

Fall Flower Show & Horticultural Exhibition

Civic Auditorium
San Francisco
California



October 26 · 27 · 28
1921

Officers and Committees

OFFICERS PACIFIC COAST HORTICULTURAL SOCIETY

V. Ferrari President
H. Warburton Vice-President
J. R. Walsh Recording Secretary
B. E. Meyer Financial Secretary
J. Axell Treasurer

Officers Retail Florists' Association

Albert O. Stein President
Chas. Brown Vice-President
James Lynch Secretary
P. Benedetti Treasurer

FLOWER SHOW COMMITTEE

P. V. Matraia, Manager
Chas. Brown, Assistant Manager
H. Plath, Assistant Manager
B. M. Joseph, Assistant Manager
V. A. Ferrari, Assistant Manager
A. O. Stein, Treasurer
J. R. Walsh, Financial Secretary
Jas. T. Lynch, Corresponding Secretary

Directors S. F. Retail Florists' Association

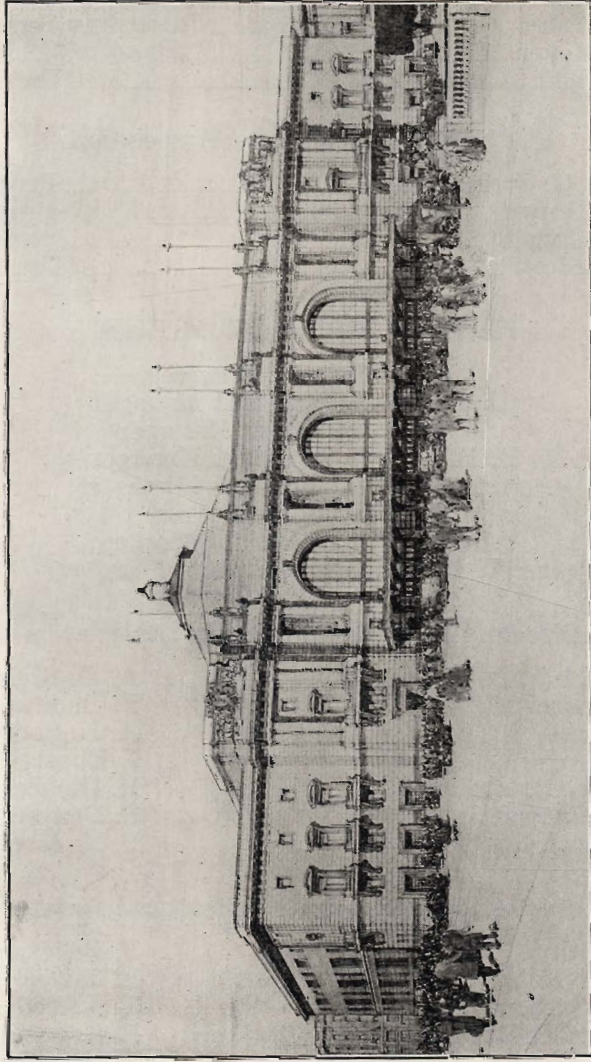
P. V. Matraia	A. O. Stein
C. W. Brown	F. Bertrand
A. Krase	A. H. Serveau
J. Kilroy	J. Eppstein
F. T. Schlotzhauer	R. Dinucci
F. C. Jaeger, Jr.	P. Benedetti
Angelo J. Rossi	B. M. Joseph

Directors Pacific Coast Horticultural Society

H. Plath	F. Pelicano
J. R. Walsh	E. James
J. A. Carbone	V. L. Podesta
Alexander Rose	E. Schwerin
V. A. Ferrari	W. Kettlewell
M. Poss	

Chairmen of Different Committees

Hall Committee—A. J. Rossi
Finance Committee—Victor Ferrari
Schedule Committee—H. Plath
Program Committee—B. M. Joseph



CIVIC CENTER AUDITORIUM, SAN FRANCISCO, CALIFORNIA

M
O
R
S
E'
S



M
O
R
S
E'
S

Morse's Darwin Tulips

BULBS and SEEDS

Our new varieties of Darwin Tulips namely:
BLUE CELESTE, CITY OF HAARLEM, SIR TREVOR LAWRENCE
WALLY MOES

And the Latest in Narcissus Poeticus
COMOS, GLORY OF LISSE, HOMER, and HORACE
Are Great Improvements Over the Older Kinds

PLANT NOW

Morse's Early Flowering Sweet Peas

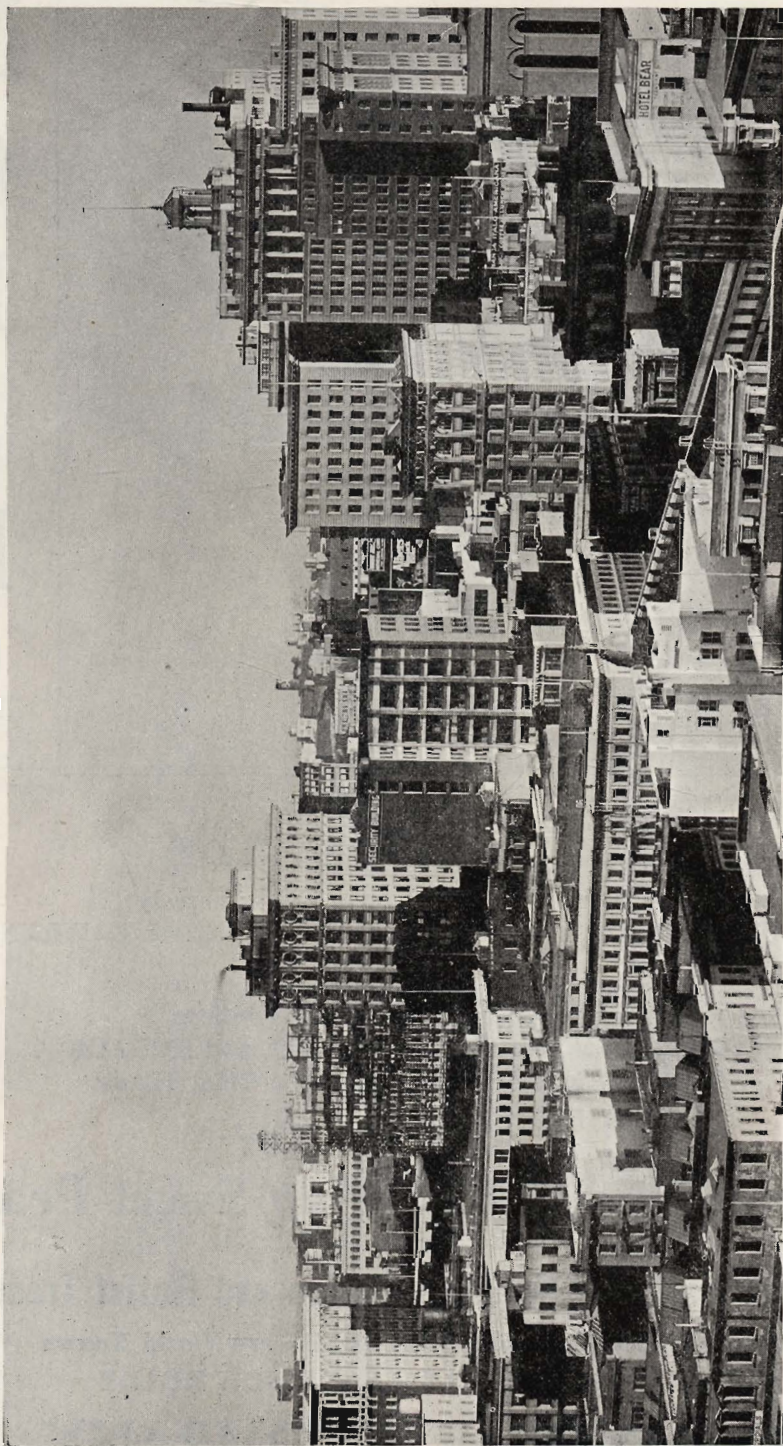
Flower Seeds for the Home Garden and Florist Trade

Our VEGETABLE and FARM SEEDS are World Known
FALL PLANTING CATALOGUE NOW READY

C. C. MORSE & COMPANY

125 MARKET STREET

SAN FRANCISCO, CALIF.



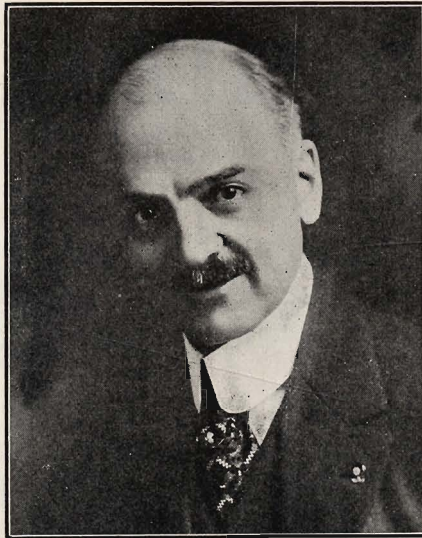
PART OF BUSINESS DISTRICT, SAN FRANCISCO, CALIFORNIA

SPECIAL FEATURES OF THE DAY

CLASS "F" (Open to Retail Florists)

(October 26th)

	<i>1st Prize</i>	<i>2nd Prize</i>
119. Best Table Decoration, open to all, round table, 7-foot top with covers for 10. Service, subject to approval of Committee		
	M. Rice & Co., \$75.00 Basket	
120. Best Basket of Chrysanthemums arranged for effect, open to all, not to exceed 50 blooms, foliage permitted	\$15.00	\$10.00
121. Best General Exhibit	Silver Cup	
122. Best Basket of Potted Plants, foliage and flowering	Silver Cup	10.00
123. Best arranged Basket or Hamper, main feature fruit	Silver Cup 10.00	



ELECT

ANGELO J. ROSSI
SUPERVISOR

President and Manager

Pelicano Rossi & Co.

FLORISTS

123 KEARNY STREET



Organization

The degree to which organization is perfected measures the growth and attainment of the Institution organized.

This thought and motive has built the largest and most beautiful Flower Store on the Coast.

Keep our ORGANIZATION in mind when you have F. T. D. orders for

SAN FRANCISCO

Podesta & Baldocchi

224-226 Grant Avenue

ERIC JAMES

Grower of

Choice Decorative PLANTS



Telephone Elmhurst 595

8635 FOOTHILL BOULEVARD
OAKLAND

SPECIAL FEATURES OF THE DAY

(October 27th)

	<i>1st Prize</i>	<i>2nd Prize</i>
124. Best Bridal Shower Fern Stand, \$36.00, by Burlington Will-o-Ware		
125. Best Bridesmaid Shower	\$25.00	\$10.00
126. Best arranged Basket or Hamper of Combination Flowers.....	10.00	5.00
127. Most Original Design made of Fresh Foliage and Flowers.....	Silver Cup	15.00
128. Best arranged Basket by Florists' employees; 1st prize.....	35.00	
(Offered by Mas-Art Basket Works)		
129. Best arranged Basket by Amateur not in Florist Trade; 1st prize		Fernstand or Fernery

(Offered by Mas-Art Basket Works)

Baskets used for 128 and 129 must have been manufactured by
The Mas-Art Basket Wks., Inc.

The FERNERIES

H. Plath, Proprietor

LARGEST GREENHOUSE ESTABLISHMENT

Devoted to

FERNS *and* PALMS

EXCLUSIVELY—On the Pacific Coast

Corner Lawrence and Winnipeg Avenues

SAN FRANCISCO

CALIFORNIA

Write for Wholesale Price List

FLOWER LOVERS

ARE ALWAYS WELCOME AT OUR STORES

We always show large and beautiful displays of all seasonable varieties of Cut Flowers and Potted Plants—as well as carry

We always show an immense display of all seasonable varieties of Cut Flowers and visitors are always welcome to visit our store and to enjoy the beauty and the cheeriness of the exhibit, whether they intend to buy or not.

Besides Cut Flowers we carry a complete stock of

Flowering Plant
Field-grown Roses
Ornamental Trees
Holland Bulbs
Flower Seeds

Ornamental Plants
Fruit, Nut Trees
Shrubs and Vines
Floral Decorations
Vegetable Seeds



This is the largest Mail Order Plant Concern in the West, and we ship to all points in the United States direct from our Santa Clara Valley Nurseries.

Have Us Send You Our New Catalog

By calling at any of our Stores or sending in your name, you will receive immediately a copy of our Special Bulb List, and will also receive a copy of our 1922 Catalog when it comes from the press.

Chas. C. Navlet Co.

Nurserymen—Seedsmen—Florists

423-27 Market Street

San Francisco

OAKLAND
917 Washington St.

SAN JOSE, CAL.
20-22 E. San Fernando St.





ALBERT O. STEIN FLOWER SHOP

1150 SUTTER STREET

SAN FRANCISCO, CALIF.

Private Exchange Franklin 7120

SPECIAL FEATURES OF THE DAY (October 28th)

	<i>1st Prize</i>	<i>2nd Prize</i>
130. Best arranged Basket or Hamper, main feature Dahlias	\$10.00	\$5.00
131. Best arranged Basket or Hamper, main feature Roses.....	10.00	5.00
No. 132. For Best Exhibit in Show, open to all, to be won three years in succession—James L. Flood Challenge Trophy.		

Vaughan's Seed Store

New York and Chicago

ALL IMPORTED BULBS—ALL HOME GROWN BULBS
IN BEST QUALITIES ONLY

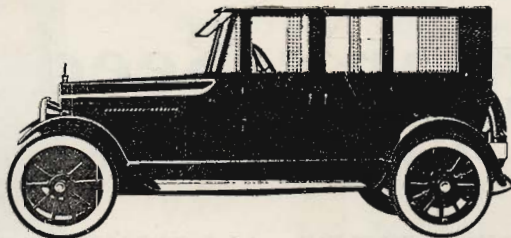
We Import no Second or Third Grades

FOR CUT RATE TRADE, FOR FLORISTS AND SEEDMAN
Do Not Contract Without Our Offers

Lexington
MINUTE MAN SIX

The best flower that grows
in the field of
Automobiles

CHAS. H. KAAR CO.
Post and Van Ness Franklin 256



Lexington Motor Company
Connersville, Indiana, U. S. A.
Subsidiary United States Automotive Corporation
BUILDERS OF THE PIKE'S PEAK HILL CLIMB CHAMPION





Joseph's

FLORISTS

GRANT AVENUE, Opposite White House

**SCHEDULE OF PRIZES
CLASS "A" (Open to All)
CHRYSANTHEMUMS**

		<i>1st Prize</i>	<i>2nd Prize</i>
1.	Best Vase of 50 Chrysanthemums.....Yellow	\$10.00	\$5.00
2.	Best Vase of 50 Chrysanthemums.....White	10.00	5.00
3.	Best Vase of 50 Chrysanthemums.....Pink	10.00	5.00
4.	Best Vase of 50 Chrysanthemums.....Red or Crimson	10.00	5.00
5.	Best Vase of 50 Chrysanthemums.....Any other color	10.00	5.00
6.	Best Vase of 25 Chrysanthemums.....Yellow	5.00	2.50
7.	Best Vase of 25 Chrysanthemums.....White	5.00	2.50
8.	Best Vase of 25 Chrysanthemums.....Pink	5.00	2.50
9.	Best Vase of 25 Chrysanthemums.....Red or Crimson	5.00	2.50
10.	Best Vase of 25 Chrysanthemums.....Any other color	5.00	2.50

(Continued on Page 15)



Art Floral Co.

255 Powell St.

San Francisco

California



A. Fleishhacker & Co.

THE PAPER BOX HOUSE



Manufacturers
.. of ..

The
White
Swan
Florist
Box

401 Second Street, San Francisco

FRANCIS FLORAL CO.

See Our Display Now on Exhibition
Southwest Cor. Powell and Sutter Sts.

New Creations

Don't Fail to Visit Our Shop

Cable Address:
"FANCIFLOR"

Phones:
Douglas 1132, Douglas 4041



CHAS. W. BROWN

(Members Florists Telegraph Delivery)

WM. E. KENNEDY

**FUNERAL WORK A SPECIALTY
LOWEST PRICES**

Flowers for All Occasions

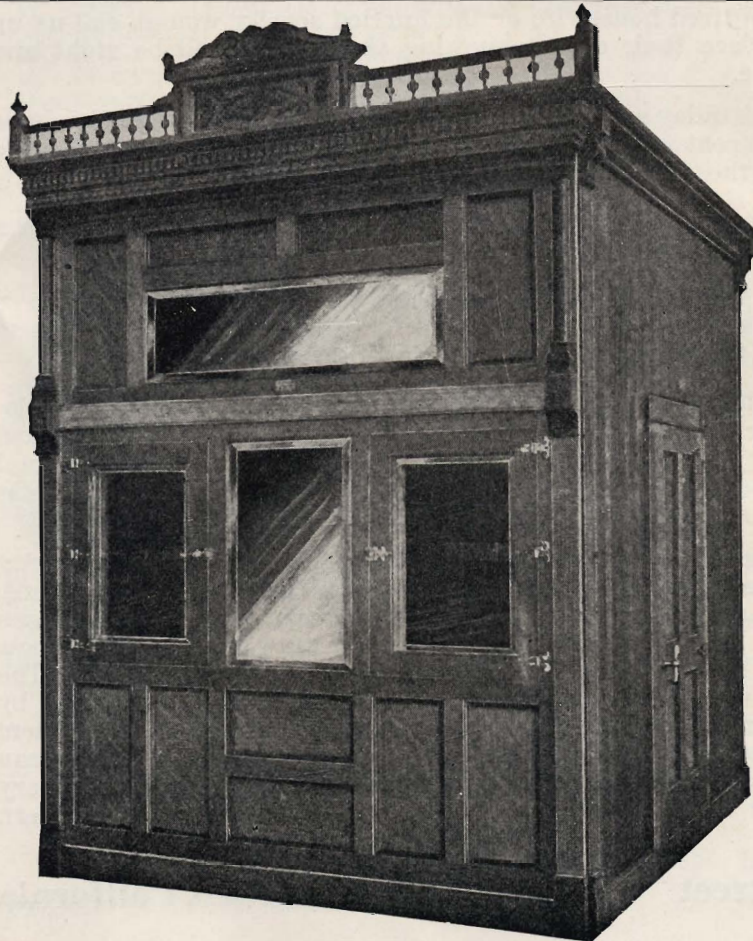
BROWN AND KENNEDY, Floral Artists

3091 SIXTEENTH STREET, Near Valencia

Union Store

Phone Market 5725

SAN FRANCISCO



MOWAT REFRIGERATOR COMPANY

Manufacturers of

**First-Class
Coolers**

"Mowat's
Unsurpassed
Dry-Air
Circulating
System"

**CAN'T BE
BEAT
For FLORISTS**

VISIT OUR
MILL AND
WORKSHOP

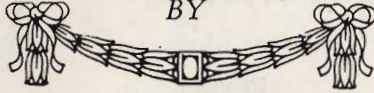
**25 Oak
Grove St.**

Or Phone Us
Kearny 1928

MRS. DARBEE

Florist

Flowers



Wire

WE believe we can be of greatest service to you. Let us solve your floral problems. Through our membership in the Florists' Telegraph Delivery Association we can deliver flowers for you to any part of the United States or Canada and some foreign countries within an hour or so.

In San Francisco, it is needless to say, we have a host of friends who know what Darbee's flowers mean. True, we are on an out-of-the-way street for many people; but you will find a beaten path leading over the hill to our door. We have become known as **THE LIVE-WIRE FLORISTS**, as most of our business is done over the wires. It is needless to see the flowers we carry, as they are always the best to be had. The busy downtown man or the tired housewife or the hurried society woman call us up by phone and place their orders knowing the flowers will be right and delivered on time.

We have a birthday and anniversary book. If you will give us the dates you wish flowers sent we will send them and relieve you of further trouble of remembering these days from year to year.

We can ship fresh California flowers to arrive in perfect condition a distance of six days and the flowers will keep after arrival.

What nicer wedding gift could one make than to supply that Eastern friend with flowers to decorate her home for that occasion? Send them for any occasion to show what our wonderful State produces.

If you live in California away from San Francisco or in Nevada, Colorado, Oregon, etc., send us your orders for flowers, floral designs, etc., and we will make them and ship them in time. We issue a catalogue of floral designs and would like to enroll you as our agent. You can use our shop as your own in taking orders.

We do a large wholesale business, supplying florists in most every city in the United States and Canada with fresh California flowers and greens. This business was developed from a small home Violet garden planted by a schoolgirl to pay her way at school. That garden grew and grew until now it is one of the largest, finest Violet gardens on the Pacific Coast. The successful shipping of Violets to Eastern cities by a method discovered by Mrs. Darbee when she fulfilled her promises to Eastern florists to send them a box of lovely California Violets when she returned home from a European trip, has created a demand for other California flowers until now most every kind and variety of flower grown in California finds its way to Eastern markets.

1036 Hyde Street

San Francisco, California

C. F. SHELLGRAIN

E. P. RITTER

Service —

SHELLGRAIN & RITTER

offer unexcelled service for all occasions where choicest flowers are desired.

Floral Decorations a Specialty

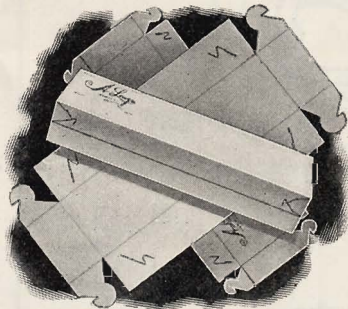
148 KEARNY STREET
Hotel Sutter

PHONE
KEARNY 3999

SCHEDULE OF PRIZES

		<i>1st</i>	<i>2nd</i>
		<i>Prize</i>	<i>Prize</i>
11.	Best 25 Chrysanthemums, in not less than 20 varieties, one bloom to vase, not over 18-inch stems	10.00	5.00
12.	Best Vase of 12 Chrysanthemums.....Yellow	3.00	2.00
13.	Best Vase of 12 Chrysanthemums.....White	3.00	2.00
14.	Best Vase of 12 Chrysanthemums.....Pink	3.00	2.00
15.	Best Vase of 12 Chrysanthemums.....Red or Crimson	3.00	2.00
16.	Best Vase of 12 Chrysanthemums.....Any other color	3.00	2.00
17.	Best Largest Chrysanthemum.....Any color	2.50	

(Continued on Page 27)



HAVE YOU ORDERED OUR NEW
STYLE FLORIST BOXES WITH THE
WATER-PROOFED GREEN
INSIDE AND THE CLASSY GREY
OUTSIDE?

The mills of the Paraffine Companies, Inc., recognized your need for this Special FLORIST Board and so thoroughly perfected the color and finish that you will always demand "Pabco Boxboard" with "Pacific Crease" and "Staa-Shut" Locks.

"SEND FOR ONE OF US"

PACIFIC FOLDING BOX FACTORY

A DIVISION OF

THE PARAFFINE COMPANIES, Inc.

PHONE SUTTER 3040

350 SECOND STREET

Telephones Sutter 3169
Kearny 4978



Wholesale Florists
Florists' Supplies

448 BUSH STREET

SAN FRANCISCO

Mums and Violets

Now Ready for Shipment

Dried Straw Flowers

Of all Varieties

ENOMOTO & CO., INC.

Wholesale Growers and Shippers

35 SAINT ANNE STREET

SAN FRANCISCO, CALIFORNIA

MATS

For Wrapping Plant Pots

Write for Samples and Prices

BAMBOO CANE STAKES

Green, 3 feet	\$4.50 per 1000
Green, 4 feet	6.50 per 1000
Natural, 6 feet	7.50 per 1000

PLANT TUBS

Each50c

If interested in SEEDS, BULBS,
PLANTS or TREES do not fail
to visit our Salesroom, 147 Mar-
ket Street, where any information per-
taining to Garden or Farm will be given
by experts.



California
Seed Company

147 MARKET ST. SAN FRANCISCO, CAL.

Special Showing all this week
of the attractive

HAYNES 75

A NEW MODEL

PRICE \$2,880 HERE

*In five beautiful models,
Touring Car, Tourster, Speedster,
Sedan and Brougham*

AN AMAZING MOTOR VALUE

After the Flower Show
see the Haynes Show
at our Salesrooms

Turk and Polk Streets

OPEN EVENINGS

PHILLIP S. COLE

DISTRIBUTOR

need lumber quick?

**VAN ARSDALE-HARRIS
LUMBER CO.**

FIFTH AND BRANNAN STREETS

Telephone 2076

San Francisco

California

**Flower Boxes
Seed Boxes
Flower Stakes**

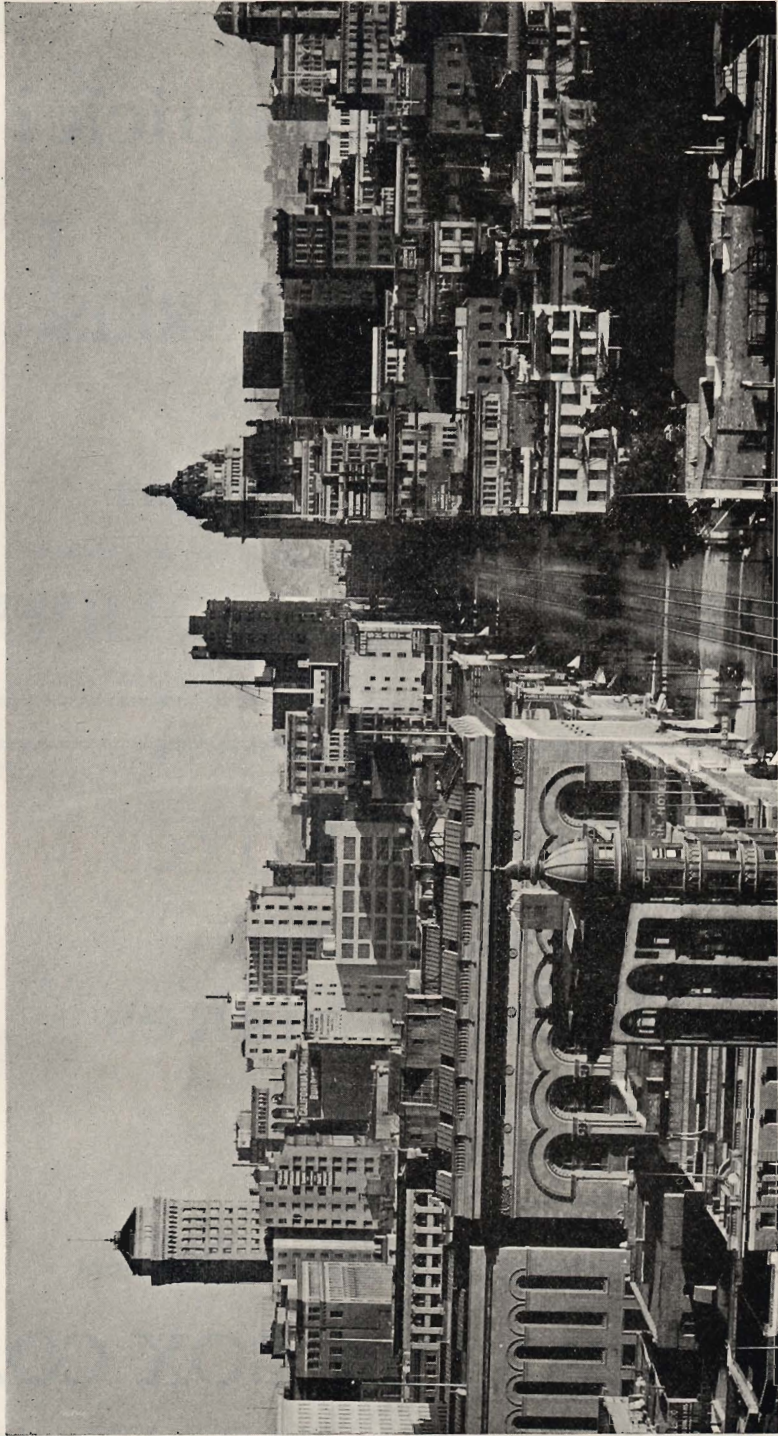
We Carry on Hand a Large Stock of
REDWOOD, FIR AND SPRUCE
Insuring Prompt Deliveries of Your Orders

Let Us Quote You on Your Requirements

MERCANTILE BOX CO.

**No. 318 Market St.
San Francisco**

**High St. and Tidewater Ave.
Oakland**



PART OF BUSINESS DISTRICT, SAN FRANCISCO, CALIFORNIA

A Confession

OFFHAND you may wonder why Fuller's are interested in the Flower Show. You know of course, that we have adequate stocks of glass for supplying the needs of hot houses and arboretums on the Pacific Coast.

Our facilities are such that we can guarantee you greater speed in the execution of your orders, sending you glass of unquestioned quality.

WE are interested in flowers because flowers are color, beauty. Our work of course, too, is dealing in colors and we too like to think of ourselves as being creators of beauty.

Between you and ourselves we know that you have made the world a better place in which to live,—as to ourselves, we hope that our efforts have been productive of good.

W. P. FULLER & CO.

"Since '49"

Sacramento
Oakland
Stockton
Los Angeles

San Diego
Pasadena
Long Beach
Santa Monica

Portland
Seattle
Tacoma
Spokane

Boise
Hollywood
Salt Lake City
San Francisco

Pacific Box Factory

Manufacturers of

WOODEN BOXES

and

BOX SHOOK



Telephone, Franklin 3915

2600 TAYLOR STREET

SAN FRANCISCO



GEORGE A. DUDDY

ROY C. KIBBEE

GEORGE A. DUDDY

OUR CHOICE
for the office of
Good Printing
Quality :: Price
Service

GEORGE A. DUDDY & CO.

PRINTERS :: BINDERS :: DESIGNERS

Phone Douglas 5627

437 Sacramento Street

SAN FRANCISCO, CALIFORNIA

RICHMOND POTTERY

(Incorporated)

Telephone



Richmond 1517

Chanslor and Southern Pacific Avenues

RICHMOND, CALIF.

CONSERVATIVE

in matters affecting the safeguarding
of moneys of our clients

PROGRESSIVE

in the continual expansion of the
services that we offer to these clients

This is a Banking Policy that has stood the test for more than twenty-eight
years. Your business will be handled in strict accord with these principles.

Resources\$37,000,000
Capital and Surplus 3,480,000

UNION TRUST COMPANY

OF SAN FRANCISCO

Market Street at Grant Avenue

FERRARI BROS.

Wholesale Growers of

Cut Flowers

Phone Randolph 2222

202 University St.

San Francisco - - California

