample country-roads and clubs, fine parks gay with flowers, while the new residential suburbs on the east side of the city give the finishing touch to the modernization of Chile's beautiful capital, built at the foot of Santa Lucia hill, which on account of its unusual beauty and luxuriant vegetation is much admired by all travellers and tourist. It is actually acknowledged to be one of the finest cities in all South America, Many a stately building is to be found such as the palace of the President of the Republic, the Union Club, which is one of the most sumptuous buildings, the Municipal theatre, the Museum of Fine Arts, the National University and many others, too numerous to be mentioned.

Amongst the public promenades, besides the Santa Lucia hill, the most important are: San Cristobal hill from which the whole panorama of Santiago can be admired; the "Club Hipico" (Santiago's Jockey Club and race-course) are one of the largest and finest in the world, the Parque Forestal, Parque Cousiño, Quinta Normal (Botanical Gardens), Plaza de Armas, Plaza Vicuña Mackenna, the Sport Courts at Ñuñoa, and several other Sporting Clubs. In addition there are numerous theatres, cinemas, and other entertainment centres.

Santiago has great many excellent hotels where the tourist finds every comfort at prices convenient to every purse.

Hotel	Direction		Rates per day
Crillón	Agustinas	1025	$ 35 to $ 70 without meals
Savoy	Ahumada	165	40 to 55 with meals
Oddo	Ahumada	327	12 to 25 without meals
Victoria	Huérfanos	801	30 to 50 with meals
Mundial	La Bolsa	87	35 to 45 with meals
Ritz	Estado	250	30 to 100 without meals
Windsor	Arturo Prat	8	20 to 45 with meals
Splendid	Estado	360	20 to 50 without meals

Laguna del Encañado, en la región cordillerana cercana a Santiago.

Lake Encañado, in the Andean region, near Santiago.

On the outskirts of Santiago there are many beautiful villages, a visit to which constitutes a delightful outing.

THERMAL AND MEDICINAL SPRINGS AND BATHS

One of the most exceptional attributes of Chile is the abundance of hot thermal springs, whose waters are endowed with medicinal and healing properties which one might almost call unique. These health resorts, which during recent years have been brought completely up to date, provide good hotel service to those in search of rest, in midst of picturesque surroundings.

Distant from Santiago, about 7 miles, at the foot of the first chain of the Andes and at an altitude of 800 mtrs. are the thermal baths of Apoquindo, the centre of a picturesque landscape. Also near to Santiago is Colina, at an altitude of 909 mtrs. Jahuel is 12 miles from San Felipe and is 1180 mtrs. above sea level. It is well patronized all the year round, being renowed for its mineral waters. The average temperature of the Jahuel springs is 70°F. and this is also an ideal recreational place on account of its natural beauties. The hotel offers all kinds of accomodation and entertainments. The surroundings are very propitious for excursions.

On the southern bank of the Cachapoal river, in the department of Rancagua are the thermal baths of Cauquenes, justly famous for wonderful scenery and also because of their proximity to the "El Teniente" mines, one of the most famous copper mines in the world. The thermal baths of Cauquenes are at 766 mtrs. above sea level. Further south, in the departamento of Parral are the springs of Catillo, which are known since the XVIII century for their medicinal and curative virtues. Then, north east of Linares are the baths of Panimávida, the most beautiful of that region, as they overloock a very picturesque valley, and they cater to a most distinguished clientele during the summer months.

At the foot of the volcano Nevado 1800 mtrs. above sea level, are the Thermal Baths of Chillán, famous for its medicinal waters and for the imposing panorama of the Andes which is their background. Twenty miles inward from Curacautin, is Tolhuaca, surrounded by dense woods of incomparable beauty. The waters of Tolhuaca compare with those of Luchon in France. In the same region, and fully as beautiful as those already mentioned are the springs of Río Blanco, frequently visited by a great number of tourists. Near Lake Puyehue, in the departamento of Osorno, and in the midst of one of the most picturesque landscapes in the world are the hot springs of Puyehue, one of the most modern establishments of its kind in Chile.

To the above mentioned, might be added at least twenty more, which bid fair to join the long list of privileged waters of Chile.

Refugio Lo Valdés, en el valle río Volcán, a 1,945 metros sobre el nivel del mar. Al fondo, el volcán San José.

Refuge at "Lo Valdés", in the Río Volcán Valley, at a height of 6,380 feet, above sea level. In the background is the San José Volcano, one of the highest active volcanoes in the world. (19.300 ft.).

CHILEAN BEACHES AND SEA-SIDE RESORTS

The coast of Chile is washed by the calm waters of the Pacific Ocean, beautified by the bluest of South American skies and brightened by the most glorious sunshine of the southern hemisphere.

It is. therefore, conceivable that taking advantage of all this natural beauty that Chilean beaches have been transformed into magnificent sea-side resorts which, in turn, become the rendez-vous of the holiday-maker. In addition to Viña del Mar the other important sea-side resorts are:

Papudo, in the province of Aconcagua, with safe and extensive beaches.

Pichilemu, in the province of Colchagua. which offers a mild climate in combination with a beautiful landscape;

Zapallar of which has been said that "it is a garden transformed into a bathing beach".

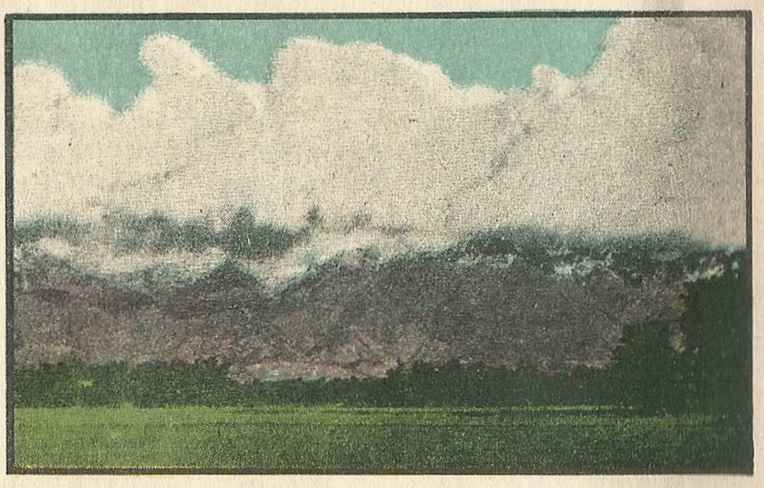
Cartagena holds title to the biggest beach of the central zone simply because it is the nearest to Santiago and, therefore, the most visited.

Constitución, the sea resort, half maritime and half fluvial, makes a superb impression on the visitor, more especially the fantastic outlines of its famous rocks.

Tomé, a very active port with several cloth factories, is one of the prettiest sea-resorts of Southern Chile. The hotel "El Morro" is a first class establishment enhanced by gardens and lawns.

Corral the most noted beach in the province of Valdivia, combines a fine climate with natural beauty, and its attractive waterways carry the tourist between dense woods and surprising panoramas to **Valdivia,** the capital of the province, one of the most industrial towns of southern Chile. The most important hoteles of Valdivia are:

Hotel	Direction		Rates per day
Schuster	Box	507	$ 18 to $ 45 with meals
Palace	Box	561	18 to 40 with meals
Hausmann	Box	395	16 to 22 with meals
Risco	Box	442	16 to 24 with meals
Quinta Voss	Box	3	14 with meals



Paisaje campestre en Apoquindo, que tiene por fondo los primeros contrafuertes de la Cordillera.

Landscape at Apoquindo medicial springs, showing in the background the first massive buttresses of the Andes.

Niebla y Amargos are both lovely sea-beaches, north and west of Corral respectively, with several hotels which offer all kinds of accomodation and entertainment.

Puerto Varas, situated on the Southern shore of the big Llanquihue lake. It is one of the most visited summer resorts as it is the starting point for all points in the famous Chilean lake region. At this end there are good hotels and adequate means of communication.

Hotel	Direction		Rates per day
Hotel Bellavista	Box	7	$ 25 to $ 35 with meals
Gran Hotel Hein	Box	6 D.	25 to 45 with meals
Playa Hotel	Box	100	18,75 to 30 with meals

Other attractive touring points. Those which outshine for their striking beauty are the following:

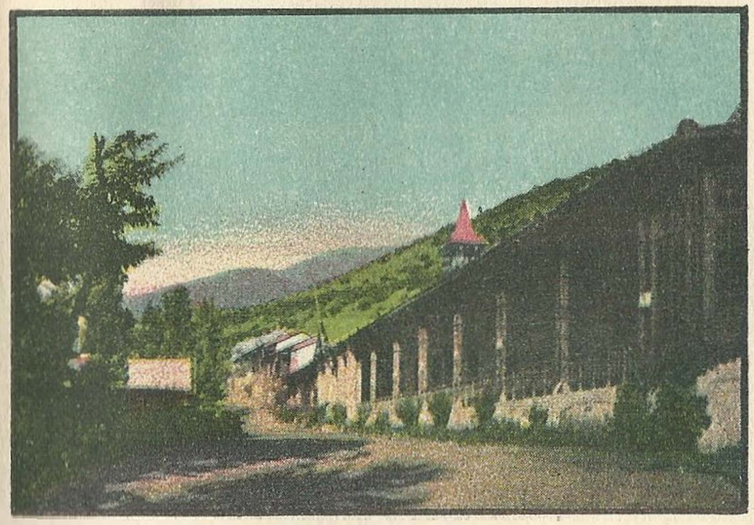
Puerto Saavedra. From Temuco, the capital of the Province of Cautin the traveler can make a fine tour by railway to Carahue. The amazing panorama in this region are primarily interesting because of its proximity to the river Imperial, famed for its enchanting scenery right down to Carahue, where there are several indian camps.

From Carahue one reaches Puerto Saavedra by motor-car or by water. Puerto Saavedra is an attractive sea-resort.

Villarrica y Pucón. Also, form Temuco, by railway, the tourist may reach Freire or Loncoche, and from either of these stations one can travel to Villarrica, and thence to Lake Villarrica, famous for its trout fishing, especially at the mouth of Trancura river, wellknown for its waterfalls. At Villarrica there are some good hotels. Motor-cars take visitors from Villarrica to Pucón, situated at the other extreme of Lake Villarrica, and only 2 ½ miles from the volcano Villarrica. The entire tour is one continuous and grand panorama, culminating in the glorious sight of Llaima volcano. At Pucón there are some very good hotels, being the most important:

Hotel	Direction	Rates per day
Hotel de los FF. CC. del Estado	Pucón	$ 55 to $ 110 with meals
Gran Hotel Alemán	Pucón	16 to 25 with meals
Hotel Malbrich	Pucón	18 to 20 with meals
Gerónimo de Alderete	Pucón	20 with meals
Hotel Gudenscwager	Pucón	30 to 35 with meals

From Pucón the thermal baths of Panguin can easily be reached, at the foot of the Diablo Mocho volcano, as also the springs of Minitué.



Edificio del Hotel de Apoquindo, establecimiento termal a 14 kilómetros de Santiago.

Apoquindo Hotel, the site of notable thermal springs, 8 ½ miles from Santiago.

Lake Panguipulli. — Taking a motor car at Lanco station, 60 miles south of Temuco, one reaches Lake Panguipulli, one of the most picturesque spots of that entire region.

Falls of Pilmaiquen. — From Osorno, and on the way to Lake Puyehue, excursions can readily be made to the waterfalls of Pilmaiquen, one of the sights worth seeing.

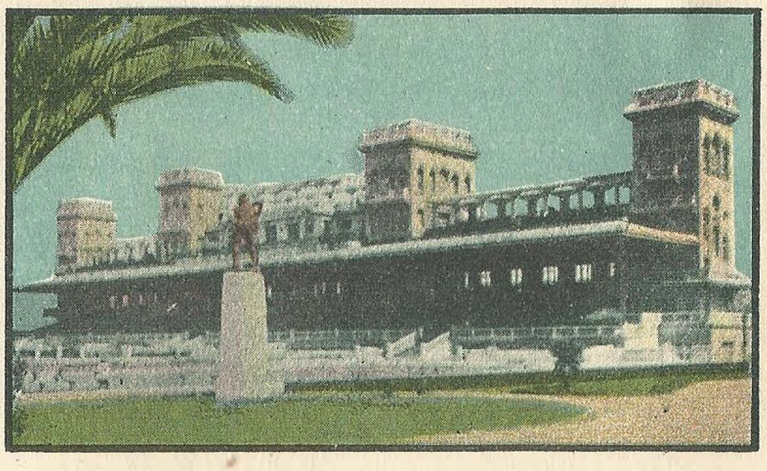
Ensenada. — From Osorno Puerto Octay can be reached by motor-car. The latter is a lovely village on the North shores of Lake Llanquihue, whence one can drive or take a motor-launch to Ensenada.

Ensenada has a good hotel, Rates: $ 18 to 22.

Petrohue, at 11 miles from Ensenada, skirts Osorno volcano in full view of the river Petrohue, one of the most rapid and whose waters are of an emerald green color. Petrohue lies on the banks of Lake Todos Los Santos, where one boards the steamer for Peulla.

Peulla. — The most dazzling beauty spot of the whole region is Peulla. Here nature has been so prodigal with its gifts that it would be difficult to find in Chile or anywhere else a more gorgeously beautiful place than this. Peulla is almost surrounded by volcanoes, among them: Puntiagudo, Bonete and Tronador. At Peulla there is a comfortable hotel.

From Peulla an interesting trip can be made to the Argentine border by the international route of Pangue, Bariloche, with the majestic Mount Osorno ever in the background and the thunder of its avalanches as an awe inspiring accompaniment.



Tribuna de socios del Club Hípico de Santiago, uno de los más suntuosas de Sud-América.

The Grand Stand at the Club Hípico (Race Course) Santiago, one of the finest in the world.

THE EXTREME SOUTH OF CHILE

The most attractive trip Chile offers is that to the extreme south of the country, where the scenery is absolutely unique in South America. Indeed, no summertime trip in Chile would be complete without visiting the region that begins at Puerto Montt and ends in the territory of Magellan. Here life in all its aspects differs from that of the remainder of the country. The inhabitans of this austral region are bustling, active people of an entirely different temperament, of a more vigorous physical endurance and of a much greater working capacity than their fellows in the northward —differences apparently due to climate and configuration of the land surfaces.

The chain of mountains which runs parallel to the coast disappears in the sea, its higher peaks protruding the large island of Chiloé, together with other small and large islands separated by a labyrinth of canals, gulfs and coves between thousands of headlands covered with luxurious vegetation. These numerous canals and islands, some of the most fantastic shapes with snow-capped peaks, continue as far down as Cape Horn, the southernmost tip of the Southern hemisphere.

On the trip to Puerto Montt the tourist can visit Chamiza, the island of Tenglo, lake Chapo whose outlet is the Chamiza river with its numerous and fascinating cascades and further still through the Estuary of Reloncaví, which presents an unequalled panorama thence one continues by sea to Maullin and Calbuco along the coast of the Tenglo island, Mailen and Huar commanding the islands of Helvetia and San Ramón, which are fine places for excursions. Soon one anchors at Ancud, a port which is separated from the mainland by the Chacao-Canal.

The traveller successively reaches Castro, Chonchi, Queilen and Quellon, all places which are worth visiting because of their natural beauty.

Threehundred and twelve miles southward by sea from Puerto Montt one reaches the territory of the Province of Aysen, recently established. Aysen, is a region of virgin soil of incalculable richness, where cattle raising, sheep farming, agriculture and lumbering have been carried on with great success for years. This region is traversed from North to South by the Yelcho, Palena, Cisnes. Aysen, Baker and other rivers, flowing through magnificent scenery. Lake "Buenos Aires" is the most important body of water in this section, having an area of more than 580 sq. miles, through which passes the Chile-Argentina boundary line.

Pintoresco paisaje de los campos chilenos en la zona central.

Picturesque landscape in the central zone of Chile.

It is after crossing the Gulf of Penas that the traveller enters the Magellan region. Here navigation is carried through narrow, tortuous channels, with high peaks and low mountains on either side. The steamer proceeds under reduced speed, and varying courses, so as to be able to pass safely these almost closed ways, as in the case of the "English Strait" where the bow almost touches the shore in making the turn by projecting bluffs and headlands.

The voyage through the Straits is made on a smooth sea arriving at Magellan, a modern city, where the traveller finds every comfort. From there, crossing the Argentine territory, one can visit Natales and Bories, both great industrial centres. The steamer then proceeds through Seno de Ultima Esperanza, the most beautiful gulf imaginable, the shores of which are covered with the most exhuberant vegetation. Opposite to Bories is Glacier Balmaceda, which slowly and silently moves towards the sea; continuing one reaches Blue Lagoon where the Gulf ends, and a series of lakes begins: Toro, Nordenskjold and Leme, and where one first glimpses the huge mountains of the Paine Cordillera in all its dazzling majesty.

From Magellan, crossing the straits one may visit the great island of Tierra del Fuego, from the southern boundary of which one travels to lovely Beagle Channel, bordered with glaciers. Through this Canal the big island of Navarino is reached and numerous other islands which extend down to Cape Horn to disappear in the mists of the Antartic.

Opposite Magellan, at the other side of the Straits lies Porvenir, the capital of Tierra del Fuego, where still survive a number of small indian tribes of picturesque habits survivals of a race which is rapidly being extinguished.

The panorama which this region offers the traveller is bewilderingly beautiful. Here during December and January day-light lasts approximately 20 hours, thus providing an opportunity of various little known and extremely interesting boreal phenomena.

Egypt

MASSACHUSETTS HORTICULTURAL SOCIETY
COMMUNE BONUM.
INC. JUNE 12. 1829.

IN REPLY REFER TO

FILE NO. 861.6 - JW/am.

THE FOREIGN SERVICE
OF THE
UNITED STATES OF AMERICA

DEPARTMENT OF STATE

AMERICAN CONSULATE

Cairo, Egypt, March 9, 1938.

Mrs. Willard Helburn,
The Flower Club,
71 Fresh Pond Lane,
Cambridge, Massachusetts.

Madam:

Your letter dated January 31, 1938, addressed to the American Consul at Port Said, Egypt has been referred to this Consulate for reply. You write that your Club is endeavoring to collect material illustrating the flower business in the different countries of the world and that you desire postcards or illustrated articles showing the flower markets, street vendors or other features of the handling of flowers in this country.

With regard thereto, this is to inform you that on receipt of your letter under acknowledgment a member of this consular staff made a thorough investigation, on your behalf, relative to the sale of flowers in and near Cairo. It appears that there is no separate market in this city where flowers exclusively are sold to the public. Distribution of flowers are handled entirely by individual flower stores in various parts of the city and the vendors who call at the homes to sell directly to the housewives. It has been impossible to find any postcards or photographs in the local retail stores which would illustrate the flower distribution in Cairo. It has been suggested that you may find the material you desire by addressing your inquiry directly to Messrs. Lehnert and Landrock, Rue Madabegh, Cairo, who publish postcards and photographs of Egypt.

Assuring ...

Assuring you of the cooperation of this Consulate whenever it may be of service.

Very respectfully yours,

Jay Walker,
American Vice Consul.

IN REPLY REFER TO
FILE No. 861.6 - CPF/ss

THE FOREIGN SERVICE
OF THE
UNITED STATES OF AMERICA

DEPARTMENT OF STATE

AMERICAN CONSULATE GENERAL

Alexandria, Egypt. March 12, 1938

Mrs. Willard Helburn
The Flower Club,
71 Fresh Pond Lane,
Cambridge, Mass.

Madam:

I refer to your letter of January 31, 1938 in which you state that you are trying to collect material illustrating the flower business in the different countries of the world and ask to be supplied with postcards or illustrated articles showing the flower markets, street vendors, or other features of the handling of flowers in this vicinity.

In reply you are informed that this office has been making a search through the postcard shops of the city but has been unable to find the desired cards. Furthermore, it does not appear that there have been recently any illustrated articles in any of the local magazines regarding the handling of flowers in this vicinity.

In the business section of this city is an outdoor cut-flower market of moderate size and in April there will be smaller markets opening in other parts of the city. At that time lone vendors begin to travel up and down the streets.

This Consulate General will continue to bear in mind your request, and may, perhaps, be able to comply with it later.

Very truly yours,

C.Paul Fletcher
American Consul

England

MASSACHUSETTS HORTICULTURAL SOCIETY
COMMUNE BONUM.
INC. JUNE 12. 1829.

IN REPLY REFER TO

FILE NO. 861.6. FCC/JC.

THE FOREIGN SERVICE
OF THE
UNITED STATES OF AMERICA

DEPARTMENT OF STATE

AMERICAN CONSULATE GENERAL
1 Grosvenor Square,
London, W. 1.
March 4, 1938.

Mrs. Willard Helburn,
The Flower Club,
71 Fresh Pond Lane,
Cambridge, Massachusetts,
U.S.A.

Madam:

I took pleasure in submitting to the Secretary of the Royal Horticultural Society, Vincent Square, Westminster, London, S.W. 1., your letter of January 31, relative to your desire to collect material descriptive of the flower business in this country.

Under separate cover I am sending you today seven pamphlets which have been very kindly furnished free of charge by the Royal Horticultural Society for the use of your Club and which I am sure you will find of interest. They not only describe the activities of that Society but also contain various photographs and other data touching upon all the principal flower organizations in the British Isles. The names and addresses of the Secretaries of the more important flower societies in this country are as follows:

J. R. Pulham, Esquire,
Hon. Secretary,
Alpine Garden Society,
71 Newman Street,
Oxford Street, W.1.

F. W. Alesworth, Esquire,
Hon. Secretary,
British Carnation Society,
17 Avenue Road,
Isleworth, Middlesex.

St./

St. John Bennett, Esquire,
Hon. Secretary,
British Delphinium Society,
8 Breams Building,
Chancery Lane,
London, W.C. 2.

F. W. Tomalin, Esquire,
Hon. Secretary,
Iris Society,
19 Gloucester Road,
Hampton, Middlesex.

W. Wardman, Esquire,
Hon. Secretary,
National Chrysanthemum Society,
5 St. Augustine Street,
Derby.

H. S. Gibbard, Esquire,
Hon. Secretary,
National Dahlia Society,
65 Woodstock Road,
Wembley, Middlesex.

Courtney Page, Esquire,
Secretary,
National Rose Society,
117 Victoria Street,
London, S.W. 1.

A. C. Bartlett, Esquire,
Hon. Secretary,
National Sweet Pea Society,
19 Bedford Chambers,
Covent Garden, W.C. 2.

Gurney Wilson, Esquire,
Secretary,
Rhododendron Association,
29 Tisbury Road,
Hove, Sussex.

If you will communicate directly with the Secretary of the Royal Horticultural Society, or with the other societies listed, they will be glad to furnish any additional information that you might require. I am in-

formed/

formed that orders for postcards and other illustrated material descriptive of flower markets, street vendors and other features of the handling of flowers in the British Isles can be placed with the British Library of Information, 270 Madison Avenue, New York City. The British Empire House, Rockefeller Center, New York City, will also be glad to furnish information should you care to communicate with them.

Please feel assured that it has been a pleasure to have been of some service to you and do not hesitate to let me know if I can render you any additional assistance.

Yours very truly,

Douglas Jenkins,
American Consul General.

France

MASSACHUSETTS HORTICULTURAL SOCIETY
COMMUNE BONUM.
INC. JUNE 12. 1829.

IN REPLY REFER TO
FILE No. 861.6 WEB/lb.

THE FOREIGN SERVICE
OF THE
UNITED STATES OF AMERICA

DEPARTMENT OF STATE

AMERICAN CONSULATE

Lyon, France, February 25, 1938

Mrs. Willard Helburn,
The Flower Club,
71 Fresh Pond Lane,
Cambridge, Mass.,

Madam:

The Consulate is in receipt of your letter of January 31, 1938 requesting some post cards or illustrated articles showing the flower markets, street vendors or other features of handling flowers in this vicinity.

In Lyon flower shops are numerous and situated on or nearby the great majority of the public squares. The entire city is served by these attractive shops which display their flowers in most tasteful arrangements. In practically every section of this city flower shops are easily accessible. Flowers are very reasonably priced.

Besides the flower shops individuals, including boys, girls, women and men, regularly canvass restaurants, cafés, night clubs, and other public places as well as station themselves on certain street corners or spots where they sell their beautiful bouquets of flowers. As you no doubt are aware, the French people are very fond of flowers.

Lyon is one of the most famous, if not the most famous, rose centers of the world. The rose gardens in and near the city are many and three of them are owned and operated by three authorities on rose culture. The famous Golden State rose, officially adopted as the flower of the San Francisco Exposition to be held in 1939, was hybridized by a young Frenchman who at the age of only 26 is internationally known for his

contributions

contributions to the rose world.

Efforts have been put forth to obtain from various flower shops photographs of their displays but without success. Nor have I been able to find any postcards such as you desire. I will, however, continue searching for the material you wish to have.

Assuring you of my desire to be of assistance to you and the Flower Club of Cambridge, I am,

Very truly yours,

John D. Johnson
American Consul.

IN REPLY REFER TO
FILE NO. 861.6
FHL

THE FOREIGN SERVICE
OF THE
UNITED STATES OF AMERICA

DEPARTMENT OF STATE

AMERICAN CONSULATE

Nice, France, March 11, 1938.

Mrs. Willard Helburn,
The Flower Club,
71 Fresh Pond Lane,
Cambridge, Massachusetts.

Madam:

Your letter of January 31, requesting postcards or illustrated articles showing the flower markets, street vendors, or other features of the handling of flowers in this part of France, has been forwarded to this office by the American Consul General at Marseille.

It gives me pleasure to enclose a number of cards which, I believe, will give you a very good idea of the culture and gathering of some of the flowers used in the manufacture of perfumes, as well as showing in what profusion flowers grow in the public and private gardens in and around Nice.

Very truly yours,

Paul C. Squire

Paul C. Squire
American Consul

Enclosure:

12 cards.

CORRESPONDANCE

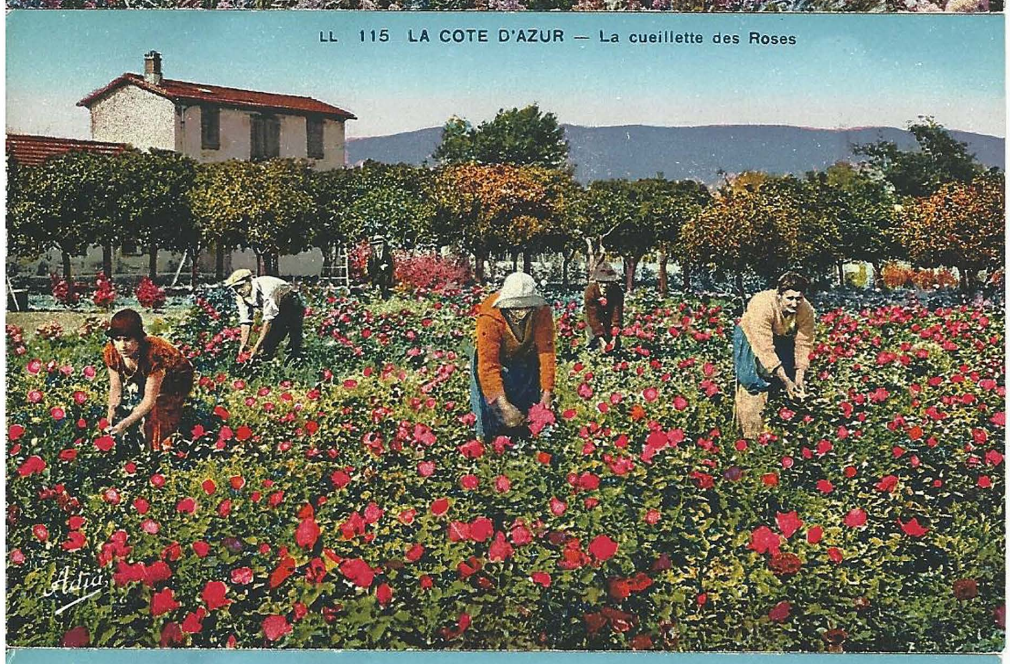
ADRESSE

N'écrire que sur le côté réservé à la correspondance

37

Gathering stock gillyflowers

PHOTOCHROMIE A.D.I.A. - (St-Roch) NICE (A.-M.)



CORRESPONDANCE

ADRESSE

N'écrire que sur le côté réservé à la correspondance

37

Gathering roses.

PHOTOCHROMIE A.D.I.A. - (St-Roch) NICE (A.-M.)

CORRESPONDANCE

ADRESSE

N'écrire que sur le côté réservé à la correspondance

37

The growing & gathering of Jasmine

PHOTOCHROMIE A.D.I.A. - (St-Roch) NICE (A.-M.)

CORRESPONDANCE

ADRESSE

N'écrire que sur le côté réservé à la correspondance

37

Gathering orange flowers

PHOTOCHROMIE A.D.I.A. - (St-Roch) NICE (A.-M.)

CORRESPONDANCE LL 111 ADRESSE

N'écrire que sur le côté réservé à la correspondance 37

A flower covered pergola

PHOTOCHROMIE A.D.I.A. - (St-Roch) NICE (A.-M.)

111 LA COTE D'AZUR
Pergola Fleurie — LL

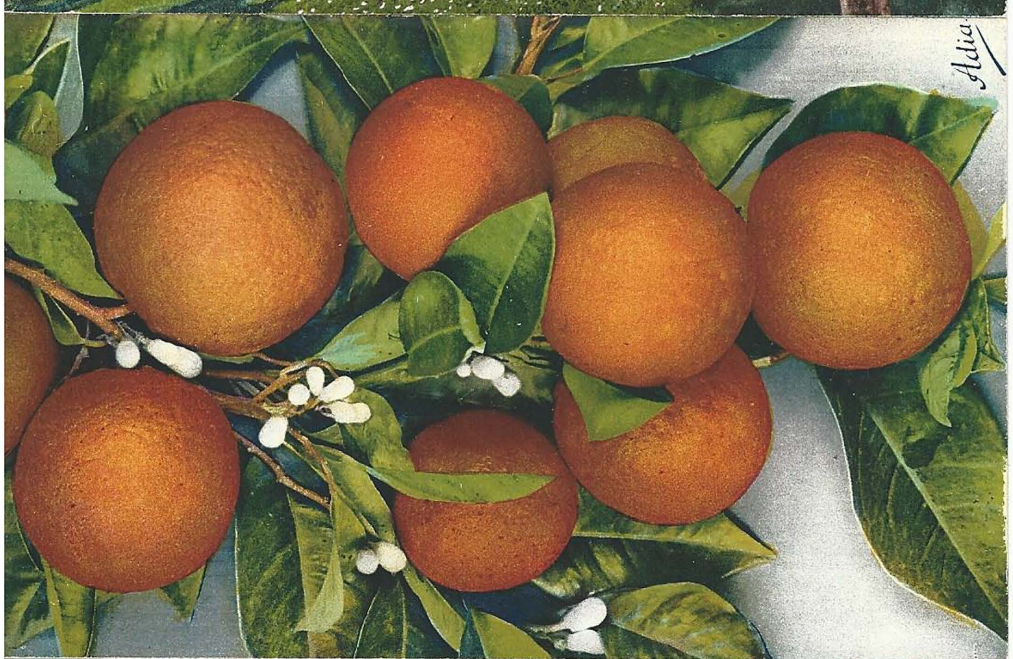
CORRESPONDANCE BEF 13189 ADRESSE

N'écrire que sur le côté réservé à la correspondance 37

Mimosa trees in full bloom.

PHOTOCHROMIE A.D.I.A. - (St-Roch) NICE (A.-M.)

13189 LA COTE D'AZUR
Mimosas en Fleurs



CORRESPONDANCE ADRESSE

N'écrire que sur le côté réservé à la correspondance 37

Here as in California one sees the flowers, leaves & fruit of the orange all on one branch

PHOTOCHROMIE A.D.I.A. - (St-Roch) NICE (A.-M.)

ADIA 9568 LA COTE D'AZUR
Oranger avec ses Fleurs

CORRESPONDANCE ADRESSE

C.A.P. LÉVY NEURDEIN Edit. Impr. ADIA PARIS NICE

N'écrire que sur le côté réservé à la correspondance

Stalls in the flower market at Nice

LES BELLES ÉDITIONS FRANÇAISES, 1, RUE RACHEL, NICE

CORRESPONDANCE — ADRESSE — N'écrire que sur le côté réservé à la correspondance 37

The growing and gathering of lavender

PHOTOCHROMIE A.D.I.A. - (St-Roch) NICE (A.-M.)

CORRESPONDANCE — ADRESSE — N'écrire que sur le côté réservé à la correspondance

The gathering of marguerites by girls in the native costume of this region. One sees girls in the streets of Nice in this costume selling flowers

ADIA 10634 LA COTE D'AZUR FLEURIE
Cueillette des Marguerites

PHOTOCHROMIE A.D.I.A. - (St-Roch) NICE (A.-M.)

CORRESPONDANCE — BEF 420 — ADRESSE — N'écrire que sur le côté réservé à la correspondance 37

Climbing geraniums and other flowers in the King Albert I gardens at Nice

PHOTOCHROMIE A.D.I.A. - (St-Roch) NICE (A.-M.)

420 NICE — Le Jardin du Roi Albert-Ier et le Casino Municipal

861.6 Flower Club
BMH/mg

EMBASSY OF THE
UNITED STATES OF AMERICA

Paris, France, March 31, 1938

Mrs. Willard Helburn,
The Flower Club,
71 Fresh Pond Lane,
Cambridge, Massachusetts.

Madam:

In reply to your letter dated January 31, 1938, requesting postcards or illustrated articles showing the flower markets in Paris, I have pleasure in enclosing four postcards which, it is hoped, are of the kind you have in mind. The cost of these cards was negligible, and I hope that you will accept them with my compliments.

Very truly yours,

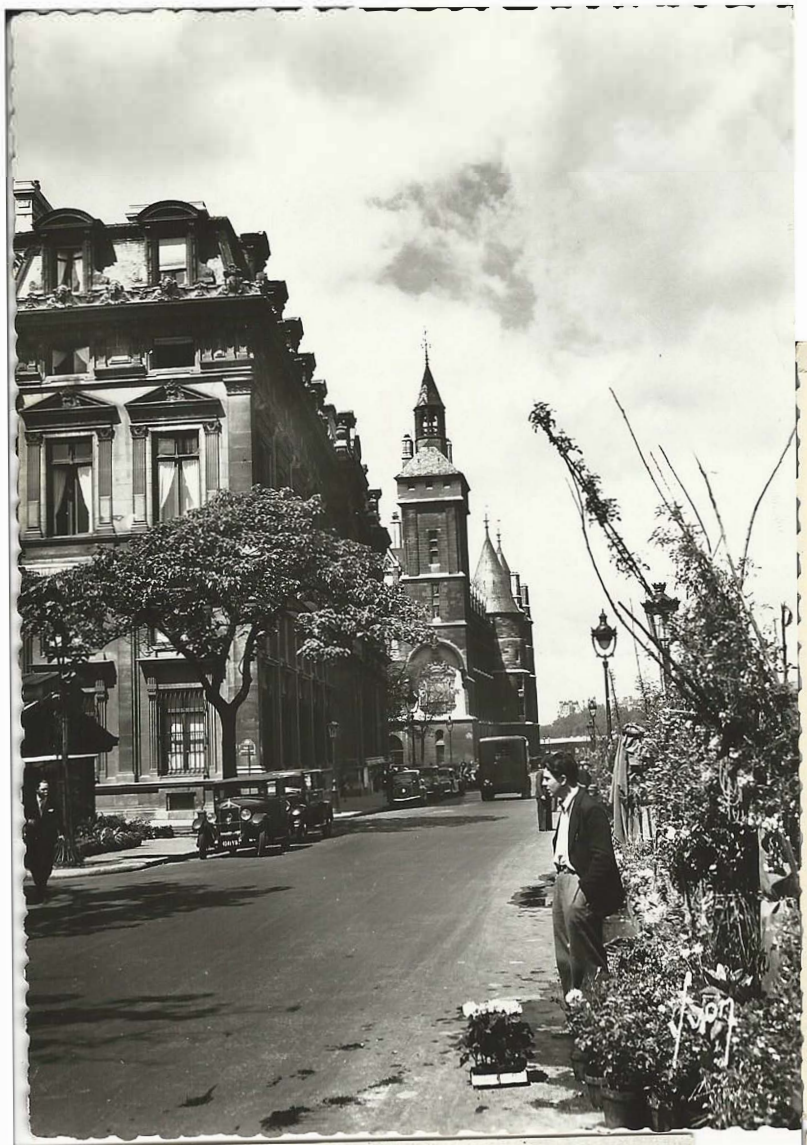
Robert D. Murphy
American Consul

Enclosures:

4 postcards

THE FOREIGN SERVICE
OF THE
UNITED STATES OF AMERICA
Paris

Mrs. Willard Helburn,
The Flower Club,
71 Fresh Pond Lane,
Cambridge, Mass. U.S.A.

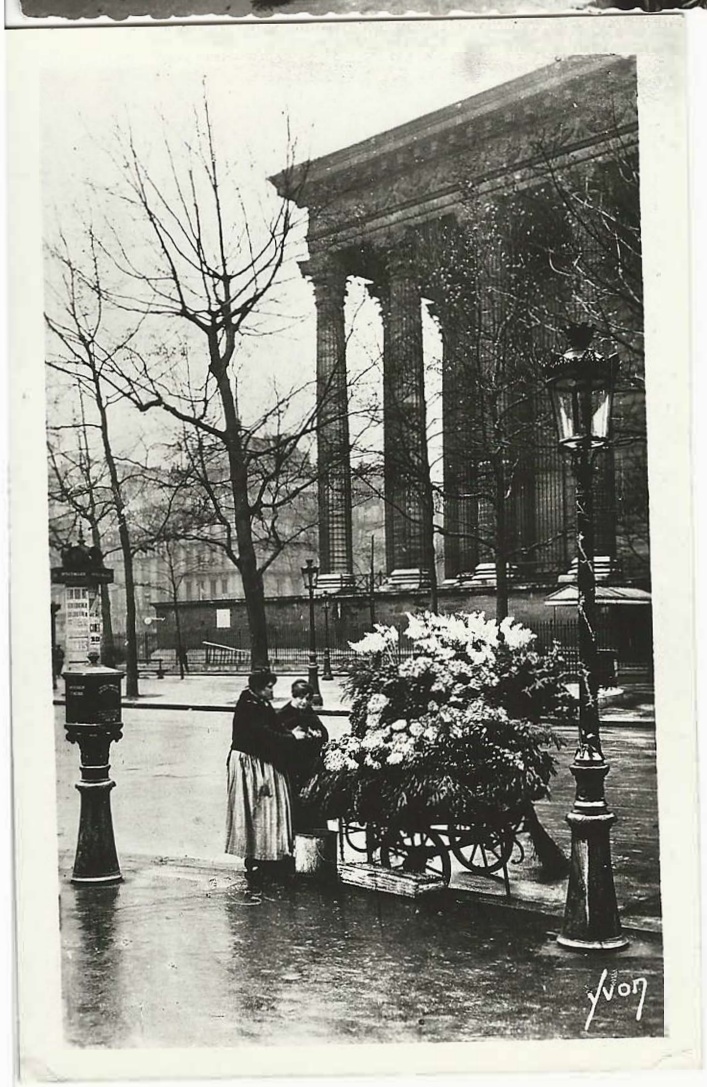


PARIS ... EN FLANANT

Marché aux fleurs, Tribunal de Commerce
et la Conciergerie

Les Éditions d'Art "YVON", Paris, 15, Rue Martel
Reproduction interdite – Fabrication Française

I. B. 592



PARIS... EN FLANANT

51 Bouquetière de la Madeleine

Les Éditions d'Art "YVON", Paris, 15, Rue Martel
Reproduction interdite – Fabrication Française

PARIS ... EN FLANANT

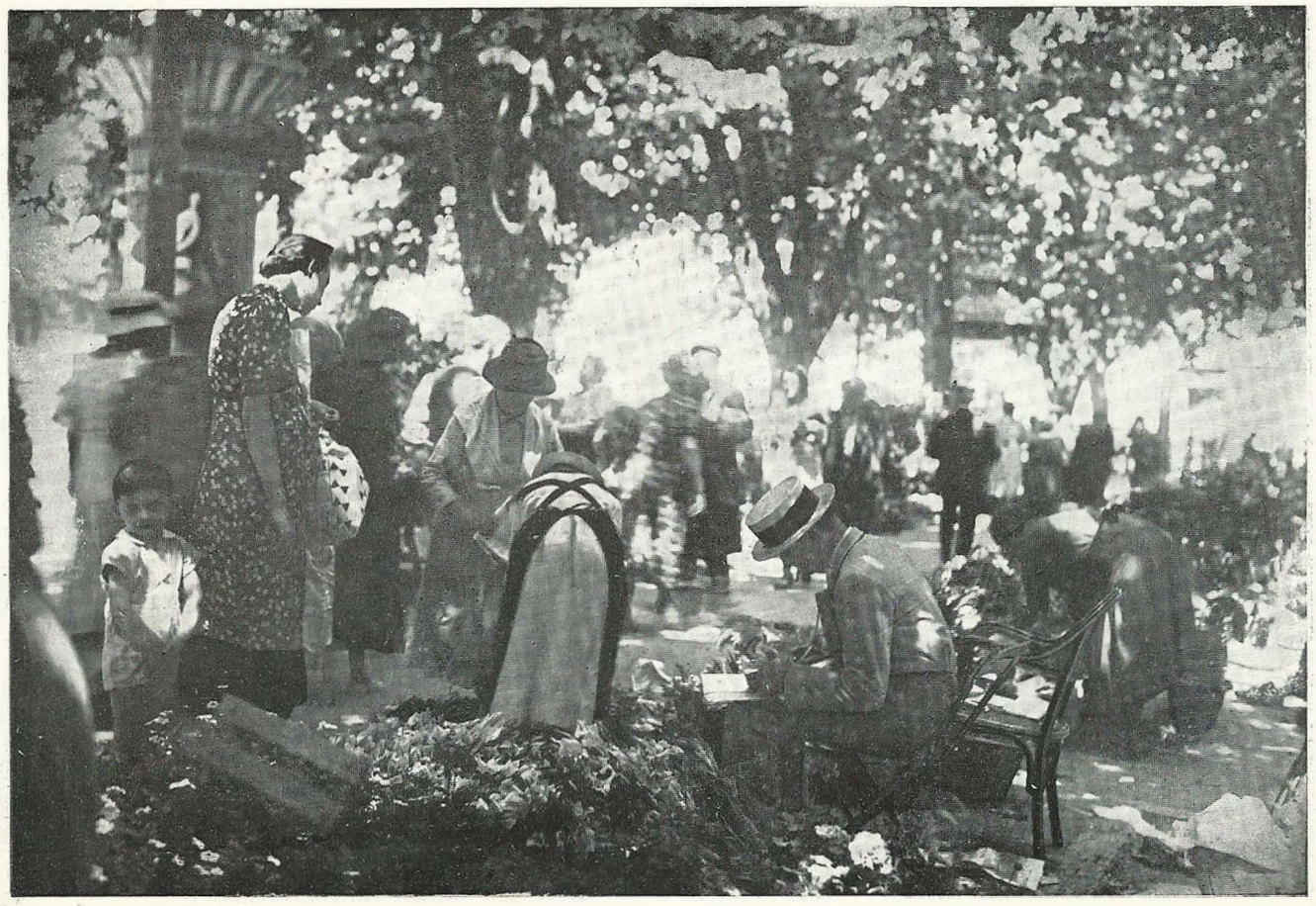
67 La Tour St-Jacques
St-James Tower

Les Editions d'Art "YVON", Paris, 15, Rue Martel
Reproduction interdite - Fabrication Française

LES BELLES CHOSES DE FRANCE
The Beautiful Things of France

171. - PARIS - Le long de la Seine - Quai aux Fleurs
The banks of the Seine - Flower-market

PHOTO ET IMPR. PATRAS-21, RUE DU CHERCHE-MIDI, PARIS-REPROD. INTERD.



LE MARCHÉ AUX FLEURS

C'EST une des originalités de Marseille que ce marché aux fleurs transportant chaque jour sa gaîté sur un point différent de la ville. Cette coutume ambulatoire s'est instaurée et developpée peu à peu depuis soixante ans, car c'est en 1878 que la Municipalité établit pour la première fois un marché aux fleurs hebdomadaire rue Méry. Par la suite, des règlements ont plusieurs fois modifié les jours et les emplacements de ce marché, dont la physionomie changeante et pittoresque mérite d'être étudiée sous tous ses aspects.

LE LUNDI

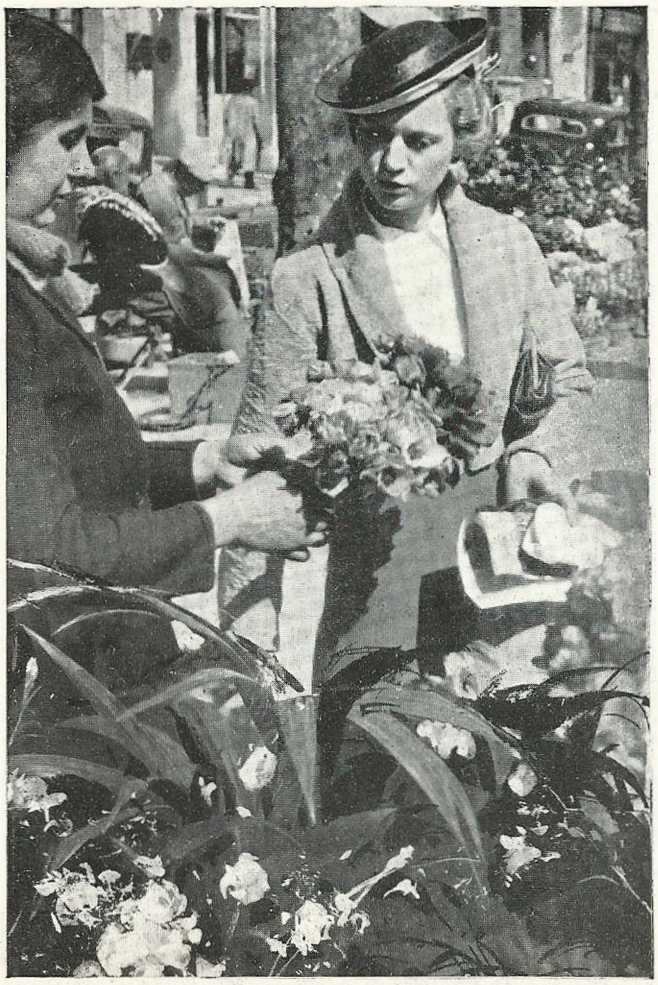
Le lundi, le marché aux fleurs se divise entre le Cours Pierre-Puget (au centre de sa partie basse, depuis la Place Estrangin jusqu'à la hauteur du Palais de Justice) et la rue Méry (près de la Place Sadi-Carnot). Ces deux parts ne sont pas égales. Celle du Cours Pierre-Puget est la plus importante. La part de la rue Méry se réduit à deux ou trois étalages. On dirait que c'est par délicatesse. Juste ce qu'il faut pour les clients habituels du quartier. Les autres... les éventuels, les passants de ces grandes artères voisines : la rue Colbert et la rue de la République, ce sont pour la plupart des voyageurs, ces voyageurs permanents : les marins. Il ne faut pas les accabler de nostalgie quand ils démarrent avec les parfums d'un immobile et impossible jardin rose.

LE MARDI

Le mardi, le marché aux fleurs se tient sur La Canebière comme le samedi où nous arriverons tout à l'heure.

LE MERCREDI

Le mercredi, le marché aux fleurs s'installe sur la place Jean-Jaurès. A gauche, en regardant la rue Saint-Savournin et sur une seule partie du trottoir, la partie intérieure. En face, sur la partie



ce point central laisse sur chaque rive un flot de fréquents et généreux clients. C'est en l'évoquant qu'Edmond Rostand — dont la rue est toute proche — a écrit :

« C'est aujourd'hui jeudi. C'est le jour où Marseille
« Tient son marché de fleurs... »

Toutefois, la gloire de ce marché qui arrive à son apogée avec les roses en mai, s'atténue un peu dès juillet. Les consommateurs des grands cafés, autour des tables extérieures, lui disputent l'espace. Il se resserre

LE VENDREDI

Le vendredi, le marché aux fleurs se tient près de la place Castellane, sur l'allée droite du Prado. En face, se trouve le marché aux légumes, cette fois bien séparé de l'autre et qui dédaigne sa concurrence... car on voit, de l'autre côté, des « plançons » de choux et de betteraves faire cou-cou parmi les rosiers. Ce marché du Prado a l'air bon garçon. Il est réduit presque autant que celui de la rue Méry. Il ignore la discipline. Des pots de géraniums grimpent sur les chaises et sur les tables d'un café voisin.

extérieure, le côtoyant, se trouve le marché aux légumes. Les clients de ce quartier ont donc à la fois l'utile et l'agrable. le rêve des fleurs qui orneront leur table et le substantiel de leurs repas. Pourtant, les plantes fleuries de ce marché ont l'air moins gaies qu'ailleurs. Est-ce le voisinage des brunes aubergines et des éclatantes tomates qui, sans jeu de mot, leur porte ombrage ? Ou bien les jolies pelouses qui rayonnent de l'autre côté, au centre de la place ? (depuis que le bassin est supprimé). Les plantes du marché prennent-elles souci de leur vente qui décidera de leur destin auprès des plantes du beau jardin public qui leur paraissent, avec leur jardinier compétent, leur binage et leur arrosage assurés, tranquilles comme des femmes mariées ?

LE JEUDI

Le jeudi, le marché aux fleurs se tient sur la place Saint-Ferréol. C'est, après celui de La Canebière, le plus beau. Il occupe, avec deux rangs sur chacun, les deux grands trottoirs. Il a l'air prospère et heureux. Sa situation seule déjà est un privilège. De beaux platanes l'abritent, et le flot des passants en

LE SAMEDI

Le samedi, comme le mardi, le marché aux fleurs s'installe sur la Canebière. A gauche, en regardant l'église des Réformés, tout de suite après le carrefour des boulevards Garibaldi et Dugommier. C'est le marché le plus beau. Tous les marchands sont là comme pour une parade. On ne peut pas compter les étalages. Ils se tiennent sans séparation, sans espace vide, comme deux haies de feuilles et de corolles ininterrompues, sauf en un point, cependant, devant le siège de l'Association Générale des Etudiants de Marseille, et d'un cinéma qui veut qu'on lui laisse un chemin pour traverser les fleurs... Mais c'est probablement tout simplement parce qu'il y a là un deuil de platanes... Un tout petit arbre remplace mal encore un aïeul défunt. Au lieu de donner de l'ombre, il laisse s'installer comme un morceau de canicule que fuient les exposants. Sauf cet accroc, le marché aux fleurs de La Canebière amène jusqu'aux fenêtres de la Faculté des Sciences, sous les merveilleux platanes qui lui font à la fois un dôme et deux remparts de verdure, en captant la brise marine qui monte depuis le Vieux-Port. De chaque côté du trottoir de grands camions, équipages solides des fleurs, qui les ont toutes amenées et attendent celles qui resteront.

TOUS LES MATINS

Tous les matins, et trois fois par semaine seulement, au moment des congés d'été, des fleurs coupées et des feuillages pour entourer les gerbes sont vendues en gros sur le trottoir de la rue Poids-de-la-Farine, côté des numéros pairs.

Evidemment, la composition du Marché aux fleurs varie selon les saisons. Pendant les mois d'été, toutes les fleurs présentées ont leur nom qui finit en a... Voyer... les fuschias, les dahlias, les pétunias qui tiennent du jasmin par le parfum et par leur aspect laiteux de la fleur d'oranger. Une fleur d'oranger plus simple, avec des pétales plus légers. Une fleur d'oranger qui ne porterait pas le poids de son symbôle !

Je voudrais avoir la place de parler des basilics et de leur senteur particulière. A la humer, elle nous rendrait, à nous, Provençaux, sous n'importe quels cieux, le soleil du Midi... car il y a des parfums qu'on aime avec les yeux, et il y a toujours autour du basilic les bras nus de juillet et ses robes claires.

Il faudrait aussi expliquer la place que le marché aux fleurs fait aux cactées, dont la mode grandit à mesure que réussit leur championnat de petitesse... Les cactées aux variétés infinies dont les clients s'approchent attentifs et les nomment avec la mémoire virtuose des collectionneurs.

On ne peut achever cette promenade sans évoquer les kiosques fleuris des bouquetières du cours Saint-Louis, qui sont une des parures de Marseille. Leur forme archaïque et gracieuse fait la joie des étrangers. Ils furent installés par le Maire Reynard, en 1847, pour remplacer les tréteaux sans beauté qui servaient d'éventaires aux marchandes de fleurs et de légumes du cours Belsunce.

Ceux du boulevard du Muy, aujourd'hui Paul-Peytral, ont été créés deux ans plus tard, lorsqu'on installa sur cette promenade un marché en plein vent heureusement disparu. Les deux kiosques ajoutent une note pittoresque, un rappel du passé, dans ce coin devenu si bruyant du vieux Marseille.

Adrienne RIPERT.

Germany

MASSACHUSETTS HORTICULTURAL SOCIETY
COMMUNE BONUM.
INC. JUNE 12. 1829.

IN REPLY REFER TO
FILE No. 000
HC/-

THE FOREIGN SERVICE
OF THE
UNITED STATES OF AMERICA

DEPARTMENT OF STATE

AMERICAN CONSULATE

Danzig, Free City of Danzig,
February 28, 1938.

Mrs. Willard Helburn,
The Flower Club,
71 Fresh Pond Lane,
Cambridge, Mass.

Madam:

The receipt is acknowledged of your letter dated January 31, 1938, requesting the Consulate for postcards or illustrated articles of the flower markets in the Free City of Danzig.

In reply the Consulate takes pleasure in enclosing a few printed flower pamphlets which were obtained by the Consulate from a leading flower shop in the City.

Very truly yours,

W. J. Gallman

W. J. Gallman,
American Consul.

Enclosure:
Papmphlets.
(mailed separately as printed matter.)

IN REPLY REFER TO : WMC/mes
FILE NO. : 861.6/020

THE FOREIGN SERVICE
OF THE
UNITED STATES OF AMERICA

DEPARTMENT OF STATE

AMERICAN CONSULATE GENERAL
Hamburg, Germany, March 7, 1938.

The Flower Club,
71 Fresh Pond Lane,
Cambridge, Mass.,
U.S.A.

Attention: Mrs. Willard Helburn.

Madam:

With reference to your letter of January 31, 1938, I take pleasure in informing you that under separate cover I am forwarding to you several pictures of market places and vendors of flowers. In one of the market pictures one sees in the foreground a display of sausage; in another section of this same market building flowers are offered for sale in the same manner. No picture was available, however, of the flower section of the market.

It was suggested here in Hamburg that you might be able to obtain other pictures from the: Verband Deutscher Blumengeschäfts-Inhaber Berlin, Berlin-Lichterfelde West, Germany.

Very truly yours,
Wilbur Keblinger
Wilbur Keblinger,
American Consul General.

THE FOREIGN SERVICE
OF THE
UNITED STATES OF AMERICA

America-Consulate General
Ferdinandstr. 75
Hamburg 1, Germany.

22
71 Fresh Pond Lane

PRINTED MATTER

DEPARTMENT OF STATE
OFFICIAL BUSINESS
Penalty for private use, $300

The Flower Club,
71 Fresh Pond Lane,
Cambridge, Mass.
U. S. A.

WASHINGTON, D.C. 5
MAR 21 1938
4 30 PM

Frische Schnittblumen,sämtliche Käsesorten ,Wurst und Fleich veroreiten ihr Aroma zum"Wettstreit der Düfte".

Bezahlt
8. APR 1936

Achtung!
vor
Taschendieben
wird gewarnt!
Warnung
Nach den Verkaufsständen
Winsener Landbrot
Vertrieb
Karl H. Michaelis
Hamburg 15
Warnung

H. 809
1

Verkaufsstände
auf dem Lebensmittelmarkt
in der Blumenhalle
Geflügelmarkt

Das regt Leben.

Zeitung 84
26. März 1927

bezahlt.

Atelier L. & A. Schaul
Hamburg
Steinstrasse 147
„Jacobi Haus"

FISCHMARKTNORDHALLE

5

Sonntag früh um 6 auf
dem Fischmarkt.

25 1930

C. Schütze
Sport- u. Presse-Photo.
Hamburg 3
Holstenwall 13. Tel. C. 5. 5218

Warten der Gemüsewagen
auf d. Glockenschlag
am Deichtormarkt.

Bezahlt
Zeitung 3245
Nov. 1928

Auffassung Abgang Post auf Schuppen
zur Verfügung!

Kamm Gebrüder
Hamburg

HAMBURG
Meßberg mit Ballinhaus und Zentral-
Frucht- und Gemüsemarkt

Nr. 375 — Originalphoto Hans Hartz. Verlag: Hans Andres, Hamburg 1.

Verlangen Sie
Original-Photos
HARTZ.
Das ist
Qualität.

Greece

MASSACHUSETTS HORTICULTURAL SOCIETY
COMMUNE BONUM.
INC. JUNE 12. 1829.

IN REPLY REFER TO

FILE NO. 000-HAWB:dp.

THE FOREIGN SERVICE
OF THE
UNITED STATES OF AMERICA

DEPARTMENT OF STATE

AMERICAN CONSULATE GENERAL
Athens, Greece,
March 8, 1938.

Mrs. Willard Helburn,
The Flower Club,
71 Fresh Pond Lane,
Cambridge, Massachusetts.

Dear Madam:

The receipt is acknowledged of your letter of January 31, 1938, in which you state that you are trying to collect material illustrating the flower business in various countries, and will appreciate being furnished with postcards or illustrated articles showing the flower markets, street vendors, or other features of the handling of flowers in Greece.

There are being transmitted to you under separate cover an illustrated catologue and a photograph of the exhibit at the Salonika fair of one of the leading Athens florists, as well as several photographs of the out-door flower markets in Athens.

As of possible interest to you there is transmitted herewtih a general information sheet descriptive of Greece.

Very truly yours,

Harold Shantz,
American Consul General.

Enclosure:
General information sheet.

AMERICAN CONSULATE GENERAL, ATHENS, GREECE
AMERICAN CONSULATE, SALONIKA, GREECE

Athens, Greece,
March 8, 1938.

GENERAL INFORMATION CONCERNING GREECE

Geographic. The Kingdom of Greece comprises an area of some 50,000 square miles. It is the southernmost of the Balkan States, situated in southeastern Europe. The country generally is mountainous, with fertile valleys and plains. The climate is equable, ranging from sub-tropical to north temperate, according to altitude and latitude.

Population, Language, Standard of Living. According to the Greek government's estimate, the population of Greece is nearly 7,000,000 persons; (Athens, 485,000; Piraeus, 277,000; Patras, 72,000; Salonika, 261,000). The population is almost entirely Greek. Modern Greek is the language of the country. French, English and German are used extensively in commerce.

Life and standards of living in the larger cities compare favorably with those obtaining in Europe; the rural population, however, leads a very frugal existence, contenting themselves with the barest necessities. The great bulk of imported products is consumed in the few large cities.

Commerce and Industries. The predominant occupations are agricultural and pastoral. Tobacco is the most important export crop in Greek Macedonia and Thrace; dried fruits are the most important exports from the Pelopennesus. A large coastwise and international shipping trade makes seafaring an important pursuit. The bulk of imports is handled by firms located in Athens, Piraeus, and Salonika. Manufacturing, limited for the most part to supplying local needs, is increasing appreciably, owing to present restrictions on imports.

Products. Tobacco; currants, raisins, and grapes; wine; grain; cotton; olives and olive oil; figs; nuts; cheese; wool; sheep and goat skins; emery, lead, chrome and magnesite ores; cotton and wool textiles; leather; soap; brandy; and paper.

Leading Exports. Statistics of the principal exports from Greece during 1936 are:

Leaf tobacco	$ 31,600,191
Currants	» 8,689,744
Sultana and Rozakia raisins	» 3,428,468
Olive oil	» 2,559,742
Wines	» 1,460,734
All other exports	» 20,722,048
Total exports	$ 68,460,927

Exports to the United States totalled .. .. $ 9,827,459

Leading Imports. Statistics of the principal imports into Greece during 1936 are:

Wheat	$ 17,811,650
Lumber	» 4,130,464
Coal	» 4,568,243
Wool yarn	» 3,080,160
Sugar	» 2,750,892
All other imports	» 77,481,212
Total imports	$ 109,822,621

Imports from the United States totalled .. .. $ 7,866,786

Customs. The customs tariff is primarily a revenue producing measure, although there is now a tendency steadily to introduce protective features. Duties are specific, ranging from 0.10 to 2500 tariff drachmas per 100 kilograms, and ad valorem, as high as 60 per cent. Surtaxes amounting to about 75 per cent of the import duty, whether specific or ad valorem, are also collected. American merchandise is entitled to the minimum duty if accompanied by a certificate of origin. An affidavit of producer on the invoice, with notarial acknowledgment, or a certificate from the chamber of commerce of one of the large American cities, is sufficient.

Postal Regulations. International Postal Union rates prevail. There is a parcel post service between the United States and Greece. First class mails between Greece and the United States are usually despatched through Italy and France, the time involved being about 13 - 15 days. Airmail letters arrive in 10-11 days' time.

Weights and Measures. The metric system is used extensively and is thoroughly understood in foreign trade. The oke, of 400 drams, equal to 2.8264 pounds, is the local standard of weight. The pic equals 25.20 inches; the Venetian pound, used by currant packers, equals 1.05 pounds avoirdupois.

Packing. Packing should be very secure and substantial to withstand pilferage, lighterage and trucking. Use of lifting devices, except in Piraeus, is limited. Cases should be numbered consecutively and in addition each should bear the first and last numbers of the series. Gross weight, tare, and net weight in kilograms should be marked on each.

Transportation. Ample shipping connections exist between Piraeus, the port of Athens, Patras, Salonika, and the principal ports of the world. The Export Steamship Corporation, an American flag service, maintains a regular freight service, with passenger accommodations, between North Atlantic ports and Piraeus and Salonika; these vessels also call occasionally at Patras. Coastwise and inter-island shipping is regular and frequent. The principal railroad lines are those connecting Athens and Piraeus with Patras, Kalamata and Salonika. From Salonika there are connections with the other Balkan States and Western Europe. Motor transport in Greece is increasing with the building of adequate roads.

Price Quotations. Importers in Greece prefer all quotations on a C.I.F. basis. Quotations F.O.B. steamer are sometimes acceptable, but F.O.B. factory prices should never be quoted. When unable to give C.I.F. quotations, manufacturers should give the prospective buyers some indication as to the ocean freight rates to ports of destination.

Import System. The importation of foreign merchandise into Greece is subject to a very complicated system. A few kinds of merchandise may be imported without restriction from all countries; certain others may be imported only from countries with which Greece has exchange clearing agreements or from countries with which obligatory barter is enforced, or with which Greece has a favorable trade balance; for certain other classes, import quotas by quantities or values are established; and for still others, individual import permits must be obtained in advance.

It is possible also to import certain types of foreign goods outside the quota system through direct or indirect barter agreements, but the approval of the Ministry of National Economy must be obtained before entering into such agreements. The importation of certain products, and particularly those considered to be adequately manufactured in Greece is discouraged. The tendency is to favor importation from countries with which Greece has clearing agreements.

Methods of Payment. Under the present import regulations, cash with order terms are forbidden, except through letter of credit. Letters of credit may be opened after the importer has met all import control requirements. The general practice at present is to effect payment by means of a sight draft attached to shipping documents. Uncertainty as to future exchange rates and fear of further changes in the Greek regulations prior to the maturity of a time draft so as to prevent its payment in foreign exchange have led most foreign exporters to refuse credit extensions, although the exchange regulations do not forbid credit terms. Even with sight draft terms the shipper should know whether the consignee is actually entitled to import the goods under the import regulations in force. If the merchandise is refused entry, the foreign exporters cannot receive payment, but if the consignee is authorized by the import regulations to import the merchandise in question, there is at present no difficulty in effecting payment in foreign exchange to cover the accompanying drafts. As a result, foreign shippers are still compelled to rely largely upon the assurances and general reputation of the Greek consignee or of their local sales representatives in avoiding possible losses to the extent of transportation and handling expenses connected with shipping merchandise to Greece and then having it returned to the United States in case the consignee proves unable to clear the goods in question. However, sight draft terms and import regulations eliminate the possibility of the consignee obtaining possession of a shipment without effecting full payment in foreign exchange.

Currency and Exchange Rate. The currency of Greece is the Drachma. On March 8/38 the selling rate for the United States dollar at the Bank of Greece was $ 1.00=Drs. 109.00 and buying rate Drs. 109.50.

Principal Banks. American Express Co. Inc., with head offices at 65 Broadway, New York City; Bank of Greece; National Bank of Greece; Bank of Athens; and the Commercial Bank of Greece have offices in Athens and Piraeus. The last four named banks have branches in Salonika, Patras and many other provincial cities.

Tourist Service. The American Express Co., Inc., Cook-Wagons-Lits, and others with offices in Athens, provide facilities for visiting points of archaeological and scenic interest.

American Consular Offices and Districts. Consulate General, Athens: eastern, western, and central continental Greece, the Peloponnesus, and the Greek islands in the Aegean and Adriatic Seas. Trade inquiries concerning Greece as a whole should be addressed to the Consulate General.

Consulate, Salonika: Greek Macedonia and Thrace.

Customs Free Zones at Piraeus and Salonika. There are Greek Free Zones at Piraeus and Salonika through which shipments to or from foreign countries may pass free of Greek customs duties. Repacking, grading and reassembling of merchandise, but no manufacturing, are permitted.

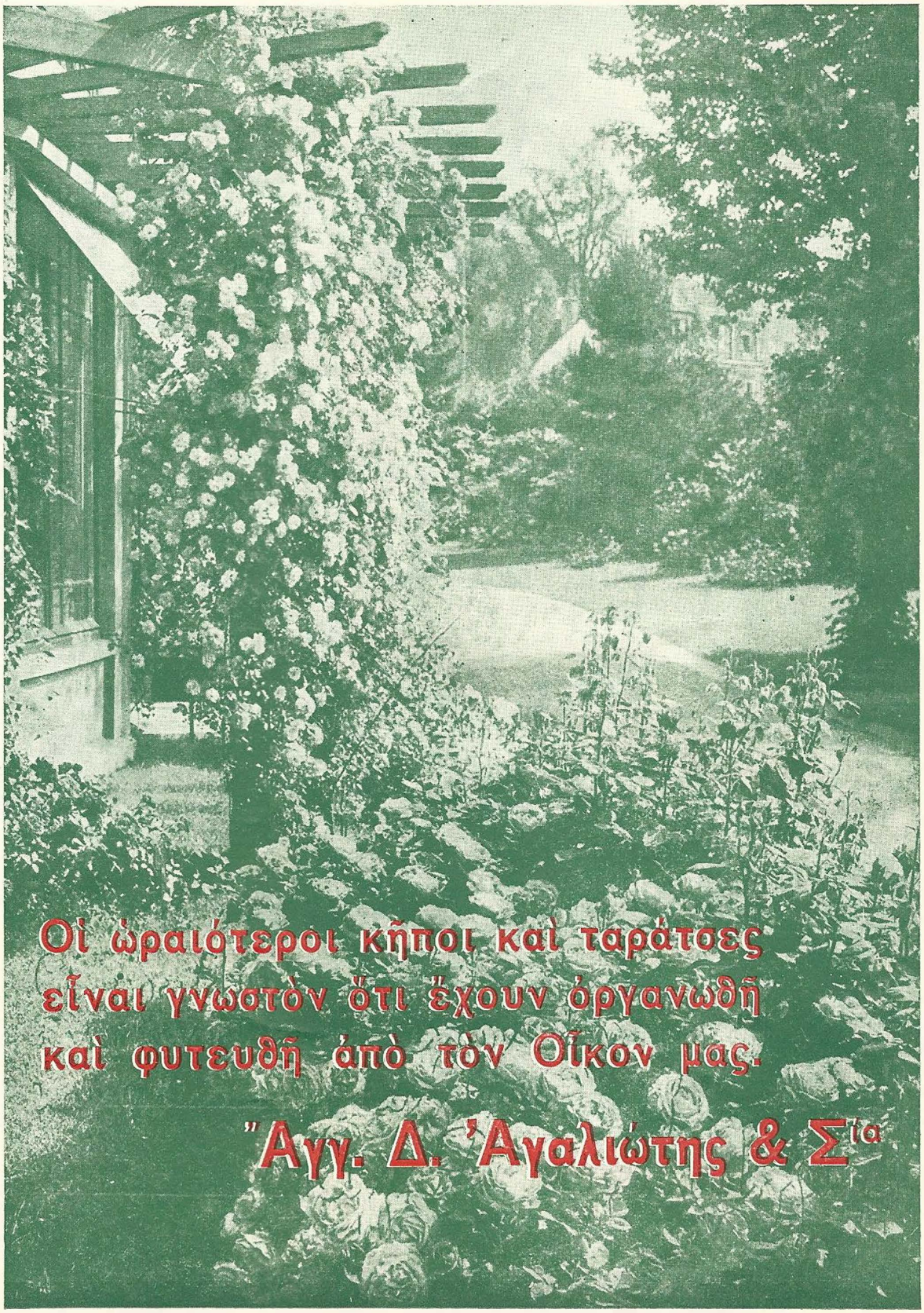
There is also a special Free Zone at Salonika for the foreign trade of Yugoslavia. Shipments through it are subject neither to Greek customs duties nor to Greek control.

Consulate General at Athens, Greece.

You are kindly requested to remit to this office the sum of $0.25, the cost of these photographs.

ΣΠΟΡΟΙ
ΣΤΑ
ΑΛΙΩΤΗΣ
ΣΤΑΙΟΥ 19
ΕΞΟΔΟΣ
SORTIE
ΕΙΣΟΔΟΣ
ENTREE
ΑΓΑΠΗΣΕΤΕ ΑΥΣΤΗΡΟΣ
ΤΟ ΚΑΙΝΟΥΡΓΙΟ
ΑΓΟΡΑΣΤΕ
ΤΟΝ ΕΝΔΙΣΕΤΗΣΙΜΟΝ
EVITEZ
L' ENCOMBREMENT

Mr. D. Cyzinsky
Kai Lin

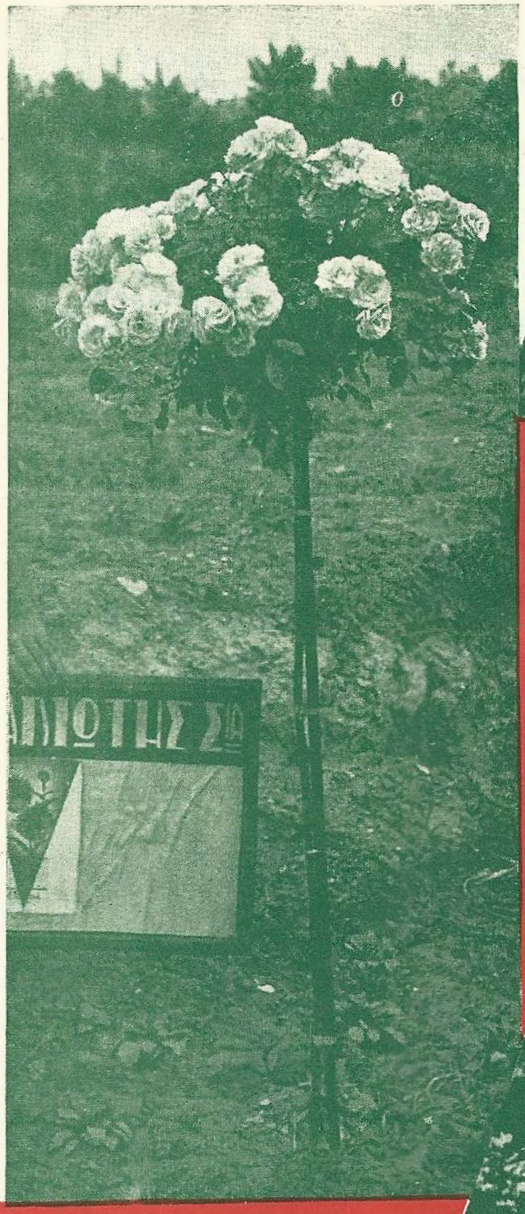

Οἱ ὡραιότεροι κῆποι καὶ ταράτσες
εἶναι γνωστὸν ὅτι ἔχουν ὀργανωθῆ
καὶ φυτευθῆ ἀπὸ τὸν Οἶκον μας.
Ἀγγ. Δ. Ἀγαλιώτης & Σ'ία

Ἕνα πρᾶγμα

νὰ εἶσθε ἔμπορος φυτῶν καὶ δένδρων, καὶ ἐντελῶς διαφορετικὸ νὰ εἶσθε ἐπιστήμων παραγωγὸς γεωργικὸς καὶ νὰ καμμερῆτε ἐκλάβετε μὲ φυτὰ καὶ δένδρα ὑπὸ τὴν ἄμεσον ἐπίβλεψίν σας.

Αἱ παραγγελίαι τῶν φυτῶν καὶ τῶν δένδρων τῶν Ἑλληνῶν μας, ἐκπληρώνονται ἅμα τῇ παραγγελίᾳ αὐθημερόν.

Ἀγ. Δ. Ἀγγελωπουλαίδης



Παρουσιάζομεν
50 νέα εἴδη ἐμβολίων
Τριανταφυλλεῶν, εἰς χαμηλές,
δενδροειδεῖς καὶ ἀναρριχώμενες,
ἐτικετταρισμένες μὲ τὸ πραγμα-
τικό τους ὄνομα
καὶ χρῶμα.

Ἔχομεν
φυτὰ ἀνεπτυγμένα
μὲ τὰς καλλιτέρας τιμάς.

Τὸ μεγαλύτερον συγκρότημα καλλιεργείας καὶ παραγωγῆς

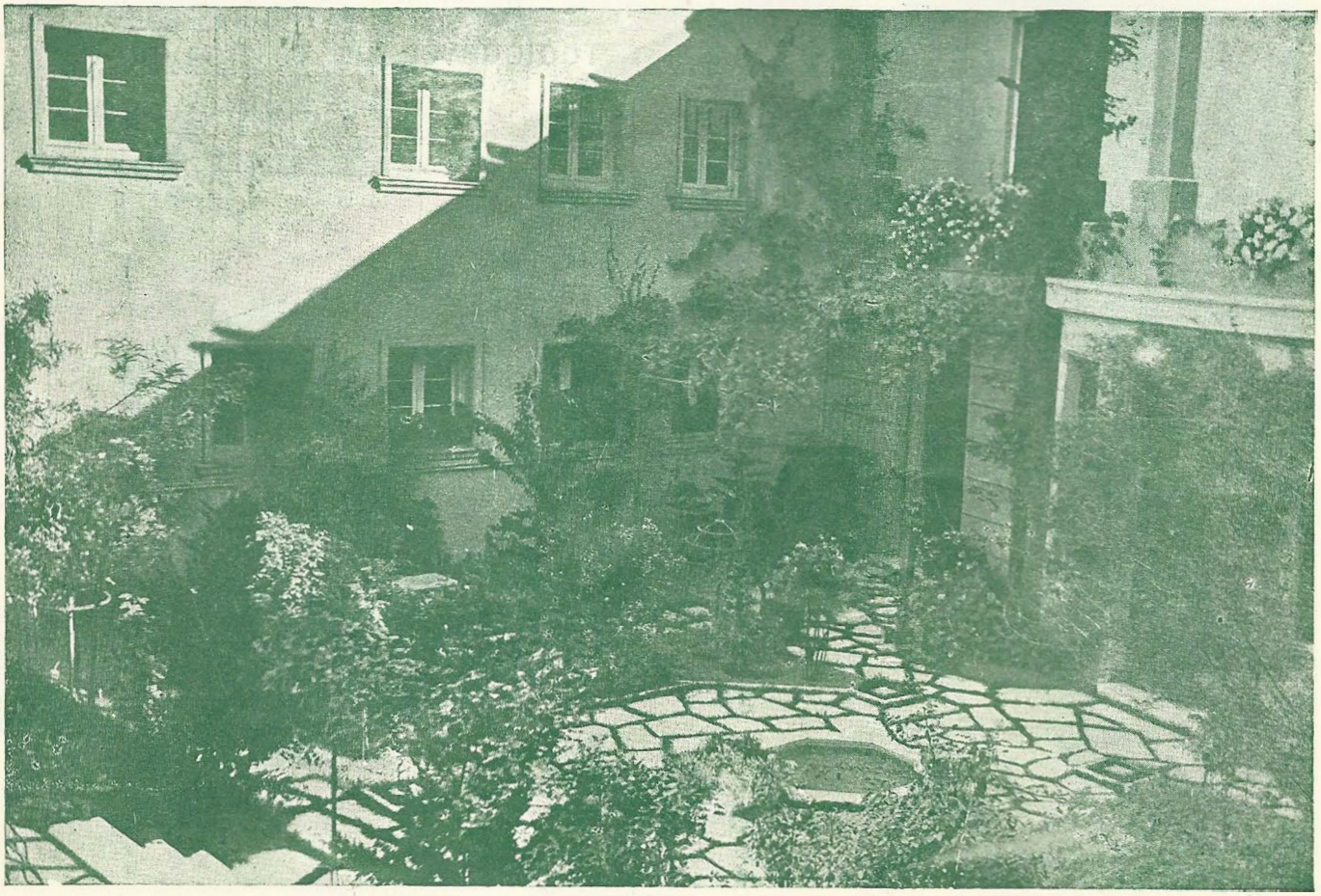
ΚΕΝΤΡΙΚΟΝ ΚΑΤΑΣΤΗΜΑ ΚΑΙ ΓΡΑΦΕΙΑ
ΠΩΛΗΣΕΩΣ ΑΝΘΕΩΝ, ΦΥΤΩΝ, ΔΕΝΔΡΩΝ ΚΑΙ ΒΟΛΒΩΝ
ΣΤΑΔΙΟΥ 15 — ΤΗΛΕΦ. 21-765

ΕΙΔΙΚΟΝ ΚΑΤΑΣΤΗΜΑ: "ΠΡΟΜΗΘΕΥΣ,,
Πωλήσεως σπόρων:
Ἀνθέων—Δένδρων—Λαχανικῶν μικρᾶς καὶ μεγάλης καλλιεργείας, Ἐργαλείων - Ἐντομοκτόνων Λιπασμάτων κ.λ.π.
ΟΔΟΣ ΚΑΡΥΤΣΗ 14 — ΤΗΛΕΦ. 29-711

ΚΕΝΤΡΙΚΑ ΑΓΡΟΚΗΠΙΑ ΠΑΤΗΣΙΩΝ
(ΘΕΣΙΣ ΑΝΑΚΑΣΑ)
Αἱ σοβαρώτεραι Ἐπιστημονικαὶ Ἐγκαταστάσεις καλλιεργείας θερμοκηπίων καὶ ὑπαίθρου καλλιεργείας.
ΤΗΛΕΦΩΝΟΝ 80-367

345.000 θερμίδες (Καλορὶ) θερμαίνουν τὰ θερμοκήπια διὰ τὴν χειμερινὴν παραγωγὴν τῶν ἀνθέων μας
130.000 τετραγωνικὰ μέτρα καλύπτουν αἱ ὑπαίθριαι καλλιέργειαί μας.
75 ἐργάτας εἰδικοὺς καὶ ὑπαλλήλους ἀπασχολοῦν καθημερινῶς αἱ διάφοροι καλλιέργειαί μας.

ΑΓΓΕΛΟΣ Δ. ΑΓΑΛΙΩΤΗΣ & Σ'ΙΑ
ΓΕΩΠΟΝΟΙ - ΠΑΡΑΓΩΓΟΙ
ΣΤΑΔΙΟΥ 15 - ΤΗΛ. 21-765



Μιὰ μοντέρνα ταράτσα φυτευθεῖσα καὶ σχεδιασθεῖσα ἀπὸ τὸν Οἶκον μας στὴ Δεξαμενή.

ΣΥΝΟΠΤΙΚΟΣ ΑΛΦΑΒΗΤΙΚΟΣ ΚΑΤΑΛΟΓΟΣ ΤΩΝ ΚΥΡΙΩΤΕΡΩΝ ΦΥΤΩΝ - ΔΕΝΔΡΩΝ ΚΑΙ ΘΑΜΝΩΝ

Ἀθάνατον ἢ Ἀγάβη. Τὸ γνωστὸν εἰς ὅλους ἀθάνατον, φυτὸν διακοσμητικὸν κατάλληλον διὰ παρτέρια καὶ φράκτας, τιμὴ ἑκάστου φυτοῦ . . . . . Δραχ. 5—10

Ἀθάνατον Πανασέ. Ὅμοιον ὡς ἀνωτέρω μὲ φύλλα πράσινα καὶ κίτρινα σὲ γλάστρες, ἀναλόγως τοῦ μεγέθους Δραχ. 10—25

Αἰγόκλημα ἢ Ἁγιόκλημα. Ἀναρριχώμενον μὲ ἀρωματώδη ἄνθη σὲ γλάστρες . . . . . Δραχ. 15—30

Ἀκακία ἡ Φαρνεσιανὴ ἢ Γαζία. Ὡραιότατον δενδρύλλιον μὲ ἄφθονα σφαιρικὰ κίτρινα ἄνθη γνωστὸν διὰ τὸ γλυκὺ ἄρωμά του, μὲ μπάλα. . . . . Δραχ. 20—50

Ἀκακία ἡ Μιμόζα. Θαυμάσιον δενδρύλλιον μὲ κίτρινα σφαιρικὰ ἀρωματώδη ἄνθη μὲ μπάλα χώματος, φυτὰ ὡραιότατα. Δραχ. 35—75

Ἀκακία ἡ Κυανόφυλλος. Δένδρον μὲ πλούσιον φύλλωμα καὶ κίτρινα ἄνθη κατάλληλον διὰ δενδροστοιχίας. Δραχ. 20—35

Ἀκακία Κωνσταντινουπόλεως ἢ Γιουλμπρισίμι. Ὡραῖον δένδρον μὲ πολὺ παράξενα ἄνθη καὶ πτερῶδες φύλλωμα. Δραχ. 30—50

Ἀκακία ἡ Ροβίνια Σφαιρική. Θαυμάσιον δένδρον σφαιρικοῦ σχήματος μὲ πλούσιον φύλλωμα, κατάλληλον διὰ δενδροστοιχίας, ἐμβόλιον . . . . . Δραχ. 40

Ἀκακία ἡ Ροβίνια ἢ Ψευδακακία. Φυλλοβόλον δένδρον κατάλληλον διὰ δενδροστοιχίας καὶ πάρκα . . Δραχ. 10—15

Ἀκακία ἡ Τριάκανθος ἢ Γλεδίσχια. Φυλλοβόλον δένδρον κατάλληλον διὰ φράκτας λόγῳ τῶν μεγάλων του ἀκανθῶν. Δραχ. 10—15

Ἀκακία ἡ Λοφάνθη κοιν. ***Λοφάντα.*** Διακοσμητικότατον δενδρύλλιον μὲ ὡραιότατα ἄνθη, ἀναπτύσσεται ταχύτατα ἐντὸς γλαστρῶν, εἰδικὸν διὰ κήπους. . . . . Δραχ. 15

Ἀλτενάνθηρα ἢ Ἀλτενεντέρα. Χαμηλὸν φυτὸν κατάλληλον διὰ καλοκαιρινὲς μπορντοῦρες καὶ σχήματα παρτεριῶν, τὸ κιβώτιον τῶν 100 φυτῶν διαφόρων χρωμάτων Δραχ. 90 - 100

Αἴλανθος ἢ Βρωμοκαρυδιά. Φυλλοβόλον καλλωπιστικὸν δένδρον ἀναπτυσσόμενον ταχύτατα. . . . . Δραχ. 10—20

Ἀλμυρίκη ἢ Μυρίκη. Ὡραιότατον δενδρύλλιον μὲ χρυσαφιὰ ἄνθη ἀναπτυσσόμενον κυρίως εἰς παραθαλάσσια μέρη. Δραχ. 10—20

Ἀλύσσια. Περιζήτητον φυτὸν διὰ τὰ ὡραῖα του ἄνθη, ἀνθίζει τὸν Ἰούλιον καὶ τὸν Ὀκτώβριον, ἑκάστη ρίζα. . . Δραχ. 3

Ἀμαρρυλὶς ἢ Μπελαντόνα. Βολβῶδες φυτὸν μὲ ὡραῖα λευκὰ ἢ ρὸζ ἄνθη, ὁμοιάζοντα μὲ τοὺς παρθενικοὺς κρίνους, ἕκαστος βολβός. . . . . Δραχ. 25—75

Ἀμπέλοψις. Θαυμάσιον ἀναρριχώμενον, τὸ φθινόπωρον τὰ φύλλα του κοκκινίζουν, ἐντὸς γλαστρῶν. . . Δραχ. 15—30

Ἄνθεμις ἡ πλατύφυλλος κοιν. ***Μαργαρίτα.*** Ἐκτάκτως ὡραῖον καλλωπιστικὸν φυτὸν μὲ πολυάριθμα λευκὰ ἄνθη καὶ πλατὺ πλούσιον φύλλωμα, ἐντὸς γλαστρῶν . . . . Δμαχ. 10 20

Ἄνθεμις ἡ στενόφυλλος. Μαργαρίτα πολυκνθὴς μὲ φύλλωμα στενὸν . . . . . Δραχ. 15—25

Ἀσπάραγγος ὁ Σπρεγγέριος κοιν. ***Σπαράγγι Σπρέγγερι.*** Ὁλοπράσινον χαριτωμένον φυτὸν κατάλληλον διὰ ζαρτινιέρες καὶ παρτέρια. . . . . Δραχ. 5—10—30

Ἀσπάραγγος ὁ Πτερωτὸς κοιν. ***Πλουμόζο.*** Ὡραιότατον φυτὸν μὲ ἀραχνῶδες φύλλωμα, ἀναπτύσσεται ἐντὸς αἰθουσῶν, ἐντὸς γλαστρῶν . . . . . Δραχ. 10—25

Ἀσπάραγγος Φαλκάτους. Ἕνα ἀπὸ τὰ πλέον λεπτὰ ἀειθαλῆ ἀναρριχώμενα φυτὰ μὲ παράξενο φύλλωμα καὶ λεπτὰ λευκὰ ἄνθη. . . . . Δρχ. 50 - 100

Ἀσπάραγγος Πτερωτὸς ὁ ἀναρριχώμενος. Ὡραιότατον ἀναρριχώμενον μὲ ἀραχνώδες φύλλωμα, ἀναπτύσσεται καὶ ἐντὸς καὶ ἐκτὸς τῶν οἰκιῶν . . . . . Δρχ. 30—75

Ἀσπιδίστρια. Πλατύφυλλον διακοσμητικὸν φυτόν, διὰ εἰσόδους καὶ αἰθούσας, ἀντέχει εἰς τὸ σκότος, ἐντὸς γλαστρῶν. Δραχ. 50—100

Ἄστρα. Περιζήτητα φυτὰ διὰ τὰ ὡραῖα καὶ διακοσμητικὰ των ἄνθη, μοναδικὰ διὰ μονίμους φυτεύσεις μιᾶς γωνιᾶς τοῦ κήπου.

Ἄστρον Γιγαντιαῖον Ρόζ. Ἄνθη μεγάλα ρὸζ βιολέ. Δραχ. 5

Ἄστρον Κασσιαραμπίκους Φραῖσερ. Φυτὸν πρώϊμον μὲ μεγάλα ἄνθη χρώματος μὼβ ἀνοικτὸν . . . . . Δραχ. 6

Ἀχιλλεία ρόζ. Ἐλκυστικότατον φυτόν, κατάλληλον διὰ παρτέρια, πωλεῖται εἰς φυτὰ καὶ εἰς σπόρους . . . . . Δραχ. 2

Ἀρμπαρόρριζα ἢ Πελαργόνιον τὸ εὔοσμον. Ἀρωματικότατος θάμνος μὲ πλούσιον φύλλωμα, ἐντὸς γλαστρῶν. Δραχ. 5—10

Βάγια ἢ Δάφνη Ἀπόλλωνος. Ὡραιότατος θάμνος μὲ ἀρωματῶδες φύλλωμα ὁλοπράσινον εἰς διάφορα μεγέθη. Δραχ. 25—100

Βαμβακούλα ἢ Πελαργώνιον τὸ κισσοειδές. Κρεμοκλαδὲς χαριτωμένον φυτὸν μὲ διακοσμητικὰ ἄνθη διαφόρων χρωμάτων, κατάλληλον διὰ ζαρντινιέρες. Μοναδικὸν διὰ μπαλκόνια, βεράντες, παρτέρια, ἐντὸς γλαστρῶν . . . . . Δραχ. 10—20

Βανανέα ἢ Μπανανιά. Ἐκτάκτως διακοσμητικὸν φυτὸν μὲ μεγάλα φύλλα καὶ τοὺς γνωστοὺς ἀρωματώδεις καὶ εὐγεύστους καρπούς του. . . . . Δραχ. 75—200

Βερόνικα. Ὡραιότατον ἀειθαλὲς φυτὸν μὲ ἄφθονα μὼβ ἄνθη, κατάλληλον διὰ μόνιμες μπορντοῦρες, ἐντὸς γλαστρῶν Δραχ. 20—35

Βίγκα Πρασίνη. Πολυετὲς κρεμοκλαδὲς φυτὸν ἀναπτύσσεται ταχύτατα φυτευόμενον ὑπὸ τὴν σκιὰν δένδρων, ἢ εἰς σκιερὰ μέρη. Δραχ. 5

Βίγκα Πανασέ. Ὅμοιον ὡς ἀνωτέρω μὲ φύλλωμα κιτρινοπράσινον . . . . . Δραχ. 10

Βιβοῦρνον. Θαυμάσιος καλλωπιστικὸς θάμνος μὲ λευκὰ καὶ ρὸζ ἄνθη διατηρούμενα ὅλον τὸν χειμῶνα. . . Δραχ. 50—100

Βιβοῦρνον τὸ Χιονοανθὲς ἢ Μποὺλ ντὲ Νέζ. Φυλλοβόλος θάμνος μὲ ἐξόχως ὡραῖα καὶ διακοσμητικὰ σφαιρικὰ ὁλόλευκα ἄνθη. . . . . Δραχ. 75

Βουγαινβίλια Νάνος. Θαμνοειδὲς φυτὸν μὲ ρόζ μώβ ἄνθη, σχηματίζει φράκτας· Ἀνθισμένον ἐντὸς γλαστρῶν. Δραχ. 50—75

Βουγαινβίλια. Ἀναρριχώμενον πολυετὲς φυτὸν μὲ πλούσιον φύλλωμα καὶ ἄνθη ρόζ μώβ, ἀγαπᾶ τὰ μεσημβρινὰ μέρη. Ἐντὸς γλαστρῶν. . . . . Δραχ. 50—150

Βραχύχυτον. Ὡραιότατον ἀειθαλὲς δένδρον μὲ πλούσιον γιαλιστερὸν φύλλωμα . . . . . Δρχ. 50

Βρουσσονετία ἡ Παπυροφόρος Συκομωρέα. διακοσμητικὸν δένδρον μὲ χνουδωτὸν φύλλωμα πλατύ, ἀναπτύσσεται ταχύτατα· μὲ ὡραιότατον χρῶμα κορμοῦ καὶ κλάδου ἄνευ μπάλας . . . . . Δραχ. 30—50

Γαϊλλάρδια ἡ ἀθερώδης. Ὡραῖον πολυετὲς φυτὸν μὲ κίτρινα, ἄνθη ὁμοιάζοντα μὲ μαργαρίτες, ἀνθίζει ὅλον τὸν χειμῶνα Δραχ 5

Γαρδένια Πολυτελὲς φυτὸν μὲ πράσινον γυαλιστερὸν φύλλωμα καὶ ὡραιότατα καὶ ἀρωματώδη λευκὰ ἄνθη, φυτὰ εἰς ὅλα τὰ μεγέθη, ἐντὸς γλαστρῶν. . . . . Δραχ. 25—500

Γαρυφαλλιὰ ἢ Διόσανθος. Διαθέττομεν εἰς διαφόρους ἐξαιρετικὰς ποικιλίας, Ἀγγλίας, Νικαίας καὶ Ἀμερικῆς, ἐντὸς γλαστρῶν. Δραχ. 5—10—25

Γεράνια. Ποιὸς δὲν ξεύρει τὸ γεράνι ποὺ χαρίζει τὴ χαρὰ μὲ τὰ ὡραῖα του λουλούδια! Διαθέττομεν εἰς διαφόρους ποικιλίας καὶ χρώματα. . . . . Δρ. 5—10—20

Γιούκα ἡ Μεξικανική. Παχύφυτον μὲ ὡραίαν φόρμαν, δίδει ὡραιότατα ἄνθη κατὰ μῆκος ὑψηλοῦ στελέχους, ἀντέχει παντοῦ . . . . . Δραχ. 30—75

Γιασεμὶ τῆς Χίου λευκό. Ἀναρριχώμενον φυτὸν μὲ ἄφθονα εὔοσμα λευκὰ ἄνθη, ἀναπτύσσεται εἰς ὑπίνεμα μέρη, ἐντὸς γλαστρῶν . . . . . Δραχ. 75—150

Γιασεμὶ κίτρινο. Ἡμιαναρριχώμενος θάμνος μὲ πράσινον φύλλωμα καὶ κίτρινα εὔοσμα ἄνθη, διπλὰ καὶ ἁπλά. Δρ. 20—30

Γκλαγιὲλ ἢ Γλαδίολοι ἢ Ξυφίαι. Βολβῶδες φυτὸν μὲ ὡραιότατα ἄνθη εἰς διαφόρους χρωματισμοὺς καὶ ἀποχρώσεις, ἀγαπᾶ τὸν ἥλιον καὶ τὰ λιπασμένα μέρη, φυτεύεται τὸν Μάρτιον καὶ Μάϊον, ἕκαστος βολβὸς . . . . . Δραχ. 5—15

Γλυσίνια ἡ Ἰαπωνική. Ἕνα ἀπὸ τὰ ὡραιότερα ἀναρριχώμενα φυτὰ μὲ πλούσιον φύλλωμα, μὲ ἄνθη μώβ ἢ λευκὰ σὰν σταφύλλια, ἀγαπᾶ τὰ ὑγρὰ καὶ σκιερὰ μέρη, ἐντὸς γλαστρῶν. Δραχ. 75—200

Γρεβιλλέα. Ὡραιότατος ἀειθαλὴς θάμνος μὲ ψαλιδωτὸ φύλλωμα, εὐδοκιμεῖ εἰς τὰ δροσερὰ κλίματα, μὲ μπάλα. Δραχ. 75 -150

Γκαζὸν Τουρκικὸ ἢ Ὀφιοπώγων. Πολυετὴς χλόη παρτεριῶν, διατηρεῖται ὅλον τὸ ἔτος, πολλαπλασιάζεται μὲ ριζίδια, τὸ τετργ. μέτρον . . . . . Δραχ. 35

Δάλια κοιν. Ντάλια. Κονδυλόριζον φυτὸν μὲ θαυμάσια ὡραῖα καὶ διακοσμητικὰ ἄνθη εἰς πλουσίαν ποικιλίαν καὶ χρωματισμούς, ἕκαστος βολβὸς. . . . . Δραχ. 25—75

Δάτουρα ἢ Στραμόνιον. Φυτὸν πολυετὲς μὲ πλούσιον φύλλωμα καὶ ἄνθη διπλὰ λευκὰ κρὲμ ἀρωματικὰ ὁμοιάζοντα πρὸς κώνους, ἐντὸς γλαστρῶν . . . . . Δδαχ. 25

Δενδρολίβανον. Ἀειθαλὴς θάμνος μὲ πλούσιον ἀρωματικὸν φύλλωμα, κλαδευόμενος λαμβάνει σχήματα τῆς ἀρεσκείας μας, κατάλληλον διὰ ὑψηλὲς μπορντοῦρες, τὰ 10 φυτὰ Δραχ. 15
» 100 » Δραχ. 100

Διόσπορος ἢ Λωτός. Ἐξόχου ὡραιότητος καρποφόρον δένδρον μὲ καρποὺς ὁμοιάζοντας μὲ τὰ πορτοκάλια, διακοσμητικώτατον διὰ κήπους εἰς διαφόρους ποικιλίας. . . Δραχ. 25 100

Δράκαινα Ἰντεβίζα κοιν. Κορδελίνα. Μεγάλης ἀντοχῆς φυτὸν μὲ πράσινον μακρόστενον φύλλωμα, κατάλληλον διὰ κέντρα παρτεριῶν. . . . . Δραχ. 50—150

Ἐπίφυλλον. Παχύφυτον μὲ ἄφθονα ἄνθη, φυτὸν φορμαρισμένον ἐντὸς γλαστρῶν . . . . . Δραχ. 75—200

Εὐκάλυπτος. Ἀειθαλὲς δένδρον πολὺ χρήσιμον, ἀγαπᾶ τὴν ὑγρασίαν, ἐνδείκνυται διὰ τὰ ἑλώδη μέρη, εἰς διαφόρους ποικιλίας . . . . . Δραχ. 25—50

Εὐπατώριον τὸ Καννάβινον. Ἀειθαλὴς θάμνος διακοσμητικὸς μὲ ἄνθη ρόζ λευκὰ διὰ βάζα, ἀνθίζει τὸν χειμῶνα, ἐντὸς γλαστρῶν. . . . . Δραχ. 20—30

Εὐώνυμον πράσινον κοιν. Ταφλάνι. Ἀειθαλὲς φυτὸν μὲ ὁλοπράσινον γυαλιστερὸν φύλλωμα, κατάλληλον διὰ μπορντοῦρες, εἰς διάφορα μεγέθη . . . . . Δραχ. 5—10—15

Εὐώνυμον Ἐπίχρυσον. Φυτὸν ὅμοιον πρὸς τὸ ἀνωτέρω μὲ φύλλωμα κιτρινοπράσινον, διακοσμητικώτατον. Δραχ 15—75

Εὐώνυμον Ἐπάργυρον. Φυτὸν ὅμοιον πρὸς τὸ ἀνωτέρω μὲ φύλλωμα πρασινόλευκον, ἀρζαντέ . . . . . Δραχ. 15—75

Εὐώνυμον Μικρόφυλλον Νάνος. Χαμηλὸν φυτὸν ὁμοιάζον μὲ Τσιμισίρι, εἰδικὸν διὰ μπορντοῦρες. Τὰ 10 φυτὰ. Δραχ. 40
» 100 » » 350

Ζίννια κοιν. Τζινιά. Ἐτήσιον φυτὸν μὲ ἄνθη μεγάλα διαφόρων χρωμάτων, κατάλληλον διὰ παρτέρια, φυτεύονται τὸν Μάρτιον . . . . . Δραχ. 2,50

Ζουμποῦλι. Βολβῶδες φυτὸν μὲ ὡραιότατα εὔοσμα ἄνθη διαφόρων χρωμάτων, φυτεύονται τὸ φθινόπωρον, Ὀλλανδικὰ Δραχ. 15, ἐγχώρια Δραχ. 5

Ζουστίτσια. Ὡραιότατος θάμνος μὲ ρόζ λιλὰ ἄνθη, ἀντέχει παντοῦ . . . . . Δραχ. 15—25

Ἡλίανθος κοιν. Ἥλιος. Βολβῶδες φυτὸν μὲ διακοσμητικὰ κίτρινα ἄνθη, φυτεύεται τὸν Φεβρουάριον, εἰς κονδύλους, ἕκαστος. . . . . Δραχ. 3

Ἰβίσκος Λευκὸς ὁ Συριακός. Θαυμάσιος θάμνος μὲ πλούσιον φύλλωμα ὁλοπράσινον, γεμίζει μὲ λευκὰ ἄνθη, κατάλληλος διὰ ψηλὲς μπορντοῦρες, εἰς διάφορα μεγέθη. Δραχ. 5—10—40

Ἰβίσκος Κόκκινος. Ἕνα ἀπὸ τὰ πλέον διακοσμητικὰ φυτὰ μὲ ὡραιότατα κόκκινα κωνοειδῆ ἄνθη, ἐντὸς γλαστρῶν εἰς διπλὰ καὶ ἁπλὰ ἄνθη . . . . . Δραχ. 25—100

Ἴον τὸ Εὔοσμον ἢ Μενεξές. Ποιὸς δὲν ξεύρει τὸ Μενεξὲ μὲ τὰ ὡραῖα καὶ χαριτωμένα λουλούδια του τὰ τόσον ἀρωματικά; διαθέτομεν 3 ποικιλίας, ἑκάστη παραφυὰς . . Δραχ. 2—10

Ἰπομοία, περικοκλάδα ἢ Χωνάκια. Ὡραιότατον ἀναρριχώμενον φυτὸν ἀναπτυσσόμενον ταχύτατα, κάμνει ἄφθονα ἄνθη. Ἐντὸς γλαστρῶν . . . . . Δραχ. 15—25

Ἴρις Ἱσπανική. Βολβῶδες φυτὸν μὲ ὡραῖα ἄνθη εἰς διαφόρους ἀποχρώσεις, φυτεύεται Αὔγουστον - Ὀκτώβριον . . . Δραχ. 5

Ἴρις Φλωρεντιανή. Ριζωματῶδες φυτὸν μὲ κρίνους λευκοὺς καὶ μώβ, ἀναπτύσσεται ταχύτατα καὶ πολλαπλασιάζεται μόνον του Δραχ. 5

Ἰτέα Μοσχοϊτιά. Ὡραιότατον δενδρύλλιον μὲ φύλλωμα φαιὸν καὶ μικρὰ εὔοσμα ἄνθη, εὐδοκιμεῖ εἰς ὑγρὰ μέρη Δραχ. 10—20

Ἰτέα κλαίουσα. Διακοσμητικώτατον κρεμοκλαδὲς δένδρον, ἀγαπᾶ τὰ ὑγρὰ μέρη . . . . . Δραχ. 15—25

Ἀποφεύγετε νὰ φυτεύητε φυτὰ καὶ δένδρα μεγάλης ἡλικίας.

Καζουαρίνα ἡ εὐθυτενής. Ἀειθαλὲς δένδρον μὲ πλούσιον τριχοειδὲς φύλλωμα, ἀναπτύσσεται ταχύτατα κατάλληλον δι' ἀνεμοθραύστας, διαθέτομεν εἰς διάφορα μεγέθη Δραχ. 15—35

Κακτοειδῆ Φυτά. Παχύφυτα εἰς διάφορα σχήματα καὶ ποικιλίας. Ὁ μικρὸς χῶρος τοῦ παρόντος δὲν μᾶς ἐπιτρέπει νὰ περιγράψωμεν τὰς ποικιλίας ποὺ καλλιεργοῦμεν . . Δραχ. 5—100

Καλάμι πανασέ. Ἡ ὡραιοτέρα ἀειθαλὴς μπορντούρα μὲ πράσινα καὶ χρυσαφιὰ φύλλα ἑκάστη ρίζα . . . . . Δρχ. 5

Κάλαμος ὁ κοινός. Τὸ γνωστὸν εἰς ὅλους μας καλάμι, ἀναπτύσσεται εἰς ὑγρὰ μέρη καὶ σχηματίζει φράκτας . . Δραχ. 10

Κάλαμος ὁ Ἰνδικὸς ἢ Μπαμποῦ. Διακοσμητικὸν καλάμι εὐδοκιμεῖ παντοῦ, πολλαπλασιάζεται μὲ ριζώματα. . Δραχ. 15

Κάλλα ἡ Ἀφρικανική. Διακοσμητικώτατον φυτὸν μὲ πλατιὰ φύλλα καὶ λευκὰ κωνοειδῆ ἄνθη, ἀγαπᾶ τὴν ὑγρασίαν, ἐντὸς γλαστρῶν . . . . . Δραχ. 20—75

Καλένδουλα. Ἐτήσιον φυτὸν χαμηλὸν μὲ ὡραιότατα κίτρινα ἄνθη ὁμοιάζοντα μὲ μαργαρίτες· ζητήσατέ μας Αὔγουστον — Ὀκτώβριον. . . . . Δραχ. 2

Κάννα ἡ Ἰνδική. Ριζωματῶδες διακοσμητικὸν φυτὸν μὲ πλούσιον φύλλωμα πράσινον ἢ κόκκινο σκοῦρο κατάλληλον διὰ γωνιὲς κήπων, εἰς ριζώματα καὶ γλάστρες. . Δραχ. 10—15

Κέντια ἡ Φωστεριανή. Ἕνα ἀπὸ τὰ πλέον πολυτελῆ καὶ διακοσμητικὰ φυτὰ διὰ σαλόνια, εἰσόδους κλπ., εἰς διάφορα μεγέθη . . . . . Δραχ. 25—500

Κήλαστρος ἡ ἀναρριχωμένη. Ὡραιότατον ἀναρριχώμενον μὲ πλούσιον φύλλωμα πράσινον καὶ πανασὲ εἰδικὸν διὰ φράκτας, ἐντὸς γλαστρῶν . . . . . Δραχ 20—25

Κισσὸς πράσινος. Φυτὸν ἀναρριχώμενον ἀειθαλές, κολλᾶ στὸν πλέον γυαλιστερὸ τοῖχο, φύλλωμα πράσινον γυαλιστερό, ἐντὸς γλαστρῶν. . . . . Δραχ. 20

Κισσὸς πανασέ. Ὅμοιον ὡς ἀνωτέρω μὲ φύλλα δίχρωα κιτρινοπράσινα, ἐντὸς γλαστρῶν. . . . . Δραχ. 25—35

Καμπανέλλες ἢ Ἀβούτιλον. Ἀνθοφόρον δενδρύλλιον ἀναπτυσσόμενον ταχύτατα εἰς τὸ κλῖμα μας, ἐντὸς γλαστρῶν. Δραχ. 20—30

Κολεὸς ἢ ὡραῖον φῦλλον. Χαριτωμένον φυτὸν μὲ φύλλωμα εἰς διαφόρους χρωματισμοὺς καὶ ἀποχρώσεις . . Δραχ. 10—25

Κουμαριὰ ἢ Κόμαρος. Ποιὸς δὲν ξεύρει τὴν χαριτωμένην κουμαριὰ ποὺ φουντωμένη χαρίζει ζωὴ στὸ δάσος μὲ τοὺς ὡραίους κόκκινους σφαιρικοὺς καρπούς της; Εἰς διάφορα μεγέθη, μὲ μπάλα. . . . . Δραχ. 30—40

Κορυφὰς ἢ Κορύφα. Φοινικοειδὲς φυτὸν κατάλληλον διὰ διακόσμησιν αἰθουσῶν, εἰσόδων, ἐντὸς γλαστρῶν. Δραχ. 20—30

Κουκουναριὰ ἢ Πεύκη ἢ Πίτυς. Ἀειθαλὲς δένδρον μὲ γευστικωτάτους καρπούς, χρίζει ἰδιαιτέρας φροντίδος καὶ καλλιεργείας κατὰ τὴν νεαράν της ἡλικίαν, ἐντὸς γλαστρῶν καὶ μὲ μπάλα. Δραχ. 75—125

Κυδωνέα ἡ Ἰαπωνική. Ἐξόχως ὡραῖος θάμνος μὲ ἄνθη κόκκινα διακοσμητικώτατα κατὰ μῆκος τῶν κλόνων. Δραχ. 75—150

Κυκλάμινον ἢ Συκλάμινον Περσίας. Βολβῶδες φυτὸν μὲ φύλλωμα ἐξόχου ὡραιότητος καὶ χαριτωμένα παράξενα ἄνθη διαφόρων χρωμάτων, ἐντὸς γλαστρῶν. . . Δραχ. 25—150

Κυφέα ἢ Διέλυτρον. Φυτὸν μὲ πολυάριθμα ἡμικρεμάμενα ἄνθη, ἀγαπᾶ τὰ ὑγρὰ καὶ σκιερᾶ μέρη, ἕκαστον . . . Δραχ. 7.50

Λαντάνα. Ὡραιότατος ἡμιαναρριχώμενος θάμνος μὲ ἐξωτικὰ ἄνθη εἰς διαφόρους χρωματισμούς . . . . . Δραχ. 25

Λατάνια ἡ Βουρβονική. Ἐξόχως ὡραῖον φοινικοειδὲς φυτὸν μὲ μεγάλα φύλλα. Εἰδικὸν διὰ σαλόνια κλπ. ἐντὸς γλαστρῶν Δραχ. 20—250

Λεβαντίνη. Χαμηλὸν ἀρωματῶδες φυτὸν φαιόχρουν εἰδικὸν διὰ μόνιμες χαμηλὲς μπορντοῦρες, τὰ 100 φυτά. . . Δραχ. 50

Λευκάνθεμον τὸ μεγανθές. Πολυετὲς φυτὸν κατάλληλον διὰ μπορντοῦρες μεγάλων κήπων. Τὸ καλοκαῖρι γεμίζει ἄνθη. Δραχ. 3

Λευκὴ ἡ ἀργυρόλευκος. Ὡραιότατον δένδρον μὲ πλουσιώτατον φύλλωμα ἀγαπᾶ τὰ ὑγρὰ μέρη . . . . . Δραχ. 25—40

Λευκὴ ἢ Πυραμοειδής, Καβάκι. Φυλλοβόλον δένδρον ὡραιότατον ἀνερχόμενον εἰς μέγα ὕψος. Εὐδοκιμεῖ εἰς ὑγρὰ καὶ δροσερὰ μέρη . . . . . Δραχ 20—30

Λιγοῦστρον Πράσινον. Ἀειθαλὴς θάμνος εἰδικὸς διὰ ὑψηλὲς μπορντοῦρες καὶ ἀνεμοθραύστας, εἰς διάφορες φόρμες καὶ μεγέθη. . . . . Δραχ. 15—100

Λιγοῦστρον τὸ Γαλλικόν. Θάμνος μὲ ὡραιότατον γυαλιστερὸν φύλλωμα, κατάλληλον διὰ μόνιμες μπορντοῦρες πάρκων Δραχ. 25—50

Λιγοῦστρον Πανασέ. Δενδρύλλιον ἐμβολιασμένον μὲ κιτρινοπράσινον φύλλωμα, διακοσμητικώτατον . . Δραχ. 50—100

Λιλὰ ἢ Πασχαλιά. Ἕνας ἀπὸ τοὺς πλέον περιζήτητους φυλλοβόλους θάμνους διὰ χωριστὰς φυτεύσεις, κάμνει ὡραιότατα μωβ ἢ λευκὰ ἄνθη, ἐμβόλια. . . . . Δραχ. 50—75

Λουΐζα. Ἀρωματικώτατος θάμνος περιζήτητος διὰ τὸ φύλλωμά του, εὐδοκιμεῖ παντοῦ . . . . . Δραχ. 15—25

Μαώνια. Ἀειθαλὴς θάμνος μὲ γυαλυστερὸ φύλλωμα καὶ κίτρινα ἄνθη εὐδοκιμεῖ παντοῦ, μὲ μπάλα χώματος Δραχ. 75—150

Μελισσάκι ἢ Μέλισσα. Πολυετὲς ἀρωματῶδες φυτὸν μὲ κόκκινα ἄνθη, ἀπαραίτητον διὰ τὴν μελισσοκομίαν . . Δραχ. 5

Μεσημβριάνθεμον ἢ Μπούζι. Χαμηλὸν παχύφυτον, κατάλληλον διὰ μόνιμον πρασινάδα παρτεριῶν, ἀναπτύσσεται χωρὶς ἀπαιτήσεις, τὸ τετραγωνικὸν μέτρον . . . . . Δραχ. 35

Μούσα ἢ Ἀβυσσινιακή. Ἑκτάκτως ὡραῖον καλλωπιστικὸν φυτὸν μὲ πλατιὰ φύλλα . . . . . Δρχ. 40

Μωρέα ἢ Μουριὰ ἢ Κρεμοκλαδής. Διακοσμητικώτατον δένδρον μὲ πράσινον πλούσιον φύλλωμα εἰς κρεμάμενους κλάδους Δραχ. 25

Μωρέα ἢ Πλατύφυλλος. Ὡραιοτάτη ποικιλία Μωρέας μὲ πλατύτατον φύλλωμα . . . . . Δραχ. 15

Μωρέα ἢ Σηροτροφική. Εἰδικὴ ποικιλία Μωρέας παράγουσα πλούσιον φύλλωμα διὰ τὴν σηροτροφίαν . . . . Δραχ. 12

Μπιγνόνια ἢ Μεγανθής. Ὡραιότατον ἀναρριχώμενον μὲ πλουσιώτατον φύλλωμα καὶ ἄνθη μεγάλα κόκκινα πορτοκαλιά. Ἐντὸς γλαστρῶν . . . . . Δραχ. 20—30

Μπιγνόνια Καπένσις. Ἕνα ἀπὸ τὰ πλέον χαριτωμένα ἀναρριχώμενα ἀειθαλῆ φυτά, μὲ πλούσιον φύλλωμα καὶ κόκκινα ἄνθη, ἐντὸς γλαστρῶν. . . . . Δραχ. 15—50

Μπεγκόνια ἢ Χαρίεσσα. Δικαίως ἐπωνομάσθη χαρίεσσα μὲ τὰ λεπτὰ καὶ χαριτωμένα της λουλούδια ρόζ, λευκά, κόκκινα καὶ τὸ γυαλιστερό της φύλλωμα, ζεῖ ἐντὸς γλαστρῶν, ἑκάστη Δραχ. 7—25

Μπεγκόνια ἡ Πλατανοειδής. Ἀνθοφόρον φυτὸν τοῦ σπητιοῦ μὲ πράσινον καὶ πλούσιον φύλλωμα καὶ κόκκινα μικρὰ ἄνθη Δραχ. 75

Μπεγκόνια ἢ Μεταλική. Ἐξόχως ὡραῖον καὶ διακοσμητικὸν φυτὸν μὲ ὡραῖα καὶ μεγάλα φύλλα στικτά, καὶ μεγάλα ἄνθη ρόζ ζωηρὸν πρὸς τὸ ἐρυθρόν, ἀνθίζει ὅλον τὸ ἔτος Δραχ. 50—200

Μπεγκόνια Rex. Ὡραιότατον φυτὸν μὲ πλούσιον φύλλωμα εἰς 3 διαφόρους ἀποχρώσεις, χρυσά, ἀργυρὰ καὶ ἀργυρὰ ἐρυθρὰ Δραχ. 75—150

Μπουντλέϊα. Ὑψηλὸς ἀειθαλὴς θάμνος κατάλληλος διὰ φράκτας ἢ κάλυψιν τοίχων, τὰ μπλέ του ἄνθη ὁμοιάζουν μὲ τῆς πασχαλιᾶς, φυτὰ εἰς διάφορα μεγέθη εἰς μπάλλα ἀνθίζει ὅλον τὸ ἔτος . . . . . Δραχ. 20—50

Μύρτος ἢ Σμυρτιά. Ἀειθαλὴς θάμνος ὁλοπράσινος μὲ πλούσιον φύλλωμα εὐῶδες γυαλιστερό, ἐντὸς γλαστρῶν Δραχ. 25

Ὀπούντια. Κακτοειδὲς φυτὸν μεγάλης ἀντοχῆς ἀναπτυσσόμενον ἐντὸς καὶ ἐκτὸς τῶν οἰκιῶν, μοντέρνα φυτὰ εἰς 3 ποικιλίας Δραχ. 10—20—40

Ὀρτενσία. Ἕνα ἀπὸ τὰ πλέον χαριτωμένα ἀνθοφόρα φυτὰ μὲ μεγάλα πράσινα φύλλα καὶ ἐκτάκτως ὡραῖα ἄνθη εἰς ἀποχρώσεις, ρόζ, ρόζ μώβ, μπλέ, ἐντὸς γλαστρῶν Δραχ. 25—150

Πασιφλώρα, Παθανθὲς ἢ Ὡρολογιά. Ὡραιότατον ἀειθαλὲς ἀναρριχώμενον μὲ παράξενα ἄνθη, ἐντὸς γλαστρῶν Δραχ. 25

Πάνδανος. Σπάνιον διακοσμητικὸν φυτὸν εἰδικὸν διὰ διακόσμησιν αἰθουσῶν, εἰσόδων κλπ. ἐντὸς γλαστρῶν Δραχ. 75—150

Παρκινσώνια ἡ Βελονωτή. Ἀειθαλὲς δένδρον μὲ λεπτότατον φύλλωμα σὰν πτέρης καὶ ὡραῖα μικρὰ κίτρινα ἄνθη Δραχ. 30—45

Πασχαλιά. βλέπε ***Λιλά.***

Πελαργώνιον τὸ Μεγανθές. Διακοσμητικώτατον φυτὸν μὲ πλούσιον φύλλωμα καὶ ὡραιότατα ἄνθη εἰς διαφόρους χρωματισμούς, ἐντὸς γλαστρῶν . . . . . Δραχ. 50—75

Πετούνια. Διακοσμητικὸν φυτὸν μὲ πολυάριθμα κωνοϊδῆ ἄνθη διαφόρων χρωμάτων, ἀνθίζει ὅλον τὸ θέρος καὶ ζεῖ 2 - 3 ἔτη εἰς θερμὰ μέρη . . . . . Δραχ. 5—10

Πεύκη ἡ Χαλέπιος. Τὸ γνωστὸν εἰς ὅλους μας πεῦκο τοῦ βουνοῦ καλλιεργεῖται ἐπιστημονικῶς καὶ λαμβάνει ὡραίαν φόρμαν, εἰς διάφορα μεγέθη. . . . . Δραχ. 25—75

Πιπεριά. Ἀειθαλὲς δένδρον κατάλληλον διὰ δενδροστοιχίας, συνιστᾶται διὰ τὰ ξηρὰ καὶ ἁλμηρὰ ἐδάφη, δένδρα ἐξαιρετικῆς ἀναπτύξεως . . . . . Δραχ. 25—35

Πιτόσπορον ἢ Ἀγγελική. Ὡραιότατος ἀειθαλὴς θάμνος μὲ πλουσιώτατον σκοῦρο πράσινον φύλλωμα γυαλιστερὸ καὶ λευκὰ εὔοσμα ἄνθη, εἰδικὸς διὰ ψηλὲς μπορντοῦρες, φυτὰ ἐξαιρετικὰ Δραχ. 15—45

Πλουμπάγο ἢ Μολύβδαινα. Ἡμιαναρριχώμενον φυτὸν μὲ ἄνθη μπλὲ ἢ λευκά, ἀνθίζει ὅλο τὸ καλοκαῖρι, ἀναπτύσσεται χωρὶς ἀπαιτήσεις ἐντὸς γλαστρῶν. . . . . Δραχ. 35—45

Πλουμέρια. Ὡραιότατος θάμνος μὲ μικρὰ μπλὲ ἄνθη, εἰδικὸς διὰ μεμονωμένας φυτεύσεις ἢ διὰ φράκτας, διότι ἡμιαναρριχᾶται. . . . . Δραχ. 45—50

Πόθος. Διακοσμητικώτατον ἀναρριχώμενον μὲ γυαλιστερὸν ὁλοπράσινον φύλλωμα, ἀναπτυσσόμενον ἐντὸς εἰσόδων, χώλ, αἰθουσῶν κλτ., ἐντὸς γλαστρῶν. . . . . Δραχ. 30—75

Ποινσέττια. Φυτὸν τῶν τροπικῶν μερῶν, μὲ ἰδιότροπα καὶ ὄμορφα ἄνθη, ζεῖ καὶ ἐντὸς τῶν οἰκιῶν, ἐντὸς γλαστρῶν Δραχ. 50—150

Πολυτρίχι. Φυτὸν μὲ χαριτωμένον φύλλωμα, ἀγαπᾶ τὰ ὑγρὰ μέρη· διαθέττομεν εἰς πολλὰς ποικιλίας:
στενόφυλλα, ἐντὸς γλαστρῶν. . . . . Δραχ. 50—150
πλατύφυλλα » » . . . . . » 50—100

Πρίμουλα Ὀπκόνικα. Διετὲς φυτὸν τῶν σαλονιῶν, ἀνθίζει τὸν χειμῶνα, μὲ ὡραῖα λευκά, ρόζ, μπλέ, μώβ ἄνθη, ἐντὸς γλαστρῶν . . . . . Δραχ. 35—60

Πιτσάρδια Φιλιφέρα. Φοινικοειδὲς ὁμοιάζον μὲ τὴν λατάνιαν, κατάλληλον διὰ κέντρα παρτεριῶν, διάφορα μεγέθη Δραχ. 75—150

Πτέρις ἡ Νευρολεπίς. Ἐκτάκτως ὡραῖον καὶ διακοσμητικὸν φυτὸν μὲ πλουσιώτατον ὁλοπράσινον φύλλωμα, ζῆ ἐντὸς οἰκιῶν καὶ εἰς θερμοκήπια· διαθέττομεν 5 ποικιλίας πτερῶν εἰς γλάστρες . . . . . Δραχ. 50—200

Πυράκανθος ἢ Κράτεγος. Ἕνας ἀπὸ τοὺς πλέον διακοσμητικοὺς θάμνους, γεμίζει τὸν χειμῶνα μὲ μικροὺς κόκκινους καρπούς· διαθέττομεν 2 ποικιλίας εἰς 4 μεγέθη. . . Δραχ. 20—100

Πύξος ἢ Τσιμισίρι. Διακοσμητικώτατος θάμνος, εἰδικὸς διὰ πολυετεῖς μπορντοῦρες χαμηλὲς καὶ ὑψηλὲς, φύλλωμα ἐξόχως γυαλιστερόν, εἰς διάφορα μεγέθη. . . . . Δραχ. 3—25

Ῥάμνος. Ἀειθαλὴς θάμνος ἀναπτυσσόμενος καὶ εἰς δενδρύλλιον μὲ ὡραῖον γυαλιστερὸν φύλλωμα, κλαδευόμενος λαμβάνει σχήματα τῆς ἀρεσκείας μας, φυτὰ διάφ. μεγέθη Δραχ. 20—75

Ῥοδιὰ Νάνος ἡ Ἰαπωνική. Φυλλοβόλον δενδρύλλιον διακοσμητικώτατον μὲ κόκκινα χαριτωμένα ἄνθη, ἐντὸς γλαστρῶν. Δραχ. 50—100

Ῥοδοδάφνη ἢ Πικροδάφνη. Ἕνας θάμνος ποὺ δὲν ἀπαιτεῖ πολλά, ἀλλὰ δίδει χάρη μὲ τὸ πλούσιον φύλλωμά του καὶ τὰ ὡραῖα ἄνθη του, ἀγαπᾶ τὰ δροσερὰ μέρη· διαθέττομεν εἰς διαφόρους χρωματισμούς, ὄχι ἄγριες . . . . Δραχ. 30—40

Σαινπόλια ἡ Ἰανθὴς ἢ Ἀμπάρα. Ὡραιότατον φυτὸν μὲ σαρκῶδες χνουδωτὸν φύλλωμα καὶ ἄνθη ὁμοιάζοντα μὲ μενεξὲ ζεῖ ἐντὸς αἰθουσῶν. Ἐντὸς γλαστρῶν Δραχ. 20—45

Σαλβία Μώβ. Ὡραιότατον θαμνῶδες φυτὸν πολυετὲς μὲ βελούδινα μώβ ἄνθη, ἀνθίζει τὸ φθινόπωρον . Δραχ. 25—45

Σολάνον Ριβουὰρ. Ὡραιότατον φυτὸν μὲ μικροὺς ἐρυθροὺς καρποὺς διακοσμητικώτατους κατάλληλον διὰ γλάστρες καὶ παρτέρια . . . . . Δρχ. 25

Συνέσιον. Ὡραιότατον θαμνῶδες φυτὸν μὲ πλούσιον φύλλωμα καὶ διακοσμητικώτατα κίτρινα ἄνθη, ἀνθίζει στὴν καρδιὰ τοῦ χειμῶνος . . . . . Δρχ. 30—70

Σαλίγκαρος ἢ Φασόλι τοῦ Καρακάλλα. Ἀναρριχώμενον φυτὸν μὲ ἰδιότροπα εὐώδη ἄνθη ὁμοιάζοντα μὲ σαλίγκαρον, εἰς διάφ. χρώματα . . . . . Δραχ. 40—75

Σινεράρια ἢ Τζενεράλια ἡ νοθογενής. Φυτὸν τοῦ θερμοκηπίου μὲ ἄφθονα χαριτωμένα ἄνθη εἰς διαφόρους χρωματισμοὺς καὶ ἀποχρώσεις . . . . . Δραχ. 20 - 50

Σινεράρια ἡ Παραθαλασσία. Ὡραιότατον φυτὸν μὲ ἀργυρόλευκον φύλλωμα εἰδικὸν διὰ πολυετεῖς χαμηλὲς μπορντοῦρες, φυτὰ μικρὰ . . . . . Δραχ. 5

Σκυλλάκια ἢ ἀντίρρινα. Διακοσμητικὰ φυτὰ ἐξαιρετικῆς ἀντοχῆς εἰς διαφόρους χρωματισμοὺς, κατάλληλα διὰ παρτέρια ζοῦν 2 - 3 ἔτη . . . . . Δραχ. 3

Σολωμὸς ἢ Ψευδοπασχαλιά. Φυλλοβόλον καλλωπιστικὸν δένδρον ταχυτάτης ἀναπτύξεως καὶ μεγάλης ἀντοχῆς κάμνει μπλὲ χαριτωμένα καὶ εὔοσμα ἄνθη. Συνιστᾶται διὰ δενδροστοιχίας Δραχ. 10—25

Σόφορα ἡ Ἰαπωνική. Ἐπίσης καλλωπιστικὸν φυλλοβόλον ἐξαιρετικὸν δένδρον κατάλληλον διὰ δενδροστοιχίας καὶ πάρκα Δραχ. 10—25

Σπειραία. Ὡραιότατος θάμνος, γεμίζει τὴν ἄνοιξιν μὲ μικρὰ λευκὰ ἄνθη, κατάλληλος διὰ μεμονομένας φυτεύσεις Δραχ. 10—25

Σφαίνδαμνος ἢ Ἐράμπλ. Φυλλοβόλον δένδρον προτιμώμενον διὰ τὸ ὡραῖον καὶ πλούσιον φύλλωμά του, ἀναπτύσσεται ταχύτατα. . . . . Δραχ. 10—25

Τενίμ. Ἀειθαλὴς θάμνος τῶν Καναρίων Νήσων ἐγκλιματισμένος ἐν Ἑλλάδι, εὐδοκιμεῖ εἰς παραθαλάσσια μέρη Δραχ. 20 - 30

Τηλέγραφος. Ὡραιότατον κρεμοκλαδὲς φυτὸν μὲ παράξενον φύλλωμα εἰς διαφόρους ἀποχρώσεις, εἰδικὸν διὰ ζαρντινιέρες καὶ κρεμαστὲς γλάστρες. . . . . Δραχ. 20—30

Τούγια Ἀνατολῆς. Ρητινοφόρος ἀειθαλὴς θάμνος ὁλοπράσινος εἰς φόρμαν πυραμιδοειδῆ. . . . . Δραχ. 40—50

Τούγια Σφαιρικά. Ἐπίσης ρητινοφόρος χαμηλὸς ἀειθαλὴς θάμνος εἰς σφαιρικὸν σχῆμα. . . . . Δραχ. 50—75

Τριφύλλι Δενδροειδές. Ἀειθαλὴς θάμνος εἰδικὸς διὰ μπορντοῦρες μὲ στακτόχρουν φύλλωμα καὶ κίτρινα ἄνθη, φορμάρεται εἰς διάφορα σχήματα . . . . . Δραχ. 25—35

Τριανταφυλλιές. Ἐμβόλια μονοετῆ ἐπὶ ἀγρίων τρελλῶν τριανταφυλλιῶν Rosa Indica.

ΘΑΜΝΩΔΕΙΣ

1. ***Χάντλεϊ.*** Ἄνθος μεγάλο ἐρυθρόν, δίφορος πολὺ παραγωγικὴ τιμὴ ἑκάστης τριανταφυλλιᾶς. . . . . Δραχ. 30
2. ***Τζὼν Λαίγκ.*** Ἄνθος μικρὸν εἰς ἐξαιρετικὴν φόρμαν δίφορος καὶ παραγωγικὴ . . . . . Δραχ. 30
4. ***Μπέττυ Οὔμπρισαρτ.*** Τριαντάφυλλον ρόζ σωμὸν ἀνάμικτον μὲ χαλκοκίτρινον, εὔοσμον, δίφορος. . . Δραχ. 50
15. ***Πρίγκηψ τῆς Βουλγαρίας.*** Δίφορος, ἄνθος πολὺ μεγάλο ρὸζ καθαρόν, μπουμποῦκι ὡραιότατον. . . . Δραχ. 25
17. ***Μπρούνερ.*** Δίφορος ἀνθὸς μὲ γερὸ κοτσάνι, κόκκινο ἀνοικτὸ πρὸς τὸ κερασί . . . . . Δραχ. 25
21. ***Μόκ.*** Ἄνθος ρὸζ σκοῦρο εἰς τὸ ἐσωτερικὸν ρὸζ ἀνοικτὸν ἀργυρόχρουν, μπουμποῦκι ἐξαιρετικὸν . . . . . Δραχ. 35
20. ***Οὔγος Ντίξον.*** Ἄνθος πολὺ μεγάλο διπλό, σὲ χρῶμα κόκκινο σκοῦρο . . . . . Δραχ. 60
25. ***Ζουλιὲν Ποτέν.*** Συνεχοῦς ἀνθοφορίας, ἐξαιρετικὴ φόρμα τριανταφύλλου, χρῶμα κίτρινον καναρὶ . . . . Δραχ. 50
26. ***Δροῦσκι Ρόζ.*** Μονόφορος, τριανταφυλλιὰ μεγάλης ἀναπτύξεως, ἄνθη ὀλίγα ἀλλὰ μεγάλα, χρῶμα ρὸζ . . Δραχ. 30
28. ***Λαίδη Χίλιγκτον.*** Μονόφορος, ἄνθος μέτριον κίτρινον πορτοκαλὶ . . . . . Δραχ. 45
29. ***Τάλισμαν.*** Ἐξαιρετικὴ τριανταφυλλιὰ μὲ ἐξόχου ὡραιότητος καὶ φόρμας μπουμποῦκι κίτρινο μὲ κόκκινες καὶ χρυσαφιὲς σκιές. . . . . Δραχ. 60
30. ***Στρατηγὸς Μακαρθούρ.*** Δίφορος ἄνθος μεγάλο βελουτὲ εὐῶδες χρῶμα κόκκινον. . . . . Δραχ. 40
31. ***Κα Ἄμπελ Σατεναί.*** Ἄνθος μέτριον ρὸζ πρὸς τὸ ρὸζ βερμιγιὸν ἀνοικτόν, μὲ σκιὲς σωμὸν . . . . . Δραχ. 45
42. ***Ἐνθύμιον Κλαυδίου Περνέ.*** Ὡραιοτάτη τριανταφυλλιὰ μὲ ἄνθη κίτρινα ἡλίου . . . . . Δραχ. 50
40. ***Κα Ραβαρύ.*** Δίφορος, μὲ κωνικὸ μπουμποῦκι κίτρινο χρυσαφί, ἄνθος μέτριον, θαυμάσιον διὰ βάζα . . . Δραχ. 40
37. ***Κάρολος Δροῦσκι.*** Διαρκὴς ἀνθοφορία, ἔκτακτον ἄνθος λευκὸν χιόνος, μπουμποῦκι γεμάτο, κοτσάνι γερὸ Δραχ. 15
38. ***Καϊζερίνα Αὐγούστα.*** Ἡ παραγωγικωτέρα τριανταφυλλιὰ ἄνθος λευκὸν μὲ ἀποχρώσεις κίτρινες καὶ ρόζ, ἀνθίζει συνεχῶς ὅλον τὸ ἔτος . . . . . Δραχ. 15
33. ***Ἀριὲλ Περνεσιάνα.*** Πολὺ δίφορος, ἄνθος σωμὸν χρυσαφὶ μπουμποῦκι μεγάλο . . . . . Δραχ. 60
70. ***Αἴσθησις.*** Δίφορος, τριαντάφυλλο μεγάλο σκοῦρο κόκκινο εἰς τὰ ἄκρα τῶν πετάλων ἐλαφρῶς καστανό. . . Δραχ. 40
44. ***Γαλλία τοῦ 89.*** Δίφορος, ἄνθος μεγάλο ρὸζ ζωηρόν, θαυμασία ποικιλία τριανταφυλλιᾶς . . . . . Δραχ. 30
46. ***Ἀγγελικὴ Περνέ.*** Δίφορος, ἄνθη μεγάλα πορτοκαλιὰ πρὸς τὸ κόκκινον μὲ σκιὲς κίτρινες . . . . . Δραχ. 50
47. ***Ἐρρῖκος Γκαέντ.*** Ἄνθος νουβωτὲ θαυμάσιον κίτρινον σκοῦρο . . . . . Δραχ. 75
49. ***Κα Ἐδουάρδου Ἐρριώ.*** Ἀνθίζει ὅλον τὸ ἔτος, μπουμποῦκι κοραλένιο . . . . . Δραχ. 50
50. ***Κα Νίκολ Ὠζέλ.*** Ἀνθοφορία ἐξαιρετική, τριαντάφυλλα ὡραιότατα σωμὸν κρεατὶ . . . . . Δραχ. 75
51. ***Βασίλισσα Ἀλεξάνδρα.*** Μπουμποῦκι θαῦμα, ἐρυθρὸν βερμιγιὸν μὲ κίτρινον χρυσὸν εἰς τὰ ἄκρα . . . . Δραχ. 75
52. ***Εὐγένιος Φούρστ.*** Δίφορος, ἀνθοφορία ἐξαιρετική, ἄνθη εὔοσμα κρεμειζὲ βελούδινο μὲ κόκκινες σκιὲς . . Δραχ. 50
53. ***Κα Ἀλβέρτου Μπαρμπιέ.*** Ἄνθος νουβωτέ, ρὸζ σωμὸν μὲ κόκκινες ἀποχρώσεις, φόρμα θαυμασία. . . . . Δραχ. 75
55. ***Κα Ι. Δουπουΐ.*** Ἄνθος μεγάλο κίτρινο πρὸς τὸ ἐρυθρόν, ἀνθοφορία τακτικὴ. . . . . Δραχ. 75
56. ***Κόμισσα Βαντάλ.*** Νέα ποικιλία θαῦμα τῆς ἀνθοκομικῆς τέχνης, χρῶμα χαλκόχρουν κόκκινον κοραλὶ ζωηρὸν Δρ. 75
57. ***Κρέττ.*** Δίφορος, μπουμποῦκι ἐξαιρετικὸν κόκκινον, στέλεχος μακρὺ. . . . . Δραχ. 75
59. ***Γκόρζεους.*** Νουβωτὲ δίφορος, ἄνθος μεγάλο γεμάτο, κίτρινο, πορτοκαλλὶ καὶ μὲ σκιὰν χαλκοερυθρὰν . Δραχ. 75
62. ***Τόσκα.*** Δίφορος, ἄνθος γεμάτο μεγάλον, ρὸζ ἀνοικτόν, φόρμα ὡραιοτάτη, ἀνθίζει τὸν χειμῶνα. . . . Δραχ. 50
64. ***Κος Ἐρ. Μόρς.*** Διαρκὴς ἀνθοφορία, ἄνθος μεγάλο νουβωτὲ ρὸζ σκοῦρο μὲ ἐλαφρὰν ἀπόχρωσιν βερμιγιὸν Δραχ. 75
65. ***Κος Ἐρ. Βίννετ.*** Δίφορος, ἄνθος γεμάτο κόκκινον λαμπερόν, φόρμα θαυμασία. . . . . Δραχ. 75
67. ***Σάνιορστ.*** Ἄνθη πολὺ μεγάλα κοκκινοκίτρινα εἰς τὸ κέντρον πορτοκαλλί, μπουμποῦκι στενόμακρον. . . Δραχ. 50
68. ***Καρνέ.*** Παραγωγικωτάτη τριανταφυλλιά, χρῶμα ρὸζ καθαρόν, ἀνθοφορία διαρκής, ἀπαραίτητος διὰ κάθε κῆπο Δρ. 20
73. ***Ἀπριλιάτικη.*** Ἄνθος μεγάλο εὔοσμον, μὲ θεραπευτικὰς ἰδιότητας, χρήσιμος καὶ ἀπαραίτητος διὰ κάθε κῆπο Δρ. 15
74. ***Ἑκατόφυλλος.*** Δίφορος, ἄνθος μεγάλο εὔοσμον σκοῦρο ρὸζ . . . . . Δραχ. 15
75. ***Μ. Ρουγιέ.*** Ἄνθος μεγάλο βερικοκὶ πρὸς τὸ κόκκινο μὲ κέντρον κόκκινο σκοῦρο, φόρμα χαριτωμένη. . . Δραχ. 75

ΤΡΙΑΝΤΑΦΥΛΛΙΕΣ ΑΝΑΡΡΙΧΩΜΕΝΕΣ

Αἱ ἀνωτέρω ποικιλίαι τριανταφυλλιῶν εἶναι ἐκ μοσχευμάτων πλὴν ἐλαχίστων αἱ ὁποῖαι εἶναι εἰς ἐμβόλια.

5. ***Ἀμέρικαν Πίλλαρ.*** Τριανταφυλλιὰ ταχείας ἀναπτύξεως μὲ πολλὰ ἄνθη ἁπλὰ ρόζ, φύλλωμα γυαλιστερόν. Δραχ. 25
7. ***Ἀγαπητὴ Βέμπερ.*** Δίφορος, ἄνθη μεγάλα διπλὰ λευκὰ πρὸς τὸ ρόζ . . . . . Δραχ. 30
9. ***Παῦλος Ἐρυθρὸς (Π. Σκάρλετ).*** Νουβωτέ, ἄνθη μεγάλα διπλὰ κόκκινα μὲ σκιὲς σκοῦρες, μία ἀπὸ τῆς ὡραιότερες ἀναρριχώμενες τριανταφυλλιές. . . . . Δραχ. 50
10 ***Κα Γκοτιβά.*** Ἄνθος ρὸζ διπλόν, εἰς τὸ κέντρον ρὸζ σκοῦρον . . . . . Δραχ. 50
36. ***Φραγκῖσκος Φουκάρντ.*** Μπουκετιέρα ταχυτάτης ἀναπτύξεως, ἄνθη κίτρινα ἀνοικτά . . . . . Δραχ. 50
12. ***Χρυσὴ Πηγή.*** Χρῶμα χρυσαφὶ εἰς τὸ κέντρον σκοῦρο, φύλλωμα ἐρυθρόν, ἀνάπτυξις ζωηροτάτη. . . . Δραχ. 50

Ἔχομεν εἰς τὴν διάθεσίν σας ὅ,τι χρειάζεσθε διὰ τὸν κῆπον σας.

13. *Κα Ι. Γκραβερώ.* Ἄνθος ἐξαιρετικὸν μεγάλον κίτρινον κρεατὶ εἰς τὸ κέντρον ρόζ. . . . . Δραχ. 25

14. *Ρενὲ Ἀνδρέας.* Τριανταφυλλιὰ ζωηρὰς ἀναπτύξεως, τριαντάφυλλον λευκὸν εἰς τὸ κέντρον χρυσαφί, φύλλωμα γυαλιστερὸν σκοῦρον . . . . . Δραχ 50

16. *Βασίλισσα Μαρία. Ἐριέττα.* Πολύφορος, ἄνθη μεγάλα γεμᾶτα εἰς σχῆμα κοῦπας κόκκινο . . . . . Δραχ. 40

24. *Στρατάρχης Νιέλ.* Θαυμασία δίφορος ἀναρριχωμένη μὲ ἄνθη μεγάλα διπλὰ κίτρινα, δίδει ἄνθη εἰς ὅλας τὰς ἐποχὰς ἐμβόλια . . . . . Δραχ. 30

34. *Πολυανθὴς Λευκή.* Μπουκετιέρα ἡμιαναρριχωμένη Δραχ. 25

18. *Κα Λεώνη Βιένο.* Πολυανθής, ρὸζ κόκκινο, μπουκετιέρα φύλλα μικρά. . . . . Δραχ. 35

72. *Δωροθέα Πέρκιν.* Ἀνθοφορία πλουσιωτάτη, ἄνθη λευκὰ ρόζ ἡμίδιπλα εὔοσμα, φορμάρεται καὶ εἰς δενδροειδῆ σὲ σιδηροῦν σκελετό.

6. *Ἐγκλαντίνα.* Ἄνθη λευκὰ πεντάφυλλα, πολὺ διακοσμητικὰ Δραχ. 20

Τριανταφυλλιὲς Πολυανθεῖς Νάνους. Διὰ παρτέρια κήπων.

Rosa Multifiore. Εἰδικὴ νάνους τριανταφυλλιὰ διὰ μπορντοῦρες

43. *Γκλόρια Μούντι.* Δίφορος, νέον χρῶμα πορτοκαλλὶ λαμπερὸν ἄνθη ἡμίδιπλα . . . . . Δραχ. 35

19. *Σέσιλ Μπροῦνερ.* Δίφορος, ἄνθη μικρὰ ρὸζ εἰς τὸ κέντρον κιτρινοπά. . . . . Δραχ. 50

44. *Ζέσσι.* Ἄνθος κερασὶ πρὸς τὸ πορτοκαλλί, πολὺ παραγωγική, θαυμασία διὰ μπορντοῦρες . . . . . Δραχ. 35 καὶ 25 διάφοραι ποικιλίαι εἰς ὅλα τὰ χρώματα κόκκινο, κερασί, κίτρινο, ρόζ, λευκὸ κ. λ. π.

Τριανταφυλλιὲς δενδροειδεῖς. Φορμαρισμένες ἀπὸ μικρᾶς ἡλικίας εἰς σχήματα δένδρων ἐμβόλια ἐπὶ ἀγρίων Rosa Canina ἀνεπτυγμένα εἰς πλουσιωτάτην συλλογὴν χρωμάτων καὶ ποικιλιῶν ἐκ τῶν καλλιτέρων θαμνοειδῶν τριανταφυλλιῶν Δραχ. 50—75—125

Ὑάκινθος ἢ Διατσίντα. Βολβώδη φυτὰ μὲ ἀρωματικώτατα λεπτὰ ἄνθη, φυτεύονται Φεβρουάριον Μάρτιον, ἕκαστος βολβὸς Δραχ. 15

Φίκος. Ὡραιότατον φυτὸν μὲ πλατειὰ χονδρὰ καὶ γυαλιστερὰ φύλλα ὁλοπράσινα, εἰδικὸν διὰ σαλόνια εἰσόδους, φυτευόμενον εἰς τὸ ἔδαφος ἀναπτύσεται εἰς δενδρύλλιον, ἐντὸς γλαστρῶν Δραχ. 25—100

Φιλάδελφος. Φυλλοβόλος θάμνος, γεμίζει μὲ λευκὰ μεγάλα ἄνθη εὔοσμα, εὐδοκιμεῖ παντοῦ . . . . Δραχ. 20—30

Φυλλόδενδρον. Ἕνα ἀπὸ τὰ ὡραιότερα καὶ διακοσμητικώτερα φυτὰ διὰ τὸν διάκοσμον αἰθουσῶν εἰσόδων κ.λ.π. φύλλα πολὺ μεγάλα ὁλοπράσινα γυαλιστερά, ἐντὸς γλαστρῶν Δραχ. 25 - 75

Φοίνιξ ὁ Κανάριος. Διακοσμητικώτατον φυτὸν εἰδικὸν διὰ διάκοσμον εἰσόδων, καὶ κέντρα παρτεριῶν, ἀγαπᾶ τὰ θερμὰ καὶ ὑγρὰ μέρη, ἐντὸς γλαστρῶν. . . . . Δραχ. 75—150

Φοῦλι. Ὁλοπράσινον γυαλιστερὸν φύλλωμα μὲ μικρὰ λευκὰ εὔοσμα ἄνθη ὁμοιάζοντα μὲ γιασεμὶ. . . . . Δραχ. 50—100

Φρέζια. Βολβῶδες φυτὸν μὲ ὡραῖα καὶ εὐώδη ἄνθη λευκὰ πρὸς τὸ κρέμ. φυτεύεται τὸν Σεπτέμβριον καὶ Ὀκτώβριον

ἐντὸς γλαστρῶν ἑκάστη . . . . . Δραχ. 25
εἰς βολβοὺς » . . . . . » 2—3

Χαμαίρωψ ὁ ὑψηλός. Φοινικοειδὲς φυτὸν διακοσμητικώτατον περιζήτητον διὰ κήπους, μὲ φύλλωμα πλατύ, ἀγαπᾶ τὰ θερμὰ μέρη, ἐντὸς γλαστρῶν. . . . . Δραχ. 75

Χειμώνανθος ὁ Εὔοσμος. Φυλλοβόλον δενδρύλλιον μεγάλης ἀναπτύξεως, εὐδοκιμεῖ παντοῦ τὸν χειμῶνα γεμίζει μὲ χαριτωμένα εὐώδη χρυσαφιὰ ἄνθη, φυτὰ εἰς διάφορα μεγέθη Δραχ. 50—75

Χρυσάνθεμα. Ἐκτάκτως ὡραῖα Ἰαπωνικὰ φυτὰ μὲ ἐξωτικὰ ἄνθη εἰς διαφόρους ποικιλίας καὶ χρωματισμούς, φυτεύονται τὸν Ὀκτώβριον καὶ τὸν Μάϊον μὲ παραφυάδες.

Μοναδικοὶ εἰς τὴν καλλιέργειαν τῶν χρυσανθέμων διαθέττομεν 50 νέας ποικιλίας, ἑκάστη παραφυὰς . . Δραχ. 1—12

Ο ΟΙΚΟΣ ΜΑΣ ΣΑΣ ΠΡΟΣΦΕΡΕΙ ΩΣ ΕΓΓΥΗΣΕΙΣ

Τὰς Ἐπιστημονικὰς γνώσεις του καὶ τὴν πολυετῆ πρακτικὴν πεῖραν του.

Τὰς μεγάλας καὶ τελείας ἐγκαταστάσεις του καλλιεργειῶν ἀνθέων, δένδρων, θάμνων, σπόρων.

Τὰς εἰδικῶς κατηρτισμένας ὑπηρεσίας του διὰ τὴν καλὴν ἐξυπηρέτησίν σας.

Τὰς ἀσυναγωνίστους τιμὰς εἰς ὅλα τὰ προϊόντα του.

Διὰ νὰ ἀποταθῆτε μετ' ἐμπιστοσύνης εἰς αὐτὸν καὶ τοῦ ἀναθέσητε τὰς παραγγελλίας σας.

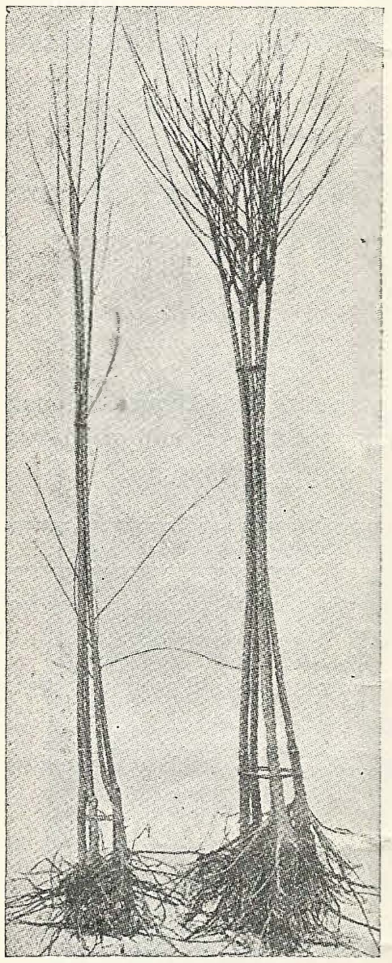
ΔΕΝΔΡΑ ΟΠΩΡΟΦΟΡΑ

ΕΜΒΟΛΙΑΣΜΕΝΑ ΕΚΛΕΚΤΩΝ ΠΟΙΚΙΛΙΩΝ ΔΙ' ΟΛΑ ΤΑ ΕΔΑΦΗ

Ἡ ζήτησις καὶ ἡ κατανάλωσις τῶν ὀπωροφόρων δένδρων μας, ἀπὸ ἔτος εἰς ἔτος αὐξάνει τεραστίως. Εἰς τοῦτο συνετέλεσεν ἡ ἀρίστη ποιότης καὶ ὑγεία, ἡ ταχεῖα ἀπόδοσις καὶ αἱ ἐκλεκταὶ ποικιλίαι τὰς ὁποίας καλλιεργοῦμεν. Εἴμεθα ἱκανοποιημένοι διότι χάρις εἰς τὰς ἀόκνους προσπαθείας μας καὶ τὴν βελτίωσιν τῆς Ἑλληνικῆς παραγωγῆς, κατορθώσαμεν νὰ ἀποκλείσωμεν τὴν εἰσαγωγὴν δένδρων ἐκ τοῦ ἐξωτερικοῦ, ἅτινα ὡς προερχόμενα ἐκ βορείων κλιμάτων καὶ ὑγρῶν ἐδαφῶν, δὲν εὐδοκιμοῦν εἰς τὸν τόπον μας. Τὰ ἰδικά μας δένδρα ἐπιτυγχάνουν, διότι καλλιεργοῦνται εἰς ἐδάφη λεπτὰ καὶ ὑγιῆ μὲ ὅλους τοὺς κανόνας τῆς Δενδροκομικῆς Ἐπιστήμης.

ΜΗ ΖΗΤΗΣΗΤΕ ΝΑ ΦΥΤΕΥΣΗΤΕ ΔΕΝΔΡΑ ΜΕΓΑΛΗΣ ΗΛΙΚΙΑΣ

ΕΜΒΟΛΙΑ ΜΟΝΟΕΤΗ



Ἀμυγδαλιές. Ἐμβολιασμέναι ἐπὶ πικραμυγδαλεῶν.

Ἀφρᾶτα Χίου	Ἕκαστον Δραχ.	25
Κοινὰ ἀφρᾶτα	» »	25
Γλυκὰ ἀνεμβόλιαστα	» »	15
Πικρὰ διὰ διάκοσμον καὶ κοπὴ ἀνθέων	» »	10

Ἀχλαδιές. Ἐμβολιασμέναι ἐπὶ ἀγρίων καὶ ἐπὶ κυδωνιῶν.

Κοντοῦλες, Ἀγγλίας, Δουκέσσες, Κανελλίνη, Ζαχαρᾶτα, Σκοπέλου, Καμπάνες	Δραχ. 25.—

Βερυκοκκιές. Ἐμβολιασμέναι ἐπὶ ἀγριοβερυκοκκιῶν, ἐπὶ κορομηλιῶν καὶ ἐπὶ δαμασκηνιῶν.

Τσαουλὶ πρώϊμο, Τσαουλὶ δεύτερο πρώϊμο, Πλάκα, Πορτοκαλᾶτο, Χασιώτικο, Εὐρωπαϊκό	Δραχ. 25.—

Βυσινιές. Ἐμβολιασμέναι ἐπὶ μαχαλεπίου.

Χονδρὸ Πολίτικο	Δραχ.	25.—
Ψιλὸ Ἀττικῆς	»	20 —

Δαμασκηνιές. Ἐμβολιασμέναι ἐπὶ ἀγριοβερυκοκκιῶν καὶ ἐπὶ κορομηλιῶν.

Ἀντζὲν (Σκοπέλου) ἀποξηρανόμενα, Χονδρὸ μαῦρο, Ρεγγλὸτ	Δραχ. 30.—

Καρυδιές.

Χονδρὰ Ἁγίου Ὄρους, Μέτρια Χαλκιδικῆς	Δραχ. 30.—

Κερασιές. Ἐμβολιασμέναι ἐπὶ μαχαλεπίου.

Πετροκέρασο, Μαῦρο πρώϊμο	Δραχ. 25.—

Κορομηλιές.

Λευκὰ, Μαῦρα	Δραχ. 30.—

Κυδωνιές.

Χονδρὸ ἀφρᾶτο, Μηλοκύδωνο	Δραχ. 20 —

Μεσπηλιές. (Μουσμουλιές).

Χονδρὸ Πατρῶν, Μέτριο Γλυκὸ Ἰταλικὸ	ἀπὸ 25 — 50 ἀναλ. τοῦ μεγ.

Μηλιές. Ἐμβολιασμέναι ἐπὶ μηλιῶν σπόρου.

Φιρίκη Βόλου, Καλβὶλ Λευκὸ, Ρενὲτ τοῦ Καναδᾶ	Δραχ. 30.—

Μουριές. Ἐμβολιασμέναι ἐπὶ ἀγριομουριῶν.

Προύσσης	Δραχ.	15 —
Λευκὸ ἀνεμβόλιαστο	»	10.—
Μαῦρο	»	20.—

Ροδακηνιές. Ἐμβολιασμέναι ἐπὶ ροδακηνιῶν καὶ ἐπὶ ἀμυγδαλιῶν.

Μαστοὶ Ἀφροδίτης, Μπέτλεμ, Πολὺ πρώϊμο Ξυλοκάστρου, Μηλοροδάκινο	Δραχ. 30.—

Ροδιές.

Καράβελα Χονδρὸ	Δραχ.	15.—
Πολίτικο	»	10.—

Συκιές. Ἐκ μοσχευμάτων μονοετῆ καὶ διετῆ.

Βασιλικὰ Μαῦρα	Δραχ.	15.—
Βορβιὰ	»	10.—
Σμυρναϊκὰ Λευκὰ	»	15.—

Φυστικιές. Ἐμβόλια μονοετῆ καὶ ἓξ μηνῶν.

Θηλικὲς, Ἀρσενικὲς πρώϊμες καὶ ὄψιμες καρπὸς χονδρὸς	Δραχ. 70.—

Φραγγοστάφυλον.

Groseille	Δραχ.	20.—

Φραμπουάζ.

Framboise (Βατόμουρον)	Δραχ.	10.—

Κλήματα. Ἔρριζα μονοετῆ.

Αὐγουλάτα, Ἑπτάκιλα, Κέρινα Ἀρχανῶν, Μοσχάτα, Ροδίτες, Ροζακιὰ, Σαββατιανὰ, Σιδερίτες, Σουλτανιὰ, Συρίκια, Φιλέρια, Φράουλες	ἕκαστον Δραχ.	7
	τὰ 10 »	60
	» 100 »	450

Ἑσπεριδοειδῆ.

	Μονοετῆ	Διετῆ
Λεμονιὲς δίφορες, ἐξαιρετικὰ ἐμβόλια ἐπὶ Νεραντζιᾶς	Δρ. 80	Δρ. 100
Μανδαρινιὲς Κρήτης καὶ Καρύστου	» 80	» 100
Πορτοκαλιὲς διαφόρων ἐξαιρετικῶν ποικιλιῶν	» 100	» 125
Κιτριὲς Νάξου, ἐκ καταβολάδων	» 65	» 85
Φράππες διαφόρων ποικιλιῶν	» 100	» 150
Νεραντζιὲς διαφόρων ποικιλιῶν	» 50	» 75

ΕΙΔΙΚΗ ΥΠΗΡΕΣΙΑ

ἀσχολεῖται ἀποκλειστικῶς εἰς τὴν ἐκτέλεσιν καὶ ἀποστολὴν παραγγελιῶν τῶν πελατῶν μας εἰς ὅλας τὰς πόλεις τῆς Παλαιᾶς Ἑλλάδος, τῆς Μακεδονίας, τῆς Θρᾴκης, τῆς Ἠπείρου, τῶν νήσων, τῆς Κρήτης καὶ εἰς ὅλα τὰ μέρη τοῦ ἐξωτερικοῦ καὶ ἰδίως εἰς τὰ Βαλκάνια, τὴν Τουρκίαν, τὴν Αἴγυπτον, τὴν Κύπρον καὶ τὰ Δωδεκάνησα.

ΕΤΗΣΙΑ ΦΥΤΑ

Προερχόμενα ἐκ σπόρων δι' ὁμαδικὰς φυτεύσεις παρτεριῶν κ.λ.π. ἀνθίζοντα μετὰ δύο περίπου μῆνας ἀπὸ τῆς φυτεύσεώς των, ζητήσατέ μας εἰς τὴν κατάλληλον δι' ἕκαστον ἐποχήν, ἤτοι:

ΣΕΠΤΕΜΒΡΙΟΝ = ΟΚΤΩΒΡΙΟΝ = ΝΟΕΜΒΡΙΟΝ

Ἀνθούρια (σκυλλάκια), Βιολέττες, Γαρυφαλλιές, Μπέλλες, Πανσέδες.

ΦΕΒΡΟΥΑΡΙΟΝ = ΜΑΡΤΙΟΝ

Ἀλύσσια, Βερβένα, Γαϊλλαρδία, Γαρυφαλλιές, Λευκάνθεμα, Μοσχομπίζελα, Πετούνιες.

ΜΑΡΤΙΟΝ = ΑΠΡΙΛΙΟΝ

Ἀστράκια, Βασιλικός, Ζίννια, Κοχία, Σάλβια.

Ἅπαντα διαθέτομεν εἰς κασσάκια περιέχοντα 100 περίπου φυτὰ ἕκαστον.

ΠΑΡΑΦΥΑΔΕΣ

Εἴμεθα ἕτοιμοι νὰ σᾶς προμηθεύσωμεν παραφυάδας εἰς οἱανδήποτε ποσότητα θελήσητε. Ἐποχὴ φυτεύσεως: Ὀκτώβριος - Ἀπρίλιος. Ἡ μικροτέρα ποσότης ἐξ ἑκάστου εἴδους καὶ ποικιλίας παραφυάδων τὴν ὁποίαν δυνάμεθα νὰ σᾶς προμηθεύσωμεν εἶναι 10 τεμάχια.

Ὀνομασίαι καὶ ποικιλίαι παραφυάδων		
Ἀγγινάρες Φυτὰ Α' τάξεως *Κεφαλωτές.*		
Τιμή.— Τὰ 10 φυτὰ	Δραχ.	15
» 100 »	»	100
» 1000 »	»	800
Σπαράγγι Φαγητοῦ καρπὸς χονδρὸς τοῦ Ἀρζαντέϊγ.		
Παραφυάδες 1 ἔτους.		
Τιμή — Τὰ 10 φυτὰ	Δραχ.	12
» 100 »	»	80
» 1000 »	»	600
Παραφυάδες 2 ἐτῶν.		
Τιμή.— Τὰ 10 φυτὰ	Δραχ.	15
» 100 »	»	100
» 1000 »	»	750

Ὀνομασίαι καὶ ποικιλίαι παραφυάδων		
Φράουλες ἀπαραίτητον φυτὸν διὰ κάθε κῆπον μὲ εἰσόδημα ἐξησφαλισμένον.		
Γερμανικαὶ ποικιλίαι ἐξαίρετοι, καρπὸς χονδρὸς μὲ σάρκα ροδόχρουν γλυκυτάτην.		
Κηφισιώτικη.— Ἡ γνωστὴ τῶν 4 ἐποχῶν. Ποικιλία ὑπέροχος.		
Τιμή.— Τὰ 10 φυτὰ	Δραχ.	12
» 100 »	»	90
» 1000 »	»	750

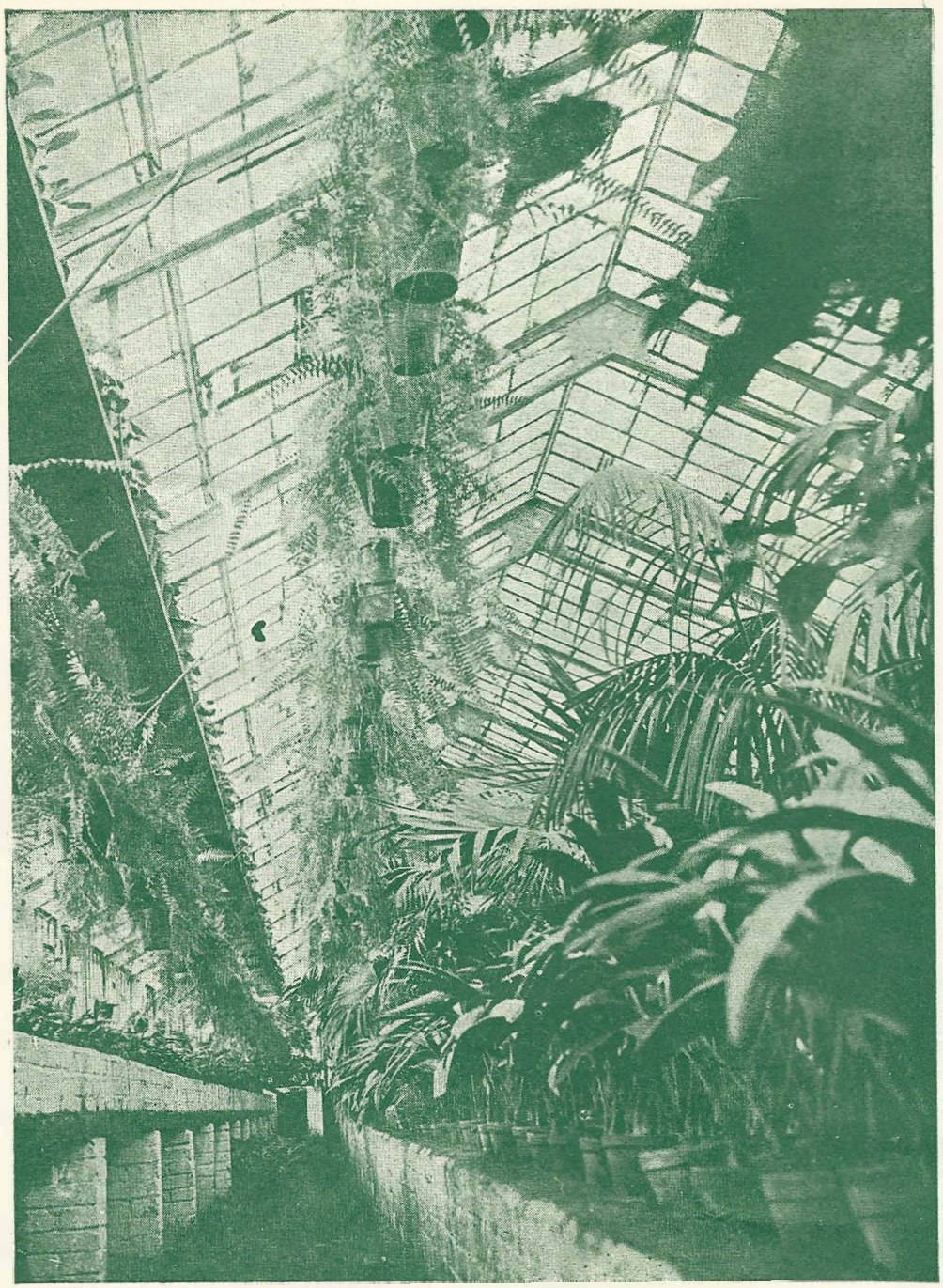
Διὰ παραγγελίας μεγαλυτέρας τῶν 5000 φυτῶν, ζητήσατέ μας τιμάς.

Οἱ ὡραιότεροι κῆποι καὶ ταράτσες Ἀθηνῶν καὶ Προαστείων ἔγιναν ἀπὸ τὴν Ἀρχιτεκτονικὴν Ὑπηρεσίαν μας κήπων.

Ἔχομεν κλιματολογικὴν πεῖραν, γνωρίζομεν μόνοι τὴν ἐργασίαν μας.

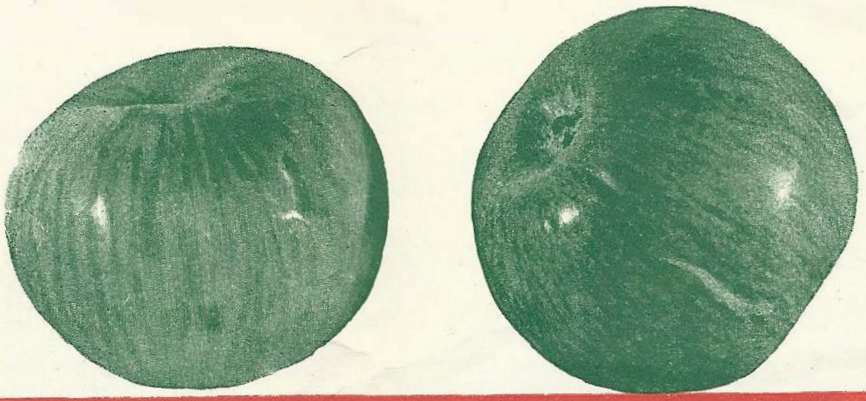
Ἔχομεν εἰς τὴν διάθεσίν σας χιλιάδας σχεδίων κήπων.

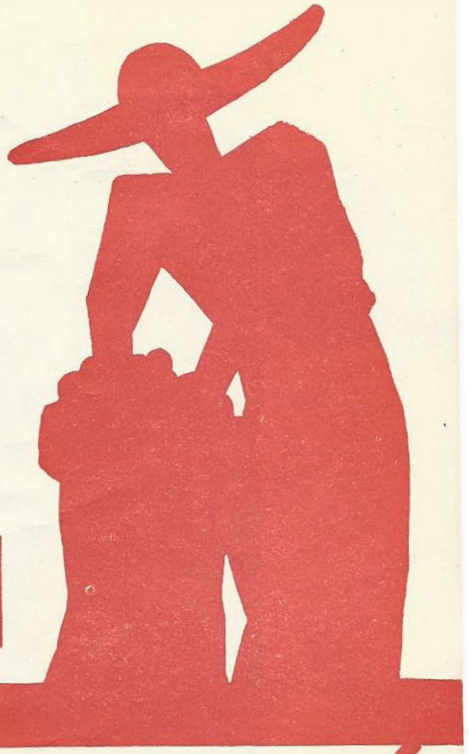
Μοναδικοὶ εἰς δένδρα
καλλωπιστικὰ καὶ ὀπωροφόρα.
Ἄγγ. Δ. Ἀγαλιώτης & Σ^ία



Ἕνα ἀπὸ τὰ μεγάλα θερμοκήπια τῶν εἰς τὰ Πατήσια ἀγροκηπίων μας.

Βεβαιωθῆτε ὅτι αἱ ἐγκαταστάσεις τῶν θερμοκηπίων καὶ ἀγροκηπίων μας εἶναι μοναδικαὶ ἐν Ἀνατολῇ.





Δέκα πέντε ἔτη

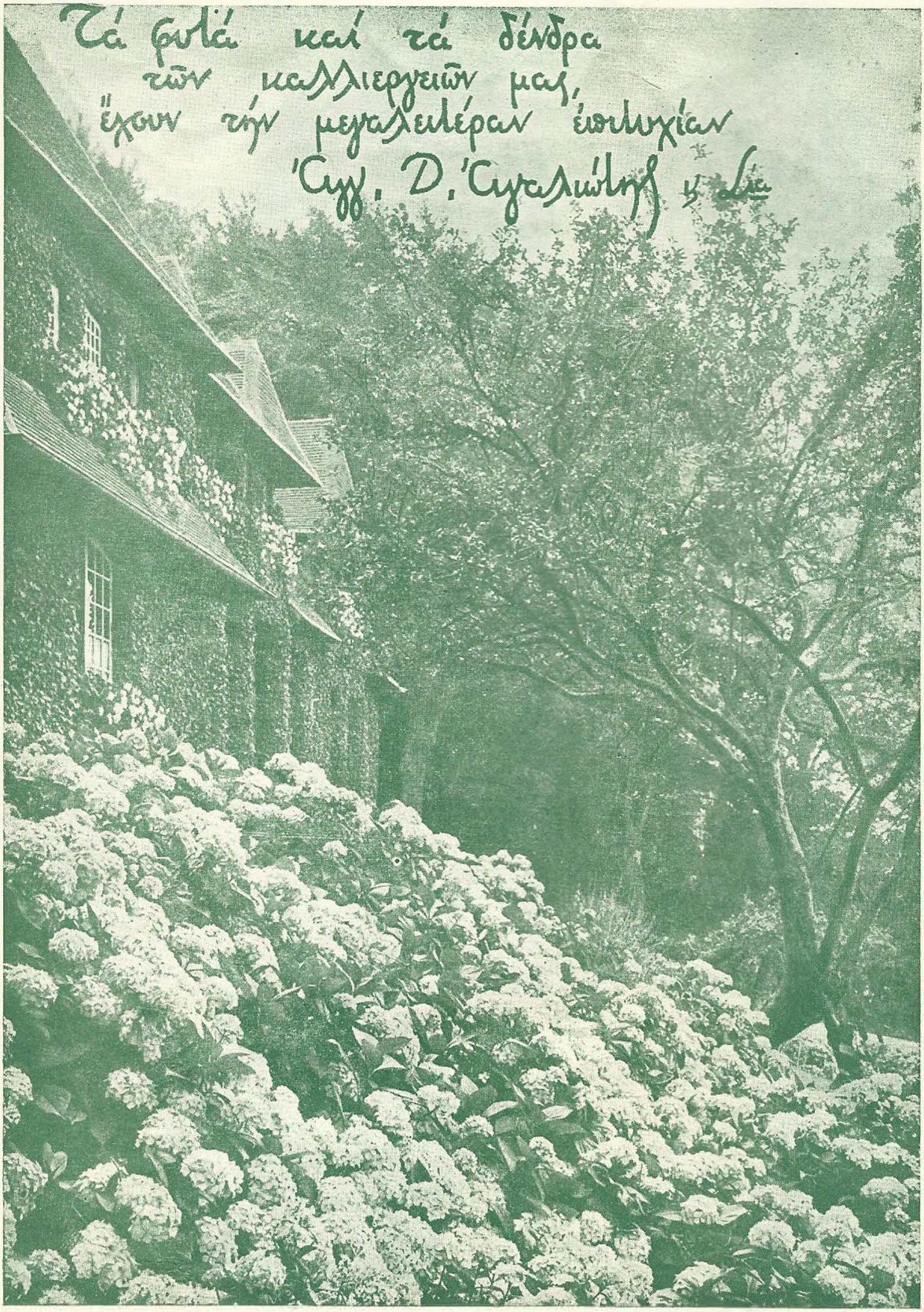
προμηθεύομεν ὅλους τοὺς καλλιεργητὰς καὶ ἐρασιτέχνας κηπουροὺς μὲ δένδρα ὀπωροφόρα.

Δὲν ἔχομεν

παρὰ ἐπιτυχίας
καὶ ἐπιστολὰς εὐχαριστιῶν.

Διαθέτομεν

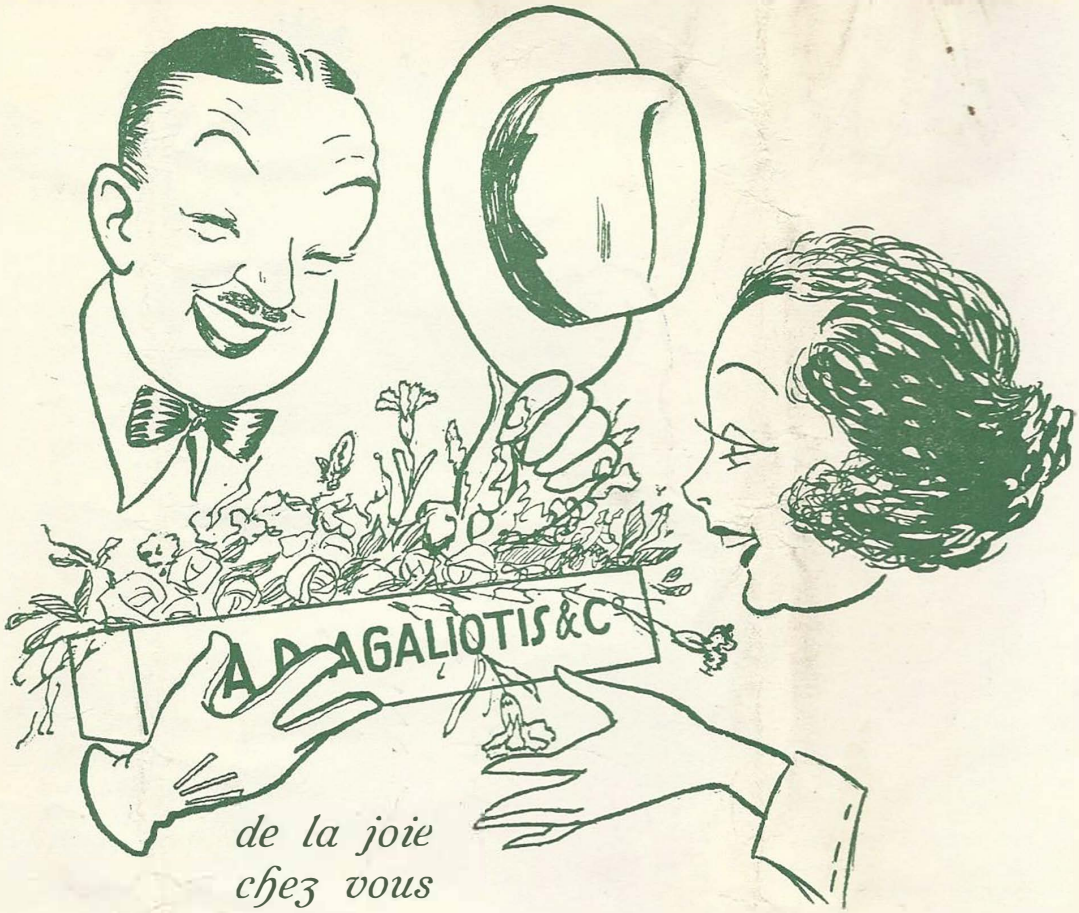
τὰς πλέον σοβαρὰς καλλιεργείας ὀπωροφόρων. Ποικιλίαι καὶ ἐμβόλια δοκιμασμένα στὸ κλῖμα μας.


Τά φυτά καί τά δένδρα
τῶν καλλιεργειῶν μας,
ἔχουν τήν μεγαλυτέραν ἐυτυχίαν
Ἰγν. Δ. Ἰγναλιώτης & Υἱοί

Διαθέτομεν
20.000 διετῆ ἔρριζα
κλήματα ὅλων τῶν καλ-
λιτέρων ποικιλιῶν.

Ἔχομεν τὴν μεγαλυτέραν κατανάλωσιν διότι διαθέτομεν τὰ ὑγιέστερα, εὐθηνότερα καὶ ἀπολύτως ἠγγυημένα φυτὰ καὶ δένδρα.

Ἔχουν συμφέρον νὰ σᾶς ὑποβάλλουν καὶ νὰ σᾶς λέγουν ὅτι εἶμεθα ἀκριβοί. Μία καὶ μόνη ἐπίσκεψις θὰ σᾶς πείσῃ ὅτι εἶμεθα ἀσύγκριτοι εἰς ποιότητα, τέχνην καὶ ἀσυναγώνιστοι εἰς τιμάς.



Les Fleuristes en Vogue

SPLENDIDES FLORAISONS EN APPARTEMENT

Αἱ νέαι μοναδικαὶ ἐγκαταστάσεις τῶν θερμοκηπίων μας, ἐπιτρέπουν νὰ ἔχωμεν τὰ σπανιώτερα, εὐμορφότερα καὶ κατὰ 50% εὐθηνότερα ΑΝΘΗ ΚΑΙ ΦΥΤΑ

Μοντέρναι καὶ καλλιτεχνικαὶ συνθέσεις ἀνθέων δι' ἀρραβῶνας καὶ γάμους.

Σπάνια ἀνθισμένα φυτά. Ἄνθη διὰ κάθε ἐποχὴν καὶ κάθε περίστασιν.

ΤΥΠΟΙΣ: "ΠΥΡΣΟΥ" Α.Ε.

IN REPLY REFER TO
FILE No. 861.6-JHK/edc

THE FOREIGN SERVICE
OF THE
UNITED STATES OF AMERICA

DEPARTMENT OF STATE

AMERICAN CONSULATE

Salonika, Greece, April 1, 1938.

Mrs. Willard Helburn,
The Flower Club,
71 Fresh Pond Lane,
Cambridge, Massachusetts.

Madam:

The receipt is acknowledged of your letter of January 31, 1938, in which you state that you are collecting material illustrating the flower business in different countries of the world, and request postcards or illustrated articles showing the flower markets, street vendors, or other features of the handling of flowers in this district.

Inquiries at local studios has failed to reveal any photographs of local flower shops which is perhaps accounted for by the fact that there is nothing outstanding or unusual about them. There are in the city of Salonika, with a population of about 300,000, four or five small shops that sell flowers in season. These are similar to but not so well equipped or stocked as small flower shops in the United States.

Occasionally, when wild flowers are plentiful, a few street vendors carry them about in basket trays supported on a strap or rope from the shoulders. Likewise when spring flowers are plentiful, jars of them may be found in the stalls of the street markets where peasants and local hucksters sell vegetables, etc. If you should care to have photographs of such stalls or vendors it is understood that a local photographer will be willing to supply you negatives at a cost of approximately 50 cents per negative. If you would care to have such photographs taken and will send the Consulate a draft to cover the cost, including postage, this office will be glad to arrange to have them taken for you.

As of possible interest to you, there is enclosed a sheet giving general information on Greece.

Very truly yours,

J. H. Keeley, Jr.
American Consul

Enclosure:
General information sheet.

Haiti

MASSACHUSETTS HORTICULTURAL SOCIETY
COMMUNE BONUM.
INC. JUNE 12. 1829.

IN REPLY REFER TO

FILE No. 861.6:MNC/THH

AMERICAN CONSULAR SERVICE

DEPARTMENT OF STATE

Port-au-Prince, Haiti, February 24, 1938.

The Flower Club,
71 Fresh Pond Lane,
Cambridge, Massachusetts.

Attention: Mrs. Willard Helburn.

Madam:

Receipt is acknowledged of your letter of January 31, 1938, requesting information and illustrations of methods of distributing ornamental flowers in Haiti.

In the Port-au-Prince market there is no particular section devoted to the sale of flowers as there frequently is in markets of other countries, and it is very unusual to see flowers on sale in the general market as the demand is too small.

The tropical climate of Haiti is conducive to the growth of a large variety of tropical and semi-tropical flowers so that there is no need for the hothouse culture of ornamental flowers, and consequently no floral shops such as exist in the United States. Flowers for occasions such as weddings, anniversaries or funerals are usually obtained from the gardens of several ladies who specialize in the cultivation of roses - practically the only flower sold to any extent in Haiti.

There are no postcards available of the rose gardens referred to above or of the occasional vender of flowers one might happen upon in or near the market so that it will be impossible to comply with your request for illustrations. However, in the October, 1934, and January, 1931, issues of the National Geographic Magazine, there are some very fine colored prints of various Haitian scenes showing some of the many tropical flowers which grow down here, and I feel sure they will prove of interest to you.

Respectfully yours,

Harold D. Finley,
American Consul.

Hungary

MASSACHUSETTS HORTICULTURAL SOCIETY
COMMUNE BONUM.
INC. JUNE 12. 1829.

LEGATION OF THE

UNITED STATES OF AMERICA

Budapest, Hungary,
February 25, 1938.

Mrs. Willard Helburn,
The Flower Club,
71 Fresh Pond Lane
Cambridge, Mass.

Madam:

This Legation acknowledges the receipt of your letter of January 31, 1938, requesting postal cards or illustrated articles, showing Hungarian flower markets, street vendors, or other features of the handling of flowers in this country.

I regret that I have been unable to find any illustrated material of the kind you want. The flower market is not very highly developed in Hungary. Flowers are sold at the green - houses, at regular florist shops, and at stands found in public markets and at the entrances to cemeteries. There are very few street vendors.

Arrangements will be gladly made, however, to have any of these places photographed at little expense. A local photographer has done similar work for this Legation at about 50¢ (U.S. currency) each, for photographs of postal card size.

Very respectfully yours:

Howard K. Travers,
Secretary of Legation.

Iran

MASSACHUSETTS HORTICULTURAL SOCIETY
COMMUNE BONUM.
INC. JUNE 12. 1829.

IN REPLY REFER TO

FILE No. 861.6-AGL/aa

DEPARTMENT OF STATE

AMERICAN CONSULAR SERVICE

Teheran, Iran, March 10, 1938.

Mrs. Willard Helburn,
The Flower Club,
71 Fresh Pond Lane,
Cambridge, Massachusetts.

Madam:

The receipt is acknowledged of your letter of January 31, 1938, requesting postcards or illustrated articles on the flower business in Iran.

The Consulate does not know of any pictures sold here showing flower markets, street vendors or other features of the selling of flowers. So far as is known to this office there are no street vendors or flower markets in Iran. Certainly there are none in Teheran where flowers are purchased from half a dozen small florists shops such as exist in the United States.

Contrary to the generally accepted idea, the Persian garden consists largely of trees and running water, flowers playing a comparatively small part. Given the water, the same flowers can be grown in Teheran as can be raised, for instance, in Central New York. The emphasis, however, in most Persian gardens is upon trees and shrubs. The only flowers believed to be grown in extensive commercial quantities are roses for the oil derived therefrom and opium poppies. The rose gardens of Shiraz are, of course, world famous.

The Consulate regrets that it has not been able to give you the illustrative material desired.

As a matter of possible interest to you

there

there is enclosed a general information sheet descriptive of this consular district.

Very truly yours,

James S. Moose, Jr.,
American Consul.

Enclosure:

General information sheet.

3 copies to Department of State.

THE FOREIGN SERVICE
OF THE
UNITED STATES OF AMERICA

AMERICAN CONSULATE
TEHERAN, IRAN.

TEHERAN CONSULAR DISTRICT

AREA AND POPULATION. The Teheran consular district includes all of the Empire of Iran. Iran has an area of about 628,000 square miles, or more than one-fifth that of the United States. It lies between degrees 25 and 40 North latitude and degrees 44 and 63:30 East longitude. It is bounded on the North by the Soviet Union and the Caspian Sea, on the East by Afghanistan and British Baluchistan, on the South by the Gulf of Oman and the Persian Gulf, and on the West by Iraq and Turkey.

No complete census of Iran has ever been taken. The most generally accepted recent estimate of the population is 12,000,000 persons, or 19 persons to the square mile. Teheran, the capital, is the only city where a formal census has been taken. Its population was given as 310, 129 in 1933. Rough estimates for other Iranian cities are as follows: Tabriz, 240,000; Meshed, 152,000; Isfahan, 127,000; Resht, 70,000; Abadan, 70,000; Shiraz, 64,000; Kermanshah, Hamadan, Kashan, Kazvin and Yazd about 50,000 each. Twenty other cities are said to have a population of 10,000 or over.

TOPOGRAPHY AND CLIMATE. With the exception of narrow coastal strips on the Caspian Sea in the North and on the Persian Gulf in the South, Iran consists of a high arid plateau hemmed in by mountain ranges. The average altitude of the plateau is about 4,000 feet. The highest parts lie to the West and North. Mt. Demavend, the highest peak, is 18,600 feet high. Travelers from Baghdad to Teheran must cross two passes, each over 8,600 feet in height. About one fourth of the plateau is suitable for cultivation, another fourth is suitable for grazing, and the remainder is desert. Navigable bodies of water consist exclusively of the Karun River, a tributary of the Tigris-Euphrates system, and the lake of Rezaieh.

Rainfall on the Caspian littoral is heavy, and vegetation is sub-tropical. In the interior the rainfall is low, water is scarce, and irrigation is necessary for practically all cultivation. The southern littoral has a humid climate, but precipitation is slight.

Iran is subject to extremes of temperature, particularly on the plateau. In Teheran the mean January minimum is 16.5 degrees, while the mean July maximum is 105.3.

LANGUAGE. Persian is the official language. French is the foreign language most used in business, although the use of English is becoming more widespread.

STANDARD OF LIVING. The general standard of living in Iran is much below that of the United States. Living conditions are gradually improving, however, in the larger urban centers, and a general but slow improvement may be expected throughout the country.

LEADING OCCUPATIONS. Iran is primarily an agricultural and pastoral country. Its leading products are wool, wheat, rice, fruit, nuts, tobacco, silk, opium and cotton. Carpet weaving is its only industry of importance. Considerable effort is now being made by the Government to encourage other industries, especially those designed to make Iran independent of foreign sources of supply of primary products such as sugar, cotton and silk textiles, cement. etc. Caviar is produced by the Caspian Sea fisheries in which both Iran and the Soviet Union participate.

With the exception of oil, the mineral resources of Iran have been largely neglected. A small quantity of coal is mined near Teheran. Oil production during 1937 was about 9,000,000 tons. Oil royalties are an important source of income to the Iranian Government.

IMPORTS AND EXPORTS. The principal imports are cotton textiles, trucks, automobiles, tires and spare parts, sugar, tea, industrial and agricultural machinery, mineral oils, cotton yarn and woolen textiles. Principal imports from the United States are trucks and automobiles, tires and tubes, automotive spare parts, lubricating oils, machinery and hardware.

Leading exports are mineral oils, woolen carpets, fresh and dried fruit, cotton, opium, hides and skins, and wool. Principal exports to the United States are woolen carpets, animal casings, gum tragacanth, pistachio nuts, art objects, and cotton prints.

TARIFF. According to the customs tariff adopted by the Iranian Assembly on May 22, 1936, duties are levied for the most part on a specific basis, and are designed to protect Iranian products. Duty is high on articles classed as luxuries, and low on certain items deemed necessary for the good of the country, including, among other items, industrial and agricultural machinery, trucks, and automobiles. In addition the Foreign Trade Monopoly Law of February 25, 1931, prescribes import quotas which are fixed annually; and the entry of all imports is contingent upon the production of permits which are delivered against export certificates. Some articles are deemed unnecessary, and their importation is forbidden. A road tax varying in amount with the nature of the product is also collected by the customs authorities.

Goods left in a custom house are stored free for ten days. For the first year, a fee of 1 rial per 15 kilos for each ten day period or fraction thereof is assessed.

CURRENCY. The unit of currency in Iran is the rial which is subdivided into 100 dinars. Five dinars are currently called a "shahi" and 10 rials, a "toman".

POSTAL REGULATIONS. The first class postage rate is five cents for the first ounce and three cents for each additional ounce. Parcel post should only be used at the request of the consignee inasmuch as postage may be prepaid only to the border. Additional inland charges must be paid by the addressee.

TRANSPORTATION. Practically all goods shipped form the United States to Iran come by the Persian Gulf to the ports of Khorramshahr or Bushire; or overland from Beirut, Syria, via Baghdad and Kermanshah. The former is the route more generally used, but the latter is faster provided previous arrangements for transportation have been made. Overland freight is carried largely by motor truck. The cost varies according to the season of the year and the demand for transportation.

Railways play but a small part in the transportation of Iran. The only rail facilities available are the Tabriz-Julfa Railway (80 miles with a 30 mile branch to the lake of Rezaieh) which connects with the Soviet Caucasian System; and sections on the North and South of the new Trans-Iranian Railway which, when completed, will extend from the Persian Gulf port of Bandar Shahpur to Bandar Shah on the Caspian Sea.

Passenger traffic into Iran is largely confined to the overland route from Baghdad, and to the northern route through the Soviet Union to Baku on the Caspian Sea and thence by boat to Pahlevi.

PACKING. Merchandise destined for Iran must be carefully packed and strongly boxed to withstand the extremely rough treatment and exposure to the elements to which it will be subjected after unloading from ship. Particular care should be taken to pack in waterproof containers any objects which would suffer from exposure. Merchandise packed to withstand ordinary handling only, usually arrives in Iran in bad condition.

CREDIT TERMS. American manufacturers are advised to exercise caution in extending credit to any firms except those of unquestionable standing. There are no American mercantile or collection agencies in Iran.

BANKS. The following banks are equipped to handle foreign transactions: The Imperial Bank of Iran and the Melli Bank of Iran.

Correspondence for this office should be addressed:

American Consul,
Teheran, Iran.

January 1, 1938.

PRINTING - OFFICE "MAJLESS" PRESS

Iraq

MASSACHUSETTS HORTICULTURAL SOCIETY
COMMUNE BONUM.
INC. JUNE 12. 1829.

IN REPLY REFER TO

FILE No. 861.6
GKM/WB/jgb.

DEPARTMENT OF STATE

THE FOREIGN SERVICE
OF THE
UNITED STATES OF AMERICA

AMERICAN CONSULATE GENERAL
Baghdad, Iraq, March 7, 1938.

Mrs. Willard Helburn,
The Flower Club,
71 Fresh Pond Lane,
Cambridge, Mass.

Madam:

Receipt is acknowledged of your letter of January 31, 1938, requesting post cards or illustrated articles showing the flower markets, street vendors, or other features of the handling of flowers in Iraq.

In reply you are informed that there are no flower markets or florists in Baghdad. Members of the foreign community here almost invariably have large private gardens. Occasionally a street vendor appears but no photographs of such vendors exist.

It is regretted that in the circumstances this office cannot be more helpful to you.

Very truly yours,

Walworth Barbour
American Vice Consul

Italy

MASSACHUSETTS HORTICULTURAL SOCIETY
COMMUNE BONUM.
INC. JUNE 12. 1829.

IN REPLY REFER TO

FILE NO. 000.F.
FLW.af.

THE FOREIGN SERVICE
OF THE
UNITED STATES OF AMERICA

DEPARTMENT OF STATE

AMERICAN CONSULATE

Florence, Italy, February 25, 1938.

Mrs. Margaret Helburn,
The Flower Club,
71 Fresh Pond Lane,
Cambridge, Massachusetts.

Madam:

Acknowledgment is made of your letter of January 31, 1938, requesting illustrations or postcards showing flower markets, street vendors or other features of the handling of flowers.

There is a flower market held in the city every Thursday at the historic Loggia del Mercato Nuovo and each year there is the annual exhibition and fair lasting three days. The enclosed illustration clipped from a local publication shows the annual fair of May 1937 being opened by the Princess of Piedmont.

No illustrations of the weekly market have been found. It has been ascertained however, that one of the local news photographers has about forty different photographs of the annual exhibition which are on sale at Lire 1.50 each. One lira today equals approximately 5.23 cents.

The name of the photographer is Foto Locchi, Piazza Vittorio Emanuele, Florence. It is of course understood that the Consulate assumes no responsibility in furnishing the name of this firm.

Very respectfully yours,

John R. Putnam

John R. Putnam,
American Consul General.

Enclosure:
Paper clipping as stated.

Foto Locchi.

8 maggio — S. A. R. la Principessa di Piemonte alla inaugurazione della VI Fiera di piante e fiori.

Foto Locchi.

Suggestiva armonia dell'arte e della natura.

IN REPLY REFER TO
FILE No. 861.6- IL:IBL

THE FOREIGN SERVICE
OF THE
UNITED STATES OF AMERICA

DEPARTMENT OF STATE

AMERICAN CONSULATE GENERAL

Genoa, Italy, February 28, 1938.

Mrs. Willard Helburn,
The Flower Club,
71 Fresh Pond Lane,
Cambridge, Massachusetts.

Madam:

The Consulate General is in receipt of your letter of January 31, 1938 wherein you state that your Club is trying to collect material illustrating the flower business in different countries, and you request assistance in obtaining postcards or illustrated articles showing the flower markets, street vendors, or other features of the handling of flowers in this neighbourhood.

This office takes pleasure in complying with your request, and is sending you under separate cover all of its available illustrative material (both in English and Italian) concerning the Italian Flower Industry which, as you will note, is largely centered in the Genoa consular district, i.e., the Compartimento of Liguria, more especially in the communes of Taggia, San Remo, Bordighera, Vallecrosia, Ospedaletti and Ventimiglia.

There are, of course, no postage or other charges for the material which is being transmitted and which the Consulate General hopes will be of help to you. You may be assured that this office is at your disposal should you require its further assistance.

Very truly yours,

Warden McK. Wilson
American Consul General

Enclosures:
One copy of "The Italian Exporter" (Separate cover)
Two copies of "L'Italia Agricola" (Separate cover)

AMERICAN CONSULAR SERVICE
(Genoa - Italy)

STAMPE

Mrs Willard Hellborn
The Flower Club
71, Fresh Pond Lane
Cambridge (Massachusetts)

State United

U.S. Consulate
Boston, Mass.

ISTITUTO NAZIONALE FASCISTA
PER IL COMMERCIO ESTERO

The Italian Exporter

N. 3.

ROME - SEPTEMBER 1937-XV

Flowers and Ornamental Plants

The cultivation of flowers and plants has long been practiced in Italy. Indeed, in all parts of the Peninsula floriculture is favored by soil and climatic conditions, abundant sunlight, and the skill and native taste of the nursery-men who show great ability in acclimatising rare plants and in obtaining choice blooms during the seasons when they are most in demand.

Italian floriculturists specialise in cut flowers, ferns, foliage, ornamental plants in pots, bulbs, roots, rhyzomes, and seeds.

Generally speaking, this particular industry calls for considerable capital and an ample supply of skilled labor by which to ensure the practice of the most approved modern methods and that careful attention to detail on which depends success in the propagation and growth of the several species of plants to say nothing of the very special requirements of those firms which specialise in producing new varieties by selection, hybridization, and other means.

In Liguria, which is the most typical centre of Italian floriculture, the growth of the nursery-garden industry is generally the result of costly and painstaking efforts for terracing the hill-sides and raising the water required for their cultivation, efforts not called for in other countries where floriculture is practiced on easily irrigated, flat lands.

Thanks to particularly favorable environmental conditions, Italian flowers are nearly always grown in the open. This accounts for those special qualities of color, scent, and hardiness which characterise the large-scale production of Italian nursery-gardens.

While cultivation in the open is the rule, certain special needs of the trade have been met by organising green-house cultivation on the most up-to-date lines so that exotic and delicate blossoms are available during seasons when it would be impossible to grow them out of doors.

Differing in this from the practice followed in North European countries, flowers are cultivated in Italy in a great number of small nurseries, generally managed and worked by the owners themselves. Thus of the 5,600 nursery-gardens which exist in the province of Imperia alone, nearly 80% are small concerns in which the proprietor, assisted by all the members of his family, does the work with only occasional outside help. Indeed, from this point of view floriculture is an occupation of marked social importance in such a densely populated country as Italy.

Generally speaking, the physical and social conditions under which this industry is carried on in the Peninsula enable it to supply plants which are highly appreciated for their intrinsic qualities. Floricultural experiment stations place at the service of these concerns the results of their research work for improving the blooms, breeding new varieties, controlling pests, protecting plants against adverse conditions, and using chemical fertilisers to the best advantage. In all these branches important work is being done by the Floricultural Experiment Station of San Remo, the R. Technical Agrarian Institute of Florence, the School of Gardening at Como and by that opened by the Governor of Rome. Valuable work is also done by a number of very able private floriculturists who specialise in producing «novelties» and who have made themselves favorably known on the leading and most exacting foreign markets.

Leading producing centres and their products

As we have already said, floriculture is practiced throughout Italy, but for the needs of the export trade the nursery-gardens on the Western Riviera are of special importance. They are located in the provinces of Imperia, Savona, and Genoa, in the province of Novara in Piedmont, and with the development of rapid transport facilities this industry is gaining ground in Tuscany, in the provinces of Florence, Lucca, Leghorn and Pistoia, in Latium around Rome and at Nemi, and also in some parts of Campania.

Liguria is the great growing centre for carnations and roses of the choicest and most valued varieties, cultivated in the open and under glass. Other flowers grown there are the **Anthemis**, commonly known as the **Yellow Daisy**, white, pink and red **double stocks, pansies, mignonette, irises, narcissi, lilies, gladioli, mimosa**, and the **Eucalyptus globulus** of which branches of leaves and buds are exported; also fresias, broom, anemonies, **Hakea lamina**, and other plants of minor importance.

In Piedmont floriculturists have specialised in growing **crysanthemums, marguerites, roses, hyacinths, narcissi,**

and gladioli, all of which are also cultivated in Tuscany whence come also large quantities of tuberoses and gardenias. The nursery-gardens of Latium and Campania specialise in roses, carnations, tuberoses, violets, and gladioli.

The environmental conditions under which the cut flowers coming from Italy are grown and the assiduous care bestowed on them account for the qualities which distinguish them from all others and make them favorites with the most fastidious purchasers. The color and delicious scent of the roses, carnations, violets, and other flowers coming from Italian gardens have made them famous everywhere. Moreover, their intrinsic qualities - for instance, those of certain varieties of roses, and of carnations with an unbroken calyx, - make them last a long time, a much-prized quality which is winning appreciation for the new creations of Italian floriculturists.

The cultivation of ornamental plants is a prerogative for which the province of Pistoia in Tuscany is famed. The reasons which have led to specialisation in this line, more especially in the neighborhood of Pistoia and Pescia, are due to the long experience acquired by the nursery-men as well as to the environmental conditions.

Ornamental plants for shrubberies, parks, gardens, and for interior decoration, are also grown extensively in Northern Italy, in the province of Padua and in the Trentino, generally in nurseries that specialise also in fruit-trees. Florence has long been known for ferns and flowering and other plants for interior decoration now also extensively grown in Liguria, Piedmont, Lombardy, Tridentine Venetia and Sicily. **Ferns, palms, cycadaceae, conifers** of all varieties, **hydrangeas, tulips, orchids, anthurias, azaleas, begonias, bromiliceae, aspidistrias, magnolias,** are the leading kinds cultivated for this purpose, along with a great many others.

We should also mention that in some districts of North Italy specialized firms, organised on really scientific lines, do a large business in breeding flower seeds and cultivating ornamental plants. These establishments are staffed by specialists and can supply not only the needs of the home market but can also export high quality products to importing countries.

Great care is devoted to growing green plants for florists ; of these the **Asparagus plumosus** and the **Asparagus Sprengeri** are those most in demand, followed by **Ruscus racemosus** and **Medeola asparagoides.** All these plants grow luxuriently in Liguria and are cultivated on a large scale at Bordighera, Nervi and Taggia. Tuscany and Sicily grow the **Phoenix canariensis** and the **Phoenix dactilifera** widely used by the Roman Catholic Chuch for its Easter rites and by the Jews for their Feast of Tabernacles.

A considerable export business is done in **branches of the laurel and the magnolia,** grown more especially in Tuscany and Lombardy. The importers stain the leaves, treating them by special processes to meet the taste of their customers in Central and Northern Europe. The Italian growers carefully supervise the trees from which these branches are cut in the several stages of growth, and have thus succeeded in securing a hold on the foreign markets where the Italian products are much prized for their hardiness and fine growth as well as for the beauty and variety of the foliage.

The new fashions in interior decoration have called attention to the possibilities and special attractions of the plants of the cactus family, of which all the innumerable varieties are now grown to great perfection in Italy, more especially in Liguria, Sicily and Tridentine Venetia.

Mention should also be made of the many bulbous plants among which the **tuberose, amarylis, fresia, hyacinth, gladioli** and **anemones** already referred to. The cultivation of these flowers is gaining ground more especially in the neighborhood of Rome, in Tuscany, Campania, Liguria, and Sicily.

Many firms specialise in flower-seeds. Some of them are located in Northern Italy - Venetia, Lombardy, and Piedmont - others in the South - Campania and Sicily.

The Italian output of roots, bulbs, and seeds is favored by the environment in which the parent plants grow and in which the seeds ripen, an environment which confers on the plants obtained from these seeds and bulbs the highly prized qualities of hardiness, fertility, and precocity.

Export Trade

Italian exports of flowers and plants are directed mostly towards the markets of East, Central and Northern Europe. Germany, Switzerland, Great Britain, Austria and Czecoslovakia are the largest buyers of cut flowers. Ornamental plants and foliage are exported more especially to France, Germany, Switzerland, and Yugoslavia.

The total value of such exports has not so far exceded an annual maximum of rather more than 34 million lire.

The export season opens in September and is at its height from November to April ; it falls off heavily in June and is practically at a standstill in July - August. The export season for ornamental plants and foliage is also in the autumn and winter, the demand coinciding with the period when supplies are most readily available.

Growers' Markets, and the Preparation, Presentation, and Packing of the Flowers.

Ventimiglia and San Remo are the leading export markets for cut flowers and green sprays for florists ; Taggia is the market for violets, and during the summer months the nursery - gardens send their flowers to the market of Vallecrosia. Carnations and flowers of bulbous plants go by preference to the Ventimiglia market ; carnations and roses to that of San Remo.

Of the flowers sent to these markets from the nurseries of Liguria nearly 44 % are sold on the home market while over 56 % of the choicest blooms are carefully packed and shipped abroad.

The flowers are gathered with the greatest care by skilled members of the grower's family. When cut, they are divided into lots according to variety, color, size, length of stalk, etc. ; and are then classified, selected, trimmed, and done up in bunches of 100 pieces each for ordinary carnations and roses, 12 pieces each for choice roses and carnations, 12 pieces each for marguerites, anemones, ranunculi, narcissi, 25 to 100 pieces each for violets, from 6 to 12 pieces each for stocks, from half to 1 kilogram each for mimosa and **Asparagus Sprengeri. Asparagus plumosus** is done up in bunches of 12 sprays each.

The bunches, classified by species, variety, color, and length of stalk, are then subdivided in categories and taken to the sales markets.

The number of sellers attending the San Remo market varies according to the season from a minimum of some 600 to a maximum of 1,200 odd. The Ventimiglia market counts on an average attendance of some 450.

The flower markets of Liguria are subject to special regulations and during business hours are only open to wholesale dealers and exporters.

Before packing for export, the flowers are trimmed one by one, classified, and then packed with all due care, singly or in bunches according to their kind and the requirements of the importer. This work is generally performed by the exporter in special premises fitted with all requisites, sometimes including drying apparatus for removing excessive moisture from flowers which have been in the rain.

Wicker hampers of various sizes are generally used for packing flowers, or else light chestnut-wood or deal boxes. In the case of very choice flowers such as orchids, small cardboard boxes are used. But the bulk of Italian flower exports are shipped in wicker-hampers which experience shows to be the most suitable for the purpose as they are more elastic than boxes and allow better ventilation of their contents. This preference is shared by the purchaser, as the wicker of which the hampers are made comes in handy to florists in their work.

On the Western Riviera alone some 800 thousand of these hampers are used each year, which shows the importance of floriculture for the accessory trades.

The hampers are carefully lined and protected before the flowers are placed in them, and when filled they are corded either separately or in parcels of two or three of the same size, known as « lots ».

The number of flowers placed in each hamper packed for export varies according to the nature of the blooms, their variety and quality. Shipments are generally made in special railway cars used for carrying flowers only, the freight being so arranged as to avoid damage by low winter temperatures or overheating in the summer season.

In the case of very choice flowers and for some distant markets, shipments are also made by air-mail.

Overseas exports are shipped with special precautions in the coldstorage rooms of the liners on which they travel.

Sales Organisation

The exporting firms have provided themselves with a sales organisation on foreign markets, based on local firms who purchase at invoice prices and sell on commission. Exporters keep in close touch with their foreign customers, travelling frequently to see them and find out their requirements and any changes in fashion so that they may guide the producers accordingly.

Payments are effected in accordance with the arrangements existing under the commercial treaties signed with the several countries.

Special agreements regulating the flower trade have recently been entered into between the Italian flower trading associations and those of some of the leading importing countries with a view to facilitating the further growth of the business.

Syndical and Guild Organisation

The only regulations to which growers of flowers and ornamental plants must conform are those dealing with nurseries which are subject to supervision by the specialised phytopathological authorities. The trade in cut flowers and ornamental plants must conform with the laws regulating export trade in general, and with the special measures applicable to nursery garden products intended for shipment abroad. Exporters must be registered, and, if they be growers, they must apply to the qualified authorities for temporary export permits.

Under the syndical organisation of producers which exists in Italy, floriculturists are affiliated to the Fascist Confederation of Agriculturists which has created a section for growers specialised in the cultivation of flowers, fruit, forestry products, and seeds. In the provinces where floriculture is of great importance growers are also organised in Provincial Associations of Flower, Fruit and Vegetable Growers formed for the improvement and economic protection of the industry.

Traders in cut-flowers, plants, and foliage are organised in the Fascist Confederation of Traders and are grouped in the National Fascist Federation of Flower Traders. Dealers in flower-seeds are affiliated to the National Fascist Federation of Traders in Farm Products.

The several activities engaged in the cycle of production and sale of this particular branch of industry are represented on the Vegetable, Flower and Fruit Guild.

The Istituto Nazionale Fascista per il Commercio Estero *aims at promoting the expansion of Italian export trade by making Italy's productive capacity and products better known abroad. With this object it furnishes, on request and free of charge, information on Italian production, the addresses of Italian producers and exporters and of foreign importers.*

This Bulletin, published monthly in several languages, deals with the different branches of Italian production, and is supplied free of charge to all interested in keeping in touch with Italian economic activities.

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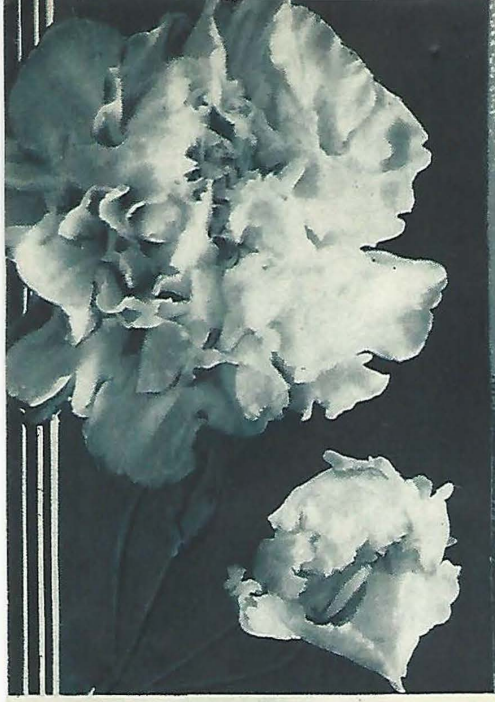

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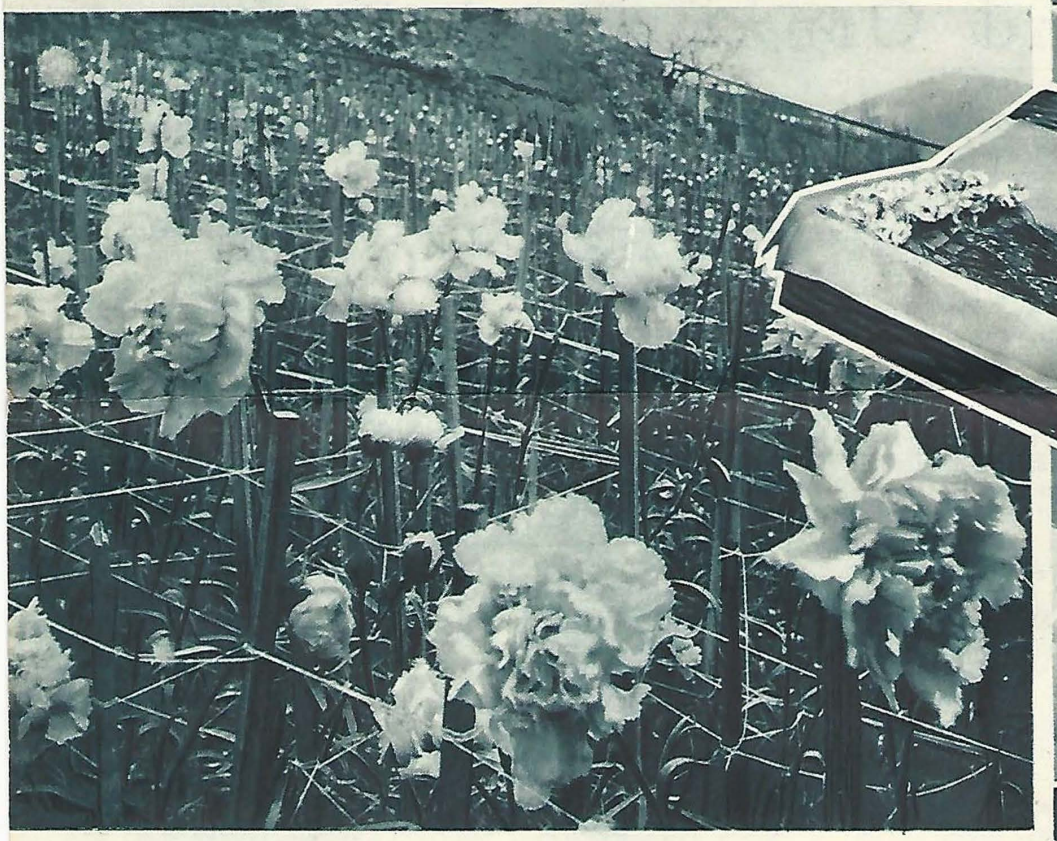
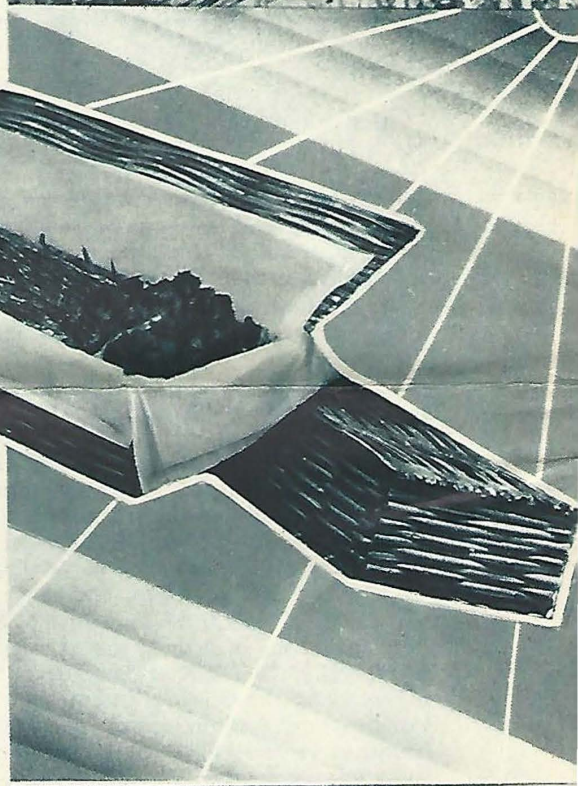
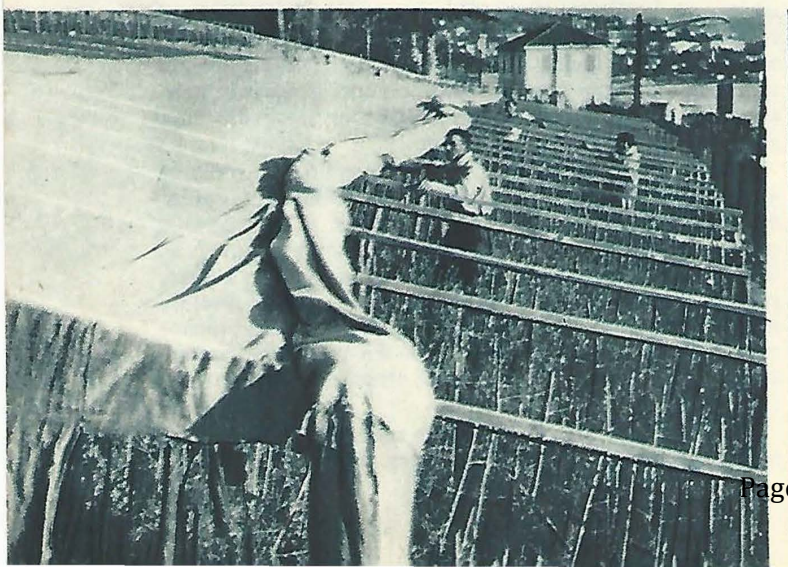
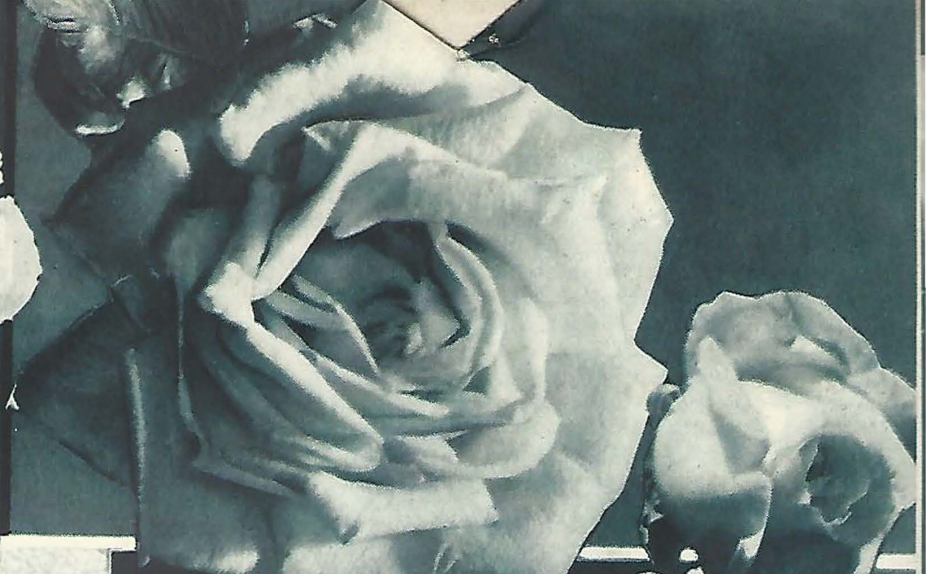
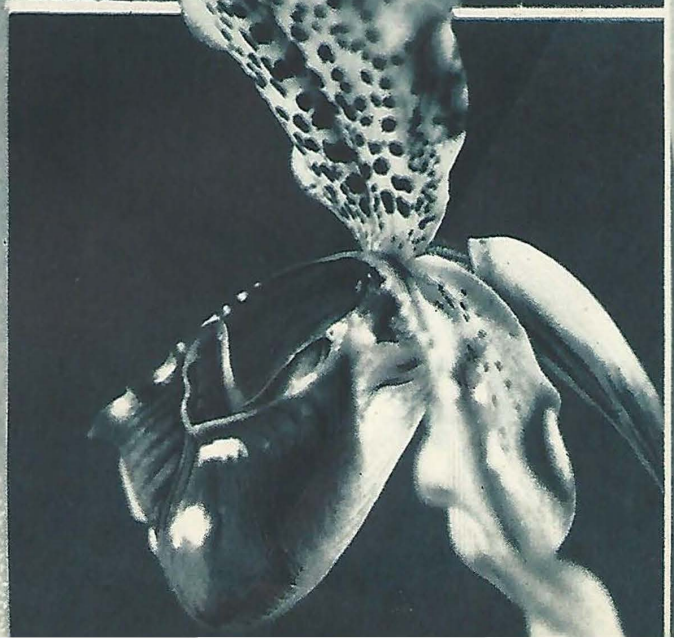
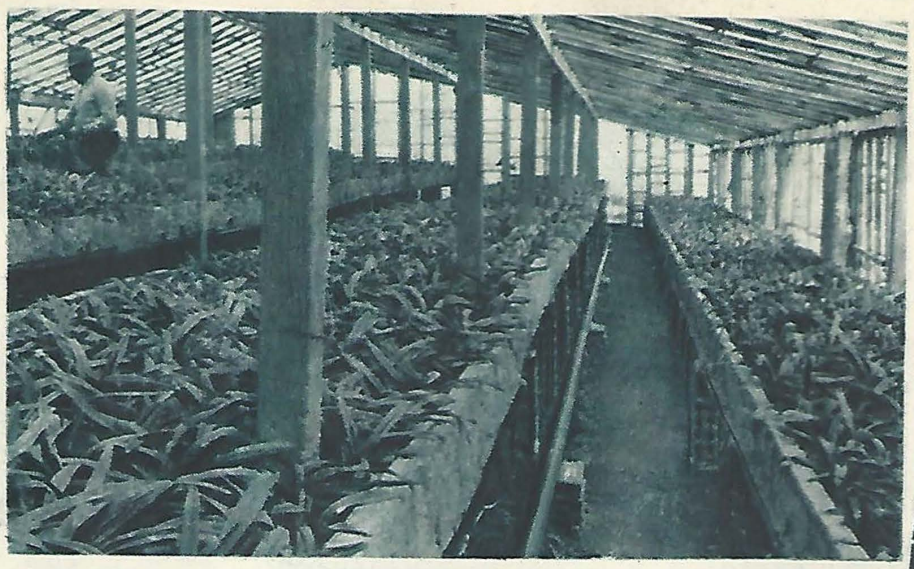


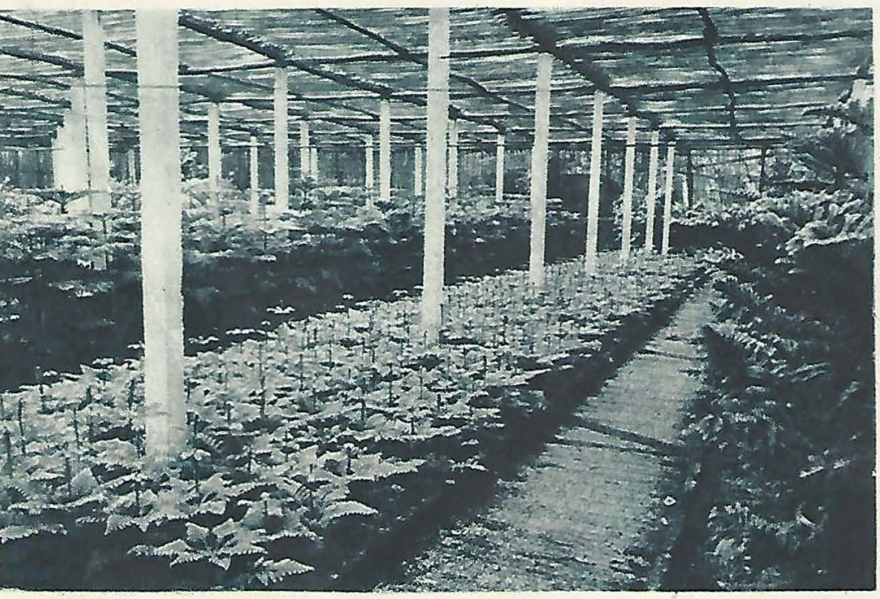












Sguardo d'insieme alla floricoltura ligure

Per quanto tutte e quattro le provincie liguri abbiano in comune la posizione sul mare, che le stringe in magnifica unità e le bagna per tutta la loro lunghezza, ognuna ha tuttavia una caratteristica particolare, che è nel tempo stesso la sua fortuna e la sua gloria: l'arsenale per la Spezia; il porto mondiale per Genova; il fertile retroterra piemontese per Savona; il clima, la vegetazione e i fiori per Imperia.

Parlando quindi della floricoltura della Liguria s'intende parlare quasi esclusivamente, di quella di questa ultima provincia — Imperia — e più particolarmente del circondario di S. Remo che, dal confine dell'Italia con la Francia, giunge al comune di S. Lorenzo al mare.

Le prime coltivazioni di piante da fiori con intendimento commerciale, furono iniziate circa cinquant'anni or sono e si estesero via via coll'aumentare del commercio e coll'affermarsi del primo mercato dei fiori sorto ad Ospedaletti, che, a quei tempi, era una frazione del comune di Coldirodi.

La tenace laboriosità dei floricoltori.

Questa nostra industria floreale, che oggi, per la sua importanza, rappresenta un vanto per l'Italia, è stata creata dalla tenace laboriosità dei nostri agricoltori con sforzi e sacrifici di ogni genere.

Per averne un'idea, basta pensare che, per la messa a coltura di ogni terreno della fascia litoranea floreale, sono stati necessari — come lo sono tuttora per quelli ancora da valorizzare — tre distinti indispensabili e costosissimi lavori:

1° — *la costruzione dei muri* per il terrazzamento a distanze ed altezza corrispondenti alla ripidità del terreno ed alle piante che vi si coltivano;

2° — *lo scasso reale*, eliminando tutto il pietrame e riducendo il terreno a terra da orto;

3° — *gli impianti irrigui*, costruendo le famose «vasche» in cemento armato e distribuendo le tubature di ferro alla superficie del terreno, dotandole di rubinetti a pressione ogni 10-15 metri.

I sacrifici materiali ed economici per l'esecuzione dei suddetti lavori possono sembrare, a chi non conosce la zona, del tutto inverosimili. Bastano però poche cifre per dimostrarli.

Il costo medio per la messa a coltura di un ettaro di terreno (10.000 metri quadrati) è oggi il seguente:

per la costruzione dei muri	L. 30.000
per lo scasso reale del terreno	» 25.000
per le vasche e le tubature	» 30.000
per le cinte, i sentieri, le piangioni ecc.	» 5.000
Totale	L. 90.000

E se a tale cifra aggiungiamo il valore del terreno prima della sistemazione, valore variabile da 0,50 a 3 lire al metro quadrato (da 5 a 30.000 lire l'ettaro) a seconda delle prospettive economico-sociali dei contraenti e della posizione rispetto alle strade ed ai mercati o d'altre coincidenze speculative, il prezzo di un ettaro di terreno coltivato si aggira fra le 95-120 mila lire, mentre non di rado esso sale fino a 150 ed anche 200 mila.

Ma v'è di più. Per certe produzioni floreali invernali si rende oggi indispensabile l'erezione di serre mobili o fisse che richiedono una spesa di 30 40 mila lire per ogni 1000 metri quadrati d'area utile.

Queste cifre, dicevamo, possono sembrare inverosimili per chi non conosce la nostra zona, e la coltura floreale che ivi si pratica, ma rispondono invece alla pura realtà.

Il tornaconto economico.

Con le suddette spese d'impianto può sorgere il dubbio sul tornaconto economico dell'impresa floreale. E tale dubbio è tanto più giustificabile in

quanto la produzione è soggetta a fortissime oscillazioni: una determinata coltura può dare in un'annata 100, come l'anno successivo provocare una considerevole perdita. Così, per es. nella campagna floreale 1926-27 le rose rimasero *orbe* (prive di gemme fiorali) ed i floricoltori dovettero sopportare il grave danno della perdita del raccolto e di tutte le anticipazioni colturali.

Il ritardo di qualche giorno nell'esecuzione della potatura delle rose può recare una discreta fortuna come provocare il totale fallimento della produzione a seconda dell'andamento stagionale.

Anche nella coltura dei garofani si verificano analoghi fenomeni. In certe annate la fioritura si presenta abbondante, in altre invece meschina indipendentemente dalle cure del coltivatore ma per l'intervento di fattori biologici, climatici e parassitari.

Il mercato poi influisce decisamente, con le proprie incongruenze, sul risultato economico delle coltivazioni.

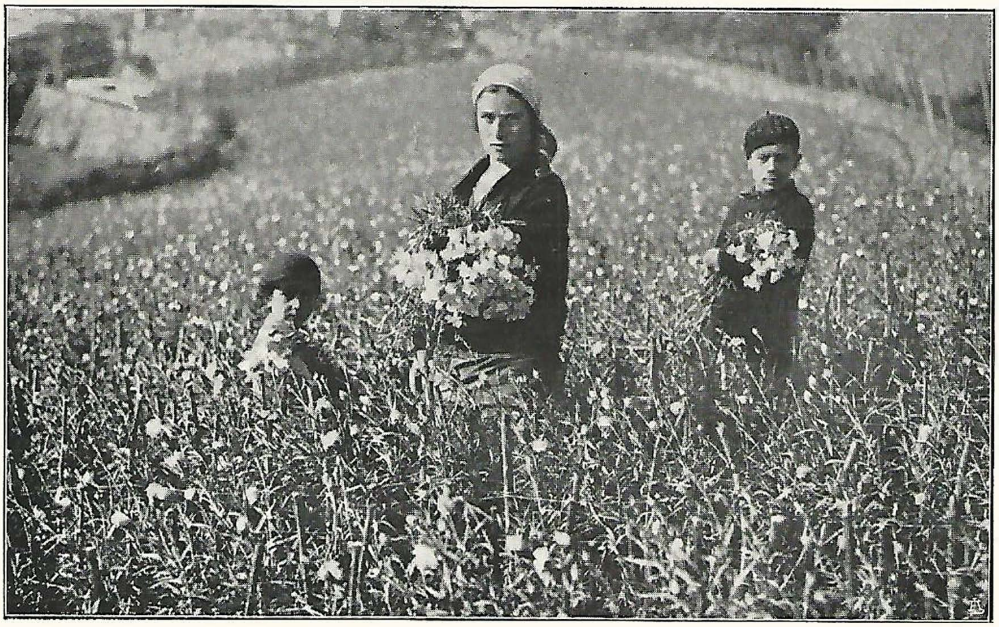
Tuttavia, non c'è dubbio, che la floricoltura offra annualmente un elevato valore lordo: le 80-90 mila lire all'ettaro si verificano con una certa frequenza e spesso vengono anche superate nelle aziende razionalmente condotte dai proprietari.

Il Ruatti, in una sua recente e dotta pubblicazione sull'economia floreale della Liguria, giustamente osserva che «malgrado le incertezze del mercato «e le oscillazioni produttive, la col«tura fiorale si estende e si intensifi«ca: in una decina d'anni molti flori«coltori, lavorando, poterono allarga«gare i loro possedimenti e acquistarsi «una posizione economica confortevole; ciò dimostra che la floricoltura «è redditizia ad onta delle enormi «spese investite nella sistemazione fon«diaria e nella coltivazione».

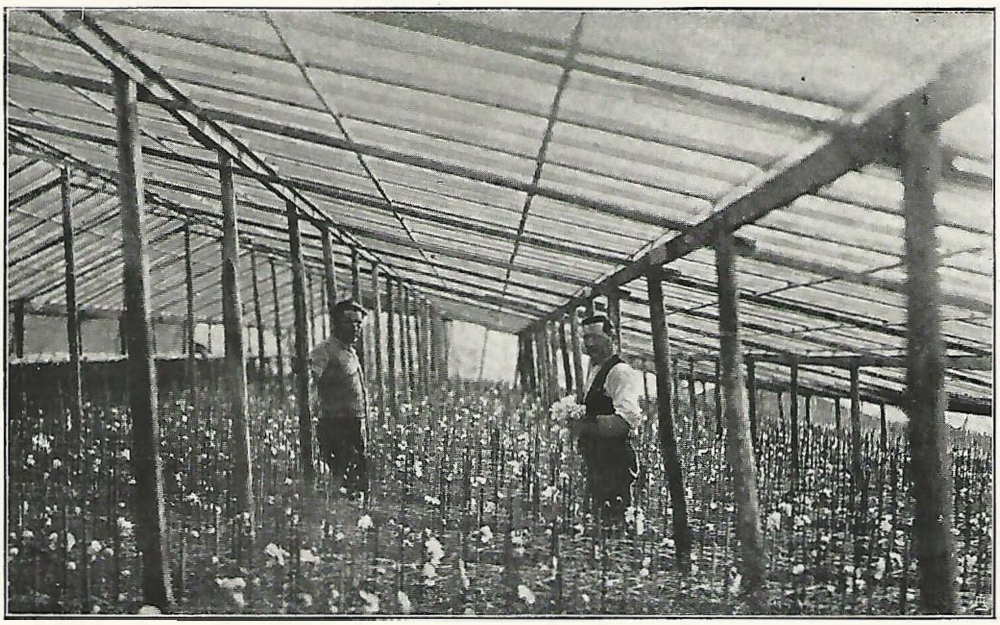
Però, a queste precise affermazioni del Ruatti, noi aggiungiamo che sono numerosi gli esempi di imprenditori nel campo dell'attività floreale che sono rimasti delusi e spennacchiati dei loro capitali soprattutto per la loro assoluta inesperienza in un'industria così delicata e complessa come è quella della produzione e della vendita dei fiori.

Entità della produzione.

Nei rapporti statistici, questa industria floreale, che, come valore economico occupa un posto non inferio-



Coltivazione di garofani in pien'aria.



Una coltivazione di garofani sotto serra.

re a qualcuno dei 20 principali prodotti elencati nelle statistiche ufficiali, non venne mai presa nella dovuta considerazione dall'Istituto centrale di statistica per il Regno d'Italia sicchè gli studiosi, isolatamente, hanno proceduto a ricerche e a determinazioni di estensione, quantità e valore, le più disparate. C'è chi ha determinato la superficie a coltura floreale (Rose, Garofani, Acacie Australiane, Violaciocche, Anthemis, Reseda, Bulbi diversi ecc.) in 1300 ettari, chi a 2000 chi a 2500 mentre il valore della pro-

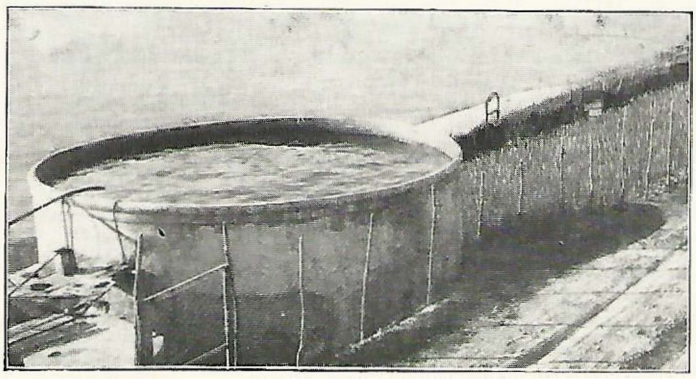
Fiori recisi esportati dalla Liguria con le ferrovie di Stato

Campagna floreale	Provincia	Destinazione dei fiori: Italia kg.	Destinazione dei fiori: Estero kg.	Totale
1926-27	Imperia	4.252.746	2.218.849	6.471.595
	Savona	97.855	88.652	186.507
	Genova	239.804	26.127	265.931
		4.590.405	2.333.628	6.924.033
1927-28	Imperia	4.143.554	3.510.928	7.654.482
	Savona	100.029	133.774	233.803
	Genova	209.799	29.015	238.814
		4.453.382	3.673.717	8.127.099
1928-29	Imperia	3.575.731	4.125.909	7.701.640
	Savona	67.039	103.462	170.501
	Genova	177.645	27.694	205.337
		3.820.415	4.257.065	8.077.478
1929-30	Imperia	3.718.248	4.860.163	8.578.408
	Savona	77.736	190.383	268.119
	Genova	155.668	36.355	192.023
		3.951.652	5.086.901	9.038.550

duzione è stato determinato complessivamente in 200 milioni, 250 ed anche 300 milioni.

L'unico dato diremo così ufficiale nei rapporti della quantità della produzione è quello fornito dalle ferrovie dello Stato che riguarda la spedizione dei fiori dalle diverse stazioni della Liguria tanto nell'interno che all'estero. Tali spedizioni, nelle ultime quattro campagne 1926-27, 1927-28, 1928-29, 1929-30: sono state, per la Liguria, le risultanti dalle cifre del prospetto a pié di pagina 385.

Le suddette cifre, sebbene significative, perchè dimostrano l'incremento della produzione e dell'esportazione all'estero, rappresentano però un dato quanto mai approssimativo perchè alle ferrovie sfuggono i fiori scartati, deperiti, non spediti dai commercianti-esportatori; i fiori consumati in Riviera, i fiori spediti per posta e con altri mezzi; i fiori e le piante da fiori per la profumeria venduti alle distillerie locali e alle distillerie francesi che, annualmente, raggiungono quantitativi considerevoli.



Le caratteristiche *vasche* in cemento armato per la raccolta dell'acqua a scopo irriguo.

Solo quest'anno per iniziativa della Cattedra ambulante di agricoltura che lo scrivente dirige, e coi mezzi forniti dal Consiglio provinciale dell'economia di Imperia, si è iniziata una minuziosa indagine sia nel controllo particellare della superficie adibita a coltura floreale, che nella rilevazione delle produzioni e dei prezzi d'origine che vengono realizzati.

Alla fine del 1931 avremo così i primi dati di gran lunga più attendibili di quelli che, sulla floricoltura, si sono fin qui pubblicati.

LA CONCORRENZA ESTERA.

Da qualche anno, con intensità crescente, i nostri mercati floreali risentono e non poco, della concorrenza estera.

È ben vero che non esiste alcuna regione al mondo dove, in una zona relativamente stretta come la nostra, si trovino tante specie e varietà di piante da fiori coltivate in pien'aria per il raccolto invernale, ma è altrettanto vero che altre Nazioni di anno in anno si sforzano di realizzare progressi superiori ai nostri.

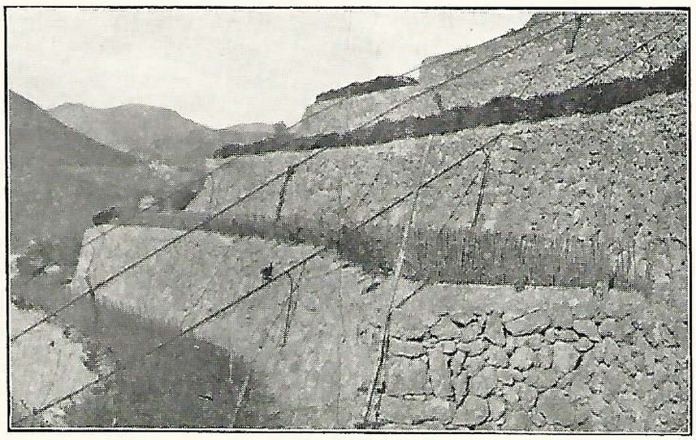
Se ancora oggi, in grazia di tante condizioni favorevoli naturali, i nostri prodotti hanno la preferenza su quelli delle altre Nazioni, ciò non è detto che tale primato sia da ritenersi sicuro anche per l'avvenire specie quando floricoltori improvvisati senza conoscenze botaniche e colturali, tecniche e pratiche, si moltiplicano in modo considerevole e preoccupante ed una relativa moltitudine di commercianti-esportatori che non comprendono la delicatezza della loro mansione, formano il quadro poco roseo del nostro avvenire.

Per stabilire qualche confronto fra lo stato presente della nostra floricoltura e quella estera, non è fuori luogo ricordare che l'Inghilterra coltiva molto bene tutte le specie di fiori e specialmente i garofani e le rose. Sino a pochi anni fa l'Inghilterra era un paese esclusivamente importatore di fiori recisi e la Francia ne era la principale fornitrice. Oggi invece garofani e rose di produzione inglese figurano in vendita nelle vetrine dei migliori fioristi delle principali città della Francia, del Belgio e della Germania.

Le ditte che nella Gran Bretagna coltivano fiori sono assai numerose e posseggono ampi stabilimenti attrez-

zati alla moderna. Così pure è avvenuto per l'Olanda ed un po' ovunque, sebbene con diversa intensità, in tutti gli Stati del nord dell'Europa non esclusa la Russia.

Senza volere essere pessimisti, dobbiamo dunque riconoscere che alla crisi economica che pervade un pò tutti i paesi del mondo vi si aggiunge, nei rapporti della nostra floricoltura, una forte e progressiva concorrenza contro la quale è necessario reagire se non si vuole di giorno in giorno perdere quello che fu conquistato con tanta fatica ed abnegazione.



Terrazzamento e tubature in ferro per l'irrigazione dei fiori.

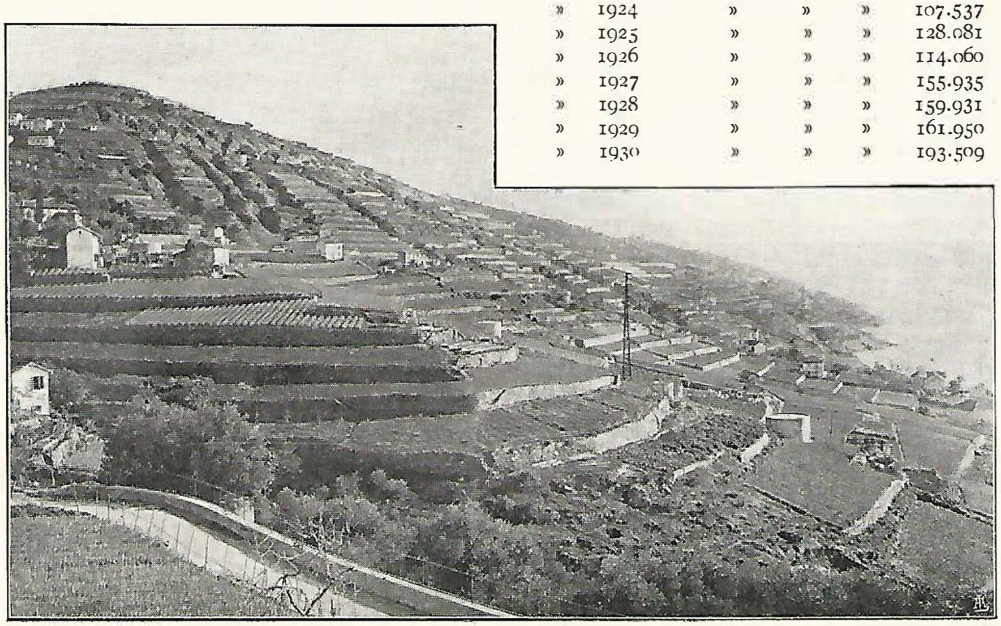
Per vincere bisogna conoscere bene il campo di lotta, e bisogna essere preparati per la lotta. Il che si ottiene organizzandosi all'interno, evitando le inutili dispersioni di forze, dotando il Paese di un'attrezzatura adeguata che faciliti la esportazione e sia nel tempo stesso una garanzia della bontà di ciò che viene venduto all'estero.

I NOSTRI MERCATI E LA LORO NECESSARIA ORGANIZZAZIONE.

La massima parte della produzione floreale viene portata ai mercati che sono così ricchi di carattere folkloristico e così interessanti dal punto di vista economico da non potere disgiungere il concetto della produzione da quello della vendita.

In ordine d'importanza (quantitativo di fiori venduti) vi è il mercato di San Remo col seguente numero di ceste:

anno	1922	numero	delle	ceste	31.298
»	1923	»	»	»	82.878
»	1924	»	»	»	107.537
»	1925	»	»	»	128.081
»	1926	»	»	»	114.060
»	1927	»	»	»	155.935
»	1928	»	»	»	159.931
»	1929	»	»	»	161.950
»	1930	»	»	»	193.509



Collina completamente trasformata a coltura floreale.

Al mercato di San Remo (ore 7 del mattino), segue quello di Ventimiglia (ore 15,30) con circa un terzo meno di vendite, poi quello di Ospedaletti, di Vallecrosia e di Taggia. Quest'ultimo è quasi esclusivamente riservato alle violette ed ai fiori da bulbo.

I floricoltori giungono con le loro ceste coperte che dispongono in file nei rettangoli tracciati sul pavimento. Il fischio della sirena indica l'inizio delle vendite. Le ceste vengono scoperte ed in brevissimo tempo — un'ora al massimo — i mercati sono già finiti. Gli acquirenti esportatori portano la merce ai loro magazzini, la confezionano in ceste e la spediscono ai loro clienti nell'interno e all'estero.

Non è facile spiegare come si stabiliscono i prezzi sui mercati; si tratta di una complicata psicologia particolaristica che entra in gioco e che bisogna afferrare con lunga pratica e meticolosa analisi sul posto.

A descriverla perde di chiarezza e di efficacia.

Chi fa i prezzi, virtualmente sono i floricoltori ma, realmente, gli esportatori. Da un giorno all'altro, dal principio alla fine del mercato, in brevissimo tempo, i prezzi hanno sbalzi acrobatici che se avvenissero in borsa farebbero guadagnare milioni o manderebbero alla malora centinaia di speculatori.

Così le ricorrenze festive, religiose, sposalizi principeschi, funerali di grandi personalità determinano sbalzi talvolta incredibili.

Queste complesse circostanze fanno sì che nessun'altra merce più di quella dei fiori è incerta nei prezzi, soggetta a capricciose sensibilissime differenze. Fanno sì che nessun'altro mercato più di questo ha bisogno di essere disciplinato e organizzato con concetti moderni, del tutto particolari e rispondenti ai bisogni delle contrattazioni ed a quelli del miglioramento qualitativo della merce.

Purtroppo, invece, i nostri mercati di fiori hanno mantenuta quasi intatta la loro organizzazione iniziale che è farraginosa e rudimentale, forse adatta per il commercio che si esercitava mezzo secolo addietro, ma assolutamente inadeguata alle numerose contrattazioni, all'entità delle cifre delle vendite, al ritmo snello e quasi febbrile dei mercati dell'oggi.

Gli inconvenienti, talvolta assai gravi, sono di varia natura e non potranno mai essere rimossi se i mercati dei fiori, così delicati per loro stessi e per l'indole delle loro contrattazioni, seguiteranno ad essere considerati come comuni mercati di ortaggi alle dirette dipendenze dei Comuni che, nonostante la loro migliore volontà, non potranno mai essere in grado di rispondere alle esigenze di un commercio floreale che richiede massima disciplina e sorveglianza, prontezza di decisioni e di orientamento, sia nei rapporti della produzione che delle vendite.

Ma, fortunatamente, di questo stato di cose si sono preoccupati gli stessi floricoltori e commercianti-esportatori iniziando un'azione che non mancherà di condurre ai migliori risultati anche perchè il Governo Nazionale ha creduto, con molta opportunità, di formare l'albo ufficiale degli esportatori dei fiori, in modo che soltanto quelli regolarmente iscritti nei ruoli dei consigli provinciali dell'economia che provino cioè di avere disponibilità finanziaria sufficiente e capacità tecnica accertata, potranno esportare fiori. Verrà così impedito il forte danno che fino ad oggi hanno recato alla collettività gli esportatori improvvisati, senza alcuna preparazione e serietà di commercio.

Cosicchè, col passaggio dei mercati dai Comuni a Società di floricoltori che provvederanno alla gestione, e con la formazione degli albi ufficiali degli esportatori, si potrà man mano effettuare un'organizzazione che conduca ad una disciplina dei mercati, ad un controllo delle spedizioni, e ad una migliore e più armonica distribuzione della produzione floreale evitando così i frequenti ingorghi e le dannose soprasaturazioni che causano tracollo nei prezzi.

Per citare uno dei tanti esempi, in Olanda le vendite vengono fatte entro mercati appartenenti a due potenti organizzazioni dette «*Unione dei produttori riuniti*». La C.A.V. centra-

Il mercato dei fiori a San Remo.

le Aalsmnerische Veiling, che possiede due mercati, uno per la vendita dei fiori recisi e l'altro per le piante; e la Bloemenlust che ne possiede uno solo che è ritenuto il più bell'edificio del genere.

L'Olanda, come abbiamo detto, è divenuta una delle più temibili concorrenti dell'Italia, così come lo stanno divenendo, con ritmo preoccupante, diverse altre Nazioni, alle quali bisogna aggiungere anche quelle, e non sono poche, nelle quali larghi e forti movimenti protezionistici a favore della floricoltura locale si sono talmente rafforzati da suscitare non meno serie preoccupazioni per il domani degli scambi commerciali e per la rinnovazione di importanti trattati di commercio.

DAZI DOGANALI E TRATTATI DI COMMERCIO.

A tale proposito non è fuori luogo ricordare quali siano gli attuali dazi doganali che le varie nazioni europee hanno adottato per la difesa dei loro prodotti interni. Sono dazi che, per la loro elevatezza, hanno dell'inverosimile.

L'Austria, ad esempio, che anteguerra assorbiva gran parte della nostra produzione ha stabilito per 100 chilogrammi dei nostri fiori un dazio di corone oro 20, dal 15 dicembre al 15 marzo, e di corone oro 350 dal 16 marzo al 15 dicembre. Non troppo alta e gravosa la prima tariffa. ma eccessivamente elevata la seconda, specie perchè essa ha vigore nei mesi di ottobre, novembre, metà dicembre, metà marzo, aprile, maggio, in cui la nostra produzione avrebbe necessità di maggiori e più ampi sbocchi, perchè meno ricercata e quindi sovrabbondante.

Tariffe pure alte e distinte in due periodi hanno applicato la Cecoslovacchia, l'Ungheria ed altre nazioni.

L'Ungheria ha poi stabilito un dazio discriminato che colpisce in special modo i garofani. Questi, che rappresentano il fiore più diffuso, più richiesto e di massima nostra produzione, vengono colpiti da un dazio di corone oro 600 per quintale, mentre per gli altri fiori sono stabilite le seguenti tariffe: orchidee, violette, rose, lillà, crisantemi, corone oro 200, altri fiori corone oro 100.

Nell'anteguerra si inviavano sul mercato di Budapest grandi quantitativi di fiori, buona parte dei quali era rispedita in altri paesi orientali. A

nostro parere e qualora il dazio doganale ungherese sui garofani fosse ridotto ad una più bassa tariffa, si potrebbe riattivare da Budapest il lavoro di riesportazione, che anteguerra avveniva su larga scala e rendeva grandi benefici. Ciò sarebbe tanto più possibile in quanto sono completamente falliti i tentativi fatti dai floricoltori ungheresi di coltivazione di garofani sotto serra allo scopo di eliminare le importazioni estere e provvedere al fabbisogno interno.

Particolarmente gravosi ed aspri sono anche i dazi doganali della Lettonia, della Finlandia, della Bulgaria, dell'Estonia, della Lituania, della Grecia, della Norvegia, della Svezia, della Turchia, della Jugoslavia e della Polonia che fissa altresì un contingente minimo alla nostra importazione, aggirantesi fra i 500-800 quintali, mentre il mercato polacco rappresenterebbe per noi un ottimo campo di sfruttamento economico.

La Nazione verso la quale converge il maggiore quantitativo della nostra esportazione floreale è la Germania che importa dall'Italia oltre 1.500.000 chilogrammi di fiori. A parte il dazio doganale, che, sebbene elevato, non ostacola il nostro commercio floreale che va anzi sempre più sviluppandosi, c'è invece oggi una reale preoccupazione da parte dei nostri floricoltori ed esportatori causata dal pretesto che la Germania adduce, di presunte infezioni, delle nostre colture e quindi della minaccia di divieto di ogni esportazione. Ad impedire ciò, speriamo sarà vigile il nostro Governo Nazionale.

Inoltre, in questi ultimi tempi, vi è stato un sensibile riavvicinamento economico e commerciale con la Russia, per cui rendesi opportuno iniziare trattative onde avviare la nostra esportazione floreale anche verso quel mercato che, anteguerra, assorbiva una forte quantità dei nostri prodotti floreali. Si otterrebbe così il duplice scopo della conquista di un mercato e dell'apertura di un nuovo sbocco, il quale potrebbe tornare oltremodo importante per la nostra esportazione, qualora dovesse verificarsi, come attualmente minaccia la Germania, la chiusura dei confini da parte di qualche Stato.

I TRASPORTI FERROVIARI.

I trasporti ferroviari, nei riguardi dei fiori, funzionano in modo soddisfacente. L'organizzazione è buona sia per la frequenza e la predisposizione delle coincidenze con le ferrovie estere, sia per la celerità delle consegne, sia per l'accuratezza con cui vengono trattati i colli fiori. Anche le tariffe, sensibilmente ridotte fino dal gennaio u. s., hanno attenuate le lagnanze da parte della clientela importatrice estera — specialmente di quella tedesca — e facilitato altresì la nostra esportazione floreale.

Ma se questa situazione dei trasporti ferroviari può essere motivo di nostro compiacimento, ciò non di meno occorre, con assidui studi e nuovi miglioramenti, renderli sempre più celeri e perfezionati in considerazione soprattutto del grande vantaggio che ha su di noi l'Olanda specie con le comunicazioni dei paesi nordici, vantaggio che noi dobbiamo cercare di eliminare attraverso un'organizzazione sempre più rapida e perfetta dei nostri trasporti.

I termini di resa dalle stazioni della nostra riviera sono attualmente i seguenti:

Germania: Munchen ore 21, Frankfurt ore 26; Leipzig ore 29; Città del Reno ore 26,30; Berlino ore 38; Hamburg ore 38.

Danimarca: da ore 48 a 50;

Svezia: da ore 60 a 64;

Norvegia: da ore 65 a 68;

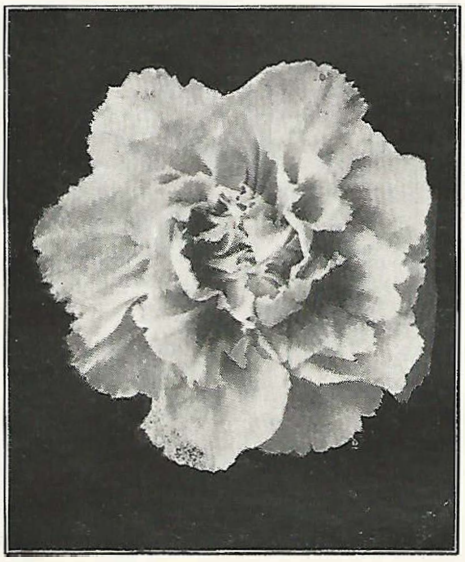
Finlandia: da ore 64 a 70;

Austria: Villaco ore 26; Klangefurt ore 28; Wien o Gratz ore 41;

Cecoslovacchia: Salesburg e luoghi verso S. O. con Praga, ore 41, luoghi a nord di Praga ore 48, Linz e città vicine ore 44.

Jugoslavia: Lubiana ore 28; Zagabria ore 31, Marubor ore 34; Celye ore 40; Belgrado ore 36; Serajevo ore 36; Subotica ore 36; Novissad ore 34; Osiiek ore 33;

Bulgaria: Sofia ore 60; Salonique ore 64;



Garofani rifiorenti di Liguria.
Primavera – (al centro è rosso-corallo, verso il bordo dei petali è rosa).

Grecia : Atene ore 84;

Turchia : Istambul ore 84;

Ungheria : Budapest ore 36;

Romania : Bucarest ore 60; Galat ore 64; Graiova ore 55; Arad ore 50; Cluy ore 60; Timiscara ore 44; Brascov ore 60; Cernauti ore 70.

A proposito di trasporti e per agevolare la spedizione dei fiori in Italia allargandone così il consumo, si ravviserebbe assai utile l'istituzione di un *pacco fiori* sul quale non si dovrebbe applicare l'aumento delle tariffe differenziali dei treni diretti e dovrebbe avere una tariffa applicabile di 5 in 5 chilogrammi sino a 25.

Il pacco agricolo del quale attualte si servono esportatori e floricoltori non agevola, come sarebbe necessario, l'incremento delle spedizioni. Oltre l'imposizione di tariffa assai elevata, questa ha pure l'inconveniente di venire applicata di 10 in 10 chilogrammi il che, nella pratica, conduce a pagare per 10 kg. quanto è, invece, di peso assai inferiore.

CONCLUSIONI.

Da ciò che abbiamo succintamente esposto anche nei confronti della floricoltura estera risulta manifesto :

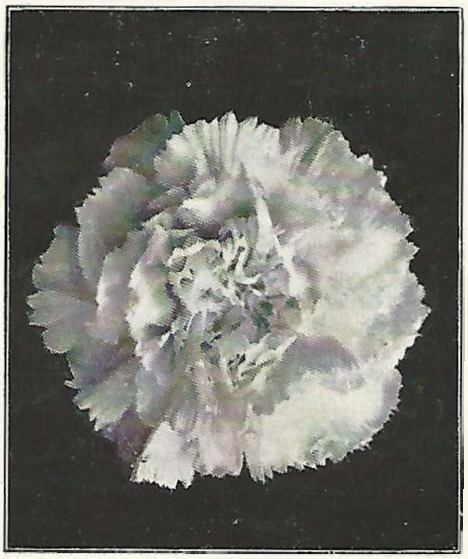
— che i nostri floricoltori, per la natura geofisica dei terreni, per la deficenza di acqua per irrigare, di strade rotabili, di comodità complementari idonee allo sfruttamento razionale ed economico delle terre, sono costretti a sacrifici di ogni genere ed a spese d'impianto e di gestione come in nessun'altra Nazione;

— che, a differenza dell'estero, mancano da noi le scuole di floricoltura per la preparazione di personale atto ad applicare una tecnica floreale moderna con indirizzo ben determinato e tale da gareggiare vittoriosamente con le altre Nazioni concorrenti;

— che, per il forte immobilizzo di capitali richiesti dalla floricoltura e per le considerevoli spese di esercizio, il credito agrario, così come vien esercitato, non porta che lieve aiuto mentre, con opportune facilitazioni, potrebbe enormemente aiutare la nostra industria floreale;

— che la nostra floricoltura per le ragioni suddette, pur avendo raggiunto un'importanza considerevole nei rapporti economici e commerciali si è affermata più nel senso estensivo che in quello evolutivo;

— che esiste di fatto e con intensità preoccupante una forte concorrenza estera, richiedente un pronto intervento anche da parte dei no-



I garofani rifiorenti liguri.
La sirena – (bianco-argenteo).

stri floricoltori a cominciare dalla creazione di organizzazioni capaci di dare un migliore indirizzo alla produzione ai mercati ed alle vendite;

— che nei rapporti del commercio i dazi doganali sono eccessivamente elevati e perciò rendesi necessaria una maggiore tutela da parte del Governo nazionale, in sede di rinnovazione di trattati di commercio, e del pari s'impone una ulteriore riduzione delle tariffe ferroviarie che sono ancora troppo onerose;

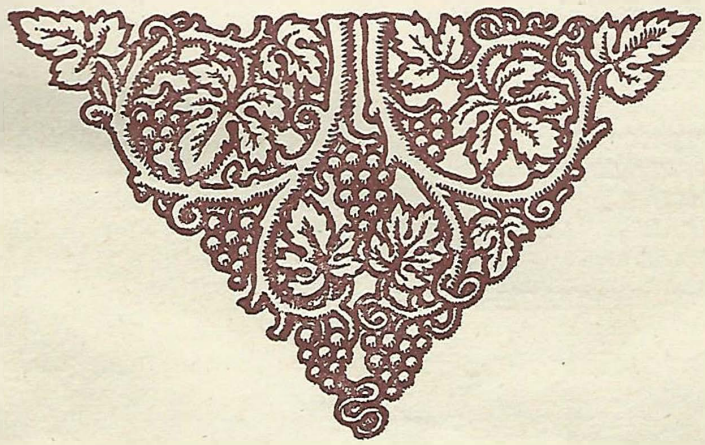
— che, infine, per la tutela e l'avvenire della nostra floricoltura - la quale, potendosi giovare di condizioni naturali favorevoli, può rimanere sempre vittoriosa per qualità e quantità sugli altri paesi - appare indispensabile una maggiore attenzione da parte del Governo nazionale, quanto un più tangibile aiuto.

A. BIANCHEDI

Direttore della Cattedra ambulante di agricoltura d'Imperia

Soc
Pp 943-944

L'ITALIA AGRICOLA



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EDITA·DALLA·FEDERAZIONE·ITALIANA
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ANNO 68° DICEMBRE 1931 - X

L' irrigazione per l' incremento della floricoltura

I PRIMI PASSI DELLA FLORICOLTURA.

Le prime coltivazioni di fiori si poterono impiantare nella provincia di Imperia dopo la scomparsa dei limoni in seguito alla concorrenza meridionale, utilizzando le scarse disponibilità di acqua che servivano per la irrigazione dei limoni e quella di qualche pozzo o piccola sorgente.

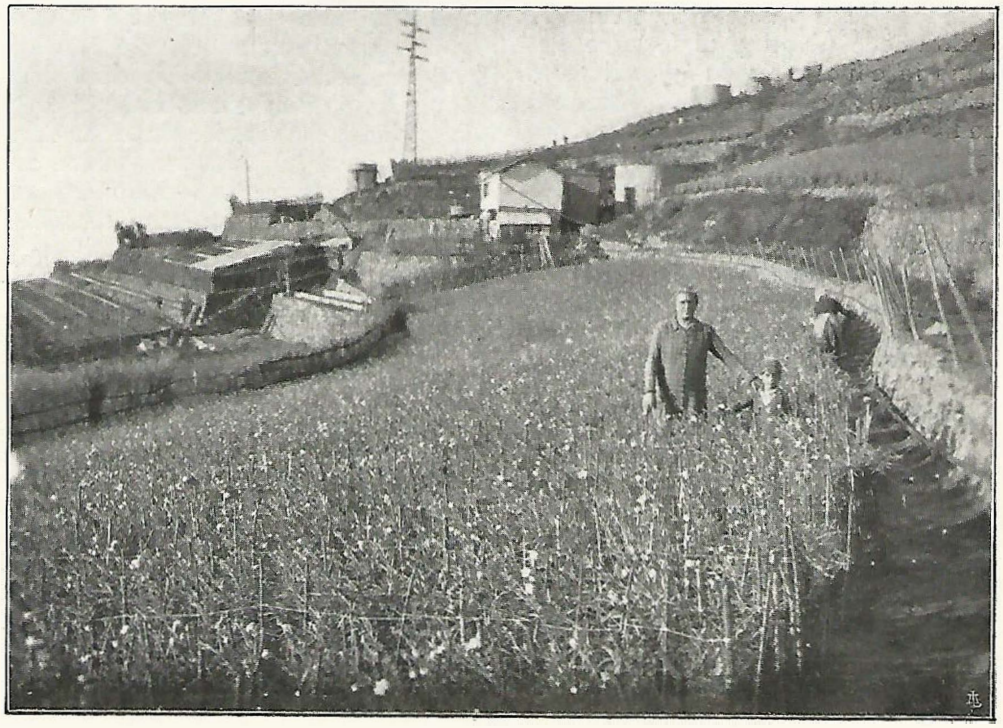
Affermatasi la coltivazione dei fiori, si crearono le prime opere irrigue, fra cui vanno ricordate quella di Bordighera dei fratelli Raimondo e l'altra di Sanremo del Senatore Marsaglia. Ma poichè le colture floreali erano veramente allettatrici per il reddito che davano, l'acqua fu ricercata affannosamente dovunque vi era di essa un accenno, oppure dove il rabdomante la sentiva.

Si ebbero anche molte delusioni, e non pochi pozzi che avevano vuotato le viscere della terra si dovettero riempire. Una galleria di oltre un chilometro fu inutilmente scavata presso Sanremo e credo che anche oggi il lavoratore, che vi ha perduto il suo modesto patrimonio e molti anni d'improba fatica, seguiti a perforare il monte, alimentato da un generoso mecenate e dalla speranza...., ultima dea, poichè il rabdomante vi sente l'acqua.

LA SUPERFICIE COLTIVATA A FIORI.

Durante la guerra la richiesta dei fiori non si arresta e nel 1920 la provincia di Imperia destinava alla floricoltura circa 1000 ettari di terreno il cui prodotto si vendeva sui pubblici mercati dei fiori di Ospedaletti, Ventimiglia, Vallecrosia ed Arma di Taggia.

Nel periodo precedente alla guerra si trasportarono per ferrovia le se-



Belle coltivazioni di garofani

guenti quantità di fiori da tutta la Liguria (Riviera di Levante e Riviera di Ponente) (1):

Esportazione

Anno	Kg.	Kg per l'estero
1906-07	2.048.000	1.380.000
1907-08	2.754.000	2.003.000
1908-09	3.000.000	2.250.000
1909-10	3.592.000	Mi mancano i dati per l'estero, come pure quelli del periodo di guerra, sino al 1920-21.
1910-11	3.415.000	
1911-12	3.301.000	
1912-13	4.235.000	
1913-14	5.383.000	

Nel 1921-22 i fiori esportati per ferrovia toccano quasi i tre milioni di chilogrammi di cui quasi la metà per l'estero.

Nella terza decade di ottobre del 1922 le rose raggiunsero il prezzo massimo di lire 145 il cento e i garofani lire 34 il cento. Tali prezzi aumentavano nelle feste di Natale e Capodanno sino a raddoppiarsi ed anche a triplicarsi.

Durante la guerra oltre 4 mila ettari di oliveto specializzato furono abbattuti e su piccola parte di essi, dove era possibile l'irrigazione, si coltivarono i fiori, mentre la maggior parte del terreno restò abbandonata all'incoltura e al pascolo e fu ceduta dai proprietari a nulla tenenti per sottrarsi al pagamento delle tasse che non si ricavavano dall'affitto del pascolo. Detti terreni messi all'asta dall'esattore non venivano quasi mai acquistati, perchè di nessun reddito.

LE LEGGI SULL'IRRIGAZIONE.

Nel 1920 e 1921 furono emanate provvide leggi per concedere il contributo governativo per le opere irrigue e per quelle di ricerca d'acqua, che nella provincia di Imperia veniva aumentato dalla benemerita amministrazione provinciale da altro contributo uguale a quello concesso dal Governo per le opere non superiori alle lire 30 mila, riconoscendo la immensa importanza che aveva l'irrigazione per la redenzione agricola della provincia.

(1) – La Riviera di Levante ha una produzione minima, come pure la Riviera di Ponente sino alla provincia di Imperia. Difatti nel 1906-1907 il Circondario di Sanremo esportò per ferrovia kg. 1.692.000 di fiori.

Acquedotto Tresso in Valnervia

LA STRAORDINARIA SICCITÀ.

Nel febbraio del 1921 io prendevo possesso della Cattedra provinciale di Imperia. In quell'anno si ebbe una disastrosa siccità, non ricordata da nessuno, essendo caduti solo 283 mm. di pioggia contro una media, di mezzo secolo, di 777 mm.

La rovina fu immensa ed io trovai molti floricoltori con le lacrime agli occhi, vedendo appassire le colture floreali nelle quali avevano profuso tante fatiche, tutte le loro disponibilità finanziarie e molto denaro preso a prestito dall'Istituto di Credito agrario.

Tanta desolazione mi colpì profondamente ed io mi dedicai con grande passione allo studio della ricerca dell'acqua ed alle opere irrigue, percorrendo tutti i comuni per divulgare le suddette provvidenze legislative. Più di una volta mi sentii ripetere che per la provincia di Imperia tali provvidenze erano inutili, perchè non vi era l'acqua ed in qualche comune fui rim-

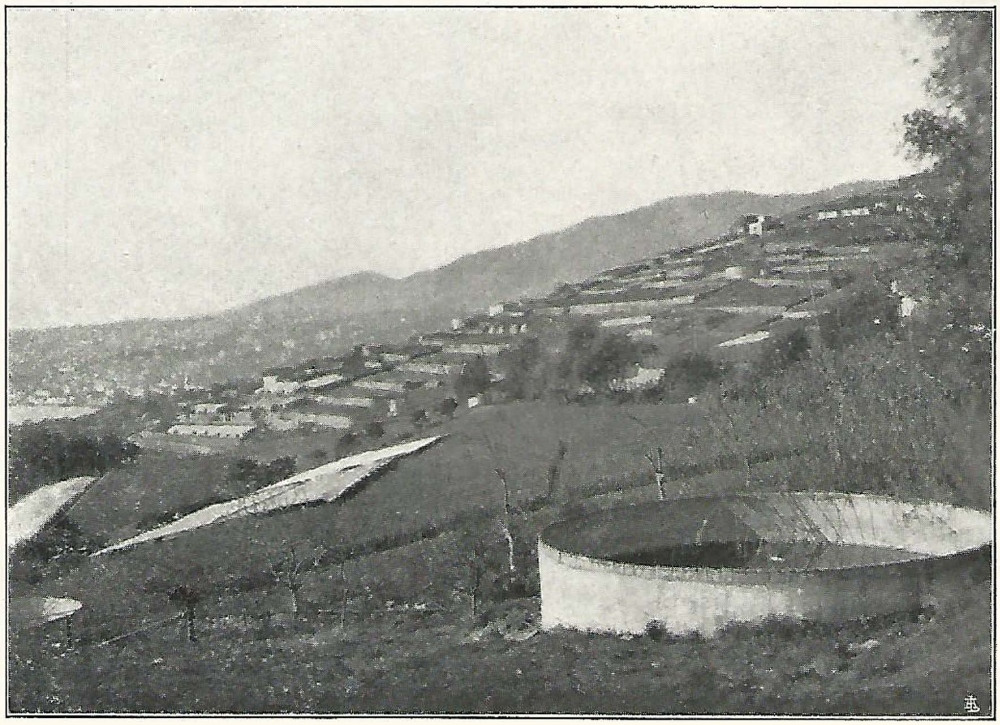
proverato di tenere certe conferenze per l'irrigazione, quando non v'era l'acqua per bere. A Poggio di Sanremo mi fu ripetuto con garbo che l'acqua non c'era ed io assicurai l'uditorio che l'acqua c'era sicuramente, per il fatto che sul lato di levante del paese v'era un torrente (l'Armea). Ma mi soggiunsero che l'Armea portava acqua, e per breve ora, solo quando diluviava. Insistei che i torrenti portano *sempre* acqua, e cioè in superficie durante la pioggia e subalvea sempre.

vando anche le colture floreali sitibonde.

LA COSTITUZIONE DEL PRIMO CONSORZIO IRRIGUO.

In dicembre fu costituito da questi pionieri il primo consorzio irriguo per mano di notaio.

Con la mia categorica affermazione io avevo vinto una grande battaglia e trovato un metodo sicuro per fornire l'acqua a quelle terre assolate ed aride. Da quel giorno intensificai la pro-



Uno dei serbatoi per l'irrigazione, tra colture floreali

La domenica successiva andai, con i floricoltori di Poggio, lungo l'alveo del torrente ed indicai loro dove si doveva scavare il pozzo. Giorno e notte, per oltre una settimana quei volonterosi lavoravano come alla ricerca di un tesoro e le loro fatiche furono compensate, avendo trovato una quantità di acqua di oltre un litro e mezzo al secondo e fu subito portata con tubi di ferro a circa 150 metri di prevalenza manometrica e distribuita fra 20 agricoltori, ognuno dei quali provvide a costruirsi il serbatoio in cemento armato e le derivazioni, sal-

paganda, consigliando di scavare i pozzi lungo le valli e possibilmente nelle anse dei torrenti o meglio ancora sul delta, che costituisce una specie di spugna che contiene le acque defluenti debolmente al mare e che non sfociano, causa la maggiore densità dell'acqua marina, seguendo il mio motto di *prendere l'acqua dov'è e portarla dove abbisogna*, anzichè avventurarsi alla costosa ricerca dell'acqua nei propri terreni.

Nello stesso anno l'acquedotto dei fratelli Raimondo di Bordighera, come anche gli altri, per la siccità suddet-

ta non può erogare la quantità d'acqua venduta ai floricoltori che si vedono rovinare le colture floreali e l'ing. Tresso direttore, è minacciato e malmenato. Io lo consigliai di *fare un buco nella Valle Nervia per affogare quelle campagne.*

UN'OPERA IRRIGUA MONDIALE.

Pochi mesi dopo l'ing. Tresso, con la trivella fornita dal Governo alla Cattedra, aveva scavato un pozzo profondo 40 metri, che dava una portata di oltre 50 litri al secondo elevata a 365 metri di prevalenza manometrica, conquistando un *record* mondiale!

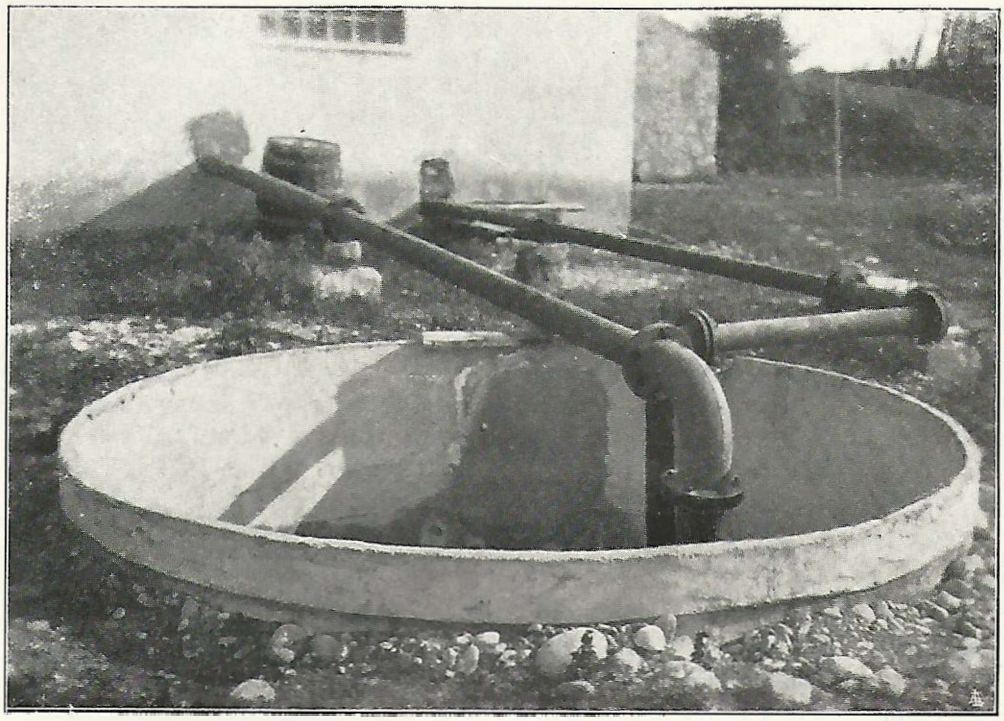
Attualmente l'impianto Tresso ha scavato 6 pozzi profondi 40 metri ed ha installato 5 pompe disponendo di 12 mila metri cubi giornalieri e come forza motrice un motore Diesel da 180 HP uno elettrico da 85 HP due elettrici da 150 HP, ciascuno ed uno da 250 HP.

L'acqua è distribuita a vari paesi con 70 km. di tubatura in ferro e raccolta in centinaia di caratteristici serbatoi in cemento armato.

S'è così determinato risveglio di lavori, la rimessa a coltura di parecchi terreni ex olivati e si diede ricchezza e benessere a quelle laboriose popolazioni.

Dopo così lusinghieri risultati le opere irrigue seguitano a crescere in modo incoraggiante, anche perchè i contributi furono concessi regolarmente e gli agricoltori si erano persuasi che il Governo e la Provincia mantenevano le promesse fatte. Non meno di 30-40 tra ingegneri e geometri (tra i quali va ricordato il tecnico superiore sig. Giunta, che ha costruito oltre cento opere irrigue) si dedicarono alla compilazione dei progetti che quasi sempre venivano da me preparati ed esaminati, specialmente nella parte amministrativa per evitare intralci e ritardi che avrebbero ostacolato questa importante iniziativa. Mi assunsi anche la responsabilità di vistare e approvare i progetti prima d'inviarli al Ministero.

I terreni ex olivati vennero coltivati a fiori e interi comprensori di comuni per centinaia di ettari si trasformarono



Opere per l'irrigazione (Consorzio irriguo di Riva S. Stefano)

in giardini. Il centro di produzione dei fiori che gravitava verso Ventimiglia, sul cui mercato affluivano quasi tutti i fiori della provincia, fu spostato verso Sanremo, dove nel 1926 s'istituì il nuovo mercato dei fiori che in soli tre anni raggiunse e superò la quantità dei fiori del mercato di Ventimiglia, diventando il più grande mercato di fiori del mondo.

Il prezzo dei fiori e il treno espresso fiori giornaliero.

La richiesta dei fiori cresce e aumentano i prezzi in modo inaspettato. Nei giorni di Natale degli anni 1924 e 1925 i garofani salgono a lire 100 il cento e le rose sino a 1000 lire il cento.

Il treno espresso fiori giornaliero aumenta il numero dei vagoni e carica fiori in quasi tutte le stazioni della provincia.

Nel 1924-25 la produzione è cresciuta di oltre il 14 % rispetto all'anno precedente e l'esportazione all'estero del 248 % come si vede dal prospetto seguente in cui figurano le quantità di fiori trasportati per ferrovia dalla Liguria.

	Quantitativi	
Anni	Kg.	diretti all'estero Kg.
1923-24	5.616.000	1.888.000
1924-25	7.986.000	4.684.000

Il valore dei fiori che nel 1906-1927 fu calcolato dal prof. Vagliasindi in 10 milioni di lire per 2 milioni di kg. in ragione, cioè, di lire 5 per kg. e che arrivò quasi a 30 milioni di lire nel 1903-1914, 1924-1925 che furono i più ricchi della floricoltura, forse arrivò a 350 milioni di lire! (1).

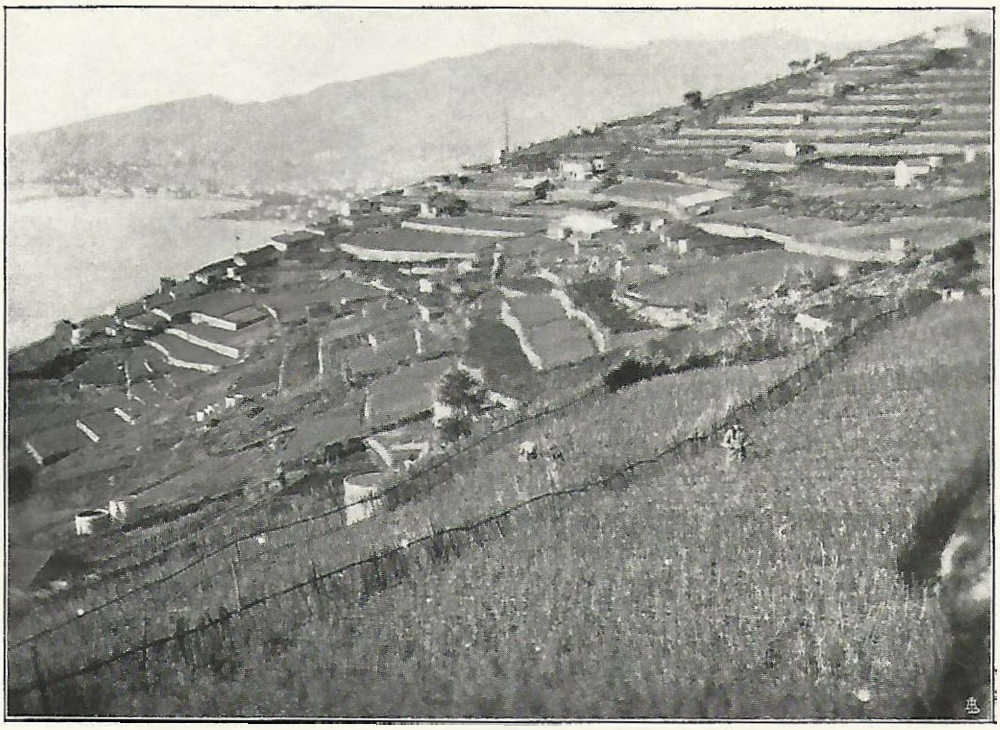
Le prime cento opere irrigue. — Il plauso del Duce.

Nel primo Congresso nazionale per le irrigazioni tenutosi a Milano nel 1924, io sostenni la necessità che la Legge sull'irrigazione venisse modificata nel senso di proporzionare il contributo governativo non già alla quantità di acqua erogata, ma alla superficie realmente irrigata, poichè quanto maggiore è la superficie irrigata tanto maggiore è il beneficio. Tale importante modificazione veniva in aiuto degli agricoltori liguri, che dovevano sostenere ingenti spese per utilizzare modeste quantità di acqua che, utilizzate con parsimonia e grande cura, riuscivano ad irrigare notevoli superfici. La Legge del 1926 tenne conto di queste raccomandazioni e le opere irrigue furono sussidiate qualunque fosse la quantità d'acqua. Questa provvida Legge fu molto utile all'agricoltura ligure dove è raro avere portate d'acqua superiori ad un litro al secondo.

Alla fine del 1927 avevo promosso cento opere irrigue, delle quali inviai l'elenco, in omaggio, a S. E. il Capo del Governo, che mi concesse il Suo ambito plauso e mi procurò l'encomio del Ministero dell'Agricoltura.

Alla fine del 1929 le opere irrigue erano salite a 300, tra le quali meritano speciale menzione: il Consorzio irriguo di Poggio di Sanremo (il primo costituito); l'acquedotto Tresso in Valnervia (record mondiale per prevalenza manometrica per opere irrigue); il Consorzio irriguo di Riva Santo Stefano (250 metri di prevalenza); l'acquedotto di Sanremo che utilizza l'acque subalvee del torrente Argentina; il Consorzio irriguo di Ventimiglia; quello di Cipressa, testè inaugurato da S. E. Marescalchi, che lo definì opera mondiale e infine il più piccolo Consorzio irriguo ma il più costoso, legalmente costituito fra 23 piccoli proprietari, che acquistarono un boschetto che aveva una piccola sorgente della portata di 2/3 di litro al secondo in periodo di massima magra e che dista dai terreni da coltivarsi a fiori 6 chilometri (dico sei) e l'acqua fu condotta per tale lunghezza in tubi di ferro e ciascun socio la derivò nel proprio terreno, con propria tubazione; raccogliendola in un serbatoio di cemento armato di adatta capacità, appositamente costruito. La spesa totale dell'opera irrigua, compresavi quella dei soci, arriva quasi a mezzo milione di lire!..

(1) — Se alla produzione dei fiori, esportata per ferrovia, di oltre 8 milioni di kg., si aggiunge quella esportata con altri mezzi in Francia e allo interno e consumata sul posto, si arriva, senza dubbio, ai 10 milioni di kg. che si dovrebbero calcolare a lire 35 il kg., ciò che non è inverosimile, perchè la moneta era certamente svalutata di 7 volte dal 1906, quando il prezzo medio per kg. era di lire 5.



Terreni, già ad oliveto, coltivati a fiori

Sommi economisti che cercano il tornaconto non ve lo trovano, eppure quei 23 volonterosi sono di parere contrario! Chi ha ragione? Del resto l'acqua d'irrigazione per i fiori si paga nella provincia di Imperia più dell'acqua potabile delle principali città italiane, sino a 200 ed anche 300 lire il metro cubo annuo giornaliero.

Le coltivazioni floreali si sono estese dovunque v'è acqua e si sono più che raddoppiate dal 1920 ad oggi, con un beneficio di oltre 200 milioni di lire a favore della nostra bilancia commerciale.

Non si erra affermando che i fiori coprono attualmente oltre 2 mila ettari di terreno nella provincia di Imperia.

La produzione floreale è andata continuamente aumentando, come appare dal prospetto di colonna di desra.

Se a queste cifre si aggiungono i fiori consumati sul posto e quelli trasportati in Francia con camions, automobili ed altri mezzi, come anche per l'interno la produzione totale supera i dieci milioni di chilogrammi e il reddito lordo annuale si mantiene quasi costante, perchè la riduzione dei prezzi è bilanciata dall'aumento quantitativo. Vuol dire che tale reddito viene beneficamente ripartito tra un maggior numero di floricoltori, mentre si assottiglia il reddito delle singole aziende e il reddito netto viene ridotto a modesta misura. Però è da affermarsi che solo la coltivazione dei fiori

Fiori trasportati per ferrovia

Anno	Kg.	Per l'estero kg
1921-22	2.974.000	circa la metà
1922-23	6.572.000	» » »
1923-24	5.616.000	1.888.000 (1)
1924-25	7.986.000	4.684.000
1925-26	6.994.000	3.223.000
1926-27	7.734.000	3.656.000
1927-28	8.069.000	4.260.000
1928-29	8.084.000	—
1929-30	5.680.000	3.404.000 (2)

(1) - La notevole riduzione dell'esportazione all'estero fu dovuta al dazio doganale francese di franchi 2 al kg. col quale veniva colpita la nostra esportazione di fiori in Francia.

(2) - Al 15 marzo con 1 milione di kg. in più rispetto alla stessa data dell'anno precedente.

rende possibile la lavorazione assai costosa da farsi interamente a braccia d'uomo della dura e faticosa terra ligure, che ha formato, attraverso le grandi difficoltà naturali, la proverbiale tenacia e laboriosità dei liguri.

ESEMPI DA IMITARE.

Ho sempre detto nella mia propaganda, ed anche scritto, che è necessario utilizzare in Liguria tutte le acque *visibili ed invisibili* per poter sfruttare in sommo grado le peculiari condizioni di ambiente, di terreno, di clima e di mercato. Ma si dovrebbe anche altrove adottare tale principio, perchè se è vero che in Liguria l'acqua non ha prezzo e si trova la convenienza economica in tutti i casi, trattandosi di colture di altissimo reddito, altrettanto si può dire per minimi sollevamenti anche per le colture più povere poichè l'irrigazione fa triplicare i prodotti, tenendo presente che in alcune annate la produzione si riduce al minimo per effetto della siccità. Io, per esempio, mi sono sempre domandato perchè l'acqua del biondo Tevere (e così degli altri fiumi) scorra inutilizzata verso il mare, mentre le praterie sono secche e le colture estive moribonde, come le ho viste nella decorsa estate, quando sarebbe assai facile con un dislivello di due o tre metri sollevarla e immetterla nella arida campagna.

Recentemente ho letto che un filosofo cinese, di parecchi secoli prima della venuta di Cristo, si addolorava perchè le acque dolci dei fiumi si andavano a mescolare all'acqua salmastra del mare, senza che fossero utilizzate per l'irrigazione.

Sarebbe facile e poco costosa la irrigazione con l'acqua dei fiumi, sia sollevandola nei campi, sia aprendo dei canali sulle rive e specialmente nelle anse; il beneficio sarebbe immenso.

La Liguria insegni!

Prof. G. BATTAGLINI

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RAMO EDITORIALE DEGLI AGRICOLTORI - ROMA

Le condizioni attuali della floricoltura in Italia

La coltivazione industriale dei fiori non è un'industria di primo piano per il nostro Paese, non avendo un peso rilevante sulla bilancia economica nazionale dato il suo campo d'azione molto modesto, tuttavia non bisogna trascurarla completamente perchè negli orizzonti della battaglia per l'agricoltura, ingaggiata e combattuta per volere del Capo, accanto alla realtà quotidiana del pane, alla ampiezza di respiro offerta dalle bonifiche, alla sicurezza impressa alle falde dei nostri monti, non può mancare il sorriso dei fiori destinati a cantare dentro e fuori i confini d'Italia la gloria del nostro sole, la magnificenza della nostra terra, la dolcezza del nostro clima, la gentilezza, la laboriosità, la genialità della nostra razza!

Il problema della floricoltura italiana, che non è soltanto poesia, più lo si considera da vicino, più diventa affascinante e complesso, costituito come è da una somma di dettagli, fra loro inscindibili, delicati nella loro essenza, importanti nelle loro conseguenze economiche, finanziarie e scientifiche. Per arrivare alla sua risoluzione interessa conoscere, prima di tutto, quale sia lo stato attuale della floricoltura nelle diverse regioni d'Italia, il suo grado di sviluppo cioè, e con quali mezzi si sia arrivati a questi risultati.

Nel suo complesso la coltivazione industriale dei fiori, pur avendo raggiunto una notevole ampiezza in questo ultimo decennio, tanto dal punto di vista della produzione quanto da quello del commercio « ha fatto più cammino nel senso estensivo che evolutivo » per ripetere le parole usate dal presidente della Stazione sperimentale di floricoltura « Orazio Raimondo » di San Remo, cav. uff. Domenico Aicardi.

Le ragioni di questo fenomeno vanno ricercate nelle correnti di scambi che si sono stabilite tra le zone intensamente coltivate e quelle meno produttive del Paese, oppure tra quelle e i Paesi e i mercati esteri, procurando ingenti guadagni agli esportatori.

Se si fa un confronto tra i dati indicanti la superficie coltivata, pubblicati nei vari Bollettini mensili di statistica agraria e forestale, si trova subito la conferma a quanto è detto più sopra. I 3.684,72 ettari dell'anno 1929 sono diventati 6.877 nel bollettino del 1932.

La coltivazione dei fiori si effettua in tutta Italia in proporzioni diversissime. Mentre le regioni settentrionali rappresentano l'82,522 % dell'intera superficie coltivata nel Regno, quelle Centrali figurano solo per il 6,576 %, le meridionali per il 6,609 % e le insulari per il 4,833 %.

La regione che ha maggiore importanza in questa industria è la Liguria, occupando da sola il 72,295 % della intera superficie.

che in quello dei commercianti. In ciò l'origine di molti inconvenienti dovuti soprattutto alla inesperienza degli esportatori improvvisati. Si era ventilato il progetto che per ottenere la iscrizione sopraddetta si dovesse provare di avere almeno per cinque anni fatto pratica presso un esportatore già conosciuto. Provvedimento certo ottimo, ma non ancora adottato!

In un settore particolare la floricoltura può trovare adeguati mezzi di difesa: nei mezzi e negli Istituti previsti dalla legge 18 giugno 1931 per la lotta contro le malattie.

Produzione — Esaminando ora le specie coltivate in Italia si vede che, sebbene la flora ne offra moltissime suscettibili di coltivazione redditizia, cinque sole hanno assunto una certa importanza nel nostro Paese, perdendosi le altre nel numero degli anonimi.

Primi vengono i garofani per un valore di L. 151.380.000 rappresentando il 51,5 % del valore della produzione floreale di tutto il Regno.

Si hanno poi le rose per un importo di L. 54.385.000; le mimose e le geniste, formanti un'unica voce, per 7.920.000 lire; i crisantemi per L. 7.099.000, e le dahlie per L. 1.846.000.

Tale riduzione, o, meglio, tale uniformità di produzione, dipende specialmente da questo fatto, che, effettuandosi le colture quasi esclusivamente in pien'aria, sono poche le specie che sanno resistere con esito positivo a tutti gli sbalzi e ai capricci del clima di alcune nostre regioni. Per aumentare le qualità di fiori coltivate e dare così una maggiore varietà all'aspetto del nostro mercato, bisognerebbe estendere la pratica delle coltivazioni sotto vetro, come si fa nei paesi del Nord i quali, con tale ausilio, non solo sono riusciti a diventare ottimi produttori di fiori, ma anche a specializzarsi in un numero di varietà maggiore del nostro, elencando nei loro cataloghi anche specie assai pregiate.

L'Istituto centrale di statistica fornisce una tabella molto interessante in rapporto a questa constatazione; in essa dà per le singole provincie, nelle quali l'importo della produzione superi almeno le cento mila lire, il valore corrispondente ad ogni specie del gruppo « fiori recisi » oggetto di più ampia coltivazione.

Da essa è molto facile rilevare, confrontando i dati del 1931 e del 1932, come la nostra floricoltura stia attraversando una fase di trasformazione. Infatti mentre alcune provincie per alcune specie segnano un progresso, altre denotano un regresso: mentre alcune si sono affermate in un campo nel quale prima erano assolutamente sconosciute, altre ancora, avendo già trovato la propria via, si inoltrano in essa guadagnando terreno a poco a poco, ma con progressione continua.

Si studia e si lavora fissi a mète elevate e, pur riuscendo ad avanzare con passi lenti, compatibilmente con i mezzi dei quali si dispone, si lotta per non perdere le posizioni acquistate con molta fatica e con sacrifici degni di encomio.

Consumo. — Non si hanno dati per stabilire a quanto ammonti il consumo dei fiori nell'interno del Regno.

Si possono solo fare deduzioni, confrontando fra loro le cifre che rappresentano l'esportazione e la produzione, aggiungendo poi alla differenza che ne risulta le importazioni dall'estero. Si potrebbe avere un altro indice per individuare l'ammontare di tale commercio e precisamente quello fornito dalle statistiche delle Ferrovie dello Stato, che dànno il quantitativo di fiori esportato verso l'interno del Paese. Queste tabelle però si hanno solo per la Liguria, così che si deve fare esclusivo assegnamento sul primo metodo.

Il calcolo mi è stato possibile solo per il 1931, poichè non sono riuscita ad avere i dati del 1932 relativi alla esportazione e alla importazione. In tale anno il consumo interno del paese si aggirava attorno ad un valore di circa 300.000.000 di lire. Questa cifra, come ho già detto, è stata ottenuta per deduzione e può quindi rappresentare tanto la realtà come essere molto lontana dal vero, a seconda della veridicità più o meno grande dei dati dai quali sono partita.

Sarebbe più esatto fare il calcolo del consumo espresso in chilogrammi,

Coltivazione di garofani con la caratteristica legatura in filo di ferro per ottenere fiori con gambo diritto - Sanremo (Liguria)

poichè si avrebbe minor possibilità di errori, evitando conclusioni contrarie allo stato attuale delle cose, dato gli alti e bassi che subiscono i prezzi, ma mentre abbiamo queste cifre tanto per l'importazione che per l'esportazione, per la produzione nell'interno del paese mancano, se si esclude la Liguria.

Esportazione ed importazione. — L'Italia ha in Europa un posto notevole tra i Paesi esportatori, occupando il terzo posto, tanto per l'esportazione dei fiori recisi quanto per quella delle piante ornamentali, preceduta dalla Olanda e dalla Francia (questi Paesi, come i seguenti, sono nominati in ordine di importanza) nel commercio dei primi e dall'Olanda e dal Belgio in quello delle seconde. Non si esporta dal nostro Paese invece una quantità notevole di bulbi, rizomi e tuberi, così che l' Italia non figura tra i maggiori produttori.

L'esportazione dei fiori freschi recisi dall' Italia ha rappresentato nel 1931 un quantitativo di 35.646 quintali. I paesi principali importatori sono la Germania e la Svizzera La prima infatti assorbe il 32,50 % della esportazione complessiva, cioè circa un terzo, mentre la seconda il 29,74 %. A grande distanza seguono la Francia con l'8,76 % e la Gran Bretagna con l'8,51 %. Quello che manca ad arrivare a 100 è la produzione assorbita dall'Austria, dalla Cecoslovacchia, dall'Jugoslavia e da qualche altro Paese che figura per una quantità piccolissima.

Facendo un confronto tra il valore della produzione totale italiana e quello della merce esportata, si verrebbe a concludere che questa rappresenta solo un decimo della prima.

La realtà non è così, poichè il valore della nostra esportazione è di gran lunga superiore a quello risultante dalle statistiche doganali per ovvie ragioni. Si può calcolare in media e senza tema di incorrere in un grosso errore, che circa il 40 % della produzione totale italiana prenda la via verso Paesi stranieri.

Le statistiche doganali dànno anche un quadro indicante il modo nel quale è distribuita l'esportazione durante lo anno. Mentre nel mese di luglio e agosto questa è quasi nulla, va man mano intensificandosi nei seguenti per toccare un primo massimo a dicembre.

Gennaio e febbraio rappresentano una lieve diminuzione in confronto con detto mese, pur mantenendosi a cifre relativamente elevate.

A marzo si inizia di nuovo un progresso per toccare un secondo massimo in aprile, spesso più forte di quello di dicembre. Nei mesi successivi si torna di nuovo a precipitare.

Due altre voci bisogna considerare per avere un quadro completo delle condizioni dell'esportazione italiana nel campo della floricoltura: quella dei quantitativi delle foglie di alloro e quella delle piante vive. La prima nel 1931 era rappresentata da 1.703 quintali, diretti principalmente verso la Germania e la Svizzera; la seconda da 20.246 quintali destinati per la maggior parte alla Francia e all'Austria.

Questa voce è considerata da alcuni come quella suscettibile di maggiori sviluppi, visto l'incremento che essa ha subìto dal 1921 ad oggi. Neppure l'importazione è rappresentata da cifre molto elevate nel nostro Paese. Nel 1931 infatti i fiori freschi recisi, quasi tutti di provenienza francese, sono stati appena 362 quintali: le foglie di alloro 267 quintali e le piante vive 6949 quintali. Il Belgio è il Paese dal quale importiamo il maggior quantitativo di quest'ultima merce, seguìto dalla Francia e dall'Olanda. Il primo ci fornisce le Azalee, i Rosai, alcune varietà di Palme e piante che rappresentano le ultime novità floreali: l'Olanda invece quasi esclusivamente bulbi.

La produzione e l'organizzazione negli altri Paesi grandi produttori.

Dopo aver esaminato rapidamente quanto si fa per la floricoltura in Italia, nonchè le condizioni attuali di questa, è opportuno passare celermente in rassegna quanto si fa all'estero per la medesima industria, notando quale grado di sviluppo e di perfezione essa abbia ormai raggiunto.

I Paesi contro i quali dobbiamo più strenuamente difenderci per la grande concorrenza che ci fanno, sia in rapporto alla quantità che alla qualità della merce, sono la Francia, il Belgio, l'Olanda e il Lussemburgo.

I più temibili sono però i primi due, per non voler ridurre i nostri concorrenti alla sola Francia, specialmente nel ramo « fiori freschi recisi ».

Francia. — L'industria floreale in Francia è sorta verso il 1880, cioè quasi contemporaneamente a quella della nostra Liguria, in condizioni però non parimenti favorevoli per clima e per terreno, pur trovando un ambiente adatto al proprio sviluppo. In un breve giro di anni essa ha raggiunto un progresso mirabile sia nei metodi che nella tecnica delle coltivazioni.

Molti dipartimenti della Francia hanno introdotto tale industria fra quelle comunemente sfruttate nella propria circoscrizione, però la vera coltura industriale dei fiori può essere ristretta a quelli delle Alpi marittime, del Varo, dell'Alta Garonna e della Senna.

Nelle Alpi Marittime abbiamo la caratteristica produzione rivierasca, nella quale il Garofano tiene il primato, seguìto dalla Rosa, dall'Anemone e dalla Mimosa.

Antibes è il fulcro dell'industria locale. In questa zona gli ettari dedicati alla coltivazione dei fiori sono circa 900, dei quali 300 sotto ripari e sono suddivisi fra circa 800 stabilimenti, tutti forniti di una perfetta attrezzatura moderna.

Antibes possedeva anche un mercato silenzioso, attualmente chiuso, ma del quale i floricultori deplorano vivamente la mancanza.

Nel dipartimento del Varo troviamo invece, come industria caratteristica, la produzione dei fiori da profumeria, localizzata soprattutto nel circondario di Grasse, dove essa costituisce una organizzazione economica di primo ordine.

Nell'Alta Garonna, e particolarmente nella regione di Tolosa, sono invece le *violette di Parma*, la specie che viene coltivata in maggior quantità, mentre nel dipartimento della Senna, a causa della sua giacitura e del suo clima assolutamente continentale, abbiamo come produzione caratteristica la produzione forzata in serra.

In base alle ultime ricerche si calcola che attualmente il numero degli stabilimenti di floricoltura esistenti in

Francia si aggiri attorno ai 6 o 7 mila, occupando circa 30 mila persone.

I rapidi progressi compiuti in questo ramo negli ultimi anni dalla Nazione francese sono la risultante non solo di condizioni privilegiate economiche ed ambientali, ma anche della costante opera di incoraggiamento e di aiuto data dallo Stato. Questa si manifesta in due modi, sia attraverso iniziative proprie, sia facilitando il compito di privati che vogliono dedicare a questo ramo dell'agricoltura i propri sforzi o appoggiando, finanziariamente e moralmente, il sorgere di quelle numerose associazioni che, disciplinando il commercio dei fiori, ne hanno agevolato ed assicurato lo sviluppo.

Lo Stato si incarica poi anche di preparare il personale tecnico capace di inquadrare questa industria e guidarla al continuo progresso, curando l'istruzione e l'organizzazione di scuole specializzate.

Tra queste sono da ricordare quella di Versailles e di Saint Mandè, situate entrambe nei dintorni di Parigi. L'insegnamento che si impartisce ai giovani in tali scuole è tanto teorico che pratico, perchè l'uno completa l'altro, aumentando le possibilità di riuscita nella carriera.

L'opera dello Stato non si arresta però a questa prima istituzione. Numerosi sono gli orti botanici che sorgono un po' dappertutto, le cattedre di agricoltura che dedicano gran parte della loro attività a questo ramo, gli stabilimenti statali che producono fiori destinati esclusivamente all'abbellimento delle vie e dei parchi cittadini (tra questi, ad esempio, il Fleuriste Municipal de la Ville de Paris con 9.000 metri quadrati di serre e una produzione annua di piante che si aggira sul milione e mezzo).

Rose «*Cuba*» ibridate.
(Stazione sperimentale di floricoltura – Sanremo)

Anche l'organizzazione privata ha in Francia uno sviluppo ottimo e notevole. Sono infatti numerose le società che sorgono in ogni centro industriale per disciplinare la vendita dei prodotti, per facilitarne il trasporto dal luogo di

produzione a quello di smercio con diminuzione delle tariffe, ecc.

Il fattore trasporti ha influito notevolmente nel dare alla Francia la superiorità nel campo della floricoltura.

La Paris-Lyon-Mediterranée, studia infatti continuamente ed attua nuove iniziative ed agevolazioni. La introduzione dei vagoni frigoriferi, ad esempio, ha contribuito largamente a prolungare la durata della stagione delle spedizioni, aumentando quindi le possibilità commerciali degli esportatori.

Per i fiori più rari e più fragili esiste un altro mezzo di spedizione: i colli espresso. Questi vengono spediti con treni rapidi, anche se sono formati solamente da prime classi, di modo che le cause di guasti sono assai ridotte.

I trasporti per aeroplano si hanno solo tra Parigi e il Belgio e l'Olanda; nel mezzogiorno della Francia non esistono ancora.

Questa nazione viene seconda tra i Paesi europei esportatori di fiori recisi con uno scarto relativamente piccolo dalla esportazione olandese, che tiene il primato. Infatti mentre per l'Olanda nel 1931 si sono raggiunti i 63.630 quintali di fiori, per la Francia si toccarono solamente q.li 52.429. L'esportazione delle « piante ornamentali » e dei «bulbi, rizomi e tuberi », ha invece scarsa importanza, specialmente la prima. La Gran Bretagna assorbe la maggior percentuale dei prodotti francesi, rappresentando l'82,73 % dell'intero commercio coll'estero.

Pur avendo un'esportazione così sviluppata, la Francia importa discrete quantità di tutti questi articoli. Per i fiori freschi la maggior fornitrice è sempre l'Italia. Mentre però negli anni scorsi il quantitativo importato andava continuamente aumentando, la sua ascensione è stata bruscamente arrestata dalla politica di contingentamento votata dal Parlamento francese a cominciare dal 1932, mercè la quale non si è soltanto limitata in via generica la importazione, ma si è anche imposta una riduzione del 50 % rispetto al passato, non volendosi che il quantitativo di fiori italiani avesse a superare i 1500 kg.

Belgio. — Questo piccolo Paese, nonostante il suo clima, occupa una posizione molto importante nella floricoltura, vantando una delle più interessanti ed accurate produzioni di fiori e di piante ornamentali tra quelle che attualmente sboccano sul mercato.

Le origini della floricoltura belga sono molto più antiche di quelle della nostra e della francese. Si può dire infatti che detta industria sia sorta fino dal 1808 con la fondazione della « Société Royale d'Agriculture et de Botanique » di Gand.

Il maggior progresso si ebbe a partire dal 1923, quando l'apertura dei mercati tedeschi scoperse ai floricoltori belgi nuovi orizzonti.

All'epoca attuale la città di Gand, posta nella Fiandra orientale, costituisce con i suoi dintorni il centro più importante del commercio floreale del Belgio. Conta infatti parecchie migliaia di stabilimenti, la superficie singola dei quali oscilla tra poche centinaia di metri quadrati e dieci o dodici ettari. Tale commercio si è sviluppato notevolmente anche nei territori di Bruxelles, Bruges, Anversa e Liegi.

Fra le colture caratteristiche dell'orticoltura « gantoise », dominante è quella dell'Azalea. La seguono quelle dei Rododendri, delle Camelie e delle Begonie. Molto importante è anche la coltivazione delle Araucarie e quella delle Orchidee.

I fiori da vendersi recisi si coltivano specialmente nei dintorni di Bruges e di Bruxelles, nella quale ultima zona costituiscono la fonte principale di guadagno.

Le colture si fanno generalmente sotto serre che rappresentano gli ultimi ritrovati della tecnica moderna, sebbene, ad esempio, il problema del riscaldamento non abbia ancora trovato la sua più conveniente e più adatta soluzione.

Numerosi provvedimenti sono stati adottati dal Governo sia per sostenere gli sforzi delle iniziative private che, nel campo dell'orticoltura, si sono mostrate nel Belgio molto attive, sia per salvaguardare gli interessi superiori del commercio dei fiori.

L'insegnamento specializzato è controllato dallo Stato. La creazione, nel

1849, della Scuola statale di orticoltura di Vilvorde e di quella di Gand segna la prima tappa considerevole nella storia dell'orticoltura belga. Dal 1920 gli insegnamenti sono impartiti anche dagli Istituti agronomici di Gembloux e Louvain; per di più lo Stato aiuta numerose scuole di orticoltura libere, il numero delle quali raggiunge quasi la trentina.

Esiste poi nel Belgio una istituzione speciale che si dedica allo studio delle questioni orticole nel loro complesso, sotto il nome di « Office horticole ».

Serre della Scuola d'orticoltura dello Stato a Vilvorde (Belgio)

Compito di questo Ufficio è quello di volgarizzare gli insegnamenti e i progressi della scienza orticola specialmente attraverso conferenze, campi sperimentali, consultazioni orali e scritte; di dare gratuitamente consigli ai floricoltori che li domandano; di promuovere associazioni tra i vari produttori; di controllare infine l'andamento delle Società orticole sia ufficiali che sussidiate, aiutandole in caso di necessità.

Esiste anche un ufficio fitopatologico presso l'Istituto agronomico di Gembloux che ha il compito di riconoscere i danni causati alle colture e sorvegliare affinchè vengano attuati tutti i provvedimenti contro il propagarsi dei vegetali e degli insetti nocivi alle piante.

Pur non avendo nessun primato, il piccolo Belgio ha conquistato un posto assai importante fra i Paesi europei maggiori esportatori, specialmente nel ramo « Piante ornamentali ». Infatti in questo genere di spedizioni egli occupa il secondo posto, subito dopo l'Olanda, con un quantitativo di quintali 89.286. Il traffico più importante si ha verso la Germania, seguìta dai Paesi bassi, dalla Gran Bretagna, dalla Francia e da altre nazioni.

Anche il commercio dei fiori recisi è abbastanza rilevante poichè nel 1931 ha rappresentato un quantitativo di q.li 1654 e l'Inghilterra è il mercato che ne assorbe la maggior parte.

I « bulbi, rizomi e tuberi », sono stati esportati nel 1931 per una quantità complessiva di q.li 6685 e il traffico si svolge più intensamente verso l'Olanda, la Germania, la Francia e la Svizzera.

Una certa importanza assume la importazione dei fiori freschi e dei bulbi, mentre è poca cosa quella delle piante ornamentali. Le prime due voci sono in continuo incremento, mentre la terza, dal 1929, va diminuendo d'importanza molto rapidamente.

I fiori arrivano in ordine decrescente dalla Francia e dall'Olanda, i bulbi invece dall'Olanda e dalla Francia. Anche il Belgio ha contingentato l'importazione floreale ed in misura molto ridotta, poichè si possono importare solo 2 q.li al mese, mentre prima il mercato belga ne assorbiva 15 ogni giorno.

Lussemburgo. — In questo Paese l'industria si è diretta verso la produzione di piante, specialmente di rose, che vengono esportate in Francia ed in Inghilterra. I centri di produzione più importanti sono situati attorno alla città di Lussemburgo, a Bofferdange, Krauthens, Ettelbruck, ecc.

Caratteristica di questo Paese è la conservazione delle piante nel periodo invernale, che da ottobre a primavera sono ammucchiate in cantine sotterranee scavate nella roccia (Les Caves).

Pur rappresentando un'industria fio-

rente, che pesa favorevolmente sulla bilancia commerciale del piccolo Stato, non ci sono dati statistici per individuarla. Si sa solo che il quantitativo di merce esportata ha rappresentato e rappresenta una cifra notevole. Anche qui lo Stato interviene nel favorire questo commercio, soprattutto con larghi sussidi ai fioricultori bisognosi e con premi ai migliori produttori.

Olanda. — Mentre la Francia si è specializzata nella produzione dei fiori recisi e il Belgio in quella delle piante ornamentali a fronda verde, l'Olanda si è dedicata alla coltivazione dei bulbi e tuberi. Questi ultimi formano, per così dire, un monopolio nazionale, poichè la loro coltura è pochissimo estesa negli altri Paesi, essendo in alcuni anche impossibile.

I primi tulipani e giacinti furono importati verso la fine del 1500 dall'Asia ed in breve, da coltura da giardino, vennero assunti al rango di piante industriali. L'area occupata da queste coltivazioni aumentò rapidamente così che attualmente essa somma a circa 6000 ettari.

La zona dei bulbi si estende a nord ed a sud di Haarlem, con numerose ramificazioni anche in altre provincie.

Il rapido sviluppo accennato è dovuto al concorso di numerose circostanze, quali, ad esempio:

a) la contemporanea presenza di terreni molto forti e sabbiosi, ottimi entrambi per queste coltivazioni, in quanto il tulipano ama cambiare terreno ogni due o tre anni;

b) la falda acquea sotterranea a ridotta profondità, favorevolissima perciò alla coltura, in quanto evita qualsiasi spesa di innaffiamento, mantenendo per sè stessa un grado di umidità nell'aria sufficiente ai bisogni idrici delle piante in esame;

c) il clima marino temperato che non subisce eccessive oscillazioni;

d) l'esperienza secolare, infine, delle generazioni di coltivatori succedentisi le une alle altre.

Nonostante tutte queste circostanze favorevoli le energie dei coltivatori devono essere continuamente tese per conservare il primato conquistato. I produttori attuano infatti la più ampia collaborazione (Algemeene Vereehiging voor Bloembollencultuur) pur non essendo abolita l'iniziativa personale specialmente nel campo della produzione di nuove varietà.

Lo Stato ha una piccolissima ingerenza in questa branca di industria in quanto la sua opera si limita ad una sorveglianza molto ridotta sull'andamento generale di essa e dell'insegnamento.

Le scuole orticole sono 5 e si trovano ad Amsterdam, Groninga, Leida, Utrecht e nell'isola di Giava. È stato poi istituito a Lisse un laboratorio di Stato per il controllo fitopatologico.

In Olanda sono i produttori stessi o persone specializzate, da essi incaricate, che si occupano del commercio.

L'esportazione è notevole, in quanto nel 1931 era rappresentata da quintali 460.000. La Nazione che rappresenta il maggior importatore è la Gran Bretagna con 216.000 q.li, seguita dalla Germania, dagli Stati Uniti, dalla Svezia, ecc. L'Italia figura per un quantitativo di soli 2410 q.li.

Per mantenere l'esportazione e aumentarla regolarmente, si ricorre sistematicamente ad una propaganda generale impersonale, per sostenere la quale si consacra ogni anno la metà circa delle somme prelevate attraverso l'imposta sulle superfici coltivate. Questa *réclame* ha come primo scopo di mostrare le regole per fare una buona coltivazione di tulipani e viene compiuta inviando quantità più o meno rilevanti di bulbi nelle principali città d'Europa, da piantarsi nei giardini pubblici a scopo dimostrativo.

Un'altra iniziativa destinata a proteggere l'esportazione è la istituzione del « Bureau de renseignements et de recouvrements » attraverso il quale i produttori possono assumere informazioni sulla solvibilità più o meno grande dei loro clienti e vengono aiutati nell'opera di recupero dei loro crediti.

L'Olanda non si è specializzata solo nella coltivazione dei bulbi, ma ha invaso anche il campo della produzione dei fiori recisi. Nella zona attorno ad Aalsmeer le coltivazioni floreali occupano una superficie di circa 6.000 ettari e il numero delle aziende è già arrivato a 600.

La produzione, pur essendo assai svariata, mostra una spiccata tendenza verso la coltivazione delle rose e dei lillá: seguono i crisantemi, le ortensie, i piselli odorosi, le dahlie, i mughetti, le begonie, ecc.

Ad Aalsmeer esistono due grandi mercati silenziosi per lo smercio dei fiori, appartenenti alla «Centrale Aalsmeersche veiling» dei quali uno è specialmente dedicato al commercio delle rose.

Il trasporto dei fiori dal mercato al posto di destinazione viene fatto o mediante barconi di proprietà della stessa cooperativa (la zona di Aalsmeer è ricchissima di canali in quanto si tratta di una palude bonificata) o con treni o con aeroplani.

Il mercato ha un proprio aeroporto.

L'esportazione di fiori è molto forte, in quanto nel 1931 ha rappresentato un ammontare di 63.630 q.li, ed è in continuo aumento.

Questi prodotti trovano il loro sbocco principale sui mercati inglesi. In ordine decrescente abbiamo poi la Germania, la Francia, ecc. L'Italia dal 1929 non figura più tra le nazioni tributarie di questo Paese. La grande specializzazione raggiunta dalla floricoltura olandese fa sì che questo Stato sia debitore verso gli altri di quantitativi abbastanza rilevanti sia di fiori che di piante ornamentali. La Francia fornisce all'Olanda la maggior parte di questi prodotti, seguita, ad una certa distanza, dal Belgio e dalla Germania. L'Italia dà anch'essa un piccolo contributo, ma è così limitato che il Governo olandese non ha creduto di precludere questa via di sbocco ai nostri fiori mediante l'imposizione di contingentamenti.

La serra di Sanseviera Laurenti. (Scuola d'orticoltura dello Stato - Vilvorde).

MIGLIORAMENTI CHE SI POTREBBERO APPORTARE ALLA FLORICOLTURA ITALIANA.

1. *Scuole.* — Il problema di aiutare i coltivatori di fiori nello sviluppo delle loro aziende, se non per portare l'Italia al primato in Europa, il che rappresenterebbe un sogno irrealizzabile trovandoci di fronte a Nazioni agguerrite sia per organizzazione che per esperienza, quali il Belgio, l'Olanda e la Francia, ma almeno per darle un'importanza superiore a quella che non abbia già,

viene agitato da un po' di tempo a questa parte da quanti hanno dedicato e dedicano la loro vita e i loro capitali a questa branca dell'industria. La popolitica agricola del Regime, sotto l'impulso onnipresente del Capo, incoraggia a produrre più estesamente e meglio, mettendo in evidenza le pecche principali delle nostre coltivazioni, ma pur essendosi molto scritto attorno a questi argomenti, poco si è fatto praticamente.

I giornali vanno pubblicando articoli nei quali si propugna la necessità di allargare le coltivazioni anche in zone nelle quali l'industria floricola non è mai stata sfruttata. Ottima iniziativa sotto alcuni punti di vista, ma destinata a morire prima ancora di nascere, poichè non si può improvvisare floricoltore dall'oggi al domani un contadino che abbia sempre coltivato frumento o tabacco, o qualche altro prodotto agricolo, oppure un operaio che abbia passato tutta la sua vita in una officina fra le macchine, anche se complicatissime. Non si può pretendere di avere senz'altro degli specialisti, per quanto per il buon sviluppo di uno stabilimento industriale anche questi siano necessari, soprattutto in un periodo come quello che attraversiamo nel quale i mercati richiedono insistentemente nuove varietà di fiori, ma almeno degli uomini che possano avventurarsi in questo campo senza subire troppi insuccessi.

La preparazione tecnica è invece molto trascurata nel nostro Paese.

È voce comune che in Italia manchino le scuole specializzate nel ramo floricoltura. Tale affermazione non è vera nel senso assoluto della parola, pure accostandosi di molto alla verità. Esistono infatti scuole, ma esse sono tanto poche in confronto allo sviluppo che si vorrebbe dare alle coltivazioni industriali dei fiori e sono tutte così bisognose di profonde innovazioni e di perfezionamenti, che non vengono tenute in quella considerazione che sarebbe auspicabile, se i frutti fossero all'altezza dell'assunto. In ordine di importanza viene primo il Regio Istituto tecnico agrario specializzato per la pomologia, orticoltura e giardinaggio, di Firenze: poi si ha la Scuola pratica allievi giardinieri di Roma, presso il Servizio giardini del Governatorato. A Milano e a Napoli si fa altrettanto per la decorazione floreale delle piazze e dei giardini pubblici. Una scuola orticola si ha pure a Catania presso l' Istituto Valdisavoia e quella pratica di agricoltura di S. Ilario ha preso lo stesso indirizzo. Così però finisce il breve elenco.

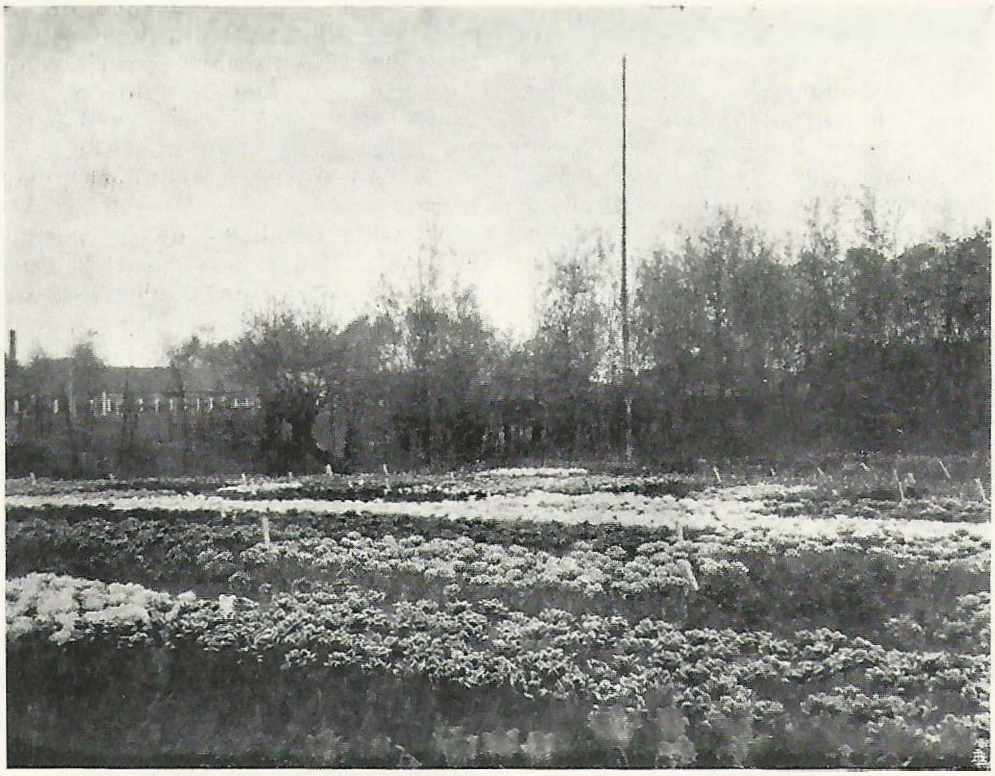
L'unica che abbia un carattere nazionale è quella di Firenze; le altre sono regionali, per non dire provinciali. Come nelle scuole estere di Versailles e di Vilvorde, in questa delle Cascine l'insegnamento ha un indirizzo sia teorico che pratico ed ha la durata di 4 anni. Alla fine del corso i giovani allievi ottengono il titolo di « perito orticolo » e possono aspirare alla direzione di grandi aziende sia orticole che frutticole e floreali.

La lacuna più grave si manifesta per la Liguria. Dalle statistiche appare evidente quale importanza abbia l'industria dei fiori nell'economia della regione; invece essa è abbandonata a se stessa poichè non esiste nessuna scuola.

Si va dicendo che la nostra floricoltura deve evolversi anche nel senso intensivo, cioè che si deve produrre meglio, ma che cosa si fa per aiutare l'attuazione di questo programma? Che cosa si fa perchè il figlio non ripeta gli errori del padre, essendo stato questi l'unico suo maestro?

È stata creata la Stazione sperimentale di floricoltura « Orazio Raimondo » perchè studiasse il miglioramento delle piante attraverso colture razionali, selezioni e ibridazioni; perchè cercasse i metodi di coltivazione migliori in piena aria e sotto vetro, i mezzi di lotta più efficaci contro le malattie delle piante, nonchè il modo più adatto per conservare i prodotti: ma che cosa si fa e si è fatto per aiutarla? Ben poco. La Stazione riesce ugualmente a vivere mercè l'abilità e la fede del suo direttore, il prof. Mario Calvino, ma deve fare molte rinuncie e non può svolgere in pieno il programma per l'attuazione del quale è sorta.

A Reggio Calabria è stata recentemente creata un'altra stazione molto



Il campo sperimentale per la coltivazione di tulipani della casa Van Houtten – Gand (Belgio)

bene attrezzata e specializzata nello studio della coltivazione dei fiori per l'estrazione di essenze e dell'utilizzazione degli agrumi per il medesimo scopo. Queste due stazioni dovrebbero essere integrate da una terza nell'Italia settentrionale, ove, è intuitivo, esistono altri problemi da risolvere.

Un altro quesito, già risolto da parecchi anni in altri Stati, quali, ad esempio, il Belgio, deve essere ancora studiato in Italia, ed è quello della istruzione femminile nel campo agricolo. La donna può fare molto, specialmente nel ramo floricoltura, per il quale si chiedono grande pazienza, precisione e delicatezza di tocco.

In Italia abbiamo solamente due scuole che meritino questo nome, e sono: la Scuola pratica agricola femminile di Niguarda e quella di Santo Alessio in Roma, ma hanno un indirizzo generale.

Dove una scuola media per giovinette sarebbe più che utile è in Liguria, se si pensa che buona parte del lavoro di sorveglianza e di cura alle coltivazioni viene compiuto dalle donne. Dando anche ad esse una certa istruzione teorico pratica, il progresso orticolo floreale, da tutti ansiosamente ricercato, riceverebbe un impulso più forte di quello avuto fino ad oggi.

2. *Scelta di varietà e creazione di nuove.* — Un altro problema importante quanto il precedente è quello della scelta delle varietà da coltivarsi, poichè anche la sua risoluzione ha notevole influenza sul buono o sul cattivo andamento di una azienda. Secondo il tipo di fiore del quale si vuole intraprendere la coltivazione, questo problema può assumere aspetti diversi, poichè per alcune specie si deve dare maggiore importanza alla precocità oppure alla fioritura ritardata; per altre invece è la resistenza alle malattie il carattere che più interessa; per altre ancora può diventare dominante il fatto di rappresentare le ultime novità. In ogni caso si deve badare alle esigenze del

mercato, cioè ai capricci della moda, che variano da città a città, da nazione a nazione.

Per i garofani, ad esempio, bisogna vedere prima di tutto se convenga dare la preferenza agli scoppioni (fiori di forma irregolare tipo *Souv. de la Malmaison*) oppure a quelli di tipo americano pensando al mercato sul quale si porterà la propria merce, perchè, ad esempio, la Svizzera preferisce fiori del primo tipo, la Germania quelli del secondo. Si deve anche continuare a produrre nuove varietà per vedere di arrivare anche noi ad avere un prodotto nazionale caratteristico come le azalee per il Belgio e i bulbi per l'Olanda.

Un altro scopo ancora devono prefiggersi i nostri floricoltori: rendersi indipendenti dalla importazione annuale delle talee e delle barbatelle delle novità estere, facendone la riproduzione in patria.

Per le rose invece è la resistenza alle malattie, specialmente alla ruggine e all'oidio, il carattere di maggiore importanza. Si devono poi anche ricercare nuove varietà, poichè il mercato varia continuamente. Attualmente si richiedono fiori con un lungo stelo, diritto e forte; profumo leggero e soave; bocciuolo allungato, conico, consistente al tatto. Le varietà che vanno per la maggiore sono le ibride di The, le ibride rifiorenti e le pernetiane.

Il fatto di coltivare varietà precoci piuttosto che intermedie o tardive, diventa un fattore di lucro o di perdita per i coltivatori di acacie (volgarmente dette mimose). Vi sono già in commercio alcune varietà di *Acacia podalyriaefolia*, molto precoci, ma vi è ancora da lavorare attorno a questa questione.

Un problema molto interessante per le mimose sarebbe anche quello della ricerca di belle varietà resistenti al calcare da sostituire a quelle attualmente coltivate, innestate sopra l'*Acacia floribunda*.

Per le altre colture, come, ad esempio, quelle del crisantemo e della dalia, che sono di recente introduzione nel campo industriale, gli argomenti di studio sono ancora più numerosi e più complessi.

Anche in Italia poi si dovrebbe iniziare un altro genere di attività già sviluppato in molte nazioni estere: prendere cioè qualche specie della flora spontanea, che è tanto ricca e tanto bella, e migliorarla, per lanciare sul mercato un fiore nuovo che sia esclusivamente e assolutamente italiano.

Tutti i cataloghi inglesi portano nell'indice delle loro sementi la *Campanula garganica* lodandone l'azzurro intenso; ora non è possibile trovare da nessun floricoltore italiano questa pianta, pur essendo originaria del nostro Paese, come lo indica anche il nome. E questo perchè? Perchè i nostri floricoltori si fermano alla coltivazione dei fiori più conosciuti e richiesti e non vanno oltre, sempre per la mancanza di iniziativa che deriva loro dall'ignoranza. Come la Campanula garganica, moltissimi altri fiori potrebbero venire sfruttati una volta migliorati, quali, ad esempio, la *Borrago officinalis* dai bei fiorellini azzurri, gli *Echinops* spinosissimi che stanno tanto bene nei vasi, conservandosi anche a lungo, l'*Iris alata* dal profumo soave che cresce in Sicilia, in Sardegna e in Calabria, le numerose genziane e molte altre piante ancora delle quali sarebbe troppo lungo l'elenco, ma che potrebbero essere facilmente individuate da chi volesse accingersi a questa bella opera.

3. *La scelta dei luoghi di produzione.* Anche questo problema presenta come il precedente, varie soluzioni secondo il punto di vista sotto il quale si esamina. Prima di tutto dipende dalla varietà di fiori che si vuol coltivare e dal modo col quale si farà la coltivazione, poichè, ad esempio, non si può pensare di ottenere delle Cactee in piena aria nelle regioni settentrionali d'Italia oppure dei Ciclamini o delle Azalee lungo le coste liguri.

Se interviene il fattore «serra» allora il problema cambia di aspetto, perchè le coltivazioni sotto vetro permettono la produzione di specie e varietà, sia di fiori che di piante ornamentali, molto più numerose, tanto per le condizioni ambientali favorevoli che si possono creare artificialmente, quanto per la maggior facilità di lotta contro

i parassiti animali e vegetali delle piante, preservando il fiore da qualsiasi causa di deprezzamento. In questo caso però, è necessario considerare il problema economico onde stabilire se si abbia convenienza a produrre addossandosi tale onere, oppure se non sia meglio rivolgersi verso altra specie.

Il problema del terreno non pesa eccessivamente sulla scelta del luogo di produzione, poichè oggi, coi progressi che ha fatto la tecnica dei concimi, è sempre possibile creare artificialmente quello che la natura ha negato, mentre invece assai importante è quello dell'acqua, poichè la floricoltura è intimamente legata alla sua presenza e alla possibilità di sfruttare l'acqua per irrigazione.

4. *Estensione della costruzione di serre sia per la coltivazione che per la forzatura.* — Le coltivazioni in serra si praticano specialmente per due scopi, e cioè, per creare alle piante un ambiente quasi identico a quello naturale, dal quale sono state tolte o per offrirne loro uno molto più caldo del normale, allo scopo di provocare artificialmente la fioritura o la vegetazione in un'epoca nella quale di solito o non portano fiori o stanno in riposo. Mentre in alcuni paesi questi metodi di coltivazione hanno assunto proporzioni gigantesche, così che si può dire che tutta quanta la produzione si compia sotto vetri, da noi si è incominciato molto tardi ad introdurre questo uso, favoriti, come siamo, dal clima il quale ne fa sentire meno la necessità. Però attualmente, date le continue richieste da parte del mercato di fiori più fini di qualità e di specie più svariate, questo metodo di coltivazione va introducendosi via via anche da noi.

È un movimento lento, ostacolato principalmente dalla difficoltà di trovare forti capitali da immobilizzare in tali costruzioni e i floricoltori non si sentono ora in grado d'anticiparli.

Provvidenziale sarebbe l'ausilio dello Stato Fascista, anche in questa opera di miglioramento, con premi e sussidi a quegli innovatori che intendono fattivamente a sviluppare questo metodo di coltura.

Supposto di trovare i capitali per costruire le serre, un altro problema gravissimo si prospetta a quanti studiano i mezzi per estendere la costruzione dei ripari in esame, e cioè il loro riscaldamento. Bisognerebbe studiare il modo di sostituire il carbone, il prezzo del quale è molto elevato, dovendo essere tutto importato, con qualche altro combustibile che si possa ottenere direttamente nel nostro Paese.

Il prof. Gino Pollacci ha proposto lo sfruttamento delle acque calde del sottosuolo, come già hanno fatto i signori Sgaravatti a San Pietro di Montagnon in quel di Abano (Padova).

Si sta sperimentando anche l'utilizzazione di un altro tipo di combustibile, del quale c'è grande abbondanza in Italia, voglio dire l'elettricità, ma per ora il kwh. industriale ha un prezzo troppo elevato per diventare di comune applicazione.

Resterebbero poi da studiare i dettagli costruttivi, atti a rendere più facile l'estendersi degli impianti di serre, ma questo è compito dei tecnici e non degli agricoltori.

5. *Imballaggi dei fiori per l'esportazione.* — L'imballaggio del fiore per la spedizione è un problema di importanza vitale, poichè è necessario consegnare i fiori al destinatario nelle migliori condizioni possibili, come fossero cioè appena colti. In questo campo molto c'è da fare, poichè noi siamo ancora al cestino di canna spaccata a strisce intrecciate, il medesimo cestino che è nato in Riviera quando sono incominciate le prime esportazioni. Non sono mancati i tentativi di miglioramenti, quale, ad esempio, l'introduzione della cassettina coibente, brevetto Piras, e di una cassetta in legno di pioppo, a liste inchiodate, ma i nostri floricoltori, abituati ai cestini di canna, che trovano di loro gradimento anche per il mite costo, non intendono fare alcuna innovazione in questa pratica per un tradizionalismo veramente imperdonabile.

Negli ultimi tempi e sempre nel campo degli imballaggi, è sorta la discussione se siano da preferirsi quelli permanenti di proprietà del commerciante, da restituirsi vuoti, oppure un tipo più leggero non recuperabile. Lo

ideale sarebbe il primo sistema, poichè si potrebbe migliorarne di molto la costruzione con maggiore garanzia per la conservazione dei fiori, ma la restituzione arrecherebbe enorme disturbo all'acquirente. Lo studio del problema è ancora in pieno svolgimento, nè la soluzione sembra facile: bisognerebbe prima arrivare ad una migliore organizzazione del servizio trasporti e quindi a facilitare tali scambi.

6. *Il commercio dei fiori. Mercati. Cooperative.* — Il commercio floreale, come per tutte le altre derrate, si verifica attraverso un movimento di esportazione e di importazione; mentre però prima della guerra la prima era libera, cioè non ostacolata nel suo rapido svolgersi da nessun dazio, dopo la guerra si è avuto un improvviso mutamento di scena. Le crisi economiche dei Paesi maggiori consumatori obbligarono i Governi alla graduale costituzione di quel tumultuoso regime doganale che oggi impera fra gli Stati, sì che l'imposizione di tasse doganali ed anche il divieto di introduzione, oltre ad intralciare lo svolgersi dell'esportazione, causarono pure aumento del costo del prodotto sulle piazze estere, limitandone notevolmente il consumo.

S'impone pertanto la necessità d'invigilare sul regime di queste barriere, ricordando che tale disagiata condizione ha portato, in qualche località dell'Olanda, al bruciamento dei prodotti e alla distruzione delle colture.

C'è anche un altro punto che va considerato nei riguardi della importazione, ed è quello che si riferisce alle regole da seguire nell'imporre dazi, onde stabilire se sia meglio applicare una quota variabile in base al valore o una fissa in base al peso.

Il problema, che si agita da anni, non ha ancora trovato risoluzione e non si presenta semplice.

L'organizzazione dell'esportazione non è la sola che richieda una riforma. È necessaria anche quella del commercio nell'interno del Paese. Questo si svolge attraverso i mercati, i quali, mentre per la Liguria hanno una importanza notevole, per le altre regioni d'Italia non hanno pressochè valore, anzi talvolta non esistono neppure.

I mercati in Liguria, quantunque rappresentino «il vero asse del commercio floreale», dovrebbero essere completamente rivoluzionati per rispondere allo scopo per il quale sono stati creati.

Essi sono sei, tra i quali il più importante è quello di Sanremo, seguìto da quello di Ventimiglia. Gli altri

Serra per la coltivazione delle Freesie – Haarlem (Olanda)

si trovano in provincia di Albenga, a Vallecrosia ed a Ortovero.

Numerosi progetti sono in istudio per la loro riorganizzazione, ma sino ad ora non sono stati ancora attuati. Le modifiche principali riguardano la vendita, il sistema di stabilire i prezzi, i pagamenti e la direzione. Il problema ad ogni modo è troppo complesso per

poter essere trattato qui brevemente.

Un'altra modifica molto utile sarebbe l'istituzione di cooperative tra i floricoltori con il preciso scopo di disciplinare questo delicato commercio, come già da tempo si fa negli Stati esteri nostri concorrenti. La vendita assumerebbe un'impronta di maggior serietà dal punto di vista dei controlli, le spedizioni eseguite in comune verrebbero a costare meno, perchè fatte a vagone completo, si avrebbero maggiori probabilità di vedere liquidati i propri conti perchè la cooperativa stessa si farebbe garante e molti altri vantaggi di minore importanza, che però influirebbero sempre sul progresso della nostra floricoltura. Speriamo che le organizzazioni sindacali erette e volute dal Governo Fascista riescano a vincere la riluttanza della nostra gente ad unirsi, così che anche per l'Italia, come per il Belgio, si possa dire che la cooperazione ha dato il benessere al Paese.

7. *Trasporti e strade.* — Anche la questione trasporti dovrebbe essere accuratamente studiata, perchè quantunque non sia per nulla biasimevole il nostro servizio, presenta tuttavia ancora alcune manchevolezze. Un primo problema è quello dell'istituzione di vagoni ferroviari speciali, destinati esclusivamente al trasporto fiori, coi quali si otterrebbe più lunga conservazione dei prodotti. Il secondo riguarda l'applicazione delle tariffe, che sono veramente sperequate in rapporto ai prezzi dei fiori, data la notevole caduta del valore del prodotto in questo periodo.

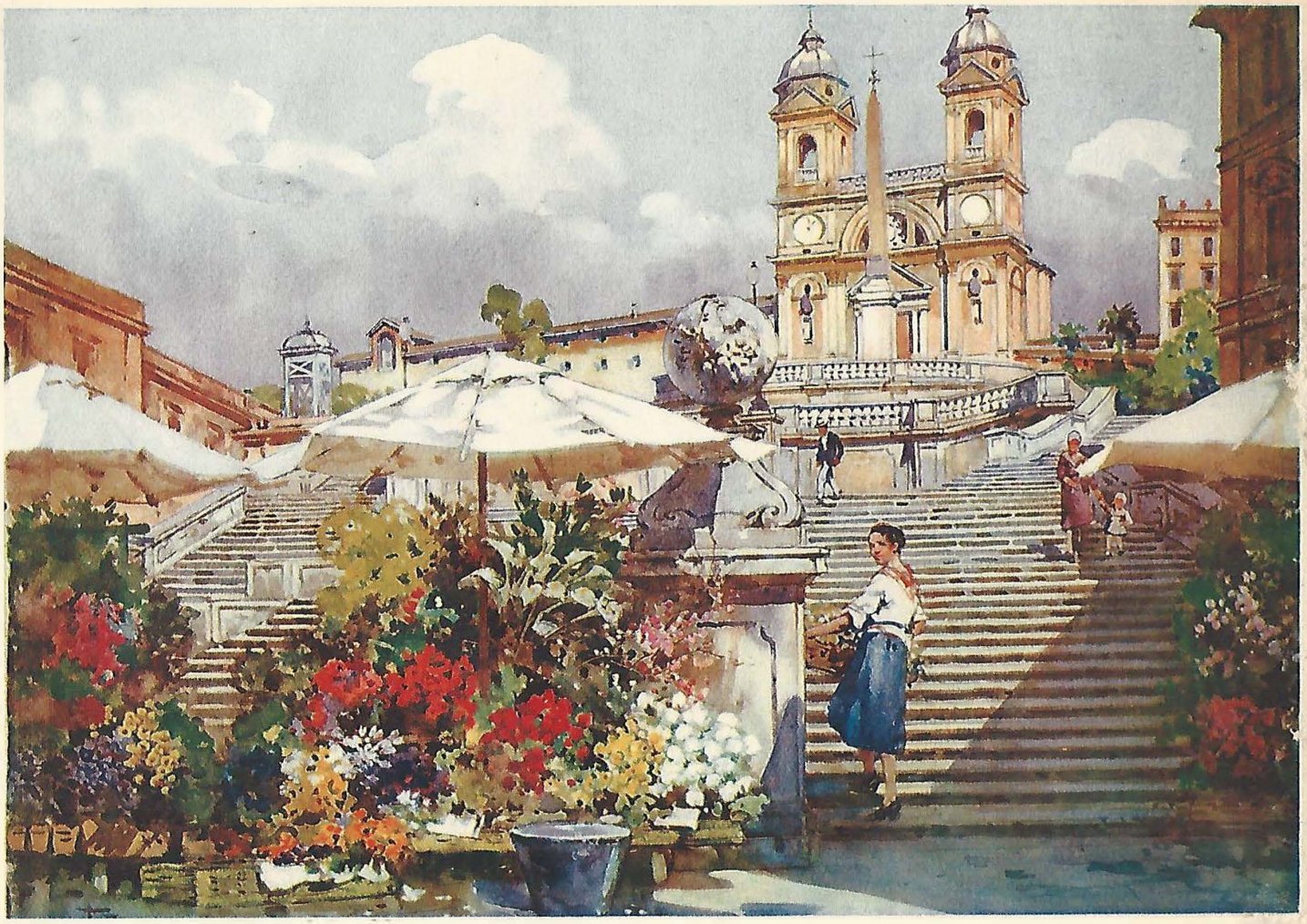
Per facilitare poi le spedizioni di fiori nell'interno del Paese, onde popolarizzarne l'uso, si dovrebbe creare il pacco fiori, con il diritto di farlo viaggiare anche coi direttissimi senza la applicazione dell'aumento di tariffa differenziale, come si fa in Francia, stabilendo la tassazione di 5 in 5 kg., arrivando sino a 25, e non di 10 in 10 come si verifica attualmente.

Accanto a questi problemi di indole nazionale, ne esiste un altro di massima importanza assolutamente regionale: voglio dire quello delle strade per la Liguria. Mentre lungo il mare la viabilità ha avuto una definitiva ottima sistemazione, sui fianchi delle montagne, dove si svolgono le colture, mancano sovente anche le più rudimentali vie di comunicazione. Questo porta una spesa notevolissima di trasporto dei fiori al mercato, in quanto deve avvenire a dorso di uomo e per l'impossibilità di portare concimi in quantità notevole sul luogo di coltivazione, si rendono inattuabili le correzioni del terreno. Ci si deve limitare alle concimazioni minerali, purchè però anche queste siano fatte con concimi molto concentrati per ridurre i pesi e l'ingombro.

La nostra floricoltura presenta vantaggi enormi di clima e di ambiente su quella degli altri Paesi, ma solo quando anche le manchevolezze di organizzazione sopra accennate saranno tolte di mezzo (e la possibilità esiste, purchè coloro che si dedicano a questa industria diano ad essa un maggior contributo di attenzione e di aiuti scientifici e finanziari), soltanto allora (e con me lo ripetono tutti gli studiosi di questo problema) si potrà dire, con piena fiducia, a quanti dubitano del suo avvenire, che essa è destinata a prosperare magnificamente. La serietà e la onestà di intenti, il dinamismo profondo, l'amore senza limiti per la terra madre e l'interessamento onnipresente per il miglioramento delle condizioni del nostro popolo di lavoratori intelligenti, parchi ed operosi, caratteristiche tutte impresse dal Duce all'opera del Regime, ci dànno serio affidamento che il miracolo si compirà e che anche la floricoltura, inquadrata fra le industrie sindacalmente e scientificamente guidate, potrà, nell'opera di rinascita dell'Italia Fascista, portare il suo modesto, ma non di meno importante tributo di fattivo lavoro e produzione.

San Remo – R. Stazione sperimentale di floricoltura.

Dott. MINA AZIMONTI



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MASSACHUSETTS HORTICULTURAL SOCIETY
COMMUNE BONUM.
INC. JUNE 12. 1829.

IN REPLY REFER TO

FILE NO. 861.6 HHW/csb.

THE FOREIGN SERVICE
OF THE
UNITED STATES OF AMERICA

DEPARTMENT OF STATE

AMERICAN CONSULATE

Kingston, Jamaica, March 15, 1938.

Mrs. Willard Helburn,
The Flower Club,
71 Fresh Pond Lane,
Cambridge, Mass.

Madam:

Receipt is acknowledged of your letter of January 31, 1938 in which you request post cards or illustrated articles showing the flower markets, street vendors or other features of the handling of flowers in Kingston. It is regretted that there is no material available of the character you describe. There are no florists shops in Kingston and flowers are not sold on the street. Nearly all houses of the middle and upper classes have their own gardens in which flowers are available practically the entire year. The only other sources of supply are small nurseries of which there are several in different parts of the city.

Very truly yours,

Hugh H. Watson,
American Consul General.

Luxemburg

MASSACHUSETTS HORTICULTURAL SOCIETY
COMMUNE BONUM.
INC. JUNE 12. 1829.

IN REPLY REFER TO
FILE No. 861.6 GPW/ek

THE FOREIGN SERVICE
OF THE
UNITED STATES OF AMERICA

DEPARTMENT OF STATE

AMERICAN CONSULATE

Luxemburg, February 24, 1938.

Mrs. Willard Helburn,
The Flower Club,
71 Fresh Pond Street,
Cambridge, Mass.

Madam:

I hasten to acknowledge the receipt of your letter of January 31, 1938, in which you request to be supplied with illustrated articles, postcards, or other matter relative to the flower markets, street vendors, or other features of the handling of flowers in Luxemburg.

Luxemburg is known as "The City of Roses", and as this is not only due to the very large firms of rose growers in the city, but to the fact that many people have roses in their gardens to a degree and in luxuriance perhaps greater than elsewhere, there is something in the combination of soil and climate which produces roses in fragrance and beauty not equalled anywhere else insofar as roses grown out of doors are concerned. It is probable that in parts of Bulgaria, and France, roses may be found grown on a large scale out of doors, but the beauty and perfection of the roses themselves from the standpoint of form, colar, and fragrance, would be hard to equal. These roses, as a rule, are not the very long stemmed specimens which sell for high prices in the United States, but are open air varieties as suggested above. Other flowers are also grown, but do not have the specific distinction and quality or quantity that roses have locally. While there are several modern florists shops in the city, there is nothing to differentiate them from first class shops in the United States. Several of them are correspondents of American floral associations, and are up-to-date in every respect. The only approach to specific "local color" in regard to the sale of flowers would be found on

the

the market days in the large square called the "Wilhelmsplatz" where women from the country sell flowers in season at their stalls. While pretty, these stalls are possibly not as picturesque as those in Brussels, Paris, Rome, or Athens. The Consulate is not aware of any illustrated articles or postcards concerning the flower markets in this city. The great rose growing firms do prepare catalogs, and this office will request one of them to send you its brochure for 1938.

A general information sheet touching briefly upon the more salient economic, geographic, and industrial aspects of the Grand Duchy is enclosed as of possible interest.

Respectfully yours,

George P. Waller

George P. Waller,
American Consul.

Enclosure: Trade Information Sheet.

GENERAL INFORMATION SHEET

GRAND DUCHY OF LUXEMBURG

1 AREA, POPULATION LANGUAGE: The Consular District of Luxemburg comprises the whole of the independent Grand Duchy of that name, having an area of about 1000 square miles and a population of almost exactly 300,000. Luxemburg is bounded on the north and west by Belgium, on the south by France, and on the east by Germany. The capital is the beautiful and historic City of Luxemburg, with a population of about 60.000. Other important centers are Esch-sur-Alzette, (29,567), Differdange, (17,717), Dudelange, (14,765), Pétange, (11,107), Ettelbruck (4,606), Diekirch, (3,842), and Echternach, with 3,280 inhabitants.

The population, while mixed, is preponderently Teutonic, though most people speak French and German with equal fluency, in addition to the Luxemburg dialect. There is no illiteracy in the Grand Duchy, and the people, while industrious and thrifty, are accustomed to a high standard of living and comfort. Public purchasing power is high, and there is no unemployment. Luxemburg has never had an unbalanced budget, and for many years has had an unexpended surplus at the end of each fiscal year. Taxes are low in comparison with most other countries.

2 CLIMATE AND TOPOGRAPHY: The summers are usually exceedingly pleasant, and the winters are often fairly mild. The Grand Duchy is an undulating country, well forested, and highly cultivated. The soil is generally sandy, requiring fertilizers, Sandstone and limestone occur everywhere. The country is well adapted for automobile tourists and the roads are among the finest in Europe.

3 POSTAGE: Letter postage from the United States is five cents for the first ounce or fraction thereof.

4 CUSTOMS AND CURRENCY: The Grand Duchy has a 50 year economic agreement with Belgium. Customs duties are the same for both countries. Duties are either specific or ad valorem. Statistics of imports and exports are not kept separately for the Grand Duchy but are included in figures for Belgium. While Belgian currency circulates freely in the Grand Duchy at a discount of 25%, contracts and official payments are made in Luxemburg currency, which is circulated by the Grand Ducal Government through one bank of issue. Prices are by law quoted in Luxemburg currency.

5 IMPORTS: Food products, cereals, grains, coal, petroleum, gasoline, automobiles, linen, cotton, textiles, shoes, agricultural and dairy machinery make up the bulk of Luxemburg imports.

6 EXPORTS: The principal exports are iron ore, iron and steel products, leather, gloves and cement,. Other important exports include beer and wine, butter and other dairy products. Exports to the United States have fallen considerably during the last four years, amounting during 1936 only to $ 1,601,329.00 of which more than 90% represented exports of steel.

7 TRANSPORTATION: Transportation by rail from points in France, Germany, and Belgium is swift, and ample railway facilities are offered. Passenger services bring Brussels and Paris within three and six hours from Luxemburg respectively.

8 PACKING: Practically all American goods destined for Luxemburg enter the port of Antwerp and customary packing for West European ports is acceptable.

9 INDUSTRIES: The mining of iron ore and the production of iron and steel is directly or indirectly responsible for by far the largest part of the total turnover. Tanning of leather and manufacture of gloves is second in importance. Cement is also of some importance. These constitute the principal industries with international affiliations.

10 AGRICULTURE: While Luxemburg must import a certain amount of its primary foodstuffs, large quantities of potatoes, wheat, rye, barley, beets, clover and oats are grown. Wine is a most important product of the country, and large amounts are exported.

11 CREDITS: Credit terms are a matter of special arrangements, but 60 to 90 days are the customary terms of England, Belgium, France and Germany.

12 SPECIAL FACTS: Correspondence as well as advertising matter must be in French or German. Price quotations should be c. i. f. Antwerp, Belgium, Although most common purchases are made by the pound, the metric is the official system. There are few exclusively wholesale houses in the Grand Duchy, as Luxemburg is not a jobbing or distributing center. Most of the larger firms combine wholesale and retail sales. Luxemburg is frequently canvassed by salesmen from England, Belgium, France, and Germany.

(over)

13 BANKING FACILITIES: While Luxemburg is well supplied with banking facilities, there are branches of American banks in Antwerp and Brussels, among which are the National City Bank of New York, the Guaranty Trust Company, and the American Express Company.

14 TRANSATLANTIC SERVICE: Excellent and frequent freight and passenger services are offered between the United States and Luxemburg by way of Antwerp, the chief gateway for Luxemburg's imports. Freight service to Antwerp is offered from New York, Boston, Philadelphia, Baltimore, and Hampton Roads by the American Diamond Line; Gulf ports are served by the Texas Star Line, Mississippi Valley Line, European Line, and the Mobile Oceanic Line.

Further information will be promptly supplied in response to a request to the

AMERICAN CONSUL
LUXEMBURG, G. D.

REVISED MARCH 1, 1937.

Mexico

MASSACHUSETTS HORTICULTURAL SOCIETY
COMMUNE BONUM.
INC. JUNE 12. 1829.

IN REPLY REFER TO
FILE NO. 000
acf

THE FOREIGN SERVICE
OF THE
UNITED STATES OF AMERICA

DEPARTMENT OF STATE

AMERICAN CONSULATE GENERAL

Mexico, D. F., Mexico, February 16, 1938.

Mrs. Willard Helburn,
The Flower Club,
71 Fresh Pond Lane,
Cambridge, Massachusetts.

Madam:

The receipt is acknowledged of your letter of January 31, 1938 requesting pictures of flower markets, street vendors of flowers or other features of handling flowers in Mexico City.

Mexico City is noted for its flowers, and has two special flower markets--one outside of the San Juan market, where an infinite variety of flowers may be bought at any season of the year, and the other across from the Alameda where one may see great crosses and wreathes eight, ten or even up to twelve feet across, made entirely of purple pansies or inmortelles, or of white gardenias. These flowers are produced principally at the "Floating Gardens" adjoining the village of Xochimilco, situated about fifteen miles from the capital. The town, a little Venice, lives almost entirely through the cultivation of flowers. The "Floating Gardens" originated when the Indians made rafts, covered them with soil and planted flowers on them. As time went on these hand-made "islands" attached themselves to the lake bottom until now the gardens no longer float. The enclosed post cards show various views of Xochimilco. Here one can purchase an armful of flowers from an Indian woman whose canoe draws alongside your boat. Along the highway from Xochimilco to Mexico City one meets numerous Indians, as in the enclosed post card, laden with flowers. Large bouquets may be purchased for a few centavos. One can buy flowers on the streets of Mexico and in the market places, as well as from florist shops similar to those of the United States.

If

If this office can be of further service to you, please do not hesitate to write me again.

Very truly yours,

James B. Stewart

James B. Stewart,
American Consul General.

Enclosures:
Five post cards.

Tarjeta Postal
POST CARD

PRINTED IN MEXICO

FEDERICO LIEBIG - BALDERAS 29 - MEXICO, D. F.

XOCHIMILCO No. 8

Tarjeta Postal
POST CARD

PRINTED IN MEXICO

FEDERICO LIEBIG - BALDERAS 29 - MEXICO, D. F.

XOCHIMILCO No. 2

OSUNA
XOCHIMILCO
MEXICO. 701

266
VENDEDORA DE FLORES
MEXICO
OSUNA

Morocco

MASSACHUSETTS HORTICULTURAL SOCIETY
COMMUNE BONUM.
INC. JUNE 12. 1829.

IN REPLY REFER TO

FILE NO. 000/SJC.

THE FOREIGN SERVICE
OF THE
UNITED STATES OF AMERICA

DEPARTMENT OF STATE

AMERICAN CONSULATE
Casablanca, Morocco.
February 23,1938.

Mrs. Willard Helburn,
The Flower Club,
71 Fresh Pond Lane,
Cambridge, Mass.

Madam,

I am in receipt of your letter of January 31st last, regarding your desire to obtain pictures or articles illustrating the handling of flowers in this district.

I regret that I have not been able to find any pictures or articles that might be of interest to you. The flower trade in this city is not organized. As a rule, flowers are grown and sold by European florists in much the same way as they are offered for sale in European and American shops. There are a few flower-stalls in the city market, and the remainder of the trade is in the hands of native hawkers, (usually small Arab boys).

I am enclosing a list of the leading photographers in the city of Casablanca, with whom you may communicate, if you so desire, regarding the purchase of pictures of flower-stalls, etc..

There also is enclosed, as of possible interest to you, a trade information sheet.

Respectfully yours,

W. Quincy Stanton,
American Consul.

Enclosures:
as stated.

AMERICAN CONSULTATE

CASABLANCA, MOROCCO

No responsibility is assumed as to the business standing of the persons or firms named below. Credit reports can be had from American banks doing foreign business, from commercial reporting agencies such as Dun and Bradstreet, or from local banks where shown. Reports prepared by American consular officers indicating the distributing capacity and general standing of the firms listed below may be obtained from the Commercial Intelligence Division of the Bureau of Foreign and Domestic Commerce, Department of Commerce, and may be had upon application of the Bureau or its District Offices throughout the United States upon payment of the fees prescribed under the Economy Act of 1932.

Letter postage from the United States to Morocco is five cents for the first ounce or fraction thereof and three cents for each additional ounce or fraction thereof.

(All addresses in Casablanca, Morocco)

Gillot, 2 boulevard de la Gare

M. Flandrin, 128 rue Gay Lussac

A. Cassuto, 29 rue de l'Horloge

Maurice Gueugnon, 15 rue Blaise Pascal

TRADE INFORMATION SHEET

AMERICAN CONSULATE, Casablanca, Morocco

AREA, CLIMATE AND TOPOGRAPHY. The consular district of the American Consulate at Casablanca covers the Zone of the French Protectorate in Morocco (French Morocco) which comprises about five-sixths of the territory of the Sherifian Empire ; it does not include the Zone of the Spanish Protectorate (Spanish Morocco), the Spanish Cities of Ceuta and Melilla, the District of Ifni, and the International Zone of Tangier. The land frontiers of the French Zone have not been delimited completely but it commonly is considered to embrace an area of approximately 415,000 square kilometers or about 160.000 square miles equal roughly to the State of California. The country lies along the Northwest coast of Africa and consists in greater part of a broad rolling coastal plain forming a watershed that extends from the Atlas Mountains to the Atlantic Ocean. The highest peak of the mountain region is 4.164 meters (about 13,660 feet). Vegetation is scanty, except in a few mountain districts, as most of French Morocco is dry ; the water levels in the few rivers are low except during the brief flood periods. The rainy season runs from about October to April and the dry season during the summer months. Average rainfall for the various districts differs greatly ; in the cultivated regions along the coast it may be as much as 30 inches annually while in the semi-arid grazing areas the figure may be as low as 8 inches and in the desert sections there practically is no rainfall. In 1936 shade temperatures in the settled zones varied between 21 and 118 degrees Fahrenheit. On the coast the extremes are considerably less but, on the other hand, the High Atlas peaks are covered with snow during the greater part of the year. The coastal plain in which the bulk of the population resides has been described aptly as a « cold country with a hot sun ».

POPULATION, RACE, LANGUAGES, AND STANDARDS OF LIVING. French Morocco is sparsely populated. The provisional census of 1936 showed a population of 6,296,000, of which the Moorish (Native Moslem) element comprised 5,875,000 (93 %) the Moroccan Jewish body 161,000 (3 %) and the European fraction (including Quasi-European) 260,000 (4 %). The Moorish element is composed of Berbers and Arabs with the Berber strain predominating and the Berber language is used commonly in some of the Berber districts but Arabic is the principal language of the country. The customary speech of the European element is French which, it may be noted, is the language used chiefly in foreign trade in French Morocco. Urban residents constitute only a sixth of the people ; the populations of the principal cities in 1936 were as follows : Casablanca 259,000 ; Marrakesh 191,000 ; Fez 144,000 ; Rabat 84,000 ; Meknès 75,000 ; Oudjda 35,000 ; Salé 32,000 ; Safi 25,000 ; Mazagan 24,000 ; Settat 18,000 ; Port-Lyautey 18,000 ; Ouezzan 16,000 ; Mogador 15,000 ; Taza 15,000 ; Sefrou 12,000 ; Fedhala 10,000 ; Azemmour 8,000 ; and Agadir 6,000. Rabat is the political capital of the Protectorate and Casablanca the principal commercial centre. Excepting for a small proportion of the leading Europeans, Moors and Native Jews, composing perhaps two per cent of the total population, the standard of living is extremely low. Purchases commonly consist only of the bare necessities of life because labor is cheap and the average buying power consequently limited.

LEADING OCCUPATIONS AND INDUSTRIES. Agriculture constitutes the principal industry of French Morocco ; it includes the cultivation of cereals (particulary wheat, barley and corn) fruits and vegetables ; wine-growing and stockraising. The principal mining activity is the production of phosphates primarily for export under State control. Manufacturing is conducted on a moderate scale but so far as been limited to domestic consumption in most lines. The leading factory products include : foodstuffs (especially canned fish) and beverages ; construction materials ; soap, candles, explosives and superphosphates ; dwarf palm fibre ; textiles ; machine shop products, etc. In addition there are native handicraft shops producing leather goods, carpets, metal wares, potteries and the like.

CURRENCY, WEIGHTS AND MEASURES. The monetary unit of French Morocco is the Moroccan Franc of 100 centimes which is maintained at par with the French Franc ; after the devaluation of both currencies in October 1936 its value was established at approximately Francs 21.50 per $ 1.00 or around $ 0.0465. The metric system is employed in French Morocco as the standard of weights and measures.

FOREIGN TRADE. Provisional statistics for the foreign trade of French Morocco during the calendar year 1936 expressed in Moroccan Francs were as follows : IMPORTS 1,206,502,000 ; EXPORTS 807,464,000 ; TOTAL FOREIGN TRADE 2,013,966,000. The trade with France (metropolitan area) and the adjacent French Possession of Algeria accounted for almost one-half of the total ; the American share amounted to only 5 % although it may be noted that exports from the United States to French Morocco were almost five times the French Moroccan exports to the United States. In 1935 (the last period for which detailed statistics are available) manufactured articles constituted more than one-half

of the TOTAL FRENCH MOROCCAN IMPORTS from all countries ; the following were the leading items : cotton piece goods and other textiles, including rayon piece goods, clothing and housefurnishings; automotive vehicles and accessories ; other mechanical lines; including agricultural and industrial machinery, electrical equipment, hardware, tools, etc. ; and chemicals, including paints, perfumes, soaps and drugs. Among the remaining imports ; i. e. raw materials of vegetable, mineral or animal origin, the principal commodities were : sugar ; tea ; gasoline ; and construction materials. Vegetable products composed about one-half of the TOTAL FRENCH MOROCCAN EXPORTS with wheat, barley, dwarf palm fibre, corn and early vegetables as the leading items. Mineral exports accounted for a quarter of the total but consisted almost entirely of phosphates while animal products amounted to less than a fifth with eggs, canned sardines, and livestock as the chief items although appreciable shipments were made of wool, hides, skins and meats. The Moroccan exports of manufactured goods amounted to only 4 % — leather goods and carpets were the chief commodities.

GENERAL CUSTOMS POLICY AND REGULATIONS. Under the provisions of the General Act of Algeciras signed on April 7,1906, import duty in French Morocco has been fixed at the nominal ad valorem rate of 12 1/2 % (which is calculated from wholesale value landed in the Protectorate less import duty in accordance with the decisions of the Protectorate Customs Authorities) except for certain articles on which the duty is fixed on a similar basis at 7 1/2 %, including : silks ; precious metals and stones ; wines and liquors ; and alimentary pastes. In addition to the import duties consumption taxes are levied upon numerous products including : spirits and spirituous liquors ; explosives ; sugar, sugar substitutes and sugar products ; tea ; coffee and substitutes ; spices ; cocoa and chocolate products ; candles and candle materials ; petroleum products ; rubber goods ; matches ; vegetable oils ; frozen meats ; calcium carbide ; phonograph records ; radio sets ; playing cards ; and cigar and cigarette lighters ; but it is significant that these internal consumption taxes likewise are levied as production taxes on such articles when manufactured in the Protectorate. Under the provisons of the Act of Algeciras there are no national preferences so that articles of French origin are assessed in French Morocco, both for import customs duties and for internal consumption taxes, on the same basis as other non-Moroccan articles.

POSTAL REGULATIONS AND RATES. Letter postage from the United States to French Morocco is 5 cents for the first ounce and 3 cents for each additional ounce or fraction thereof. There is a direct airmail service between France and French Morocco via « AIR FRANCE ». Casablanca is on the route between France and South America via West Africa.

TRANSPORTATION CONDITIONS AND CONNECTIONS. Railway service in French Morocco is restricted to the lines serving some of the principal cities but the highway system of the Zone is well-developed so that road motor utilities provide bus and truck service throughout the area ; in addition there is coastwise shipping. The bulk of the international traffic is handled at Casablanca which is visited regularly by leading European shipping lines while shipments may be made directly from New York, Boston, Philadelphia and Baltimore to Casablanca by the vessels of the Export Steamship Corporation, 25 Broadway, New York.

PACKING. Although merchandise for French Morocco should be packed strongly to resist the usages of the voyage and handling at this port, ordinarily the usual packing for overseas shipments is satisfactory.

CREDIT AND TERMS. Generally business is done in this district on cash against documents, on confirmed bank credits, or on acceptances of 30, 60, and 90 days although European firms with local branches or subsidiaries frequently consign goods to their agencies.

SALE OF AMERICAN MERCHANDISE. In Casablanca about three-fourths of the total foreign trade of French Morocco during 1936 was conducted. Leading firms in this city commonly operate as wholesalers for the interior in addition to selling at retail in Casablanca itself as there are few mercantile houses in this country that restrict their transactions to wholesaling only. It commonly is advisable to select an important firm with a suitable credit standing that is in a position to handle the distribution of American exports throughout the country and it is desirable that the selection be made by the visit of an exporter's representative as the effort to appoint an agent or to effect distribution for American merchandise solely through correspondence commonly is not successful.

FEBRUARY 1937

IN REPLY REFER TO
FILE NO. 000 HAD/gna

THE FOREIGN SERVICE
OF THE
UNITED STATES OF AMERICA

DEPARTMENT OF STATE

AMERICAN CONSULATE GENERAL
Tangier, Morocco, April 14, 1938.

Mrs. Willard Helburn,
The Flower Club,
71 Fresh Pond Lane,
CAMBRIDGE, Massachusetts.

Madam,

A reply to your letter of January 31, 1938 on the subject of the flower business has been delayed owing to lack of photographic material.

I take pleasure in enclosing you a photograph taken a short while ago by myself, of a section of the flower market in the Grand Zoco at Tangier.

Flowers are so plentiful and their range so wide that there is no market or flower business as known at home. One horticulturist makes a principal business of selling seeds and bulbs, occasionally making a sale of some rarer flowers, such as orchids. For the rest, the flowers are so cheap that sending them to any one almost constitutes an insult. In the photograph enclosed, the group of calla lilies in the foregound could be purchased for 10 cents, or probably less with a little bargaining, while the diversity of the floral market here is shown by the picture in which, in the foreground, you will see callas, mimosa, azaleas, plumbago, wild narcissus in the pail, and in the far background, in front of the Moorish woman, wild blue iris which may be picked in the neighborhood of Tangier by the carful at no cost at all.

Very truly yours,

H. A. Doolittle
American Consul

Enclosure:
As stated.

Netherlands

IN REPLY REFER TO
FILE NO. 861.6
FJE/FJE

THE FOREIGN SERVICE
OF THE
UNITED STATES OF AMERICA

DEPARTMENT OF STATE

AMERICAN CONSULATE GENERAL
Keizersgracht 473,
Amsterdam, Netherlands.

March 12, 1938.

The Flower Club,
71 Fresh Pond Lane,
Cambridge, Massachusetts.

Attention of Mrs. Willard Helburn.

Madam:

The receipt is acknowledged of your letter of January 31, 1938, requesting illustrated material showing flower markets, street vendors or other features of handling flowers in this consular district.

1/ 2/ There are enclosed a postal depicting a flower market in Amsterdam, and a half-tone photograph showing a flower hawker afoot. This is the only realistic material which the Consulate General has been able to obtain for you, although inquiries were made of several book stores and other appropriate quarters. Flowers are also sold from stands, attended by both men and women, situated at busy street corners, by peddlers from push carts, three-wheel bicycles and old trucks, and, of course, through florists whose shops vary in size from 40-foot fronts to souterrains.

3/ There is also enclosed, as of possible interest, a booklet entitled "Bulb Time in Holland."

Trusting that the attached matter, for which there is no charge, will be of some interest to your club,

Very respectfully yours,

Frank C. Lee
American Consul General

Enclosures:
3, as above described.

TWEE VOORJAARSBODEN. — De chimpansee in den Haagschen dierentuin krijgt schoonmaak-allures, en de bloemenkoopman met zijn kleurige vracht brengt eveneens het voorjaar in de straten van de steden.

Amsterdam, Singel-Bloemmarkt.

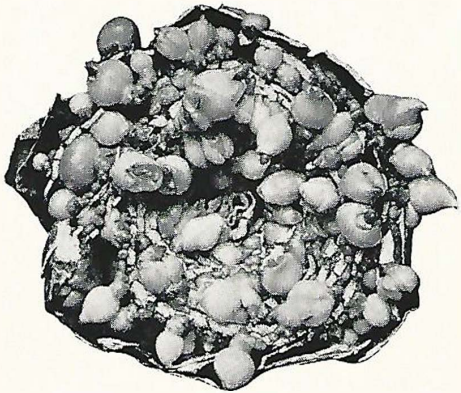
Bulb-time in Holland

PRINTED IN THE NETHERLANDS

Bulb - Time in Holland

REPRODUCTIONS OF WATERCOLOURS BY C. VREEDENBURGH.

PUBLISHED BY THE OFFICIAL INFORMATION OFFICE FOR TOURISTS
102, LANGE VOORHOUT - THE HAGUE
(HOLLAND)



A NEST OF BULBS
(SEE PAGE 13)

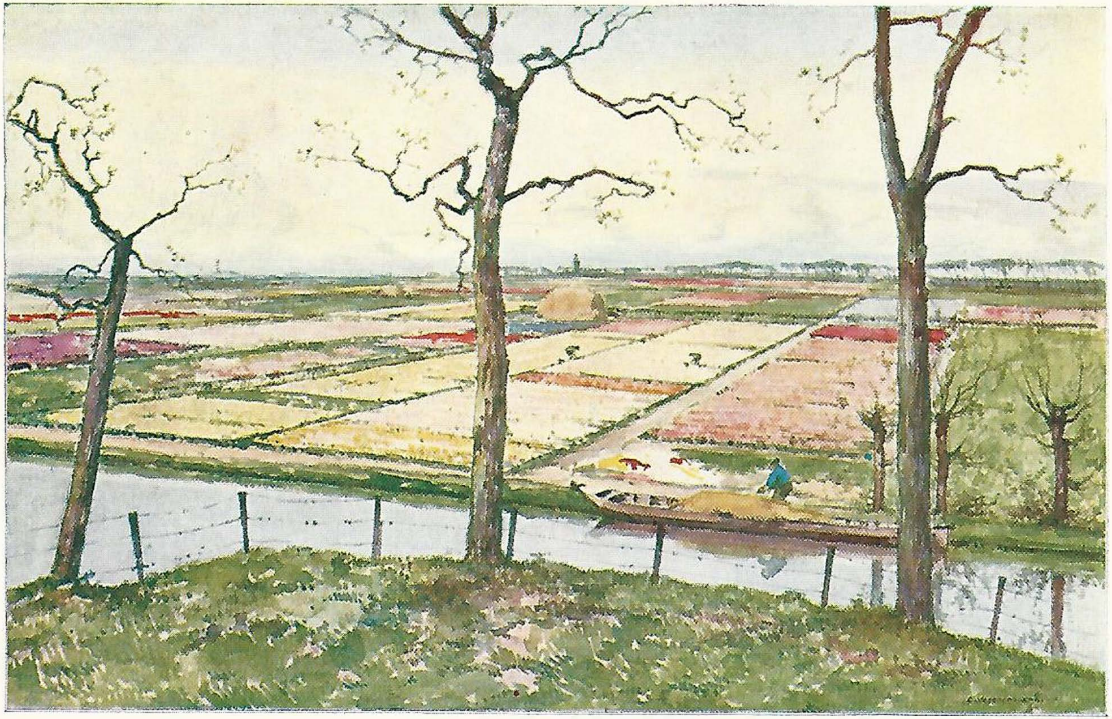
The royal wealth of colour that is Holland's in bulb-time, and all the quiet distinction and colourful dignity of the charming region round about Haarlem, recall to the mind an album published in Paris some years ago. This ,,Musée des Souverains" contained portraits of most of the crowned heads of Europe. The greater number were clever caricatures, ironically conceived; but one was drawn in an entirely different spirit. It is a delightful portrait of Queen Wilhelmina of Holland by Jean Veber, who has entitled it "La Princesse Jolie-Mine." The likeness is perhaps not perfect, but the picture of the young Queen of eighteen, wearing the well-known lace coif over the thin plates of beaten gold, suggests all the delicate romance of a fairy-tale. This effect is enhanced by the lower part of the drawing, wherein Queen Wilhelmina is represented as driving in Cinderella's pumpkin coach, drawn by two large rats.

There is real insight in this portrait, which is deservedly popular in Holland. It is not only that the Dutch mind is spared the almost inevitable baggytrousered fishermen and their children; there is a deft touch in the graceful orange coloured tulip which the artist has placed in the young Queen's hand. Here is an accurate and pleasing symbol, pointing to one of the principal beauties of the Dutch landscape.

Certainly, to those who have been so fortunate as to visit the bulb-fields near Haarlem, this drawing will recall, in special measure, their delightful wanderings among acres of flowers. Perhaps it will make them decide to return again to bulb-land, speedily. It is easy to reach the district from England, for it is situated chiefly between the towns of Alkmaar and Leyden, with Haarlem as the geographical and historical centre. The bulb-fields form, as it were, a long strip of gardens, bounded on one side by the dunes — those sandhills that guard the coast from encroaching waves — and on the other hand by the polders, which are the fields reclaimed by the draining of lakes and marshes.

In former days there was an inner range of sand dunes, covering the ground now used for the cultivation of the bulbs. As the industry extended, these sand accumulations were removed, until a level was reached at which bulbs may successfully be grown.

Such sandy soil, which must be well manured, is an essential factor in the cultivation of the hyacinth. The proper drainage is afforded by the canals and ditches which intersect the fields. Manure can be carted by water, and so expenses are lowered. Thick hedges of beech and thuya divide the gardens and protect the flowers from the cold winds. The ground selected is dug over in the autumn or winter, either mechanically or by hand, to a depth of several feet, and in March or April this soil is heavily manured. Usually, during the first summer a crop of potatoes or peas is raised, and then



in the autumn the bulbs are planted. The beds are about a yard in width and between them run paths nearly a foot wide.

Eight of the largest hyacinth bulbs form one row; as they decrease in size the distance between them is lessened. In winter the bulbs are thickly covered with reeds, not only to protect them against frost, but to prevent the wind from blowing away the sand and laying the bulbs bare. In spring, when the green spikes pierce the covering, the reeds are removed and piled in huge stacks.

Nothing can be more delightful than to start on a fine spring morning on an excursion to this bulb-land. The blue sunlit sky, the white clouds that sail so gaily, the villages with their gabled houses where the shining window-panes and freshly scrubbed wood-work reflect the springtime — all have something fresh and bright about them, redolent of "the sweet o' the year".

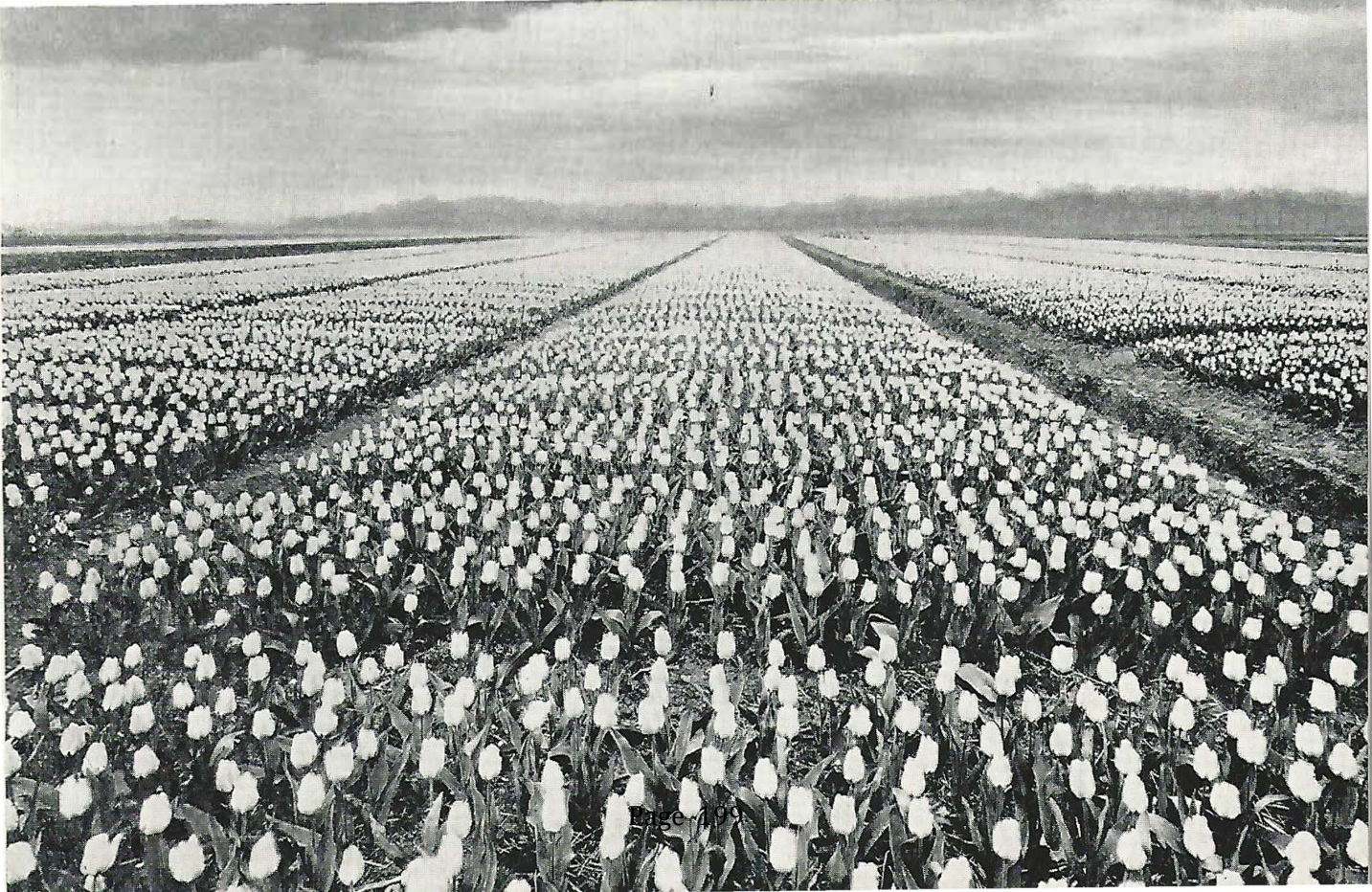
The journey to the bulb district is neither long nor difficult. From either Haarlem or Leyden, the villages of Warmond, Sassenheim, Lisse, Hillegom, Bennebroek or Noordwijk are easily reached by train, tram, motor or bicycle. Numerous roads intersect the gardens, and wandering on foot from village to village along the fragrant fields is perhaps the most pleasant way of all. Past green meadows and country places, sur-

rounded by woods, of which the trees are just bursting into leaf, one reaches the radiant acres surrounding the bulb-farms. The deep blues and brilliant reds of some of the hyacinths are enhanced by the soft pinks and snowy white of other varieties. Closer inspection reveals the exquisite shape of the daintily formed flowers, clustered about the sturdy stem. No one who has not seen the hyacinth in its Dutch home can realise its real charm: "a big full hyacinth is essentially and entirely Dutch, its very type and standard of beauty is almost national and nowhere else in the world can the bulb be produced in such perfection". Sometimes, when the coming of spring has been delayed by inclement weather, the tulips flower at the same time as the hyacinths, and then the whole countryside is one blaze of colour.

Some of the roads in the bulb district lie high above the gardens, for the soil around them has been removed, as we have said, to the level at which bulbs can successfully be cultivated. From these causeways the view is beautiful: the sheets of colour stretch as far the eye can see, and the varied hues stand out in striking yet harmonious contrast. The silvery-blue waters of the canals that separate the fields, and the green pasture-lands beyond, heighten the beauty of the scene, whilst the farmhouses with their high thatched roofs, the windmills with their sails turning in the spring breeze, the quaint barges seen along the waterways, all give the landscape that indescribable charm which

is the secret of "the spell of Holland". As one wanders from bulb-field to bulb-field, lured steadily onward by the fascination of these lovely flowers, the question is sure to be asked whether these hyacinths and tulips are indigenous, and if this be not the case, when were they brought to Holland. Happily for the inquiring mind, Mr. E. Krelage, the great authority on bulbs, has answered these questions fully in an excellent article contributed to the „Times".
He writes:

"The first bulbous plants came from Asia, where they grew wild, to Western Europe in the latter part of the 16th century, and soon became popular garden plants with the aristocracy of Flanders, Holland and England, especially the tulip. The predilection for this flower may easily be explained by its property to "break" its colour, the originally self-coloured flower obtained from seed suddenly becoming striped and feathered and so remaining when the bulb is planted again. The stripes and feathers are hardly ever absolutely the same "self" flower. Each distinct tulip was therefore carefully cultivated and watched by its possessor as a unique treasure; a tulip collection was not only a fashion, but soon (1612) became a passion. Twenty years later the man in the street had become a speculator in tulip bulbs that did not exist at all, and many were ruined. In the years 1634—1637, houses and lands, diamonds and pearls, cows, horses, and carriages were exchanged for a single tulip bulb. The population of several towns in Holland took part



in this craze, which was stopped by the Government in 1637. Since that period tulips (and other bulbs) have always been grown in Haarlem and its environs".

Only one or two varieties from this period of undue enthusiasm still remain in existence.

Thousands of varieties have since been raised, and cultivated for long periods, only to disappear at last. For three centuries these tulips were called after some famous beauty, celebrated statesman or mythological hero. At present there are still nearly 2000 named varieties in cultivation. Their titles occupy a booklet of 80 pages, published by the Royal Horticultural Society of London.

The popularity of the tulip led to the designing of special vases in which to exhibit the choicest blooms. These were made in the celebrated Delft earthenware, and fine specimens, dating from the 17th and 18th centuries, can be seen at the South Kensington Museum. They were mostly fan-shaped, with a double row of short spouts, about the length and thickness of a thumb, projecting from the top. In these the stalks were placed, so that the flower should remain erect. More elaborate receptacles were shaped like slender pyramids. Here the flowers could be arranged in similar openings, at the sides.

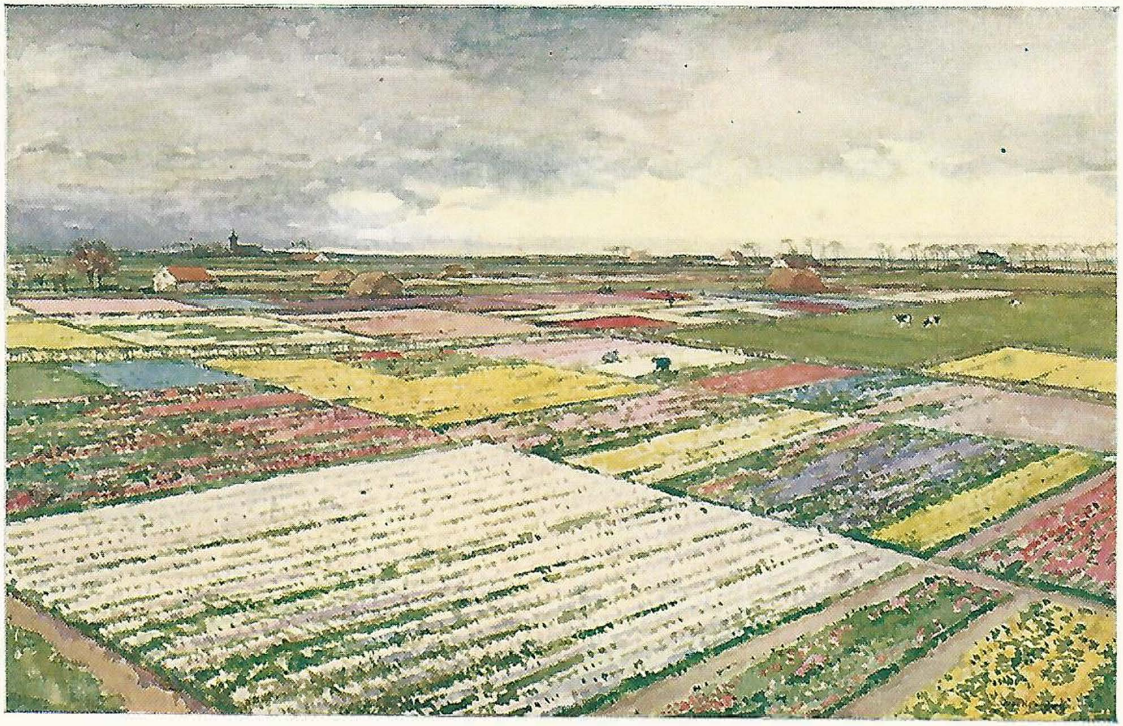
At the present day bulbs are grown to such an extent that 8000 hectares of land, or about 20.000 acres, are being used for this purpose, while the annual export amounted a few years ago to 40.000.000 kilogrammes in weight (approximately 80.000.000 lbs), representing about 40.000.000 guilders (± £ 3.335.000). The disastrous economic conditions have however diminished these figures very sensibly.

Some of the new varieties of tulips are very expensive, and a thousand florins is not considered too high a price for a bed of some rare variety.

Thanks to the ceaseless labours of the great bulb growers, existing varieties have been greatly improved, and of late beautiful new varieties have been raised. The graceful lily-flowered tulip is particularly charming and the dainty Rembrandt tulips, with their striped cups, remind one of the flowerpieces of the old Masters. Older delightful classes are the double tulips, like tight old-fashioned roses, and the singular parrot tulips, with petals curved and twisted in a extraordinary way. Perhaps the Darwin and other May-flowering tulips are the loveliest of all; they are certainly becoming more and more popular every year. Their shapely cups sway on their long straight stalks and their well-chosen names — Zulu — White Queen — Bouton d'Or — indicate the glorious colours that charm the beholder's eye.

The new varieties are partly obtained by crossing or hybridizing or as what are called "sports". Thus, by hybridizing the dainty Duc van Tholl varieties of earliest foreign fame with the stately Darwins, an entirely new strain has been obtained, combining the qualities of both parents. These Mendel tulips will no doubt at once replace many modern varieties. Sometimes, as Mr. Krelage says, in a bed of red tulips a white one appears, originated without doubt from the red ones. Should it prove that the tulip thus originated is of a superior quality, it is propagated from the bulb, and so new descendants are secured, possessing the same characteristics as the parent bulb. These are the "sports".

Hyacinths are also propagated from the bulb, although new varieties are produced from seed. The normal development of young hyacinth bulbs from a mother bulb takes 5 or 6 years, and their number would be too small for commercial purposes. To increase their quantity another method, called cutting or hollowing, is generally adopted. A large bulb is chosen and 3 incisions are made in the lower part; in these incisions young bulbs appear and by careful treatment develop in 3 or 4 years into fullgrown bulbs. This is the cutting; hollowing consists in cutting the roots of the bulb entirely away and in the cavity thus formed the young bulbs develop.



In cold or late summers the development of the young bulbs is secured by the use of artificial heat. The parent bulbs are placed in a heated store house and the results obtained are most satisfactory, provided good care is taken to ensure the proper temperature, as some varieties can bear less heat than others. By this treatment the young bulbs develop more rapidly, and the shoots do not appear above the ground too early in spring. Sometimes not only are the parent bulbs heated, but when the other hyacinth bulbs have, as a result of inclement weather, not fully ripened, they also are placed in the heated store house and left there for a fortnight. In this way the ripening is accelerated, and bulbs treated in this fashion can be made to flower in the following winter.

Walking through hyacinth-land, and stopping to admire the delicately tinted clusters of bells, one is struck by the fact that in some flowers the number of petals are, as it were, double. The effect of these "double" varieties is perhaps not as pleasing as that of the single ones, but one's enjoyment of the beauties all around is so great that it is something of a shock to find men at work stripping the slender stalks of their wealth of blossoms even before the flowers seem faded. The welfare of the bulb however, is the chief object, and this is attained by the speedy removal of the flowers. Brilliant heaps of discarded blooms, swept together like leaves, do more than rival, they outvie

the richest tints of autumn. Sometimes their colours are reflected in river or canal; sometimes the flowers themselves are carried along gently on these neighbourly waters.

Of course, even the most careful treatment cannot prevent the bulbs from being attacked by disease. In order to obviate the risk of its spreading, the fields are regularly visited by men bearing huge umbrellas, which they hold up so as to shade the beds from the spring sunshine, for only in the shade can the diseased bulbs be discovered. They are recognised by the state of the leaves and then the bulb is pulled out with an iron hook and destroyed. When the bulbs are taken out of the ground and dried, they are all inspected, and a piece is cut off at the neck of the bulb under the root crown. It is then possible to judge whether the bulbs are healthy or diseased. Phyto-pathological research and inspection are also provided on a generous scale, so that the produce for export can practically be guaranteed free from disease and insect pests.

During the summer months most of the bulbs are lifted from the beds and taken to the large drying-sheds. Along both sides of these buildings racks are placed on which the bulbs are spread out and dried. Large windows provide the necessary ventilation. There is ample space left for the assorting and packing of the bulbs. August is the busiest export month, but the export season continues during September and October. Planting time

begins as early as September, and before winter all bulbs destined for further cultivation should be planted in carefully manured soil. Care is taken not to plant any kind of bulb in the same beds, in two successive years, but hyacinths are alternated with tulips and so on.

For a long period hyacinths and tulips were cultivated to a great extent, but of late years the narcissus has also been much in favour. As we all know, the daffodils..... "Come before the swallows dare, and take the winds of March with beauty", turning the bulb-fields into one huge sheet of shining gold, paling here to delicate primrose, deepening there to glowing amber. Indeed, the wonderfully wide variety in shades of yellow adds a special interest to an early visit to the countryside between Haarlem and The Hook. Daffodils are the large trumpet-shaped section of the narcissi, beautiful as colonies in grass, in clumps in herbaceous borders, in beds, in pots, in vases: everywhere in fact.

By repeatedly crossing the best varieties, exquisite specimens have been obtained and the cultivation of these novelties, as well as of the rarer kinds of other sections of the Narcissi, has become the favourite hobby of many garden-lovers.

Most of these bulbs can be forced with excellent results. The Chalice-flowered and Star Narcissi and the Poeticus are equally as beautiful as the larger daffodils; the bunch-flowered (Polyanthus) are most used for pot-culture.

Not only are hyacinths, tulips and narcissi grown to perfection, but there are a host of other bulbous plants of great interest to the garden-lover, so that there is scarcely a season of the year in which some variety of "bulb beauty" may not be seen in the gardens round Haarlem. Mr. Walter Wright describes in his book, "The Perfect Garden", how he plunged round a snow-bound Dutch nursery one bitter day in early March, and was led to a corner wherein a clump of the little six - inch - high, yellow Iris Danfordiae was blooming.

It looked so warm and cheerful in the snow that he felt he could warm his feet at it! He mentions another lovely bulbous Iris, Bakeriana reticulata — an exquisite winter flower for the rockery.

The snowdrops flower even earlier, and then the yellow winter aconites peep out of their pretty ruff-like foliage, to be followed by the dazzling blue Chionodoxas, well named the glory of the snow. In March the first Crocus buds open; against the sofs browns and pale greys of the landscape the brilliant squares of violet or of golden flowers stand out

with something of an eastern splendour. We have already extolled the loveliness of the narcissi, the hyacinths and the tulips, and when these have faded comes the delightful iris, the poor man's orchid. A new strain has been grown, called the Dutch Iris, flowering earlier than the Spanish varieties, and this will gradually replace the latter. The so-called English Iris has noble flowers of beautiful form and colour and is universally admired. Then appear the Anemones — and a field of these dainty flowers looks as if a swarm of butterflies had settled down to rest on the slender green stalks. The old-fashioned Ranunculus has a prim tidiness that is also attractive; the neat round heads seem as though dipped in some brilliant enamel, so bright are their colours. Another bulb with a decidedly original charm of its own is the snake's-head fritillary, with its drooping, urn-shaped flowers tessellated with purple. Bold Peonies and delicate Ixias, orange Montbretias and stately white Lilies, Begonias of every hue and the beautiful Gladioli, the export trade of which has grown to great importance, form a floral pageant that lasts beyond spring and summer, well into the autumn.

Autumn flowering plants, especially Dahlias in endless number of new varieties, are also grown by Dutch nurserymen, and in the hothouses Freesias and Amaryllis may be admired, but our object is above all to draw the attention of all flower-lovers to the beauty

of the Dutch bulb-fields. A visit to one of the flower farms leaves memories, "that come back with tenfold sweetness", as Mr. Walter Wright so truly says, "to give us the impulse for making beautiful gardens of our own". One of his dream gardens is based on the recollections of his visit to Holland. "In the raw of an April morning I have led my bicycle across the gangway of a Great Eastern steamer at the Hook of Holland, and am riding towards The Hague. My first objective is Leyden, my second Haarlem. Between the university town and the flower-capital lie the radiant acres of the bulb-farms, where from March to May, the flower-lover may ride miles amid crocuses, daffodils, hyacinths, irises, and tulips. The lofty spire of Haarlem's great church stands as the central object of a world of flowers. One spends a happy morning at Bennebroek, at Hillegom, at Overveen, or at some other sweet flower-village; is drawn to a recital on the great Haarlem organ, or to an hour with Cuyp (or Frans Hals!) in the picture galleries during the afternoon; and then joyously fills the fragrant spring among the flowers. And in the winter gloaming sweet remembrances come of a whole country-side burning with the fierce glow of tulips, of somnolent windmills, of slow barges creeping along the canals, of the perfume of hyacinths in cottage gardens, of square, quaintly clad peasants stolidly staring".

The organ of the Great Church at Haarlem is one of the principal glories of the town.

This capital of bulb-land deserves, and will repay, a fair share of the visitor's time; for the better one knows Haarlem the better is one equipped to understand the human side of bulb-growing and the real artistry of the cultivator. John Evelyn thought Haarlem "a most delicate towne". Moreover, "it hath", he says, "one of the finest churches of the Gothic design I had seen." Besides the Great Church itself, set among a collection of gems of Dutch renaissance architecture in the central Market Square, there is the great new Roman Catholic cathedral of St. Bavo, on the outskirts of the town, and a striking number of smaller churches and meeting places, of a rich variety of religious denominations — a happy corollary to the old days when Haarlem bore the brunt of inter-religious strife. Among them there is, in the umbrageous Parklaan, near the railway station, an interesting and typical little church of the Moravian Brothers: one of only two in Holland. There is, too, the Bisschoppelijk Museum, containing interesting collections of Roman Catholic mediaeval art, church ornaments, illuminated manuscripts, missals and the like.

Opposite the entrance gates to the Haarlem nurseries of one of the important bulb-growers, a little lane leads the visitor towards the fine statue of Frans Hals, holding his palette as a king his orb, set in the midst of a suburbanised village green. Some of Hals' masterpieces, "beggaring one's store of adjectives", as E.V. Lucas has said, and including the "old ladies" that Whistler admired so much, were formerly part of the rich historical associations of the Town Hall; but today they are even more suitably and attractively displayed in a quaint row of ancient almshouses. Haarlem is famous for the great number of its "hofjes" or almshouses, and these in particular, with their gate-house, quiet old rooms and corridors and a very appealing central courtyard, will delight the visitor. Here there is sometimes also a special exhibition, devoted it may be to the history of the bulb growers of Haarlem and its countryside, or to some other such attractive subject.

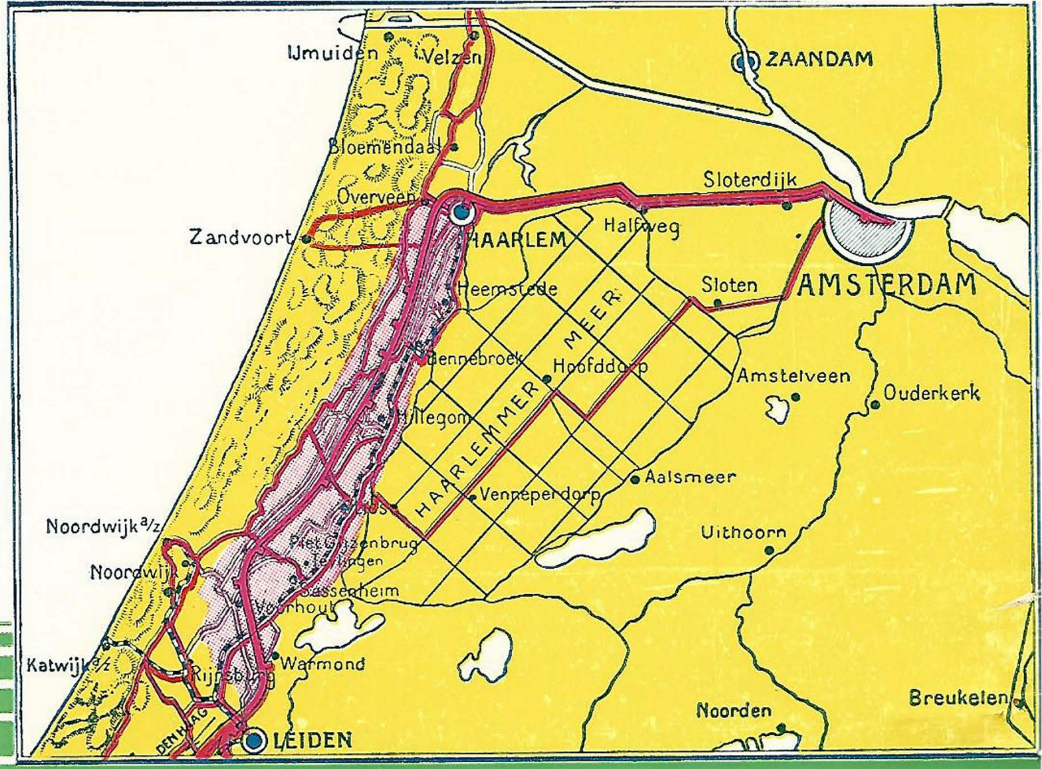
The Teyler Museum also deserves a visit: not least for its collection of Rembrandt prints. From this point a small street, called Damstraat, leads to the winding banks of the broad Spaarne, here flowing placidly between some picturesque old houses. A delightful river-

side walk allows many a glimpse of that life on the water which is so essential a feature of Holland. It will also bring one to the Weigh-house, built (like the Meat Market) by the famous architect, Lieven de Key. A little further still, across the river, and reached along Spaarnwouderstraat with its charming row of tiny old houses, is the Amsterdamsche Poort, the last of the old city gates.

Haarlem's immediate surroundings are also most attractive. The Wood has many historical associations and one of the fine long avenues is called the "Spanjaardslaan", in memory of the terrible siege and capture of the town by the Spaniards in 1572. Here is the place to sit and read Motley's noble history of those times. Tradition says that Laurens Coster, whose statue stands before the Great Church, wandered in these leafy glades and carved out of the bark of the beech trees the letters he used in printing his first book, "long before Gutenberg." Remains of the old bulwarks are to be found at the north end of the town, near the railway station.

Bloemendaal, a village not far off in this direction, completely deserves its name of "Vale of Flowers." South-westward, and also worth a visit, is Vogelenzang. Heemstede,

the site of the great "Flora" exhibition of 1935, lies due south. Westward is Aerdenhout and the dunes, and there are trains and electric trams that will take the visitor in twenty minutes, along the same compass-bearing, to the popular seaside resort of Zandvoort. Finally, to the south-eastward across the old Haarlemmer Meer, there is Aalsmeer, with its own special hothouse blooms, glowing with colour the whole year round.



Bulb-time in Holland

GROOT ROTTERDAM

PANORAMA

1 APRIL 1937 — No. 13

LOSSE NUMMERS 15 CENT

OPA ALS TRAINER

LEES HET ARTIKEL: DE TITANIC VERGAAN!

Uw vrouw zal ze mooi vinden, mijnheer.

Een fraai boeket staat altijd net.

DE BLOEMENVERKOOPERS VAN HET HOFPLEIN

ZULLEN ZIJ BLIJVEN, MET HUN LACH EN HUN KLEUR?

De kenner keurt.

Zij zorgt er goed voor.

Zullen zij blijven, met hun lach en hun kleur? Als straks de trotsche, bijna fantastische Hofplein-plannen, van ingenieur Witteveen, zijn ten uitvoer gebracht, dan zal de verkregen situatie zeker een groote verbetering blijken te zijn. Er mag een daverende belangstelling worden verwacht voor dat merkwaardige onderdeel der plannen: het verrollen van de monumentale Delftsche Poort, een bouwkundig novum in Nederland!

Wij brachten van die poort en omtrent deze frappante gebeurtenis al reeds onze geïllustreerde reportage.

Ook weten de lezers welk een ruimte er op het Hofplein wordt verkregen, een ruimte, die een lust zal zijn voor het oog, maar die ook zéér het drukke verkeer ten goede zal komen.

Iedereen kan zich dan ook ongetwijfeld verheugen over de komende verbeteringen, ook wij doen dit stellig. Slechts één ding maakt ons een weinig bezorgd. Wij vragen ons namelijk af, hoe het, bij den nieuwen toestand, zal gaan met dat stukje kleurige poëzie, dat hoekje vol fleurigheid, dat gevormd wordt door de bekende bloemenstalletjes!

Zullen zij mogen blijven, die bloemenverkoopers met hun lach en hun kleur, of moeten zij op het Hofplein verdwijnen?

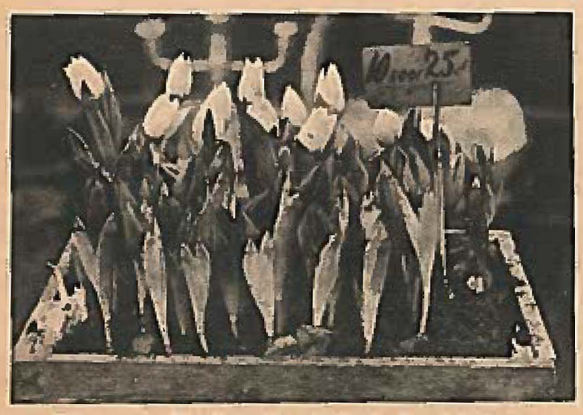
Worden zij wellicht de dupe van het modernisceren en perfectionneeren der binnenstad en hare

Kinderen en bloemen, ze hooren bij elkaar.

Nu nog een paar van die, mevrouw?

Seringen en tulpen.

Frisch water is 't, wat ze noodig hebben



Tien voor één kwartje, dat's toch niet duur.

verkeerswegen? Dit zou ons en zeker velen met ons geducht spijten.

Want die bloemenfleur hoort nu eenmaal bij 't Hofplein; ze schenkt ons een beetje poëzie, die we blijvend noodig hebben.

Ze is als een glimlach temidden van den ernst en grimmigheid der grootstad, als de altijd durende lente in de wisselende seizoenen, ze is ons een zeker teeken, dat bepaalde feestdagen als Kerstmis en Pinksteren komende zijn.

Juist in 't hartje der stad kunnen we dien „lach", die blonde blijheid, noode missen, we hebben ons er onbewust te veel aan gehecht.

Laat ons echter hopen, dat er geen sprake van is en zal zijn, dat we onze bloemetjes moeten missen op het Hofplein.

Laat ons hopen, dat er op het zooveel ruimere plein altijd een hoekje kan overblijven voor een lachend bloemetje, 'n plekje waar men rustig een plantje zal kunnen kiezen, een tuiltje kan meenemen, ter versiering onzer binnenkamer, ter opmontering van ons gemoed! Wij kiekten voor onze lezers nog eens de bloemenstalletjes op het Hofplein, we kiekten de koopen die daar werden gesloten, zoowel de aardige koopster als de pientere verkoopster, als de bloemenschatten zelf. Welk een vriendelijke en vredige tafereeltjes! Hoe doen zij prettig aan te midden van de roezemoezige drukte en het ratelend verkeer.

Van harte hopen wij, dat dat stukje poëzie zal kunnen bewaard blijven ook op het uitgebreide en overzichtelijke Hofplein, dat straks aan 't hartje van Rotterdam zulk een modern en schoon aspect zal schenken. H.

Openlucht-expositie.

De bloemenstalletjes op 't Hofplein.

Norway

MASSACHUSETTS HORTICULTURAL SOCIETY
COMMUNE BONUM.
INC. JUNE 12. 1829.

IN REPLY REFER TO

FILE NO. 861.1 RD

THE FOREIGN SERVICE
OF THE
UNITED STATES OF AMERICA

DEPARTMENT OF STATE

AMERICAN CONSULATE GENERAL
Oslo, Norway, March 8, 1938.

Mrs. Willard Helburn,
The Flower Club,
71 Fresh Pond Lane,
Cambridge, Massachusetts.

Madam:

The receipt is acknowledged of your letter of January 31, 1938, stating that you are collecting material illustrating the flower business in the different countries of the world, and that you would appreciate a postcard or illustrated article showing the flower markets, street vendors, or other features of the handling of flowers in this vicinity.

In compliance with your request I have pleasure in sending you herewith a postcard showing the flower market in Oslo. There are, of course, numerous florist shops in Oslo but they are very similar to the ones found in the United States.

Assuring you of my pleasure in being of assistance, I am,

Very respectfully yours,

William H. Beck

William H. Beck,
American Consul General.

Enclosure:
Postcard.

Oslo. Stortorvet.
122
Enerett Mittet & Co

Palestine

MASSACHUSETTS HORTICULTURAL SOCIETY
COMMUNE BONUM.
INC. JUNE 12. 1829.

IN REPLY REFER TO

FILE NO. 861.6 AWS/eh

THE FOREIGN SERVICE
OF THE
UNITED STATES OF AMERICA

DEPARTMENT OF STATE

AMERICAN CONSULATE GENERAL

Jerusalem, Palestine,
March 2, 1938.

Mrs. Margaret Helburn,
The Flower Club,
71 Fresh Pond Lane,
Cambridge, Massachusetts.

Madam:

Reference is made to your letter of January 31, 1938, expressing your desire to obtain information or illustrations relating to the flower markets, street flower vendors, or other features of the handling of flowers in this country.

At the present time flowers are being sold in Palestine by individual dealers who display their flowers in the usual type of florist establishment. There is no public flower market in Jerusalem and flowers are seldom sold by street vendors. Should you desire further information on the subject, you may desire to write to one of the following florists:

Ben Isaiah, Jaffa Road, Beit Sefer Levanim, Jerusalem.

Newman & Company, Florists, Jaffa Road, Russian Building, Jerusalem.

J. Orth, Sarona, near Jaffa, Palestine.

Anklevitz Bros. & Lachman, 11 Herzl Street, Tel-Aviv.

B. Cizik, 49 Yehuda Halevy Street, Tel-Aviv.

J. Eppenstein, Mercaz Mishari, Tel-Aviv.

Levy, Ben Yehuda Street, Tel-Aviv.

Joseph

Joseph West, 45 Allenby Road, Tel-Aviv.

A. Ph. Ginzburg, 44 Herzl Street, Hadar Hacarmel, Haifa.

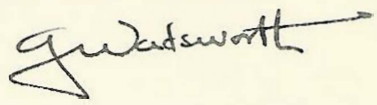
Hawazelet, Jaffa Road, Haifa.

Wardia, Jaffa Road, Haifa.

You will readily understand that no responsibility regarding the reliability of the firms mentioned can be assumed by the Consulate General.

As of possible interest there is enclosed a copy of the latest revision of the Consulate General's printed sheet giving general information regarding the Jerusalem consular district.

Respectfully yours,



George Wadsworth,
American Consul General.

Enclosure:
General information sheet.

AMERICAN CONSULATE GENERAL
JERUSALEM, PALESTINE

GENERAL INFORMATION REGARDING PALESTINE AND TRANS-JORDAN

PALESTINE

Government: Palestine is a mandated territory, administered as such by Great Britain since 1920.

Geography: A broad coastal plain, running along the southeastern end of the Mediterranean Sea to the Syrian frontier on the north and to the Egyptian (Sinai Desert) frontier on the south, rises gradually through low foothills to a central range of mountains 2,600 feet high at the crest. These in turn drop precipitously to the eastward to the Valley of the Jordan River and the Dead Sea (1300 feet below sea level) beyond which lies Trans-Jordan.

The climate ranges from temperate in the uplands to tropical in the Jordan Valley and along the Dead Sea. The area is approximately 8,800 square miles (slightly more than that of New Jersey) of which roughly one-half is unproductive.

Population, Languages and Standard of Living: According to an authoritative estimate as of January 1937, the population was approximately 1,300,000 of which roughly 60% were Moslems, 30% Jews, 8% Christians, and the remainder Druzes and members of other religious denominations. The population of the principal cities is likewise estimated in round numbers as follows: Jerusalem, 125,000; Tel-Aviv, 140,000; Haifa, 100,000; Jaffa, 70,000

English, Arabic (most widely spoken) and Hebrew are the three official languages of Palestine. A considerable amount of German and Yiddish is also spoken.

There are in Palestine 23 newspapers worthy of mention: 11 published in Hebrew, 10 in Arabic and 3 in English.

The standard of living and purchasing power are low in the villages and rural districts, except in various Jewish colonies, but are higher in the cities which contain approximately 40% of the population and a relatively large number of foreign residents.

Industry: Agriculture constitutes the chief source of wealth and contributes a large percentage of the exports, the most important of which are citrus fruits. Wine, soap, olive oil, essences, cement and potash are produced in quantities which supply local requirements and leave a surplus for export. The building industry has, for the past few years, enjoyed unprecedented prosperity. Among the successful new industries are flour milling, extraction of mineral salts from the Dead Sea ,bottling of mineral water, tanning, and the manufacture of hosiery, furniture, ice, soap, porcelain teeth, perfumery, paints, shoes and glass

Weights and Measures: The metric system has been officially adopted by the Government and is employed by the commercial community, although the English standards are used extensively and several of the old Turkish units still obtain in the bazaars, native quarters, and rural districts.

Currency: The Palestine pound, divided into 1000 mils and equal in value to the pound sterling is the monetary unit. It is quoted today at $ 5.01 Local merchants are accustomed to paying for their goods in terms of foreign currencies, and dollar quotations are entirely satisfactory.

Postal Regulations: Letter postage from the United States to Palestine is 5 cents for the first ounce or fraction thereof and 3 cents for each additional ounce or fraction thereof. First class mail from the U.S. usually arrives from 16 to 18 days from date of posting; airmail in from 10 to 14 days.

Customs: No preferential customs treatment is accorded merchandise of American origin entering Palestine, nor is there any discrimination against such imports. The customs tariff is primarily a revenue producing measure, although certain protective features are continually being introduced for the benefit of infant industries. All merchandise not specifically provided for in the brief customs tariff ordinance which became effective October 1, 1929, is dutiable at 12% ad valorem. All exports are free of duty, with the exception of antiquities, on which a 10% ad valorem tax is imposed.

Exports: The leading exports from Palestine are citrus fruits, potash, wearing apparel, soap, hides and skins, artificial teeth and olive oil. The principal exports to the United States are wines, printed books, olive wood manufactures, curios and articles of piety and essences. The value of exports to the United States amounted in 1935 only to some $80,000 out of total exports valued at $21,100,000.

Imports: The principal articles of import are industrial machinery, wearing apparel, iron bars, tnbes, etc., cotton piece goods, motor cars and trucks, electric goods, wood for building and cattle for slaughtering. The principal imports from the United States are wheat flour, motor cars and trucks, rubber tires and tubes, lubricating oils and greases, agricultural machinery, pumping and other machinery, fruits (fresh and dried), radios and refrigerators. Value of imports from the United Srates amounted in 1935 to approximately $7,500,000 out of total imports valued at $89,300,000.

Ports: Haifa and Jaffa, which adjoins Tel-Aviv, are the principal ports. A modern harbor was officially opened at Haifa in 1933 and improvements have been made each year. In May 1936, a new port with limited facilities was opened at Tel-Aviv. At both Jaffa and Tel-Aviv steamers unload into lighters in open roadstead.

Transportation Facilities: The Export Steamship Corporation, an American service, maintains a regular freight, mail and passenger service between New York and Palestine, calling at Jaffa and Haifa every second Sunday. The scheduled transit time is 19 days. The ports of Jaffa and Haifa also have frequent steamship connections with Port Said and Alexandria and with various European ports.

The Government-owned Palestine railways operate 600 miles within Palestine proper and the Sinai Peninsula, as well as 250 miles of the Trans-Jordan section of the Hejaz Railway. There is a daily railway service to and from Syria and Egypt.

Regular air services carry passengers between Palestine and Egypt, Greece, Italy, France and Great Britain, as well as to and from Iraq, Persia and India.

An extensive highway system, with all first and second class roads suitable for motoring, permits of the maintenance of regular scheduled motor services between various points in Palestine, Syria and Trans-jordan.

Credit Terms, Quotations, Packing: Liberal credit terms are always sought by merchants in Palestine, but payment for merchandise is usually made cash against documents through a local bank. Thirty, 60 and 90 day acceptances are granted in some cases to firms with good credit ratings.

Local merchants prefer quotations c.i.f. Jaffa or Haifa.

For all cargo entering Palestine by sea at Jaffa and Tel-Aviv packing should be very substantial to withstand lighterage and rough handling. In Haifa harbor there are facilities for large steamers to tie up to the quays, but berths alongside are not always available. Packing cases should be plainly marked with the shipper's number and the name and address of the consignee.

Banks: Remittance facilities are offered by the American Express Company, which maintains a branch in Jerusalem, and by the following among the leading banks in Palestine: The Anglo-Palestine Bank, Limited; Banco di Roma; Barclays Bank, Limited; and the Ottoman Bank.

TRANS - JORDAN

Trans-Jordan is that part of the area under British Mandate lying east of the Jordan River and bounded on the north by Syria, on the east by Iraq and Najd and on the south by Hejaz. Its population is between 300,000 and 350,000 and is almost totally Arab. Arabic is the official language. It is essentially an agricultural country. That section of the Hejaz Railway running from the Syrian frontier to Maan is operated by the Palestine Railways Administration. Motor roads connect Jerusalem and Amman, capital and chief commercial center of Trans-Jordan. Currency, postage rates, and weights and measures are the same as in Palestine. No customs duties are levied in Trans-Jordan on any goods imported from Palestine, with the exception of tobacco and products thereof and intoxicating liquors. The Trans-Jordan market for western products is limited, since a majority of the population is nomadic or rural and their desires are for the most part confined to the absolute necessities of life.

March 2, 1938

2. 37. (1000)

Panama

MASSACHUSETTS HORTICULTURAL SOCIETY
COMMUNE BONUM.
INC. JUNE 12. 1829.

IN REPLY REFER TO

FILE NO. 861.6
HDM/HCT

THE FOREIGN SERVICE
OF THE
UNITED STATES OF AMERICA

DEPARTMENT OF STATE

AMERICAN CONSULATE GENERAL
Panama, Panama, February 25, 1938.

Mrs. Willard Helburn,
The Flower Club,
71 Fresh Pond Lane,
Cambridge, Massachusetts.

Madam:

The receipt is acknowledged of your letter of January 31, 1938, stating that you are trying to collect material illustrating the flower business of the different countries of the world, and requesting postcards or illustrated articles showing flower markets, street venders, etc.

The sale of flowers in Panama is on a more limited scale that would be imagined. Daily importations are received from the neighboring Republic of Costa Rica owing to the scarcity in this locality.

There are a few flower stands in the cities of Panama and Colon, and flowers are also offered for sale in the municipal markets and by a limited number of florists.

Three photographs of flowers are being sent you herewith and two illustrated pamphlets, which it is believed you will find of interest, are being mailed you on this date under separate cover.

A list of photographers is also enclosed with the suggestion that you communicate with one or more of them as to the cost of specially making for you photographs of local flower stands in Panama City.

It may be added that due to the tropical climate and the prevalence of insect pests, particularly ants, the production of flowers is found difficult in this country.

As of probable interest, there is also enclosed a sheet containing pertinent and useful data of a general nature about

Panama.

Very respectfully yours,

Dudley G. Dwyre

Dudley G. Dwyre,
American Consul General.

Enclosures:

1. Photographs of flowers
2. List of photographers
3. Information Sheet

AMERICAN CONSULATE GENERAL
Panama, Republic of Panama

List of leading PHOTOGRAPHERS

No responsibility is assumed as to the business standing of the persons or firms named below. Credit reports can be had from banks doing foreign business, from commercial reporting agencies such as Dun and Bradstreet, or from local banks where shown.

Letter postage from the United States to Panama is three cents an ounce or fraction thereof.

THE MARINE STUDIO, (Walter Durling)
No.81 Central Avenue,
Panama City, R. P.
(P.O.Box 56, Ancon, Canal Zone.)

CARLOS ENDARA,
No.3 "A" Street,
Panama City, R. P.

FOTOGRAFIA "ARISTICA",
No.48 Central Avenue.
Panama City, R. P.

FOTOGRAFIA "LAURENZA",
No.56 Central Avenue,
Panama City, R. P.

FRANCISCO WOLF,
No.101 Central Avenue,
(P.O.Box 549, Panama City, R.P.)

M. A. SMITH, (Official Photographer
The Panama Canal)
Balboa, Canal Zone.

February, 1938.

COMMERCIAL INFORMATION

REPUBLIC OF PANAMA

REPUBLIC OF PANAMA Panama has an area of 29,072 square miles, slightly less than the State of South Carolina. Its population according to the 1930 census is 467,459. The topography is generally mountainous and hilly. There are fertile plateaus, rich valleys and low coastlands. More than half of the total area is uncultivated.

PRINCIPAL CITIES Panama City, the capital and largest city, has 74,409 inhabitants; Colon, the chief Atlantic port, 29,765; David, 5,041; Chitre, 4,095; Penonomé, 3,206; and Bocas del Toro, 1,502, according to the census of 1930.

RACIAL CHARACTERISTICS The racial break-up of the population is as follows: White 16.34%; Mixed bloods 58.17%; Negroes 10.11%; Indians 10.12%; Mulatos 5.01%; and Yellow, .25%. The percentage of illiteracy is 38.82 not counting infants and Indians. These figures do not include the Canal Zone.

CLIMATE The climate in general is tropical, and there is no demand for goods rendered necessary by cold weather. The rainy season lasts from May to December. The remaining four months are dry. On the Atlantic coast the average annual rain-fall is about 130 in. On the Pacific coast 70 in. The mean temperature is about 80° F.

INDUSTRIES The leading industries are stock-raising, banana culture, and the production of coconuts, coffee, cacao, and sugar. There are a few small factories for the manufacture of furniture, shoes, leather, soap, straw hats, trunks, confectionery and perfumery. There are three breweries. While mahogany and other native hard woods are found in the interior, the difficulties in marketing the lumber are considerable.

COMMERCIAL TRAVELERS Commercial travelers, upon leaving the U. S. for Panama, should obtain from the house represented a certificate as to their status, which should be visaed by a Panamanian Consul in the U. S. If this is not arranged, a fee of $25.00 must be paid to the Panamanian Government for permission to solicit business in the Republic.

MERCHANDISING METHODS Interior points are supplied from the cities of Panama and Colon where the larger importers are located. The more important houses buy directly from abroad (largely from the United States), but some buying is done through local commission agents or representatives of foreign firms. The better houses have connections of long standing, and for that reason it is often difficult for new concerns to obtain satisfactory representation in Panama.

TERMS The usual credit terms granted to local merchants of good standing are 60 days' sight, shipping documents being delivered upon acceptance of covering drafts. Firms not well known in foreign trade or not rated high in credit standing are required by exporters generally to produce confirmed banker's credits, otherwise shipments are made to them only on a cash basis. Drafts drawn "documents against payment" are usually a source of trouble when received in advance of the shipments of merchandise, and such drafts should be forwarded with instructions to the banks to hold for the arrival of the goods, when they may be presented for acceptance or payment. As a rule, Panama banks insist on sight drafts.

Many shipments are made f. o. b. seaport. However, articles carrying heavy freight charges, such as flour, rice and other foodstuffs in bulk, and print paper, are customarily shipped c. i. f. Cristobal or c. i. f. Balboa. Prices are seldom quoted otherwise than in United States currency.

IMPORTS AND EXPORTS The principal imports are food products, textiles, machinery, automobiles, manufactures of iron and steel, lumber and building materials, gasoline and kerosene, electrical supplies, drugs, clothing, and shoes. According to figures of the Panama Statistical Office, total imports from all countries were valued at $21,896,032. for 1937 of which $10,382,945. was for imports from the United States. The values of importations into the Panama Canal Zone are not included in the figures given. The principal exports are bananas, cacao, coconuts, hides, lumber and coffee. The Panama Statistical Office places the value of exports to all countries for the year 1937 at $4,069,727. The adverse trade balance indicated by the above figures is materially offset by the large volume of retail sales made to Canal Zone employees, soldiers, sailors, tourists and other visitors.

POSTAGE Panama belongs to the Postal Union. The letter rate from the United States is 3 cents per oz. Parcel post rates are those for the 8th. zone. Air-mail rate is ~~20~~ 15 cents per half oz.

CURRENCY The Panama unit of currency is the Balboa, of 100 centesimos, being equal to the American dollar. American coins circulate freely, as well as American paper currency.

WEIGHTS AND MEASURES The Metric System is official in Panama, but American standard weights and measures are commonly used.

IMPORT DUTIES Under the provisions of the Panamanian import tariff, ad valorem rates of duty are prescribed for many items of merchandise brought into the Republic. A large number of imported articles are required to pay specific rates of duty. Due to frequent changes, interested persons are advised to consult the nearest Panamanian Consul for detailed information. Merchandise for the National Government and the municipalities is admitted free of duty. Many articles for sale to tourists also enter duty free.

LANGUAGE The official language is Spanish. English is generally understoood.

LOCAL TRANSPORTATION Communication with interior points is by trails, roads, or coasting vessels. There is no highway across the Isthmus. A good road runs west from Panama City to the city of David, a distance of about 325 miles. From Panama City east there is a good road for about twenty miles only. There are no roads into the interior leading from Colon.

OCEAN TRANSPORTATION The two ports of Balboa and Cristobal, at the Pacific and Atlantic ends of the Canal respectively, while in the Canal Zone, may be reckoned also as Panamanian ports, and it is through them that almost all traffic passes. Direct freight and passenger service can be had to and from practically any port in the world. The port of Cristobal may be considered a part of the Panamanian city of Colon, and the port of Balboa part of the City of Panama.

PACKING Modern equipment is used for handling cargo, and it is not subjected to any unusual treatment. Merchandise packed in accordance with ordinary export requirements and water-proofed will almost invariably be received in good condition.

RAILWAYS The Panama Railroad, about fifty miles in length, connects the cities of Panama and Colon and intermediate points in the Canal Zone. This thoroughly modern system is operated by the United States Government in connection with the Panama Canal, which it parallels. The Panama Railroad Company will warehouse merchandise "for orders" at ports of the Canal Zone. Warehousing facilities are excellent.

There is also a short narrow-gauge line owned by the Panamanian Government connecting the ports of Puerto Armuelles and Pedregal with Boquete and David. It serves the coffee and banana industries principally.

CANAL ZONE The Canal Zone is a strip of land ten miles wide across the Isthmus of Panama, dividing the Republic into two sections. The Panama Canal extends through the middle of this strip. Sovereignty over this territory is exercised by the United States. The population of the Canal Zone, according to the 1931 census, was 40,565, about equally divided as to whites and blacks. There were 9,820 persons in service of the U. S. Army and U. S. Navy. There are no commercial establishments in the Canal Zone, although offices are maintained there by a few American and foreign companies operating services of supply to vessels transiting the Panama Canal.

Canal Zone residents obtain most of their supplies from the commissaries of The Panama Canal and United States Army, which are purchased through governmental agencies in the United States. Nevertheless the American and foreign population of the Canal Zone constitutes an important market factor in Panama City and Colon.

TRADE LISTS Care is exercised in the preparation of trade lists, but no responsibility can be assumed by this office with respect to the business standing of any person or firm named in reply to trade inquiries. Financial references may be obtained from credit bureaus or the following named local banks:

BANKS

National City Bank of New York,
Chase National Bank of New York
Panama, R. P., Colon, R. P., or New York Offices
Banco Nacional
Royal Bank of Canada
Panama, R. P., or Colon, R. P.

Address all communications to:

AMERICAN CONSULATE GENERAL, Panama, R. P. or

AMERICAN CONSULATE, Colon, R. P.

Night-blooming Cereus - Panama

Peru

MASSACHUSETTS HORTICULTURAL SOCIETY
COMMUNE BONUM.
INC. JUNE 12. 1829.

IN REPLY REFER TO

FILE NO. 000
HB/mef

AMERICAN CONSULAR SERVICE

DEPARTMENT OF STATE

Callao-Lima, Perú, April 12, 1938.

AIRMAIL

Mrs. Willard Helburn,
c/o The Flower Club,
71 Fresh Pond Lane,
Cambridge, Massachusetts.

Madam:

Since the receipt of your letter of January 31, 1938, I have been looking for postcards or photographs illustrating the flower business in Perú, but I have not succeeded in finding any.

The President of the flower workers trade union promised to send me some but he has not done so and I fear that he could not find any. The flower business is not highly developed in Lima and is not developed at all elsewhere in Perú mainly because of the multiplicity of flower gardens. The sending of flowers on birthdays, as good-bye greetings and upon varied social occasions is widespread but, for the most part, such flowers come from the sender's own garden or from that of some small neighborhood florist.

I will keep this matter in mind and if I encounter printed matter regarding flowers and florists in Perú I will send it on to your club.

Very truly yours,

Homer Brett

Homer Brett
American Consul General

Poland

MASSACHUSETTS HORTICULTURAL SOCIETY
COMMUNE BONUM.
INC. JUNE 12. 1829.

IN REPLY REFER TO

FILE NO. 861.6-Helburn, Willard Mrs.
THC/wa

THE FOREIGN SERVICE
OF THE
UNITED STATES OF AMERICA

DEPARTMENT OF STATE

AMERICAN CONSULATE GENERAL
Warsaw, Poland, March 11, 1938.

Mrs. Willard Helburn,
The Flower Club,
71 Fresh Pond Lane,
Cambridge, Massachusetts.

Madam:

In reply to your request of January 31, 1938, for post-cards or illustrated articles showing the flower markets, street vendors or other features of the handling of flowers in Poland, the Consulate General has been unable to secure the desired material. Several photographers were consulted in this connection but only the one given in the enclosure consented to take pictures of subjects needed by you. His price per picture (negative and one print) is the equivalent of $1.55.

Very truly yours,

Thomas H. Bevan,
American Consul General.

Enclosure:
As stated.

AMERICAN CONSULATE GENERAL
WARSAW, POLAND.

No responsibility is assumed as to the business standing of the persons or firms named below. Credit reports can be had from American banks doing foreign business, from commercial reporting agencies such as Dun and Bradstreet, or from local banks. Reports prepared by American consular officers indicating the distributing capacity and general standing of the firms listed below are on file in the Commercial Intelligence Division of the Bureau of Foreign and Domestic Commerce, Department of Commerce, and may be had upon application to the Bureau or its District Offices throughout the United States upon payment of the fees prescribed under the Economy Act of 1932. Letter postage from the United States to Poland is five cents for the first ounce or fraction thereof and three cents for each additional ounce or fraction thereof. It is requested that this office be informed of any results from the information furnished herein.

ADDRESS OF PHOTOGRAPHER

Zdzislaw Marcinkowski,
Bednarska 23, Warsaw.

* A report on this firm is not on file in the Department of Commerce but will be submitted thereto on your specific request to it.

Portugal

MASSACHUSETTS HORTICULTURAL SOCIETY
COMMUNE BONUM.
INC. JUNE 12. 1829.

IN REPLY REFER TO
FILE NO. 861.6
WCD/ssf.

THE FOREIGN SERVICE
OF THE
UNITED STATES OF AMERICA

DEPARTMENT OF STATE

AMERICAN CONSULATE GENERAL

Lisbon, Portugal, March 2, 1938.

Mrs. Willard Helburn,
The Flower Club,
71 Fresh Pond Lane,
Cambridge, Mass.

Madam:

I have for acknowledgment your letter dated February 1, 1938, stating that you are collecting material illustrating the flower business in different countries of the world and requesting postcards or illustrated articles showing the handling of flowers in Portugal.

In reply, I regret that there are no postcards or other printed material available illustrating the flower trade in Portugal. Due perhaps to the fact that many homes have small gardens there is only a limited trade in flowers in this country. In Lisbon, for example, there are some six florists shops as well as several flowers stalls in the city markets.

Regretting my inability to be of greater assistance to you in this connection, I am,

Very respectfully yours,

James Barclay Young,
American Consul General.

Enclosure:
Trade information sheet.

AMERICAN CONSULATE GENERAL

LISBON, PORTUGAL.

GENERAL INFORMATION CONCERNING PORTUGAL AND THE LISBON CONSULAR DISTRICT.

Area, Topography, Climate. Portugal, a republic since 1910, is situated in the western part of the Iberian Peninsula, being bounded by Spain and the Atlantic Ocean. Somewhat larger than South Carolina, it has an area of 34,386 square miles, not including the Azores (888 square miles) and Madeira (308 square miles). The country is hilly with numerous rich valleys. Serra da Estrela (6,531 feet) is the highest of 21 mountains having altitudes greater than 3,300 feet. The Tejo, Douro, Guadiana, and Sado are the more important of the 11 navigable rivers. Rainfall in 1934 was 43 inches at Oporto, 20 inches at Lisbon, and 12 inches at Faro in the South. Temperatures range from 18° to 105° Fahrenheit, but extremes are rare and of short duration. Lisbon, in approximately the latitude of Washington, D. C., has extremes of 32° and 100°. Very little rain falls during the summer months.

The supervisory district of the Consulate General at Lisbon comprises Continental Portugal, the Azores, Madeira, and the West African Colonies of Angola (487,915 square miles) Cape Verde (1,557 square miles) Portuguese Guinea (13,948 square miles) and São Tomé and Principe (385 square miles). American consular offices within this district are located at Lisbon, Oporto, St. Michael (Azores), and Funchal (Madeira).

The Lisbon consular district comprises the administrative districts of Beja, Castelo Branco, Evora, Faro, Leiria, Lisboa, Portalegre, Santarém, and Setubal, having a total area of 20,676 square miles. (See footnote regarding Portuguese colonial possessions under the jurisdiction of the Lisbon Consulate General). The remainder of Continental Portugal constitutes the Oporto consular district.

Population, Race, Language, Standard of Living. The census of 1930 shows that the population of Continental Portugal was 6,360,347, of which 2,987,302 were in the Lisbon consular district. Foreign residents totaling about 20,000 consist principally of Spaniards, British, Brazilians, Germans, and French. Lisbon with 600,000 inhabitants, and Oporto with 235,000, are the only cities of importance from the standpoint of foreign trade. The people belong to the Celtic-Gothic-Iberian division of the Latin race. The language of the country is Portuguese, but French, and English are understood by many in professional and business circles. The standard of living is relatively low. The bulk of the population consists of farmers whose purchases are limited to bare necessities. Daily wages for unskilled labor in the rural districts are equivalent to 35 cents for men and 20 cents for women; in the cities the respective figures are 68 and 36 cents. Per capita circulation of money was equivalent to $14 in May 1935. Illiteracy ranges from 47 per cent in Lisbon to 80 per cent in Castelo Branco, averaging 67 per cent for the entire country. Registrations at the three universities (Lisbon, Coimbra, and Oporto) totaled 5,683 men and 793 women in 1935. There are approximately 53,000 radio receiving sets, 30,000 passenger automobiles, 10,500 buses and trucks, and 4,000 motorcycles in operation in Portugal.

Leading Occupations and Industries. Portugal is primarily an agricultural country, the principal occupations being general farming and the production of wine, cork, naval stores, olives, and olive oil. Sardine fishing and canning are important. Long established mines produce substantial tonnages of iron pyrites and coal, appreciable quantities of kaolin and sulphur, and small amounts of tin, wolfram, iron, lead, uranium, and titanium. Although manufacturing is relatively unimportant the production of cotton textiles, shoes, cement, matches, lime, glass, and fertilizers is increasing. In 1935, 603 generating plants produced 356 million kilowatt hours of electrical energy of which 33 per cent came from hydroelectric stations. The cities of Lisbon and Oporto consumed 50 per cent of the total current generated.

Principal Imports and Exports. During the five years 1932 to 1936, the average annual value of imports into Portugal was 2,109,436 contos. (One conto equals 1,000 escudos). Official statistics place the average value of exports during the same period at 890,342 contos, but since calculations are made at an arbitrarily low valuation, it is probable that their actual value was considerably greater. Although reliable estimates of the Portuguese balance of payments are unavailable, there would appear to be an excess of imports roughly counter-balanced by emigrants' remittances, earnings of the merchant marine, returns from foreign investments — mostly in Brazil, and tourists' expenditures. In 1936, the United States supplied 11.5 per cent of Portugal's imports and took 7.2 per cent of its exports.

In 1936, raw materials for the arts and industries accounted for 49 per cent by value of Portugal's imports. The more important products and the countries from which they came were: iron and steel (Belgium), raw cotton (United States and Brazil), codfish (Norway and Iceland), coal (Great Britain), petroleum products (Curaçao, United States), sugar (Mozambique, Angola), industrial machinery (Great Britain, Germany), motor vehicles (United States, Great Britain).

The chief exports with the principal countries of destination are: wines (Great Britain and France), cork and cork products (United States, Great Britain, Germany), canned sardines (Germany, France, Great Britain), naval stores (Germany, Great Britain), textiles (Angola, Mozambique), olive oil (Brazil, Mozambique, Angola).

A substantial transit trade, largely with the Portuguese Colonies, is carried on through Lisbon. Approximately 80 per cent of the colonial products reexported consist of cocoa, coffee, and beeswax.

General Customs Policy and Regulations. Import duties are both for revenue and for the protection of local industry. Imported merchandise is usually dutiable on a weight basis. Rates, generally high, are expressed in gold escudos. (The gold escudo, used only for customs purposes, equals 24.45 paper escudos, or approximately $ 1.09 U. S. currency at present exchange levels). Shipments valued at more than 550 paper escudos must be accompanied by a consular invoice, certified by a Portuguese consular officer. Certificates of origin are not required for direct shipments, or for goods transshiped on a through bill of lading showing origin. Imports from the United States are accorded «most favored nation» tariff treatment. There are no free ports or zones in Portugal.

Postal Regulations and Rates. Letters from the United States should bear postage at the rate of five cents for the first ounce and three cents for each additional ounce or fraction thereof. The rate from

Portugal to the United States is 1.75 paper escudos for the first 20 grams and 1.00 escudo for each additional 20 grams or fraction thereof. Packages weighing up to 22 pounds may be sent to Portugal by parcel post. Since catalogues with stiff bindings are dutiable, the use of paper-bound catalogues is recommended.

Currency, Weights and Measures. The unit of currency is the paper escudo, stabilized at 110 to the British pound sterling. The metric system of weights and measures is used.

Transportation Facilities. Lisbon, a port of call for most British and German steamship lines operating between Europe and South America, has freight services to many parts of the world. There are frequent sailings to New York and Philadelphia by Norwegian, Danish, Spanish, and Italian vessels. Goods imported in American bottoms are subject to a customs surtax, usually 28 per cent of the duty, as compared with 20 per cent paid on goods imported in vessels of most other nationalities. Vessels of the Tampa Interocean Steamship Company, of New Orleans, call at Lisbon monthly en route to Gulf ports, and ships of the American Export Lines call irregularly. Goods from the United States are usually shipped direct to Lisbon.

Railway mileage totals 2,160 miles. Approximately 25,000,000 passengers and 4,100,000 metric tons of freight were transported in 1935. Lisbon has daily communications with Oporto (6 hours), Madrid (14 hours), and Paris (31 hours).

Road mileage totals about 19,000 of which about 8,700 miles belong to the national highway system maintained by the Central Government. Annual expenditures for construction and maintenance are equivalent to approximately 5,000,000 United States dollars.

A Spanish company operates a daily air service between Lisbon and Madrid. There is also a weekly passenger and mail air service to Tangier.

Quotations, Correspondence, Packing. Quotations should be c. i. f. Lisbon or f. o. b. an American port. Correspondence and descriptive material should be in the Portuguese language, but alternatively in Spanish, French or English. Usual export packing is suitable, but since many products are dutiable on their legal weight, packing should be no heavier than necessary.

Credit Terms, Banking Facilities, Business Methods. Purchases are usually made cash against documents, or on confirmed credits. Terms of from 60 to 180 days are also extended, depending upon the character of the trade and the relations of the firms.

In the absence of nuclei of American business, banking, or investment interests, sales of American goods in Portugal are largely dependent upon their quality or noncompetitive character and the goodwill of foreign merchants. American goods are usually sold through agents or directly to Lisbon firms capable of acting as distributors.

The principal banks in Lisbon having American correspondents are the Banco de Portugal, Banco Espirito Santo, Banco Lisboa e Açores, Banco Nacional Ultramarino, Banco Pinto e Soto Maior, Bank of London and South America, Ltd., and Borges Irmão. The commercial reporting agency of R. G. Dun & Company maintains an office at Rua dos Fanqueiros 15-4º, Lisbon.

Portuguese Colonies. Portugal's colonial possessions, mostly in Africa, total 810,000 square miles, and have an estimated population of 9 million. Their annual budgets total approximately 30 million United States dollars. Angola, the Cape Verde Islands, Portuguese Guinea, and the Islands of São Tomé and Principe, with a total population of about 4 million, are included in the Lisbon consular district; their foreign trade is equivalent to 25 million United States dollars per annum. Lobito and Loanda are the chief ports of Angola; St. Vincent and Praia, of the Cape Verde Islands; Bolama and Bissau, of Portuguese Guinea; and São Tomé, of the Colony of São Tomé and Principe. (Information concerning Mozambique, Portuguese East Africa, may be obtained from the American Consul at Lourenço Marques).

Revised April 1, 1937.

JOÃO MOREIRA DA SILVA
JOAQUIM MOREIRA DA SILVA

AMERICAN CONSULATE
JUL 14 1938
OPORTO, PORTUGAL

A CULTURA DOS CYCLAMENS

EDITORES: Alfredo Moreira da Silva & Filhos
Rua do Triunfo, 5 — PORTO

JOÃO MOREIRA DA SILVA
JOAQUIM MOREIRA DA SILVA

AMERICAN CONSULATE
JUL 14 1938
OPORTO, PORTUGAL

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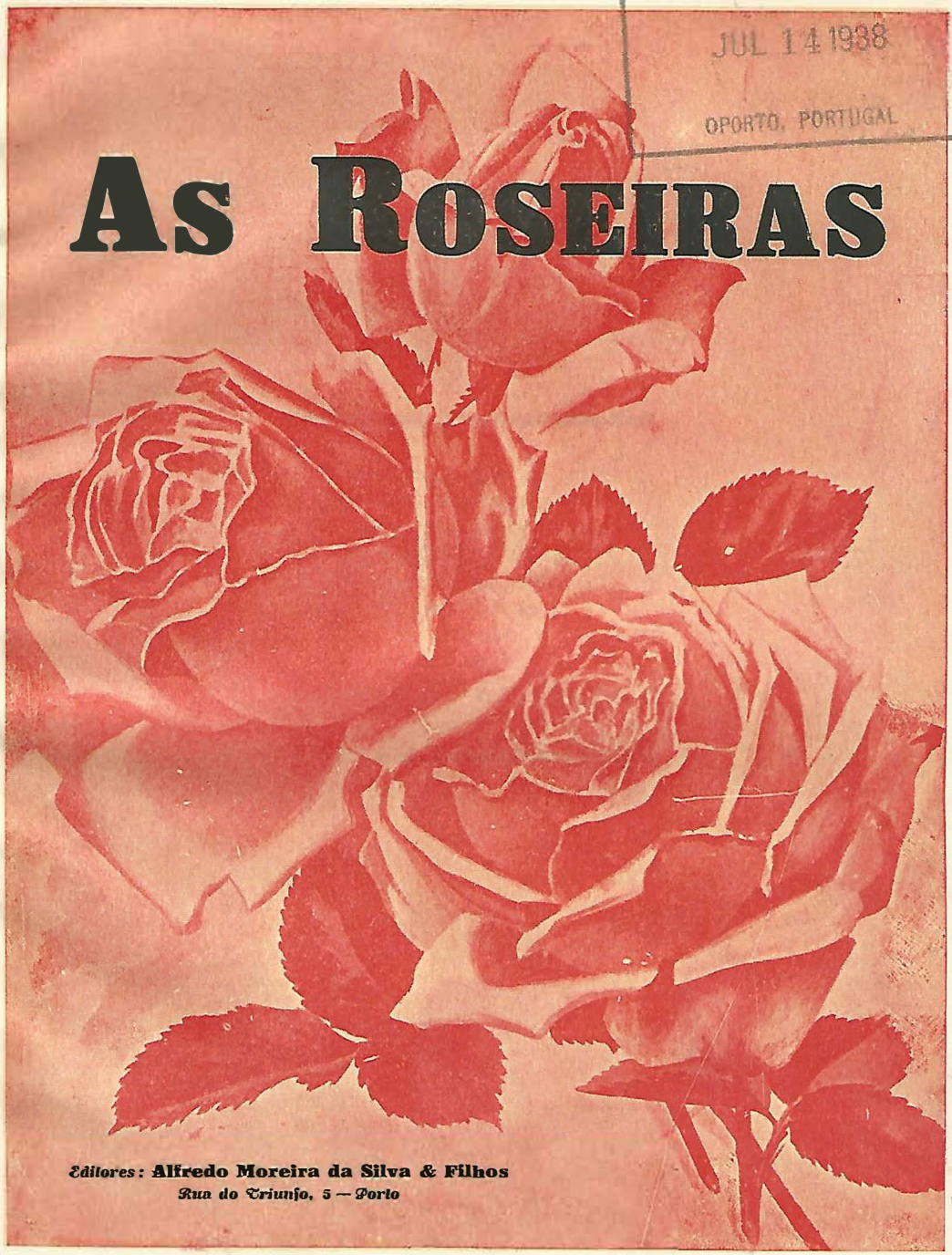


Editores: **Alfredo Moreira da Silva & Filhos**
Rua do Triunfo, 5 — Porto

JOÃO MOREIRA DA SILVA
JOAQUIM MOREIRA DA SILVA

AMERICAN CONSULATE
JUL 14 1938
PORTO, PORTUGAL

OS CRISANTEMOS

EDITORES:
Alfredo Moreira da Silva & Filhos — Rua do Triunfo, 5 — PORTO

THE FOREIGN SERVICE
OF THE
UNITED STATES OF AMERICA

OPORTO - PORTUGAL

MRS. WILLARD HELBURN,

THE FLOWER CLUB,

71, FRESH POND LANE,

CAMBRIDGE,

MASSACHUSETTS,

U.S.A

IMPRESSOS

Rumania

MASSACHUSETTS HORTICULTURAL SOCIETY
COMMUNE BONUM.
INC. JUNE 12. 1829.

IN REPLY REFER TO
FILE No. 861.6 - STM/CIL.

THE FOREIGN SERVICE
OF THE
UNITED STATES OF AMERICA

DEPARTMENT OF STATE

AMERICAN CONSULATE
Bucharest, Rumania,
February 25, 1938.

Mrs. William Helburn,
The Flower Club,
71 Fresh Pond Lane,
Cambridge, Massachusetts.

Madam:

In reply to your letter of February 1, 1938, I take pleasure in enclosing several postcards showing the type of flower vendors most commonly seen in Rumania.

You will note that these vendors are Gypsy women. They find their merchandise in the woods and forests surrounding the cities, or steal it from the yards of houses while the residents are sleeping during the early hours of the morning. The Rumanian Gypsies lead a wandering life, and flower selling is one of their principal livelihoods, along with fortune telling, tinning and exhibiting dancing bears.

There are, of course, also florists shops which sell flowers raised in greenhouses.

The cost of these postcards was 24 lei or approximately 18 cents. It will be appreciated if you will remit this amount in postage stamps.

Very truly yours,

Frederick P. Hibbard

Frederick P. Hibbard,
American Consul.

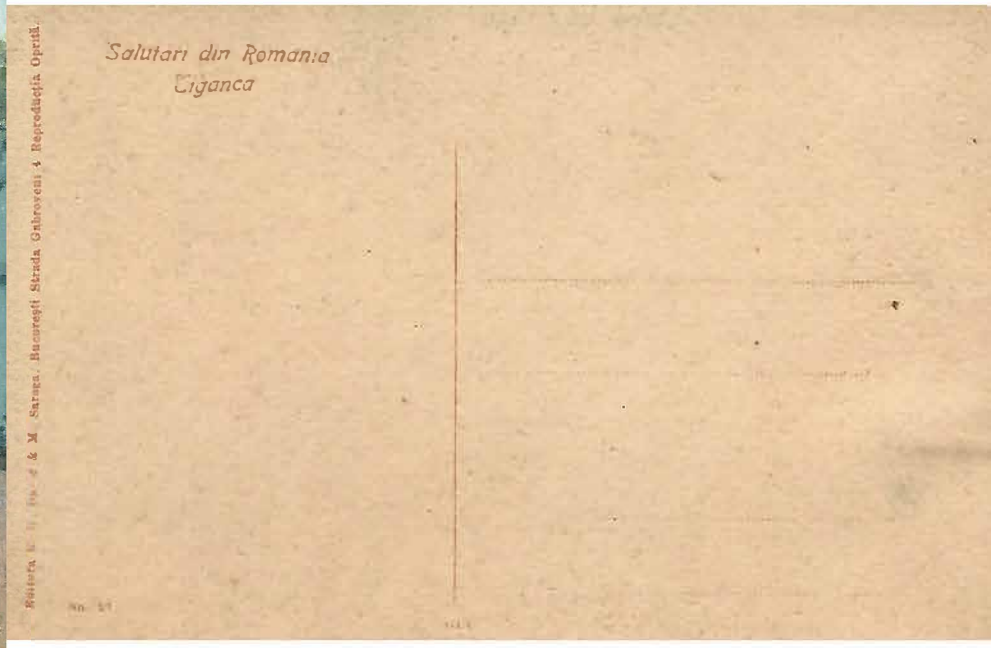
Salutari din Romania.
Ciganca vinzatoare de floricele.

Bucureşti — Florărese

Reproducerea interzisă

Editura Cartea Românească S. A.

Salutări din România.
Ţigancă.


Salutari din Romania
Ţiganca

Salutari din România.
Ţigancă vinzatoare de flori

Russia

MASSACHUSETTS HORTICULTURAL SOCIETY
COMMUNE BONUM.
INC. JUNE 12. 1829.

THE FOREIGN SERVICE
OF THE
UNITED STATES OF AMERICA

AMERICAN EMBASSY
Moscow, February 28, 1938.

Mrs. Willard Helburn,
The Flower Club,
71 Fresh Pond Lane,
Cambridge, Massachusetts.

Madam:

The receipt is acknowledged of your letter dated February 3, 1938, requesting the Embassy to furnish you, if possible, photographs or illustrated articles displaying scenes connected with the growth or sale of flowers in the Soviet Union.

The Embassy regrets that it does not have available any material of the nature desired by you. It is suggested, however, that you communicate with the VOKS (The All-Union Society for Cultural Relations with Foreign Countries), Bolshaya Gruzinskaya Ulitsa 17, Moscow, U.S.S.R., an organization of the Soviet Government established to provide information and services to foreigners interested in cultural matters in the Soviet Union. It is also understood that BOOKNIGA, 255 Fifth Avenue, New York, New York, is engaged in the sale and distribution in the United States of printed and illustrated Soviet publications. Either one of these may be able to be of assistance to you.

Very truly yours,

For the Ambassador:

Loy W. Henderson,
First Secretary of Embassy.

861.6

TGK:is

Scotland

MASSACHUSETTS HORTICULTURAL SOCIETY
COMMUNE BONUM.
INC. JUNE 12. 1829.

VALENTINE'S

POST CARD

FOR ADDRESS ONLY

Floral Clock, West Princes Street Gardens, Edinburgh.—It was originated in 1903 by the late Mr McHattie, City Gardener, and was the first of its kind. The words placed in the base of the adjoining monument are by James Ritchie and Sons, Edinburgh. The hands are in small dwarf sections to conserve the balance. The clock rachets at the quarters.

Anderson, The Arcade, 109 Princes Street, Edinburgh.

A 31

VALENTINE'S

POST CARD

FOR ADDRESS ONLY

Princes Street Gardens and Scott Monument, Edinburgh.—The fine gardens on its southern side, are an attractive feature of the famous Street.

In the east gardens is the imposing Monument to Sir Walter Scott.

Anderson, The Arcade, 109 Princes Street, Edinburgh.

The Souvenir Shop of Scotland.

Andersons

The Arcade

Princes St.

EDINBURGH

Sweden

MASSACHUSETTS HORTICULTURAL SOCIETY
COMMUNE BONUM.
INC. JUNE 12. 1829.

IN REPLY REFER TO

FILE NO. 861.6-HJ/GA/vb

THE FOREIGN SERVICE
OF THE
UNITED STATES OF AMERICA

DEPARTMENT OF STATE

AMERICAN CONSULATE GENERAL

Stockholm, Sweden.
March 3, 1938.

Mrs. Willard Helburn,
The Flower Club,
71 Fresh Pond Lane,
Cambridge, Mass.

Madam:

Receipt is acknowledged of your letter of February 1, 1938, concerning your desire of obtaining material illustrating the flower business in Sweden.

In reply you are informed that upon receipt of your letter this office approached Föreningen Blomsterförmedlingen (F.B.F.), 98 Sveavägen, Stockholm, which corresponds to the Florists Telegraph Delivery Association in the United States. As a result of our inquiry made in your behalf, the above association has furnished the enclosed descriptive and illustrative material regarding the handling of flowers in this country. You may be particularly interested in the attached copy of an article entitled: "Florist Art in Sweden" written by F.B.F. some time ago for the Florist Telegraph Delivery Association.

Trusting that this information will be of some value to you in your plans, I am,

Very truly yours,

Hallett Johnson,
American Consul General.

Enclosure:
Copy of article entitled: "Florist Art in Sweden".

Under separate cover:
Illustrative material.

C O P Y.

Florist Art in Sweden.

The difference between the flower arrangement in Sweden and other countries is not so large as one is almost inclined to think. Outcarrying as well as the flower-works are homogenous. In U.S.A. and England however, flower designs, such as: pillows, hearts, anchors, open-gates a.s.o. more often are used than in Sweden, where these flower-works yet sometimes are to be found. Artificial flowers and arrangements of these by this time are old-fashioned. Flower-baskets are very much used at all occasions, such as: eventual days in the family, at jubilee and all attendances of importance. From the photo adjoined the reader will have a good idea of these arrangements. The different flowers of the seasons are used for baskets; we can't therefore speak of any favoured flowers, that should than be roses and carnations, that all months in the year are popular, not to baskets only but to all arrangements.

The prices for these flowerbaskets certainly are very different; in our larger cities higher than at the smaller towns. A flowerbasket arranged with common flowers is to be had for 10 - 15 crowns, but 25- 35 crowns is an average price for a basket with roses, carnations, mums, or flowers like these. Also higher prices are usual.

At the same occasions as flowerbaskets are used to gifts, we also use bouquets. Just the same flowers are used here, however, probably carnations, roses, orchids, lilies-of-the-valley, mums and other flowers are preferred here. The price for bouquets varies between two, three, up to fifty crowns, but an average price is 10 - 15. Sometimes at the same occations flower-designs, such as: pillows, fans, lyres and so on are used.

Church-decorations are used at weddings as well as by funerals.

At weddings both the bride and the bridesmaids carry bouquets. The bridal bouquet usually consists of roses, carnations, orchids, lily-of-the-valley, easterlilies, calla lilies etc. The bride's bouquet is like that in the United States, worked in the same form and with satin ribbons and streamers of flowers or asparagus. The bridesmaids' bouquets are smaller and

made

made of other flowers than the bridal bouquet, such as: violets, sweet peas, polyantharoses, lily-of-the-valley etc. Often they are round.

Nowadays it is out of fashion to wear corsages, but sometimes they are, however, used at receptions or parties.

For funerals in Sweden flowers are used in large quantity. Seldom or never there is a coffin at funerals to be seen without blanket of flowers. Wreaths and crosses are generally used, sometimes designs, but not so often as in the United States. The size of wreaths varies between 60 up to 100 cm. and prices between 10 - 100 crowns. Larger wreaths up to 200 crowns sometimes are delivered, but not so often nowadays. The wreaths are arranged very different. In wintertime green wreaths of Mahonia, prunus, Magnolia, Ivy or other green, and decorated with bouquets of flowers are often delivered, but perhaps wreaths around with flowers more often are used.

The characteristical for arrangement of flowers in Sweden are good color composition, sound taste and an artistical outcarrying, by means of which we safely can compare it with that of other countries:

When criticizing arrangements of flowers, there are many things to take consideration of. We then at first have as decisive moments as form and colour, further suitable assortment of material and how that is combined in the flower-works and the more or less artistical taste, that there finds manifestation.

With reference to the form (form = the situation of the different parts to another) this is the primary fact when criticizing a flower arrangement just as by every other work of art. When in an ordinary wreath of, for instance, 70 cm., the opening is only 15 cm., so this wreath is below the standard, even then it is arranged of orchids. It has not the right proportions and must therefore be considered as a failure. The opening in a wreath must not be smaller than the side of the wreath, preferably a little larger. It should in this example have been 25 cm., and the wide therefore 22½ cm. to reach the measure of beauty. As soon as the breadth is larger than the opening, the wreath seems awkward. It is then better, that the opening is somewhat larger, though extravagance at this direction neither is to be tolerated, as too little and too large opening contend against the right proportions. Reference to very

large

wreaths it is better, if the opening is somewhat larger than is said before, for instance, 2/5 of the diameter. The right proportions in a flowerarrangement, it may be a wreath, a flower-basket or anything else are of so important signification from measure of beauty, that one can't point it out enough.

Of not minor importance is the combination of colors.

No other branch has a so very nearly inexhaustible number of nuances of colors as we, why we always at comcination ought to try to create beautiful harmonies. If we then are not so pretentious as the Japanese in our demand on the fact that flowers must fit togehter - in Japan it is forbidden to combine flowers, which have grown in the mountains, with flowers from the valley or at the see, or in other words, the flowers, that are to be combined, must have grown on the same ground and the cultivated flowers ought to have had their origin on the same locality - we ought yet to think of that, but at first that the colors must fit together.

Flowers in the same color but in different nuances - i.e. tone-in-tone-harmonies - always make a noble impression, as for instance: (instead of the name of the colors here are mentioned flowers in the wanted color, because the name of the colors differ essentially on separate places.)

Freesia - marguerites - mimosa;

Murillo-tulips, yellow - mimosa - daffodiles;

Azalea mollis, yellow - Cypripedium, greenyellow - Mimosa;

Forsythia - crocus - Cherianthus, yellow - Theerose-tulips;

Snapdragons - daffodiles - pansy - aquilegia;

Gillyflowers - Primula, yellow - Iris, etc.:

To these violet-colored harmonies a darkred tone is included to increase the effect.

Lilacs - violet-colored Thododendron - darkred roses;

Lilacs - anemones - Merle (darkred carnation);

Lilacs - L. Späth - Copeland-tulips - Cyclamen (darkred);

Hobbema-tulips - anemones - carnations, Circe (violet-colored);

Hobbema-tulips - lilacs, L. Späth - Merle (darkred carnation);

Centaurea - Clematis, violet-colored or purple - sweet peas , violet-colored;

Delphinium (summer) - dahlias, violet-colored - Gladiolus;

Perhaps the color-harmonies, however, wherein three or more colors generally are included, are of still more effect;

Anemones, all colors - mimosa;

Myosotis - primula, yellow - pansies - narcissus - mignonette - crocus, i.e. spring-flowers.

Iris, blue - lilacs, Mme Lemoine - Salvator Rosa-tulips;

Anemones - red - lilacs, L. Späth - Circe-carnations;

Sweet peas , pink - Prunus - Hydrangea, pink-violet-colored - Lilacs, L. Späth - Darwin-tulips,-Princess Elisabeth;

Cherry-flowers - lilacs, Marie Legraye - Aster alpinus;

Calendula Radio - Tagetes Goldball - dahlias, dark velvety-red - Autumnal colored leaves of Virginia creeper, etc.

The flowers for these harmonies are put together regarding to the arrangement of flowerbaskets.

Above I have attached importance to the fact, that the flowers must fit together. It is naturally not allowed to place such flowers as orchids, Amaryllis and tulips together in the same work; or hyacints and orchids, nor lily-of-the-valley and calla lilies together, to take some examples. Large, heavy flowers, that each by themselves can be very beautiful, must not be placed together with small brittle ones, as this will give a heterogen effect and take away the value of beauty or respective flowers.

On estimating a flower arrangement one must take into consideration the artistic accomplishment, as already said. Naturally form and color belong to this connection; but besides there is finally the arrangement of the flowers in the design, that decides, if we can apply the word artistics in this case. An artistic accomplished flower arrangement. Don't we think then, that the flowers are combined in a natural and aerial manner, with proper proportions and the whole a color-

symphony.

symphony. All compact and irrational in form and color is to be excluded.

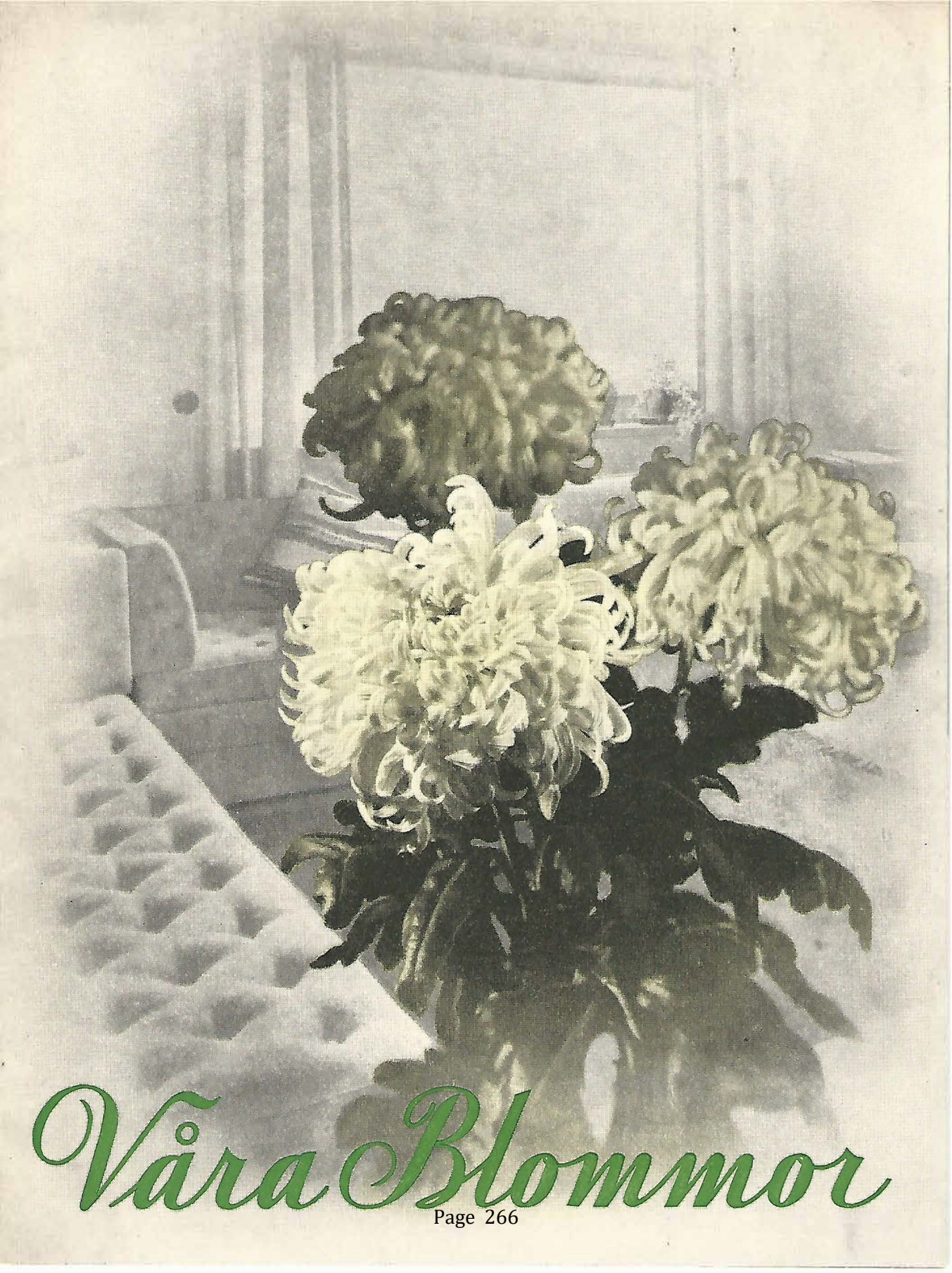
During the summer months June - September the most people go to the country, i.e. as many as possibly can, why these four months are dead season in the flower industry. We have in Sweden not so many "flowerdays" as in U.S.A. By us the Christmas eve domineers, when we on three days sell as much as during a whole month. And so we have New Year's eve, Easter eve and Mothers day, that falls on the last Sunday in May (not second Sunday as in the United States) - this day is besides Christmas eve the greatest flowerday of the year - yes, here we have all our "flower-days".

We have our flowershops open all the days in the year, besides on Chritmasday and Midsummerday, when they are closed. On Sundays the shops are open only on forenoon or till all the orders are delivered.

Flowers are very much appreciated in Sweden and decorate the homes of all classes. When the worker's wife on Saturdays goes marketing, she does not forget the flowers that are to be put on the dining-table on Sunday. The flowers have been popularized, so that they have been the whole people's matter, especially in the cities; the floriculture has also made immense progress during the last decades of years. Nowadays there is a large assortment of flowers as: Orchids, Roses, Carnations, Mums, Gladiolus, Primula, Hyacints, Poinsettia, Freesia, Tulips, Narcissus, to mention only a few of them, and plants: Azaleas, Rhododendrons, Roses, Begonisa, Poinsettia, Lilacs, Camellia, Fuchsia, Geranium, Hydrangea, etc.

Roses and carnations I should rather think are most popular, the orchids the most exclusive, but all sorts naturally have their admirers. There is no superstitions about any flowers, and we cannot speak about any popular flowers in general. Perhaps there are some people, that prefer one of another flower.

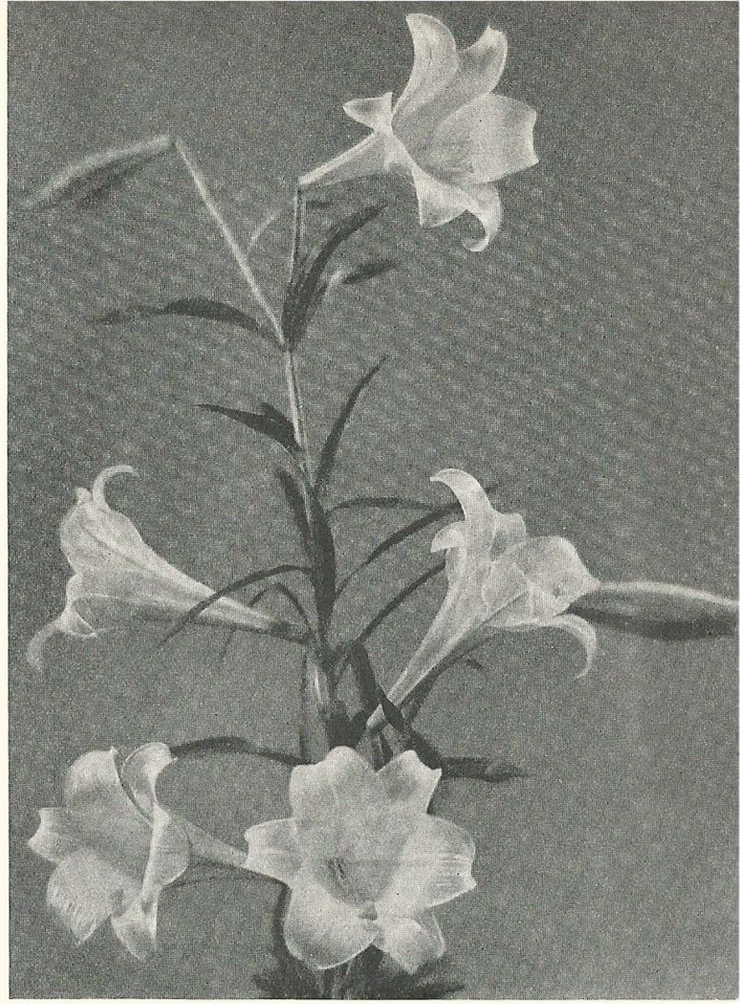
vb



Våra Blommor

Ellen Nordenstreng:

Blommorna i liv och kultur



»De roser och de blader
de göra mig så glader»

I detta gamla folkviserim ligger förvisso nyckeln till blommornas segertåg genom tiderna, deras uppgift, deras mål genom den solmättade kraft, som deras färger utstråla.

Inte för inte var det som en blomma, *liljan*, en gång sattes som praktens yppersta och på detta område blev måttet för all jämförelse, ty »Salomo i all sin prakt var ej så klädd som en av dem».

I blommornas värld var det också som orientalerna lärde den förståelse för färg, som västerlandet sedan tagit i arv och på många sätt utvecklat. Så blevo blommorna i ständigt stigande grad en kulturmakt just genom den urtyp för färg, som de så ofta ge och som språkbruket sannfäster i ord som rosa, violett, lavendel etc.

I de heta länderna drog naturen själv försorg om blomster- och färgpraktens växlingar i en rikt skiftande flora. I Västerlandet — särskilt norrut — var det annorlunda. Där blev också ofta den *odlade* blomman ett kulturens kännetecken. Den behövdes. Kunde den ej skaffas, ja, då avbildade man den, liksom dess förebilder, de vilda blommorna. Hur mången blomstermålning från gången tid talar ej om förfädrens längtan och behov av just *blommor* i sin omedelbara närhet i hem, i boningsrum, i kyrkor och kloster, på väggar och tak! Så småningom kom också den tid, då blommornas ställning blev så stark, att själva målarkonsten tog dem i sitt hägn, ett vittnesbörd på tidens smak.

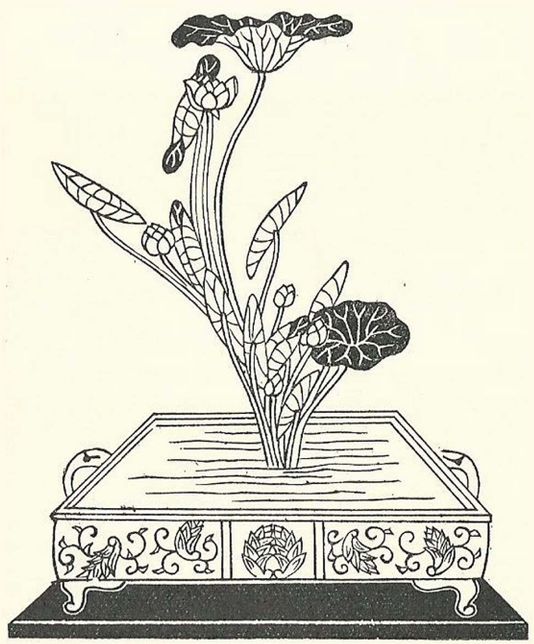
Redan långt förut hade antiken — vars konst stiliserat återgav dem — så uppskattat blommorna, att ingen mindre än Afrodite, skönhetsgudinnan, hyllades även

som blommornas beskyddarinna. Bland annat var *narcissen* helgad åt fruktbarhetens gudinna Demeter, och *nejlikan*, *Dianthus*, var ju himmelsgudens blomma.

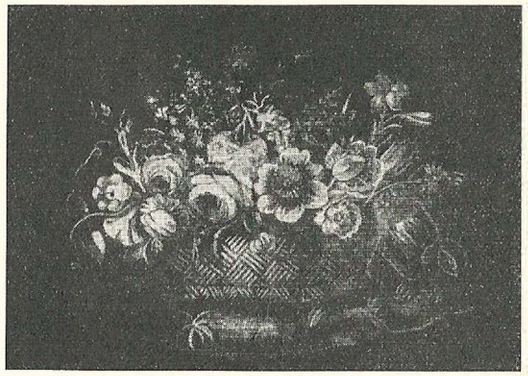
Det var därför helt naturligt att blommorna redan då blevo festligheternas smycken, särskilt i kransar, inte bara i Grekland utan även i Rom, där särskilt rosenprakten var slösande. Kärlekens symbol hade något av kärlekens makt.

Men det var dock långt senare i renässansen genom *Jan van Eycks* »blomsteräng» på altartavlan i Gent som blommornas värld upptäcktes och genom *van der Goes* som blomman fick sitt första konstnärliga porträtt. Ytterligare utvecklades allt detta av italienska mästare.

Sedan kommo blommorna en tid i skymundan. Men så på 1600-talet gingo de sin storhetstid till mötes i det land, där blommorna blevo kulturella medelpunkter på en gång i både hortikultur och konst: i *Holland*, blomsterlandet framför alla i Europa. Och det märkliga är, att denna storhetstid i blommornas värld västerut infaller samtidigt med den i Österns blomsterland *Japan*. Ty *Ikebana*, den japanska blomsterkonsten, nådde just då höjdpunkten i sin utveckling. Här mötas alltså öster och väster i full och gemensam uppskattning av blommornas värde, ehuru rasbetonad på olika sätt, västerlandet estetiskt, österlandet tillika religiöst-etiskt. Ty för japanerna är blomsterkonsten tillika ett socialt hjälpmedel, emedan *blomman* själv är symbol för harmonien i världen.



Japanskt blomsterarrangemang.



Blomsterkorg från antiken.

Men förresten, kanske ligger i denna uppfattning just mötesplatsen för öster och väster. Säkert är, att västerlänningen närmar sig den allt mer i den mån som vetenskapens upptäckt av färgen som fysiologiskt verksam klarnar för oss. Ty inte är det blott en utvecklad hortikultur eller bara ett estetiskt behov, som nu gjort blommornas värld till vår och välkomnande för dem öppnat våra hem. Djupare ligger det. I individens krav på förening av stimulus, vila och stämning. Och är inte det som vi söka och eftersträva i vårt liv och vår omgivning just — *harmoni?* Önskemålet således för öster och väster!

På ett glänsande sätt ha *blommorna* därigenom kommit den ofta citerade satsen på skam, att »Öst är öst och väst är väst och aldrig mötas de två». Ett storverk i sanning, som mer än annat visar blommornas underbara och universella makt. Inte skulle vi då kunna undvara så mäktiga väsen, så starka och säkra bundsförvanter! Aldrig!

Men det är *i vårt dagliga liv*, som blommorna göra sin största insats, sätta in styrka och stimulus genom sin förmåga att på en gång smälta in i vår omgivning och sätta oss i omedelbar kontakt med naturen, det levande livet, med andra ord höja vår livskänsla. Och det är just vad vår tid och vi i så hög grad behöva. Men deras fina individualitet fordrar att vi välja dem och vårda dem med kärleksfull omsorg, så att alla deras inneboende möjligheter komma till full rätt. Och vi kunna då ej undgå att lägga märke till att de *odlade* blommorna — inte blott krukväxterna, utan just *snittblommorna* — äga större varaktighet och motståndskraft än »de vilda», som illa utstå omflyttningen och därefter fort vissna, hur förtjusande de eljes än äro. Och ju mer odlade blommor, dess mer omväxling, då deras många variationer och former bättre än de vilda göra det möjligt för oss att välja dem så som tillfället bjuder.

Så fordra våra högtider var sin blomma, olika för varje. Livets högtider likaså, från dess morgon till afton med mellanliggande ögonblick av glädje och allvar. Folkvisans ord stå fast: blommorna sprida alltid glädje, även i den dämpade form, som heter tröst, t. o. m. i de allvarets ögonblick, då de med sina varma färger söka driva förgängelsetanken på flykt.

Varje blomma har sitt kynne, sin uppgift. Men det finns blommor, som man *alltid* vill ha. *Rosor* t. ex. »Rosor» säger någon, »de höra sommaren till! Den är deras tid». — Nej, rosor höra *festen* och *lyckan* och *kärleken* till. Låt dem därför alltid finnas — skänkas — njutas! De höra samman med livets rikaste ögonblick! Ännu ett exempel — *violerna* —, som därför att de äro små så felaktigt kallas blyga. De äro tvärtom förståelsens, medkänslans tolk i högsta grad, vilken årstid det än är. Och flera exempel kunde ges på blommornas säregna förmåga av anpassning ej blott dekorativt, utan som japanen lärt förstå deras väsen och uttrycksmedel: symboliskt.

Men deras anpassningsförmåga innebär ingalunda likgiltighet. Tvärtom, skärpt känslighet. Och den vädjar till oss att alltid välja våra blommor och bundsförvanter så, att de stämma med tid och tillfälle, omgivning och personlighet, — den enda rätta tolkningen är »blomsterspråket». Ty blomsterspråket är blommornas eget språk — färgens, doftens, linjens.

Blommor äro därför ej blott dekorativ eller symbolisk kraft. De äro vida mer: fysiskt klart och fysiologiskt starkt *solverkan* med allt vad däri ligger av inre kraft och yttre strålning. Mer kan väl ej någonsin ges eller begäras. Och därmed är — i liv och kultur — blommornas plats given.

Blommor sprida alltid glädje.

Jubilaren uppvaktas med en ståtlig blomsterkorg, som skänker glans och festivitas åt högtidsdagen
När en herre skall uppvakta en dam med blommor, väljer han gärna rosor, ty rosen är fortfarande den mest uppskattade blomman
Låt blommorna tolka vårt deltagande i sorgen efter en väns eller anhörigs bortgång!
Tack för senast! — Tackkortet bör åtföljas av blommor till värdinnan, som då ser, att hennes ansträngningar uppskattats
Blommor höra julen till. Blommor sprida glädje och skänka trevnad och stämning åt hemmets stora högtid
På namnsdagen eller födelsedagen, när väninnorna komma på visit, är en vacker krukväxt mycket lämplig som present

GUSTAF EKMAN:

Skurna blommors vård

De friska blommorna komma till oss med glädje och färgprakt. De fägna vårt öga och fylla vårt rum med sin doft. Bokstavligen ge de sitt liv för att fröjda oss — snart nog vissna de, och en vissnande blomma ger i stället en vemodig påminnelse om förgängligheten.

Det finns många recept på att bevara avskurna blommor friska. Men tyvärr ge de oftast inga synbara resultat, och även om man i ett fall skulle lyckas bra med någon av de många metoderna, så sviker medlet kanske ohjälpligt i ett annat fall.

Den som lärt sig känna den utpräglade individualiteten hos blommorna förstår detta mycket lätt. Lika litet som man bland människorna kan handskas med utpräglade individer efter universalregler, lika litet är det möjligt att behandla de levande individer, som blommorna äro, efter en metod som är lika för alla.

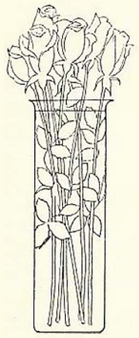
Men om vi behandla de blommor, som gästa vårt hem, på det sätt som deras individuella egenart kräver, så komma vi snart underfund med, att vi få både större och varaktigare glädje av deras skönhet.

Först och främst måste vi minnas, att olika blommor t. o. m. på samma stjälk kunna ha mycket olika livskraft — alldeles som ibland människorna den ene av två tvillingar kan vara mycket livsduglig, medan den andre tämligen snart vissnar bort. Den varierande livskraften hos blommorna måste tagas med i beräkningen. När den verklige blomstervännen märker, att en blomma ohjälpligt tynar, så känner han därför icke besvikelse utan plockar bort den med ett vemodigt tack för god vakt.

Synnerligen pressande för blommorna äro våra centraluppvärmda våningar. Luften i ett rum med värmeledning blir torr och påskyndar blommornas vattenavdunstning. Ofta är också rumstemperaturen högre än i de gamla våningarna.

Rosor.

Till våra ömtåligaste blommor höra nog tyvärr *rosorna.* Men rätt behandlad kan rosen hålla sig ganska länge. Det är ingalunda en fördel att i blomsteraffären välja rosor i allt för tidigt knoppstadium. Halvt utslagna



Rosor som »hänga» sättas djupt i vatten några timmar.

rosor hålla sig längre än alltför unga knoppar. Det är likaså ett misstag att tro, att en utslagen ros nödvändigt är äldre än en som samtidigt kvarstår i knoppstadiet. För övrigt slå de flesta rosor ut tämligen snart, då de komma i värme.

Rosor med långa stjälkar sättas i *höga* glas, så att stjälkarna stå i vattnet till minst 20—25 cm. höjd. Har man icke så djupa glas, måste man skära av stjälken så att icke för lång del befinner sig ovanför vattnet. Ju kortare del som befinner sig ovan vattnet, desto kortare väg behöver vattnet transporteras inne i stjälken. Enkla, höga blomglas äro emellertid icke dyra och resultatet med dem blir så mycket bättre, att det förvisso lönar sig att skaffa några.

När en ros börjar »sloka» och hänga med huvudet, skall man genast taga upp den, klippa av stjälken en smula och sedan sätta ned den i vatten ända till blomman och ställa den svalt. Då repar den sig på några timmar.

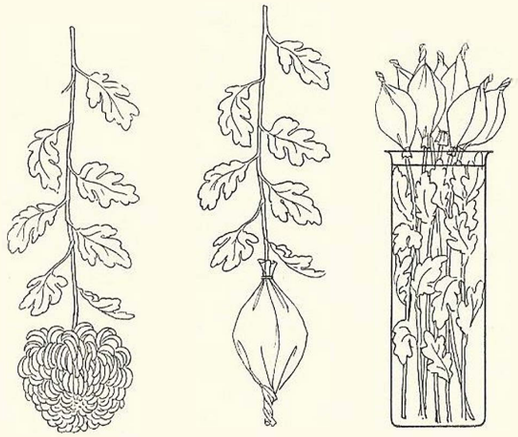
Nejlikor.

I motsats till rosorna äro nejlikorna mycket hållbara, under förutsättning att de icke skurits för tidigt — nejlikan bör alltid ha nått en viss mognad innan den skäres, ty den slår icke lika lätt ut i vatten som t. ex. rosen. Våra framstående specialodlare, från vilka de förstklassiga blomsteraffärerna erhålla sina nejlikor, veta av erfarenhet när blommorna böra skäras för att nå sin bästa utveckling och hålla sig längst. Det händer dock ibland, att en eller annan blomma i buketten vissnar redan efter någon dag, men detta behöver icke ingiva några farhågor för de övriga — de kunna hålla sig hela veckan och mera.

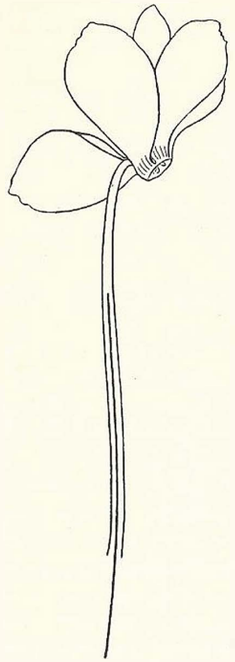
Ibland finner man, att den gröna »hylsan» är omsluten av en gummi- eller ståltrådsring. Detta innebär icke, att blomman är felaktig eller gammal, utan »reparationen» göres endast för att den brustna hylsan skall bevara formen.

Krysantemum.

Krysantemer — särskilt de storblommiga — räknas till våra hållbaraste blomslag, men det oaktat kan det hända, att de visa benägenhet för att sloka. De äro ytterst individuella — den ena blomman kanske står frisk och praktfull, medan en annan i samma bukett börjar hänga redan någon timma efter den kommit in i värmen. Anledningarna kunna vara mångahanda, men företeelsen utgör intet bevis för att blommorna äro gamla, tvärtom, alldeles nyskurna blommor kunna förhålla sig på samma sätt. I allmänhet kan man emellertid rädda en sådan krysantemum genom att omedelbart taga upp den, bryta av stjälken ett stycke och varligt krossa den strax ovanför brottstället — detta för att vattnet lättare skall sugas upp — varpå man vänder hela blomman upp och ned, så att den återfår sin rätta form, vecklar silkepapper om stjälken och sedan sätter den i djupt vatten till nästa morgon. Egentligen bör man helst behandla alla krysantemer på så sätt om kvällarna.



Från vänster till höger: Slokar en krysantem, bryter man av stjälken ett stycke, håller blomman upp och ned samt inlindar den i silkepapper; sedan sättes den djupt i vatten till följande morgon.



Med en tunn järntråd göres ett hål i stjälken på cyklamenblommorna till 2/3 av dess längd,

Cyklamen.

Avskurna cyklamenblommor sloka lätt. Men detta kan man förekomma genom ett enkelt förfaringssätt: Man klipper av stjälken en smula, sticker en tunn järntråd — en sådan kan man få hos blomsterhandlaren — upp genom stjälken till 2/3 av dess längd. Blomman får då lättare att suga upp vattnet. På samma sätt behandlas även *anemoner* och *julrosor*.

Syrener.

Julflorans honoratiores, *syrenerna*, ha namn om sig att vara ömtåliga, speciellt om de bli utsatta för drag Men om man dels aktar dem för direkt drag, dels ger dem en riktig förbehandling, kan man få en ganska varaktig glädje av syrenerna. Innan de sättas i vatten, krossas stjälkarna på ett stycke av ungefär 10 centimeters längd med en hammare, varpå man sätter ned dem i *djupt, 30—40 grader varmt vatten.*

Julstjärnor.

En annan av julens blommor, den röda *julstjärnan* (Poinsettia), har ansetts som mycket ohållbar. Detta beror på, att den porösa stjälken avsöndrar en riklig, mjölkvit saft genom snittytan, varpå blomman snart sjunker ihop. Numera förhindrar man denna »förblödning» genom att omedelbart efter avskärningen bränna snittytan, så att kärlen tilltäppas, alldeles som de moderna kirurgerna vid vissa operationer förhindra förblödning genom att medelst bränning koagulera blodet i de avskurna kärlens ändar.

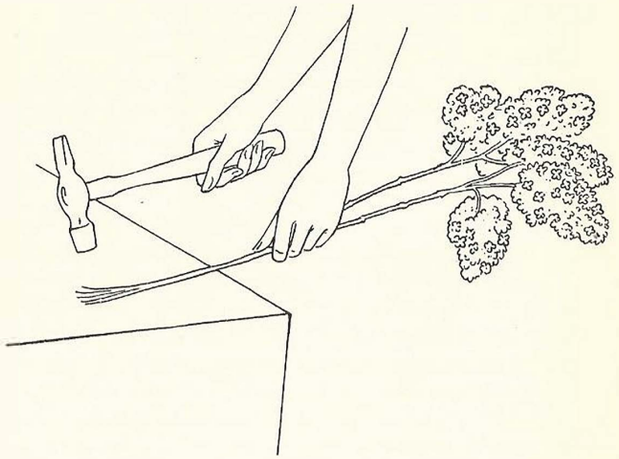
När man byter vatten i en vas med julstjärnor, får man följaktligen *icke* bryta eller klippa av stjälkarna, såsom man eljest gör med blommor för att åstadkomma nya snittytor. Gör man det, börja julstjärnorna genast att förblöda. Klipper man av stjälken, måste man *omedelbart* bränna snittytan ett ögonblick över en tändsticks- eller gaslåga.

Adiantum.

Man har också funnit, att *adiantumbladen* hålla sig längre, om de brännas i nedre stjälkändan. För närvarande pågår en serie försök även med andra blommor, och det är icke uteslutet att man kan utexperimentera nya metoder att bevara avskurna blommor friska.

Det är icke endast syrenerna, som må illa av drag. Över huvud taget fara inga blommor — krukväxter eller avskurna — väl av drag, om de också reagera olika starkt. Som generell regel bör gälla, att alla blommor skola stå dragfritt och svalt — att placera en vas med blommor på fönsterbrädet ovanför värmeelementet är därför mycket olämpligt. Vaserna böra alltid vara väl fyllda med vatten, som bytes dagligen.

Den som har det rätta intresset för blommor lär sig snart förstå deras egenart. En förutsättning för all förståelse för blommor är, att man tänker på att de *leva* och att det just är deras levande skönhet, som giver dem deras stora charm.



Syrenstjälkarna krossas med en hammare på ett stycke av 10 cm., innan de sättas djupt i varmt vatten.

Blommorna

tolka innerligare än ord Ert deltagande i såväl glädjen som i sorgen. En blomma är så försynt — den kan alltid användas, när det grannlaga ordet är svårt att finna.

Giv blommor — och låt *Blomsterförmedlingen* få betjäna Eder! Den förmedlar blommor över hela världen. Ni går blott in i en affär, som för Blomsterförmedlingens märke, och gör Er beställning — Förmedlingen ombesörjer sedan allt. Ni kan själv skriva en hälsning på ett kort, om tiden tillåter, att detta sändes med posten. I annat fall telefoneras eller telegraferas den — och på utsatt dag och timma bringa blommorna friska och fraicha Er hälsning till dess adressat.

Giv blommor till både gamla och unga — och kom ihåg, att blommorna alltid tala vackert om sin givare.

Lägg märke till Blomsterförmedlingens märke — det giver garanti för orderns utförande.

VICTOR PETTERSONS BOKINDUSTRIAKTIEBOLAG, STOCKHOLM 1935

Våra Blommor

När vi väljer blommor

Säg, stannar inte Ni som jag ibland hänryckt framför en blomsterhandels skyltfönster och springer på ett ögonblick ifrån alla vardagsbekymmer och förtretligheter rakt in i ett sagorike? — Och när vi går vidare, är det som hade hela dagen blivit ljusare, människornas ansikten vänligare och vi själva förunderligt uppfriskade, ja, faktiskt förvandlade.

Har det slagit Er, vilket bevis på blommornas makt över oss människor en sådan liten upplevelse är? Vad vi själva oftast inte förmår, hur mycket vi än anstränger oss: att lyfta oss över en grå och enformig vardag — det kan några små blommor göra på ett ögonblick!

Men inte a l l a blommor och inte när som helst. Blommor är som ord i det fallet — den rätta blomman i det rätta ögonblicket ska' det vara. Om vi skulle ta och försöka tänka på den saken, när vi väljer blommor åt andra eller åt oss själva!

När vi står framför det där fönstret, kommer det kanske plötsligt för oss, att vi just idag skulle köpa en blomma och ge bort — det är en högtidsdag, eller vi får lust att skicka en ändå. Det finns folk, som går in till blomsterhandlaren och säger: "Jag ska' ha för två kronor födelsedagsblommor — va' som helst — men mycket ska' det va'." (Jag hoppas Ni inte känner igen Er själv, men jag kan inte hjälpa det i så fall.) Sådana blommor blir inte en flik av ett sagorike för den, som får dem, hur omsorgsfullt man än blir expedierad. Jag säger ingenting om tvåkronan. Det är klart, att man skall beräkna, vad man kan orka med att ge ut för en blomma, och det är praktiskt att tala om det för den, som skall hjälpa en att välja. Men vi kan dryga ut den där tvåkronan betydligt, så att vår lilla blomma blir riktigt värdefull för den, som får den. Och vet Ni hur? — Jo, genom att vi ger oss tid att söka ut den blomma, som just då kan säga vår vän något p e r s o n l i g t från oss.

Ni vet, man brukar tala om blomsterspråk — ja, man har t. o. m. pratat litet för mycket om det, så att det har fått en smula löjlig klang. Men det ligger mycket i det där ordet i alla fall. Blommor talar. De är uttryck för någonting. Och när vi ger en blomma till en människa, kan den vara ett synligt uttryck för våra tankar. Den kan bli något, som värmer hjärtat. Nog har vi väl råd med det?

Den behöver inte alls vara någonting märkvärdigt — blomman vi ger bort — men vi kan göra den till något mera än en opersonlig beställning hos blomsterhandlaren. Och det är bara roligt för oss själva. Tänk, att gå där mitt i blomsterhärligheten och tänka ut, vilken blomma som kunde vara den rätta för den människan just idag; att fundera ut, vad jag skulle vilja säga henne eller honom, och vilken av de många blommorna därinne, som skulle k u n n a det!

En gammal ensam människa i ett litet grått krypin — skulle inte hon ha en sådan där trevlig krukväxt, som står troget och länge i fönstersmygen, en som man kan småprata med och pyssla om? En glad färg skall det vara! Och många små blomkronor, som lyser upp riktigt! ... Och vår goda vän i den flotta funkisvåningen på Gärdet skulle bestämt tycka om litet lösa blommor till skålen på fönsterbordet, några stillsamma, blyga knoppar, som sakta slår ut och sprider en känsla av liv och värme omkring sig!

Och tänk se'n vilken glädje att f å blommor, som är valda så, att man möter en vacker tanke bakom dem! Ibland kan det vara så underbart, att man kippar efter andan och knappast vågar tro, att det är sant, att mänskor kan tala till varandra på det sättet.

Ni har alldeles rätt, om Ni invänder, att det är så många, som inte märker en sådan där sak. Men om Ni tillägger, att det hela inte tjänar någonting till, så måste jag opponera mig. Visst är det roligast, om en människa förstår, att en så vald blomma är något mer än en blomma — att det ligger en vacker mening fördold i den. Men även om hon inte skulle märka det, fyller gåvan i alla fall sin uppgift. Omedvetet tar hon emot just det vi ville ge. Hon fylls av glädje. Av trevnad och värme. Av helgkänsla. Kanske vemod. Eller nytt mod. Vet inte alls, att det är b l o m m a n, som bär det med sig, inte att det är gåvor av blommans givare. Men gåvorna når fram. Och är det inte underbart att ibland också få vara den anonyme givaren?

En gång hittade jag i en affär några härliga krysantemer. De nästan förtrollade mig. De gav mig så mycket genom sin vita, rena ro. De gjorde mig glad på ett stilla sätt. Jag kunde helt enkelt inte lämna dem kvar där. Jag var på väg till en middag hos en bekant och tog dem med mig hem till henne. När hon vecklade upp dem, sa' hon spontant: "Nej, så'na här, som har en så kuslig gravstämning omkring sej! Dom vågar jag inte ha inne hos mej!" Jag stod där rätt så tillplattad. — Vet Ni, vad som var felet? Jo, helt enkelt, att jag inte alls hade tänkt mig in i, vad h o n skulle vilja ha, utan bara vad jag själv tyckte om. Hon skulle ha haft några granna, livssprudlande blommor den där dagen — jag visste ju, att hon var trött och utarbetad och litet ledsen ... Att ge blommor på ett personligt sätt är inte detsamma som att alltid välja det man själv vill ha eller att jämt ge bort sina egna älsklingsblommor. Nej, det är att välja, som om man vore den människan, som skall ha dem.

Älsklingsblommor, ja! Kan man konsten att lista ut, vilka som är vännens älsklingsblommor utan att det märks för mycket, då ger man henne eller honom någonting särskilt. Bara det inte råkar vara så, att alla bekanta har reda på dem och skickar samma sort! — Annars är älsklingsblommor alltid "blommor med innehåll". — Varför är det vi tycker mer om en blomma än alla andra? Är det inte så, att den blomman liksom har någonting i sitt väsen, som vi längtar efter — renhet, skönhet, glöd? Det är som med människorna vi tycker om att ha omkring oss — eller med färgerna, som vi helst klär oss i — de representerar det som vi själva saknar och söker nå ... Det kan också vara så, att en blomma är den vackraste för oss, därför att den är oupplösligt förknippad med vårt vackraste minne. Mänskor, som skilts åt av år och händelser och som inte tycks ha något gemensamt längre, kan plötsligt finna vägen till varandra genom en liten blomma, som säger: "Minns du?".

Det är som vore blommorna släkt med det vackraste och sprödaste i en människa. Det är till det hos henne, som vi vädjar, när vi kommer med en blomma. Det är till det vi talar både på högtidernas ljusa dagar och sorgens svarta. Vore det inte värt att lära känna de levande, uttrycksfulla ting, som vi kallar blommor, och lära oss konsten att tala genom dem och att själva lyssna till dem?

INGRID NYBORG.

TUTANKAMONS BLOMMOR ÄRO OCKSÅ VÅRA

Av Waldemar Swahn

Den gamle blomsterälskaren Arvid Månson säger på ett ställe i sitt arbete "Een myckit nyttigh Örta-Book", som utkom 1654: "Förutan sköna Blommor och Tulper, then som ther til lust hafver, han får thet ock väl." Långt tillbaka in i medeltiden finner man liknande uttalanden av insiktsfulla naturkännare och svärmiska tillbedjare av markens växande och blommande skönhet. Blommorna och människorna är ett så rikt ämne, att det skulle kunna fylla volymer. Redan de primitiva varelserna hade säkerligen ett begär att smycka sig med blommor, sedan kransen kring pannan övergått från skyddande förklädnad till smycke. Att odla och vårda blommande växter blev nästa steg. Blommorna blevo inte bara ögonfröjd utan fyllde också bestämda ändamål. De gamla romarna prydde sina hjältar med ärekransar, och grekerna gingo till fest på tjocka mattor av avskurna, levande rosor.

Men långt dessförinnan voro blommorna högt skattade av de gamla egyptierna. De märkliga fynden i Tutankamons gravkammare visa, hur man denna tid prydde de dödas vilorum med blommor. Man fann där bl. a. mer än meterlånga buketter av idel rosor. Dessa tretusenåriga blommor bevisa, att man redan då hade en fin blomsterkultur och att man till fullo uppskattade blommornas överlägsna värde som prydlig och stämningsväckande dekoration. Några hundra år före Kristus odlade grekerna iris, violer, rosor, lövkojor och narcisser, och Plinius skriver i sin "naturhistoria", att redan Cato befallde romarna att odla kransblommor. Han talar också om att den första blomkransen var den ärekrans, som Romulus vid en festlighet fick, vilket tydligen vill bevisa blommornas roll som hedersbevisning sedan urminnes tider.

Plinius anmärker också, att redan långt före hans tid "det mänskliga skarpsinnet förstått att avlocka naturen en del av Floras skatter, plantera dem, odla dem, föröka dem, förädla dem och njuta av dem". I sin bok "om blommor och kransar" fäller denne upplyste vise följande märkliga ord, vilka också ha kulturhistoriskt värde: "Allt annat ger naturen oss till näring och andra ändamål och giver det därför års-, ja, århundradens lång brukbarhet, men blommorna åter och deras doft visar hon blott för en dag(!) och — vad människan må väl behjärta — de vilka äro skönast bliva fortast vissna."

Plinius fäster sig huvudsakligen vid blommornas användning som kransblommor och sätter då rosorna i första och liljorna i andra rummet. Därpå följa iris, violer, varmed han torde mena lövkojor och lackvioler, Aristolochia(!), Caltha, Crocus, Amarantus, Centaurea, Bellis, Spiraea, Clematis, Daphne, Trifolium, Erigeron, Adonis, Euphorbia, Hemerocallis, Anemone, Nerium, Azalea pontica, Cyperus, Cyclamen, Heliotropium, Myrthus, Adiantum, Gladiolus, Narcissus, Hyacinthus, Chrysanthemum, Matricaria, Convolvolus, Verbena och flera andra.

Under den tidiga medeltiden behandlade en lärd arab växterna och uppskattade dem till omkring 1,400.

Det var emellertid klostren, som togo hand om blomsterkulturen, och det är munkarnas och nunnornas förtjänst, att icke florikulturen liksom så mycket annat under dessa blodiga och oroliga tider glömdes bort eller utplånades. Under renässansen var Floras värld mycket uppskattad, och själve Rafael målade blommor på tallrikar. Vilken roll blomman spelade exempelvis i England under denna tid visa Shakespeares dramer, i synnerhet "En midsommarnattsdröm" och "En vintersaga".

Att blommorna dyrkades här i Sverige som "skönhetsväsen" redan under stenåldern ådagalägga gravfynd — enkla blomkruksliknande lerkärl utan ornament — men några blomsterodlingar torde icke ha funnits här i landet före klosterväsendets införande på 1100-talet.

Resande munkar torde nog ha fört hit sällsynta blommor från utlandet, och från klostret spred sig nog trädgårdsodlingen till de uppväxande borgarna runtomkring. Det var säkerligen cistercienser munkarna, som voro föregångsmännen för trädgårdsodlingen här i Sverige. Enligt stiftarens, Bernhard av Clairvaux, tydning av Hortus Conculus (den stängda trädgården) i Salomos Höga Visa skulle denna vara identisk med Jungfru Maria själv och hennes tre blomsteremblem, kärlekens ros, renhetens lilja och ödmjukhetens viol. Att rosorna och liljorna voro ganska vanliga på den tiden uppenbara våra folkvisor:

"Kom liljor och akvileja, kom rosor
och salivia,
kom ljuva krusmynta, kom hjärtans fröjd!"

"Yrtagården" blev under hårda ofredstider den ljuvliga tillflyktsorten för borgarnas och slottens damer, som där sökte vila för sina tankar och sin oro under stilla sömnadsarbete, medan blommornas doft steg upp mot de gråa murarna. I Stockholm hade konungen en yrtagård och liknande funnos t. ex. på Hörningsholm. I det då danska Skåne voro dessa mer vanliga än i Sverige.

Både Gustaf Vasa och hans söner hade tidigt och fruktbärande intresse för trädgårdsodling. Erik XIV lät utanordna en stor summa för inköp av allehanda träd och örter. Johan III var inte mindre hortikulturellt intresserad och i hertig Karls furstendöme stod trädgårdsodlingen högt på hans slott i Nyköping, Eskilstuna, Gripsholm, Julita, Vibyholm och Örebro, berättar Karlin i "Trädgårdskonstens historia". Till dessa gods rekvirerades frö av violer, nejlikor, lactuca, lavendel, salvia, rosmarin och vallmo. I Hortus regius i Uppsala växte i förra hälften av 1600-talet bland en mängd krydd- och medicinalväxter rosor, crocus, salvia och matricaria. Renässansaristokraten Hogenschild Bielke satte runt "gräsängen" välluktande kryddor och allehanda blommor, och i Stola i Västergötland låg "örtagården med ett särskilt prydnadskvarter". På Häringe i Sörmland anlade fältmarskalken Gustaf Horn efter hemkomsten från trettioåriga kriget en dyrbar trädgård. Städerna togo efter. I Stockholm hade man redan då takträdgårdar. I Norrmalmsträdgården, nuvarande Kungsträdgården, fanns inte mindre än sjutton sängar med blomster och kryddor och i Jönköpings täppor växte lavendel, salvia, hjärtansfröjd, esop, rosor, liljor, kejsarkronor, aklejor, pioner och bellis.

I prästen Isaac Ericis översättning av tysken Johannes Colerus' Oeconomia (1683) hyllas kryddgården på följande sätt: "Blommorna göra luften välluktande och sund, och människorna kunna dagligen se på allehanda kryddor, örter och blomster och sig därutav recreera och förlusta."

I ett brev till C. Gyllenstierna från J. Lejonberg 1687, som står upptaget i drottning Hedvig Eleonoras livgeding-acta och meddelas i d:r Wollins Drottningholmsbok, lämnas följande förteckning på blommor i Drottningholms blomstergård och vingård: primula, narciss, dubbel jonkvill, cyklamen, Colchium, Caltha, blåsippa, dubbel blå och dubbel vit (ett anmärkningsvärt påpekande), Dictamnus, två sorters Helleborus jacea, Campanula, gullregn, rosor, acacia, passionsblomma, "Althea arborescens", Jasminum, Judasträd, Laurus tinus och dubbel clematis.

Hårsmycke av guld och ädla stenar, sannolikt en avbildning av ett blomsterarbete. Den rekonstruerade bilden framställer drottning Schubad i det gamla Babylonien.

I rokokons Sverige vandrade sköna damer och sirliga kavaljerer i slottsträdgårdarna mellan konstrikt klippta häckar och kände doften av samma blommor, som nu stå i herresätenas rosengårdar och perenna lister. I Creutz' "Atis och Camilla" frammanar skalden bilder av den fransk-engelska parken och blomsterkvarteren på herrgården.

Och resenären Linnerhielm far omkring och tittar på Axel von Fersens Löfstad och Ljung och konstaterar, om alla de kända trädgårdsblomsterna äro vackert eller icke vackert ordnade. Det är ganska intressant att genomgå det värderingsinstrument, som på 1700-talet uppsattes rörande Drottningholms stora "lustträdgård med dess tillhörigheter" och där det bland annat heter:

"På alla rabatter äro planterade åtskilliga sorter Sommer och winter Gewäxter samt blomsterlökar, hvilket allt pröfwandes kunna wärderas till 20.000". Några år senare vid en ny inventering påträffas bland annat "Flos passionis" i krukor, Jasmin florialbo och vulgare i krukor, dubbla violer i krukor m. m.

I få ord:

Våra odlade blommor ha icke likt människan degenererats eller utplånats. De finnas sedan tusentals år och ha endast undergått den förändringen, att de förädlats och mångfaldigats.

WALDEMAR SWAHN.

Även de stora flamländska målarna älskade blommor.
Ett praktfullt blomsterstilleben av J. D. de Heem.

Blomsterkedjan som omspänner världen

Svenska blomsterhandlare förmedla årligen 1/4 miljon order.

Endast några timmar över Atlanten.

Huru ofta vilja vi icke visa våra vänner en uppmärksamhet! Ibland är anledningen fest och glädje, ibland behöver sorgen vårt deltagande. Men i båda fallen låta vi gärna vår hälsning åtföljas av blommor. "Säg det med blommor!" heter det ju. Blommor säga mer än ord.

Föremålen för vår uppmärksamhet befinna sig dock ofta på en annan ort än vi själva, och blommor måste vara friska och fräscha, när de överlämnas. De kunna därför svårligen skickas långa vägar. Därför bildade de svenska blomsterhandlarna år 1923 en förening — *Blomsterförmedlingen* — för att genom ömsesidigt utbyte av order göra det möjligt att på kort tid leverera blommor på vilken plats som helst i Sverige och även i utlandet.

Blomsterförmedlingen leder sitt ursprung från Amerika. När den svenska föreningen bildades, var det blott två länder, Förenta Staterna och Tyskland, som hade föreningar för blomsterförmedling, och den svenska föreningen var sålunda den tredje i sitt slag i världen. Sedermera ha föreningar för blomsterförmedling bildats i ett stort antal länder, och det finnes även, jämte den amerikanska föreningen, en internationell organisation med namnet Fleurop, till vilken den svenska Blomsterförmedlingen är ansluten. Härigenom har möjlighet beretts att sända blomstergåvor över hela världen.

Blomsterförmedlingens märke tryggar utförandet av Edra order.

Den svenska Blomsterförmedlingen räknar för närvarande 450 medlemmar fördelade på 200 av landets viktigare orter. Hela antalet till den internationella blomsterförmedlingen anslutna blomsteraffärer uppgår till cirka 12,000. Det land, som har de flesta blomsterförmedlingsaffärerna, är Förenta Staterna, därnäst Tyskland. På tredje plats kommer Sverige.

Den svenska Blomsterförmedlingen har uppvisat en ständig ökning i omsättningen. Det första året, 1924, förmedlades 14,083 beställningar, 1936 hade antalet stigit till 236,737. Och den sistnämnda siffran kommer förmodligen att ytterligare ökas i år.

Förmedlingen av blomsterbeställningar fordrar noggrannhet och sakkännedom. Föreningen är därför mycket noga med valet av nya medlemmar, och en firma måste ha en viss minimiålder för att kunna vinna medlemskap. Dessutom anordnar föreningen varje år en kurs i blomsterbinderi för sina medlemmar och deras personal i syfte att få en jämn kompetensnivå över hela landet. Blomsterförmedlingens medlemskår har också visat sig till fullo motsvara allmänhetens förtroende. Trots det stora antalet beställningar, som förmedlas av föreningens medlemmar, äro anmärkningar mycket sällsynta. Den ovan omnämnda utvecklingen av föreningens verksamhet utgör det allra bästa beviset på att den väl fullgör sin uppgift.

För avräkningen mellan medlemmarna har Blomsterförmedlingen organiserat ett central-bokföringsställe, vilket står i förbindelse med motsvarande organisationer i andra länder för internationell avräkning. Detta har i hög grad bidragit till en god kontroll över medlemmarna och ordernas utförande.

En av de mest bidragande orsakerna till Blomsterförmedlingens framgång har varit snabbheten i beställningarnas utförande. Order kunna överbringas till annan ort med telefon eller telegraf, och blommorna kunna följaktligen vara framme hos en adressat även på hinsidan Atlanten på några timmar. Och allt sker utan något besvär för beställaren, han — eller hon — behöver blott uppgiva mottagarens namn och adress samt bestämma det belopp, blommorna få kosta. Sedan sköter blomsterhandlaren om resten.

Den vackra seden att med levande, doftande blommor — naturens skönaste alster — glädja sina vänner vid tillfällen, då man vill visa sin uppskattning eller deltagande, har vunnit ökad utbredning. Forna tiders dammiga pappersvippor återfinnas numera ej ens i landsbygdens enklaste bostäder, liksom ej heller — för vårt lands vidkommande — vid den fattiges bår. Trots den intensiva kampen för tillvaron, jakten efter framgång och maskinkulturens utveckling kan nutidsmänniskan, dess bättre, fortfarande förstå och njuta av de levande blommornas skönhet.

Säg det med blommor! Mången gång bli ord fadda, tomma, overkliga. Låt då blommorna — de friska, doftande blommorna — tala. Blommor bliva alltid välkomna.

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NORGE

Var ska vi ställa blommorna?

I rätt vas och rätt omgivning göra de sig dubbelt så bra.

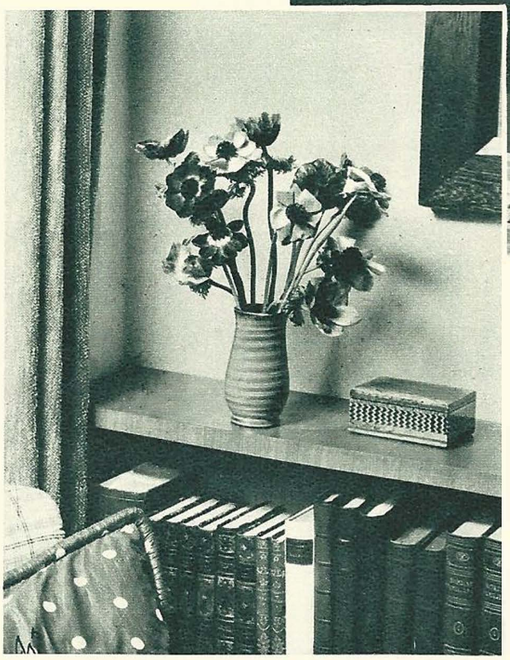
Är det inte något japanskt över det hela? Så skirt och fint som en liten geishas blomsterarrangemang.

Det är dubbelt så härligt med några minuter i soffhörnet, när ögat får vila på dessa graciösa ginstkvistar.

Ett praktfullt motiv för en fin gammal gobelin, inte sant? Se hur bordet liksom bildar en ram till blomsteruppsatsen.

Festen är slut men något av högtiden dröjer ännu kvar i hemmet.

Åh, vad det doftar! En försommardröm mitt i vintern.



Så granna stå de färgrika anemonerna mot den rena bakgrunden och lysa upp "den lärda vrån" där hemma.

Ett doftande stilleben i funkisvåningen.

Margueriterna i den trygga bondestånkan gör det så ljust och lugnt och trivsamt vid skrivbordet.

Cyklamen — en graciös och färggrann höst- och förvinterblomma.

VÅRA VÄNNER KRUKVÄXTERNA

Av ESTER LINDBERG

Varför ser man så sällan en riktigt välskött och vacker fönsterträdgård? Ja, inte är det i regel intresset som saknas, fastmer beror det på okunnighet. Och det är helt naturligt. Det är inte så lätt att sovra alla de goda råd, som ges av vänner och bekanta. Den ena har världens bästa patent på krukväxtskötsel och ger sina skyddslingar ömsom en skvätt vichyvatten och en dosis ricinolja. Naturligtvis med de allra bästa resultat. En annan "göder" — o, hemska ord — dem med kaffesump och gamla cigarrstumpar, och se, då är det ofelbart!

Som sagt, man får massor av goda råd och prövar en del och experimenterar med de arma krukväxterna, tills de stå där taniga och eländiga. Då heter det: "Jag har ingen tur med mina växter."

Men om man skulle rationalisera skötseln av växterna och sätta sig in i deras livsfunktioner, då skulle resultatet bli annorlunda. Det är egenligen inga stora fordringar de ha på livet, men ibland kräva de särskild omtanke, t. ex. under vintern, som i synnerhet är en kritisk period för våra krukväxter.

Först och främst måste de då skyddas för drag. Det finns inga växter, som inte lida oerhört av drag, men det förbises av de flesta husmödrar. Man måste absolut flytta bort krukorna från fönstret, när man vädrar — men inte endast några decimeter utan långt bort från det kalla luftdraget. Allra bekvämast är det att ha ett blomsterbord försett med hjul, som är lätt att köra bort vid vädring. Alltså, akta växterna för drag! Det är det första råd, man bör ge.

Bättre med för litet än för mycket vatten.

Det andra gäller vattningen. Ge växten vatten, när den är törstig, aldrig annars! Ge inte alla växterna vatten samtidigt, ty de ha olika behov därav, beroende på olika omständigheter. Undersök helst varje kruka och se, om det är nödvändigt att vattna. Växter med stort bladverk avdunsta mer vatten än ett lilleputtblomster och kräva därför vatten oftare. En nyplanterad växt kräver mindre vatten än en fullrotad. En stor roll spelar också bladens byggnad. Tjocka eller läderartade blad kvarhålla fuktigheten, då däremot växter med mjuka eller tunna blad ha livligare avdunstning. Men vattenbehovet beror också till stor del på var växterna äro placerade. Stå de i ett torrt och varmt värmeledningsrum eller i svala rum är vattenförbrukningen olika. Man lär sig snart att se, när växterna äro törstiga, och skulle man vara tveksam, så är det bara att knacka med knogen på krukan. Hör man då ett klart klingande ljud, är jorden torr, ger krukan ett dovt ljud ifrån sig, är jorden fuktig och man behöver inte vattna. En bra regel att hålla i minnet är: bättre för litet än för mycket vatten. Ty det är tyvärr så, att de flesta växter, som stryka med på vintern, ha helt enkelt blivit ihjälvattnade.

Men det är också en del andra små omsorger vi måste ägna våra krukväxter. Krukorna böra alltid vara väl renskurade, så att luften kan tränga in till rötterna genom krukans porer. Därför bör man också tänka på att inte ha krukorna i allehanda fodral eller "pyntade" med papper. Den rödbruna krukan är så vacker i sig själv, och färgen står så bra mot växternas grönska, så det är alldeles onödigt att dölja den.

Använd enhetliga lerfat — ej gamla omaka tefat.

Likaså vinner fönsterträdgården betydligt, om man ordnar en del detaljer på ett estetiskt tilltalande sätt.

Begonian är en av våra populäraste rumsväxter.

Tänk bara på faten! Är det inte så, att alla gamla kaffeserviser äro representerade på fönsterbrädan? Där stå gamla tefat i olika färger och former och förstöra utseendet. Då är det bra mycket vackrare med små bruna lerfat, som inte göra så mycket väsen av sig. De äro billiga i pris, överkomliga för var och en. Blomsterkäpparna skola vara så osynliga som möjligt, och uppbindningen kan göras nätt och behändigt med litet bast, helst grönfärgat.

När växterna omplanteras, bör man tänka på att ej fylla krukorna med alltför mycket jord, utan alltid lämna ett tomrum på 1—1,5 cm. från krukans kant. Vattnet rinner annars över alla bräddar, och växten får ingen nytta därav. Vid omplanteringen är det också nödvändigt att lägga några krukskärvor över hålet i krukans botten. Underlåter man detta, blir det lätt stopp i hålet, och det överflödiga vattnet kan ej rinna av.

Den nya blomman behöver särskild omvårdnad.

Vad som här sagts om krukväxternas skötsel gäller både de gamla trogna innevånarna och dem, som redan äro i full blom, när man får dem från blomsterhandlarna. Dessa senare tarva alldeles särskild omvårdnad, tills de hunnit acklimatisera sig. Hur ofta hör man inte förtvivlade husmödrar tala om, att den eller den växten var så underbart vacker, när den gjorde sitt intåg i familjen, men efter en kort tid var mogen för sopnedkastet. I de allra flesta fall får blomsterhandlaren skulden, men det med orätt. Oftast beror missödet på att växten blivit felaktigt skött. En cyklamen t. ex kan vara ett under av skönhet och frodighet ena veckan och den andra vara sorgsen och melankolisk med hängande blommor och gula blad. Då kan man vara säker på att den hamnat på fel plats i livet och fått för mycket av både värme och vatten. En cyklamen kan stå vacker i månader, *om den vattnas måttligt och får stå svalt.* Intill ett varmt värmeledningselement trivs den dåligt. När den vattnas, bör knölen skyddas för vatten. Skulle den ideligen hållas fuktig, uppstår lätt röta. Bäst därför att alltid vattna utmed krukans kant!

Den allra första tiden behöva dock de nya krukväxterna m e r a vatten till dess de hunnit vänja sig vid bostadsvåningens torra luft. Och så en mycket viktig sak: en krukväxt, såsom t. ex. begonia, cyklamen eller cineraria, bör aldrig få torka hårt, ty då tager den obotlig skada.

Välskötta växter bereda oss glädje.

Den småblommiga begonian, som är som en saga med sina hundratals små näpna blommor, är också en växt som, rätt skött, kan glädja oss en lång tid. Om den så småningom får vänja sig vid rumsluften och får lagom fuktighet, är den ett under att kunna hålla sig länge. På samma sätt förhåller det sig med cinerarian, som på grund av sitt stora, mjuka bladverk behöver förhållandevis mycket vatten. Detsamma gäller också ormbunkar av olika slag — Nephrolepis, Pteris och vad allt de heta. Men de måste också få en dusch alltemellanåt, ty de trivas bra med litet daggstänk på bladen.

Om man tillgodoser de olika växternas behov, kan man vara säker på att alltid ha en fönsterträdgård, som skänker glädje och tillfredsställelse. I de flesta fall måste vi välja mellan att ha endast ett fåtal växter i god kultur eller massvis av medelmåttiga stackare. Ty den personliga vård, som kräves för ett vackert resultat, tar en hel del tid. Nu för tiden, när så många husmödrar ha förvärvsarbete utom hemmet och inte ha tid att ägna sig nog mycket åt krukväxternas skötsel, är det också ett stort plus att för en billig penning kunna förvärva växter, när dessa stå i sin vackraste blomning.

Hortensia — praktfull och hållbar. Det finns ej blott rosa utan även blå och röda.

"Solbacken" — en ny begoniavarietet, uppdragen i Hässelby.

Primulan är oöverträffad i rik och långvarig blomning.

Blommor ordnar allt!
EN KORG!
?
FYLL DEN MED BLOMMOR!

Filosofie doktor i blomstervård

Vetenskapen lär oss sköta våra blommor.

Fil. d:r Ursula Foerster-Grüning.

Den vackra seden att pryda hemmet med avskurna blommor är mycket gammal, men så vitt man vet, kände antikens folk ej till något medel, som kunde öka blommornas hållbarhet. Så många fler knep användas i våra dagar, och sorgligt att säga bottnar flertalet av dem i rena vidskepelsen, medan andra tydligt visa, att uppfinnaren ej vetat, i vilken ända han skulle börja för att lösa problemet. De resultat man kommit till ha också varit skäligen magra.

Så egendomligt det än låter, ha några undersökningar, som varit ägnade att klarlägga denna fråga, aldrig tidigare företagits, och de anvisningar trädgårdslitteraturen lämnar, ha varit baserade på antaganden och ej på regelrätta försök. Det torde därför i hög grad intressera varje husmoder — och det är ju husmödrarna, som sköta blommorna i hemmet — att en kvinna kan berömma sig av att först ha utfört några mera omfattande vetenskapliga försök i syfte att utröna snittblommornas hållbarhet. Förra året lyckades nämligen en ung, kvinnlig studerande vid Hamburgs universitet förvärva doktorsgraden på en avhandling, betitlad "Beiträge zur sachgemässen Behandlung von Schnittblumen". Av olika skäl måste *d:r Ursula Foerster-Grüning* nöja sig med att huvudsakligen undersöka frilandsblommor, trots att försök med växthusodlade rosor, nejlikor, krysantemum o. s. v. skulle ha varit av största intresse. Men försöken med frilandsblommorna kunna säkert ge varje blomstervän en god ledning.

Givetvis måste d:r Foerster-Grüning gå tillväga med den största försiktighet vid valet av försöksmaterial, lokaler och andra faktorer, som kunde tänkas påverka resultaten. Försöken började med att alla stjälkarna skuros lika långa genom sneda snitt och under vattenytan befintliga blad borttogos. Vaserna uppställdes i tvenne rum, det ena 20 gr. varmt och med tämligen hög luftfuktighet, det andra 11—16 gr. varmt och med lägre luftfuktighet. Radiatorerna i försökslokalerna voro försedda med vattenbehållare för att luften ej skulle bli för torr. Vid varje försök användes också blommor av samma storlek och i samma utvecklingsstadium.

Tidpunkten för blommornas avskärning.

Den första uppgiften var att undersöka huruvida den tidpunkt på dagen, då blommorna avskuros, hade någon inverkan på hållbarheten. Det visade sig knappast vara fallet. Möjligen kan det vara något fördelaktigare att skörda blommorna strax efter solnedgången. De blommor, som avskurits på middagen och på morgonen voro ungefär lika hållbara, ett resultat, som överraskar i icke ringa grad. Vidare framgick, att det är fördelaktigare att skörda blommorna i regnväder än i varmt och torrt väder.

Det är givetvis av största betydelse att lägga märke till i vilket utvecklingsstadium blommorna befinna sig, då de sättas i vas. I allmänhet anser man ju, att blommorna böra skördas innan de nått full utveckling. Denna uppfattning har också i de flesta fall visat sig vara riktig, t. ex. ifråga om Helichrysum, Phlox, Papaver, Gaillardia, Coreopsis med flera arter. Däremot äro fullbildade cyklamenblommor betydligt hållbarare än knopparna, som blott delvis slå ut i vatten och snart vissna.

Vedartade stjälkar skola skäras snett.

Både bland amatörer och fackmän synes man fästa stort avseende vid det sätt, varpå stjälken behandlas. Somliga klyva stjälken, andra krossa den eller bryta av den. Det är emellertid nu klarlagt, att växter med vedartade stjälkar hålla sig längre, om dessa avskäras med sneda snitt. Ju mera örtartad stjälken är, desto mindre blir differensen mellan det sneda och det vinkelräta snittet. Detta beror, kort uttryckt, därpå, att stjälkarna genom sin olikartade byggnad bli i olika grad genomsläppliga för vatten. En mjuk, grön stjälk har god genomsläpplighet, medan en mörkare och fastare stjälk låter endast mindre mängder vatten passera. Örtartade växter uppta vatten ej blott genom själva snittytan, utan också genom öppningar på stjälkens utsida, medan vedartade växter kunna tillgodogöra sig vatten endast genom snittytan. Därför spelar snittytans utseende ingen eller endast liten roll, när stjälken är örtartad.

Att klyva stjälkarna eller skala av barken kring deras nedre del ledde vid d:r Foerster-Grünings försök ej till åsyftat resultat, och ej heller visade det sig

särskilt förmånligt att bryta av stjälkarna. Här intogo cyklamenblommorna återigen en särställning. Till och med halvvissna blommor repade sig på nytt, när man bröt av stjälken en bit. Som man hade anledning förmoda, hade blommor med grova stjälkar relativt större livslängd än blommor med tunna sådana.

De mjölksaftförande växterna måste behandlas på ett speciellt sätt för att bli hållbara i vatten. De bli nämligen mera hållbara, om man bränner stjälkändan, en metod, som egentligen är uppfunnen i Japan. Bränningen tillgår helt enkelt så, att stjälkändan av t. ex. en avskuren vallmo eller julstjärna hålles några ögonblick över en låga, varvid saften koagulerar i stjälkens nedersta del. En annan fördel med bränningen är, att de ömtåliga vallmoblommorna bättre bibehålla färgen.

Vi ha redan nämnt, att blommor med grova stjälkar ha större livslängd än blommor med tunna sådana. Därav kan man ju sluta sig till att kortskaftade blommor skulle vara mera hållbara än långskaftade, och så är även förhållandet ifråga om de flesta arter. (Dahlior och ringblommor hålla sig dock lika länge, om stjälkarna äro relativt långa.) Särskilt hos rosorna spelar stjälkens grovlek en stor roll. Mörkröda sorter, som vanligen ha tunna stjälkar, skola helst skäras kortare, medan sorter med grövre stjälkar kunna vara mera långskaftade. Har man blommor, som måste ha långa stjälkar för att taga sig väl ut i vasen, bör man låta en tillräckligt stor del av bladverket ovan vattenytan sitta kvar, ty därigenom ökas förmågan att uppsuga vatten.

En finess som icke är någon finess.

Många blomstervänner anse det som en speciell finess att korta av stjälken genom snitt u n d e r v a t t e n. Man kan dock betvivla, att detta knep kommer till mera allmän användning i praktiken, ty det har sina svårigheter att i hemmet skära av blomstjälkarna under vatten. I teorien skulle undervattensnittets fördelar bestå däri, att luft ej kan tränga in i stjälken och försvåra vattnets passage genom densamma. D:r Foerster-Grünings experiment ha till full evidens bevisat, att undervattenssnittet på intet sätt påverkar blommornas hållbarhet, vare sig i positiv eller negativ riktning. Ej heller torde det vara av så stor betydelse, om man dagligen avkortar stjälken — en åtgärd, vars förträfflighet ofta framhålles. D:r Foerster-Grünings försök visade nämligen, att det knappast lönar sig att förnya snittytan vare sig varje, varannan eller var tredje dag.

En mycket vanlig föreställning är att hållbarheten ökas, om vattnet i vaserna dagligen bytes. Denna åsikt har visat sig vara felaktig, men givetvis är det av hygieniska orsaker tillrådligt att byta vatten tillräckligt ofta. Man kan också rekommendera att avlägsna lågt sittande blad, vilka snart framkalla röta i vattnet.

Slokande blommor sättas djupt i vatten.

Ännu en gammal fördom fick en svår knäck under de här relaterade försöken. Det antages ju allmänt, att alla blommor hålla sig längre, om de under någon tid nedsättas mycket djupt i vatten. Detta antagande är riktigt, då det gäller blommor som tillfälligt sloka. Sådana blommor få en stor förmåga att suga upp vatten genom stjälkens porer och kunna snabbt repa sig, om de stå djupt i vatten. Genom en sådan anordning minskas också den fria växtyta, genom vilken vattenavdunstningen sker. Vattenavdunstningen kan även nedbringas genom att man avlägsnar en del av bladen. Friska blommor ha inte samma förmåga att suga upp vatten genom hudens porer och ha därför inte samma glädje av djupbadet.

(Referenten vill härtill anmärka, att när slokande blommor sättas djupt i vatten för att de skola repa sig, är det mycket viktigt, att blommorna och den del av stjälkarna, som befinner sig ovan vattnet, inlindas i på insidan fuktat papper, som tillslutes upptill. Om blommorna få stå så invirade över natten — helst på ett svalt ställe — bruka de på morgonen vara fullt friska igen.)

Vanligtvis hör man den åsikten uttalas, att blommorna skola sättas i vatten, så snart de äro avskurna. Ofta äro dock de blommor mest hållbara, som fått ligga i luften 3—4 timmar. Under denna tid förlora de givetvis en mängd vatten, men denna förlust ersätta de, så snart de sättas i vasen. Därvidlag är dock att märka, att alla blommor ej kunna behandlas på samma sätt i detta avseende; somliga behöva omedelbart sättas i vatten, medan t. ex. Pyrethrum är lika hållbar, när den legat i luften under 16 timmar.

Hög luftfuktighet och låg temperatur.

Vi komma så till tvenne faktorer av största betydelse, nämligen luftfuktigheten och temperaturen i rummen. Den förra faktorn är ju svår att reglera, men i värmeledningsrum kan man hänga vattenfyllda lerkärl (ej glaserade) på värmeelementen. Hållbarheten kan också ökas, om man ibland spritar blommorna eller tillfälligtvis lindar in dem i fuktigt silkespapper. Temperaturen kan man ju lättare reglera, och det är tydligt att blommorna hålla sig längre i ej allt för varma rum.

Att sköta avskurna blommor efter här antydda regler är på det hela taget en enkel sak. Men sedan finns det en del metoder att förbättra hållbarheten hos vissa blomslag — avskurna cyklamenblommor och julrosor bli hållbarare om en lång nål stickes upp genom stjälken, syrener böra sättas i hett vatten, o. s. v. Vad vi här ovan framfört torde vara de viktigaste principerna för den rätta behandlingen av snittblommorna och samtidigt ha vi påvisat, att många av de medel och metoder, som hittills förordats, sakna betydelse.

Blomster-almanack

En översikt över våra vanligare snittblommors och krukväxters förekomst under olika årstider.

Avskurna blommor:	JAN.	FEBR.	MARS.	APRIL.	MAJ.	JUNI.	JULI.	AUG.	SEPT.	OKT.	NOV.	DEC.
Amaryllis	●	●	●	●	●	●					●	●
Anemoner	●	●	●	●	●						●	●
Cattleya (orkidé)	●	●	●	●	●	●	●	●	●	●	●	●
Chrysanthemum									●	●	●	●
Crocus	●	●	●	●	●							
Cyklamen	●								●	●	●	●
Cypripedium (orkidé)	●	●	●	●	●				●	●	●	●
Dahlior						●	●	●	●	●		
Freesia (kapkonvalj)	●	●	●	●					●	●	●	●
Förgätmigej	●	●	●	●	●							
Gladiolus						●	●	●	●	●	●	
Iris		●	●	●	●	●						
Julrosor										●	●	●
Julstjärnor												●
Luktärter				●	●	●	●	●	●			
Liljekonvaljer	●	●	●	●	●					●	●	●
Liljor	●	●	●	●	●	●	●	●	●	●	●	●
Lövkojor					●	●	●	●	●			
Narcisser		●	●	●	●	●						
Nejlikor	●	●	●	●	●	●	●	●	●	●	●	●
Ranunkler	●	●	●									●
Rosor	●	●	●	●	●	●	●	●	●	●	●	●
Syrener	●	●	●	●	●							●
Tulpaner	●	●	●	●	●							●
Violer	●	●	●	●	●	●	●	●	●	●	●	●
Krukväxter:	JAN.	FEBR.	MARS.	APRIL.	MAJ.	JUNI.	JULI.	AUG.	SEPT.	OKT.	NOV.	DEC.
Amaryllis	●	●	●	●	●							●
Azalea	●	●	●	●								●
Begonia	●	●							●	●	●	●
Calceolaria (toffelbl.)			●	●	●							
Chrysanthemum									●	●	●	
Cyklamen	●							●	●	●	●	●
Crassula						●	●	●	●			
Gloxinia					●	●	●	●	●	●		
Hortensia			●	●	●	●	●	●				
Hyacinter	●	●	●	●								●
Julkaktus												●
Julstjärnor												●
Kalanchoë			●	●	●							
Ormbunkar	●	●	●	●	●	●	●	●	●	●	●	●
Primula	●	●	●	●	●	●		●	●	●	●	●
Rosor, polyantha			●	●	●	●	●	●				
Rhododendron				●	●							
Solanum	●	●								●	●	●
Syrener	●	●	●	●								●

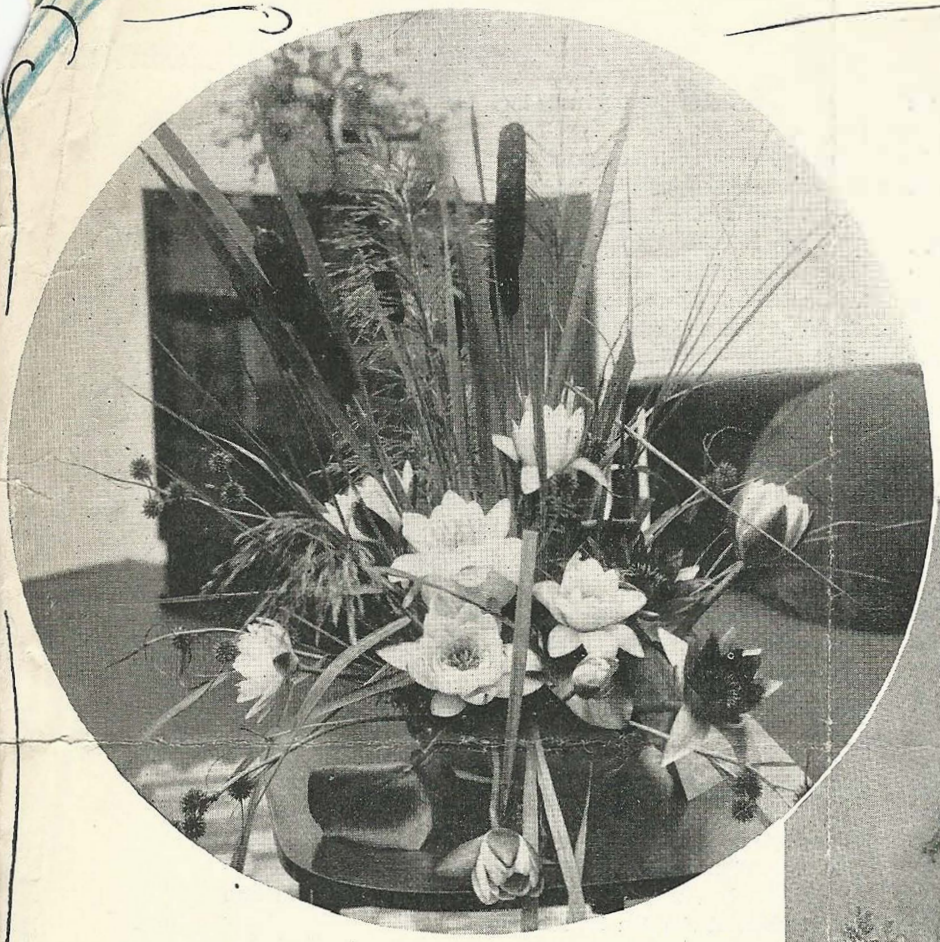
Kära Mor och Far!
Mina käraste hälsningar från Anna
och mig som i tanken alltid äro Er
nära fastän vi äro så långt borta.
Axel

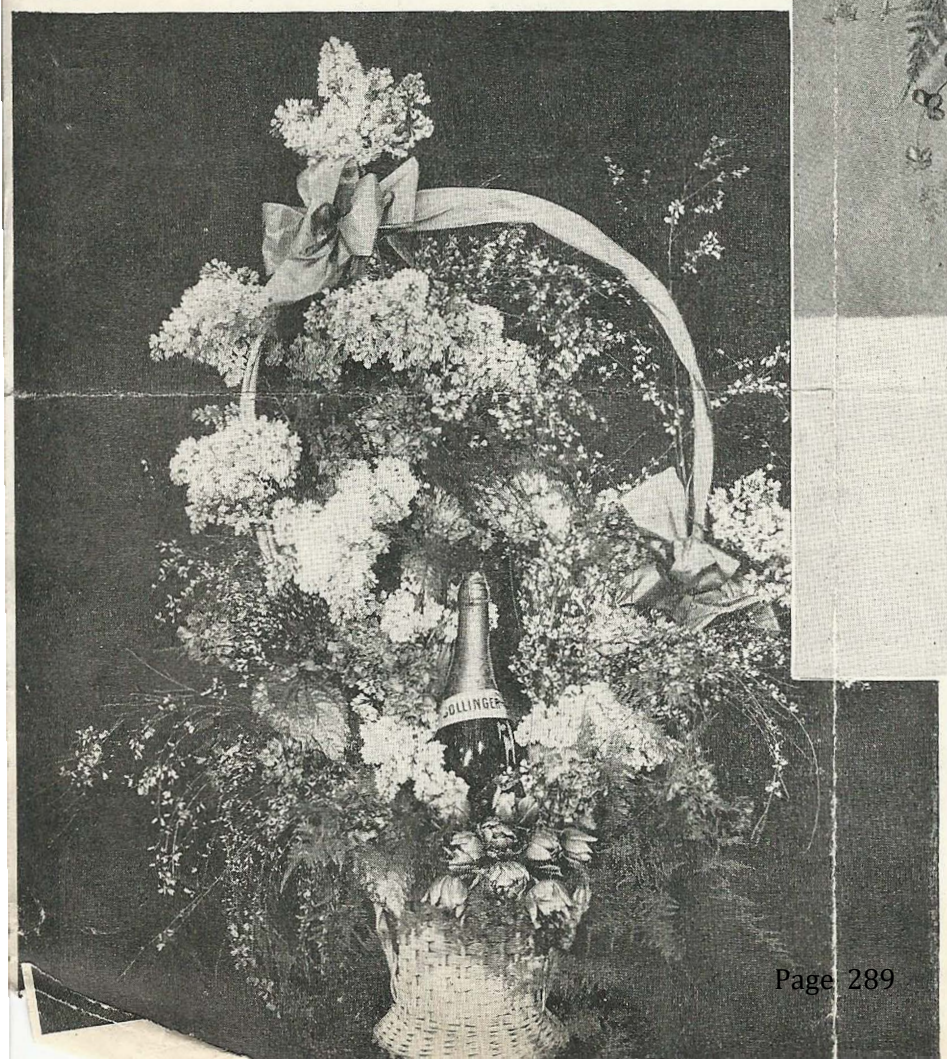
BLOMSTERFÖRMEDLINGEN

— når över hela världen

Stockholm 1937
Saxon & Lindströms
Fotogravyranstalt.

Genom ett blomsterfönster





ÖVERST t. v.: Låg skål med vattenväxter. Stora näckrosor i vitt och rött. Stora kaveldunskolvar m. m. Utförd av Flatows blomsterhandel, Västerlånggatan 14, Stockholm.

OVAN: Orkidéer, Cattleya, Cypripedium med breda sidenband i harmonierande färger. Dyrbar och magnifik korg.

NEDERST t. v.: Blomsterkorg av vita syrener, ginst och tulpaner — senvinterns härliga flora. Till Pauline Brunius. Obs.! Buteljen. Korgen utförd av Karl Petersén, Sturegatan 46, Stockholm.

ket bättre. Svara nu istället på... vad anser ni t. ex. om kritiken?

— Å, så egendomligt att redaktörn frågar just det! utbrister det förtjusande intervjuoffret och ser ut som en orm innan den hugger. Tänk, mina kolleger klagar så ofta på kritiken, men jag tycker den är förtjusande, jag! Att läsa de olika tidningarna efter en premiär är som att läsa bibeln: alltid kan en stackars ofullkomlig människa hitta ett tröstens ord någonstans! Det händer visserligen att jag någon gång läser kritiken med förvirrade känslor, men då tänker jag genast på kritikerna själva: hur förvirrade ska inte *de* vara, när de läser *varandras* recensioner! (*publiken* läser gudskelov inte alla tidningar). Hur vore det om kritikerna skulle hålla ett litet sammanträde efter varje premiär — helst vid en sup och en smörgås — och enade sig om vissa riktlinjer för morgondagens schavottering? Det skulle stärka deras auktoritet, ska jag säja! Kunde inte Scenen visa vägen och göra en sammanställning av det som är sant i Sv. D. och dåligt skämt i D. N. till exempel? Tänk, efter min succès med »En kvinna, som vet, vad hon vill» på Stora Teatern i Göteborg, var det en tidning med hög färg, som skrev, att stämningen i salongen var låg. Och ändå hurrade publiken! Antingen gick den recensenten efter första akten — man får kanske vara glad att han gick alls! — eller också är hans akustiska apparat inte inställd på den högre stämningens våglängd. Honom bjuder jag inte hem — annat än som polisvittne, förstås. Han kan ju intyga att allt gått lugnt och städat till på mi-...

— Är det nödvändigt att blanda in polisen?

— Å, nu säjer redaktörn nåt! Jag har ju lovat bjuda intendenten Zetterqvist på middag, han är kärligt kriminell av sej!

Intervjuaren motstår frestelsen att hoppa direkt till frågan om framtidsplanerna. Alltså!

— Vilken svensk kritiker sätter ni högst?

— Min högt skattade vän Kar de Mumma, naturligtvis! Hans objektivitet skulle vara ett rättesnöre för den svenska kritikerkåren. Han sitter minsann inte i glashus, han! Hans sätt att kasta upp vitala teaterproblem väcker en slumrande värld till liv hos den utövande artisten. Ta nu bara hans senaste artikel i Scenen om »Skomakaren och lästen». När han påtalar mångsysslerict inom konsten och med profetisk skarpblick föregriper t. ex. Tuttas »Ofelia», så undrar jag nästan, om jag gjort orätt i att spela operett i stället för revy. Hu då, jag som lite smått funderar på Macbeth och... nej, jag vågar inte tänka på det! Kar de Mumma vet vad han talar om (hur ser mångsysslaren-journalistens läst ut egentligen, undrar intervjuaren apropå?). Gösta, Tutta, jag och Margit Rosengren har gott av att tänka på hans ord.

— Och hur är det med framtidsplanerna? Man talar om Operan...

— Skriv noga upp nu vad jag säjer redaktörn: den omständigheten, att jag *inte* ska sjunga »Nattens drottning» — i »Den förtrollade butiken» av Wagner, ni vet — betyder *inte*, att jag *inte* har den största sympati för Operan. Jag skulle sålunda inte tveka ett ögonblick att rycka in och rädda en föreställning om Wallgren skulle bli hastigt sjuk... Tills vidare ämnar jag vila på mina operettlagrar. Jag tycker om den besynnerliga konstarten, och även om den inte ska bli sång, så ska den bli min musik!

Zarah Leander och Erik Laurent i En kvinna som vet vad hon vill på Stora teatern.

Olsson & Hammarqvist foto, Göteborg.

BLOMSTERFÖRMEDLINGEN

Binderiavdelningen. 10 blomsterhandlare i Stockholm deltaga med var sina fyra arbeten. I mitten Blomsterförmedlingens stora jordglob.

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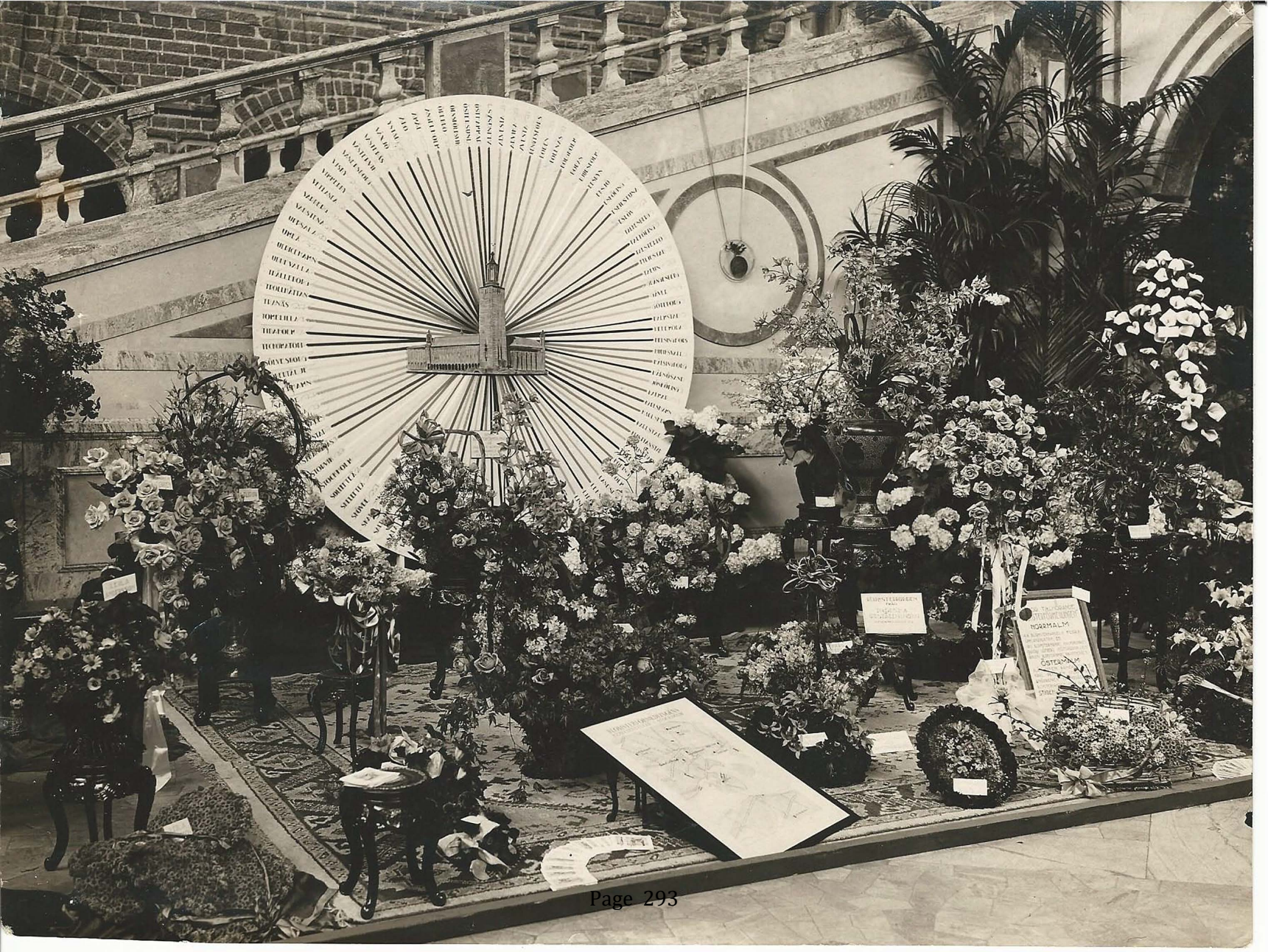
Foto. Bertil Norberg
Tegnérlunden 4, Stockholm
Telef. V. 17593

1930

Föreningen Blomsterförmedlingen

6/11.30.


NORRMALM
ÖSTERMALM

F. B. F.s bollentvättning i Blå Hallen

1925

~~Oppetta~~

VIOLA

12,6 cm bred

179

56 90

FOTO-
CENTRALEN
SKEPPAREGATAN 29
STOCKHOLM

HÖTORGET, KONSERTHUSET, Stockholm.
Haymarket, Concerthall, Stockholm.
Efter färgfoto av Civilingeniör G. W:son Cronquist.

Stockholm A.-B.
Stockholm.

7

BLOMSTERFÖRMEDLINGEN
och
när över hela världen

Låt blommor

lysa upp

julens stora högtid

Säg det med BLOMMOR

förmedlas över

hela världen av

BLOMSTERFÖRMEDLINGEN

BERGTSONS LIT A.B. STHLM 1937

NEW YORK

eller TOMELILLA

nås lika lätt med

blommor på högtidsdagen

Genom BLOMSTERFÖRMEDLINGEN

BENGTSONS LIT. A.B. STHLM. 1937

Smycka gravarna med blommor på ALLHELGONADAGEN

BLOMSTERFÖRMEDLINGEN

BENGTSONS LIT. A.B. STHLM. 1937

Switzerland

IN REPLY REFER TO
FILE No. 861.6 JTS/jts.

THE FOREIGN SERVICE
OF THE
UNITED STATES OF AMERICA

DEPARTMENT OF STATE

AMERICAN CONSULATE

Bern, Switzerland, February 23, 1938.

Mrs. Willard Helburn,
The Flower Club,
71 Fresh Pond Lane,
Cambridge, Massachusetts.

Madam:

The Consulate has received your letter of February 3, 1938, requesting postcards or illustrated articles showing the flower markets, street vendors, or other features of the handling of flowers in the City of Bern.

In reply this office takes pleasure in transmitting herewith four photographs of the Flower Market which is held twice weekly in the City of Bern. There is also enclosed a general view of the market which is held in the square in front of the Federal Parliament Building.

Respectfully yours,

Gerald Keith,
American Consul.

Enclosures:
Four photographs of the Flower Market in the City of Bern,
One postcard showing general view of the Flower market.

Schumacher Joh.
Jurastr. 47

N 80[illegible] Bern, Markt auf dem Bundesplatz

Venezuela

MASSACHUSETTS HORTICULTURAL SOCIETY
COMMUNE BONUM.
INC. JUNE 12. 1829.

IN REPLY REFER TO
FILE NO. 8616 LS/CL'E

THE FOREIGN SERVICE
OF THE
UNITED STATES OF AMERICA

DEPARTMENT OF STATE

AMERICAN CONSULATE
Caracas, Venezuela,
July 22, 1938.

The Flower Club,
71 Fresh Pond Lane,
Cambridge, Massachusetts.

Madam:

The receipt is acknowledged of your letter of February 3, 1938, in which you request postcards and illustrated articles showing flower markets, street vendors, and information about the handling of flowers in Venezuela.

The only regular commercial activity in selling and growing flowers is confined to Caracas and environs. I regret that a search of the stores has been unsuccessful in discovering any pictures or other illustrated matter of flowers.

Flowers are sold in the general market in Caracas and in several florist shops. The most popular types available are Easter lilies, which are raised on the mountain slopes near Caracas, roses, dahlias, chrysanthemums, marigolds, callas, and of course, orchids. Street vendors sell orchids, especially Cattleya Percivaliana and Cattleya Mossiae, when these are in season, the former in December and the latter in May.

The most popular types of floral arrangement are wreathes and stands, such as are given to winning horses in the United States, or were associated with gangsters funerals in the late 1920's in Chicago.

Should any picture material become available, it will be a pleasure to sent it to you.

Respectfully yours,

Stewart E. McMillin,
American Consul.

Yugoslavia

MASSACHUSETTS HORTICULTURAL SOCIETY
COMMUNE BONUM.
INC. JUNE 12. 1829.

IN REPLY REFER TO

FILE NO. 020, RBM-cgl.

THE FOREIGN SERVICE
OF THE
UNITED STATES OF AMERICA

DEPARTMENT OF STATE

AMERICAN CONSULATE
Belgrade, Yugoslavia.
March 2, 1938.

Mrs. Willard Helburn,
The Flower Club,
71 Fresh Pond Lane,
Cambridge, Massachusetts.

Madam:

I have received your letter of February 3rd, requesting post cards or illustrated articles showing the flower markets or street vendors of flowers in this section of Yugoslavia.

In reply I regret to state that after considerable inquiry I have been able to find only one post card sold in Belgrade illustrating the subject you have in mind and this, although not particularly interesting, is enclosed. The cost was 10 cents which you may remit to this office at your convenience. The photograph enclosed is believed to have been taken at the Belgrade market in Cvetni Trg.

Very truly yours,

R B Macatee

Robert B. Macatee,
American Consul.

Enclosure: As stated.

Miscellany

MASSACHUSETTS HORTICULTURAL SOCIETY
COMMUNE BONUM.
INC. JUNE 12. 1829.

REEVE CHIPMAN

462 BOYLSTON STREET
BOSTON, MASSACHUSETTS

TELEPHONE KENMORE 1753

CABLE ADDRESS: CHIPTRAVEL, BOSTON

Independent Travel
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All Countries

Feb. 16, 1938

Miss Elizabeth Bradford
The Flower Club
71 Fresh Pond Lane
Cambridge, Mass.

Dear Miss Bradford:

I have often seen flower markets in Europe and I have seen a few postcards with pictures of them. However, we have no such postcards in this office.

I think that Holland is the country that makes the most of flower growing. You might drop a line to Mr. Richard W. Kaak, K.P.M. Services, Chrysler Bldg., Corner 42nd St. & Lexington Ave., New York City, their general representative.

In England, of course, they have a much greater variety of flowers and gardens than they do in Holland. If you will drop a line to The Travel & Industrial Development Association of Great Britain & Ireland, 620 Fifth Avenue, New York City, I think that they will be able to tell you something.

We should be happy to send you the kind of material you wish if we had it. Instead, I am sending you our circular TRAVEL THAT PAYS.

Very cordially yours,

Reeve Chipman

RC/GM

enc.

TRUSTEES
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William H. Best - - - George H. Chase, Ph.D.
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Charles W. Moore - - Publicity Director

Telephone Middlesex 4651

February 25, 1938

Miss Elizabeth Bradford
THE FLOWER CLUB
71 Fresh Pond Lane
Cambridge, Massachusetts

My dear Miss Bradford:

In reply to your inquiry regarding material on the flower markets, street flower vendors, etc. of different countries, we are sorry we have no material of this sort. However, listed below are the addresses Government tourist agencies for several countries. If you will write to them, I believe they may be able to help you.

Associated British Railways
9 Rockefeller Plaza
New York, New York

Austrian National Tourist Office
630 Fifth Avenue
New York, New York

Danish State Railways
28 West 48th Street
New York, New York

Canadian National Steamships
186 Tremont Street
Boston

Tourist Information Service
Ministry of Commerce
Prague, Czechslovakia

Finnish Travel Information Bureau
Rockefeller Center
630 Fifth Ave.
New York, New York

French Gov't Tourist Bureau
610 Fifth Avenue
New York, New York

German Railroads Information Office
665 Fifth Avenue
New York, New York

If we can be of further service, please do not hestitate to write us.

We are sending you under separate cover copies of Bureau Tour literature which may be of interest to you, or to any of your friends who may be planning a trip.

Very sincerely,

C W Moore

BUREAU OF UNIVERSITY TRAVEL
C. W. Moore

CWM:S

INCORPORATED AS AN EDUCATIONAL FOUNDATION FOR THE INTERPRETATION OF FOREIGN CULTURES

Sherman, Clay & Co.

Miscellaneous

(Return to Publication Dept.)

San Francisco Chamber of Commerce

Flower Mr.

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All-the-Year-Round Open Air Flower Market, one of the distinctive features of San Francisco life.

MASS. HORTICULTURAL SOCIETY.

Flower market in San Francisco.

Ret. to E. J. Farrington

THE FLOWER CLUB
71 FRESH POND LANE
CAMBRIDGE, MASS.

Telephones: TROwbridge 1808
TROwbridge 1840

Dear Miss Marks -

I do not know whether any of the material is worth your filing - Just throw it away if it is no use -

Best wishes

Margaret Helburn