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Fritz Bahr's Commercial Floriculture: A Practical Manual for the Retail Grower (Classic Reprint)

Fritz Bahr

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The purpose of this book is to assist the retail grower in conducting his business along uptodate, modern methods. It is not intended to replace, or even improve on, the many valuable works we already have treating on horticultural matters in general, or such as deal with specialties in their respective lines. There are today thousands of florists, located mostly in the smaller cities and towns and depending on a local trade, who no longer confine their activities within the walls of their greenhouses, but have already branched out into the so-called side lines or are about to do so, and in the majority of cases they soon learn to appreciate the great field and future there is in store for them in the handling of shrubs, evergreens and other hardy stock, fertilizers, seeds, and landscape problems of all kinds. To build up a retail establishment, starting with a rather limited knowledge of how to grow greenhouse stock and not enough money to pay for twenty-five hotbed sash, means many years of hard work; as many more are needed to acquire and build up th above-mentioned side lines, particularly when one has little trustworthy advice to assist him in getting started on the right road. I went through all this, and while I have been in the business for over forty years without interruption, I can honestly say that had there been within my reach a counselor and guide, such as this book is designed to be, it would have been an easier matter for me to navigate, and would have meant the saving of a lot of money spent in finding out things, not to mention the saving of valuable time taken up in experimenting. These facts and the many inquiries I have answered from readers ofT he Florists Exchange during the past fourteen years, while conducting theW eeks Work Department (without, if I may say so, missing a single issue), have prompted me to undertake writing this boo
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