

July 3, 1942

Mission Nursery
San Gabriel
California

Attention Mr. Herlund

Gentlemen

I stopped at your nursery the other day, but unfortunately you were not there. I have not yet had an opportunity to contact you regarding this year's supply of poinsettia rooted cuttings.

I have been supplying the Mission Nursery with their soft wood rooted cuttings which they have found definitely produced the best quality of finished plants for the Christmas trade.

Last season I supplied the with 5,000 rooted cuttings and I am now supplying the other greenhouse men in the Los Angeles territory who will finish their stock for this Christmas. Among those who already have their cuttings and are now obtaining same are Covina Greenhouse, Biltmore Florists, and Roy Wilcox.

Due to the fact that several of the larger Japanese greenhouses are closed such as the West Jefferson, who were among the best pot plant growers, and the fact that several of them are being operated by former Mexican employees, there is going to be a definite shortage in the Los Angeles area this Christmas of potted poinsettias, and I feel that whoever produces quality plants will have no difficulty in disposing of them at a fair price.

My price on the rooted cuttings will be \$50 per 1,000 this year the same as it was last year. If you are intending to use any of my stock this year, which definitely will produce the best quality bloom for the Christmas season, I would appreciate your sending the order in at once, as I naturally have to take care of my customers in rotation as the orders are placed with me, and I do want to take care of you at the proper time.

Very truly yours,

PAUL ECKE

PE/mk