

# Welcome F.T.D.A. Members

The Largest English Section Published Daily by Any Japanese Paper On This Continent

## The Japanese American News

THE LARGEST JAPANESE NEWSPAPER PUBLISHED OUTSIDE OF JAPAN

A Newspaper For All People Interested in the Welfare of Japan and The Japanese People

SPECIAL EDITION

Entered at the San Francisco Post Office as Second Class Matter.

SAN FRANCISCO, CALIFORNIA, FRIDAY, SEPTEMBER 5, 1930.

Copyright 1930 By The Japanese American News

Per Month \$ 1.00  
Per Year \$11.00

### HOW THE CHRYSANTHEMUM WAS FIRST INTRODUCED BY JAPANESE PIONEERS

#### Yoshiike First Grew Japanese Flower in Year 1887

Who are the pioneers of the flower culture industry among the Japanese in California, who now annually produce \$4,085,000 worth of flowers?

This question is pertinent in face of the fact that the Japanese in this state alone have a capital investment in this industry of a \$7,190,000.

In the Bay region alone, which embraces an area that lies within fifty miles of San Francisco, the Japanese produce each \$2,500,000 worth of flowers, which is two-thirds the entire amount grown here.

The Japanese grow and control 85 per cent of the chrysanthemums raised in the same area.

How did Japanese chrysanthemums come to be grown in America? That is an interesting story.

In the fall of 1887 astonished and admiring American people saw Japanese chrysanthemums growing for the first time in a little lot on the corner of Chestnut and 22nd streets in Oakland, California. From this garden grew the tremendous and highly developed Japanese chrysanthemums and flower production of today.

The grower and innovator was a Kan Yoshiike, from the Nagano prefecture. He is now a venerable old man and is living in ease and retirement in Japan.

**KAN YOSHIKE**  
In 1882 Mr. Yoshiike came to America and raised flowers while he worked in an American family. He soon came upon the idea of bringing chrysanthemums from Japan.

By 1886 he had worked and saved enough to go to Japan and bring back 100 varieties of chrysanthemums. In 1887 he returned and planted them.

At first chrysanthemum culture in different climatic and soil conditions was difficult. But Mr. Yoshiike experimented year after year and finally laid down a workable foundation for the chrysanthemum culture of today.

**IMPROVEMENTS**  
In 1906 a great improvement was made. Until then all the chrysanthemums and delicate flowers used to be cultivated in hot houses. But in that year Henry Goerzheim discovered a way to raising flowers out of doors under cheesecloth protection.

Elkichi Enomoto was the first Japanese to try this method. He not only tried but made enormous improvements, which led to the huge and perfect chrysanthemums and other flowers of today.

**PIONEER BROTHERS**  
Today in America there are many plants and flowers of Japanese origin. And who introduced them? Two Japanese brothers were responsible for most of them. They are M. Domoto and K. Domoto, now leaders in the world of floriculture on the Pacific coast.

In 1884 the Domoto brothers came to America. Both went to work as laborers. The next year a little corner lot in Oakland blossomed forth with flowers of all kinds and among them were many Japanese plants.

But the brothers had no money to put in their entire time to gardening so M. Domoto, the elder brother went to work and provided the meager capital, while the younger brother worked on the garden.

Business grew and in time they were able to order several hundred varieties of plants and lily bulbs from Japan. Thus, many new varieties of Japanese plants and flowers

### Confab Delegates Hear Weird Noises of S.F. Chinatown

San Francisco's famous Chinatown was the object of a merry group of visitors attending the Florists' convention in this city from September 1-5 on Tuesday night. Weird noises, still weirder Oriental music, strange foodstuffs in the Chinese shopwindows, chop suey houses, pagoda structures, pretty Chinese flappers, and lovely works of Oriental art were all given the once-over by the group curious of sight-seers.

ers were introduced to the American public.

Since then they have moved several times and every removal has brought with it an enlargement of the nursery. Today the brothers own 35 precious acres in Oakland, and huge hot houses with the latest and most far advanced hot house equipment. The reputation of this nursery has spread all over the Pacific coast and elsewhere carrying together with it the reputation of Japanese nurseries as a whole.

**BUILDING FOUNDATION**  
In the 80's the first seeds of Japanese flowers were planted. Today in all of California there are 232 Japanese nurseries planting 2481 acres, with a capital of \$7,190,000 and a yearly production worth \$4,085,000.

"Wonderful! Magnificent!" you say, but to appreciate it all one must stop to realize that all this was not brought about in the fairy tale way by the wave of a magic wand.

The pioneer floriculturists scrimped and saved, worked and slaved, endured hardships and humiliations to build up this industry. The brave, kindly eyes of the pioneers twinkle as they relate their trials of the past.

The Domoto brothers, for instance, lived in a hut which barely protected them from the rain. So hard and long did they work that they only slept 3 or 6 hours out of the 24.

Loaded down with a huge Japanese bamboo basket, kori, larger than themselves, they used to saunter forth in the early mornings to sell to passersby on the street or to deliver to florists.

They walked whenever possible, but when forced to they would indulge in a street car ride. At such times the big kori heaped with flowers carried by a man with threadbare clothes, worn out shoes, and unshaven, tanned face, called forth all manners of ridicule and objection from the conductor and fellow passengers. The pioneers relate how they used to sit in a corner and try to make themselves and their huge kori full of flowers look as small and inconspicuous as possible!

Sometimes they could not sell all, and often after a whole day of walking up and down the streets with their heavy burdens, they would drag their aching feet to the bay to dump the fruits of their hard work, and go home feeling "relieved of their burden" as they express themselves in their brave, humorous way.

With a far off reminiscent look in their eyes they say, "komarimashite yo!" as they talk of their hard past.

**SECRET OF SUCCESS**  
But through all the persecutions inflicted upon them by other jealous growers, through great privations and humiliations, the spark of hope and will to do was not extinguished.

### Thanks Japanese



**CHARLES GRAKELOV**, president of the F.T.D.A., is here pictured while delivering his address of appreciation at the gala welcome festival given in honor of the delegates to the convention by the Japanese florists of the San Francisco Bay area on Monday at Redwood City.

### WELCOME IS GIVEN F.T.D. BY CONSUL

#### Wakasugi Lauds Profession of Flower Cultivation

The friendly co-operation of American florists as a factor in the success of the Japanese in the flower culture industry was stressed by Kaname Wakasugi, Consul General of Japan, in an address delivered Monday in Redwood City at the Japan day festival given in honor of the delegates to the F. T. D. A. convention.

An eloquent speaker and a member of the Japanese delegation to the recent London naval conference, Mr. Wakasugi praised the profession of floriculture, which he defined the "cultivation as well as the propagation of the beauty of nature."

In this industry that fosters fellowship with nature, "There is neither color distinction nor race discrimination," the consul general declared. "This is why the field of your activities is so universal and the success of your association is on such a gigantic, national scale."

**HIS ADDRESS**  
Mr. Wakasugi's address follows: "I deem it a privilege and a great pleasure to me to be invited here to speak a few words at the Japan day fete of the F. T. D. A. convention, and I am particularly happy to find myself in the midst of millions of blooming chrysanthemum, which remind me of my native land."

"It is not without significance that the annual convention of the F. T. D. A. association should start its proceedings with the fete of the 'Japan day,' and I congratulate the Japanese florists upon the honor and the courtesy thus accorded to them by their fellow members of the association. This courteous consideration, it seems to me, is a proof of the success and popularity of the Japanese in this particular industry."

"It is indeed a matter of gratification that such success of the Japanese florists is due not only to their hard work and honest dealing, but also to the good-will and friendly co-operation of the American florists as well as of the American people in general. No matter how skillful and diligent may be the Japanese, they can hardly attain such a success and a popularity in this country unless they are favored with such kindness and friendly cooperation as exemplified by the city officials and the citizens of Redwood City."

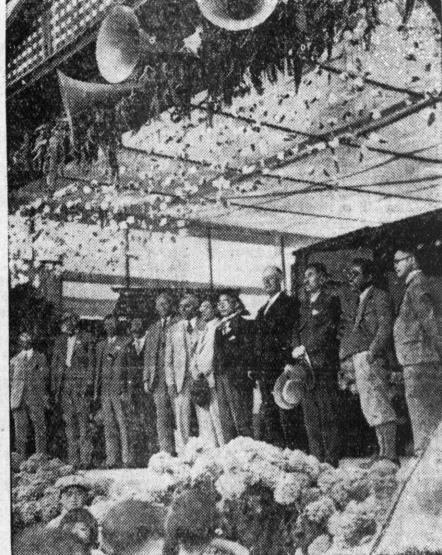
**THANKS MAYOR**  
"As the representative of the government and the people of Japan in this district I wish to tender my sincere thanks to the Mayor and the citizens of this city as well as to the American people at large who are so friendly to my fellow countrymen."

In the present age of freedom there are of course various vocations for us to choose, and I always envy those who are engaged in floriculture; for they devote their life to the cultivation as well as the propagation of the beauty of nature."

"The Japanese are presumably nature-loving people and in a sense they are born florists. If you read the Japanese poems and literature you will find abundant proof of the love of nature of the Japanese people, whose sentiment and impulse are freely expressed in the form of flowers, the moon and snow. Of course, it is not particularly Japanese in character, but it is the common taste of mankind. For human nature is the same all over the world."

"In the cultivation and propagation of the beauty of flowers,

### Notables at the Festival



In this picture are the speakers and members of the Japanese welcome committee, who were photographed on the specially erected stage in Redwood City that was used to present the chrysanthemum festival program on Monday in honor of the delegates to the first Pacific coast convention of the Florists Telegraph Delivery association, now in a five-day session in San Francisco, September 1-5.

### FLORIST DELEGATES ARE FETED BY JAPANESE AT A CHRYSANTHEMUM FESTIVAL

#### Floral Design Book to Make Sending of Bouquets Very Easy

Mr. Albert Barber, executive secretary of the Florists Telegraph Delivery association, recently confided to a reporter that a move is under way to have standardized designs in floral creations. Florists everywhere are to be supplied with regular catalogues with colored photographs all numbered. Thus, a young man in San Francisco could send his fiancée in New York bouquet No. 13 and know just what she would be getting at the other end.

### NIPPON FETE IS EXPLAINED

#### Sorrows Forgotten at Joyous Festival of Chrysanthemums

The flower industry knows no flowers as elegantly beautiful and proud in appearance as the chrysanthemums.

In old Japan, the country of their origin, the chrysanthemums are cherished, and because of the years of tradition behind them, they are looked upon as the flowers most symbolic of the proud little island Kingdom. The seal of His Majesty, the Emperor of Japan, is a Golden chrysanthemum of sixteen petals, signifying the sacred esteem in Empire. The seal of His Majesty, which the chrysanthemums are held in Japan.

### JAPANESE FLOWER MARKET HAS \$2,500,000 BUSINESS

#### Entire Bay Florists Are Shareholders of This Firm

One of the biggest Japanese commercial institutions in California, an organization that annually negotiates about \$2,500,000 worth of business, is the California Flower market, located at 171 5th street.

Operated by 92 stockholders, who practically control the entire Japanese flower culture industry in this Bay district, the California market has been an indispensable factor in the distribution of blooms in this city for more than twenty years.

Organized in 1904 by a group of pioneer floriculturists, and later in 1912 incorporated at a nominal capitalization, this Japanese market today handles by far the greatest bulk of the flowers sold in this city.

**WATANABE, THE KING**  
Thirty-three of its stockholders are chrysanthemum growers, who this year have planted in their staple nurseries a total of 2,841,000 stalks now growing on forty-seven acres of land. The largest grower this year is M. Watanabe, the chrysanthemum king, who boasts of some 220,000 stalks in his Redwood City nursery.

C. Uyematsu, manager of the California Flower market, declares that eighty per cent of the chrysanthemums and pompons are shipped east and the remainder disposed of in the local market.

The situation in the distribution of roses and carnations are reversed, he continued, for eighty per cent of these blooms are consumed by the San Franciscans and those residing in the immediate vicinity.

**26 VARIETIES GROWN**  
At present there are twenty-six varieties of chrysanthemums grown by the Japanese nurserymen. Among those who deserve mention for the development of the various species is Ryo Shibuya, a Menlo Park grower, who has brought about several innovations in the methods of culture and propagation of more perfect blooms.

**WISHES SUCCESS**  
"May I offer my congratulations and esteem to the delegates who are assembled here today from all parts of the country, and wish your convention a great success."

"Today I am not here to talk about diplomacy, which is my profession, but rather to enjoy your hospitality. However, I may point out one characteristic feature of the present civilization; and that is, the fact that all civilized nations are interdependent in their economic life."

"No nation, today, can live alone isolated from other nations. And the more human want expands as knowledge and desire increase, the more interdependent they are destined to grow. It is, therefore, absolutely necessary to promote peace and friendly cooperation between the nations if we want to continue our prosperity and success in our economic enterprises."

**MARKET OFFICERS**  
The other officers are N. Higaki, rose pompon grower of Redwood City, who is treasurer, and the secretary M. Shinoda, of San Leandro. The board of directors is composed of I. Adachi, Berkeley; T. Hoshi, Berkeley; I. Hirao, San Leandro; Y. Inachi, San Carlos; and T. Yonemoto, Sunnyvale.

The auditors are T. Nabeta, of Berkeley, and Y. Mori, of Belmont. The wholesale dealers who ship to the Eastern markets include: Kitayama and Kimoto, who jointly

### Local Flower Growers Hosts at Redwood City Event

"Your gorgeous Japanese festival was such a brilliant gesture of friendship that it is destined to bind together in mutual good will, the Japanese growers and merchants of this region and the retailers all over the United States and Canada."

Such was the comment of one delegate, in praising the colorful welcome entertainment staged Monday afternoon at Redwood City in honor of the delegates to the twenty-first annual convention of the florists Telegraph Delivery association.

The scene was laid at the extensive gardens of K. Inouye, prominent nurseryman; and all around were hundreds and thousands of chrysanthemum stalks, about to shed their white and bronze and golden blooms.

**\$4000 EXPENDED**  
Prepared at the expenditure of some \$4000, the festival ground was marked by a Japanese style theatrical stand, where the dances were given, and a large tea pavilion. A profusion of crimson wafleflats, Japanese lanterns, and streamers of many colors were strung overhead, to lend charms to the atmosphere.

The girls who served iced cream and sandwiches to the guests included the Misses Kimi Ueyia, Tammy Kinoshita, Hisaye Taniyama, Maki Ichiyasu, Lily Hata, Kimi Usami, Alice Enomoto, and Mrs. Anita Williams. They were all attired in kimonos.

An American band, located in the pit in front of the platform, played familiar Japanese tunes.

With more than 4000 people assembled, the festival reminded one of the gigantic carnivals which Jenghis Khan used to stage on the vast plains of Western Mongolia.

**INOUE OPENS PROGRAM**  
The program opened with greetings by K. Inouye, chairman of the fete and vice-president of the California Flower market. The address of welcome was delivered by H. Hayashi, president of the California market.

The other speakers were Daniel Stafford, mayor of Redwood City; Kaname Wakasugi, consul general of Japan; Angelo Rossi, general chairman of the 1930 F. T. D. convention committee; and Charles Grakelov, president of the F. T. D. association.

After the speeches three "banzai" cheers were given by the audience for the long life of the F. T. D.

Miss Toyoko Domoto, popular Oakland girl and secretary of the Japanese Y.W.C.A. of that city, presided over the entertainment that followed.

A group of San Mateo girls, pupils of Sunagawa Shisho, music teacher, danced the "Hagi-Kikyo," or the dance of the Autumn Flowers. The dancers were Hanako Yamanouchi, Asuko Yamanouchi, Yoneko Inouye, Noriko Yamanouchi, Misako Hatori, Shizuko Takeuchi, and Seiko Yamada.

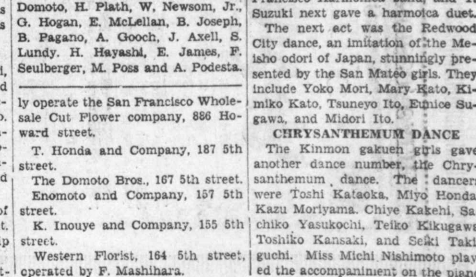
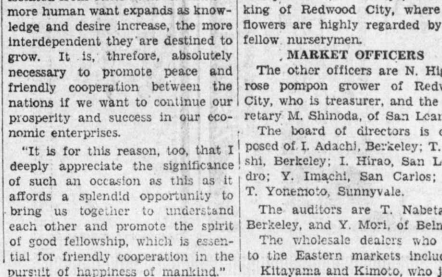
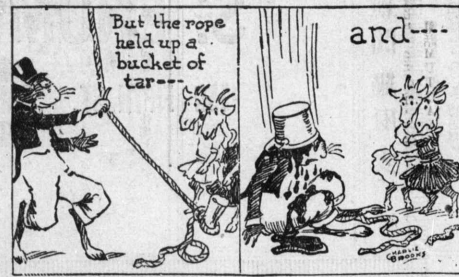
**GIRLS LAUGHED**  
Eleven little tots of the Kinnom Gakuen of San Francisco next rendered a dainty parasol dance in their native costumes of crimson and opal and golden hues. Each, with a parasol in hand, presented a charming picture, and the whole act received a prolonged applause.

The dancers in this number included Haruko Fujino, Yoshiko Taguchi, Chimi Kakehi, Hatako Watanabe, Mariko Matsumoto, Sumiko Kasuya, Chiyo Sugimoto, Utako Kagiyama, Yasuko Inouye, Fumiko Sugiyama, and Nao Sugiyama.

T. Fukushima, founder of the San Francisco Harmonica band, and T. Suzuki next gave a harmonica duet.

The next act was the Redwood City dance, an imitation of the Meisho odori of Japan, splendidly presented by the San Mateo girls. They include Yoko Mori, Mary Kato, Kimiko Kato, Tsuneyo Ito, Etsuko Sugawara, and Midori Ito.

**CHRYSANTHEMUM DANCE**  
The Kinnom gakuen girls gave another dance number, the Chrysanthemum dance. The dancers were Toshi Katsuka, Miyo Honda, Kazu Moriyama, Chive Kakehi, Sachiko Yasukochi, Teiko Kitagawa, Toshiko Katsuka, and Seiki Takiguchi. Miss Michi Shimamoto played the accompaniment on the piano.



### FLOWERY ISLAND EMPIRE IS REPRODUCED BY ART OF CALIFORNIA JAPANESE

#### Huge Industry Built Up by Cherry Blossom Lovers

Is it any wonder that we who have come from the Land of Cherry Blossoms, from the Flower Empire of the world should be noted, even in flowery California, for our flower production?

In this land of plenty, everything is used plentifully, especially flowers.

Flowers are used for joy or sorrow, by high or low, in mansion or hotel.

**FLOWER PRODUCTION**  
If the use and consumption are so great, the production must be proportionally great. California, with its far famed mildness of climate, satisfies a large part of this demand.

Around the San Francisco Bay region alone, the annual production of flowers and shruberies amount to \$5,000,000. Estimated in weight they would equal 7,000,000 pounds, or 178 carloads.

Out of the total flowers raised in this district, the Japanese growers produce each year \$2,500,000 worth, or two-thirds the entire annual output.

Thus, in the Bay region today, the flower market is easily controlled by Japanese flower culturists. Production in this district centers main-

ly around roses, carnations, chrysanthemums, lilies, and peonies. The value of this production amounts to \$3,075,000. Green plants and greens for decorations reach a total of \$1,250,000.

**MARKET FOR FLOWERS**  
Where are these flowers shipped to and what are they mainly? From northern Canada all along the coast to Texas, across the Rocky Mountains to New York, Chicago, Boston, and St. Louis, and from these as centers of distribution, to other little towns and cities.

What make up the principal shipments to the east? Every year \$400,000 worth of chrysanthemums, \$300,000 worth of violets, \$500,000 of irises, \$200,000 of carnations, \$10,000 of acacias, \$10,000 of heather, and \$10,000 of lilies are shipped to gladden the hearts and homes of people in the East.

**JAPANESE SKILLED IN ART**  
In all this production the flowers most difficult to produce, the flowers needing greatest technical skill to raise, the flowers and plants that need hot house care, are mainly raised by the Japanese.

It is pleasant and gratifying to think that the Japanese people should be the means of giving to the people of the United States so much joy, beauty, and comfort through the medium of their own contribution—flowers.

**FRUITS OF FLORICULTURE**  
It is to be hoped that even after

#### Seven Little Maids of San Mateo



These dainty girls, attired in their native costumes, are performing a unique Terpechoran number, "The Dance of the Redwood." They are, from left to right: Hanako Yamanouchi, Asuko Yamanouchi, Yoneko Inouye, Noriko Yamanouchi, Mitsuko Hattori, Shizuko Takeuchi, and Seiko Yamada. Their act formed a feature of the chrysanthemum festival in Redwood City.

### HERE IS PROGRAM FOR THE LAST DAY SESSION FRIDAY

Here is the program for the last day session on Friday, September 5, of the Florists' Telegraph Delivery Association convention, which is now being held in San Francisco:

9:00 A.M.—Golf Tournament, Ingleside Links.  
Autos will be ready in front of

the St. Francis Hotel for this event.  
Deak for those who desire to play on days other than the scheduled tournament).  
Valuable prizes will be awarded. (Courtesy cards to various clubs are available at Information 12:15 P.M.—East Bay Cities' Day, California Flower Festival.  
Buses will be ready in front of the St. Francis Hotel to take you across one of the World's greatest harbors to San Leandro where the President will formally open a great flower show.

### THIS CITY IS 1ST IN SALE OF FLOWERS

#### New York Is Running Close Second Says Albert Barber

Florists throughout the entire world look to California, particularly the San Francisco Bay region, for their year around flower stocks.

That was the keynote of the annual message, delivered Wednesday morning by Charles H. Grakelow, president of the Florists' Telegraph Delivery association, at the opening business conventions of the order at the Hotel St. Francis.

#### GRAKELOW'S MESSAGE

Grakelow's annual message was delivered after he had been introduced by Acting Mayor Angelo Rossi, who also opened the convention at which 2000 delegates are in attendance.

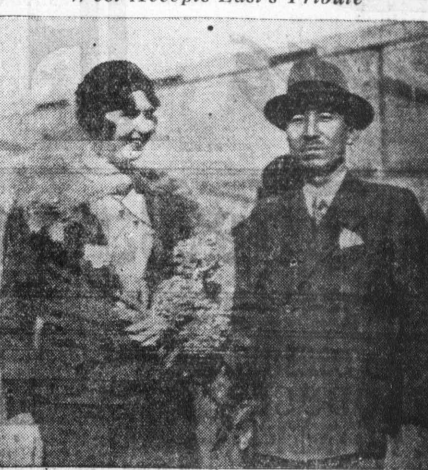
#### BAY FLOWERS PRECIOUS

Flowers from California also bring the highest price, Grakelow pointed out, in declaring that any innovation in the growing of rare blooms usually originated in the San Francisco Bay region.

#### UNKNOWN SOLDIER

Following Grakelow's address, the 2000 assembled delegates stood silent for one minute in honor of America's unknown soldier, while at the same time in Arlington cemetery, Washington, a representative of the convention placed a wreath on the

#### West Accepts East's Tribute



Consul General Kaname Wakasugi offers a chrysanthemum to Mrs. La Vere Braucht, beautiful lover of flowers at the chrysanthemum festival staged by the Japanese flower growers of the Bay district at Redwood City on Monday. Mrs. Braucht's husband, a delegate to the F.T.D.A. convention, is the owner of the largest flower shop in Des Moines, Iowa. The chrysanthemum is really a contribution from the East to the West.

#### OTHER SPEAKERS

Webb Sparks of Indianapolis, national advertising representative of the florist body; Albert Barber, national secretary, Detroit, and William L. Rock, national treasurer, also addressed the convention.

#### FINANCE COMMITTEE

The San Francisco F.T.D.A. finance committee is headed by A.F. Podesta, chairman, and includes the following:  
B. Joseph, W. McLellan, J. Restani, F. Jaeger Sr. A. Baldocchi, H.

### 2000 F.T.D.A. MEMBERS IN S.F. SESSION

#### Eastern City Florists Arrive on Special Trains

To study California methods in the growing of all species of flower, 2000 delegates to the annual convention of the Florists' Telegraph Delivery association are in San Francisco in the midst of their five-day convention.

The various meetings started informally following the arrival Sunday of more than 600 delegates on three special trains from Eastern points, headed by Charles Grakelow, national president of the organization and former mayor of Philadelphia.

The delegates were met at the ferry building by the local committee in charge of the convention, of which Acting Mayor Angelo Rossi is chairman.

#### LEADERS ARRIVE

Two hundred delegates arrived Sunday night, including W. W. Gammage of London, Ontario, Canada, and W. E. Grove of Hamilton, Canada, both national directors. Albert Barber, national secretary of the organization, of Detroit, also registered Sunday night.

Avanato, R. Dimuci, E. Axell, G. Hogan, V. Ferrari, H. Domoto, B. Pagano, D. Traversaro, A. Rossi, and Richard Maddox.

Welcome F.T.D.A. Members

## CARNATIONS

Specialty

## NIEDA NURSERY CO.

Rt. 2 Box 222 Tel. Hayward 56-W  
San Leandro, Calif.

Welcome F.T.D.A. Members

## CHRYSANTEMUMS

OUR SPECIALTY

## WESTERN WHOLESALE FLORIST

154 FIFTH ST. SAN FRANCISCO, CALIF.

梅毒と體ドク 最新内服 淨血新藥

捨て置きぬ梅毒性の諸病 四時を通じて顔色蒼白にして季節の變り目毎に頭、顔、手、足、又は身體全體に吹出物や腫物が出来たり子供を漢山變ります。これは毒の不品行が異なる子體に賦いたので速効梅毒三つて厚ります。又肺病諸病に似た腫物を變る方は梅毒に基因するものが多いから注意せねばなりません。

▲微毒體毒は内服薬で根治出来る 最新製薬の進歩は非尋常のものですが、悲しいかな微毒や體毒に▲淨血新藥は實にこうした權威ある薬です。から 梅毒、りん病、さう毒、梅毒性リヨマチ、皮膚毒、疥癬、肥満力や思考力なくなり身體をなまなくたるいは服用下さい。切らず、注射せずして血液中の毒等を大小便にて順暢に排出させます。

▲桑港 認公 NIPPON DRUG CO. 1690 POST ST. SAN FRANCISCO, CALIF.

表價藥  
一ヶ月分 五 弗  
二ヶ月分 九 弗  
六ヶ月分 廿四 弗

Welcome F.T.D.A. Members

## S. ENOMOTO & CO.

159 FIFTH ST. SAN FRANCISCO, CALIF.

**F.T.D.A. GETS GOOD WILL OF INOUE**

**Invitation Extended Delegates to See Bay Nurseries**

An invitation to the delegates to inspect the Japanese nurseries in the Bay area was extended by K. Inouye, vice-president of the California Flower market, in an address delivered at the Japan day festival, which was held at Redwood City Monday.

Mr. Inouye, who was the chairman of the festival, declared:

"We, of the California Flower market, first of all wish to extend to the members of the F. T. D. A. association, a hearty welcome, the occasion being that of its annual convention, for the first time to be held on the Pacific coast. This event has been one of our most cherished dreams.

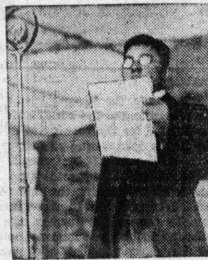
**ALL CUSTOMERS**  
"Practically, all of you, are our customers, either directly, or indirectly, and our association, in recognition of this gathering, is very desirous of entertaining you, to the best of its ability.

"I hardly need state that most of you are engaged in the flower business in the Eastern states and Canada, transacting the greater portion of your chrysanthemum and

*Multitude Enjoy Festival*



A huge crowd gathered at the chrysanthemum festival given by the Japanese growers in honor of the F. T. D. A. convention delegates at Redwood City. Below is K. Inouye, chairman of the festival, who is delivering an address of welcome to the delegates.



pompons with us growers of California. We believe you are all thoroughly familiar with the quality of these beautiful flowers, but, no doubt, there are some here who have not seen the plants under cultivation, as you see them here at the present time.

"I should think your main object in coming to the Pacific coast is business although, perhaps, many of you have been attracted to 'Sunny California' by reason of its many other wonders and beauties, about which we are very proud to say.

"As I have previously stated, our association has pondered how best it could entertain you in the limited time allotted to us for this purpose. We, therefore, decided to invite you to Redwood City, that particular place in California which stands first in the cultivation of the Chrysanthemum. Secondly, Redwood City has the distinction of having the best climate on the Pacific coast,

**OFFICERS OF F. T. D. A. FOR 1930 LISTED**

**Grakelow, President, Is Delegate from Philadelphia**

Here are the 1930 national officers and committees of the Florists' Telegraph Delivery association, which is holding its five-day session in San Francisco:

Charles H. Grakelow, president, Philadelphia, Pa.; S. A. Anderson, vice-president, Buffalo, N. Y.; William L. Rock, treasurer, Kansas City, Mo.; Albert Barber, executive secretary, Detroit, Mich.

Board of Directors, term expiring January 1, 1931.

Henry Penn, director at large, Boston, Mass. C. C. Pollworth, ch. associate members, Milwaukee, Wis.; Laurent Clody, Chicago, Ill.; Otto Lang, Dallas, Texas; Alfred T. Bunyard, New York, N. Y.; Sidney Hoffman, Boston, Mass.

Term expiring January 1, 1932: W. A. Salford, Poughkeepsie, N. Y.; Henry Hornacker, East Orange, N. J.; Thomas Luke, Portland, Ore.; Frank Schram, Toledo, Ohio.

Term expiring January 1, 1933: Mrs. Percy Waters, Toronto, Ont.; Frank Baker, Utica, N. Y.; Angelo J. Rossi, San Francisco, Calif.; Arthur Leidiger, Milwaukee, Wis.

Advisory board: Edward Seely, Patterson, N. J.; Charles H. Brown, New York, N. Y.; Wm. J. Smith, Chicago, Ill.

*"We Welcome You"*



Three little San Francisco maidens, all pupils of the Kinmon Gakuen language institute, welcomed the F.T.D.A. members at the chrysanthemum festival. They are, left to right: Yoshiko Takiguchi, Yasuko Isöye, and Sumiko Kasaya.

**DELEGATES' COMMITTEE LIST GIVEN**

**Laurent Clody Heads Clearing House Group**

Here are the members of the standing committees of the F.T.D.A. which is now holding its annual convention in San Francisco:

**CLEARING HOUSE**  
Laurent Clody, chairman, Chicago, Ill.; R. T. Broderick, Youkers, N. Y.; Frank Schram, Toledo, Ohio.

**F. T. D. NEWS**  
Otto Lang, chairman, Dallas, Texas; Granville Gude, Washington, D. C.; Harman Bruns, Chicago, Ill.

**FINANCE**  
William L. Rock, chairman, Kansas City, Mo.; W. W. Gammage, Detroit, Mich.; Philip Breitmeyer, Detroit, Mich.

**SERVICE**  
W. A. Salford, chairman, Poughkeepsie, N. Y.; Thomas Luke, Portland, Ore.; Ed. K. Nelson, Tampa, Fla.; W. E. Grove, Hamilton, Ont.; Herbert Clausen, Denver, Colo.; Arthur Leidiger, Milwaukee, Wis.

**EXECUTIVE COMMITTEE**  
Charles H. Grakelow, chairman, Philadelphia, Pa.; Albert Barber, Detroit, Mich.; Laurent Clody, Chicago, Ill.; William L. Rock, Kansas City, Mo.; Otto Lang, Dallas, Texas; W. A. Salford, Poughkeepsie, N. Y.

*Welcome F T D A Members*

**WE GROW AND SHIP  
CHRYSANTHEMUMS, POMPONS  
AND ALL KINDS OF FRESH CUT,  
DRIED FLOWERS, AND GREENS.  
WE ARE ALWAYS AT YOUR SERVICE.  
GIVE US YOUR TRIAL ORDER**



**K. INOUE & CO.**

155 FIFTH ST. SAN FRANCISCO, CALIFORNIA

NURSERIES AND GREENHOUSES

1401 and 1720 VALOTA ROAD, REDWOOD CITY, CALIF.

*Welcome F T D A Members*



MEMBER F T D A  
**HAYASHI FLORAL CO.**

Wholesale & Retail  
Twenty Five Years in Business

2305 Santa Clara Ave.

ALAMEDA, CALIF.

**S. F. MAN SENT SHIPMENT OF FIRST 'MUMS'**

**A. Mashihara Shipped Chrysanthemums to East in 1913**

The first to ship chrysanthemums to the East from California was Mr. F. A. Mashihara, at present manager of the Western Wholesale Florist Company situated at 154-5th street, San Francisco.

Mr. Mashihara began chrysanthemum culture as a specialty in 1912. With his first crop of magnificent, perfect chrysanthemums, Mr. Mashihara began to think of means of disposing of them in the best possible way. It was then that he thought up of the possibility of shipping them east. Accordingly, in the year 1913 the first shipment of chrysanthemums was made to eastern points.

**SENDS SAMPLES**

At that time Mr. Mashihara was the head of the Growers' Cut Flower Co. of Redwood City. Through his store he sent sample blossoms to three different places. One sample went to the A. Lange Florists in Chicago. One box went to the Mulvaney Florists in St. Louis, and another was received by the Alpha Floral Company in Kansas City.

This trial shipment was made through the Wells Fargo Express Company of those days. So pleased were the officials of the express company with this novel innovation of sending flowers from California to far eastern points that the sample flowers were exhibited and advertised through the streets of the three cities. This courtesy and cooperation of the express company greatly helped in bringing the idea of Mr. Mashihara to fruition.

The first shipment was a success and it was followed by many other successful shipments. Other chrysanthemum growers and dealers started to ship also and the small beginning grew into a huge business. Today about \$400,000 worth of chrysanthemums are shipped east annually.

**EASTERNERS RECOGNIZE**

With the first onslaught of chrysanthemums in the eastern flower markets, some eastern florists seemed to have gotten the idea that California was a land of chrysanthemums, just as it is the land of the California poppy, and that the chrysanthemums grew everywhere.

*"How Do You Do, Delegates?"*



Miss Toshi Kataoka (left) and Miss Chiye Kakehi, who entertained the guest delegates at the chrysanthemum festival at Redwood City. Below is F. A. Mashihara, manager of the Western Wholesale Florist Company, who has played a prominent role in the development of the chrysanthemum culture industry of the Bay region.



To wit, a letter received from the Alpha Flower Shop in Kansas City mentions among other things "Someone has told us that in California the chrysanthemum is grown outdoors everywhere and that it blooms all through the year.

In the files of Mr. Mashihara can still be found the telegram received by him in answer to the first sample chrysanthemums shipped to A. Lange florists in Chicago. A box containing 50 pieces of huge chrysanthemums was sent prepaid as free sample. The telegram read

as follows:—"Shipment arrived in fairly good condition. Ship 100 chrysanthemums. Pack well. Wrap each flower with waxed paper."

**SHIPMENT SUCCESS**

Mr. Mashihara followed the advice, and the whole season's ship-

**MAY GUESTS ENJOY GRAND TIME IN S. F.**

**So Wishes President of Flower Market, H. Hayashi**

A glowing message of welcome to California, the flower garden of the world, is issued by H. Hayashi, president of the California Flower market, in honor of the delegates who are assembled in San Francisco for the national convention of the Florists Telegraph Delivery association.



Mr. Hayashi's statement, addressed to the delegates, follows: **H. HAYASHI** "It is indeed a great honor to be able to attend this gathering with so many distinguished guests here. I feel, also, the honor of addressing these words of welcome to you on behalf of the California Flower market.

**KEENLY ANTICIPATED**

"Mr. Angelo Rossi brought the news of this 1930 F. T. D. convention to us last fall, and since then we have keenly anticipated the event. Every preparation has been made by the happy co-operation of your members and associates in San Francisco and other Bay cities, and the officials of your organization. It has been a privilege for us, the members of the California Flower market, to lend our support, and to work side by side with your com-

mittees. "California, the flower garden and the playground of the world, is ideally situated for the growing of flowers in the open during all four seasons of the year. Our climate is adjusted by the warm tropical ocean waters washing the shores of San Francisco bay in the winter, and by the cooling current of the Siberian sea in the summer. So do we have our paradise of flowers, profusely and constantly blooming. They are richer in color, finer in substance, and better in keeping quality than can be found anywhere else in the world.

*Dance of Autumn Flowers Delights Guests*



**PROUD OF THE CITY** "We sincerely believe that you will enjoy the glorious climate and sunshine of California, our boundless ocean, our beautiful bay. We are proud to have you in the fast growing city of San Francisco, the gateway to the Orient, the New York of the West.

**'CALIF. GIVES NEW BLOOMS'**

San Francisco leads the world in the sale of flowers, with New York running a close second. This was the assertion Tuesday of Albert Barber of Detroit, Mich.,



Attired in the costumes of the Orient, these tiny tots of the Golden States made a beautiful gesture of welcome by performing a Japanese dance at the chrysanthemum festival. They are, left to right, Koko Mori, Mary Kato, Kimiko Kato, Tsuneyo Ito, Eunice Sugawa, and Midori Ito. Below is the huge welcome gate, erected at the entrance to the festival ground.

as 2000 delegates entered the second day of the annual convention of the Florists Telegraph Delivery association at the Hotel St. Francis.

Following Barber's address, the numerous delegates started Tuesday morning on a sightseeing trip over the Skyline boulevard followed by

**SHOWER OF FLOWERS IN F. T. D. STUNT**

**Floral Order Offered to Lucky Finders of Toy Balloons**

Flowers fell out of the sky all over the city Wednesday.

Five hundred toy balloons released in Union Square went up as high as they could. Then they burst one after another and each sent down a \$5 floral order to some lucky finder.

It was a \$2,500 aerial bouquet—one of the features of the Florists' Telegraph Delivery association, Inc., now in convention at the St. Francis Hotel.

**WORLD MESSAGES**

As another feature, messages were sent by radio, telegraph and cable to florists of Chicago, New York, London, Paris, Havana, Buenos Aires, Shanghai and Honolulu, and to two ships, one in mid-Atlantic, the other in mid-Pacific.

Six typing telegraph machines were set up in front of the platform. The demonstration was directed by Gates Ferguson, of the International Telephone and Telegraph Corporation.

President Charles H. Grakelov of Philadelphia dictated the messages and received replies from the distant capitals within a few minutes.

**2,000 ATTEND**

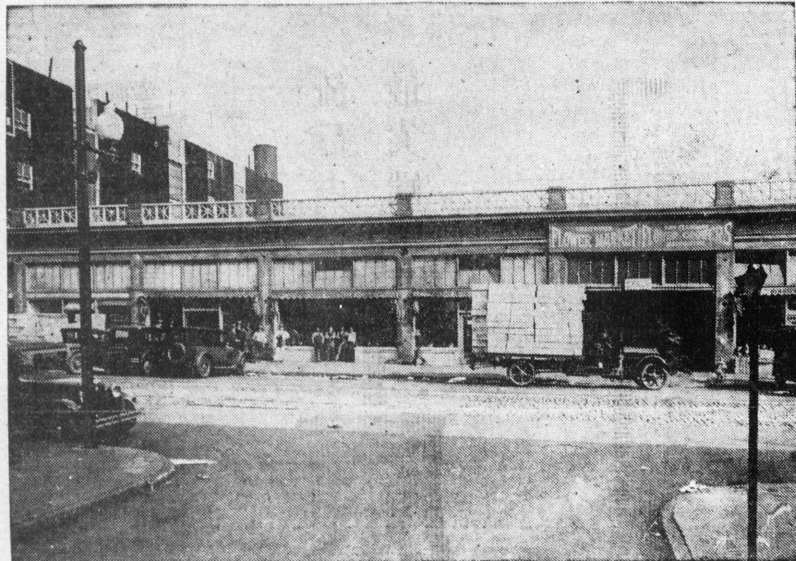
More than 2,000 delegates from all parts of the country and from as far as New Zealand attended the business session Wednesday. Miss Helene Lang of Dallas, Tex., was the first delegate to register. Her father, Otto Lang, is candidate for vice-president of the association. Supervisor Angelo J. Rossi greeted the visitors in behalf of Mayor James Rolph Jr.

Women of the convention were guests Sunday afternoon at a fashion show and tea at the Mark Hopkins. The business sessions were concluded Thursday afternoon.

particularly those plants in Redwood City and near Monterey."

On Tuesday night the district representative met at the St. Francis at 7 o'clock, followed by a trip thru Chinatown with City Treasurer Matheson, former captain of detectives, and Sergeant Mannion head of the Chinatown detail, as guides.

*Welcome F T D A Members*



**Calif. Flower Market**

**SAN FRANCISCO, CALIF.**

*Welcome F T D A Members*

**Carnations Our Specialty**

**21 CARNATION GREEN HOUSES  
13 ROSE GREEN HOUSES  
and all other kinds of flowers grown in 30 acre ground**



**MT. EDEN NURSERY CO.**

J. SHIBATA, Prop.

RT. 2 BOX 209

HAYWARD, CALIF.

P. O. BOX 984

MT. EDEN CALIF.

TEL. HAYWARD 839