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*FLORICULTURE INFORMATION: WHERE TO FIND IT

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I. General reference books of value to the florist.

A. Principles of floriculture and cultural procedures:

1. Staff, Geo. J. Ball, Inc. The Ball Red Book. 13th ed., 1975. Geo. J. Ball, Inc., West Chicago, IL
2. Laurie, Kiplinger and Nelson. Commercial Flower Forcing. 8th ed., 1979. McGraw-Hill Book Co., New York, NY
3. Post, Kenneth. Florist Crop Production and Marketing. 1950. Orange Judd Publishing Co., New York, NY
4. The U.S. System for Growing Healthy Container-Grown Plants (Manual 23). Agricultural Publications, 22 Giannini Hall, Univ. of California, Berkeley, CA
5. Nelson, P. V. Greenhouse Operation and Management. 1978. Reston Publishing Company, Inc., Reston, VA
6. Mastalerz, John W. The Greenhouse Environment. 1977. John Wiley and Sons, Inc., Publishers, New York, NY

B. Propagation of Plants - Asexual and Sexual:

1. Mahlstedt and Haber. Plant Propagation. 1957. John Wiley and Sons, Inc., Publishers, New York, NY
2. Hartmann and Kester. Plant Propagation. 3rd ed., 1975. Prentice Hall, Englewood Cliffs, NJ

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C. Books of value to the foliage plant and garden plant growers:

1. Bailey, L. H. Standard Cyclopedia of Horticulture. 3 vol., 1942. MacMillan Co., New York, NY
2. Taylor, Norman. Taylor's Encyclopedia of Gardening. 4th ed., 1961. The Riverside Press, Cambridge, MA
3. Bailey, L. H. Manual of Cultivated Plants. 1949. MacMillan Co., New York, NY
4. Graf, A. B. Exotica. 1970. Roehrs Co., Rutherford, NJ

II. Important Periodicals:

1. The Florists' Review. Florist's Publishing Co., 310 S. Michigan Ave., Chicago, IL
2. Florist and Nursery Exchange. Target Marketing, Inc., Office of Publications, 9 S. Clinton St., Chicago, IL
3. Grower Talks. Geo. J. Ball, Inc., W. Chicago, IL
4. Yoder Grower Circle News. Yoder Bros., Inc., Barberton, OH

III. Organizations Serving the Floriculture Industry:

1. New York State Flower Growers, Charles Wilton, Prattsburg, NY
2. Pennsylvania Flower Growers, 50 N. Main Street., Chalfont, PA
3. Ohio Florists Assoc., D. C. Kiplinger, 1927 Neil Ave., Columbus, OH
4. Colorado Flower Growers Assoc., Doris Fleischer, 901 Sherman St., Denver, CO
5. Illinois State Florists' Assoc., PO Box 447, Urgan, IL
6. Florida Foliage Growers. Florida Flower Growers. Agricultural Extension Service, Univ. of Florida, Gainesville, FL
7. American Society for Horticultural Science, 615 Elm St., St. Joseph, MI
8. Virginia Florists Assoc.

IV. Literature for Specific Crops.

A. Bedding Plants

1. Sheldrake and Boodley. Commerical Production of Vegetable and Flower Plants. 1961. Cornell Ext. Bul. 1056. NY State College of Agri., Cornell Univ., Ithaca, NY

2. Potter, Chas. H. Growing and Selling Bedding Plants. 1961. Florists Publishing Co., Chicago, IL
 3. Mastalerz, J. W. editor. Bedding Plants. 1976. Write: John W. Mastalerz, 101 Tyson Bldg., The Penn State Univ., University Park, PA
 4. Banadyga and Wells. Vegetable Plant Production for Commercial Growers. 1964. Ext. Cir. 231. NC Agr. Ext. Ser., NC State University, Raleigh, NC
 5. Cole. Producing Disease-Free Seedlings and Transplants. Cir. 506. Extension Service, Penn State Univ., University Park, PA
 6. Ball, Geo. J. Ball Bedding Book. Geo. J. Ball, Inc., West Chicago, IL
- B. Carnation:
1. Langhans, R. W. ed. Carnation Manual. 1961. Department of Floriculture, Cornell University, Ithaca, NY
 2. Holley, W. D. and R. Baker. Carnation Production. 1963. William C. Brown, Co., Inc., Dubuque, IA
 3. Nelson, K. S. and D. C. Kiplinger. Carnation Crop Control. 1957. Ohio Agr. Exp. Sta. Res. Bul. 786. Wooster, OH
- C. Chrysanthemum:
1. Langhans, R. W. ed. Chrysanthemum Manual. 1964. Department of Floriculture, Cornell University, Ithaca, NY
 2. Commercial Chrysnathemum Manuals. Available from commercial distributors of chrysanthemum cuttings.
- D. Geraniums:
- Mastalerz, J. W. ed. Geranium Manual. 1961. Department of Horticulture, The Penn State University, University Park, PA
- E. Gladiolus:
1. Milholland, R. D. and R. Aycock. Propagation of Disease-Free Gladiolus from Hot Water Treated Cormels in Southeastern North Carolina. 1965. Tech. Bul. 168. NC Agr. Exp. Sta., Raleigh, NC
 2. Magie, Overman and Waters. Gladiolus Corm Production in Florida. 1964. Agr. Exp. Sta. Bul. 664. University of Florida, Gainesville, FL
 3. Jenkins, Aycock and Haasis. Commercial Production of Gladiolus in North Carolina. Ext. Cir. 448. NC Agr. Ext. Ser., Raleigh, NC

F. House Plants:

Fosler, G. M. Flowering Gift Plants. 1964. University of Illinois, Ext. Serv. Cir. 801. Urbana, IL

G. Poinsettia:

1. Miller and Kiplinger, ed. Poinsettias. 1963. Ext. Bul. SB 15. Office of Extension Information, The Ohio State University, 2120 Fyffe Road, Columbus, OH
2. Ecke, Paul. The Greenhouse Culture of the Potted Poinsettia, the Christmas Plant. 1964. Paul Ecke, Inc., Encinitas, CA

H. Snapdragon:

Langhans, R. W. ed. Snapdragon Manual. Department of Floriculture, Cornell University, Ithaca, NY

V. Crop Management.

A. Propagation:

1. An Evaluation of Various Equipment and Media Used for Mist Propagation and Their Relative Costs. 1965. F. A. Pokorny. GA Agr. Exp. Sta. Bul. NS 139. Univ. of GA, Athens, GA
2. Mist Propagation of Cuttings. 1959. Patricia Rowe-Dutton. Write: Commonwealth Agr. Bureau, Central Sales, Farnham Royal, Bucks, England

B. Fertilization:

1. Peters, Robert B. A System of Greenhouse Soil Fertility Control. 1962. Write: Robert B. Peters Co., Inc., 2833 Pennsylvania St., Allentown, PA
2. Fertilizer Proportioners in Floricultural Crop Production Management Programs. 1965. Write: Dept. of Floriculture and Ornamental Horticulture, Plant Science Bldg., Cornell University, Ithaca, NY

C. Disease and Insect Control:

1. Directory: Poison Control Centers. Current. U.S. Dept. of Health, Education, and Welfare. Write: Superintendent of Documents, Government Printing Office, Washington, DC 20402
2. Guide to the Chemicals Used in Crop Protection. H. Martin. Write: Superintendent of Publications, The Queen's Printer, Ottawa, Canada
3. Cornell Recommendations for Commercial Floricultural Crops. Current. Write: Mailing Room, Stone Hall, Cornell University, Ithaca, NY

4. Ohio Florists Assoc. Bul. 421. Pest Control and Disease Control Charts. 1964. Write: Florists' Mutual Insurance Co., Edwardsville, IL
5. Insect Control in Floral Greenhouses. 1965. Write: Cooperative Ext. Service, Ohio State Univ., Columbus, OH 43210
6. Jefferson, Allen, Koehler and Morishita. Pest Control Guide for California Commercial Floricultural Crops. California Agr. Ext. Service, University of California, Riverside, CA
7. McCain, Arthur H. Fungicides for Ornamental Plants. 1963. Write: Farm and Home Advisors' Office, Univ. of California, 530 Main St., Half Moon Bay, California
8. Davis, Vassary. Pest Control Information for Commercial Flower Growers. Extension Bul. 371. Write: NJ Ext. Ser., Rutgers, The State University, New Brunswick, NJ
9. Nichols and Tammen. Chrysanthemum, Easter Lily, Carnation and Geranium Guides to Programmed Disease Control. Write: Lester P. Nichols, Dept. of Plant Pathology, The Pennsylvania State University, University Park, PA
10. Diseases of Geraniums in California. 1960. California Agr. Ext. Ser., University of California, Los Angeles, CA
11. Forsberg, J. L. Diseases of Ornamental Plants. 1963. College of Agr. Special Pub. No. 3. Information Office, College of Agr. Univ. of Ill., Urbana, IL
12. Nichols and Burke. Diseases of Commercial Florists Crops. Cir. 517. College of Agr., Extension Service, Pennsylvania State University, University Park, PA
13. Jackson and McFadden. Chrysanthemum Diseases in Florida. 1961. Agr. Exp. Sta. Bul. 637. University of Florida, Gainesville, FL
14. Smith, F. F. Controlling Insects on Flowers. 1962. USDA Agr. Info. Bul. 237. Write: Superintendent of Documents, U.S. Government Printing Office, Washington, DC
15. Insecticide Recommendations of the Entomology Research Division. Current. Agricultural Handbook 120. Write: Superintendent of Documents, U.S. Government Printing Office, Washington, DC
16. Lumsden and Haasis. Pythium Root and Stem Diseases of Chrysanthemum in North Carolins. 1964. Tech. Bul. 158. NC Agr. Exp. Sta., NC State University, Raleigh, NC

D. Flower Storage and Use"

1. Wright, Rose and Whiteman. The Commercial Storage of Fruits, Vegetables, and Florist and Nursery Stocks. 1963. Agri. Handbook 66. Write: Superintendent of Documents, U.S. Government Printing Office, Washington, DC
2. Living Flowers that Last: A National Symposium. 1963. Write: Dr. Marlin N. Robers, Univ. of Missouri, 1-43 Agr. Bldg., Columbia, Missouri

VI. Greenhouse Construction and Heating:

Gray, H. E. Greenhouse Heating and Construction. 1956. Florists' Publishing Co., 343 S. Dearborn St., Chicago, IL

VII. Floricultural Statistics:

1. Profile of the Retail Florists Industry. 1964. USDA Marketing Research Report No. 741. Write: USDA, Economic Research Service, Washington, DC
2. Cut Flowers: Production and Sales, 1963 and 1964 Intentions for 1965 in Selected States. 1965. Sp. Dr. 6-1 (65). Write: USDA, Statistical Reporting Service, Washington, DC

VIII. Additional Sources of Literature:

1. Superintendent of Documents, U.S. Government Printing Office, Washington, DC
2. USDA Yearbooks of Agriculture. Available from the Government Printing Office:
 - 1952 - Insects
 - 1953 - Plant Diseases
 - 1957 - Soil
 - 1961 - Seeds
3. Brooklyn Botanic Garden, 1000 Washington Ave., Brooklyn, NY
4. American Nurserymen "Books for Nurserymen," 343 S. Dearborn St., Chicago, IL 60604
5. Florists' Publishing Co. "Books for Florists," 343 S. Dearborn St., Chicago, IL 60604
6. Southern Florist and Nurseryman "Library of Ideas," PO Box 1868, Fort Worth, TX 76101