

# FLORAL SYNDICATE Society GAZETTE

Vol. LXXXIX, No. 1 - September 16<sup>th</sup> Weekly Wednesday Issue

*A straight shoot aiming to  
grow into a vigorous plant!*



Union Square Florist Shop wins Bal Masque Award with "Un Bel Dia" Theme giving Master Floral Arranger Gladys Chantrelle Peckinpah a Third Gold Cup

**LES DAMES ANNUAL BAL MASQUE** was witnessed by more than 1,000 guests who enjoyed the evening of dancing and show competition at Senda Ballroom last Sunday between the hours of 8 to 10pm. Intricate work and long hours turned out some of the most fantastic headpieces ever shown in the Bal Masque competition. As always, the major spectacle of this season's presentations came with the modeled display of thematic floral head-pieces, entered in competition by several florists. Judges for the showing were: Frieda Johnson, Mildred Blount, Laura

Fowler and Fern Wood.

First place gold cup award went to the Union Square Flower Shop for the entry "Un Bel Dia" from Madam Butterfly, meaning One Fine Day. Gladys Chantrelle Peckinpah created the prize winning headdress of pink *Los Angeles* Roses, lace maline, spider bloom chrysanthemums, creamy shrimp-pink Grandiflora, and a top crown of feathered white carnations. Chrystalee Maxwell was model. Second place gold cup was claimed by the Bains Florist for the entry "My Fair Lady," exquisitely fashioned of lavender stocks, pale pink asterees, Vanda Orchids, Right eye, Permosa, carnations and Fushio, model Dorothy Razaf.

Taking honorable mention awards were: Gloria Owen Smith of the Beach Area for her Cocktail Chapeau of fresh pink roses, nestled in ivy, The model, Miss Lois Young. Avalon Flower Cottage, second honorable mention trophy for "Fantasy of Ireland," a head dress worn at the festival of the clan on St. Patricks Day. It was made of carnation pedals, completely covering huge styrofoam shamrock, designed by Billye Browne and modeled by Lolita Carter.

Another outstanding headpiece received honorable mention award was submitted by Astro's Flower and Gift Shop and featured a July Wedding scene, including a floral church, complete with bride & groom. LES DAMES members were identified by their metallic cloth sheath dresses of gold or silver. The members were introduced by Wendell Franklyn and featured in single photos. Proceeds from the Bal will go to the favored Les Dames charities. Andre's School of Charm was awarded the consolation prize for their entry "Witchcraft."

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## ON VACATION

Mr. and Mrs. Lou and Lola Price, well known couple about town are enjoying an extended vacation visiting relatives and friends in Arizona, Texas, New Orleans and Hot Springs.

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### L.A. MEN HELD IN LA JOLLA JEWEL THEFT

SAN DIEGO -An Occidental College student and a Hollywood florist were in San Diego City Jail Thursday charged with the \$15,697 jewel theft from the home of a wealthy La Jolla woman last August 18.

Police Det. John Houlihan said that Lee Paul Case, 20, of 4375 York Blvd., Los Angeles, the college student, and Henry James Bielsky, 26, of 1712 N. Stanley Ave. Hollywood, employed by a Beverly Hills florist, were booked in the jail and most of the gems were recovered. Mrs. Mary Ann Clark of 1624 Torrey Pines Road, La Jolla, told police that a jewel box containing watches, rings, bracelets, earrings, pins, and other items was missing from her home after a party attended by 18 guests, including Case and Bielsky.

Houlihan reported that the jewels were found in the two suspects' apartment after Case allegedly sold several items to a Hollywood jewelry store.

## MARKET GLUT

The Los Angeles market continued glutted with Gladiolus, Sweet Peas, roses and several field flowers. Roses are being brought on by the hot weather, but few growers complain as the seasons' business has been an improvement over last year. Thirps has attacked Dahlias in some sections where there have been heavy fogs lately. Continued hot weather will eliminate them, however. Gardenias and Valley sell out daily for Fall weddings. Los Angeles back-to-school events held earlier this month did not mean much for florists as the price paid for boquets does not interest the average retailer. Asters are arriving but not in the quantity and quality that makes them a good shipping item as yet. In another two weeks they will be shipping quite heavily.

### Armacost and Royston, Inc.

723 Wall Street, Los Angeles,  
California, ♦ ♦ ♦

♦ ♦ ♦ wish to notify the trade that Mr. William M. Williamson and Mr. William D. Richardson have resigned their positions with the company and are no longer connected with us in any capacity.

## COLORS CORRECT

A house with bad features painted in soft blending colors loses the impact of the bad. Contrasting colors, on the other hand, serve to accent good features.

## CORRECTION

The prize-winning yellow Gladiolus shown by the Garden Valley Nursery at the San Mateo show was Belinde, not Souvenir, as announced in last week's issue.

### A NOTEABLE PLANT NOVELTY

Perhaps the most outstanding all-purpose cut flower item in perennial plants, is *Chrysanthemum maximum Chiffon*. It bears fringed, semi-double white flowers on stout stems over a long blooming period. There is a double strain that produces seed (Chiffon does not) but as might be expected the seedling vary greatly in size, degree of doubleness and height.

*Cuphea fierfley* is a dwarf compact grower 10 to 12 in. high and the same diameter. The flowers are deep rosy scarlet and it makes a fine pot plant.

## MARIGOLDS TO THE FORE

Growers in England and California seem to have concentrated on improving Marigolds, both tall and dwarf. We have had Guinea Gold and Yellow Supreme for several years and both are good, as is also the dwarf Harmony. Now several others claim attention. Firstly there is the Sunset Giants which of the tall African type produce flowers 6 and even 7 in. in diameter. they need further reselecting as at present there is too large a percentage of singles.

## FLORIST'S ADVICE: DON'T CUT

A French woman florist whose customers include President Charles de Gaulle took one look at floral arrangements as done by Southern Californians and decided: The long-stemmed beauty look for which American girls are famous should be applied to flowers as well. "In France, we do much taller, larger arrangements," said Suzy Aignan. "I don't know why you cut, cut, cut the stems. In France, we do not. Maybe it is because we do things with the grand gesture."

## Difference in Homes

She figured, however, that one reason U.S. florists usually make smaller arrangements is the difference in homes. Most of those in her native Paris, for instances, are tall, old structures with high ceilings and giant rooms which call for large arrangements. Low-ceiling, modern housing in the United States does not. hMme. Aignan, 32, wife of a construction engineer and mother of two teenaged boys, represents a fourth generation of her family as florists. Her great-grandfather founded the firm in 1852. Now, she, her father, mother and one sister run the shop located amid the great fashion houses of Paris.

## Flowers from Garden

Mme. Aignan said the shop holds numerous awards for floral arrangements -- "Every time we enter an exposition, we take first prize," she

said, without bragging, but as if this were a thing to be expected from 113 years of flowers.

Notably, she planned the flower arrangements for the Palais du Quai d'Orsay which the Kennedys occupied during their visit. She used many mixed spring flower bouquets, she said--"Protocol had told us Mrs. Kennedy likes them."

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## HEADDRESS ACTIVITY SET

ANAHEIM - Determination of which Orange County florists will create the headdresses for each of the 12 mannequins appearing in the next Bal Masque of Damas de Caridad will be made at a dinner at 6:30 p.m. Wednesday, Oct. 13, at the Crest Hotel.

The florists will draw their mannequins by lots. This coming edition of the bal masque will be held next Feb. 19 at the Crest Hotel. Rehearsal of the mannequins will start in December.

Mrs. John Heinz, Placenta, is Damas de Caridad president, Mrs. William Lyon, Fullerton, is ball chairman, and Mrs. Bernardo Yorba, Anaheim, is chairman of mannequins.

## UFO TALK SLATED

SANTA ANA - "UFOs and the Incredible Search for Dr. Halsey" will be the subject of an illustrated talk by Michael X. Barton at a meeting of Orange County Unit No. 7 of Understanding Friday, September 18 at 8pin the Commnity Center Clubhouse, 1104 W. 8th St.

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## CARD PARTY PLANNED

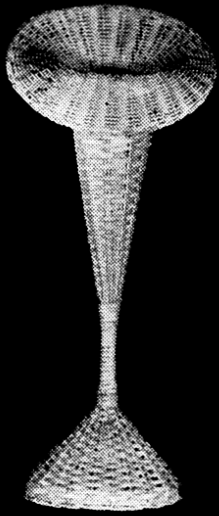
ROSSMOOR - An International Peace Day card writing party will be held by the Rossmoor School PTA at 8 p.m. Monday, Sept. 21 in the school cafetorium.

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**CALIFORNIANS HAVE HAD  
 TO LEARN NEW TECHNIQUE**  
*Flower Scarcity Has  
 Cramped Their Lavish Style*

"The floral craft in Southern California has had to change its tactics this year," according to Jeanette Thatcher. In place of the close-packed formation in which the western florists excel, the real artist, according to Mr. Thatcher, was the one who could place his flowers farthest apart! "Imagine using artificial flowers for funeral pieces; well we were nearly all doing it. Daffodils were wholesaling at \$48 per 100, Tulips and Snapdragons at \$28 per doz. and Narcissus at \$30 per 100.

"Whereas in the past San Francisco turned to Los Angeles when we got hard up for flowers, this year they came up here and were pulling on our market, thus running prices up even higher.

"Yes the New York florist would have had a good laugh to see his California brother trying to figure how far he could make one little flower go!"

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