

## About *Sending Flowers to America*

Publication date:	<b>December 2008</b>
Title:	<b><i>Sending Flowers to America</i></b> <i>Stories of the Los Angeles Flower Market and the People Who Built an American Floral Industry</i>
ISBN:	<b>978-0-9798285-0-8</b>
Publisher:	<b>American Florists' Exchange, Ltd.</b> <b>dba Los Angeles Flower Market</b>
Size:	<b>9 x 12"</b>
# of pages:	<b>288</b>
Binding:	<b>Hardcover</b> with dust jacket
Weight:	<b>3.54 lbs</b>
Authors:	<b>Peggi Ridgway and Jan Works</b>
Retail price:	<b>\$64.95</b>
Index:	<b>Main index</b> ; also contains indices to sidebars, photos, profiles
# of photos in the book:	<b>354</b> , including 11 full page, full color florals Front (4); Chapter 1 (9); Chapter 2 (12); Chapter 3 (21); Chapter 4 (54); Chapter 5 (27); Chapter 6 (22); Chapter 7 (25); Chapter 8 (57); Profiles in Progress (76); Florists & Designers (44); Resources (3)
Bibliography:	Booklist
Timelines:	<b>A historical timeline</b> appears at the start of each chapter; timelines cover 1850 to 2008 (local and national events)
# of people mentioned in the book by name:	<b>506</b>
# of people profiled in stories (florists, flower growers, wholesalers and floral related businesses)	<b>66 (total)</b> 34 in the Profiles section; 32 in Florists/Designers section
Special features:	<b>Sidebars</b> include: Contributions of the immigrants upon the California flower industry, greenhouse growing through the decades, the impact of imported flowers; guide to floral industry associations, profile of the seed industry, history of the American Florists' Exchange / Los Angeles Flower Market, profile of Captain Francis Edward Gray, profile of Theodosia Shepherd
Flowers pictured:	Amaryllis, Bougainvillea, Carnations, Chrysanthemums, Daffodils, Dahlias, flower fields in Lompoc and Carlsbad, Gerbera daisies, Gladiolas, Greens, Hydrangeas, Lilacs, Lilies, Mixed bouquets, Orchids, Poinsettias, Ranunculas, Roses, Stock and many others

Events pictured:	Arrival of the first train to Los Angeles (1885); California State Floral Association's "Top Ten" design competition (2007), Fiesta Days (1948), Las Floristas events; Los Angeles Flower Market open houses; Tournament of Roses parades. (Others described but not pictured.)
Earliest year:	1850
Earliest floral events:	1876 Southern California Horticultural Society Exhibit; 1884 Los Angeles women's Union Flower Festival.
Earliest Los Angeles florists mentioned:	In 1883, Mr. Weinhold, on First Street between Spring and Main, advertised a special sale in the <i>Los Angeles Times</i> ; and John Lunkenheimer, who took orders through the S.M. Perry store on South Main Street, sold fruit and vegetables as well as flowers.
Earliest flower growers mentioned:	It was the housewives, who often watered their gardens with recycled household water, who supplied local florists.
Earliest Los Angeles flower market:	Probably part of the early produce market in the wholesale district of downtown Los Angeles
First wholesale flower "market":	Operated by Edward James Vawter, owner of large carnation fields in Santa Monica, ran a flower market at 522 South Spring Street for three years.
The Japanese flower market:	Formed in April 1912 in Los Angeles
The Europeans' flower market:	Organized in 1917, incorporated in 1921, in Los Angeles
"Wireless" technology:	Messages carried by homing pigeons between California's mainland and Catalina Island's city of Avalon
Oldest photos:	<p><b>1885</b> – outdoor luncheon celebrating the arrival of the first train (Santa Fe Railroad), thanks to the new Los Angeles and San Gabriel Railroad that began providing service between Los Angeles and Pasadena. <i>Source: Security Pacific Collection / Los Angeles Public Library</i></p> <p><b>1895</b> – Second Street looking west from Spring Street in downtown Los Angeles. <i>Source: Security Pacific Collection / Los Angeles Public Library</i></p> <p><b>1896</b> – Eighth and San Pedro streets, showing the City Gardens established in 1874. <i>Source: Security Pacific Collection / Los Angeles Public Library</i></p> <p><b>1800s</b> photo of Chas. W. Winter, Blacksmith. <i>Courtesy Alhambra Historical Society.</i></p> <p><b>1912</b> (estimated) – C.J. Groen, reins in hand and seated in his horse-drawn wagon with flowers loaded, ready to take his flowers to market in downtown Los Angeles. <i>Sylvia Foltz collection</i></p>

## **Contents / Chapters**

1. Discovering Southern California – the 1800s
2. Planting the Seeds of California – 1900 to 1920
3. Growing the American Florists' Exchange – 1920 to 1939
4. The Golden Years – 1940 to 1959
5. The Years of Transition – 1960 to 1979
6. The New World of Flowers – 1980 to 1999
7. Changing Neighborhoods – 2000 to 2007
8. Today's Los Angeles Flower Market

Profiles in Progress – Stories of the families and companies

Florists & Designers – Those who work the magic of flowers

Sidebars

Indices