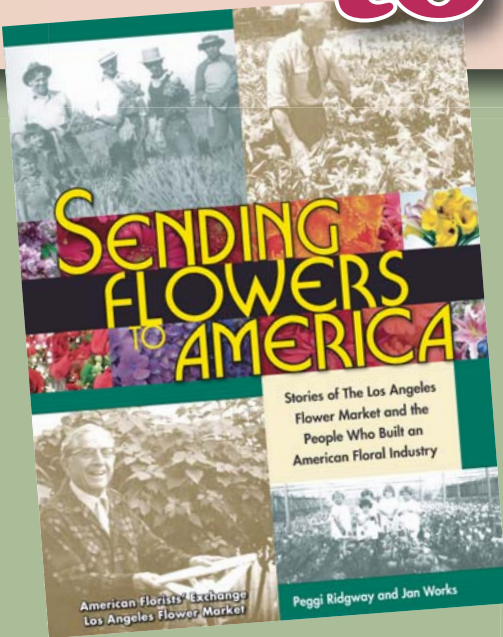


Sending Flowers to America



A comprehensive history of Southern California from 1850 with an emphasis on the flower farmers, wholesalers, suppliers and designers and their marketplace, the Los Angeles Flower Market.

A bird's eye view of the tapestry of Southern California farmers who once supplied most of the nation's flowers.

"Fantastic! I can't put it down."

"Every page is its own little adventure."

Snippets from the pages of Sending Flowers:

- How two Montebello flower farmers started a national frenzy for bird-of-paradise by decorating an ocean liner in New York harbor
- How a Ventura housewife started California's flower seed industry
- The role flowers played in the 1984 Summer Olympic Games in Los Angeles
- The impact on the flower industry of the European immigrants who left famine and poverty to pursue the American dream
- The flower shop that led to rezoning on residential Wilshire Boulevard in the 1920s
- How one family's poinsettias became America's "Christmas flower"
- Meet the Massachusetts farmer, the youngest Union Army captain of the Civil War, who became the first to grow flowers commercially under glass in Southern California
- See the patriotic fields where flowers planted in patterns made each field look like the American flag
- Meet the children who grew up playing hide-and-seek among the counters and carts of the country's largest wholesale flower district



"A beautiful presentation."



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