

The BEGONIAN

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BEGONIA
SCHULZIANA

(See Page 115)



Photo by
Ken Garrison Clarke



Plant exhibited at
1950 National Show



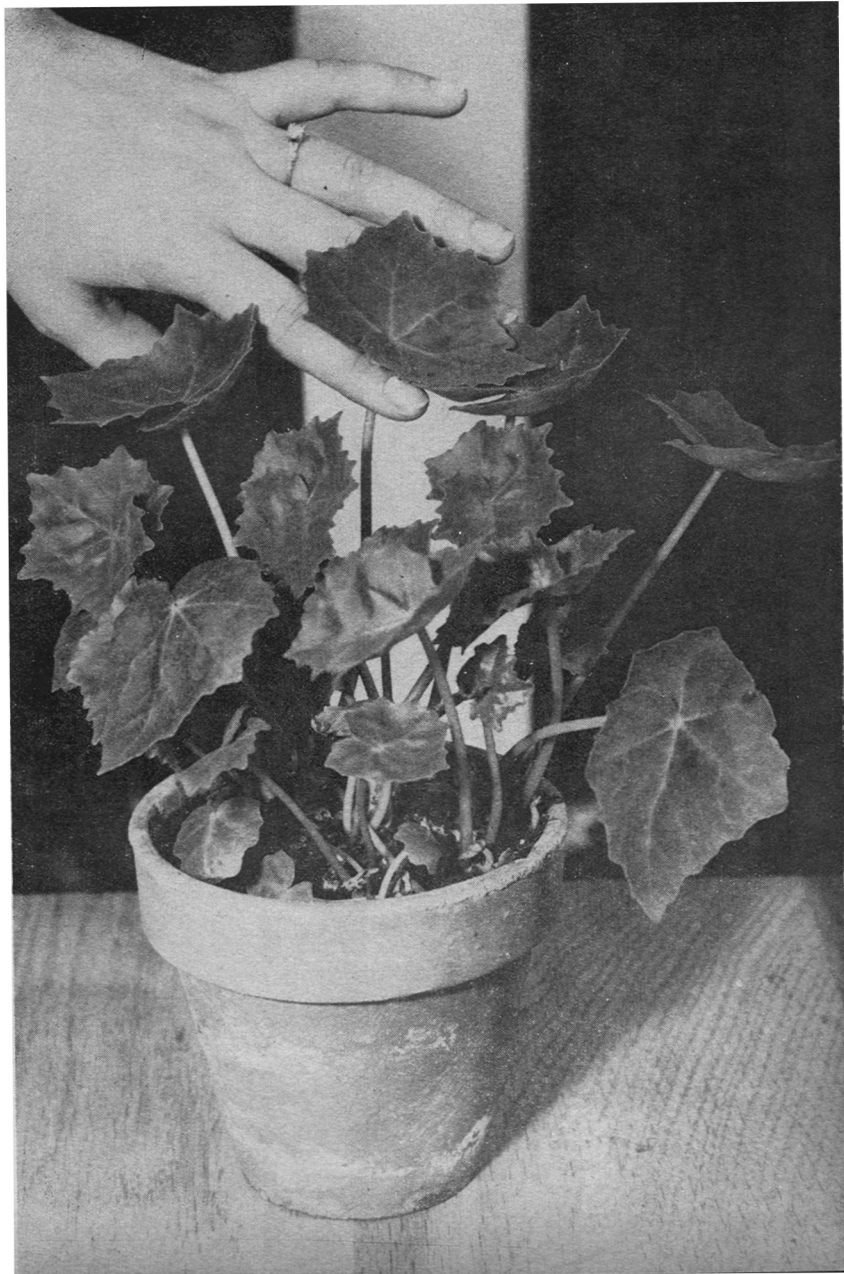
JUNE
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VOL. XVIII
No. 6





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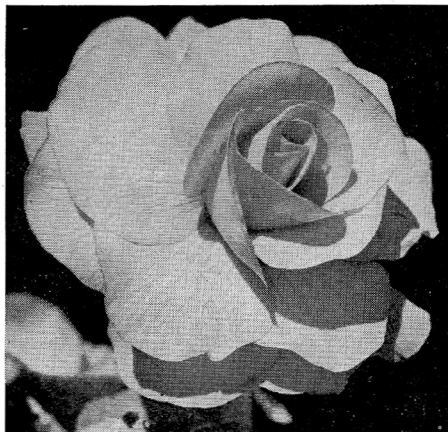
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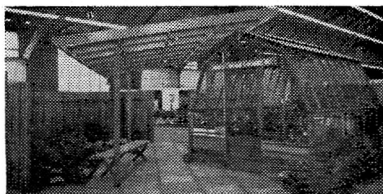
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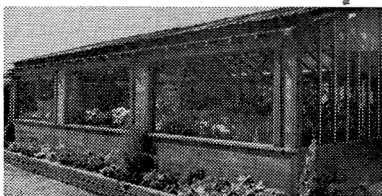
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Daylength treatments left to right: 9, 10, 11, 12, 14, 16 hours of light and interrupted dark. Light periods of 9 through 12 hours not effective in causing growth and flowering. 14, 16 hours of light and interrupted dark results in growth and flowering.

Daylength Controls Flowering of Tuberous-Rooted Begonias

By Charles A. Lewis

Dept. of Floriculture and Ornamental
Horticulture, Cornell University, Ithaca, N. Y.

Reprinted from Bulletin 67 of N. Y. State Flower Growers, Inc., Courtesy of Mr. Lewis

Tuberous-Rooted Begonia flowers are worth twice as much during the winter as in summer. In the past, production has been only during the spring and summer, but now you can have these plants in bloom any day of the year. For the past ten years in California, the flowers have been used commercially in all types of make-up work. They are so popular that one large retail shop in San Francisco uses 50,000 blooms during the spring and summer.

The plants grow best and the flowers are largest at night temperatures of 55-60°F. In the Eastern United States these temperatures can be maintained only during the winter months. Therefore, Tuberous-Rooted Begonias would be at their best during the winter, but the plants normally go dormant in the fall. These investigations were made to determine what environmental factors control the growth and flowering of these plants.

In November, 1949, cuttings were taken of several Camelliaflora varieties and the Multiflora variety, Bourgemeister Max. These were rooted in sand with 70° bottom heat. The rooted cuttings were potted and grown under long and short day conditions. Plants given long days were provided with artificial light from Mazda bulbs to supplement the normal daylength. The supplementary light was given from 4 p. m. to 2 a. m. The short days were provided by normal winter light conditions, which at Ithaca vary from 10 hours of light on December 16 to 12 hours of light on March 1. A third group of rooted cuttings were grown for thirty (30) short days and then given thirty (30) long days.

The plants continued to grow and flower under long days; but under short days they stopped growing, the leaves becoming thick and dark green, and produced no flowers.

Plants that had stopped growing under short days started to grow and flower again when placed under long days.

The plants under short days formed tubers while the plants under long days did not form tubers. A few of the Multiflora plants not only formed tubers under the soil during short days but also formed tubers on top of the plant.

This experiment shows that Tuberous-Rooted Begonias grow and bloom under long day conditions, 18 hours in this case, and cease growth and form tubers under short days.

During the summer of 1950 a study was made to determine the effect of high temperature on the daylength response. Multiflora and camelliaflora plants were grown under both long and short days. Again the plants under long days grew and bloomed but did not form tubers. The plants under short days stopped growing and formed tubers. It is evident that high summer temperatures did not affect the daylength response.

To determine the minimum daylength for flowering, camelliaflora plants which had been started from seed in March, 1950, and rooted cuttings of Multiflora varieties, Helen Harms and Ami Jean Bard, were used. Artificial light to supplement the normal daylight was used to provide 9, 10, 11, 12, 14, and 16 hour days. One additional treatment consisted of an interrupted dark period, which was provided by giving 9 hours of normal daylight followed by 4 hours of dark, 1½ hours of light, 4 hours of dark, 1½ hours of light, and 4 hours of dark to complete the 24-hour cycle. The plants were grown at a minimum night temperature of 60°F. The supplementary light source was from 60-watt Mazda bulbs placed about 2½ feet above the plants and 4 feet apart giving a light intensity of 6 to 25-foot candles. The supplementary light was given in the morning and the evening to extend the

Turn to next page

light period at both ends of the day. An automatic time clock controlled the length of day of each treatment.

The *camelliafloras* stopped growing and flowering when the light period was 12 hours or less, and the leaves became dark green and the stems hardened. When the daylength was 14 or 16 hours, or when the dark period was interrupted, the plants continued to grow and bloom. The interrupted dark period provided a total of 12 hours of light but the plants in this treatment gave the same response as those given 14 or 16 hour days. The multifloras under the 12 hour days produced some growth. Plants under the 14 and 16 hours of light and the interrupted dark treatment produced normal healthy growth and flowered.

Tuberization occurred only on the plants in the 9, 10, 11, and 12 hour light cycles. Some of the plants not only formed tubers in the soil but also at the ends of the stems. The aerial tubers had been observed in the previous year's experiment. Ami Jean Bard formed these tubers more often than did Helen Harms. No aerial tubers were formed on the *camelliaflora* types.

From these experiments it is obvious that *Tuberous-Rooted Begonias* may be brought in-to flower any day of the year!

TIMING THE PRODUCTION

The plants may be propagated from seeds, tubers, and cuttings. Seeds require approximately six months from sowing to the first

bloom. The tubers and cuttings take about three or four months to produce blooming plants. At present we are trying to determine exactly how long a period is required from cutting to 4-inch pot and from tuber to 4-inch pot. This information will be published in this Bulletin as soon as it is available. The cuttings used are tip cuttings which will root in a month in Vermiculite. A more vigorous plant is obtained more quickly by this method than from tubers.

Difficulty has been experienced in the past in having these plants in bloom for Easter. The trouble arises from the fact that when the tubers are started the days are short and growth is slow. Actually, here at Ithaca, the days don't reach 14 hours till April. So, if early plants are desired, it would be best to give the sprouting tubers long days as soon as the first shoots appear.

Whenever off-season production of these plants is desired, the daylength must be at least 14 hours. Short days for *Tuberous-Rooted Begonias* occur at Ithaca from September 1 to April 8, and any plants grown during this period would have to be given additional daylength. Probably four (4) hours of additional light applied in the middle of the night would be sufficient.

FUTURE POSSIBILITIES

The pot plant possibilities of the *Tuberous-Rooted Begonia* have as yet been largely uninvestigated. The multiflora group, which is

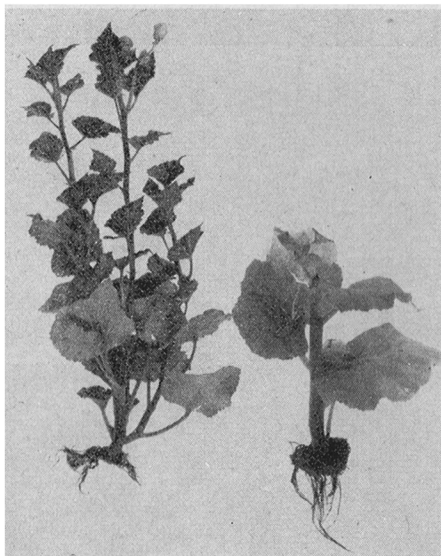


Aerial Tuber Formation on Ami Jean Bard grown in short day

relatively unknown in the United States, is similar in size to the Christmas Begonia. The plants are about 1-1½ feet tall with many branches from the base, each branch bearing many small flowers. The variety Bourgemeister Max is a deep red that would be particularly appropriate for Christmas. Helen Harms is a lemon yellow that should meet with favor at Easter. The multifloras are hardier than the larger flowered types and would hold up better in the customer's home.

The large camelliaflora types would have to be handled carefully if used as a pot plant. It would be best to grow the plants to three or four stems so that the flowers wouldn't be too large. Shipping a plant with large flowers would be hazardous. It should be remembered that the Tuberous-Rooted Begonia as a pot plant has a double appeal in that after the customer has grown the plant in the home he may plant it outside in the garden for a continued summer bloom.

As a pot plant and a cut flower, the Tuberous-Rooted Begonia has a future. Now that they can be flowered any day of the year the commercial production of these plants is entirely practical.



Left to right: interrupted dark and 9 hours light daily. Growth and no tuberization occurred under interrupted dark while tops did not grow but tubers formed under 9 hour days.

Our Cover Picture - - -

Begonia Schulziana

By Marie Minter

Five or six years ago, Mrs. Buxton wrote of a small leaved rhizomatous begonia. When seeds were offered by our Seed Fund for a "Mexican rocky begonia," I sent for them and when the plants were fully developed I was very pleased to find that I had many plants of *B. Schulziana*.

Mrs. Buxton describes the leaves as being a miniature *B. Verschaffeltiana* and I cannot improve on her description. The miniature green leaves very rarely exceed three inches, are pointedly 5-7 lobed, and are slightly scurvy especially when just unfolding. The relative size of the leaves is amply displayed in the photograph.

The rhizome is very small, not often exceeding a half-inch in diameter. In new plants the rhizome is a bright green but in older well-established plants the rhizome turns dull greyish green. This is especially true of those plants that stand out in all kinds of weather during our winters.

First year seedling plants often develop only a small single rhizome but the second year this one rhizome will start to divide into small stems and soon one has many divisions. An old clump will twist and turn over itself to make a grotesque growth, so it is advisable for

one to separate the rhizome each spring to have a better shaped plant.

The flowers come in the late fall, are pink and stand up well above the foliage. What the books fail to tell about this particular begonia is that it is one of the few rhizomatous begonias that go completely dormant during the winter. Many small plants have been discarded as having gone to posy heaven when in reality the plant is going through its regular dormant period and in spring will come to life again to give us another year of enjoyment.

B. Schulziana is an ideal plant for the indoor gardener who is faced each fall with the problem of finding room in the window sills for just another begonia. Being completely dormant, one needs only to see that the soil is moistened from time to time to keep the rhizome plump; then one can forget it until it shows signs of coming to life in the spring.

It is ideal for shallow bowls. Occasionally we find round, footed clay pots which make an ideal container. It would be lovely in the old-fashioned shallow copper or brass jardinières our grandmothers had and, now that plants are being used more and more for indoor decoration, I can think of nothing lovelier.

TO THE CONTRARY . . .

FLORISTS' CYCLAMEN FOR THE HOME GARDEN

By George B. Furniss, Oakland, Calif.

This was the question: "How should I handle my cyclamen after blooming so that I may get flowers from it again?" . . . asked in America's oldest horticultural journal. The answer: "Cyclamen are not generally worth keeping for a second crop of bloom, but with proper care and luck, you might get something worth while."

YET, we have corms well up to 25 years old and still producing flowers of good substance. Our second crop is not only gratifying but the succeeding seasons for about 15 years. The blooms then begin to diminish in number. But before discussing pot culture let us consider its behavior in the garden such as here in Central California.

We have one bed of Cyclamen growing under a tree which gets early morning and late afternoon sun. Another bed is on the north side of a garage with skylight only, during winter. Flowering is not quite so profuse; probably due to insufficient sun light; although the ripening process, that is, the forming of next year's flower bud, generally follows the blooming period and in the latter period there is some sun. Sun and flower formation are closely related.

In both beds the plants are in competition with invasive tree roots. The ancestors of these hybrids, *C. persicum*, are found in the wild growing in similar situations. Perhaps the association with roots aids in water movement, thereby improving drainage and air circulation in the soil. Our beds are exposed to cold winds and frost temperatures; occasionally down to 18 degrees. NORMAL blooming time is February into May when cool and cold conditions may interchange with a hot spell. The over all effect shows a rugged endurance to freak weather changes. Neither flowers nor leaves bog down with rain. Moreover, the plants are free from pests and when left alone will care for themselves . . . excepting for a little water should a protracted dry spell occur and also for some fertilizer to boost the vigor of growth; details of this later.

By June rains have about ceased and the foliage begins to wane. The plants are then gradually dried off until the soil becomes bone dry. Right here is where those receiving a cyclamen-plant gift make an understandable mistake. Naturally it is the desire to keep the beauty of foliage and flower as long as possible and then save the corm . . . and *overwatering* follows. Instead, water should not be given

until the surface soil feels a little dry to the finger and then keep decreasing the watering in proportion to the number of buds remaining unopened. That is, gradually dry off as above stated. The experienced grower can tell whether or not to water by first tapping the side of the pot with the metal coupling on the hose. A thud or dull sound indicates wetness; a ringing sound, dryness.

To resume, our beds remain dry, as there are no summer rains, until along into September or October, when the corms begin to show growth. The corms may then be taken up—the roots have shriveled off—and replanted in fresh soil. Intervening rain would not be harmful; perhaps hasten the blooming period. Blooming plants may be had in 16 months from seed if not allowed to rest. We save seed and buy new seed to replenish our stock; seeding reduces vitality.

We use soil from the compost pile or mix in oak leafmold with the old soil, about half and half. In each hole a level tablespoonful of bonemeal is intermixed. The bed is then slightly sprinkled with water and sprinkling is gradually increased until the winter rains take over. When flower buds appear a liquid fertilizer is given to all . . . a rounding tablespoonful of a balanced garden fertilizer, that is, a general fertilizer, to a gallon of water.

POT CULTURE may be followed in the same way. Under house conditions many troubles may develop. Among the important needs for satisfactory growth are cool conditions, moist air, circulation of fresh air occasionally, and strong light such as in a window box but shaded from strong sun. In potting allow about two inches for drainage. Charcoal is light in weight and excellent. Charcoal may be had by burning wood-prunings and extinguishing the flames with water. Do this when the wood reaches the red ember stage and when cold and dry, sift out the ashes.

We all find that experience is the best teacher.

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R Begonia Therapy

By Manson E. Hume

This month I am going to make a special offer of free *rex* and *tuberous* begonia seeds to those disabled persons sending a self-addressed stamped envelope to me, and also mentioning their disability. I cannot send seeds to others; this column is for the disabled readers of The Begonian.

I received some very fine tuberous begonia seeds from Mrs. Jessie Thomas, President of the Humboldt County Branch of the ABS, Eureka, California. I also received from Mrs. Mary L. Gillingwaters, of Upland, a very generous supply of hybrid *rex* seeds. The seeds are of crosses made by Mrs. Gillingwaters.

The supply of these seeds is limited and therefore I will fill the requests as I receive them. When the supply is depleted the remaining requests will be forwarded to Mrs. Carrell, our Seed Fund Director, who has advised me that she will continue to send free packages of mixed begonia seeds to disabled persons writing to this column. But *please send a stamped, addressed envelope* with your request.

I have been having trouble growing begonias from seed and have been experimenting with different types of soils and containers, and lo and behold, I believe I have found the successful way of growing begonias from seed. This I am going to pass on to my readers. First let me say: I have had 100% germination from all of the above mentioned seeds using this method. Now here it is—my newest and best method for me: Using a two gallon pail as a measure, I use one of leaf mold, three-quarters of peat and a two quart can full of well rotted cow fertilizer. This is then rubbed through a quarter-inch screen. The mixture is placed a pail full at a time into the oven and baked for ten minutes in about 150 to 200 degrees. After it has cooled I moisten it a little—not wet or damp, but just moist. Using glass jars as miniature greenhouses, I fill each one-quarter full, lying on its side, with the mixture. I then take a piece of paper six by four inches and crease it in the middle. I next sprinkle over the paper enough seeds to fit on the head of a pencil, slide the paper to the back of the jar and tap gently and move it forward as the seeds start to roll. I next take an eye dropper and place from five to ten droppers full of water into the bottom of the soil in each. You will not have to water again. Place the tops on tight and cover with a single sheet of paper and keep in filtered sunlight.

The tuberous begonia seed came up in seven days, the *rex* in nine and the mixed seeds from

Mrs. Carrell in eleven days. If you have a special method of growing your seeds stay with it, but please try a few using the above method and let me know what luck you had.

If you are already growing begonias and have any special devices you are using to make your hobby easier, please write and tell me of them, as I would like to pass methods that are being used by differently handicapped persons on to others. One man wrote me and said he had lost an arm in an accident and his difficulty was mixing soils until one day he happened to see an advertisement of a cement-mixer, hand operated, for sale. It was a second but with some work on it he had a perfect soil mixer which he could operate with one hand.

When repotting I use a five gallon pail under the potting bench and a V-shaped trough running into it from the bench. When I knock the old pot the soil that falls from the ball goes down the slide and into the pail. I just dump the pail when it is full and never have to shovel soil from under the bench when cleaning up.

Send for your seeds, mention your disability and write me of any methods you are using to make begonia growing easier for you. My address is: Interlaken Road, Orlando, Florida. So long until we meet again.

M. E. H.

THE EDWARDS TUBEROUS BEGONIA FORMULA

Mr. John Paul Edwards, of Oakland, showed the Sacramento Branch the fine new film "How to Raise Beautiful Fuchsias and Begonias" and gave these timely hints: When tuberous plants are four or five inches high, transplant to pots. For a good potting mixture, use $\frac{2}{3}$ leaf mold, $\frac{1}{6}$ loam and $\frac{1}{6}$ sand. Put 1 tablespoon bonemeal in lower $\frac{1}{4}$ th of soil in pot and do not fertilize again until buds appear, then use fish emulsion every three or four weeks. Be sure there is plenty of drainage in the bottom of the pot. Water only when plant appears dry. Too much water causes bud drop.

Mr. Edwards told us that 90% of all tuberous begonias used in America are grown around Santa Cruz.

—Mrs. W. M. Kelso, Publicity.

BYE-BYE BEGONIAS?

Do you have trouble finding growers who can supply your begonia plant needs? Don't forget to support those growers who are now doing their best to supply you and perhaps you can contract with some of them to grow the less popular varieties especially for you. If you don't "Buy-buy" Begonias, more growers are going to say, "Bye-bye, Begonias."

Planned Educational Exhibits

By Dorothy S. Behrends, 1948-49 Editor of *The Begonian*

The educational idea in connection with any hobby is of great importance, but must often be offered as 'sugar coated pills,' rather than be called by its true name.

Hobbyists will absorb this side of the hobby readily if offered in an interesting manner. That is the 'sugar coating.'

The Begonia Show at the 1950 Convention, held in Inglewood, California, had four educational displays.

One was an oval shaped pergola placed in the center of the hall, displaying many specimen begonias in hanging baskets, belonging to various members. Sectional beds were arranged on the floor, in a not too obvious conventional design, displaying seedling crosses of some of the A.B.S. hybridizers. To mention a few, there were hybrids of Elsie Frey, Louise Schwerdtfeger, Mary Choate, Susie Zug and Marie Turner. One section that created unlimited interest was the seedlings William Brooks, of Redondo Beach, displayed. He grew these from seed he had collected on a plant hunting expedition in Mexico. This arrangement was under the direction of Mary Choate, Hybridizing Chairman of the Research Department.

The idea was exceptionally artistic and may be copied by other enthusiasts, even if it is not to be on such a large scale.

Our amateur (and professional) hybridizers are a boon to the Royal Hobby. The registering of these crosses, with the Hybridizing Chairman, is of extreme importance, to help keep the nomenclature from becoming more confused. The registration is a free service and the A.B.S. invites inquiries on this matter.

Another delightful exhibit was the display of paintings by Alice M. Clark of San Diego. Her paintings must be seen to realize their entire beauty. Many have been reproduced in the *BEGONIAN* in black and white, but the opportunity to see the paintings is a real treat. Mrs. Clark had a specimen begonia to compare with each painting. This idea would be a little more difficult to duplicate, but no doubt there are other talented artists in different parts of the world belonging to the A.B.S. able to produce a somewhat similar exhibit. It is truly worthwhile.

The 'original source' map idea may be produced very economically. Thanks to the *NATIONAL GEOGRAPHIC SOCIETY*, their maps of Begonia producing countries may be used. By mounting these maps on stiff backing, one end of a narrow ribbon may be attached to the country and the other end attached to the potted begonia, of a type found in that country. This is an easy way for a viewer to realize quickly where the original begonia was found. Caution should be exercised in releasing any information on these begonias until a thorough search has been made to ascertain the accuracy of the statement. Unfortunately, errors have been made and it is advisable to consult several authorities before determining the final result.

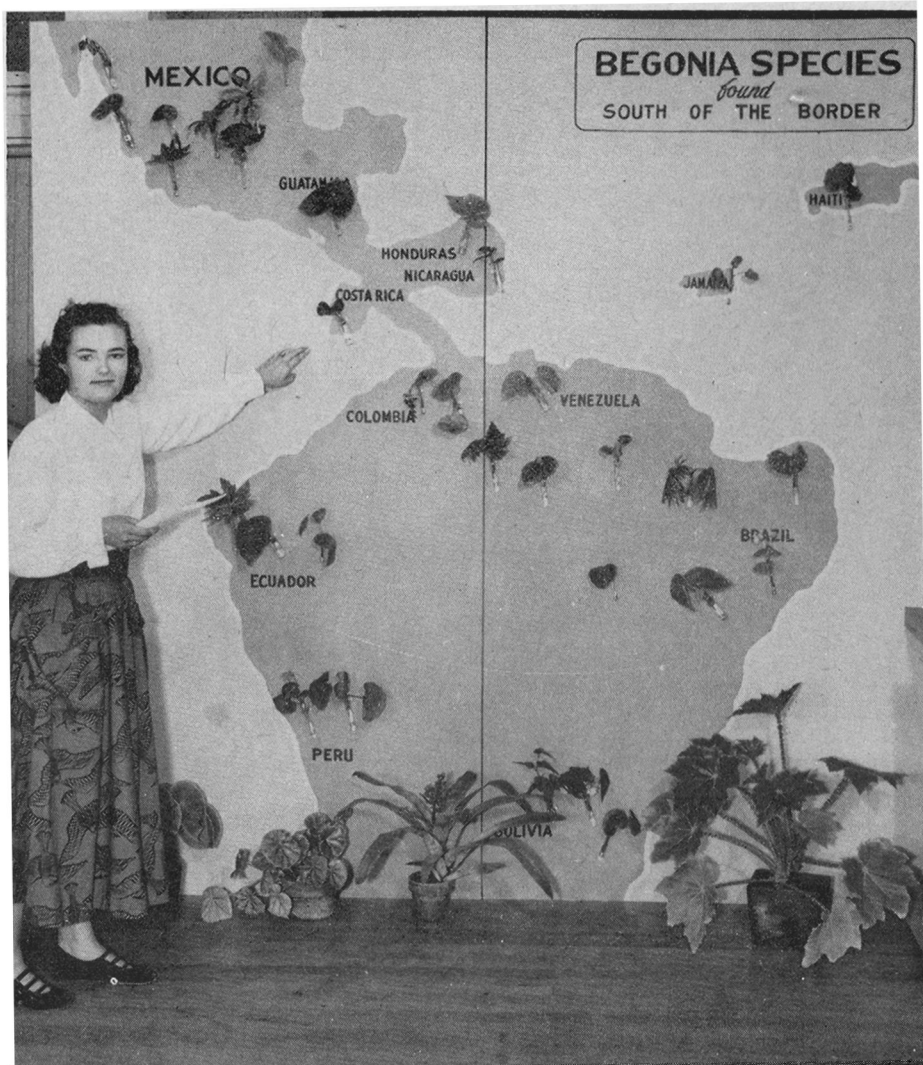
The map illustrated is not as reasonable to construct, but will withstand much use and allows easier vision. The writer obtained two pieces of plywood, each piece measuring 4 ft. x 8 ft. The finished map measured 8 ft. x 8 ft. and due to the desire of picturing as many begonia producing countries as possible, the map is slightly distorted. This was brought to the attention of the writer, as soon as she began to assemble it, at the Show.

That is of little importance, however. Try to show as many countries as possible, on one map, from whence our begonias were and are being found. New begonias are being found and introduced each year.

Cuttings, leaves and blossoms were placed in small glass tubes, filled with water. Some of the begonias were not able to survive the 'close' air for more than one day. They should be replaced each day. The tubes were wrapped tightly with a rubber band and hooked on tiny brass hooks on the map.

This map showed where the species were originally found, below the border, and in what year. Numbers large enough to read from a short distance (cut from an old calendar) were attached to each tube with transparent tape. (This allowed the map to be free from being cluttered with begonia names.) A mimeographed chart containing the data with corresponding numbers was given to each interested hobbyist.

Species Begonias are not too easily obtained,



Mrs. Jean Clarke finds a Costa Rican Begonia—Photo by K. Garrison Clarke

so the writer lists only the species she was able to obtain and show at that particular time. In the event this may be of some use to others attempting a similar exhibit, the data is listed.

| | | | | | |
|-----------------|---------------------------|------|------------------|-----------------------------|------|
| Haiti | B. Schulziana | 1930 | Nicaragua | B. plebeja | 1852 |
| Jamaica | B. nitida | 1777 | Costa Rica | B. conchaefolia | 1851 |
| Mexico | B. Boweri | 1948 | Colombia | B. foliosa | 1825 |
| | B. hispidavillosa | 1948 | | B. longipes petiolata | 1829 |
| | B. hydrocotylifolia | 1841 | Venezuela | B. scabrida | 1837 |
| | B. manicata | 1837 | Ecuador | B. Ludwigii | 1857 |
| | B. heracleifolia | 1830 | | B. rigida | 1852 |
| | B. heracleifolia var. | | | B. andina | 1902 |
| | nigricans | 1844 | Peru | B. Lyncheana | 1877 |
| | B. caroliniaefolia | 1852 | | B. Davisi | 1876 |
| | B. page 13 | 1938 | Brazil | B. olbia | 1883 |
| Guatemala | B. Kellermani | 1919 | | B. angularis | 1820 |
| Honduras | B. Popenoei | 1930 | | B. venosa | 1898 |
| | | | | B. luxurians | 1846 |
| | | | | B. metallica | 1869 |
| | | | | B. sanguinea | 1823 |

Turn to next page

| | | |
|---------------|----------------------|------|
| | B. Schmidiana | 1878 |
| | B. Scharffiana | 1886 |
| Bolivia | B. boliviensis | 1857 |
| | B. Pearcei | 1865 |
| | B. Veitchii | 1867 |

All the above mentioned species are found south of the border.

The other educational exhibit at the Inglewood Show was the Seed Fund exhibit. This was well recorded on page 222 of the 1950 *BEGONIAN*, where more details may be had. For those not able to check back, a short description is in order.

The Seed Fund booth is always an anticipated stop for visiting members of the American Begonia Society. Seed Fund Director Florence Carrell corresponds with so many of the members that it is a joy to actually become acquainted with one another. Many Arm Chair Explorers contribute surplus seedlings, grown from seed obtained through the Seed Fund. These are given away each year and the money donated for this privilege of sharing is added to the memberships of the Seed Fund, which finances new seed-finding explorations in many lands.

Many different methods of sowing seeds are demonstrated and the exhibit introduces the advantages of belonging to the Seed Fund as many members are unaware of the functioning of this department.

The writer's western hemisphere map was used as a backdrop in the recent Los Angeles Hobby Show, which attracted over one hundred thousand visitors.

President-elect and Flower Show Chairman,

NOLAN NOTES

Plants of Mrs. Mary Choate at the Inglewood Branch meeting were described by our Librarian, Gladys A. Nolan, as follows:

Richland: Cross made by Baake's Nursery; very hardy; prefers to grow a little on the dry side.

Mrs. Fred Scripps: Put her in the open ground with morning sun and wind protection in Southern California. In any case she abhors a pot and in the ground will stretch to five feet with leaves 12 inches long. She is hardy and stands at least 30 degrees without difficulty. This was a chance seedling in Mrs. Scripps garden and botanists believe it is probably a *Scharffiana* x *luxurians* cross.

"*Paze 13*": The Mexican rhizomatous plant brought in with some of MacDougall's collections which as far as is known here to date has not yet been botanically identified. It may be a natural hybrid or even a Mexican garden origination and derives its nickname from the page on which its picture appeared in the New York Botanic Garden Magazine.

Cal Trowbridge, and Asst. Frank Rich set up the display. Volunteer Begoniaites took turns sitting by the display and explained the fascination of growing begonias from seeds. Assistant Skipper Maud Nichols of the Seed Fund packaged and donated *semperflorens* begonia seeds, collected from her plants last season to be given without charge to interested people. She loaned several jars containing seedlings and many potted plants, to demonstrate what can be done with the tiny seeds, in a short period of time.

As long as there was some one at the booth to explain the simple process of the pickle jar method of growing seedlings, the interest shown was tremendous.

Many people were introduced to the A.B.S. for the first time.

Leaflets of introduction and encouragement to join the A.B.S. and learn more about Begonias and shade loving plants, were distributed. Any branch or interested group of members desiring such leaflets, may write to the membership secretary.

Groups desiring to distribute free packets of *semperflorens* seed at educational exhibits may obtain a supply from our Seed Fund Director for the cost of packaging and mailing (a small charge). Please write her for particulars at 214 North Yale, Fullerton, Calif., enclosing a stamped, self-addressed envelope for her reply.

The enthusiasm shown at this first exhibit in the Annual Hobby Show gave proof that publicity, plus education of the Royal Hobby, can be 'taken easily' and enjoyed.

BEAUTIFUL FUCHSIAS AND BEGONIAS

The widely acclaimed film "How to Grow Beautiful Fuchsias and Begonias," put out by the California Spray Chemical Corporation, had for its director John Paul Edwards, president of the East Bay Branch of the American Begonia Society as well as president of the American Fuchsia Society. He is seen in the potting and pruning demonstrations pictured. All begonia scenes were taken from gardens of East Bay members and Antonelli Bros. greenhouses. Mr. Pat Antonelli is the president of the new Santa Cruz Branch of the A.B.S. The fuchsia pictures were made in the garden and lath house of Mr. Edwards.

Mr. Edwards and Fred C. Jensen are Chief Photographers for the East Bay Branch and lead and instruct the group in accumulating their own collection of colored slides pertaining to shade-loving plants. The branch has a slide projector and screen and once yearly all members bring their own slides for a showing.

—Rose C. Gaubert, East Bay Branch

—Ethel I. Hitchcock, Santa Cruz Branch

Point Scores for Judging Begonias

H. M. Butterfield and Mrs. Emma M. Carleton

Mr. H. M. Butterfield, Agriculturist of the University of California, whose Bulletin, "Growing Begonias in California," has had extremely wide circulation, and Mrs. Emma M. Carleton, of Berkeley, have been interested in judging for years; Mr. Butterfield having been in charge of it for the Oakland Spring Garden Show and the Ornamental Section of the California State Fair and served on the committee that prepared the Judging Booklet for the National Council of State Garden Clubs; Mrs. Carleton having judged at our last National Show and many, many other begonia exhibits.

Not often does one find two such competent authorities who will volunteer the time and study necessary to such a report as this and we are very grateful indeed.

Most point scores suggested for judging begonias have not been sufficiently detailed to be of the greatest help to amateur judges. Such general terms as horticultural perfection and quality need to be spelled out in more detail to definitely indicate what is in mind. And even in the case of the best score card that can be suggested, each judge will need to use good judgment in properly interpreting the points listed in the score card. This application of the point score will often be just as important as the point score itself. Experienced judges usually do a pretty good job in judging but in most cases these judges find it exceedingly difficult to list down on paper all the considerations that may pass through their minds. That is why something more definite is needed to help both exhibitors and judges in anticipating what points should be considered and what value should be placed on each of the points listed.

Begonia classes may be reviewed to see what classes need separate point scores. The 1950 Revised Flower Show Schedule prepared under the direction of Cal Trowbridge, Chairman of Exhibits and Flower Shows, was published by the American Begonia Society in *The Begonian* Vol. XVII, No. 7, July, 1950. There is a similarity in the point scores of several show classes and these will be listed below.

CANE-STEMMED BEGONIAS (Div. B) and **HAIRY BEGONIAS** (Div. D).—With large leaves or leaves of medium size are judged largely on the basis of foliage, the plant as a whole, and an allowance is made for flowers, grooming and naming. Usually the leaves of this general group are sufficiently distinctive

to be judged for color, form, size, substance and texture, and condition. The plant as a whole may be judged for form, size, and maturity. The flowers will vary on different begonias in this group. The flowers of some kinds are of little value and really add nothing. But some kinds may have flowers so colorful that they will add as much as 10 to 15% to the worth of the specimen. This is especially true of those varieties with large flower clusters of good color, such as Pres. Carnot and Mme. de Lesseps. An average allowance of 10 per cent for flowers might cover a good many specimens and this point allowance might be increased to 15 per cent for the best flowering kinds in this group. On the other hand, if the flowers are of practically no value, or if they detract, then the flowers should be ignored and the point allowance transferred to foliage.

Judges usually ask that all specimen plants be properly groomed and sometimes a little dressing may help. All training should be started well in advance of show time to be sure that the plant has the right amount of finish. Stakes used for support should be as inconspicuous as possible. All ties should be out of sight as far as this can be accomplished. In no case should the container detract. Avoid novelty or gaudy containers. If clay pots are used, they should be kept clean. The container should be of proper size, without over-potting. Rusty tin cans have no place for well-groomed plants. Stems may need arranging on the support. Leaves may be slightly rearranged to display them to best advantage. Even petals on a flower may be straightened out. Old leaves or old flowers should be removed well before the show. Judges object to excessive dressing and grooming since these things may indicate that the plant is not in the best condition for exhibition.

Naming is desirable in most cases. If flower shows are to be educational and worth while, they should require naming of specimens where such is possible. Naming may be encouraged by allowing 5 per cent for correct naming. The penalty for failure to name should not be too severe for fear that a grower will attach a name, even if it is a wrong name. Many exhibitors do not have the right name and are anxious to secure the correct name. An allowance of 5 per cent for correct naming may help accomplish the purpose.

Turn to next page

The interpretation of the individual points listed in the point score is always important. The schedule normally allows for different types in each class. For example, the Rex Cultorum class (Div F.) will have 6 classes differing as to form of leaf, or size of plant, or branching. Such differences will be considered under foliage, as regards color, form, or size, or else under form and size of the plant. When plants have been properly segregated into classes, judges should have little difficulty in making an accurate appraisal.

Judges may have certain differences of opinion regarding the final selection of plants for first place. A good begonia plant need not necessarily be a rare plant. Some rare species and varieties may be scored low as far as their horticultural value is concerned. If a begonia that is easy to grow to horticultural perfection is allowed to compete with one that is difficult to grow to the same degree of horticultural perfection, some judges may vote in favor of the one that is more difficult to grow. It is a matter of opinion as to which of the two specimens should win in a case like this. For example, *Begonia manicata* may be easier to grow to a high degree of horticultural perfection than Freddie, yet when Freddie is really good it will probably win over *B. manicata* when appraised by most judges. Many judges now prefer to ignore difficulty of culture and simply judge the specimens as they are on the day of the show, believing that difficulty of culture may be a fault from the grower's standpoint. But where two specimens are of equal worth and one represents a little more skill on the part of the grower, many judges will vote in favor of the one that requires the greater skill.

The following point scores are offered for trial with the hope that they will help amateur judges in a more accurate appraisal of begonias. Some points may need stressing at times so any percentage given is approximate only.

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POINT SCORE FOR CANE AND HAIRY BEGONIA PLANTS — Large or Medium Leaves

| | |
|--|-----|
| Foliage | 40 |
| Color of leaves | 10 |
| Form of leaves | 10 |
| Size of leaves | 5 |
| Substance and texture | 10 |
| Condition | 5 |
| Flowers (0 to 15%, average 10%) (Color, form, size, number, branching, etc.) | 10 |
| Plant as a whole | 35 |
| Form | 25 |
| Size and maturity | 10 |
| Grooming, dressing, training (accessories and the arrangement of parts) | 10 |
| Naming | 5 |
| | 100 |

POINT SCORE FOR SPECIMEN PLANTS WITH SMALL LEAVES, FIBROUS- ROOTED

Blossoms usually unimportant and little variation in leaves on a plant or between plants of different exhibitors. The foliage is judged largely for mass effect rather than on an individual leaf basis. Examples: *Begonia foliosa* and *Begonia schmidtiana*.

| | |
|--------------------------------|-----|
| Foliage | 35 |
| Plant as a whole | 45 |
| Flowers (0 to 10%, average 5%) | 5 |
| Grooming | 10 |
| Naming | 5 |
| | 100 |

RHIZOMATOUS BEGONIA PLANTS (Div. E)

| | |
|--------------------------------|-----|
| Foliage | 45 |
| Color of leaves (average) | 10 |
| Form of leaves (average) | 10 |
| Size of leaves (average) | 10 |
| Substance and texture | 10 |
| Condition | 5 |
| Plant as a whole | 30 |
| Form | 15 |
| Size and maturity | 15 |
| Flowers (quantity and quality) | 10 |
| Grooming | 10 |
| Naming | 5 |
| | 100 |

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REX BEGONIA PLANTS (Div. F)

| | |
|-------------------------|-----|
| Foliage | 55 |
| Color of leaves | 15 |
| Form of leaves for type | 15 |
| Size of leaves for type | 10 |
| Substance and texture | 10 |
| Condition | 5 |
| Plant as a whole | 30 |
| Form | 15 |
| Size and maturity | 15 |
| Grooming | 10 |
| Naming | 5 |
| | 100 |

SEMPERFLORENS — Bedding Begonias (Div. A)

and *Begonia socotrana* and Derivatives, (as *B. hiemalis* and *B. cheimanthia* — Div. I)

| | |
|-------------------|-----|
| Foliage | 30 |
| Flowers | 30 |
| Plant as a whole | 25 |
| Form | 15 |
| Size and maturity | 10 |
| Grooming | 10 |
| Naming | 5 |
| | 100 |

TUBEROUS BEGONIAS

| | |
|--|-----|
| A. Erect type of plant (Naming not usually required) | |
| Flowers | 65 |
| Color of flowers | 15 |
| Number of blooms | 15 |
| Stem or peduncle, erect | 10 |
| Size and proportion | 15 |
| Substance and texture | 5 |
| Condition | 5 |
| Foliage | 10 |
| Plant as a whole | 15 |
| Form | 5 |
| Size and maturity | 10 |
| Grooming | 10 |
| | 100 |

| | |
|------------------------------|-----|
| B. Hanging Basket Type—Plant | |
| Flowers | 55 |
| Color | 15 |
| Number of blooms | 20 |
| Stems, pendent | 5 |
| Size and proportion | 15 |
| Foliage | 15 |
| Plant as a whole | 20 |
| Form | 10 |
| Size and maturity | 10 |
| Grooming | 10 |
| | 100 |

| | |
|---|-----|
| C. Cut flowers floated in water —one type and one color | |
| Color of flowers | 35 |
| Form of flowers | 20 |
| Size of flowers | 35 |
| Substance and condition | 10 |
| | 100 |

| | |
|---|-----|
| D. Wall pocket with flowers (for scoring plant, see different groups above) | |
| Scale | 30 |
| Design | 40 |
| Color | 20 |
| Condition | 10 |
| | 100 |

| | |
|-------------------------------|-----|
| E. CORSAGE of begonia flowers | |
| Color combination | 25 |
| Proportion and balance | 25 |
| Suitability of occasion | 10 |
| Style and grace | 25 |
| Distinction and originality | 15 |
| | 100 |

IN MEMORIAM

The National Board of the American Begonia Society and all co-workers regret the passing of Mr. Jack Bailey of Pasadena, who served the past three years as a director on the National Board.

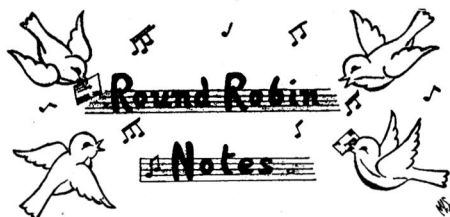
Prior thereto Mr. Bailey was active in various offices of the Pasadena Branch. His fine begonias were one of his great pleasures.

The loss of such a valued member is deeply felt by all who met and worked with him.

* * *

Mr. H. E. Roberts passed away in March. Born in Oakland but having spent most of his life in Sacramento, he and his wife were among our most faithful members. At the last meeting of the Sacramento Branch, three days before his death, he presented it with the first gavel it has ever owned. We extend our most sincere sympathy to Mrs. Roberts and family.

—Sacramento Branch.



Mrs. Lottie Mobley, Meeker, Colorado—Chiratas do not go dormant. They have fibrous roots. Go sparingly with water. Like moist air. If edge of the leaves turn brown, too much water. Keep young plants coming on as old ones are worthless when through blooming. Chiratas are beautiful, but they are short lived. They are very prolific with seed.

Beginners' Corner

Begonias in Oklahoma

By Elvin McDonald, Gray, Okla.

(We quote portions of Elvin McDonald's accompanying letter, as follows: "I am a boy 14 years old . . . I advertise plants nationally and am getting on a bigger scale of advertising and business every day. Among my other projects I am organizing the GESNERIA SOCIETY OF AMERICA . . . I'm adding more Begonias to my collection and expect to have over 250 varieties by fall." How's that for a challenge to the young men—and the middle-aged men of America? — We do not admit that there are any "old" men in America.)

It was just about eight months ago that I revived my interest in Begonias and started collecting them. I ordered from Missouri, Connecticut, Oregon and California and since last September have increased my collection of about three to about 100.

The Hybridizing "Bug" bit me almost as soon as the first cuttings arrived and I hunted everywhere for information about crossing begonias. I bought both Krauss and Buxton's fine books and back numbers of The Begonian recommended by our Librarian, Gladys Nolan. It all sounded very easy. Just dust the pollen of the male flower onto the stigma of the female flower. I tried and tried but could never find any pollen on the plants I had. Then about two months ago some seedlings of the *semperflorens* *Gustav Knaake* began to bloom, and it was then that I saw some pollen. This variety is producing lots of seeds for me. As it is so easy to set seeds on other varieties with this pollen I've been using it since then for a pollen parent. My main cross has been *Gustav Knaake* x *Ricky Minter*. I have set various other crosses. One pod of seeds has been planted; it is *Gustav Knaake* x *Lady Mac* (one of the Christmas Begonias from a cross of *B. Dregei* and *B. socotrana* in 1925.) I shall report later what results I get from this cross.

I have found that just as soon as a cross "sets" the stigmas will usually dry and the petals of the female flower will fall. The seed pod will become green and it will gradually begin to hang. I have several begonias with seed pods on them that look as if they had a rich crop of fruit on them. When the seeds are ripe the pod will begin to dry. It is now time to pick it and put it in an envelope. Place the envelope in a dry airy place for the seeds to dry. Then it is time to thresh out the seeds and place them in envelopes for storing or to plant. (Elsie Frey, in her splendid

article in the January, 1951, *Begonian*, tells how to clean or thresh the seeds out of the pod.)

I think the rhizomatous group is my favorite although I am very fond of the rex. My rexes thrive for me like weeds and I am very proud of them. So far I've had no pests except for two or three mealy bugs on one of the rexes. My begonias are in a small lean-to greenhouse that houses a collection of hybrid amaryllis, geraniums, gloxinias and about 20 other species of plants. I have never had any other pests on anything except aphids on the Jerusalem Cherry and red spider on the Impatiens.

I have quite a few rhizomatous begonias. Since rhizomatous begonia flowers are almost all pink or white my main object in hybridizing is to produce a red-flowered variety. *Joe Hayden* has dark red buds, but when they open they are white. *Ricky Minter* and *Feasti* are the best growers for me although the others do well too.

All in all I think Begonias are about the most satisfying house-plant of all. Even though I am organizing the American Gesneria Society, I think Begonias shall continue to be my favorites.

(Note that this young man is going into hybridizing with intelligence—having picked a valid objective toward which he works. We add a word of caution in using *semperflorens* blood for hybridizing, that it has such dominance that it is very hard to obtain anything but a slightly different *semperflorens*-type of progeny, no matter what rhizomatous or tuberous type is used as seed parent, so that though pollen is plentiful, good results are slow.)

BACK TO EDEN

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Armchair Explorers

June Newsletter

From Hawaii came seeds of the wood rose (*Ipomoea tuberosa*), fresh seeds at 3 for 25c. Several years ago this popular item was over-subscribed. The seeds germinated well, and quickly made attractive vines. They will not stand cold weather, however. A member in Texas sent a photo of a large vine with many buds she had grown from a seed. If you want corsages of the wood roses, or flowers for arrangements, perhaps Mrs. Gillespie will get them for us; write me and I will see if I can talk her into sending the flowers to you as reasonable as possible.

We must remember that while some seeds germinate quickly that others often take a very long time. Mr. William C. Stewart of Los Angeles reports that after 18 months the seed he planted of *B. Cathcarti* germinated and are now of good size. Some members reported failure on this seed. I suggest that all India seed be held in the seed pans much longer than usual before giving up. This goes also for fern spores, as some of them are very slow, such as the tree ferns and *Platyserium*s. I am always happy to hear how the seeds did for you, and if possible will always replace seeds that you believe to be infertile. I cannot guarantee good fertile seed as I don't have the time to test the seeds, but offer them to you just as I receive them. I feel our Seed Fund is not a selling department, but instead is a sharing department in my correspondence with folk in other parts of the world which pays off to the members in rare seeds at low prices. I do appreciate the seeds that some of the members have been sending in. I am always glad to exchange seeds with you.

The fern spores which I planted a short time ago are already showing up. I planted them in large wide-mouth glass jars with gravel in the bottom and a 2-inch layer of sand and leafmold mixed, sprinkled the spores on top, and watered well. I see also some little *B. Xanthinas* up already too.

This morning I thought the most attractive plants were the *calla lily begonia* plants growing along the edge of my lath house garden; they are so pretty with the white lily-like leaves curled in the centers. One good member has

just sent us more seed of the *calla begonia* and I am happy again to offer you seed of it at 25c per packet, either in pink or red flowers.

About two months ago I decided to become lazy and I filled some of the benches of the glasshouse with leafmold and took my plants out of their little pots and planted them directly in the benches. Today I decided I did the right thing, for the rex begonias especially are very lovely; even to fussy *Fireflush* they are well satisfied in the change. And it makes so much less work for me. I gave also plenty of foot room to the philodendrons and anthuriums. Some day I may regret this move as they may crowd out the sides of the glasshouse with all their freedom of growth, but I can't worry about that now. Perhaps my love for comfortable shoes led me to make this change, but I feel it has turned out well. The ease of their care is a great help to a busy skipper and mother.

Send for new seed list free.

Cheerio until next month,

Your Skipper, Florence Carrell

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1951 National Begonia Show: Sept. 1st and
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GARDENER'S MONTHLY NEWS, DEPT. B

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Library Notes

It is always a pleasure to announce the acquisition of new material on Begonias or shade plants and, while we regret the scarcity of literature on our beloved Begonias, it is of interest to add a fine work on Fuchsias to our library. *A FUCHSIA SURVEY*, by W. P. Wood, president of the British Fuchsia Society, is proving of value to all who grow this companion plant and contains an interesting history, a well compiled list of species and the better known varieties, as well as cultural directions for either out-of-door growth or greenhouse cultivation.

The 1950 volume of the *MISSOURI BOTANICAL GARDEN BULLETIN* and the 1947, 1948, 1949 and 1950 volumes of the *JOURNAL OF THE NEW YORK BOTANICAL GARDEN* are now bound and ready for circulation. All of these books contain such a wealth of information on new plants, plant exploration, and knowledge of value to all who are truly interested in plants that I am sure they will prove a valuable reference asset.

A post card request will bring any book to you.

—Gladys C. Nolan, Librarian.

SUNSET IDEAS FOR BUILDING PLANT SHELTERS AND GARDEN WORK CENTERS, Lane Publishing Co., \$1.00 compiled from Sunset Magazine, is now off the press and a copy has been donated to the Society Library. Its 307 photos, drawings and plans include all types of work centers, plant shelters and windbreak ideas.

Speaking as a nurseryman in daily contact with these problems, it was a great pleasure to review this handy book and especially to note its comprehensive coverage.—Editor.

MORE BRANCH SHOWS

Texas State placed an exhibit in their city Flower Show and won the blue ribbon.

Missouri Branch held a Begonia Bazaar for the public which cleared \$95.00 and entered the St. Louis Flower Show. (No report available yet.)

Margaret Gruenbaum and Philabegonia Branches acted as hostesses at the Philadelphia Flower Show in March for the Federation of Garden Clubs of Pennsylvania and also exhibited many lovely plants.

Elsa Fort Branch exhibited in the Interboro Garden Club Flower Display and Tea. (No report yet available.)

Santa Barbara Branch will have a 300-foot exhibit of begonias in the 19th Agricultural District Floriculture Show in July. Watch for the date.

—Mrs. Louise Schwerdtfeger, Pub. Rel. Ch.



Q + A = Success

by Research Dept.

Question: The male flowers on my plant do not seem to have much pollen for hybridizing. Can this be increased in any way?

Answer: If you pick a staminate flower of any kind of tuberous or fibrous begonia before the pollen is ripe, just lay the flower on a dry plate. The petals will wither but the pollen will ripen and can be used for hybridizing. In fact, more pollen will ripen by this method in about 24 hours than would ripen on the plant in a week.

Question: The male flowers on my plant always drop off before the seed flowers form. Is there any method of saving the pollen for future seed setting?

Answer: Pollen when dry may be placed in vials and these in screw cap jars and placed in the refrigerator. Some people put 1/2 inch of chloride of lime in the bottom of the larger bottle and place vials on it. I suppose this is to keep the pollen dry as it is said to be apt to gather dampness.

Question: How long may pollen be kept?

Answer: I think the length of time it can be kept varies with the species and if kept cool and dry. Some say from five months to a year.

Question: Are there any definite rules that apply to hybridizing of begonias?

Answer: From your letter I judge that you have a definite picture of the plant you would like to have eventually. Unfortunately we're still in the process of experimentation on begonia crosses, so no definite rules can be laid down as to characteristics of any one cross. We do know that *Scharffi* and *Scharffiana* will transmit the hairiness of their leaves. *B. Mazae* will transmit the brownish color of its leaves and by careful study of the known crosses already in existence, one can judge fairly well what type of hybrid will result from certain crosses. As so many new species are being introduced, the work of hybridizing goes forward, but one must take his chances as to which characteristics will be dominant.

Question: Having mostly hybrid begonias with which to work, what would you suggest as good crosses to make?

Answer: I wouldn't suggest working with hybrids if it were at all possible to acquire two new species with which to experiment. However, most hybrids are only second generation and work could still be done with them by back-crossing on either or both parents. More variation shows up on such a cross.

CENTRAL FLORIDA BRANCH -- WELCOME!

The Constitution and By-laws of the Central Florida Branch of the American Begonia Society was duly voted on and accepted by the Board of Directors at their regular meeting held in Los Angeles the evening of April 28, 1951.

To Mr. Manson Hume, who grows begonias from a wheelchair, and whom we have all learned to love through the heart-warming messages he brings us in his column "Begonia Therapy," goes the honor of being elected first President of the newly organized Central Florida Branch Society of Orlando, Florida. Mr. Hume's deep interest in growing begonias and his faith in Begonia Therapy inspired him to organize a Branch Society so that others might share the benefits of growing begonias as a means of solace in this upset world of ours.

To quote from the report of Mr. Ted Wolf, Secretary: "We have had two meetings, the first held Feb. 9th at the home of Mr. Hume for the purpose of discussing the purposes and plans for the formation of the Branch. A committee was appointed by Chairman (pro-tem) Manson Hume, for the purpose of drawing up the constitution and by-laws for presentation at the next meeting. The name "Central Florida Branch" was decided upon and general discussion as to types of programs and kindred subjects took up the balance of the meeting."

"The second meeting, held in the home of

Mrs. Jane Crisler, was on March 2, 1951, at which time the constitution and by-laws were presented for approval by Ted Wolf, chairman of the committee, and after discussion and revision the constitution was adopted."

"Election of officers was held and the following officers were chosen by the membership: President, Mr. Manson Hume; Vice-President, Mrs. Jane Crisler; Secretary-Treasurer, Mr. Ted Wolf; Representative Director, Mr. Bill Henningsen."

At their first formal meeting held the first Friday in April Mr. Manson Hume presented a talk on "Propagation of Begonia Seeds" and Mrs. Crisler spoke on the subject "Types of Begonias."

To the officers and members of the Central Florida Branch, we send congratulations, greetings and best wishes from the American Begonia Society. We are sure that members of this Branch will seek out and utilize all the benefits our organization has to offer. We know that they will make growing begonias more than a passing "hobby" but part of their everyday living, and we look forward with pleasure to future activities of this, our Second Branch in the State of Florida.

Salutations to Mr. Hume and his staff of officers and to the members of the Central Florida Branch, Orlando, Florida.

Respectfully submitted,
Louise Schwerdtfeger,
Director of Public Relations

Your Editor

An interesting note has been received in correspondence with Mrs. Fannie E. Cheatham, formerly of Kauai, Hawaiian Islands, and now in California. She tells of her adventures in sending seed of Hillebrandias to the Pasadena Branch some years ago and to Kew Gardens, England, and tubers as well, which they were unable to raise. She adds the pertinent note: "Neither could I get the tubers to bloom where we lived at sea level on Kauai." Presumably the higher, damper area in which they thrive is necessary for flowering—it being quite cool there in winter as noted before.

In the belief that no better way exists of acquainting a larger number of people with the fun of growing begonias than by means of advertising in garden magazines with big circulations, several branches have joined with Santa Barbara in contributing funds to the National Board specifically ear-marked for

this purpose. They include Inglewood with \$30.00, and Santa Monica and Long Beach Parent Branch with \$10.00 each. All for one—and one for all!



Texas State Branch, Port Arthur, Texas, reports their sincere appreciation and pleasure to Mr. Martin Boyd, of Berkeley, California, for the fine lecture and slides he presented at their April 24th meeting and extends a welcome to all other members planning vacation trips Texas-way.—Mrs. Fred M. Owens.

It is indeed a great help, both to Begonias and Branches, when members take time during trips to visit near-by branch meetings (or if that is impossible, members' homes). There is no other single thing of greater influence in building a great organization or growing finer plants than the sharing of experiences.—Ed.

BRANCH PUBLICITY

Through the courtesy of the California Fuchsia Society, we reprint here portions of a potent little article by Naomi McKinney in the August, 1950, issue of "The Fuchsia Fan":

"Publicity is an important factor in the progress of your club and the good will of your community. As press chairman, it is your duty to bring the activities of your organization to the attention of the public, and to arouse interest.

"Your president is honoring you when he asks you to take the office of press chairman. He must think you have what it takes or he would not select you for the position. If it is your first time in that capacity, don't let it scare you into turning it down. You'll make some good friends and acquire knowledge valuable in other phases of your daily life if you accept graciously and cheerfully. The press chairman of an organization enjoys prestige, believe me!

"Now that you've been talked into it, your next step is to call the society and club editor of each paper in your community. *Don't play favorites* with the papers if there are more than one with which you are going to correspond. Give all the papers an even break.

"*Ask each editor for his deadline and adhere to it faithfully.* Ask him if he has any special requirements—some editors like lots of names in your stories—others may not have the space to devote to that phase.

"Newspapers like advance stories and that is important to your club also. Then give a follow-up as soon after the meeting as is humanly possible. Don't tell yourself that next week will do. The papers want your news while it is still news.

"If you write your own copy, type it if possible; *double space* it for corrections and alterations by the editors; don't be disappointed if it is re-written — each paper has its own style and the editor must conform.

"If you think you lack the gift of composition, then list your facts in an orderly manner. The editor or reporter will take it from there. Don't be timid about asking for pictures. If your (branch) is planning an event, call your editor as early as possible. Tell him the nature of the affair, the date and the place, and ask him if he would care to send a photographer. Have someone there to greet the photographer; have your subject matter ready so that he can take his pictures and be on his way. Don't tell him how to set up his pictures unless he asks your advice. He knows what will

make a good picture.

* * *

"Don't use six syllable words when simpler words will do. Don't use hackneyed expressions such as "a good time was had by all." "delicious refreshments were served," "our genial president," etc., etc., ad nauseum . . .

"In summation then, *be prompt, be succinct, be lucid, be faithful*—the editors will bless you and your branch members will love you for a job well done."

Naomi McKinney is a suburban correspondent for a daily newspaper and well acquainted with the inner workings of the news business. Mrs. Alma Walton of Torrance brought this article to our attention in a discussion of publicity and also furnished us with a copy of the "Style Guide" used in Scout work from which we quote further good suggestions:

"Write on ONE side of the paper only."

If you must write in longhand, "make certain writing is legible. Particularly names, numbers and dates."

"Newspaper space is costly and limited. Omit trivialities and non-essential material."

"Short sentences are desirable if they do not become monotonously short, and therefore, jerky. One idea to a sentence."

"Get the five W's of Journalism in your lead (first) paragraph — what, why, when, who and where. With these basic news ingredients you can't miss."

"Never write in the first person."

"Omit heads on stories; that is the newspaper's job."

"In using names make certain that the initials or first name are complete and spelling correct. Never give last names only or only one initial. Use full name where possible or two initials."

"At upper left hand corner type (or print) in briefly, name and address or telephone of author, on first page only. If there is more than one page, at the bottom of first, put in "more" and "(2)" at top of second page, etc."

"At the end "(30)", below the last line and about the center where it is quickly noticed, means there is no more."

Most of the above suggestions are applicable to material for "The Begonian" with the exception that in your "Begonian" the studious side of your meetings is stressed rather than the social. However, it is well recognized that a good social program, well-managed, is a distinct asset to a branch and a future issue will deal with some novel social ideas sent in by various branches.

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Calendar of Coming Events

(Visitors are always welcome!)

June 7th

Orange County Branch: 6:30 p. m. Potluck supper, each person bringing a covered dish and own table service. Mrs. Cecil Houdyshel from La Verne will talk about bulbs and show colored slides.

June 9th & 10th

San Gabriel Valley Branch Flower Show:

At Mrs. Barbour's Preserving Hall, 27 West Huntington Drive, Arcadia. Saturday 2 'til 9 p. m.; Sunday 10:00 a. m. 'til 6 p. m. Mr. Geo. G. Lawrence, Show Chairman. Entries welcome from all members and friends.

June 13th

Western Pennsylvania Branch: Mrs. W. H. Kirch will speak on "Gloxinias" and Mrs. W. H. Phillips on "Seashells." There will be beautiful displays.

June 14th

Inglewood Branch: Help us welcome Mirandy—radio favorite.

June 22nd

A. D. Robinson Branch: Meets in the Howarth Garden, 4319 Del Mar Ave., San Diego, at 10:00 a. m. to hear R. H. Calvin speak on "Planning a Shade Garden."

June 23rd

New England Branch: 11:00 a. m. Mr. and Mrs. W. E. Starr, hosts, 418 Hamilton Street, Southbridge. 12 m.—Box lunch. 2:00 p. m.—Speaker, Mrs. Percy I. Merry: "Preparing Plants for Show."

June 27th

Glendale Branch: Maria Wilkes, former editor of The Begonian and now connected with Evans & Reeves Nursery, will tell us how to make a moss wall in our garden and the kind of plants to grow on it. Mrs. Gladys Nolan will give one of her famous Begonia lessons.

June 27th

San Gabriel Valley Branch: Speaker: Mrs. Jensen of Jensen's Begonia Gardens, Bellflower, California, on "Rexes."

July 5th

Orange County Branch: Mrs. J. W. Jensen of Bellflower will speak on "Rex Begonias and African Violets."

July 27th

A. D. Robinson Branch: At 10:00 a. m. in the Sinjen Garden, 4464 Long Branch Ave., San Diego, we will gather to hear Mr. W. F. Sinjen talk about "Ferns in the Garden."

July 28th

New England Branch: 12 m. Box Lunch. Mr. & Mrs. C. W. Allen, hosts. Coolidge

Road, Concord. 2 p. m. Mr. & Mrs. George Greenlaw, hosts. Lexington Road, Concord. Speaker, Mrs. George Hewitt: "Winter Flowering Begonias."

Sept. 1st & 2nd

1951 National Convention and Show:

Santa Monica Bay and Hollywood Branches wish to announce their sponsorship of the 1951 National A.B.S. Show on the Saturday and Sunday of September 1st and 2nd at Plummer Park, 7377 Santa Monica Blvd., Hollywood.

SEE JULY ISSUE FOR DETAILS

★ ★ ★ ★

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Visitors Welcome

Branch Meeting Dates and Places

BELLFLOWER BRANCH

1st Monday, June 5, July 2, 7:30 p.m.
I.O.O.F. Hall, Ardmore and Palm Sts.
Audrey Adams, Secy.
6139 Graywood Ave., Bellflower, Calif.

CENTRAL FLORIDA BRANCH, ORLANDO, FLA.

1st Friday, June 1, July 6
Member's Homes
Mr. Ted Wolf, Secy.-Treas.
Rt. 19, Box 3700, Orlando, Fla.

DALLAS COUNTY BRANCH, DALLAS, TEXAS

1st Thursday, June 7, July 5, 7:00 p.m.
Member's Residence
Mrs. Russel B. White, Secy.-Treas.
919 N. Clinton St., Dallas 11, Texas

EAST BAY BRANCH

2nd Thursday, June 14, 7:45 p.m.
Willard School, Ward St.
C. F. Jensen, Secy.
3720 Cerrito Ave., Richmond, Calif.

EL MONTE COMMUNITY BRANCH

3rd Thursday, June 21, 8:00 p.m.
Christian Church Fellowship Hall, 304 E. Valley
Mrs. Gladys Adams, Cor. Secy.
11215 E. Elliott Ave., El Monte, Calif.

FOOTHILL BRANCH

1st Friday, June 1, July 6, 8:00 p.m.
Woman's Club House, 1003 Azusa Ave., Azusa
Gertrude M. Cooper, Cor. Secy.
340 W. Electric, Glendora, Calif.

FORT, ELSA BRANCH

1st Saturday, June 2, July 7
Mrs. Marion R. Thompson, Secy.
129 White Horse Pike, Magnolia, N. J.

GLENDALE BRANCH

4th Wednesday, June 27, 8:00 p.m.
Tuesday Afternoon Club, 400 N. Central Ave.
Mrs. D. H. Bradley, Cor. Secy.
1301 San Luis Rey Dr., Glendale 8, Calif.

GRAY, EVA KENWORTHY BRANCH

3rd Monday, June 18, 7:30 p.m.
Community House, La Jolla
Tillie Genter, Cor. Secy.
7356 Eads St., La Jolla, Calif.

GRUENBAUM, MARGARET BRANCH

4th Tuesday, June 26, 10:30 a.m.
Home of Members
Box Lunch 12:30, Program following
Mrs. Ernest Jones, Secy.
R.F.D., Willow Grove, Pa.

HEART OF AMERICA BRANCH

2nd Tuesday, June 12, 7:30 p.m.
Members' Residences
Mr. Homer Meek, Secy.-Treas.
1306 N. 28th, Kansas City, Kans.

HOLLYWOOD BRANCH

2nd Thursday, June 14, 7:30 p.m.
Plummer Park, 7377 Santa Monica Blvd.
Mrs. Walter J. Butt, Cor. Secy.
861 S. Harvard, Los Angeles 5, Calif.

HUB CITY BRANCH

3rd Monday, June 18, 7:30 p.m.
Roosevelt High School Cafe
1200 E. Olive, Compton, Calif.
Mrs. Mildred Ogden, Secy.
114 East Olive St., Compton 3, Calif.

HUMBOLDT COUNTY BRANCH

2nd Monday, June 11, 8:00 p.m.
Los Amigos Club, Loleta, Calif.
Miss Margaret Smith, Secy.
P. O. Box 635, Ferndale, Calif.

INGLEWOOD BRANCH

2nd Thursday, June 14, 8:00 p.m.
325 N. Hillcrest, Inglewood, Calif.
Virginia Smith, Secy.
1419 W. 104th St. Los Angeles 47, Calif.

LA MESA BRANCH

2nd Monday, June 11, 8:00 p.m.
Porter Park
Mrs. G. W. McManus, Secy.
Rt. 1, Box 1070, La Mesa, Calif.

LONG BEACH PARENT CHAPTER

3rd Tuesday, June 19, 7:30 p.m.
2255 Elm St., Long Beach, Calif.
Mrs. W. Cox, Secy.
3592 Lewis Ave., Long Beach 7, Calif.

MIAMI, FLORIDA BRANCH

4th Tuesday, June 26, 8:00 p.m.
Simpson Memorial Garden Center
Miss Elizabeth S. Hall, Secy.
2572 Trapp Ave., Miami 35, Fla.

MISSOURI BRANCH

3rd Tuesday, June 19, 12:30 p.m.
Members' Residences
Mrs. Mona Ayers, Secy.
6655 Bellfontaine, Kansas City, Mo.

NEW ENGLAND BRANCH

Mrs. H. H. Buxton, Secy.
114 Central St., Peabody, Mass.

NEW YORK SUBURBAN BRANCH

Mrs. Dorothy F. Michaelson, Secy.-Treas.
P. O. Box 818, Denville, N. J.

NORTH LONG BEACH BRANCH

2nd Monday, June 11, 7:30 p.m.
Houghton Park Club House
Harding & Atlantic, N. Long Beach
Mrs. Alberta Logue, Secy.
6050 Atlantic, Long Beach 5, Calif.

ORANGE COUNTY BRANCH

1st Thursday, June 7, July 5, 7:30 p.m.
Farm Bureau Hall, 353 S. Main St., Orange
Mrs. W. L. Everett, Secy.-Treas.
Rt. 2, Box 146, Orange, Calif.

PASADENA BRANCH

3rd Monday, June 18, 7:30 p.m.
Casita del Arroyo, 177 S. Arroya Blvd., Pasadena
Mrs. Harold Benson, Secy.-Treas.
3180 No. Crestford Dr., Altadena, Calif.

PETALUMA BRANCH

3rd Friday, June 15, 8:00 p.m.
McKinley Rec. Center, Washington & Vallejo Sts.
Mrs. Hazel Chappell, Secy.
222 Bodega Ave., Petaluma, Calif.

PHIOBEGONIA BRANCH

Mrs. Lillian Watts, Secy.
405 Cotswald Lane, Wynnwood, Pa.

PORTLAND OREGON BRANCH

4th Friday, June 22, 8:00 p.m.
Journal Bldg. Aud., Front & Yamhill Sts.
Mrs. George Venner, Secy.
7604 S. E. Tolman, Portland 6, Oregon

REDONDO AREA BRANCH

4th Friday, June 22, 8:00 p.m.
2308 Rockefeller
Redondo Beach, Calif.
Mrs. Lucy A. Sault, Secy.
309 E. 220th St., Torrance, Calif.

RIVERSIDE BRANCH

2nd Wednesday, June 13, 7:30 p.m.
Members' Residences
Mrs. Zena L. Twomley, Secy.
7154 Magnolia Ave., Riverside, Calif.

ROBINSON, ALFRED D. BRANCH

4th Friday, June 22, 10:00 a.m.
Homes of Members
Mrs. J. J. Howarth, Secy.
3219 Del Mar Ave., San Diego 7, Calif.

SACRAMENTO BRANCH

3rd Tuesday, June 19, 8:00 p.m.
Garden Center, McKinley Park
Mrs. W. J. Holley, Secy.
2914 V St., Sacramento, Calif.

SALEM, OREGON BRANCH

1st Thursday, June 7, July 5, 7:30 p.m.
Salem Y.M.C.A.
Miss Ellen Quail, Secy.
202 E. Rural Ave., Salem, Ore.

SAN DIEGO BRANCH

4th Tuesday, June 26
Congregational Church, 2700 blk. University
Mrs. Thomas Hofmann, Secy.
2327 33rd St., San Diego 4, Calif.

SAN FERNANDO VALLEY BRANCH

2nd Monday, June 11, 7:30 p.m.
Garden Center, 11134 Weddington, N. Hollywood
Mrs. Nel Schoenbrom, Secy.
7961 Balboa Blvd., Van Nuys, Calif.

SAN FRANCISCO BRANCH

1st Wednesday, June 6, July 4, 7:30 p.m.
1641 Taraval St.
Mrs. William Meyer, Secy.
1422 27th Ave., San Francisco 22, Calif.

See next page

SAN GABRIEL VALLEY BRANCH

4th Wednesday, June 27, 8:00 p.m.
Masonic Temple, 506 S. Santa Anita Ave., Arcadia
Mrs. Hazel Snowden, Secy.
5956 N. Encinta Ave., Temple City, Calif.

SANTA BARBARA BRANCH

2nd Thursday, June 14, 7:30 p.m.
Rm. 5, Com. Center, 914 Santa Barbara St.
Mrs. A. M. Manly
P. P. Box 1319, Santa Barbara, Calif.

SANTA CRUZ COUNTY BRANCH

1st Tuesday, June 5, July 3, 8:00 p.m.
V.F.W. Hall, 311 Pacific Ave.
Miss Hazelle E. Oxley, Secy.
428 Davis St., Santa Cruz, Calif.

SANTA MONICA BAY BRANCH

2nd Friday, June 8, 7:30 p.m.
1130 Lincoln Blvd., 7th St. Entrance,
Santa Monica
Mrs. Edith King, Secy.
2627 Corinth Ave., Los Angeles 64, Calif.

SANTA PAULA BRANCH

4th Thursday, June 28, 6:30 p.m.
Steckel Park
Mrs. Beryl Ernsberger, Secy.
621 Santa Paula St., Santa Paula, Calif.

SEATTLE BRANCH

3rd Tuesday, June 1
Members' Homes
Mrs. Thomas Myers, Secy.
6057-31, N. E., Seattle 5, Washington

SHEPHERD, THEODOSIA BURR BRANCH

1st Tuesday, June 5, July 3, 7:30 p.m.
Alice Bartlett C. H., 902 E. Main, Ventura, Calif.
Mr. Orville A. Rogers, Secy.
126 S. Pacific Ave., Ventura, Calif.

SO. ALAMEDA COUNTY BRANCH

3rd Thursday, June 21, 8:00 p.m.
Faculty Cafeteria, High School, Hayward, Calif.
Esther Krabach, Cor. Secy.
8438 Fairview Lane, Hayward, Calif.

SOUTHGATE BRANCH

4th Tuesday, June 26, 7:30 p.m.
South Gate Municipal Aud., 4900 Southern
Mrs. Juanita Pritchard, Secy.
11150 Duncan Ave., Lynwood, Calif.

TEXAS STATE BRANCH

4th Friday, June 22, 7:30 p.m.
Members Homes
Mrs. Fred M. Owens, Secy.-Treas.
1312 Thomas Blvd., Port Arthur, Texas

WESTERN PENNSYLVANIA BRANCH

2nd Wednesday, June 13, 11:00 a.m.
Homes of Members
Mrs. John C. Schmucker, Secy.-Treas.
Box 233, Brownsville, Pa.

WESTERN RESERVE BRANCH, CLEVELAND, O.

4th Wednesday, July 25, 8:00 p.m.
Garden Center, 10013 Detroit St.
Cleveland, Ohio
Mrs. Edward Lobser, Cor. Secy.
25912 Westlake Rd., Bay Village, Ohio

WHITTIER BRANCH

4th Tuesday, June 26, 7:30 p.m.
Union High School, Room 19
Lindlev Ave. Entrance, Whittier, Calif.
Mrs. Gretchen Bauchop, Secy.
9741 S. Santa Fe Springs Rd., Whittier, Calif.

CONDENSED MINUTES meeting National Board, American Begonia Society, held in the City Hall, Los Angeles, Calif., April 23rd, 1951, President Moore presiding.

Present for the meeting Messrs. Moore, Trowbridge, Walton, Spaulding, Sherer, Small; Mesdames Korts, Nolan, Hixon, Spaulding, MacLanahan, Schwerdtfeger, Choate, Hartwell.

Meeting called to order at 8 p. m.
Salute to the Flag and Statement of Aims and Purposes of the Society.

Reports of Treasurer, Business Mgr., Membership Fees (read by Walton in absence of Lorenz); on motion reports accepted as read and ordered filed as part of the minutes. Librarian Nolan read re-

port of her office indicating several new volumes added for the use of the membership and for resale; 9 bundles of "as is" Begonians sold; exchange material bound for circulation. See elsewhere in The Begonian for more details.

International Flower Show Report

Flower Show Chairman Trowbridge reported \$131.49 for sale of glass house tickets; \$40.00 for second award; \$30.00 in cash left of the original \$75.00 advanced for Show expense. Money turned over to Treasurer.

The Hobby Show was quite a worth-while affair; talked with many persons interested in Begonias, so we have some work to do. Sold 157 Cultural Bulletins and am turning the money over to the Treasurer. Will have a more detailed report at the next meeting. Cost to the Society was nothing outside of time.

Editor read his report which was in the nature of a digest of the suggestions made to him by members and dealing with many questions of policies. I will not list these here as no definite action was taken although much interest was manifested and many points were discussed - nomenclature, publication of membership roll; publication of old begonia cuts in book form; exchange of cuttings of hybrid begonias; travelogues by current Presidents; and so on.

Public Relations Director presented a lengthy report on out-of-state branches - elsewhere in The Begonian. Reported Central Florida Branch would like to have letters from other branches to keep them in closer touch with A.B.S. activities. President asked members to write, addressing letters to M. E. Hume, President, Central Florida Branch, Interlaken Road, Orlando, Fla.

Mr. Walton called attention to the Proposed Constitution and By-Laws distributed at the March meeting and asked for discussion. No comment.

Regarding request of Portland, Ore., Branch for copies of their Charter for each member of their Branch, after discussion motion was made as follows, "That the request from this branch for duplicate Charters, or of any other branch, be denied." So ordered. President Moore stated "If they want to make photostatic copies, they are at liberty to do so."

President Moore asked Mrs. MacLanahan to look into the cost of having a membership list printed and report at next meeting.

Mr. Walton to confer with Mr. Butterfield with reference to nomenclature data in Editor's report. In answer to inquiry, Mr. Walton spoke at considerable length on the "System of Awards" adopted by the A.B.S.

Mr. Trowbridge instructed to dispose of the adding machine which is no longer needed by the Society "to the best advantage, and report later."

Still no takers for the Annual Convention and Flower Show.

President appointed Nominating Committee as follows: Bert Slatter (Chairman), Pres. Inglewood Branch; Ann Marek, President, Glendale Branch; Jack MacLanahan, President, Santa Monica Branch, and asked them to report at the May Meeting.

Branches present and reporting:

Bellflower: Good attendance; asks members to visit them.

El Monte: Branch growing slowly; good meetings; Mrs. Slocum won an award on Begonias in the Pasadena Show.

Hollywood: Good meetings; discussion on the growing of begonias and a lesson in corsage making. Inglewood: Contributed \$30.00 for advertising account.

Parent Branch: Very good meeting. Mrs. Peterson gave a talk on "House Plants and How to Grow Them." Sent \$10.00 for the Advertising account.

North Long Beach Branch: Mr. Hixon reported everything going along in good shape.

Redondo Beach Area, Riverside, San Gabriel Valley, Santa Monica, South Gate, Whittier and Ventura all reported, but lack of space prohibits further mention.

Mr. Terrell presented some Begonia slides for the Slide Library.

Mr. Trowbridge invited all Begonia people to come to K.F.I. on May 23rd for the Joe Littlefield program.

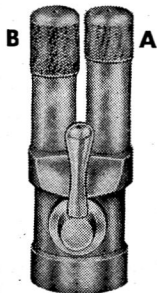
Santa Monica Branch sent in \$10.00 for the Advertising account. Secretary instructed to send "thank you" letters to these branches for their cooperation.

Respectfully submitted,

Gonda Hartwell, Secretary.

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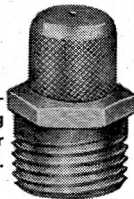


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