

August 1942.

Henry F. Michell  
Philadelphia, Pa.

Gentlemen:

Herewith I am enclosing some price lists for the poinsettia stock plants for delivery April 1943, which you can give to your salesmen.

Despite the increased cost of labor and other production items I am only making a  $2\frac{1}{2}\%$  increase in the price of the various sizes of plants, which will make an average increase of about 5%. This I am able to do because I increased the efficiency in the production of the plants by mechanizing the operations as far as possible. As I have been grading the plants so very liberally, the cost per cutting will be less than 1¢ each for one year's production.

Due to the fact that the war traffic is from the east to the west coast here, cars have been available for traffic from here east, and according to the railroad people, all indications are that we will again be able to get the cars for next spring's crop as we have in the past.

The boxes for shipping the plants have been very difficult to get and are costing me two or three times as much as they cost me a year ago, however to protect next year's shipment, I have been buying the boxes as rapidly as possible, and have now accumulated the amount I need to take care of next year's crop.

I want to thank you for the very good business you have given me these many years, and hope I will be able to continue to take care of your requirements, as I have in the past.

Very truly yours,

PAUL ECKE

PF:GM