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The Hunt Institute for Botanical Documentation, a research division of Carnegie Mellon University, specializes in the history of botany and all aspects of plant science and serves the international scientific community through research and documentation. To this end, the Institute acquires and maintains authoritative collections of books, plant images, manuscripts, portraits and data files, and provides publications and other modes of information service. The Institute meets the reference needs of botanists, biologists, historians, conservationists, librarians, bibliographers and the public at large, especially those concerned with any aspect of the North American flora.

Hunt Institute was dedicated in 1961 as the Rachel McMasters Miller Hunt Botanical Library, an international center for bibliographical research and service in the interests of botany and horticulture, as well as a center for the study of all aspects of the history of the plant sciences. By 1971 the Library's activities had so diversified that the name was changed to Hunt Institute for Botanical Documentation. Growth in collections and research projects led to the establishment of four programmatic departments: Archives, Art, Bibliography and the Library.

Raymoth.

RETURN with address verified
Mr. R. R. Raymoth,
Hyde Park High School,
Chicago, Ills.
To The National Horticultural Society, Dr.

Dues to Jan. 1925.

~~Annual~~ Due to Jan. 1922 (including Subscription
to The National Horticultural Magazine) \$1.00

Lelele / felyele / fo / Vric / U. / Maphudap / Nedat / Flemming / Wina.

Kindly remit promptly by Money Order, Draft, or Check, returning this notice, and drawing remittance to order
of THE NATIONAL HORTICULTURAL SOCIETY, HENNING, MINN.

Mrs. Zaidee M. Stewart,

Banff, Alberta.

TO The National Horticultural Society DR.

To Annual Fellowship Dues for 1924 (January 1 to December 31), including subscription to The National
Horticultural Magazine\$1.00

Received payment.

Kindly return this statement with remittance. Receipt will not be sent unless requested.

APPLICATION FOR FELLOWSHIP IN THE NATIONAL HORTICULTURAL SOCIETY

To the Secretary, National Horticultural Society, Henning, Minn.

Jan. 7, 1924

I hereby apply for F. V. H. S. fellowship in The National Horticultural Society of America, and I enclose \$1.00 to cover dues.

Full name Mrs. Rachel G. McCarty

Address Box 249 - R. #2 - Puyallup, Wash.

Vocation and Chief Horticultural Interest 1st small farming 2nd floriculture Kitchen garden

Nominated by Edith Traub, Grand Forks, N. Dak. and fruit raising especially small fruits

NOTE: All fellows of the Society are privileged to nominate as many eligible relatives and friends for fellowship in the Society as desired. Kindly fill out the blank below and return.

NOMINATIONS FOR FELLOWSHIP IN THE NATIONAL HORTICULTURAL SOCIETY

To the Secretary, National Horticultural Society, Henning, Minn.

Puyallup, Wash. Jan. 7, 1924

I nominate these persons whose names and addresses are given below for fellowship in The National Horticultural Society of America.

FULL NAME	VOCATION AND CHIEF HORTICULTURAL INTEREST	ADDRESS
Mrs. Hazel Edith Taylor	Floriculture & Gardening	San Diego, Calif. Bx 42
Mrs. G. W. Kohls	Location Housewife	1325 Park St. Los Angeles, Calif.
Mrs. Alice Wedige	Location Housewife	2739 St. Paul St. Bellingham, Wash.
Mrs. Anna Vogtlin	Interested in Fruit raising and Flowers	Puyallup, Wash. R. R. #2
	Vocations Poultry and small fruit farming	
		Mrs. Rachel McCarty

Forward this application and nominations to the Secretary of the Society, Mr. Hamilton Traub, Henning, Minn.

Please return for official records

SUBSCRIPTION PRICE \$1.50 PER YEAR
THREE YEARS FOR \$3.50
FOREIGN 25c PER YEAR EXTRA

THE FLOWER GROWER
For all who grow flowers
ESTABLISHED 1914

PUBLISHED MONTHLY BY
MADISON COOPER

CABLE ADDRESS:
"MACOOPER" CALCIUMNEWYORK
WESTERN UNION CODE

CALCIUM, N.Y. Jan. 28, 1922.

Hamilton Traub,

Henning, Minn.

Dear Sir:-

Enclosing herewith the list of horticultural societies.

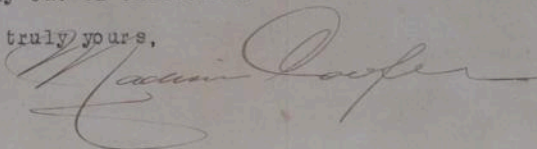
As I wrote you, I think it is pretty old, but the best and only thing that I have and does not include the recently organized societies, but I think you will naturally pick these up if you ask for co-operation in this respect from those who write, as suggested in my former letter.

Think you will find this copy quite legible and although I have not checked it with the original list believe that it is sufficiently accurate for your purpose.

I want to suggest that you do not rest content by reaching these people once, if you do not get a reply. Get after them the second or even the third time. Sometimes the fellows who are hardest to get attention from are the most valuable when you get them.

Of course, some of these are probably dead or abandoned, but as we have reached this list not so long ago, and have crossed off those from which letters were returned, think perhaps that not very many of them are totally out of existence.

Very truly yours,



LUS GROWER, expanded into THE FLOWER GROWER, is now more than that; and is, in fact, a "Garden-Lore" magazine. It treats of the garden in its relation to human beings, besides giving much technical information. My suggestion would be to change the title of THE FLOWER GROWER to

while it is not for us to urge nor promote such a plan as has been outlined, yet we are glad to have it suggested for further discussion by those who are interested in the idea. It should be taken up first by the national floral organizations, of which there are half a dozen or so.

MADISON COOPER

Henning, Minn.,

Jan. 28; 1922

Mr. Madison Cooper,

Calcium, N. Y.

Dear sir:

I had a little time to spare to-day and I utilized it in writing the "follow up" on the article in the February Flower Grower as you requested in your last letter.

The subject is so big and broad that one might write a book on it with ease, but I have attempted to make it as short as possible.

On page #3, second paragraph, I refer specifically to the Flower Grower again, in the passage enclosed in parentheses. If you think it better policy to keep this in reserve until we meet in convention, you may omit this much of that paragraph. I will take it upon myself, if I should be sent to the convention as a delegate, to push this matter through personally for I consider it the most important plank in the whole platform.

Very truly yours,

Hamilton Traub

HT:GG

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MADISON COOPER

150-50-1885

RECEIVED JAN 27 1922

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For all who grow flowers
ESTABLISHED 1914

CABLE ADDRESS:
"MACDOOPER" CALCIUMNEWYORK
WESTERN UNION CODE

PUBLISHED MONTHLY BY
MADISON COOPER

CALCIUM, N.Y. Jan. 27, 1922.

Hamilton Traub,

Henning, Minn.

Dear Sir:-

Your favor of the 23rd inst. is to hand and while you may thank me for my sound advice I want to caution you that my advice may not be sound and I want you to accept anything I say in a critical way. While I have had long experience in business, (and did I tell you that I was seventeen years in Minneapolis) and have been in many different lines and naturally have acquired quite a stock of experience, at least, yet as I grow older I believe I am less and less certain that I am able to give sound advice. Nevertheless I am not at all backward about expressing myself, although I am not as sure that I am right as I was when I was twenty-one years old.

However, I am pretty sure that nursing this matter along gradually will give a better result than hurrying it. In fact, it ^{not} can be hurried and if results can be secured a year from now it is time enough. Matters can be arranged much more certain by carrying them in mind for some months and working them in a slow and methodical way than by trying to rush them. As explained in my former letter, the human mind is prone to reject a new idea, hence anything new must be allowed to percolate. Get all the suggestions and advice you can of those who are readers in horticultural fields and although not necessarily trying to do as everybody tells you, yet I am sure that much good will come of securing such suggestions. As a matter of fact, comparatively few people will offer suggestions. More of them

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H. T. -2.

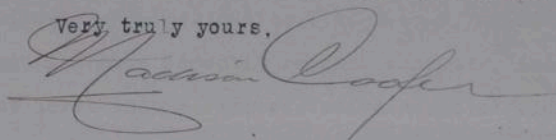
will fall in with what you have to offer if it looks plausible and after you have overcome their natural resentment of a new suggestion.

I will have a list made for you of the horticultural societies, but I am afraid that this list does not include the floral societies as it should and would suggest that in sending out your blanks that you ask for the names of any other floral societies in nearby cities. In this way you can get a check on the list I am able to send and doubtless the names of many comparatively new organizations. My list is old, although I think the newest there is in print.

I will, of course, send you any communications or extracts from communications bearing on this subject which come to hand.

It may be a day or two before I am able to send you a list as there are in the neighborhood of 300 names, I think.

Very truly yours,



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For all who grow flowers

PUBLISHED MONTHLY BY
MADISON COOPER

CABLE ADDRESS:
"MACOOPER" CALCUMNEWYORK
WESTERN UNION CODE

CALCUM, N.Y. Jan. 21, 1922.

Hamilton Tranb,

Henning, Minn.

Dear Sir:-

Your favor of the 10th inst. came duly to hand and I should, as per your request, have added to your original paper the idea that it should be a national organization rather than a federal organization, but as I had the matter all in type and had figured it out to use just a good full page in **THE FLOWER GROWER** I thought best to let this matter rest until the March issue, when you can write another communication, covering the idea and with any further thoughts that occur to you. You can work it up in detail in any way you suggest or see fit. I am gratified that you are willing to undertake the work ^{of} starting this matter and will co-operate with you to the extent of my ability and resources.

Not quite sure that I can furnish you with a complete list of the floricultural and horticultural societies, but I have quite a bunch of them and have recently reached a number, and think that they embrace at least enough representative organizations to get the sense of horticulture.

Of course, the idea of combining in one magazine, not only floriculture, but horticulture, broadly speaking, which would include, I suppose, vegetable gardening to some extent, and at least small fruits, approaches closely the "Garden Magazine", but, of course, I don't suggest that the "Garden Magazine" covers the field very fully, and not nearly as fully as **THE FLOWER GROWER**

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H. I. -2.

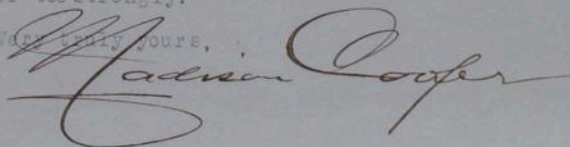
might if its scope were broadened, as suggested.

It is my thought that your questionnaire or symposium, if that is a better word to use, should not be sent out until after the March issue of THE FLOWER GROWER is printed. Then you can introduce it by a proper communication in THE FLOWER GROWER and in the meantime you can get your blanks ready, so far as that is concerned and have them all addressed. I am not returning this blank, presuming that you have a copy of it, but will return it promptly, if you so request. I have no suggestions in connection with same, except that you probably ought to use two sheets of paper for this blank so as to give plenty of room for filling in.

While it is quite probable that under present business conditions such a plan is not going to be very heartily endorsed, yet I am in hopes that you will get at least sufficient endorsement to get the matter started, if no really organization work is done until the coming fall or winter. The winter season is the best for such work and if it can be talked up and discussed in the meantime and an organization meeting had during next winter it is quite probable that the thing can be made to go.

The human mind rejects a new suggestion naturally, and, therefore, your suggestions ought to have a chance to "soak in", before pushing the matter too strongly.

Very truly yours,



P. S. Please don't forget that I am depending on you for another

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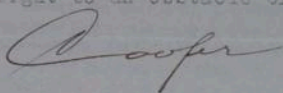
MADISON COOPER

H. T. -3.

communication for the March issue along this same line. Hope to have THE FLOWER GROWER in the mail to Minnesota subscribers not later than the 27th, which ought to reach you by Monday, the 30th. Perhaps I could send you a few loose sheets before that date. The page with your outline is not yet on the press, but I expect it will be Monday.

Am sending you proof sheet of the page with your outline, thinking that it would be helpful to you.

P. S. A thought occurs to me in connection with your plan which I want to suggest: Dr. F. E. Bennett, President of the St. Thomas Horticultural Society, seems to have a great faculty for organization. Such a man would be invaluable if the proposed plan could be made to grow and providing he could be interested and I guess he could. But, he is already on a salary basis with his society and presume that the necessary salary might be an obstacle of securing him.



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MADISON COOPER

Suggested International Garden-Lore Federation

TO READERS OF THE FLOWER GROWER:—

The following outline was completed in July, 1921, but a feeling that such a proposal was impractical, induced me to lay it aside. A detailed explanatory article, written to ex-

plain the outline, was unfortunately destroyed. After reading the editorials by "S. A. G." and Mr. Madison Cooper in the December 1921 FLOWER GROWER, I decided to pass this outline along as my contribution to this discussion.

SUGGESTED OUTLINE, INTERNATIONAL GARDEN-LORE FEDERATION

Administrative Gradations	Membership and Representation	Dues and Distribution	Meetings and Exhibitions	Publications	Privileges of Members
I. FEDERAL GARDEN-LORE COUNCIL (International)	One member from each National Garden-Lore Association for each 10,000 members or fraction.	Federal treasury to receive 1/24 of dues paid by members to Garden-Lore Societies (III).	Quinquennially, beginning in 1925.	Quarterly numbers of "Garden-Lore" Magazine. (see below)	
II. NATIONAL GARDEN-LORE ASSOCIATIONS	One member from each Garden-Lore Society for each 2,000 members or fraction.	National treasury to receive $\frac{1}{24}$ of dues paid to Garden-Lore Societies.	Annual meetings and exhibitions.	"Garden-Lore" Magazine; published tri-monthly.	
III. NATIONAL GARDEN-LORE SOCIETIES	Membership open to all.	Amount of dues: \$6.00, $\frac{1}{2}$ to remain in treasury; $\frac{1}{2}$ to go to publisher of "Garden-Lore," and balance as above.	Annual meetings. Annual national, regional and local exhibitions.	All special numbers of "Garden-Lore." (see above)	Members receive "Garden-Lore," and all privileges in Federal Council, Nat'l Association, and Special Society.

Specialization in any line is to be recommended, but it does seem at least plausible that if all of these special societies would cooperate, much more could be accomplished.

Under the above scheme the amateur or specialist would join the one national floral society he wished and would automatically become a member of the General Garden-Lore Society, and these two societies would be represented in the National Garden-Lore Association, and the Association would be a unit under the International Garden-Lore Federation. Instead of paying dues to several societies, he would pay \$6.00 annually, which would be distributed in the following ratio: 1-24 to Federal Council; $\frac{1}{2}$ to National Association; $\frac{1}{2}$ to National Society, and $\frac{1}{2}$ to publisher of the official organ of the Association, "The Garden-Lore Magazine." This is to be a tri-monthly magazine, and entire numbers are to be devoted to one subject. The American Peony Society, for instance, would be allotted three full numbers annually. Four numbers would be devoted to international considerations, and these numbers would be identical in all countries included in the Federation. The subject matter for the numbers edited by the General Garden-Lore Society, would include anything connected with gardening, landscape architecture, ornithology, nursery practice, etc., in addition to any specific flower that is not sponsored by a National Society. In this way, garden enthusiasts would cooperate and their outlook would be as broad as the civilized world.

The evolution of THE FLOWER GROWER has helped me to formulate this plan. It began as THE MODERN GLADIOLUS GROWER, expanded into THE FLOWER GROWER, is now more than that; and is, in fact, a "Garden-Lore" magazine. It treats of the garden in its relation to human beings, besides giving much technical information. My suggestion would be to change the title of THE FLOWER GROWER to

"Garden-Lore," and make it the official organ of the proposed National Garden Lore Association.

During the year 1922, a national meeting should be arranged to be held in a midland city, (I would suggest Minneapolis, Minn., as the most suitable location), for the purpose of drawing up a plan for a National Garden-Lore Association. A call for such a meeting should be sent out by an organization such as The Northwestern Peony & Iris Society, with headquarters at Minneapolis, Minn. After the American federation is accomplished, the international phase could be taken up.

HAMILTON TRAUB

Mr. Traub makes some suggestions which are altogether workable and should be carefully considered. While all the details, as he has given them, may not work out exactly as outlined, yet the schedule is sufficiently comprehensive at least for discussion, and the exact details may be worked out later.

The need for closer association, not only between national floral organizations already in existence and those yet to be organized, but also between the various organizations in different parts of the world is unquestioned.

There is no doubt that THE FLOWER GROWER, as suggested by Mr. Traub, could be made to do a very great and useful work in furthering the interest of floriculture and indirectly in the uplifting of humanity generally. We surely feel honored by the suggestion and willing to assist the movement to the best of our ability.

While it is not for us to urge nor promote such a plan as has been outlined, yet we are glad to have it suggested for further discussion by those who are interested in the idea. It should be taken up first by the national floral organizations, of which there are half a dozen or so.

MADISON COOPER

Mr. Madison Copper,
Calcium, N. Y.

Dear sir: Your valued letter dated Jan 7th., is at hand, and after reading what you say I am more than ever convinced that an international garden-lore society should and can be organized if the necessary time and effort are expended in the right direction.

I certainly feel for you in the matter of the inconsiderate treatment meted out to you by certain of the heterogeneous floral societies in the United States for I realize that the work you have done and are doing is a genuine contribution to American Horticulture. Even since the late John Lewis Childs ceased publishing "The Mayflower", I have looked in vain for a floral publication that was not dominated by commercial interests until you kindly sent me a sample copy of the "Flower Grower", and my hopes have been centered on it ever since. Growth is the essence of life, and it would be only natural for this publication to go one step farther and include not only the field of floriculture, but the entire field of gardening in its broadest sense---the use of plant material in the beautification of American homes, estates, parks, avenues, etc. and the scientific and technical studies incident thereto.

If you think it expedient, I will send a questionnaire to all the existing floral societies in the United States and Canada asking each to set forth its stand on this proposition, and I will condense this material into a concise outline to serve as a working basis in taking the next step. I am enclosing a tentative outline of this questionnaire for your correction and amplification, and I would be pleased to have your candid opinion as to the advisability of taking this step. If you think that this would be a wise move, I would be pleased to have you suggest the names of the floral organizations to which this questionnaire should be sent. In any event I will take the full responsibility of the move.

When I first drafted my outline, I thought that I was trying to do the impossible, and accordingly ceased spending much time on the working out of the administrative phase of this proposal, but I am now convinced that the project can be put through with the cooperation of the great number of amateur horticulturists in the United States and Canada. I shall pursue several advanced study courses at the University of Minnesota during this coming Spring Quarter, and I shall allot some of this time to the working out of this proposal, and I hope to prepare a mature report sometime during the present year. In the light of your last letter, I see clearly now that the national organization should be a centralized unit rather than the loose federal organization as suggested in my outline for a centralized organization would obviate friction in the running of the machinery. If it is agreeable to you, and if it will not inconvenience you too much, I would greatly appreciate it should you kindly add a brief foot note to the original outline explaining my present feeling about this point.

Thanking you for your kindly consideration all along, I am,

sincerely yours,

Hamilton Traub

HT:GG

INTERNATIONAL GARDEN-LORE FEDERATION

SYMPOSIUM

Henning, Minn.,
Jan. 10, 1922

The proposal of organizing a national and an international horticultural society in North America has been suggested from several quarters of late and this proposed symposium is conducted by Mr. Hamilton Traub, of Henning, Minnesota (member of A.P.S. & A.I.S.) for the purpose of ascertaining the sentiment for or against this proposal. The net results of this symposium will be cast into a concise outline and given to the horticultural press. All to whom this blank is sent are kindly requested to fill the same as soon as convenient and to return it to: Hamilton Traub, Henning, Minn. Stamped envelope enclosed herewith.

I. GENERAL NATURE OF ORGANIZATION.

- (1) Are the members of your society in favor of the general principle of this proposal?
- (2) Should the national organization be on the federal plan, or should it consist of a centralized unit with specialized sections for study purposes?
- (3) Are you in favor of an international federation of the horticultural societies of the world?

II. DUES AND DISTRIBUTION.

- (1) What should be the amount of the annual dues?
- (2) How should this be distributed? (a) National organization? (b) International organization? and (c) The official publication?

III. MEETINGS AND EXHIBITIONS.

- (1) How often should meetings and exhibitions be held? (a) local; (b) regional; (c) national and (d) international

IV. OFFICIAL PUBLICATION.

- (1) What should be the nature of this periodical?
- (2) How often should this periodical be issued?

V. Would it be advisable to call a national convention to consider this proposal?

VI. WHERE should such a convention be held, and how should representation therein be regulated?

VII. KINDLY give below any other suggestions, and state in detail the action taken by your society.

1 - Kindly give below the names & add. of Hort. Soc. in your section of the Country -
that these may be also incl. in the symposium -

1017 10 108
RECEIVED NYU

EXHIBITION

INTERNATIONAL GARDEN-LOVE EXHIBITION

SUBSCRIPTION PRICE \$1.50 PER YEAR
THREE YEARS FOR \$4.50
FOREIGN 25c PER YEAR EXTRA

PUBLISHED BY
MADISON COOPER
PUBLISHED MONTHLY IN THE INTERESTS OF BOTH
AMATEUR AND PROFESSIONAL FLOWER GROWERS

CABLE ADDRESS
"MACOOPER" CALCUMNEWYORK
WESTERN UNION CODE

CALCUM, N.Y.

Jan. 7, 1922.

Hamilton Traub,
Henning, Minn.

Dear Sir:-

Your favor of the 30th ult. is to hand and glad to hear from you.

Find on looking the matter up further that while you were not on our regular subscription list you are an A. I. S. member and as such you will be receiving THE FLOWER GROWER. I am, therefore returning your money order herewith, as you will surely receive THE FLOWER GROWER during the coming year, as the present arrangement will remain with the A. I. S.

I might say in this connection that it is my thought to discontinue all official organization arrangements at the end of this year. It is my thought that such arrangements work against THE FLOWER GROWER instead of in its favor. There are two influences especially which I do not like. One is that the Dahlia people, the Peony people, etc., who are not represented officially by THE FLOWER GROWER, feel that THE FLOWER GROWER is outside their consideration. The second reason is that those organizations of which THE FLOWER GROWER is the official organ are inclined to believe that they own it and some times want to run it. For instance, the A. I. S. hesitated about making the new arrangement for 1922, because it was necessary for them to pay one-third of their membership dues to the publisher of THE FLOWER GROWER. This made me a little "sore", espe-

peony, iris, gladiolus, dahlia, rose and chrysanthemum sections could retain most of the present officers and the accumulating data could be published, say quarterly, in the official organ of the national society, and this information would be made available to all members of the national society.

H. T. -2.

cially considering what I have done for the Iris during the past few years and did not hesitate to tell the secretary so, although Bob Sturtevant is a good friend of mine.

Anyway, I think that if THE FLOWER GROWER does not act as official organ for any of these organizations it will have no influence whatever on your suggestion for an international garden-lore federation. Perhaps it would strengthen the idea ^{if} ~~it were~~ ~~that~~ THE FLOWER GROWER did not serve as official organ of any of these societies.

I am willing to admit that personally I am not much of an organizer. Perhaps could serve as a counselor, but not very good as a mixer. Therefore, it is my thought to do nothing further than to present your editorial in THE FLOWER GROWER with my comments thereon.

Your letter of December 30th contains much useful material which could be utilized at a subsequent time with the general idea, and I shall file it for this purpose and use it with your permission if the time arrives for its use.

It would seem that such a movement must necessarily be taken up by some of the national organizations first, but just who, as an individual, should start the matter, I am unable to suggest. I know of no man as an outstanding figure in American floriculture. If I did I would suggest him. Of course, the most influential and best known ones are commercial growers, but even among them I do not know of a real leader.

Your idea, as outlined in your first letter, I cannot criticise, but, of course, the subject is absolutely new and I have

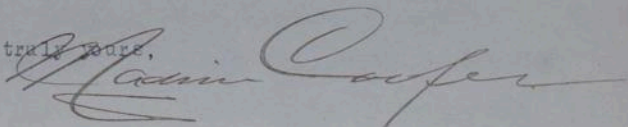
peony, iris, gladiolus, dahlia, rose and chrysanthemum sections could retain most of the present officers and the accumulating data could be published, say quarterly, in the official organ of the national society, and this information would be made available to all members of the national society.

H. T. -3.

not tried to analyze and work it out in detail in my own mind, but I agree with you that publications on special subjects coming at intervals would be very valuable, indeed, and if the membership of an international organization was sufficiently large that some very valuable publications could be worked out at a very moderate subscription price. For instance, perhaps you know that the "National Geographic Magazine" has recently reduced its subscription price to \$3 per year. They claim a subscription list of over 700,000. I see no reason why the proposed publication "Garden-Lore Magazine" should not somewhere near approach this circulation and I should say that \$3 per year would cover the cost of such a publication, as stated in your outline.

I might say further, for your information, that I have been improving THE FLOWER GROWER since its inception and that it has never paid a dividend. Although I really could not afford to do such a work, and have never been financially able to carry on THE FLOWER GROWER as a hobby, yet I have more than put back into it all the money received from the proposition, but THE FLOWER GROWER is ^{now} where, by making a few adjustments, it will be on a self-sustaining basis, but here again it is my intention to keep on improving, so I don't know whether it will pay dividends or not. I have stated this to explain that THE MODERN GLADIOLUS GROWER and THE FLOWER GROWER has been rather a "labor of love" than a business proposition, and I suspicion that it will perhaps remain such, even under more prosperous conditions.

Very truly yours,



rosy, iris, gladiolus, pansy, rose and chrysanthemum sections could retain most of the present officers and the accumulating data could be published, say quarterly, in the official organ of the national society, and this information would be made available to all members of the national society.

Dec. 30, 1921

Mr. Madison Cooper,

Calcium, N. Y.

Dear sir: Your kind and constructive letter dated Dec. 28th., was received to-day and I shall reply at once.

I am a regular subscriber to the "Flower Grower" and I mean to remain a reader for a selfish reason as I have received much inspiration from that source. I fail to understand how my name was overlooked on your subscription list. I am sending herewith remittance to cover my subscription for 1922.

I was much gratified to hear that you are vitally interested in working out a practical scheme for an international garden-lore society, and I do agree that it is not necessary to adopt any specific suggestion I might be able to make for all that I am interested in is to do all in my power to help build up a sentiment in favor of an organization of this nature.

The outline which I submitted is merely suggestive as far as the administrative gradations and representation therein are concerned. My suggestion is that it would probably be best to organize the national as well as the international organization on the federal plan, but it may be better to abandon this for a more centralized form of national organization. This last was ruled out as too drastic since it means the complete absorption of all existing flower societies in one strong central unit containing sections for specialized study and a general section for the study of any subject not covered by the specialized sections.. The prospective member would join the national society and would then be assigned to a special section ### or the general section for study purposes with the right of transfer, and each section within the national society would have its own administrative officers as far as practical. For instance, the Peony, Iris, Gladiolus, Dahlia, Rose and Chrysanthemum sections could retain most of the present officers and the accumulating data could be published, say quarterly, in the official organ of the national society, and this information would be made available to all members of the national society.

administrative problem, but I do claim that the suggestion with regard to publications is not successfully assailable, and I am confident that such a strong brief in favor of this feature can be prepared that it will carry at a convention. I have been a garden enthusiast from childhood up, and it is just such publications that I instinctively crave for, and I am certain that others must feel somewhat the same way. Imagine receiving a number of this periodical devoted to an intensive treatment of a plant subject one is especially interested in----not one number only, but many during the year! The influence that this method of approach would have on practical gardening in America is to my mind incalculable, and we would be doing in fact what Ibsen spoke of figuratively when he announced toward the end of his career that he would henceforward build beautiful homes for people to live in.

Those interested in this movement should bring up this matter at the coming annual meetings of the various flower societies in the United States and Canada embodying their ideas in appropriate resolutions setting forth how each society stands on this proposition, and with these resolutions as a starting point a workable program can be decided upon.

Sincerely yours,

Hamilton Traub

HT:GG

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MADISON COOPER

PUBLISHED MONTHLY IN THE INTERESTS OF BOTH
AMATEUR AND PROFESSIONAL FLOWER GROWERS

CABLE ADDRESS
"MADCOOPER" CALCUMNENYORK
WESTERN UNION CODE

CALCUM, N.Y.

Dec. 28, 1921

Hamilton Traub,

Henning, Minn.

Dear Sir:-

Your favor of December 6th came duly to hand and I have put this in shape for publication in the February issue of THE FLOWER GROWER. Should have acknowledged receipt of same before, but have been tremendously driven with work and it was impossible to get it into the January issue, owing to pressure on our columns as well as owing to the fact that your communication was received rather late in the month.

As this takes the nature of an original idea or suggestion think I will run it in the editorial department as it will there be given more prominence, anyway.

While it is not likely that your suggestion will be adopted in detail or perhaps as outlined yet the suggestion at least is a valuable one and will doubtless create a sentiment in this direction and in time we will probably have an international garden-love society.

So far as the making of THE FLOWER GROWER an official organ of such an organization and changing its title there would be no objection to this and I think it might be carried out somewhat along the line of your suggestion. Naturally it would increase the scope of THE FLOWER GROWER, but here again there is no objection, and in addition to increasing the scope of THE FLOWER

Society for instance would be allotted three full numbers annually. Four numbers would be devoted to international considerations, and these numbers would be identical in all countries included in the Federation. The subject matter for the numbers edited by the General Garden Lore Society would include anything connected with gardening, landscape architecture, ornithology, nursery practice, etc., in addition to any specific flower that is not sponsored by a National Society. In this way garden enthusiasts would cooperate and their outlook would be as broad as the civilized world.

H. T. -2.

GROWER to cover gardening in general it would be altogether practicable to cover horticulture in general, and thus THE FLOWER GROWER would come to be what you have given it credit for being at the present time, a magazine of garden lore and treating of the garden in its relation to human beings. In fact, it is my hope to make THE FLOWER GROWER in future somewhat more of an "up-lifting" proposition and will write perhaps a little more freely on sociological matters, although I am fearful that I have at times antagonized some of my aristocratic subscribers. However, being a pretty plain sort of a chap, myself, I naturally write in that vein and if it hits those who are aristocratic, imaginary or otherwise, I am really not so much concerned.

But what is more to the point; it is my hope and wish to increase the scope of THE FLOWER GROWER along the lines of your suggestion, even though it might not be practicable to establish such an organization as you have suggested.

You suggest Minneapolis, Minn., as being a good place for the first meeting, but is not Minneapolis rather too far north? Could you not more suitably designate Chicago, or Detroit, or Cincinnati, or Cleveland, or Buffalo? Please bear in mind that I have no objection to Minneapolis, especially as I made my home there for seventeen years, but I speak from a general standpoint. While Minneapolis is an excellent convention town and everything is all right about it, it is really too far to the side of the agricultural part of the United States and Canada. Think probably Detroit would be better, but no Detroit as a convention town for

Society for instance would be allotted three full numbers annually. Four numbers would be devoted to international considerations, and these numbers would be identical in all countries included in the Federation. The subject matter for the numbers edited by the General Garden Lore Society would include anything connected with gardening, landscape architecture, ornithology, nursery practice, etc., in addition to any specific flower that is not sponsored by a National Society. In this way garden enthusiasts would cooperate and their outlook would be as broad as the civilized world.

H. T. -3.

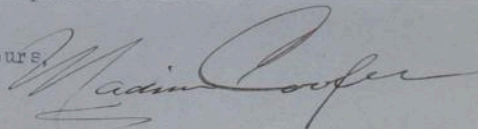
me after having been there once with the American Gladiolus Society. Chicago is doubtless the most central of any city in the United States for this purpose, but I propose to let your suggestion stand, especially if the Northwestern Peony and Iris Society might be interested in the proposition, as I have had some very interesting correspondence with Mr. Christman, the secretary.

Again I wish to thank you for your suggestion, and also the fact that the suggestion meets my approval, in a general way, and that I will be glad to help work it out to the extent of my ability and the limits of my time. It is really not often that one gets a suggestion such as you have made in real outlined form with details all arranged. Of course, it probably would not work out just as you have it figured, but then one must have a starting point.

I was surprised not to find you on our subscription list and wonder from what source you are reading THE FLOWER GROWER. Usually when a person writes me and I have no clew as to his identity I look up his FLOWER GROWER subscription to see what the origin was, but here I am altogether in the dark, so I assume that you must be getting THE FLOWER GROWER under some other name than the one given in your letter, but as I find no subscriptions at Henning, Minn., I am still further in the dark.

If you have any further thoughts or suggestions along this line other than those contained in your favor of the 6th inst. there is still plenty of time to incorporate them in the article if I hear from you promptly.

Very truly yours,



Society for instance would be allotted three full numbers annually. Four numbers would be devoted to international considerations, and these numbers would be identical in all countries included in the Federation. The subject matter for the numbers edited by the General Garden Lore Society would include anything connected with gardening, landscape architecture, ornithology, nursery practice, etc., in addition to any specific flower that is not sponsored by a National Society. In this way garden enthusiasts would cooperate and their outlook would be as broad as the civilized world.

Dec. 6, 1921

Subject: International Garden-Lore Federation

To: Readers of "The Flower Grower"

The following outline was completed in July 1921, but a feeling that such a proposal was impractical induced me to lay it aside. The detailed explanatory article written to explain the outline was unfortunately destroyed. After reading the editorials by "S.A.G." and Mr. Madison Cooper in the December 1921 "Flower Grower", I decided to pass this outline along as my contribution to this discussion.

SUGGESTIVE OUTLINE, INTERNATIONAL GARDEN-LORE FEDERATION

ADMINISTRATIVE GRADATIONS:	MEMBERSHIP & REPRESENTATION:	DUES & DISTRIBUTION:	MEETINGS & EXHIBITIONS:	PUBLICATIONS:	PRIVILEGES OF MEMBERS:
I. FEDERAL GARDEN -LORE COUNCIL (International)	One member from each National Garden-Lore Association for each 10,000 members or fraction.	Federal treasury to receive 1/24 of dues paid by members to Garden-Lore Societies	Quinquennially beginning in 1925	Quarterly numbers of "Garden-Lore" Magazine. (see below)	
II. NATIONAL GARDEN -LORE ASSOCIATIONS	One member from each Garden-Lore Society for each 2,000 members or fraction.	National treasury to receive 1/8 of dues paid to Garden-Lore Societies.	Annual meetings and exhibitions	"Garden-Lore" Magazine; published tri-monthly	
III. NATIONAL GARDEN -LORE SOCIETIES	Membership open to all	Amount of dues: \$6.00 1/3 to remain in treasury; 1/2 to go to publisher of "Garden-Lore", and balance as above.	Annual meetings -0- Annual national, regional and local exhibitions	All special numbers of "Garden-Lore" -0- see above.	Members receive "Garden-Lore" and all other privileges in Federal Council, National Association, and Special Society.

Specialization in any line is to be recommended, but it does seem at least plausible that if all these special societies would cooperate much more could be accomplished.

Under the above scheme the amateur or specialist would join the one national floral society he wished and would automatically become a member of the General Garden-Lore Society, and these two societies would be represented in the National Garden-Lore Association and the Association would be a unit under the International Garden-Lore Federation. Instead of paying dues to several societies, he would pay \$6.00 annually which would be distributed in the following ratio: 1/24 to Federal Council; 1/8 to National Association; 1/3 to National Society and 1/2 to publisher of the official organ of the Association, "The Garden-Lore Magazine". This is to be a tri-monthly magazine and entire numbers are to be devoted to one subject. The American Peony Society for instance would be allotted three full numbers annually. Four numbers would be devoted to international considerations, and these numbers would be identical in all countries included in the Federation. The subject matter for the numbers edited by the General Garden Lore Society would include anything connected with gardening, landscape architecture, ornithology, nursery practice, etc., in addition to any specific flower that is not sponsored by a National Society. In this way garden enthusiasts would cooperate and their outlook would be as broad as the civilized world.

The evolution of the "Flower Grower" has helped me to formulate this plan. It began as the "Gladiolus Grower", expanded into the "Flower Grower" and is now more than that, and is in fact a "Garden-Lore" magazine. It treats of the garden in its relation to human beings besides giving much technical information.

My final suggestion would be to change the title of the "Flower Grower" to ~~the~~ "Garden-Lore" and make it the official organ of the proposed National Garden-Lore Association.

Hamilton Traub

HT:GG

Henning, Minn.,
Feb. 16, 1922

Mr. Madison Cooper,
Calcium, N. Y.

Dear sir:

I have a little time to spare and I will send you ^{instalment} No. 3 of my observations on the second stage in the evolution of our N.H.S. The course to be followed seems quite clear to me now.

(1) All direct appeals should be stopped from now on. (The appeals made to date have served their purpose and the fact that they were made shows good faith---all were given a chance to join in the initial discussion stage.)

(2) The organization committee as suggested should be formed at once and introduced to the public (if advisable) in the April FLOWER GROWER; (3) The committee should decide upon the general outlines of the society and proceed at once to incorporate the society by act of Congress;

(4) The committee will then enroll charter members; and

(5) The committee will further call a national convention of charter members at Chicago during the first week of December 1922 (a) to draft a constitution and by-laws; (b) to decide upon the location of general headquarters; (c) to decide upon the nature of the official organ, and (d) to transact any other necessary business.

This is the method of procedure that I feel is worth considering, and is probably as safe as can be devised unless we adopt the alternative exclusive method suggested in a former letter. You will note that by enrolling charter members we will invite only those to the convention who are at least sympathetic. Kindly let me know your reaction to this suggestion.

As stated in a former letter, you have a free hand regarding the appointment of the Organization Committee, and any suggestions I might make in this regard I want you to take merely as suggestions that you should accept or not as you see fit.

I think that I suggested that Mr. F. E. Bennett might be appointed to the committee, but on second thought I see that, being a Canadian, he could probably not sponsor a national act, at least this is my impression. He could, however, be appointed as a liaison committeeman for Canada, which would recognize the fact that we appreciate what the Canadians have done along horticultural lines. Such a committeeman would have no vote as to policy, but could give advice and help to enroll Canadians as charter members. There is, however, another way out. He could be appointed a full member, but need not be mentioned in the Congressional act incorporating the society. If he is appointed this should be explained to him. It might also be a good plan to send to each appointed member a suggested program for the activities of the Organization Committee of the National Horticultural Society. (A suggestive form follows:)

(1) The committee should decide upon the general outlines as to the nature of the society;

(2) It should draft and put through Congress a national act incorporating the society;

(3) It should at once enroll charter members;

(4) It should decide as to the advisability of calling a national convention of charter members at Chicago during the first week in December 1922 for the purpose of (a) of drawing up a constitution and by-laws; (b) of deciding upon a location for general headquarters; (c) of deciding upon the nature of the official organ, and (d) for the purpose of transacting any other necessary business.

I am under the impression that we cannot go far wrong if we adopt this method, but there is of course always a certain element of chance in the calling of a constitutional convention. At any rate, I would be pleased to hear from you regarding this suggestion.

By way of suggestion, I might add that in introducing the organization committee, it might be advisable to state that the proposal is timely, and that there is a definite need for such an organization, and that you were urged to appoint the said committee in order to get the movement started, and that the committee is to do all the preliminary work as they see fit. This is only a suggestion---you will know best how to proceed.

I am writing to Representative Halker Steenerson, and Senator Knute Nelson, both of whom I know personally, requesting full information in regard to putting an act through Congress to incorporate the society.

Hoping to hear from you soon again, I remain,

HT:GG

very truly yours,

P. S. With regard to stopping all further direct appeals, it seems to me that it would surely be a wise move to cut down the article still more. Of course, I realize that it is not fair to you as an editor to ask any further revision of the article, and I realize that you might feel justly indignant at such a suggestion, and I will leave it to you as to whether or not the omission of additional matter would be important enough to compensate for the extra work involved. It seems to me that the whole of division "IV Time and Place for Organization" and (sub-division (3) under Introductory remarks) might be omitted since this matter would in a measure encroach on the work to be allotted to the organization committee. You can be the judge for my only concern is not to interfere with the work that probably will be put up to the organization committee to solve.

We have gotten along splendidly in our discussions so far, but I do feel that it would be fine if we were able to talk all of these matters over personally at great length. In such a vast country as ours, however, much of the world's work must be accomplished by the written page, and it has its advantages in that it calls out accurate statements that can be analyzed at leisure.

The society should be put on an unimpeachable financial basis, that it should be centralized so as to avoid so that the continuity of a series of popular education along horticultural lines could be carried out without delay. That the best means to carry out the main purpose of the society will be gained by the sponsoring of a viable official organ, and that the society should be brought as close to the members as consistently with these aims objects will permit. Probably as quick as some form of policy of realization, lengthy discussion, and inaction, and probably very little will be accomplished by appealing to the country at large at this time. The popular appeal should come later when a concrete object can be exhibited. It is quite a difficult task to make a popular appeal without a concrete proposal. It would seem to be the best policy and the duty of those most interested to get all the best possible advice and information and proceed at once to put the organization into shape. In this case an executive committee of ten should be formed at once to get the project under way. All of those interested will certainly stay once the society is an accomplished fact.

With regard to appointing the organization committee I am pleased to state that I have no such confidence in your good judgment in the matter that I am quite willing to turn over to you any appointive privilege that might be attributed to me as between gentlemen, and it is, therefore, settled that you are to appoint this committee. It appears to me, however, that this committee should be appointed with as little delay as is consistent with a policy of getting the proper personnel on said committee. The number should be quite restricted so that it may function effectively, and a secretary you wish should be appointed by you to keep it going. All members appointed should be interested in the broad outlines of the proposal, and they should subscribe to the fundamentals.

I have not given the personnel of the committee much thought, but the following occurred to me quite spontaneously as fit organization committee members:

Mr. Thomas H. Smith (North Dakota)
Mr. F. L. Smith (Ontario)
A. C. Hoadley (Massachusetts)
Mr. A. B. Smith (Iowa)
William George (New York)

Of course we want you on the committee, and should you see fit not to include yourself as its president then the members you appoint will without doubt elect you as one of their number as we need your counsel and advice. The committee selected by you can be incorporated with the statement along the lines that it is absolutely impossible to appoint all of those who are qualified to write on the committee, but that a practical problem has to be solved and a nucleus was necessary.

It seems to me that the society can be brought into being by getting a nucleus of members, the society can be brought into being by getting a nucleus of members, the society can be brought into being by getting a nucleus of members, the society can be brought into being by getting a nucleus of members.

Feb. 15, 1922

Mr. Madison Cooper,
Calcium, N. Y.

Dear sir:

I beg leave to send along some further observations on our National Horticultural Society. My ideas on certain phases of the proposal are rapidly crystallizing after a most thorough study of the points involved.

After investigating the matter exhaustively, I find that most societies of this nature were organized by a comparatively small band of public minded men and women, and that the popularizing was accomplished afterward. I think your experience will bear this out. It would be ideal, as we had hoped, to bring to-gether a great number of amateur horticulturists to do the work, but I fear that we have been a little too optimistic, and I feel that the work will necessarily have to be done by a comparatively small number of amateur horticulturists of the United States who have the interests of all at heart. Each phase of the proposal demands detailed study such as few will be able to give it, and little but confusion would result in calling out the surface criticisms of a great number. We want action, and not discussion. All would agree that the society should be put on an unimpeachable financial basis; that it should be centralized to an extent so that the continuity of a broad policy of popular education along horticultural lines could be carried out successfully; that the best means to carry out the main purpose of the society will be gained by the sponsoring of a virile official organ, and that the society should be brought as close to the members as consistency with these main objects will permit. Probably no good can come from a policy of vacillation, lengthy discussion, and inaction, and probably very little will be accomplished by appealing to the country at large at this time. The popular appeal should come later when a concrete object can be exhibited. It is quite a difficult task to make a popular appeal without a concrete proposal. It would seem to be the best policy and the duty of those most interested to get all the best possible advice and information and proceed at once to put the organization into shape. To this end an organization committee of six should be formed at once to get the project under way. All of those interested will certainly step into line once the society is an accomplished fact.

With regard to appointing the organization committee I am pleased to state that I have so much confidence in your good judgement in the matter that I am quite willing to turn over to you any appointive privilege that might be attributed to me as between gentlemen, and it is, therefore, settled that you are to appoint this committee. It appears to me, however, that this committee should be appointed with as little delay as is consistent with a policy of getting the proper personnel on said committee. The number should be quite restricted so that it may function effectively, and a secretary pro tem should be appointed by you to keep it going. All members appointed should be instructed as to the broad outlines of the proposal, and they should subscribe to the fundamentals.

I have not given the personnel of the committee much thought, but the following occurred to me quite spontaneously as fit organization committee timber:

Mrs. Fannie S. Heath (North Dakota)
Dr. F. E. Bennett (Ontario)
H. G. Reading (Pennsylvania)
Mrs. A. H. Austin (Ohio)
Madison Cooper (New York)

Of course we want you on the committee, and should you see fit not to include yourself on the committee then the members you appoint will without a doubt elect you as one of their number as we need your counsel and advice. The committee selected by you can be introduced with the statement along the lines that it is manifestly impossible to appoint all of those who are qualified to serve on the committee, but that a practical problem has to be solved and that a choice was necessary.

With an organization committee in charge, the society can be brought actually into being by putting through Congress an act incorporating the society, and if it seems advisable, a convention can be held later to ratify the fact and adopt a constitution and by-laws.

In working on a suggested constitution and a proposed national act, I have encountered several questions that I have not been able to finally

dispose of to my satisfaction. For instance, should the officers be elected by the members, or should the members elect a board of trustees, and said board to elect the executive officers? It seems to me that it will not be practical to have the executive officers elected annually by the members on account of the great number and wide distribution of the same. The executive officers should be live ones, and continuity in office should be unbroken so that a definite policy can be carried out. This is quite evident to all it seems, but the point must be settled otherwise the society will accomplish little. In a smaller society it might be best to elect the officers annually but in a national society of this nature such a policy would be positively detrimental.

And I have not even attempted to solve the matter relating to the connection with THE FLOWER GROWER as official organ. How could this problem best be solved? Your ideas on this point will be awaited with interest.

I am accumulating much valuable data, and when I reach the University for the Spring quarter, I will allot part of my time to the working out of my mature report on the entire proposal. For the present I am working on various phases during my spare moments, and I have worked out these quite in detail in most cases. I find that this is the best way to reach a conclusion for after trying out all possible cases, I finally am able to decide upon a course after submitting the ideas to the severe test of my own scrutiny and the constructive criticism of others.

I will write again as soon as I get the time.

Very truly yours,

HT:GG

P.S. I would be pleased to receive a proof of the article for the March issue if the sending of the same will not inconvenience you.

It seems true that there is hardly a question as to the advisability, and also the practicability of founding a national horticultural society, and in taking any further steps we should proceed on that principle. It should be our aim to assist the cooperation of as many amateurs as possible, but we should not forget that the movement is not started from its original purpose, and steps should be taken at the earliest moment to settle this point beyond all doubt of a misarrangement, and we should think seriously as a method to be employed.

Probably the suggested method of procedure will be as follows:

- (1) Formation of an organization committee of well known persons who are wholeheartedly in favor of the project;
- (2) This committee to decide upon the broad outlines of the organization and to proceed at once to get through Congress an act incorporating the society;
- (3) This committee further to arrange for a convention at Chicago during the first week in December 1902, and invitations to be extended to amateur horticulturists of the United States and Canada;
- (4) The committee to approve the work of the organization committee and select a constitution and by-laws.

There is no alternative method of procedure, and it may even be advisable to make this method one of getting on with it, if there should be any doubt as to the wisdom of a convention. This method would be very simple, and the matter would be settled once and for all. The committee would be left to choose. I think the horticultural society would be better in this way.

Feb. 14, 1922

Mr. Madison Cooper,
Calcium, N. Y.

Dear sir:

I received your kind letter of Feb. 10th., with reference to the national horticultural society, and in reply want to say that during the past few days I have devoted most of my spare moments to the working out of this proposal. The only trouble I find is that I am so thoroughly saturated with the subject that I do not know where to begin for each of the various phases have a gripping hold on me.

Regarding the general situation I feel as I have always felt, and no possible event can ever discourage me, and I welcome constructive criticism from others. I see no reason why the amateur horticulturists should work in detached groups or independently, and be satisfied with present meagre results. I see no reason why we as amateurs should not create a community of interest; a voluminous literature, and leave our impress upon the Country by the practical application of our precepts. I have felt this long before the late war, but while in France, away from my native land, I saw clearly what might be accomplished, and it has been my aim ever since to do what little I might be able to do to help launch such a movement. I feel certain that with the aid of enthusiasts we will be able to make it go in the near future.

With reference to putting down the article, I feel that your advice was timely as it is probably best to leave it to the national societies as to whether or not they desire to affiliate. If we press them more than we have done, they may even resent the matter it stands, we have left the matter open for them, and they can affiliate at once, or if they decide otherwise, they can go their independent course as long as they so desire, but I feel quite strongly that eventually they will all affiliate when they realize the benefits to be derived from such affiliations.

With reference to your statement about the distribution of dues, I beg to say that I figured that "Garden-Lore" would be the greatest good the members would derive from the society, and I feel that whatever part of the dues should be expended toward that end, but it may be all right to change it as you suggest if it would be advisable to do so. You will realize that you have had concrete experience to guide you in this matter and your advice certainly is to be listened to in this particular. If you think that the dues will probably be distributed as you suggest anyway, then it would be best to make the change at once so that all efforts expended in expounding the proposal will count.

I want to thank you for introducing me to Mr. Reading, and I have written to him, and I trust that he will help us. If you know any other enthusiasts who may be glad to aid such a movement, I would be pleased to write to them also. In this way we can work up timber for the organization committee.

It seems true that there is hardly a question as to the advisability, and also the practicability of founding a national horticultural society, and in taking any further steps we should proceed on that principle. It should be our aim to enlist the cooperation of as many amateurs as possible, but we should make certain that the movement is not diverted from its original purpose, and steps should be taken at the earliest moment to settle this point beyond all doubt of a miscarriage, and we should think seriously on a method to be employed.

Probably the soundest method of procedure will be as follows:

- (1) Formation of an organization committee of six enthusiasts who are wholeheartedly in favor of the project;
- (2) This committee to decide upon the broad outlines of the organization and to proceed at once to put through Congress an act incorporating the society;
- (3) This committee further to arrange for a convention at Chicago during the first week in December 1922, and invitations to be extended to amateur horticulturists of the United States and Canada;
- (4) The convention to approve the work of the organization committee and adopt a constitution and By-laws.

There is an alternative method of procedure, and it may even be advisable to adopt this method way of gaining an end, if there appears to be any doubt as to the outcome of a convention. This method would entirely safe, and is the method followed in forming most societies of this nature. Nothing is left to chance. I think the American Peony Society was formed in this way.

Briefly stated, this second method is as follows: a committee of 10 or 15 amateurs may be formed, and this committee decides upon all details, incorporates the society by act of Congress, adopts a constitution, and is entirely responsible for the founding of the society. This approaches closely the formation of a business corporation and public institutions.

These are two methods that may be employed to gain an end, but at this writing I do not cast my vote in favor of either for I want to keep my mind open as long as I possibly can. It will do no harm to think seriously on this matter and forethought here certainly will be better than afterthought I would be pleased to know your thoughts on this point.

Your suggestion regarding bulletins for affiliated special societies is original, and sounds good to me, and the more I think it over the more it appeals to me. Such an inducement may do much to bring special societies into the fold.

I am expending much thought on the symposium, and your observation about the lack of explanatory matter in it is well founded, but I figured that those who receive it should refer to THE FLOWER GROWER, and that the few who might not have access to that publication could write for further particulars. As the proposal is in the making, I did not think it proper to circulate any detailed outline of my own in the questionnaire. I plan to send out the blanks sometime in March, but I will send a copy of the final form to you for your O. K. In thinking this matter over, strangely, I am always confronted by the thought: should it be sent to societies or to individuals? This is a move that should be very carefully considered and I have been giving it much thought, but I have not made up my mind finally. Any further thoughts you may have on this matter will be appreciated, and in making out the final form I will give due consideration to your observation about explanatory matter.

Very truly yours,
HT:GG

P.S. Would it be advisable to write to Dr. F. E. Bennet and sound him out on this matter?

SUBSCRIPTION PRICE \$1.50 PER YEAR
THREE YEARS FOR \$3.50
FOREIGN 25c PER YEAR EXTRA

THE FLOWER GROWER
For all who grow flowers
ESTABLISHED 1914

PUBLISHED MONTHLY BY
MADISON COOPER

CABLE ADDRESS:
"MACOOPER" CALCUMNEWYORK
WESTERN UNION CODE

CALCUM, N.Y. Feb. 10, 1922.

Hamilton Traub,

Henning, Minn.

Dear Sir:-

Your favor of the 6th inst. with enclosures as stated to hand. Also your favor of the 2nd inst. with enclosure of first draft of your symposium or questionnaire to be sent out. As your letter of the 6th has a new form it will not be necessary for me to reply in connection with your first one, with nine clauses.

I had some notations made, but nothing serious, criticising the general scheme. The most important point that I thought of was that you are not sufficiently enlightening the people to whom these questions are to be sent, as to the advantages of the proposed horticultural union. In other words, while you have set this forth very fully in your article in THE FLOWER GROWER you have omitted to more than outline same in your paper with the five questions. It is, therefore, my impression that it will be necessary to send with the questions the article, as it appears in THE FLOWER GROWER, in order to make a comprehensive and understandable appeal to the people whom you wish to have consider it. In other words, you ask five questions bearing on whether the proposed union is desirable and best means of organizing, but you do not sufficiently outline the proposition so that questions may be answered understandingly. Am I not right?

I think your first article, with the table, is already in type, but have not had proof of it. Anyway, it will be easy to make changes, as per your corrected copy, which is to hand.

protected, and the details of such a contract you will probably be most able to suggest.

I think I have suggested that an organization committee of six should be appointed to arrange for a national convention. These members should all be in favor of the fundamental principles of the proposal, and should not be appointed unless they are known to favor the proposal heartily. The invitation to the convention should be sent to amateurs in the main for in this way we can keep out the main busy bodies who have an axe to grind and who may attend with the object of causing a split. Such precautions are probably

H. T. -3.

initiative you would be the one until you turn over such appointed power to me by preference.

It is my honest impression, aside from any personal interest in THE FLOWER GROWER, that you are right that unless such an organization could have an established publication to start with that its chances would be slim for a while. To establish such an organization and get a corps of people together who would probably handle it is the next thing to an impossibility. Of course, it could be done, but such things are built by time and not created over night.

With reference to regional organizations: This is a matter which perhaps I am more at fault in, in not properly studying your plans, than you are in not explaining more carefully. I am a little hazy on this matter, anyway, and have been right along in connection with other societies. I really don't know just how they do it, but the American Iris Society works it all right and I think one or two of the others.

There is no doubt about THE FLOWER GROWER, that ~~is~~ ~~xxxx~~ an organization to be of most value to all concerned ~~that~~ the publication is the cornerstone, just as you say. Not only to start it, but to keep it going, there will be so many members at distant points that cannot be reached to advantage otherwise. While many members are in cities and can have organizations yet I must say that the small towns contain more people who are interested in such a movement.

One more thought occurs to me, and that is that in addition to "Garden Lore" twelve times per year that if the national society wanted to join in in some way that they could have extra numbers,

protected, and the details of such a contract you will probably be most able to suggest.

I think I have suggested that an organization committee of six should be appointed to arrange for a national convention. These members should all be in favor of the fundamental principles of the proposal, and should not be appointed unless they are known to favor the proposal heartily. The invitation to the convention should be sent to amateurs in the main for in this way we can keep out the main busy bodies who have an axe to grind and who may attend with the object of causing a split. Such precautions are probably

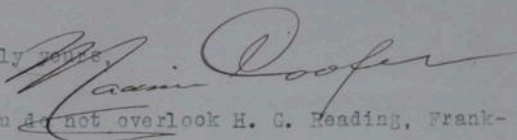
H. T. -4.

three or four times per year, which would take the nature of bulletins for their special organization. In other words, while they would have ~~xx~~ regular numbers of "Garden Lore", yet they would, in fact, take the place of bulletins and could be issued at much lower cost to the society, and reach a much larger number of people, if desired. This, so far as I can see, is a matter which will necessarily be worked out later, but I want you to think about it in this connection. This could be extended indefinitely to take care of any number of organizations that might desire it. In other words, it could be extended up to an issue each week during the year, if desired, although some of these issues might be comparatively small. However, I think just as you have it that it is best to start with monthly issues, but I am under the impression that general headquarters ought perhaps to have ^{the} \$1 of \$2.50, and that \$1.50 ought to be enough for "Garden Lore". Then if we make non-members pay \$2.00 for "Garden Lore" this will only cost 50¢ extra to belong to the organization and surely most everyone would do that.

However, I think you will have something more to say along this line directly and I am waiting to hear from you further.

As before stated, I see no objection to your five questions planned, except that you have not given the matter sufficiently detailed explanation.

Very truly yours,



P. S. Would suggest that you ~~do not~~ overlook H. C. Reading, Franklin, Pa., in sending out your printed matter and incidentally if you

protected, and the details of such a contract you will probably be most able to suggest.

I think I have suggested that an organization committee of six should be appointed to arrange for a national convention. These members should all be in favor of the fundamental principles of the proposal, and should not be appointed unless they are known to favor the proposal heartily. The invitation to the convention should be sent to amateurs in the main for in this way we can keep out the main busy bodies who have an axe to grind and who may attend with the object of causing a split. Such precautions are probably

H. T. -5.

have time write him at once. He has written quite extensively for THE FLOWER GROWER and I know the man personally, and he is really the very "salt of the earth." His assistance and advice will be valuable.

M.C.

protected, and the details of such a contract you will probably be most able to suggest.

I think I have suggested that an organization committee of six should be appointed to arrange for a national convention. These members should all be in favor of the fundamental principles of the proposal, and should not be appointed unless they are known to favor the proposal heartily. The invitation to the convention should be sent to amateurs in the main for in this way we can keep out the main busy bodies who have an axe to grind and who may attend with the object of causing a split. Such precautions are probably

Caloium, N. Y.

Dear sir: I have a little more time to-day, and I shall answer your letter a little more in detail as I had intended to do yesterday. In my haste I may have forgotten to sign my letter of Feb. 6th., and I am sending you my copy properly signed, and you may return one copy to me for my files.

After reading your last letter I am forced to admit that you have done as much, if not more, constructive work on this proposal than I can claim. And I wish to state in explanation of my suggestions to date that aside from the suggestion regarding "Garden-Lore", these suggestions are merely tentative and are not to be considered my final recommendations. I believe in keeping my mind open as long as possible, and I realize that the administrative phase demands much study. I have taken steps toward accumulating the necessary materials for an intensive study of this subject, and I have started to draft a suggestive outline for a constitution or articles of incorporation. This will be the greatest problem that will come up at the convention, if called, and most of the work will have to be done beforehand. If you have any materials, or if you can make any suggestions, that might be helpful, I would appreciate it should you favor me with the same. Copies of the constitutions and articles of incorporation of existing floral societies will be helpful for one should always benefit by all that have been done before.

Although I have made almost all the arrangements for sending out the questionnaires I am losing my faith in this method of approach, and as you suggest, it may not give us the desired result. At any rate, I will send it only to the local societies if it is sent out at all. You will also notice that in the latest form of the questionnaire I have left out the detailed questions, and I have made it quite general in nature. The chances are that replies to detailed questions would be given without due consideration, and these replies would have some binding force on the convention members. These detailed points should be worked out by experts as a measure of required expediency, and all that any questionnaire should seek to determine is the general feeling regarding the proposal.

I am quite certain that your point regarding the petty jealousies that may arise is well taken, and there are other influences that are probably just as undesirable. I would not be a bit surprised if some of the self elected aristocrats would do all in their power to prevent the founding of a horticultural union on democratic principles as outlined. Their stand seems to be that a few experts should investigate and hand down the information to the average man who is not capable of independent thinking according to their ideas. My stand would be to get all amateurs interested in doing independent study and research work even if the level is not quite so high, and it will at least reflect the progress of the great majority. My reading of your editorials in THE FLOWER GROWER I am of the opinion that probably you have somewhat the same feeling. The GARDEN MAGAZINE and COUNTRY LIFE, for instance, it seems to me, are probably dominated by such a philosophy. I always have the feeling as if British aristocratic standards are being imposed on one when I read these publications, whereas, in reading THE FLOWER GROWER I am at home. The subject matter in the former periodicals are to my mind so very formal and cold that I rarely become thoroughly interested in them. My main point is that these antagonistic influences should be ruled out and ignored for the two philosophies are opposed to each other and will clash until one is the victor.

I am convinced of one point, and that is that the Union should not found its own publication. I have had intimate connection with the founding of the American Legion in Minnesota, having been a member of the first State executive committee, and I have observed the vicissitudes of the American Legion Weekly. This publication almost went under on several occasions, and a great amount of money was wasted before it was put on a business basis. We want no such experience. This point can be impressed upon a convention, and we should have no difficulty in making THE FLOWER GROWER the official organ of the Union. An arrangement can be made satisfactory to you whereby your rights will be protected, and the details of such a contract you will probably be most able to suggest.

I think I have suggested that an organization committee of six should be appointed to arrange for a national convention. These members should all be in favor of the fundamental principles of the proposal, and should not be appointed unless they are known to favor the proposal heartily. The invitation to the convention should be sent to amateurs in the main for in this way we can keep out the main busy bodies who have an axe to grind and who may attend with the object of causing a split. Such precautions are probably

-2-

Dear Sir: Your valued letter dated Feb. 28th., was received to-day, and necessary as a matter of expediency. The founding of a society is much like the founding of a government---de facto proof is usually all that is needed, and once we have the organization well under way, we ought to be able, in the next few years, to enlist a following of at least 200,000, and probably even a greater number. Of course, I understand that the founding of such an organization is a different matter from that of founding an Iris or a Peony society, and we must be very careful in every move we make otherwise other influences may divert the movement in their direction as you suggest in your letter.

After the appearance of the article in the March issue, we should wait several months to allow detached amateurs to discuss the proposal in the columns of THE FLOWER GROWER, and we should however be prepared to answer all questions put to us regarding the proposal, and a little later the organizing committee should be appointed so that no outside interests will be able to step in. Of course, this is only my view of the situation, and I may be wrong in my diagnosis but I have a strong feeling that too much freedom for intervention will divert the movement in the wrong direction. It might be a good plan to add an editorial note to the article asking amateurs to express their views (and that the columns of THE FLOWER GROWER are open to them) as the organization is primarily for the amateur. This should call our replies from those whom we most want to reach. On my part, I will go ahead with the questionnaire. Very truly yours, H. G. C.

HT:GC

As far as I am concerned it is understood that THE FLOWER GROWER is to be the official organ of the Union, and if we are tactful in organizing, we can certainly make this the cornerstone of the whole structure. We should enlist the cooperation only of enthusiasts, and we should avoid the "hobbyists" entirely. We ought to get a sufficient following from the rank and file of THE FLOWER GROWER subscribers to get the thing organized, and then the work of forming local clubs in all the cities can be pushed vigorously. After the proposal has been discussed for some time it would be wise for you, for instance, to appoint an organizing committee of six or eight to arrange for a national meeting in Chicago to be held in the first week in December. Then the thing could be properly launched, and the new arrangement would go into effect on Jan. 1, 1923 with THE FLOWER GROWER renamed "GARDEN-LOVE" as the official organ. In the constitution proper safeguards could be included to protect your just rights for it certainly should not be left to the varying caprices of good or bad fortune as to how long the arrangement should last. I am certain that without the aid of an established publication this beneficial movement will receive a setback of at least a decade. It will come eventually, there is no doubt in my mind as to that.

In regard to national organizations, I fear that I have not made myself plain, and I suspect that we shall probably also agree on this point if I had explained a little better. In a great country such as ours, it is impossible for one man to attend to all the parts to attend national organizations, and I am sure that we shall agree on this point.

would like to say, and I will write you more in detail in a day or two. Of course you will realize that this is genuine pleasure to me, and I spend most of my spare time of this my pet hobby---I have another hobby---physical training.

Very truly yours,

Hamilton Traub

Feb. 6, 1922

Mr. Madison Cooper,
Calcoium, N. Y.

Dear sir: Your valued letter dated Feb. 4th., was received to-day, and I welcome your illuminating criticisms. With perhaps one exception I agree with your suggestions in principle, and I have not hesitated to make good use of your advice.

Using your valued letter as a text, I have made some changes in the article as first submitted, and I think that it is a wise move to incorporate these changes into the article so that we may anticipate most of the criticism from outside sources. I have taken the copy of the article from my files and I have indicated the corrections. You will note in the outline that I have changed it so that "Garden-Lore" is to be published monthly; annual dues have been reduced to \$2.50; \$2.00 to go to the publisher of "Garden-Lore", and 50¢ to General Headquarters. Non-members can subscribe to "Garden-Lore" by paying \$2.00. I am, indeed, glad that you made this valuable suggestion for it certainly will appeal to a greater number if dues are kept down to the minimum, and if we expend the proper efforts in organizing, we can enlist such a large membership that we can keep the dues at a low figure. This in itself will be the best argument in favor of the proposal.

At this writing, I, too, am convinced that an organization of this kind should be launched independently of the national societies, and I base my stand on the fact that these organizations by their very nature have not made any great effort to actively enlist the cooperation of the average amateur, and then too they are quite weak numerically. Of course I do not discount the good work they have done, and I must not forget that I belong to two of them myself. I am therefore making radical use of the pruning shears, and I have cut out all but the local gardening clubs from the survey to be covered by the informal symposium. Although I have had all the envelopes already addressed, I shall send the blank only to the local garden clubs. It seems clear that if one delivers oneself into the tender mercies of the state and national societies and the fruit growers, one might get anything but the desired response.

As far as I am concerned it is understood that THE FLOWER GROWER is to be the official organ of the Union, and if we are tactful in organizing, we can certainly make this the cornerstone of the whole structure. We should enlist the cooperation only of enthusiasts, and we should avoid the "knockers" entirely. We ought to get a sufficient following from the rank and file of THE FLOWER GROWER subscribers to get the thing organized, and then the work of forming local clubs in all the cities can be pushed vigorously. After the proposal has been discussed for some time it would be wise for you, for instance, to appoint an organizing committee of six or eight to arrange for a national meeting in Chicago to be held in the first week in December. There the thing could be properly launched, and the new arrangement would go into effect on Jan. 1, 1923 with THE FLOWER GROWER renamed "GARDEN-LORE" as the official organ. In the constitution proper safeguards could be included to protect your just rights for it certainly should not be left to the varying caprices of good or bad fortune as to how long the arrangement should last. I am certain that without the aid of an established publication this beneficial movement will receive a setback of at least a decade. It will come eventually, there is no doubt in my mind as to that.

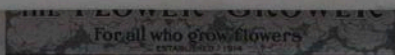
In regard to regional organizations, I fear that I have not made myself plain, and I suspect that we would probably also agree on this point if I had explained myself a little better. In a great country such as ours, it will be impractical for most members in distant parts to attend national meetings, and each regional district could have its own exhibition sponsored by General Headquarters thus bringing the benefits home to the members. I did not mean to propose a regional organization, but merely a regional consciousness, and the only executive officer would be the regional Vice-President.

I have written the above hurriedly and there is much more that I would like to say, and I will write you more in detail in a day or two. Of course you will realize that this is genuine pleasure to me, and I spend most of my spare time of this my pet hobby---I have another hobby--physical training.

Very truly yours,

Hamilton Throck

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CABLE ADDRESS
"MACCOOPER" CALCIUMNEWYORK
WESTERN UNION CODE

PUBLISHED MONTHLY BY
MADISON COOPER

CALCIUM, N.Y. Feb. 4, 1922.

Hamilton Traub,

Henning, Minn.

Dear Sir:

Your favor of the 28th ult. enclosing article outlining the proposed international horticultural union is to hand.

Have read this over a couple of times, several days apart, so that I could get a more comprehensive idea of it. The proposition is so staggering and you have worked it out in such detail that I have difficulty in grasping it. Your handling of the matter seems to be exceedingly good, and there are, of course, opportunities for suggestion and criticism, but I wish to compliment you on the thorough way in which you have gone into this matter and I am really quite surprised that you are able to do so much with it as you have in so short a period.

Speaking generally, I should say that the main suggestion would be, and I think you have suggested this, too, that you have worked the matter out in rather too much detail to serve as an outline for a start. No, that is not just what I want to say. What I meant to say is that your outline is all right enough, but I don't know just how you can get it started on so gigantic a scale. The practical feature which interests me most is the publication and I see at once that it will be a rather large undertaking to publish three issues of THE FLOWER GROWER or "Garden Lore", if that is a better name, and I guess it is, per month. At least, to start with. Could it not be worked out in a way so that THE FLOWER GROWER could serve as the official organ of the society or union, published once a month? and then gradually

has been impossible to secure a complete list of the local gardening societies in North America, and your valued cooperation is again needed. Kindly give below the titles and addresses of gardening societies in nearby cities so that these may also be included in this symposium.

increased in number of issues per month, as circumstances would warrant?

Then the second thought is that your membership fee of \$6 per year will stagger a good many people who might be interested in this proposition. True, we expect to give them more for \$6 per year than they could get for more than twice this in any other way, but as a start the \$6 per year membership ^{fee} looks big. Can't you figure it out in the way of a limited membership in some way, so that twelve issues per year could go to members for a longer period? For instance, we are starting already with THE FLOWER GROWER with a large subscription list, and it would be necessary to carry this subscription list along in some way and give them what they have already paid for or more if feasible, but, of course, subscribers only having paid \$1.50 per year, or \$1 per year through the floral societies, cannot expect to get thirty-six issues per year. However, this is only by way of suggestion.

The third point that occurs to me is that your proposed horticultural union is going to meet opposition from the national floral organizations already established and this, as I see it, mostly as a matter of jealousy. For instance, Gladiolus growers will think that the proposed organization will do as much for the Dahlia and the Iris as it will for the Gladiolus, whereas they want something special. I can even see a little feeling of jealousy in the organization which may, in time, develop into the publishing of a paper of their own. This idea of starting a publication seems to appeal to many people who know little of the details of it. It is much easier to start such a thing than to keep it going, after it is started. However, the main thought is that the support for your proposed union will be from the real amateurs who have a general interest in flowers. Therefore, I

has been impossible to secure a complete list of the local gardening societies in North America, and your valued cooperation is again needed. Kindly give below the titles and addresses of gardening societies in nearby cities so that these may also be included in this symposium.

would, to an extent, ignore the already established national organizations, but I would go strongly after the local horticultural societies.

Then here is a thought, that you run up against organizations, the members of which are mostly fruit growers.

I have tried to give you roughly some thoughts to work on and what I have said is not, in a general way, criticism of your scheme. Your scheme is good and it can be made workable, but I think you have had business experience enough to know that conflicting interests and petty jealousies play a big part in matters of this kind and will be likely to work very largely against your proposed organization. But don't let this discourage you or let my pessimistic remarks discourage you. While by nature I am an enthusiast I am, by training, a conservative and usually avoid trouble by anticipating it.

Your program is decidedly an ambitious one and I am wondering if it were wise to put so much into your second article on this subject. However, perhaps it is just as well to "nail your colors to the mast" and then simply discuss it and work out the points, as I am trying to help you work them out by the above suggestions.

Perhaps it will be well to put in a disclaimer somewhere, and explain that the proposed organization is ^{only} to be for the mutual benefit of all members and with no pecuniary advantage to any one concerned. And I want to say in this connection, as publisher of THE FLOWER GROWER, or "Flower Lore", if the name should be changed as suggested, it is not my thought to make the connection a money making one. As I wrote you, I think, THE FLOWER GROWER was undertaken for love of the work and I ought to continue it for that reason. Of course, any enterprise

has been impossible to secure a complete list of the local gardening societies in North America, and your valued cooperation is again needed. Kindly give below the titles and addresses of gardening societies in nearby cities so that these may also be included in this symposium.

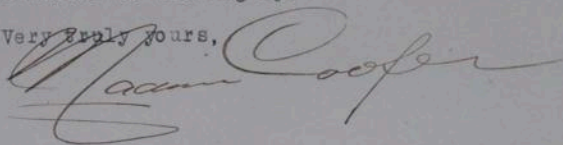
H. T. -4.

must be self-sustaining in the long run or it falls of its own weight. THE FLOWER GROWER has gone through some rather strenuous times and is now on what might be called a substantial basis, but it always seems that when I get to a point where it looks as though things were going to pay ~~ax~~ that improvements or changes of various kinds seem to prevent.

I want to suggest further that you should appeal to detached amateurs as members of your proposed organization. Don't depend too strongly on societies. I believe that such an organization as you propose could be worked up independent of any existing organizations whatever, and that regional organizations, etc., are not really necessary. However, it is right to work it along the lines of your suggestion first and if we can get some of the organizations to go in on this to start with it will at once give it standing.

I am going to try and get your article into the March FLOWER GROWER, although we are already mostly in type and this article of yours will occupy, I think, about two pages, perhaps more. As I wrote you, there is no objection to using all the space necessary and I am glad to have you go into this matter so thoroughly.

Very truly yours,

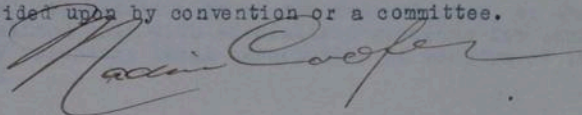


P. S. I did not answer your reference to mentioning THE FLOWER GROWER specifically: So far as I can see there should be no objection to this, as I should say that this was an important part of the program. Of course, it need not necessarily be THE FLOWER GROWER, but some publication would be the salient feature of the organization and I

has been impossible to secure a complete list of the local gardening societies in North America, and your valued cooperation is again needed. Kindly give below the titles and addresses of gardening societies in nearby cities so that these may also be included in this symposium.

think your suggestion that THE FLOWER GROWER being a good publication would give the proposed organization a big advantage, and I think it wise to include THE FLOWER GROWER in all of your calculations. In other words, if this is left out or left optional it is possible that antagonistic influences might come into a convention which would set this aside and which might establish a new publication or perhaps throw the influence to some other already established. Naturally I have a selfish influence in this, and I am quite frank about it.

If I lend you my aid in putting the proposed organization forward naturally I expect that THE FLOWER GROWER will be the official organ, but, of course, I understand that the matter is quite indefinite and that you have no authority to act in the matter, and that this will necessarily be decided upon by convention or a committee.



VI. As there is no central clearing house for floricultural knowledge it has been impossible to secure a complete list of the local gardening societies in North America, and your valued cooperation is again needed. Kindly give below the titles and addresses of gardening societies in nearby cities so that these may also be included in this symposium.

Dear Horticultural co-worker:

Henning, Minn.,
March 2, 1922.

The proposal of organizing a national (and possibly an international) horticultural society in North America has been suggested from several quarters in the past months, and this informal and preliminary symposium is conducted by the writer, (a life long amateur horticulturist), for the purpose of ascertaining the sentiment for or against this proposal. The sole purpose is to clarify this matter, and the filling of this blank does not create any obligation whatsoever on the part of anyone, and any statements made are to be taken merely as an expression of opinion to serve as a working basis for any further action. These blanks have been sent to all the local gardening societies in North America that are known to the writer, and the opinions expressed in the replies ##### received will be cast into a concise outline, and given to the horticultural press through THE FLOWER GROWER, Calcium, N.Y., as announced by the writer in that publication in the March 1922 issue. All to whom this blank is sent are kindly requested to fill the same as soon as convenient and return it to the writer at Henning, Minn.

Your valued cooperation in this matter will be considered a great favor to the writer personally who wishes to do all in his power to stimulate a more general interest in gardening in North America.

The writer##### takes this opportunity to thank you many times for this kindness.

Hamilton Traub

I. BY WHOM FILLED?

Address:

II. ARE THE MEMBERS OF THE SOCIETY YOU REPRESENT IN FAVOR OF THE GENERAL PRINCIPLE INVOLVED IN THIS PROPOSAL?

III. GENERAL NATURE OF THE ORGANIZATION.

(1) Should the national organization be on the federal plan, or should it consist of a centralized unit with specialized sections for study purposes, and##### voluntary local association of members of the national organization?

(2) Are they in favor of an international federation of the horticultural societies of the world?

IV. ORGANIZATION MEETING.

(1) Would it be advisable to call an organization meeting to consider this proposal?

V. REMARKS. Kindly state in detail the action taken by your society, and give any other suggestions. Include also your personal reaction to this proposal, if agreeable.

VI. As there is no central clearing house for floricultural knowledge it has been impossible to secure a complete list of the local gardening societies in North America, and your valued cooperation is again needed. Kindly give below the titles and addresses of gardening societies in nearby cities so that these may also be included in this symposium.

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For all who grow flowers
ESTABLISHED 1914

PUBLISHED MONTHLY BY
MADISON COOPER

CABLE ADDRESS:
"MACCOOPER" CALCIUMNEWYORK
WESTERN UNION CODE

CALCIUM, N.Y. Feb. 24, 1922.

Hamilton Traub,
Henning, Minn.

Dear Sir:-

Your favor of the 16th inst. came duly to hand and I have delayed a little in replying, hoping to pick up some names of people who would prove valuable to you. I thought there would be a lot of them that I could dig up, and there are a lot, but I wanted to get the cream of the lot.

I think the outstanding personage that comes to my mind after thinking of it is Mrs. Francis King, Alma, Michigan. I know the lady personally and she has written extensively for publication. Perhaps she might not, therefore, be counted an amateur, as she has made quite a little money out of her writings and I guess she writes nothing much but for which she is paid. Also she has her time much taken up with all sorts of things, being president of the "Woman's Farm and Garden Federation", or whatever it is called, and I judge social matters occupy a lot of her attention, although I am guessing at this somewhat. Therefore, if you consider Mrs. Francis King you must consider her probably for her name and position rather than for what she might actually do, although I have an idea that she might attend an organization meeting.

Then there is W. F. Christman, Secretary Northwestern Peony and Iris Society, and of him you probably know as much as I do. I am afraid, however, that he is a professional, as he has been writing on the stationery of the Franklin Nursery Company.

W. F. Christman a complete pronouncing dictionary of horticultural plant names; color charts, etc.;

(3) Registration of all horticultural varieties of plants; commending varieties of real merit; encouraging the production of valuable varieties, and discouraging the production and propagation of inferior forms;

(4) Encourage horticultural research along all lines by establishing a central horticultural library; herbarium; horticultural research laboratory; botanical garden; arboretum; test gardens; national exhibition hall, museum;

Then there is Chestine ^WGoady. You have probably read her writings and there are some of her writings in THE FLOWER GROWER, but at the moment I can't recall her post-office address. Brand named one of his Peonies for her. You perhaps know the lady.

Then there is Mrs. Gertrude Ellis Skinner, of Austin, Minn. She has written somewhat for THE MODERN GLADIOLUS GROWER, but I think not for THE FLOWER GROWER. I have had quite a little correspondence with Mr. Skinner.

Then there is T. Dabney Marshall, of Vicksburg, Miss. Met him at one of the flower shows. He is a lawyer by profession; a man advanced in years and in poor health, but yet an enthusiastic flower grower, and would prove useful as an organizer, I think.

The next man I think of is Frank C. Evans, Crawfordsville, Ind. He is an experienced business man in the real estate and loan business, I think, and has made a specialty of birds and is president of the ^{Lud.} Audubon Society. He has not written anything for THE FLOWER GROWER, but I have had quite a little correspondence with him and he seems to be O. K. in every way.

Then there is Major George Churcher, Woodcote, Alverstoke, Hants, England, but as he would be in a foreign country so far as the original organization was concerned you might not consider him.

Had a letter from H. G. Reading, Franklin, Pa. Said you had written him and that he had replied, but he wrote a very short letter. Guess he is not very enthusiastic on the subject.

This brings up a thought: Right off the bat our proposition ought to be made clear to the amateur. In other words, we should be able to approach them with a definite proposition decidedly to their

For publication a complete pronouncing dictionary of horticultural plant names; color charts, etc.;

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advantage. Take Reading for instance: He is an exceedingly keen man and a real amateur flower growing enthusiast. Our proposition should have appealed to him on sight and possibly the reason why it did not was because the advantages of it were not put in concise enough form. Please understand that I am not criticising your letter, because I did not see it, but only offering suggestions for the future. I wish you would write me, when you get time, an outline of just what the advantages would be to the average amateur flower grower of a membership in the proposed organization. In other words, that is the preliminary and ultimate test of whether the proposed organization accomplishes its object or not. Think I wrote you in a former letter along this line that we should have something definite to put up to flower growers. In other words, you must not consider yourself an average grower, and feel that what will appeal to you would ^{necessarily} appeal to all others. Our proposition must be simple, concrete and convenient.

Would suggest that you see Christman and talk the matter over with him. He seems to be an exceedingly active man and a great flower lover, his specialty being Peonies, but I should think he might offer suggestions which would prove useful.

I was able to make corrections in the article according to your letter of the 16th, but as I wrote you could not submit proof so that it would do you any good. I am afraid that perhaps we did not get it exactly as it should have been, but anyway, it is only experimental or tentative and it will be easy to make corrections in future issues of THE FLOWER GROWER. It will give some excuse for further elucidations.

Returning to the points in your letter of the 16th:

1: I agree with you that direct appeals may be stopped to

may publish a complete pronouncing dictionary of horticultural plant names; color charts, etc.;

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advantage, but yet your statement is rather too sweeping. I think perhaps you mean direct appeals prior to the organization as it would be necessary to make direct appeals to gain membership.

2: Don't know whether it is best to introduce the organization committee in the April FLOWER GROWER or not. Suppose you write a still further discussion for April and let the committee rest until May? It will give me a better chance to think about it and perhaps I will suggest other members who will be advantageous.

3: Although the committee should decide on general outlines of the society it is my impression that you ought to have this in pretty good form with a few corrections possibly later so that all the committee would need to do would be to approve it. Of course, it should be submitted to the committee as a matter of form and perhaps some of them will offer useful suggestions in which case they should be adopted. It will take time to discuss the details.

4: The suggestions to enroll charter members are noted, and I suppose this is quite correct, but the qualifications for charter members and who ought to be charter members ought to be discussed. The more I think of it the stronger I am that this should be kept strictly among amateurs. The professional element ought to be excluded except as they come in as members of societies which affiliate. I should say that membership in the proposed organization might be limited to amateurs but perhaps it is not necessary to be that strict.

5: The question of time and place for the meeting of the charter members seems to be O. K. as you have outlined it. The question for general headquarters I can say that might be left until a later date. Think this would be more properly discussed after the

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H. T. -5.

organization was a going concern. In other words, it need not be decided early. The question of nature of official organ is, of course, something which will be a matter of development and cannot, of course, be too closely outlined. Other business probably before such a meeting would be general subjects as to scope of usefulness.

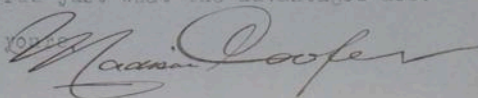
If Dr. Bennett would be on the organization committee it would be a good thing but if you consulted him that might be all that was necessary. He is practically a necessity in connection with organizing the proposed society, ~~in connection~~. It is possible that the organization might be made international to start with but you know better than I do the necessary technical and legal steps.

With reference to the work of the committee and organizing: I don't know just what the nature of the incorporation of the charter would be, but you will probably work into this. The expense connected with such a step would, of course, come up. Presume you have looked into this or will look into it.

Your suggestion that if you and I could get together and talk things over would help some is noted, and although there are difficulties in correspondence, yet it leads to accuracy and a time interval between letters gives an opportunity for serious deliberation. Don't know just when I could get to see you, if that should be necessary, but probably would not until midsummer.

The chief thought that comes to me in this connection is, as above suggested, the criticism or question that we will get from the pessimist and the doubter. In other words, our proposition, as above stated, must be something very exact and convincing on sight. I will leave it to you to formulate in words just what the advantages are.

Very truly yours,



*** publish a complete pronouncing dictionary of horticultural plant names; color charts, etc.;

(3) Registration of all horticultural varieties of plants; commending varieties of real merit; encouraging the production of valuable varieties, and discouraging the production and propagation of inferior forms;

(4) Encourage horticultural research along all lines by establishing a central horticultural library; herbarium; horticultural research laboratory; botanical garden; arboretum; test gardens; national exhibition hall, museum;

Henning, Minn.,
Feb. 25, 1922

Mr. Madison Cooper,
Calcoium, N. Y.

Dear sir:

The whole central and northern sections of Minnesota have just experienced one of the severest snow storms in many years, and we are gradually digging ourselves out of the mountain of snow. The train service has been interrupted for several days. This will probably remind you of your Minnesota days.

I have heard from Mrs. Heath, and she is a convert. She says that we can count on her "full consideration and support" in the matter. Considering the soundness of her ideas, I would nominate Mrs. Heath as a member to serve on the Committee of Ten.

For the past year and a half I have been enrolled as a student in the law department of the American Extension University, and I have just finished the subject of corporations. I am putting my knowledge to practical use in drafting suggestive forms for incorporating the N. H. S. under state law, or chartering it by special legislative enactment. The teaching staff has agreed to aid in drafting the forms if necessary. It will be out of the question to put an act through Congress unless we call a national convention, and for that reason this form of procedure will have to be abandoned. We can incorporate under the laws of the state in which the general headquarters are located, and for this reason it will be necessary to decide as to the location of national headquarters before definite steps can be taken. As soon as I have the general forms completed, I will send copies for your files. I would appreciate a copy of the constitution and by-laws of the National Geographic Society as this material may help to solve practical problems.

As soon as the Society is properly incorporated, we should launch an intensive membership campaign, and the following outline sets forth some of the practical means that may be employed:

- (1) Through the official organ;
- (2) By direct circularizing---individuals;
- (3) Through enlisting the aid of seed houses and nurseries to devote space to the Society in their catalogs;
- (4) By personal solicitation (a) by members, and (b) probably a field organizer;
- (5) By enlisting the aid of local horticultural societies.

In my suggestive outline, I have divided the United States and Canada into thirteen regional districts. These divisions are suggestive only and will probably have to be changed somewhat. I have gotten in touch with the U. S. Department of Agriculture, and the Department will furnish facts necessary for dividing the territory into zones or districts based upon the perennial vegetation they will support. These great climatic districts will have to be subdivided for practical purposes so that regional consciousness will be built up. Proceeding in this manner, we can develop a workable and practical science of gardening for North America.

Our general object will probably be "to promote a more general interest in practical gardening by establishing a central clearing house for the dissemination of horticultural knowledge"; but we should proceed from the general to the particular and state concretely what the activities of the Society will be. I suggest some of its activities:

- (1) Development of a practical gardening science for each climatic region in North America by establishing trial and exhibition gardens in the various climatic regions, and by encouraging members to report upon their failures and successes;
- (2) Establish a standard nomenclature for all horticultural plants; ~~and~~ publish a complete pronouncing dictionary of horticultural plant names; color charts, etc.;
- (3) Registration of all horticultural varieties of plants; commending varieties of real merit; encouraging the production of valuable varieties, and discouraging the production and propagation of inferior forms;
- (4) Encourage horticultural research along all lines by establishing a central horticultural library; herbarium; horticultural research laboratory; botanical garden; arboretum; test gardens; national exhibition hall, museum;

Mr. Madison Cooper,
Calcium, N. Y.

Feb. 23, 1922

Dear sir:

I will try to make some additional observations on the technical phase of the N. H. S.

I think that we have settled the point with regard to the organization committee, but there are points still to be definitely disposed of before the actual incorporation and the provisions of legal statute are possible.

Where should the national headquarters be located? Should it be at Washington, D. C., New York City, Buffalo, Chicago, Minneapolis, Des Moines or some other city? Personally I would favor either Washington, D. C. or Chicago. Chicago would probably be the most desirable central location, if a central location is desired.

The board of trustees, as suggested, should probably be self-perpetuating so as to centralize authority sufficiently, and to draw out the very best talent there is in the country. The society should first be firmly established along altruistic and educational lines and on a sound financial footing by the original ten trustees, and then the ten additional trustees should be chosen by the original ten. Ten of the trustees should probably be recruited from the ranks of the amateur horticultural enthusiasts; five from the galaxy of the country's great men; two from the circle of the great financiers, and three from the newspaper profession. If we build an altruistic and educational institution on a sound financial basis we will have no difficulty in getting the best talent available to serve on the board of trustees. The high standing of the trustees will do much to make the venture the great success which it deserves. One of the financiers should be chosen treasurer with an able assistant to do the actual clerical work. Of course, this is merely by way of suggestion. The committee of ten will make the final decision.

I have written to Dr. Bennett, and will doubtless hear from him in the near future. I do not see how he can help us much so long as he is tied to the St. Thomas Horticultural Society, but it can do no harm to get his advice, and promise of support. Later we may be able to fit him into our scheme. We want all the live ones in the organization.

Your illuminating definition of what constitutes a man reminds me of Kipling's poem, "If". I think he says (I quote from memory):

"Or walk with kings,
"Nor lose the common touch;
"You'll be a man my son."

Your definition would describe the ideal American to my mind, a man who is frank and friendly above everything else. If I am not mistaken, Mr. Barron was born and educated in Europe, and that may account for his shortcomings as compared with the democratic American. The Doubleday, Page publications are the main prop of the aristocratic tradition in America. This sort of thing may be all right in an European environment where even the commoner accepts it as an established institution, but never here in America where we have work to do aside from catering to the exclusive set who may leave a few crumbs fall to the great majority of Americans. I merely state this to show that we have an untilled field to cultivate practically. No organization has ever attempted to do this thing as it should be done. I am a Republican in politics because I believe in sound evolutionary progress, and I agree with the philosophy in your last letter-----build slowly and permanently. In the same way we should build up a gardening tradition that serves the people. Illustrations of the estates of the wealthy primarily will do little for the average American, and will only serve to disgust him.

Will be pleased to hear from you again when you have the time.

Very truly yours,

HT:GG

Feb. 21, 1922

Mr. Madison Cooper,
Calcium, N. Y.

Dear sir:

infructum Your very kind letters dated Feb. 17th and 18th., giving much valuable information pertaining to the N. H. S. was received to-day. I am convinced that we are in perfect accord on all important points, and I see no reason why we should not proceed to make our ideas a reality.

First, however, I want to give you a general idea as to what kind of a chap I am. I should have supplied this detail long ago, but I figured that unless the ideas I stand for should commend themselves I had no right to talk about myself, and I give this general outline only because distance prevents a personal introduction.

Born in Iowa, 32 years ago, both parents amateur horticulturists and I received an early start in my life long hobby;
Graduated, North High School, Minneapolis, 1909;
Educator, 1909-1911; North Dakota, Minnesota and Nebraska;
Attended University of Minnesota and Harvard College, 1911-1915;
Educator, 1915-1917;
Traveled part of 1917 in East and South;
Volunteered, 1917, for service in U. S. Army, and served 13 months overseas, England, Scotland, and 12 months in France;
Engaged in real estate and loan business at Henning, Minn., since discharge from U. S. Army in March 1919. (I have a fine collection of peonies, irises, gladioli shrubs, etc., and have been a hybridist and grower of seedlings for many years.)

As stated, I am in perfect accord with your ideas, and it seems that we can settle the main point without further delay. If it is your wish, we will form an organization committee of ten amateur horticulturists and proceed at once to incorporate the society either by state or national act. This will bring the society into existence and we can proceed without our policy of popularizing. I am willing to subscribe to this general policy.

I had gathered together much material on the subject even before I first wrote to you, and since your first letter to me, I have ~~gone~~ gone about it systematically, and have collected data that may be useful to us. In carrying out this systematic search, I, of course, wrote to the National Geographic Society, but the secretary did not see fit to favor me with a copy of their constitution. He sent me a booklet giving a general treatment of the origin and evolution of the Society. In most cases I have been more successful in getting the desired information. Since you are a member of the N. G. S., it might be a good plan to ask them for a copy of the constitution for this will be helpful. The material I have gathered was getting so bulky that I had to devise a filing system to make it readily available, and I am enclosing herewith a general outline of this system.

I have drafted a suggested national act to incorporate the society, but since we are not intending to call a national convention, we will probably have to abandon a national act, and incorporate under state law. The National Geographic Society is incorporated under the laws of the District of Columbia, and I see no reason why it would not be all right to incorporate the N. H. S. under the laws of any state.

In reading your letters over, I find that they contain so much valuable and interesting matter that I cannot attempt to state my reaction to all you say in this one letter. I will, therefore, confine myself to some of the outstanding points.

I am of the opinion that you struck the nail on the head when you stated that we must not forget to emphasize the fact to all prospective members that by cooperation they can gain many advantages, and that the N. H. S. is to be a vital factor in American horticultural progress from now on.

With regard to membership in the society and on the board of trustees, your suggestion is essentially in accord with my own, but I want to acknowledge that your original suggestion about limiting membership in the executive committee or board of trustees to bona fide amateurs is certainly a good one and I shall incorporate such a provision in the suggestive constitution I am drafting. I see no reason why membership should be limited to amateurs, however. All should be asked to join after the society has been built on a rock bed foundation. Our aim should be to

is that if we make a general appeal at present the movement will get away from us and will most certainly be diverted from the original object. My suggestion is that the society should be launched by amateurs upon a basis to carry out a broad and consistent policy of popular education along horticultural lines. There is the possibility that if we make a general appeal and the subject is discussed in many other horticultural journals that other interests may see the value of the idea and launch the organization before we have time to nail down the lid by incorporating the society.

I am by a nature democratic to the nth degree, but I have learned that it is usually quite necessary to find the expedient thing to do, and the expedient move in this case seems to be clear. The society should be formed by the committee of 10 to 15, as you suggest, and we can make it as democratic as is consistent with the accomplishment of its main object. As stated before, I yield to you the appointive privilege, and what I say on this point is merely by way of suggestion. Members to serve on the committee of ten could be appointed at once even if the full ten could not be secured at once. Those appointed could begin to break ground, and as soon as the full ten are secured the committee could be announced with the fact that the incorporation of the society is an accomplished fact.

I am writing to Mr. Veditz, and to Mrs. Heath, and I will let you know their reaction to the proposal as soon as I hear from them. I am not personally acquainted with Mrs. Heath, and know her only through her article in THE FLOWER GROWER. It was a stroke of genius on your part to publish such an article on the front page of THE FLOWER GROWER. I had been waiting for such material and her ideas are so sound that I naturally thought that she would be interested in such a move.

I hope that you will pardon any apparent impatience on my part. I am not by nature impatient, but this subject has been next to my heart for so long that I naturally would like to see it in practical operation, and as soon as the technical part of organization is over then we can do the practical organizing which is a still more interesting subject. With the modest beginning suggested we can work it up in a few years to a point where the society will be a national force for good.

It seems to me that the N. H. S. should be organized on the general lines of the National Geographic Society with original modifications, as suggested, to cover the specific problems we will have to meet. The principle of continuity in office, and the idea of making a universal appeal, should be borrowed from the N. G. S., and we can devise means to take care of the special sections, regional and local exhibitions, and the local horticultural society program. By the very nature of the problems we will solve, our society will make a greater appeal than the N. G. S. since we will bring the benefits home to the members in a way that the latter does not: (1) opportunities for special study and research; (2) national, regional and local horticultural exhibitions; (3) the local garden club; and (4) a virile official organ that united all the horticultural activities in a way that is bound to stimulate.

The board of trustees should be self-perpetuating, as I presume is the case with the N. G. S. A modification can be introduced allowing the members to elect the president annually, and this officer, with honorary functions, can be made an ex-officio member of the board of trustees. The other executive officers would be elected by the board of trustees from their own number. The ten members of the organization committee would be the first members of the board of trustees, and they would elect ten more, making twenty in all (twenty-one, with president elected by members). All vacancies would be filled by the board of trustees. Besides the board of directors, thirteen regional vice-presidents could be elected annually by the members in the respective districts. These officers would preside at regional and local horticultural exhibitions, and have no voice in the management of the society. This is by way of suggestion.

With regard to my profession, I want to say that I have been an educator, and am now in ~~the~~ business at Henning with my brothers. At the universities I specialized in (Sociology, Economics, Government, Constitutional Law), and Literature. Of course, I studied systematic botany, and zoology, and other subjects.

The foregoing rambling remarks were hurriedly dictated, but I have tried to cover the important points. Would be pleased to hear from you again soon with regard to the organization committee.

Very truly yours,

NATIONAL HORTICULTURAL SOCIETY

- 000 GENERAL
- 100 FINANCE & ACCOUNTING
- 200 PERSONNEL & MEMBERS
- 300 ADMINISTRATION
- 400 SUPPLIES & EQUIPMENT
- 500 BUILDINGS & GROUNDS
- 600 OFFICIAL ORGAN & PUBLICATIONS
- 700 HORTICULTURAL EXPEDITIONS & RESEARCH
- 800 HORTICULTURAL EXHIBITIONS
- 900

EXPLANATORY DETAILS: (Division 300 used for explanatory purposes)

- 300 ADMINISTRATION
- 310 Organization
- 311 Initial movement
- 312 Organization committee
- 313 National act
- 314 National convention
- 320 CONSTITUTION
- 321 First drafts
- 322 Final constitution
- 323 By-laws
- 324 Amendments
- 330 General Headquarters
- 340 Special Sections
- 350 Regional Districts
- 360 Local Societies
- 370 Affiliated Societies
- 380 International affiliation
- 390

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THE FLOWER GROWER
For all who grow flowers
EST. 1894

PUBLISHED MONTHLY BY
MADISON COOPER

CABLE ADDRESS:
"MACOOPER" CALCIUMNEWYORK
WESTERN UNION CODE

CALCIUM, N.Y. Feb. 17, 1922.

Hamilton Traub,
Henning, Minn.

Dear Sir:

Your favor of the 14th inst. is to hand. Also your favor of the 7th inst. is still unanswered.

I am returning herewith one copy of your letter of the 6th inst. as requested.

Last evening I took proofs of your article and table and your recent letters home with me, so as to give them careful attention, and I think I have digested the matter quite thoroughly and am able to write you intelligently. Should have written before, but we did not have the article in type. As it is, it has not been corrected according to your revised copy. Otherwise I would send you one proof of it. Was obliged to set the table in six point, which is a small type, to get it all on one page and it does not show up very well, but I guess it will answer, at least as a start.

The article itself shows up well and I think your arguments are good. I will, I think, make editorial comment at the end of your article, but it will be a brief comment, simply urging those who are interested in the plan to write you.

The outstanding point which occurs to me from your letters and in considering the suggestion is the fact that we must appeal to amateurs only. If this matter is taken up with the already organized floral societies or with professionals who are not affiliated with any organization it is more than sure that it will breed antagonism. At least it will get no co-operation which is as bad. There-

therefore, we should reach amateurs only and preferably as independent amateurs and not as societies. In other words, the proposed organization must be established first as an independent society and then the already established organizations will doubtless fall in line, but if we attempt to consult with them, ask their advice and their opinion and ask them to affiliate it is more than likely that they will try to dictate the policy of the new organization and perhaps wreck it so far as the real objects for which it is being founded are concerned.

We are fully in accord on all the general principles, I think, and this is simply because we both appreciate the necessity of some co-operative efforts among amateur enthusiasts. The present organizations merely scratch the surface, as it were, and only take in specialties in the particular line which each society represents. The average amateur enthusiast is not a specialist, but what I call a well balanced flower lover, and as such he wants generalization, and not specialization. That is just where THE FLOWER GROWER has made its success and it is just where the new organization combined with THE FLOWER GROWER will continue this success on a much greater scale.

In this connection I note your suggest that ^{200,000}~~700,000~~ is not beyond the possibilities of the subject and I am inclined to agree with you. If the National Geographic Magazine can reach a circulation of 700,000 I should say that "Garden Lore" could reach the same circulation, or even more, and my idea is that the proposed organization can secure a membership of a million people. It may take ten years to do it, but there is no hurry, the slower the growth the more substantial, I should say.

H. T. -3.

As the new organization becomes established and gains in membership so as to command to their respect the national organizations, representing the Rose, the Peony, the Gladiolus, etc., will all fall in and affiliate and the proposed organization will not only secure the support of present national organizations, but it will lead to the formation of still more national organizations, by people who wish to specialize on some particular flower. It is, however, probably true that many who are now members of national organizations will drop their membership therein in favor of the broader field covered by the international union.

Your last letter offers a suggestion which appeals to me strongly and that is that the proposed society be formed by ten or fifteen or perhaps twenty enthusiastic amateurs, a charter secured, a constitution adopted and the society launched without the cumbersome and complicated formality of a mass meeting which cannot deliberate and can accomplish little except to approve what has already been done by committee. This subject to me looks the most feasible for an organization and I believe that it will work out best in the long run, although naturally there may be created some feeling of resentment on the part of those who were not asked to assist in the original formation of the organization. However, this will be more than compensated for, I think, by complete harmony which can be secured. As suggested, we can appoint or invite only those who are known to be in harmony with the idea and the general scheme. We don't want any knockers, at least to start with. There will doubtless be enough after we get going. ~~So~~ So far as special issues of "Garden Lore" for affiliated societies is concerned that thought was brought

out by your original plan of three issues per month. Dropping back to the one issue per month this practically leaves the proposed organization with simply a monthly publication, without special editions. My thought is that special editions can be gotten out and paid for by the special organizations, or perhaps the same thing can be covered as well by having certain numbers of "Garden Lore" to have perhaps half its pages given up to special societies. This is surely a matter of detail and one which must be ~~worked~~ out as time will suggest.

Anyway, keeping the edition down to twelve issues per year and reducing the membership fee to \$2.50 per year looks exceedingly good to me and I think \$1 going into the general fund and \$1.50 to "Garden Lore" ought to be sufficient, at least for the present. Besides it is more than probable that unless we can show where members are going to get more for their money than in any other way we will never reach your 2,000 mark, let alone my mark of one million. In other words, it is by co-operation on a large scale that the proposed organization will be enabled to deliver to its members greater returns in exchange for a comparatively nominal membership fee.

Of course, we are assuming that the proposed union is going to be a live and moving force and not simply based on its monthly publication. Otherwise there will be no excuse for its existence, as THE FLOWER GROWER as now conducted is a living and moving force and will probably continue to grow. Therefore, it must be kept in mind that the proposed society will serve a really valuable function in the general scheme. Personally I can easily see how this figures out,

but we must keep in mind the idea so as to present it clearly and at all times to prospective members so that they will see the point. Of course, I don't see how we can reasonably charge outsiders \$2 for "Garden Lore", as compared with the present subscription price of \$1.50, unless the publication is considerably enlarged. However, I am willing to "stick my stakes", on that for the present and we will see how it figures out. Our March issue will have 48 pages, which is by far the largest issue we have ever printed and I have the greatest lot of material left over that I ever had. Have enough material left on hand to fill half a dozen issues right now and I am using very little reprint. This editorial job is much more of a problem than outsiders seem to think.

By all means write Dr. Bennett. Tell him that you write at my suggestion. I am well acquainted with the doctor. He is a bluff ~~haik~~ fellow well met and anything you suggest to him will probably meet with his approval, but it naturally follows that his approval will not be very valuable except as it is followed out by his actions in future. He is a great organizer and promotor and altogether a pretty good sort of a chap at that. However,^{as} I wrote you, I think, he is getting a pretty stiff salary now and devotes his entire time to the St. Thomas Horticultural Society. Don't just know where we can use him, but think perhaps it will be all right to write him, as you have suggested. Possibly he might act as a traveling organizer at some future time, but with our present outline this is to the future.

As you have suggested, I am more and more impressed with the idea that we should ~~reach~~ individuals only, and societies secondarily.

H. T. -6.

Having the lists it might be well for you to change your questionnaire and not ask for the official opinion of the societies, but for the individual opinion of the officers thereof.

There are a couple of more people that occur to me as being eligible as charter members. Mrs. Heath who has been writing for the last few issues of THE FLOWER CROWER, she is from Grand Forks, N. D., and then there is a new contributor who has just come that is located at Colorado Springs. Think I have not printed any of his stuff yet, but he is a good writer and has activity plus. Doubtless half a dozen others will occur to me after I have a chance to think it over and look at our lists.

I am strong for the idea that the original incorporators ought to be amateurs only and I believe that we should appeal to amateurs only to start with.

Your suggested method of procedure looks O. K., but I like better your suggestion of a committee of 10, 15 or 20, to get the society incorporated first.

Your request for copies of constitution and articles of incorporation of existing floral societies is noted, but I don't believe I have anything of that kind where I can lay my hands on it. I think if you would write to the societies of which you are a member or even those societies that you are not a member of that they would probably furnish you copies without question on your simple statement that you are figuring on a floral organization and wanted their constitution and by-laws as a guide.

It is my impression that you ought to get in touch with the floral societies in some way, perhaps following my suggestion to ask

for the personal opinions of the officers only. It will at least serve as a starting point. We can, of course, readily reach every subscriber of THE FLOWER GROWER and a large number of names that I have on file of people to whom we have sent sample copies, people whose subscriptions have expired and members of various organizations and names which have been sent in by FLOWER GROWER subscribers for sample copies. Owing to shortage of help in this office and being behind with work I have not these lists in shape as they ought to be, but this, of course, is a matter of subsequent consideration anyway.

Your comparison of THE FLOWER GROWER with the "Garden Magazine" and "Country Life in America" is noted with much interest. I really don't know any of the people who produce the two latter publications except Leonard Barron, the editor of "Garden Magazine". Barron is a pretty good sort of a fellow in his way but he lacks frankness, cordiality and what with me is more important commonness. Guess this is a new word, but you know what I mean. When you meet a man you like to feel that at least you know something about where he stands and not that he is simply holding everything in reserve and giving you as little as possible. Now I think you know better what I mean. A man who stands on his dignity and regards people with whom he comes in contact as inferior by his attitude, conversation, or otherwise is beneath my contempt. A man who is frank, to me has 50% of the qualifications of a man. Conversely a man who lacks frankness lacks about 50% of the qualifications of a man, but, of course, I don't want to lay this down to you as a rule, as I will admit that there are exceptions to this specification. Some people are not frank from a matter of policy and some because they have a

H. T. -8.

perfect control of themselves. Indeed, some people have such a perfect control of themselves that they are no good to themselves or anybody else.

Anyway, I have a complete file of "Country Life in America", a larger part of which is bound, and I don't think I ever read 500 words in any one issue. I have had "The Garden Magazine" for some years, but never preserved a file of it, so I know something about what you are talking about. Your suggestion that THE FLOWER GROWER appeals to you in comparison with the Doubleday Page publications is a suggestion which has come to me numerous times but I don't flatter myself very much on this account, suggesting to myself rather that possibly THE FLOWER GROWER is too common to be accurate and as perfect as it should be. I know I have made some grievous blunders from time to time, but I expect to keep right on making blunders as long as I do anything, so why worry?

Anyway, your point that the proposed organization ought to reach people who are not technically interested, in fact the real enthusiastic amateurs themselves, meets with my hearty approval and if we can keep out professionals and those who are in trade, at least to start with, it will be the right idea, without question. Whether it would be wise to limit membership to amateurs I am in doubt, but I think not, as if the original organizers are enthusiastic amateurs it is quite probably that this influence will predominate during the life of the organization. Possibly you might work into your constitution that the fact that all officers of the organization must be amateurs or non-commercial horticulturists. This might be a safeguard at some future time.

H. T. -9.

Your experience with the American Legion publication is noted and I am not surprised. Outsiders have no conception of what it means to issue a publication consecutively nor the detailed work required to do it. Hundreds of publications are started every year and likewise hundreds succumb from one cause or another. Probably fewer publications have been launched during the past few years than for quite a while, but there has been quite a ~~few~~^{few}, but the eliminations have been numerous, consolidations numerous, and it is safe to say that there are fewer publications now than there were three years ago, but I have seen no figures that would prove this. What I mean to say is that the publishing business is a specialty and although I was somewhat of a greenhorn when I undertook THE MODERN GLADIOLUS GROWER, yet I was not altogether a greenhorn either as I had been writing for the refrigerating trade press for twenty years or so, and we printed a house organ called COLD for about ten years in connection with our refrigerating work.

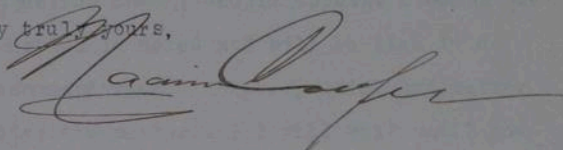
Either you have been very careful to not write your letters on letterheads, or perhaps you are not in the business, but I am under the impression that you might be practicing law. Anyway, would be glad to know something more about your regular line of work and your age. Think you know that I am upwards of fifty. Will be fifty-four my next birthday.

I do not know your town especially, but I know about where it is, having traveled in the western part of the state and toward the northwest many times. As I remember it I think you are decidedly in the lake country, and you are not so far from Mrs. Heath, to whom I have referred above.

You refer to sojourn in France. I might infer from that that you were in the service but probably you were not in the regular army service, but in some volunteer line.

We must not forget to keep in mind the appeal. In other words, what can we offer to prospective members for the \$2.50 asked for? It must be something positive and something more than he can get anywhere else. We must not let the ramifications of organization obscure the main point.

Very truly yours,

A handwritten signature in dark ink, appearing to read "William Dwyer". The signature is fluid and cursive, with a large, sweeping initial "W" and a long, horizontal flourish extending to the right.

PUBLISHED MONTHLY BY
MADISON COOPER

CALCIUM, N.Y. Feb. 18, 1922.

Hamilton Traub,
Henning, Minn.

Dear Sir:-

Your favor of the 15th inst. came to hand after I had already dictated a letter to you this morning and I find that what you have said in yours of the 15th is practically along the lines of my suggestion.

However, your suggestion that I should appoint a committee of six so as to get prompt action is noted and will be glad to do this on your request and recommendation. However, think had better take a little time to consider the matter and I will wait until you hear from Dr. Bennett and see what he has to say. Mrs. Austin is positively not available. She is strictly a professional and has been for years, and although a very estimable lady, and I have known her personally for quite a long period, I don't think she is the right sort of timber for such a committee. Furthermore she is quite a little on the shady side of sixty and although yet active I can plainly see that her age is interfering with her judgment in many ways. Please understand that this suggestion is purely a matter of judgment on my part and has no reference to any person ^{feeling} against her. In fact, we are the best of friends and always have been. I have already written you suggesting Mrs. Heath and possibly you may know the lady personally while I have not that honor.

The man in Colorado Springs to whom I referred in my letter of this morning is entirely unknown to me except from the fact that he has sent three very finely written articles, written from the stand-

point of the beginner. Evidently a man of parts, who has had much business experience and not a little experience among people. I should say that unless there was some objection unknown to me that he would make a fine committee man. There are doubtless half a dozen others that I could think of if I could look over my list of contributors a little.

Please consider and let me hear from you on my suggestion of this morning with reference to the organization charter members of 15 to 20 instead of the committee of six. So far as I can see there is no objection to the committee of six to start with, but think a little larger number might be more appropriate. Still perhaps you would not get the close co-operation.

Whether I personally am on committee or not is a matter of indifference to me, I should say, but would be glad to give council and advice whether on committee or not. In this connection I might suggest that I have repeatedly refused the presidency of the American Gladiolus Society for the reason that I thought that in the minor capacity of treasurer of this organization and as editor and publisher of THE FLOWER CROWER the society would be better served than though I should take the presidency. In other words, with another president the society would have the services of the president as well as what service I could give it. This same thought occurs to me in connection with our proposed organization. As editor of the official publication of the organization my duties would be sufficient and the honor sufficiently great so that it would probably be best that I should not serve as an officer. Could, of course, serve on the executive committee.

Let me hear from you about confining committees to amateurs. Think I wrote you quite fully about that in my letter this morning, and I think the gist of your recent letters indicate that you are strictly in favor of confining the membership to amateurs, or at least that seems to have been my impression of your letters.

Touching on your problem of organization which you say you have not been able to dispose of to your satisfaction: It is my impression that the board of trustees, as you have suggested, should probably elect the officers, but it might be that your board of trustees could more properly be the executive committee and that they could elect officers from their own number. In fact, the executive committee could be elected by the members and the officers elected out of the executive committee by its members. Don't know as this is regular, but why not? It would be quite futile to leave election of officers to the members widely scattered and perhaps the election of an executive committee in the same way is very difficult. However, there must be some head and some way of having members' approval of what is being done. In this connection the thought occurs to me that perhaps the ordinary member need not have a vote on the executive committee and officers. Possibly this might be left to the regional vice-presidents or something of that kind. However, as I have written you, my own ideas on this subject are so hazy that I doubt if they would be of much service to you. I quite agree with you that continuing active executive officers is correct. The idea of electing new officers each year seems folly to me. When an officer is past his usefulness he ought to know he is, and resign and

and not make it necessary to elect a new one in his place. In other words, officers ought to continue until successors are elected. What do you think of this idea? Perhaps the executive committee or board of trustees, whichever it might be, should contain numbers somewhere near in proportion to number of members to represent different sections, etc. ¶ So far as the relationship between THE FLOWER GROWER as the official organ and the society is concerned this matter can be worked out as we get along to it, but I think we can agree that it can be worked out to advantage. Outside suggestions along this line will be very helpful to ~~me~~ ^{me}.

I don't assume to suggest or dictate what is right in this connection.

Think I wrote you about sending proof of your article for the March issue. Difficulty in sending proof was that the ^lynotype man did not set it promptly, and as it was set, the setting up of the table into page form progressed slowly, and then your corrections came in and these are just being turned over to our printer today. Therefore, it will be out of the question to submit proof before printing, ~~as~~ much as I would like to do so.

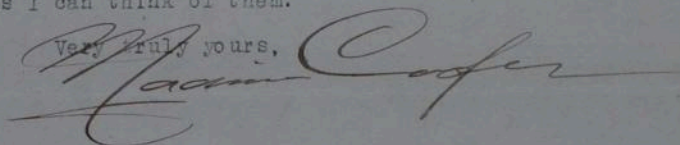
Note in your former letter that the fact aside from this organization hobby of yours that you make a hobby of physical training. I sympathize with your ^{work} in this direction and although not following any consistent scheme of physical exercise I believe in the idea. As I live out here in the country I rise pretty early in the morning and make half a mile out doors before breakfast, regardless of weather, then the same thing before bed time at night, and although most of my work this time of the year is in the office, yet I get enough action to take the place of a regular course of physical exercise. However,

H. T. -5.

would be glad to hear of your activity in this line at your convenience.

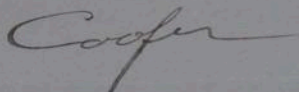
Will try and write you within a day or two with some additional names, as I can think of them.

Very truly yours,



P. S. Why not write the National Geographic Society, Washington, D. C.; for a copy of their constitution and by-laws, or as I am a ^{and} subscriber, ostensibly a member I can do it for you if they object. So far as I know they have never sent me any voting privileges or anything of that kind.

P. S. The address of that Colorado Springs man is, George William Velitz, 414 No. Custer Ave., Colorado Springs, Colo. Write him the same as you did Reading.



Henning, Minn.
Feb. 27, 1922

Mr. Madison Cooper,
Calcoium, N. Y.

Dear sir:

Your kind letters dated Feb. 24th and 25th., were received to-day, and I shall try to answer the same at once.

The main question you raise is as to the feasibility of our idea, and I am not at all worried on this score, but now, that we seem to have reached a stage where we accept the fact that the Society should be organized, and we have agreed upon the general method of organizing, the time has probably come when we ought to think about selling the idea. I am sending herewith a first draft of the popular "appeal" which was dictated just as it appears, and I thought it might be best to send it along for your constructive criticism. I have made no attempt at literary embellishment for the first thing we must do is to decide upon the points to present. You will realize that others should have a voice in this also. Although I appreciate the compliment, I do not expect to decide finally as to the activities the Society will engage in unless I am specifically requested to do so. Therefore, it is impossible to draw up a final form of the "appeal" unless we decide first exactly the activities of the proposed Society. In the form of the "appeal" submitted I have made no attempt at consolidation, and the advantages of membership can probably be presented in ten points depending, of course, upon the activities of the Society. It might be advisable to leave out such points as those referring to horticultural expeditions for this activity would not be engaged in until after the Society is well established. Your further observations on this subject will be awaited with interest.

With regard to the second question pertaining to the term "horticultural", I beg to say that I am to blame for not explaining my preference for the term "horticultural". It had been my main aim to settle the first great point regarding the method of organizing, and I had centered on that point until we have probably settled it. In the meantime, I had worked on the other phases off and on, and I forgot to explain my transition from the use of the term "garden-lore" to "horticultural".

In this case, as in all other cases, I am quite willing to abide by the will of the members of the committee, but I have some well defined, and to my mind, valid reasons why this term is probably the most desirable.

(1) Our Country, at the foundation, has the English literary tradition and this term is in perfect harmony with this tradition. The English were not given to the growing of fruit in great commercial orchards as is the case in the United States, and the word, to them, means "The art of cultivating gardens or orchards" (orchards for home consumption primarily). In America, under very different conditions, where the commercial phase was stressed to the exclusion of the aesthetic, there has been a slight tendency on the part of commercial fruit growers to usurp the term as their own, but it will be noticed that the descriptive term "fruit growers" is more in use than the general term "horticultural" ("National Fruit Growers Association", "Green's Fruit Grower", etc). This tendency is probably more noticeable since the gardeners have been specialists in most cases, and see only a small part of the horticultural field ("Society of American Florists"; "American Peony Society"; "Wild Flower Society", etc). A healthy movement back to a well rounded enthusiast should bring the term "horticulture" into popularity again.

(2) The use of any other term will signify a narrowing in scope. The objects of the Society are I take it to develop a well balanced amateur who is vitally interested in flowers, shrubs, trees, kitchen garden and home orchard. In other words, the scope of the Society will include the entire field of horticulture, excepting the modern development known as commercial fruit growing. Those engaged in this business should be well satisfied with the commercial term "fruit grower". While the term "garden-lore" is quite poetic and also descriptive, it, however, lacks substance and scientific accuracy, and should probably be used only as a sub-title, for instance,

THE NATIONAL HORTICULTURAL MAGAZINE

A magazine of Garden-Lore

would probably be a more appropriate title than,

GARDEN-LORE MAGAZINE

Our society will include many members who are interested in scientific research, but such research, if published, will be presented always in a readable shape, never after the laborious fashion of the uninspired scientists of Europe. Nevertheless, we want our society to rank equally with the ROYAL HORTICULTURAL SOCIETY of England, and the NATIONAL HORTICULTURAL SOCIETY of France. The term "GARDEN-LORE" in this connection would be misleading.

(3) We want our members to call themselves by the name of the Society, if possible: amateur horticulturists. They could call themselves amateur gardeners, but the term "horticulturist" carries a weightier meaning---combining practical gardening with scientific research. It seems also that we can enlist a greater number under the term "horticulture" than by using the poetic term "Garden-Lore".

Having given my reasons, I am open to conviction, and I would be pleased to hear from you further on this point. It should be understood that I will be satisfied no matter what term is adopted, but it does seem proper, don't you think, for me to suggest what appears to me the best title.

~~It is probably true that most of such societies are interested, and one should be proud of oneself only in proportion to the good use one makes of one's horticultural gifts.~~

If you were surprised that I am only in my thirties, I was equally surprised that you were somewhat older in years than I am. I was under the impression that you were around thirty-five for the spirit of action and virility that breathes from your writings, especially your editorials, certainly will give anyone that impression. Of course, I understand perfectly your reference to my age as youthful as you are speaking comparatively. I have seen enough of the world in my thirty-two active years to become thoroughly disillusioned, and I do not consider myself a youth at this date. I started my active garden work as a mere boy under the direction of my parents and I have kept consistently at it ~~#####~~ and it has been my main inspiration ever since.

With regard to Mr. Reading, I wish to say that I merely asked him to give his constructive criticism of the article to appear in the March issue. At the time I wrote to him, you will remember, that we were still counting on a national convention and we were expecting to make a popular appeal in order to get people to come to the mass meeting. I did not outline the proposition in the letter at all. I have not heard from him

HT:GG

~~It will touch us to know that someone has taken the trouble to read~~

~~The Horticultural Magazine will provide us with new and varied material for experimentation.~~

~~Of these activities we are in touch with matters in all parts of~~

~~all of these activities we are in touch with matters in all parts of~~

~~THE DAY OF BIRTH OF THE NATION~~

THE MIRACLE OF COOPERATION

WHY I JOINED THE NATIONAL HORTICULTURAL SOCIETY.

It gives me the ^{greatest return} ~~most~~ for my money---\$2.50 goes a long, long way if expended in this way;

It brings to my home each month ^{Islander Line} one of the best and ^{and most attractive} ~~best~~ garden periodicals published;—

It unites the garden enthusiasts of America in one great family of amateurs creating in this way a community of interest, and it keeps me in touch with garden activities in other parts of the world;

It provides me an unexcelled opportunity to specialize in any field I may choose; and the Society does all in its power to popularize the flower I am most interested in;

It provides me with practical plans useful in beautifying my home grounds with plant material most suitable for my climatic region, and easily available. In fact, it develops a practical science of gardening for each of the climatic regions, and sub-regions, of North America---Midland, North, South, East and West;

It gives ^{my} local garden club a new lease of life by providing a practical program for its activities;

It provides me, without additional cost, with an unexcelled opportunity for exhibiting my flowers at Flower Shows that have national and international standing---the local, regional and national exhibitions of THE NATIONAL HORTICULTURAL SOCIETY;

It teaches me how to attract birds to my garden, and helps me to appreciate them;

It teaches me to appreciate and use the floral motif in art and decoration;

It provides unexcelled opportunity to engage in scientific research along horticultural lines, if I am so minded;

It provides a practical program for ^{my} kitchen garden and home orchard;

It provides a program for common school study of practical gardening;

It helps me out of the dense fogs of unintelligible plant names by its standard nomenclature;

It protects me in so far as the Society attempts to evaluate the horticultural varieties of plants offered in the trade;

Its archives will contain material for an authoritative history of American horticulture;

It will teach me how to combat diseases that attack my flowers;

Its horticultural expeditions will provide me with new plant material useful for experimentation;

All of these activities put me in touch with amateurs in all parts of America creating worth while friendships among garden lovers;

All of these advantages are mine and many others readily apparent because I have joined THE NATIONAL HORTICULTURAL SOCIETY. These advantages can be gained in no other way, and ^{and much} similar advantages can be bought only by expending great sums of money, time and energy. But these advantages are mine for only \$2.50

THE DAY OF MIRACLES IS NOT PAST. THE MIRACLE OF COOPERATION MAKES MY DOLLAR DO THE WORK OF HUNDREDS.

SUBSCRIPTION PRICE \$3.00 PER YEAR
THREE YEARS FOR \$12.00
FOREIGN \$3.00 PER YEAR EXTRA



PUBLISHED MONTHLY BY
MADISON COOPER

CABLE ADDRESS
"MADCOOPER" CALCIUM, N.Y.
WESTERN UNION CODE

CALCIUM, N.Y. Feb. 25, 1922.

Hamilton Traub,

Henning, Minn.

Dear Sir:-

Your favor of the 21st inst. is to hand.

As I have already covered many of the points contained in your letter of above date it will not be necessary for me to touch on only a few of them.

First I am somewhat surprised at your rather youthful age. I had an idea that you were advanced in years, at least to middle age. You spoke of a life-long interest in flowers and this led me to assume that you were at least middle age or more. However, your youthfulness is a decided advantage in many ways and may be an important asset to the proposed organization. Your experience is quite general, considering your limited number of years on earth and it ought to have given you an experience of much value. Had you told me your nationality which is, of course, unimportant, I would have had a better idea of your individuality. I judge that Traub is a Scandinavian name but possibly is Teutonic, but the fact that your name is Hamilton, after one of our great Americans indicates at least that your people are well Americanized. However, I am not very strong on what a man's pedigree is, but stronger on what he has done and what he has intentions of doing.

My own nationality is mostly French, although the present name is English, but this is because my great-grandfather, when he came over, could neither read nor write. I imagine that some English-

H. T. -2.

man spelled the name from his pronunciation and spelled it in the English way and, of course, all descendants have been Cooper every since. However, while my mother was pure bred French my father was only half French and on that side I get a little English with a small mixture of Holland-Dutch.

However, as before stated pedigrees are of small importance except as a matter of personal interest.

I wonder if the National Horticultural Society is the right sort of a name to adopt. Horticulture, as you know, has largely been applied to fruit growing and not to floriculture and is it not on floriculture that we lean most largely? Give this a little thought, will you, and see if the word "horticultural" is just what it should be?

I like your name "Garden Lore" better, and perhaps the National Garden Lore Society would be better than the National Horticultural Society. I am afraid the fruit people would object to the use of the broad term "horticultural".

Then, as I have already written you, it is important to get up an appeal. I mean state the advantages of the proposition baldly and clearly so that "he who runs may read". As I think I wrote you in a letter yesterday, this means that a man should approve our plan at first sight without much consideration, and I am relying on you to formulate in a brief and concise way the advantages of the proposed plan.

In other words, don't let the plans of organization obscure the real motives. It would be like running a business to keep a system going rather than employing a system to assist the business, and I

H. E. -3.

might say in this connection that many businesses have been loaded down with unnecessary systems.

I have already written to the National Geographic Society or will write before this letter is written, asking for their organization papers, if such can be had. Can't possibly see why the constitution of this organization should not be available and as it is a national organization have no doubt but that it must be on file with some public officer somewhere so that it could be copied.

Your plan of filing divisions seems to be altogether correct, and I am glad to know that you look forward to the future. Of course, any scheme of filing necessarily must have cross entries in order to be complete and although we have quite a simple system in this office as time passes we are reducing it more and more to simplicity. One cannot afford too much time on filing and usually an alphabetical file is about all that is necessary except paper folders for special subjects or a special file perhaps. *H* Copy of your proposed act of incorporation is noted and although I have not studied same with any great amount of care I should say that it covered the ground in a general way. I will retain this copy, presuming that you have others, and will write you more fully after I have heard from you again with reference to the question of name. I am really not satisfied with that name "horticultural". Presume you must have gotten this from some authoritative source so that you are sure that you have the right general scheme.

Your ideas on membership are correct without doubt. It would not do to limit membership to amateurs, but I think those holding

H. T. -4.

office could be limited to amateurs and I think further that this is important. If the proposed organization is to ~~include~~^{avoid} commercialism the amateurs ought to control it and it is fortunate that this point is brought up early in the discussion. We can get plenty of active amateurs who are willing to lend a hand, but, of course, we have got to present our case to them in a concise way, as before stated. You couldn't expect a man to fall in with an absolutely new idea on a subject about which he has never even thought of, and, therefore, whatever we have to say to amateurs must be exceedingly well put and especially the advantages stated so that they cannot be missed.

The proposed organization, as I have before stated, will probably antagonize the organizations already established, and, therefore, I think it is quite important that you did not send out your questionnaire to the societies. It would probably have met with small encouragement, if not with flat refusal.

Hope this letter will reach you about the same time with my letter of yesterday, so that you can have them both at hand for consideration at the same time. I am especially anxious to hear from you about the advantages of membership. This point must not be ignored. If the proposition is to proceed it must not be put vaguely, but concretely.

Very truly yours,

Wm. Cooper

Henning, Minn.,
March 11, 1922

Mr. Madison Cooper,
Calcutta, N. Y.

Dear sir:

Yesterday afternoon I sent off a letter to you, and this morning I found your kind letter dated March 7th., awaiting me. In order to bring the correspondence to a point where we will both be considering the same points, I will answer your letter immediately. You will probably receive both letters near enough together so that you can read them as a unit.

I was much pleased to receive the by-laws of the National Geographic Society for this material will help to reassure us on several important points. I had surmised that the board of trustees of this organization was self-perpetuating and I find that my surmise was correct. The trustees hold office continuously just as we had planned for the new Society (excepting the innovation of letting the members elect three honorary presidents annually, and the provision for the election of the regional vice-presidents annually in the respective regional districts). The Geographic Society is founded on the principle of the Academy of France (Literary), and The American Academy of Arts and Letters with the modification which allows anyone to become a contributing member who is also entitled to the official organ. In founding the new Society as planned we are therefore not trying an experiment, but we are building on a sound and tried foundation. We are not intending to form a federation or union of horticultural organizations, but we are founding a national society that will supplant the present uneconomic units eventually for it will do the work more efficiently. Membership in the Geographic Society is in effect, if not in name, a subscription to the National Geographic Magazine, and the benefits accruing to the members is the magazine and the feeling that they have contributed to a good cause. We will go a few steps farther by giving the members a nominal right to elect honorary vice-presidents without vote; by helping the members to specialize, if so minded, and by bringing the benefits closer to the members generally than is the case in the Geographic Society. (It is of course understood that the articles as drawn are subject to the approval of yourself and the rest of the committee.)

The article in the March issue of The Flower Grower therefore gives the wrong impression for it assumes that the new organization will be founded as a federation of existing units. It is probably best to have it so. We have presented at least two other solutions of the problem, and we are selecting a third and better form. We have proceeded first from federation to union and then to a society. A national horticultural society for the United States should have been founded a hundred years ago, and it seems to me that there should be no delay in this late day even if professional pessimists should bob up and tell us that the time is not ripe for the move.

I will consult the first issue of the Geographic Magazine either at the Minneapolis Public Library or at the University Library, and I expect to have the forms ready for your approval probably by the end of April.

With regard to The Flower Grower as official organ your suggestion meets with my approval, and will certainly meet with the approval of the members of the Organization Committee. The matter of name is quite immaterial and any suggestions I have made in the past were not meant to be binding for the essentials should be settled to the best advantage. The present title should by all means be retained until such a time as the publication is completely taken over by the organization and you are elected editor for life. The title at the present time could read:

THE FLOWER GROWER

THE NATIONAL HORTICULTURAL MAGAZINE

And when the magazine has taken being patient the title, "The Flower Grower" could be dropped and the remaining title elaborated as follows:

THE NATIONAL HORTICULTURAL MAGAZINE

A MAGAZINE OF GARDEN-LORE

You will note that there would be no violent changes and the evolution in the title would be so very gradual and natural that it would be appreciated by all members. The only objection to the present title is that it is not comprehensive enough, and I think you realize this also. By adopting the sub-title, THE NATIONAL HORTICULTURAL MAGAZINE, this deficiency would be made up, and the publication should attract still wider national and international attention as the official organ of THE NATIONAL HORTICULTURAL SOCIETY. With regard to incorporating expenses want to say that there will be no hitch on this score, and we can make up the necessary amount between us as you suggest.

To my mind, Dr. Bennett should be made a full Vice-President and trustee to hold office continuously as the other trustees. The North American Continent will be considered by climatic districts and not by political units. I am of the opinion that this will suit the Canadians better than a policy of condescension to appoint a Canadian representative.

In studying thoroughly the leaflets from the Geographic Society, I find also, as you say, that our ideas parallel theirs to quite an extent. It seems that similar problems lead to similar solutions. And it is good to know that we are not attempting something that has never been tried.

You are probably right in what you say regarding officers, and if the Committee should feel that I can serve the Society in any capacity, I shall be pleased to do all in my power to merit their confidence, but I positively would not be available to fill the office as president of the Society. I feel as you do that this office should be given only to an amateur with a national reputation who has made a valuable contribution to horticultural progress in America. I still feel that you are eligible to fill the office, but I agree that your editorial work will take up all your time.

I note with interest your reference to a 100 word statement of the activities of the Society and the benefits accruing to members. I will be pleased to try my hand at this as soon as we have decided upon the actual work of the Society. The subject is quite a broad one, and I fear, however, that it will take more than 100 words to explain everything.

In the limited time at my disposal I will try to complete the papers in the case as soon as possible.

Sincerely,

HT:EBM

SUBSCRIPTION PRICE \$1.50 PER YEAR
THREE YEARS FOR \$3.50
FOREIGN 25c PER YEAR EXTRA

THE FLOWER GROWER
For all who grow flowers
ESTABLISHED 1884

PUBLISHED MONTHLY BY
MADISON COOPER

CABLE ADDRESS:
"MACOOPER" CALCIUMNEWYORK
WESTERN UNION CODE

CALCIUM, N.Y. Mar. 7, 1922.

Hamilton Traub,
Henning, Minn.

Dear Sir:-

Your favors of the 27th ult. and the 2nd inst. to hand.

The sheet of your "selling talk" is noted with interest and I think you have made some good points, but I can't say that I am altogether pleased with the rather extravagant way you have put it. However, doubtless something of that kind must be done if we are to gain the attention of the average person. But what I was getting at in particular was not a general line of "selling talk", as you term it, but a plain straight-forward statement of the advantages of a membership. This, if you will combine into a brief paragraph of not exceeding 100 words, will be of untold value to the young organization in gaining the attention of new people.

You have, I think, convinced me easily in connection with the use of the name "horticultural". It is quite as you say, and besides I have dug up some information along that line in my own reading since I wrote you and I see easily that this is about the only word which could be used that is broad enough in scope to cover the activities of the proposed organization.

It would be my impression to limit, for the present, activities of the proposed organization to something that we can actually get into and follow up and while your general plan is all right enough it contains some suggestions that had better be left in the background for the present.

H. T. -2.

Had a nice letter from the National Geographic Society, which I am enclosing herewith, together with the printed matter they sent. They refer to the first issue of the magazine which you can probably get access to in the Minneapolis Library. I have read over briefly privileges and duties of members and so far as I can see no voting rights accrue to the ordinary member. If there is anything in the circular which refers to that I fail to get it in a casual reading. I am going to send to Mr. Hutchison for another set of these pieces of printed matter so you can retain these for your files. It seems that they contain some very useful information in connection with the proposed organization, but I don't just see how they work it out that they have an organization and that their members have no voting privileges of any kind. Perhaps you know how this figures out better than I do.

What you say about nationality is noted and I see that I was not far from right in my surmise from your name. I agree with you that a man American born is an American and as such he is bound to stand by American principles, regardless of ancestry. I note that you have 25% French ancestry as well as 25% North Italian. The French and Italians, especially the North Italians, as I understand it, are of Latin descent, and have same general characteristics, but I am not at all sure what high German means, but it makes no difference.

Glad to know that the Traubs are thoroughly Americanized. That is the sort of Americanism we want. While personally I am willing to do a lot of kicking about the way things are run in peace

H. T. -3.

times when this country gets into war and our sons and brothers are being slain there is only one kind of patriotism and the man who is a conscientious objector, pacifist, or call him what you will, is, in fact, either a traitor or a coward, or perhaps both. I wrote a rather mean letter not long since to a man of German extraction who married a thorough-bred German wife and told him essentially what I have told you above. As that was more than a month since and I have not heard from him guess he must have taken it rather seriously, especially as he was inclined to do a lot of kicking at fighting at somebody's command. He objected to any form of battle, so far as I could see it, and I told him that any man who thought there was a better country than the U. S. ~~he~~ had better go to it and not waste any time, or words to that effect. However, as my letter was quite impersonal I am in hopes that I did not counter his ideas too heavily.

Not altogether sure that one's abilities are inherited, as you suggest. Tendencies are inherited, but abilities are more or less created by ambition, activity and environment. You are quite right that one should be proud only in proportion to the use which one makes of his natural gifts, but apparently you are much stronger on heredity than I am. Heredity only gives the tendencies and does not actually supply a gift.

Glad to know that you are surprised that I am quite some older than you are. This is a real compliment. I will admit, however, that although 54 the 19th of this month that I have much more action than many men half my age, and I occasionally tell my sons,

H. T. -4.

the youngest now nearly 21, the oldest over 30, that I am the youngest one in the family. If you have seen more of the world and its activities in your 32 years than I did during my first 32 I am glad to know it, but my own experience is so varied and covers such a wide range of subjects that I am not willing to give you the palm on an education in the "University of Hard Knocks". Your real schooling is, I should say, about twenty-five times that of my own, but while you were in school it does not necessarily follow that I was idle or was making no progress. I claim that the man who has not the advantages of schooling, and especially college, may not miss anything. In fact, he may miss a great deal if he does go through college, but this is an endless question and hardly worth while to start an argument on.

I am not so sure about Mrs. Skinner as available timber but I am sure of Mrs. Heath. Mrs. Skinner is, I take it, more of a refined and educated woman and probably with less activity and desire to accomplish. Besides I have had no correspondence with her for several years. Frank C. Evans will be valuable material if available. Not so sure of Mr. Marshall on account of his age and poor health.

Several others have occurred to me since writing you and I think there will be no trouble in getting ten real good ones together but I don't like to hurry such a proposition. It seems to me that the original ten will have a vast influence on the future of the organization. The necessity for keeping these ten actual amateurs shuts out some very valuable timber, I can see that plain enough, but

H. T. -5.

I think that this point ought to be carried on through the organization that officers, trustees, or executive committee, or whatever they are called should all be amateurs, strictly speaking, and not engaged in trade. Perhaps this is drawing the line too fine, but this is my impression right now. It will put the organization on what you call an altruistic basis and that idea hits me exactly.

In this connection it is quite my idea that I am willing to ~~have~~ forego any profits which might accrue from the publishing end of this business other than for a reasonable salary for time consumed. Further, in this connection I am not quite sure that I am satisfied to change the name of THE FLOWER GROWER to "Garden Lore Magazine". Is there any real necessity for this? This might be a natural development but could not THE FLOWER GROWER be the official organ of the proposed organization during the first year or so and then if everything went along smoothly and swimmingly it could be changed in name and taken over by the society. In other words, I am loth to change the present FLOWER GROWER, as it has an established reputation and clientele under the present name and until the new organization demonstrates its capacity and activity it would seem to me that something as above suggested would work out O. K.

It is noted that in incorporating expenses will be nominal so I suppose that we can raise this money between us, if necessary.

Glad to know from your letter of March 2nd that Dr. Bennett is favorable and he is just exactly as I told you he would be, too busy to do much, but favorable to the idea. Think you can depend on him as the Canadian vice-president or whatever other title might be suitable for him.

Yes, I think that the proposed organization ought to appeal to all enthusiasts on sight. In other words, we ought to have the proposition in clear enough English and so convincing in few words that any man could see it.

Of course, we can't convince them all, I realize that, but most of these will fall in line some time later. Such a proposition as we are working on is surely too big for most people to comprehend. In fact, I, myself, am slow in getting hold of the idea, and, therefore, it is not surprising that those who give it casual consideration do not fall in with the idea at once. No, we will meet with no direct opposition, and if the thing can be launched and made a success from the start, even though the growth is slow for the first year or two, if it can be gotten to going it will be a mammoth thing in time. Think the National Geographic Society is much along the same lines that we are working on. Please note what is said under organization of the society. There proposition, the same as ours, is based on altruistic motives and personally when the proposed organization ceases to perform on altruistic lines I will sever my connections with it. In other words, I am heartily in accord with you on this point at this time and like you I am glad to demonstrate that there are a few people in the world who are willing to do things without material remuneration.

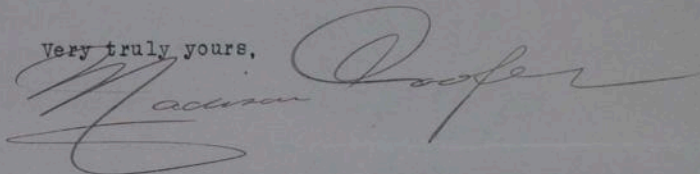
Write me more fully about your idea of handling of Canada in connection with the national society and just what Dr. Bennett's title and office would be, if he is selected to represent Canada in the new organization. Then I can take it up with him, and am sure to get his co-operation.

H. T. -7.

It was not my thought that I should be first president of the organization and it had been my thought that you should be and yet thinking it over I should say that it would probably be better to get some well known and public spirited man elected to the office to start with. My thought is that as editor of the official organ I will have honors enough and activities enough and that as secretary you will have honors enough and activities enough, and although the office of president might be a greater honor I am sure that it would hardly be good policy to have you serve in two offices and as secretary you are a prime necessity. Please let me know if you do not agree with me on these points. It would seem that if I should serve as president and editor both that I would be hogging the honors and I am sure I could be of just as much service as editor only.

I hope I have not overlooked any of the points in your letters.

Very truly yours,

A handwritten signature in dark ink, appearing to read "Madison Rucker". The signature is fluid and cursive, with the first name "Madison" written in a smaller, more compact script and the last name "Rucker" in a larger, more expansive cursive style. The signature is positioned below the typed name "Madison Rucker".

Henning, Minn.,
March 10, 1922

Mr. Madison Cooper,
Calcium, N. Y.

Dear sir:

Your kind letters dated Feb. 27th and 28th., were duly received, and I am answering the same at the first opportunity that has presented itself. I will try to take up the important points one at a time.

You are probably right to put off the actual appointment of the Organization Committee until some time in April as it will take us a number of weeks to get the proposition on a practical basis.

With regard to the location of general headquarters I want to say that my only object in mentioning the subject at all was to get it to a head so that we can incorporate the Society. If Cleveland (or Buffalo) is the best location, then either of these two places should be chosen by all means. I suggested Chicago on account of its central location aside from the fact that it is a great center of population; and I named Washington, D. C. for quite another reason. An organization that is located at the National Capital would have the best chances of securing A-1 talent to serve on the Board of Trustees. The people's representatives and visitors from the United States and foreign countries would have a good opportunity to observe the work of the Society and report back home. But this was only by way of a suggestion. Although I have lived nine months in Cambridge, Mass., three months in New York City; two months in Washington, D. C., and three months in Buffalo (I took my military training at Fort Porter in Buffalo), I realize that you know the situation better than I do, and your suggestion on this point should carry greater weight. It appears to me that Cleveland might be better than Buffalo since the former city is a little more toward the center---that is, of course, if a central location is desired.

The expenses for incorporating would run about as follows:

Minnesota	No fees
Illinois	\$10.00
Ohio	\$2.00
New York	\$35.00 to \$45.00
District of Columbia	(Information not as yet received)

With regard to the Board of Trustees my idea was that the original ten should run the Society until it is firmly established, and then add a trustee here and there as the opportunity presented itself. (The Articles of Incorporation, as drawn, provide that the Board of Trustees shall be not less than ten or more than twenty-five in number.) I was looking into the future when I made my reference to the additional ten? Being an enthusiast on this subject, I like to see the Society as it will be after a term of years, and I realize, after reading your letters, that it might be better to forget about that part at present as such references may mislead. I will try to avoid such statements hereafter. My immediate suggestion therefore is that the original ten should start the Society and put it into good running shape. But having drawn the curtain aside, it is proper on my part to explain the reference. The additional ten should be added in this way. An attempt could be made to enroll desirable trustees timber as members, and then get them to attend some of the flower shows to be staged as soon as practicable. They should then be approached after they have come to respect the Society. But this matter can be left to the future, and the trustees can settle this after a term of years.

You ask for elucidation regarding my reference to finances. According to present plans, for instance, ~~that~~ \$1.00 of the annual dues paid by each member goes to the general treasury, and life membership may be had by paying \$100.00. What I mean by putting the Society on a sound financial basis is that the net balance, after paying current expenses, of all money paid into the general treasury should be wisely invested so that after a period of years the Society will be financially well heeled, and no man need dispise the organization for a lack of actual or financial

success. There should be quite a number of life memberships from all parts of the United States and Canada and these funds should be put into a huge trust fund from which only the interest can be used each year. Income from any other source should likewise be wisely invested and in addition, the Society should make it an iron clad policy never to go into debt, and should attempt to move only when there are sufficient available funds on hand. Of course, I feel that these platitudes are plain to you, and it was for this reason that I referred to it in a general manner. You realize as well as I that without such a financial policy the Society will never amount to a row of pins. The Society must be in a position to function in such a manner that it will compel or win the respect of everyone, and such respect can only be gained by financial independence. We should never beg for funds as several of the special flower societies are forced to do. This is their main weakness, and the main reason for cooperation on a larger scale is to overcome this crippling handicap.

I think that I am beginning to understand what you mean by a starting point. In your former letter you spoke of an appeal and this gave me the wrong impression. You mean that we should state what the members will actually receive during the year 1923, and ignore the greater possibilities that will come only in time. Of course, it will be impossible to do this until we decide what the activities of the Society will be for the first few years. You are a step in advance of me at the present time, but I know what you are driving at. You do not suggest that we cross the bridge before we come to it, but you want to be certain that there will be a bridge to cross when we get there.

I received another letter from Mrs. Heath and she is quite enthusiastic about the proposition. I am sending her letter herewith, and would be pleased to have you return it for my files.

Our section of the country is still covered with a heavy mantle of snow and it will be weeks before we will experience any signs of spring.

Sincerely,

HT:GG

Henning, Minn.,

March 6, 1922

Mr. Madison Cooper,

Calcutta, N. Y.

Dear sir:

Your kind letters dated Feb. 27th and 28th., were duly received and I should have answered these immediately, but the early part of March is our busiest time, and I simply did not get the necessary time. I will, however, answer these letters fully in the near future, and I hope that I will have received replies to my letters to you dated Feb. 27th and March 2nd by that time.

Regarding further exposition of the proposition in the April Flower Grower would say that if it is advisable, I will be glad to act upon your suggestion. It is an easy matter on my part to write at great length on the subject, but the only question I ask myself in this regard is as to whether or no it will do any good. I suppose it would be all right to include at least a short article in the April issue for it is a good plan to keep the idea before the public so that the novelty will wear off. This is a sound principle in advertising. Kindly let me know how soon this copy must reach you and I will try to have it reach there on time.

I suppose, we can get the constitution and by-laws of N. G. S. copied from records in Washington, D. C., in case the Secretary does not see fit to supply you with a copy.

I am doing some serious thinking along the lines you suggest.

Sincerely yours,

HT:KEM

P. S. I am enclosing herewith a clipping from the Literary Digest on "Watering Potted Plants Automatically", and I thought that it might interest you.

SUBSCRIPTION PRICE \$1.50 PER YEAR
THREE YEARS FOR \$3.50
FOREIGN 25c PER YEAR EXTRA



PUBLISHED MONTHLY BY
MADISON COOPER

CABLE ADDRESS:
"MACOOPER" CALCUMNEWYORK
WESTERN UNION CODE

CALCUM, N.Y. Feb. 28, 1922.

Hamilton Traub,

Henning, Minn.

Dear Sir:-

Your favor of the 25th inst. is to hand and I had noticed by the papers that you had some storm in Minnesota. The weather bureau promised it to us here but it did not get this far, using up its energy doubtless before it got east of the Lakes.

Glad to know that you have heard favorably from Mrs. Heath and I hope we can get favorable responses from some of the others.

Your outlines or plans are noted and they look good but I want to caution you again not to let your theory and planning outstrip actual accomplishments. In other words, while I like your plans I want to suggest that you start in with something which is reachable and practicable to begin with. Too big a plan to begin with may bust the proposition. Don't publish your general plans too much until we have things lined up for concrete action.

By the way, in this connection what are you going to say in the April FLOWER GROWER in furtherance of the general proposition? You ought to get something in there, and I think that I will hardly be able to appoint that committee of ten in time to have it announced in the April issue. I want time for consideration and suppose you have written several interested people and I want to know what they think about it.

Will send you a copy of the constitution and by-laws of the National Geographic Society, if I get it, but have not heard from the

H. T. -2.

society yet.

You have not answered my question very definitely as to what concrete proposition you can offer to the prospective member. Vague promises do not go very far these days and you must show inducements to start with.

If it is necessary to incorporate under the laws of some particular state I am strictly in favor of New York state and would suggest Buffalo as the national headquarters. Not only is Buffalo fairly central to the population of the country, but it is reachable not only by people in the U. S., but the most easily reachable city from the population center of Canada and I look for very keen support from the Canadians if they are properly approached.

Your suggestions for activities of the society look all right enough, with certain modifications and developments and they are not essentially different than I had thought them out myself, but as before stated we must start somewhere and work from the starting place toward the general scheme. We cannot start with the general scheme already in operation.

The weakness of your general scheme, as suggested, is, I think not in having a definite starting point. Although you suggest starting with a corporation, etc., that means nothing except as it is backed up by activity and appeal to the mass of people that we want to make members.

My suggestion is nothing new. It has come up hundreds of times in the past in connection with the national floral organizations. The prospective member immediately asks what ~~xxx~~do I get out of it and

H. T. -3.

in connection with the A. G. S., for instance, nearly the only answer was THE FLOWER GROWER. The A. I. S. not only furnishes THE FLOWER GROWER but they print quarterly bulletins; the American Peony Society, you know what they furnish, I guess it is not so very much in the way of literature. The American Rose Society furnishes the Rose Annual and I guess that is about all. The point is the proposed organization must do more than any one organization has done before. In fact, prospective members must be assured that they are going to actually get more for their investment than they can get in any other way. Give this matter some hard study as it is the most important point you have to work on right now.

Very truly yours,

Maxim Cooper

SUBSCRIPTION PRICE \$1.50 PER YEAR
THREE YEARS FOR \$3.50
FOREIGN 25c PER YEAR EXTRA

THE FLOWER GROWER
For all who grow flowers
ESTABLISHED 1914

PUBLISHED MONTHLY BY
MADISON COOPER

CABLE ADDRESS:
"MACOOPER" CALCIUMNETWORK
WESTERN UNION CODE

CALCIUM, N.Y. Feb. 27, 1922.

Hamilton Traub,

Hennings, Minn.

Dear Sir:-

Your favor of the 24th inst. is to hand and I will try and answer this letter promptly so as to catch up with correspondence.

Your suggestion about personnel of trustees is noted and your suggestions seem good. Don't know whether I can suggest the right parties or not, but I think I have at least one publisher that I can recommend if he will consent to serve. He is also interested in nature studies, etc.

As I understand it your suggestion is that not only the original ten trustees or directors should be strictly in the amateur class, but also that the ten additional, five great men, two great financiers, and three from the newspaper profession, should also be from the amateur profession, but I presume that there should be no question about the last ten, anyway. However the point is, how are we going to approach such people unless we are personally known to them? The one newspaper man that I happen to know is a recent acquaintance, but not a personal acquaintance, but his acquaintance comes through my friend H. C. Reading, so perhaps these two, as a pair, might work well enough, although possibly from different towns might work better.

Your suggestion of building up a sound financial basis is noted, and I wish you would be more specific in explaining what you mean along this line. To start in with I cannot see where there will be any money invested in the proposition at all and such a

H. T. -2.

suggestion necessarily involves details in order to work it out.

Your proposition being a strictly new one naturally would be regarded with suspicion by any of the so-called great men whom you suggest, and possibly also by the newspaper men and financiers. While from time to time I have been pretty well acquainted with men in different walks of life and up to the time my old friend Seth Low passed in his checks I could have mentioned him as a great man for such a trusteeship without stopping to think about it I am somewhat in doubt whether I can off hand call to mind just the people who would best be named. However, as above suggested I am afraid these big fellows are likely to regard our puny proposition with suspicion, if not contempt. In other words, necessarily when such a thing is launched it is little or nothing and these big fellows don't like to be connected with things which are not actually successful. I don't blame them much as I, myself, have assisted in a number of funerals of organizations which should have succeeded. However, as I have already written you my way of avoiding trouble is to anticipate it. You being younger are probably more optimistic, but, anyway, it is up to you to offer concrete suggestions. What I am worrying about is a starting point. While I might name ten men in ten minutes as the original ten trustees I don't like the idea without giving it serious thought. Thought perhaps that by canvassing the matter personally: Suppose for instance, I write letters to my subscribers in different cities or different places, asking suggestions from them ^{as to} who would be likely timber for the proposed board. What do you think of this idea and do you know of any better way of doing it? I could perhaps write out a hundred

H. T. -3.

letters and get suggestions along this line. The average subscriber to THE FLOWER GROWER is a very live proposition and many of them would, without hesitation, name representative people. Have you in mind suggestions for the ten secondary members? Of course, I understand that the original committee of ten will make the final decisions, but doubtless some recommendations along this line would be desirable on your part.

Let me hear from you more definitely. I agree with your general suggestions, but think we ought to get this matter down closer to detail.

With reference to location for national headquarters: Personally, think Washington, D. C., is a miserable location and New York City is too far east and perhaps Buffalo is in the same class, but, anyway, any location from Buffalo to Chicago is better, so far as being central is concerned, than anything east or west of those cities. But if there is anything in the international idea which will develop later headquarters in New York City would be desirable and Buffalo would perhaps be next. I am not so sure but that Buffalo or Cleveland, and especially Cleveland, might make a strong bid for such a proposition. Detroit is out of the question because of the congested conditions there. You did not mention Cleveland. Suppose you consider that? It is a big railroad center and easily reached from many directions, although, of course, not quite the center that Chicago is.

I was not aware that I was trying to define what constituted a man, except by indirection, but I guess I had some of the elements

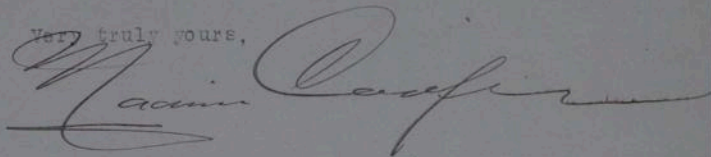
H. T. -4.

all right enough, as you seem to approve it. Some day I will tell you what I am doing and have done, partly to keep in touch with common things. You will be quite surprised, I think. It involves some rather strenuous rising hours and the doing of some rather dirty and disagreeable work. My thought is that no man is well balanced unless he puts himself in position where he can see the trials and tribulations of the common people.

Your political affiliations are noted with interest and I might say that I am neither a Democrat or a Republican, having voted a decidedly split ticket for many years. My ancestry were Republicans, but I joined the ranks of independent voters years ago.

Keep me posted on what you hear from the different ones you write. Perhaps we can strike some one who will offer some valuable suggestions.

Very truly yours,

A handwritten signature in dark ink, appearing to read "William C. Coker", written in a cursive style with a long horizontal flourish extending to the right.

Henning, Minn.,

March 2, 1922

Mr. Madison Cooper,

Calciump, N. Y.

Dear sir:

Since writing you the last time, I have heard from Dr. Bennett and he is favorably inclined toward the proposition. I quote part of his letter:

"I would imagine that a National Horticultural Society would be a splendid thing. Have read the suggestion regarding formation of same some time ago in The Flower Grower. Would be glad to aid in formation of same. Am overworked at present so cannot promise too much; not that I am not fully in accord with same, but there is a limit to ones endurance."

With further reference to the term "horticultural", I beg to add that by adopting this title we will preclude all possibility of a rival organization. If we organize the National Garden-Lore Society, others can step in and organize The National Horticultural Society. The latter covers the former, but the former does not include as much territory as the latter. We should make our ground entirely secure.

After reading your last letters a second time, I gain the impression that it is your idea that the proposition should appeal to all enthusiasts on sight. It would be ideal if such a condition could exist, but we must expect to meet sceptics at this stage when we have not decided upon all the points. Most people are extremely conservative, and some are jealous by nature, and they want to see only a sordid motive in whatever actuates individuals. They do not realize that there are still people in the world who have the welfare of their native land at heart. So long as the Society is still in the air, they will try to do all in their power to make it miscarry, and the best means they have of doing this is by adopting the tactics of Gandhi---non-cooperation. We must expect such treatment from a few of those in whom we have the most confidence at present. There are a few of whom I know (I put the matter up to them) who will wonder at the temerity of individuals who essay to organize a national society. I know that there are a few such individuals in our midst, and I count on their non-cooperation. We must remember that movements of this kind were in every case founded by fearless individuals who know what the Country's

needs are, and who are not afraid to do what their conscience dictates. But when all is said, I am of the opinion that we will meet with no direct opposition, and we should proceed with our plans as speedily as possible. Once the Society is organized people will see the concrete fact and then acquiescence will be general.

In order to get the machinery running smoothly all unsettled matters should be duly considered with the least possible delay so that the final forms can be drawn up.

By way of suggestion I would add that it would probably be a good plan to write Dr. Bennett that we count on his support, and also ask him if he will be willing to become a Vice-President in the new Society. If he were an American, he should be made the first president, but it would hardly look right to have a Canadian as the president of a national Society. I am of the opinion that you should be the first President

and the Editor of the official organ as is the case in the National Geographic Society. There must be concentration of authority so that an effective policy can be carried out.

Hoping to hear from you again soon with regard to the unsettled matters, I remain,

Very truly yours,

HT:KB

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For all who grow flowers

ESTABLISHED 1914

PUBLISHED MONTHLY BY
MADISON COOPER

CABLE ADDRESS:
"MADCOOPER" CALCIUMNEWYORK
WESTERN UNION CODE

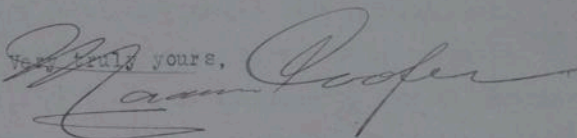
CALCIUM, N.Y. Mar. 29, 1922.

Hamilton Traub,
Hendling, Minn.

Dear Sir:-

Returning herewith the Reading letter.

Must say that I don't altogether like it. It lacks
anything like an expression of opinion and practically speak-
ing says nothing. You might just as well not have the letter,
as to have it.

Very truly yours,


CALCUM, N.Y. Mar. 28, 1922.

Hamilton Traub,

Henning, Minn.

Dear Sir:-

Your two favors of the 25th inst. both to hand.

You neglected to enclose Mr. Reading's letter. At least it was not with your letter when received here.

I am inclined to think that a person who does not see the possibilities of good work in any particular line without much explanation and without coaxing is hardly likely to be valuable timber on committee, and I would not be inclined to urge Mr. Reading for this reason. Any man who is over cautious is not likely to do much in this world as necessarily some chances must be taken.

What is said above I think applies to a letter from Mrs. Francis King, which I am enclosing herewith. My first thought is to forget that I had written her. If she is so critical as to want to know the names of the people she is going to serve on committee with and possibly reject the idea if she does not know them all guess we had better forget her. Anyway, she is not altogether my style, being too much in the aristocracy class to suit me. She has made quite a notable success as a floral writer, however, but has probably graduated past the amateur class to a point where she would be of little use as an active worker.

Quite the reverse with Mrs. Heath. Had a letter from her along the lines which you quote. Apparently she will be a very valuable member of the committee and officer of the society. Wish we could lay

H. T. -2.

our hands on more such.

So far as Mr. Reading is concerned: I am just guessing at it, but I have an idea that he has recently suffered a decline in health which will affect the activities of most any man. This is mere surmise on my part as his letters do not seem to have the same quality at all that they did formerly.

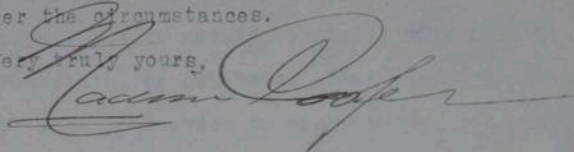
Strange, is it not, how much apparent caution human nature has in connection with a new proposition? Did you ever see the lines:

"Truth would you teach, or save a sinking land;
all fear, none aid you and few understand".

Don't know just where I saw or heard that and not sure that I have it accurate but it tells a heap. But just wait until the national horticultural society is a going concern and watch people tumble over themselves to jump on board.

It is my plan to answer your letters promptly, not because I have plenty of time, as you might perhaps assume, as my desk is piled up and my bookkeeper has been sick a week, but because I don't want to delay any of the points under discussion. I am afraid I am not giving as close attention to some of the points ^{as} ~~that~~ I might but doing the best I can under the circumstances.

Very truly yours,



CALCIUM, N.Y. Mar. 27, 1922.

Hamilton Traub,

Henning, Minn.

Dear Sir:-

Your favor of the 23rd inst. is to hand.

First, I will comment on your outline of PURPOSES:

It is my thought that \$2.50 will be all right enough for the first six months, or until January 1, 1923, and it might be stated that beginning with that date memberships will be \$3 per year. During the early stages of organization naturally members will not get as much for their money as later and it will be some ^{inducement} distinction for people to come in as charter members. However, I don't like the idea of breaking the complete volumes of THE FLOWER GROWER, by starting in as the national horticultural magazine beginning with July 1922, but this is a part of the other form.

I want to give you a thought in this connection for consideration and action at a suitable time: Members ought to feel obligated in some way to contribute articles to THE FLOWER GROWER on any subject which comes within their special scope and while this need not be compulsory, as indeed some of them may want to sell these articles to some other papers, yet it should be stated ^{to} them in connection with their membership, or otherwise, ^{So} ^{will} that they feel that they are invited or under some obligation to contribute. I suspicion, however, that there will be rather too much of this after a time, ^{as} ~~as~~ indeed, there is already with THE FLOWER GROWER, but it will make a better feeling with members to have them understand that it is THEIR society, and that they are expected to lend a hand in every way they can.

H. T. -2.

Generally speaking your statement of the purposes and activities of the organization seem to be very good, indeed, and although I have not attempted to criticise in detail beg to offer the above suggestion for your consideration. Surely you have made the statement much more comprehensive and clearer than I could have done it, if that is any satisfaction to you.

Then with reference to the Charter:

Your suggestion that charter fellows shall bear their titles for the duration of membership is a good one and will prove an incentive to people to join before January 1, 1923.

Better change the wording so that those who have paid ^{up} subscriptions to THE FLOWER GROWER for 1923 may acquire fellowship, etc. Then THE FLOWER GROWER can change its heading, as you suggested, to THE FLOWER GROWER, THE NATIONAL HORTICULTURAL MAGAZINE, No. 1, Volume X, beginning with January 1923. Perhaps you are under the impression that THE FLOWER GROWER was organized in two volumes per year whereas it is only one, and, of course, volume IX of THE FLOWER GROWER should be completed, and anyway, the organization of the society I should say ought to start with January 1, 1923, and really not attempt to do anything during the present year. Of course, memberships will be coming in, and I suppose THE FLOWER GROWER could be sent to them gratuitously for the balance of 1922, and then give them a full year for 1923. I would agree to charge the odd issues to and including December 1922 ^{at the rate of} ~~eight~~ \$1 per year, and if the charter members were not already subscribers, if they received more than their year beginning with

H. T. -3.

January 1923 there would be no harm done. In other words I think the real activity of the organization ought to start with 1923, although necessarily there will be a lot of preliminary work to be done in the meantime and it would be much better to pave the way and start the volume with January 1st and start the existence of the organization, as you might say, with that date.

Don't know just how that matter of chapters is going to work out, as this is something new to me, and, therefore, have no suggestions regarding it. I note in this connection that you have omitted the Rose, the Iris, the Gladioli, etc., I suppose purposely.

Hoping that these suggestions meet with your approval,

I remain

Very truly yours,

Lawson Cooper

MADISON CO. Hennings, Minn.,

March 27, 1922. Mar. 27, 1922.

Mr. Madison Cooper,
Hamilton, N. Y.

Dear sir: Hennings, Minn.

Dear Sir: To-day I received your second letter dated March 22nd., and I appreciate very much your frankly worded letter.

I am leaving for the University to-morrow and am not attending to the necessary details prior to departure, but I will answer your letter at the very earliest opportunity.

I will receive an academic degree on June 14th., and will be back a few days later. I will try to write up some visits to the famous gardens in and around the Twin Cities for the Flower Grower if that meets your approval. You see I will miss my own garden and will have to make it up some way.

Very truly yours,

HT:GG I note from your concrete statement of the comparison of the two organizations that the main difference is that the Horticultural Society, as you suggest it, will have a set of "managing" officers who will have activities outside of the official publication. This is a radical departure from the National Geographic method. Candidly, I am not in favor of all this having two sets of officers and I should think that the Horticultural Society will be rather useless unless it has a set of officers who will have activities outside of the official publication. This is a radical departure from the National Geographic method. Candidly, I am not in favor of all this having two sets of officers and I should think that the Horticultural Society will be rather useless unless it has a set of officers who will have activities outside of the official publication.

Hamilton Traub,

Henning, Minn

Dear Sir:-

Your favor of the 21st inst. is to hand and I am answering promptly to facilitate matters.

While I agree with you that fragmentary correspondence doesn't start in any particular direction nor does it "arrive", yet I think you will admit that our rather "fragmentary" correspondence so far has discovered some good and useful ideas, and assuming that this is a fact I am willing to agree with you that now we should get down to concrete action.

It is, as you suggest, very reassuring that we have stumbled on to the same general plan of organization as the National Geographic Society, and this being the case there is no doubt about the ultimate success of our proposition, as it seems to me that there is far greater call for such an organization as we are putting forward, than there is for the National Geographic Society.

I note from your concrete statement of the comparison of the two organizations that the main difference is that the horticultural society, as you suggest it, will have a set of "managing" officers who will have activities outside of the official publication. This is a radical departure from the National Geographic methods. Candidly, I can see no reason at all for having two sets of officers and I should say that the so-called "customary" officers would be rather useless except the president, who would have appointive power. However, this is only a suggestion and in general I approve your outline. The

H. T. -2.

horticultural society having activities outside the publication and these activities may, indeed, ~~at~~ some future time become more important than the publication itself, it is correct that suitable officers should be elected or appointed to take care of the different departments.

Would it be possible under your suggestion that the same person could serve as a customary officer and also as a managing officer? I have in mind, for instance, the fact that you ought to be secretary and also officer for general supervision of the society business, and incidentally your suggestion about library, museum, etc., makes me rather hungry for some connection with that part of the work.

Suppose you consider that the outline, as suggested in your letter of the 21st inst., has my general approval and let it stand at that, but will you please also consider suggestions above?

Your outline of procedure from now on meets my approval, and I shall certainly endeavor to get the necessary ten ~~men~~ lined up by May 1st, but if the committee is to get into the May FLOWER GROWER they will need to be lined up by the 15th of April and this may not be possible. I don't know just how long it takes to get incorporation papers through but you may be disappointed in getting returns on such a matter. However, we ought to get into line so as to make our bow, as you suggest, in the July FLOWER GROWER. There seems plenty of time to do that.

I won't attempt to say anything about what should be said in the July FLOWER GROWER as I think that can be left to work itself out between now and then. Your outline, however, looks good, subject

H. T. -3.

to necessary changes, made desirable by developments.

If we have from July 1st to December 31st to enroll charter members we ought to get a good bunch together and I see no reason why we should not take that long.

Your suggestion to launch a membership campaign is good, and this also can be left to work itself out. You have indirectly criticised me for being rather tenacious on the point of having some exact inducement to put up and I should say that this was the most important point that could have your consideration from now until July 1st.

I have written you quite at length only two or three days since but I think there is nothing in my letter that would in any way be affected by what you have written in your letter of the 21st or what I have said above. However, the question of your personal connection with the organization, and my personal connection with the organization, I think we ought to come to a very clear understanding of. If the official organ is to be the main activity of the organization for some little time to come, if, indeed, not for several years or longer, it is quite important that this should be considered in locating general headquarters and unless you can bring up some pretty strong reasons why general headquarters ought to be located in a big city I am rather tenacious in the idea that an ^{sub}urban location is best and for numerous reasons. Not the least of these reasons is lower cost of operating and lower cost of grounds for experimental gardens, etc. The underlying idea of the organization is better living, and surely this cannot be demonstrated under city conditions. Therefore, why stick ^{to} the cut and dried idea that headquarters must

H. T. -4.

be in a big city.

Don't hesitate to write me fully and candidly, if you have not already done so, of your connection with the proposed organization.

Very truly yours,

Wm. C. Coker

CALCIUM, N.Y. Mar. 22, 1922.

Hamilton Traub,

Henning, Minn.

Dear Sir:-

Your favor of the 20th inst. to hand and I will answer immediately to facilitate coming to a close understanding at the earliest possible date.

Think we are in general agreed upon plan of action, etc., and in the classifying and arranging of activities I am quite willing to defer to your superior ability for detail and organization. What I was particularly interested in was to have a starting point. I understand that it is necessary to get going first and that necessary articles of incorporation must be stated in general terms so as to be broad enough to cover any possible activity which may come up but this was not just what I referred to in writing suggesting that you outline the first activities of the proposed organization. However, you have given a very comprehensive outline of the activities and in fact I regard it as rather ambitious, perhaps not too ambitious, but not altogether possible to be workable for the first year.

In short it is my impression that the activities of the proposed organization must necessarily center around THE FLOWER GROWER as a starting point. In other words, that must be the chief appeal to the flower loving public to become members. These other things will have no tangible interest to the rank and file and I think you should keep this closely in mind in whatever appeal you put up for the consideration of the vast majority of people whom we will

find it necessary to approach.

The question of general headquarters is one which I am afraid we may split on and although in my former letter I suggested Washington, Chicago, Buffalo and Cleveland I think, yet honestly I am at heart opposed to locating general headquarters in any big cities, and I would like to offer the suggestion, perhaps as a rather progressive one, that the headquarters of the society should not be located in any large city. Therefore, in selecting the location I would recommend forgetting the advantages of big city locations. As a matter of plain fact are we not trying to organize this society for the distinct purpose of betterment of country living, rather than for the benefit of those who think cities are the place to dwell? If this is the case suppose we create an innovation and cut loose from the big cities entirely? This will make it possible to have general headquarters and trial grounds, library, museum, etc., combined.

Handling the subject plainly and bluntly: It looks to me as though Hamilton Traub, of Henning, Minn., and Madison Cooper, of Calcium, N. Y., would be the "main guys" of the proposed organization. If so is it not important that their ideas and convenience should be considered first? If so, then I propose that we forget the advantages of locating in the big cities and suit our own ideas of what is best.

While I do not expect that I would be justified in suggesting that general headquarters be located at Calcium, N. Y., as there is nothing here at all, hardly a blacksmith shop, yet am I not justified in suggesting that general headquarters be located, let us say, at

H. T. -3.

Syracuse, N. Y., or at my neighboring city of Watertown, N. Y., or perhaps ^{at} farthest Buffalo, N. Y? I am greatly interested in the question of library and museum. These subjects I have been very strong on for years, and would be glad to have a hand in the accumulation and arranging of such, and as I have no thought of changing my residence I have offered the above suggestions, as much perhaps for the efficient working of the organization as for my own convenience.

Now I think it is up to you to state what your probable connection would be with the proposed organization, how much time you could and would give to it, and whether you are definitely located at Henning, Minn., or could change your place of residence.

Although it is necessary for us to stick to the idea of an altruistic organization this does not mean that you, as secretary, if that will be your office, and I, as editor of the official publication, are not entitled to a reasonable salary for services rendered. These salaries must necessarily be determined by future developments and circumstances, and as THE FLOWER GROWER is now my chief activity and as it continues more and more so necessarily I will depend upon it for a livelihood having not sufficient income from other sources, in fact, practically none.

As stated, this is putting the matter in a decidedly baldheaded and hardheaded way, but ~~but~~ ^{well} might as well call a spade a spade and start the matter right and I hope you will be equally as frank with me as I have been with you.

It must be remembered that from a practical standpoint this thing is going slow and that money will come in slowly and ^{only} after

years of organized effort can the proposition be made to function in a nationwide way, to say nothing about an international way; but as an idealist, as you so kindly call me, I am mightily pleased to work along this line and to work with any one and everyone who feels the same as I do about it. Then, as a practical man, which you also designate, ^{me} I want to get a start in a small way which will enable us to go forward and not "bust up". In this connection you did not answer my question as to what appeal you would suggest ^{in it} ~~to~~ putting up to FLOWER GROWER subscribers. These run into large numbers now and they would be the real nucleus of the proposed organization.

Your outline of the proposed activities, as explained under nine heads, sound good, and no doubt at all but that they might be made to work out accordingly. It is certainly wise to have something of this kind to work to although it might be necessary to expand or contract from time to time. Your kind suggestion that the official organ would be the main connecting link is, of course, fully appreciated, and as a matter of fact I don't just see how the relationship between THE FLOWER GROWER and the society would work out but I do not anticipate that there would be any difficulties on that score, once we were going.

In this connection it is my idea that you, as secretary, would have much to do with the connection up of the work of the organization and to tell you the plain truth I must say that I have confidence in your ability to do this. With you, as secretary, and with me, as editor of the official organ, I can plainly see that between us we would have a monumental work to do for many years

to come and what we were able to do would depend upon the demonstration of our "size". I mean our real ability to do.

You are quite wise to not send me articles of incorporation and by-laws at the present. I don't want to get mixed up with them until you have them worked out to your own satisfaction. With reference to the correspondence between us: I must say in this connection that I am mightily pleased with your own reasonable attitude and for a comparatively young man especially you show much consideration for the opinions of others. On the other hand, as a comparatively old man, I want to take credit to myself for the same tendency or disposition. In the comparatively young and in the comparatively old the weakness of arbitrariness is likely to predominate. I think we are both actuated only by the best interests of all concerned.

Referring to the organization committee: Had a letter from Mr. Evans, of Crawfordsville, Ind., rather declining the idea but I think he will accept if it is explained to him, as it will not take much of his time. He practically wrote the same sort of a letter as did my friend, L. W. Lighty, of East Berlin, Pa., but I believe both of them will serve with suitable explanations. Then my most recent list of organizers is as follows:

Mrs. Fannie S. Heath, Grand Forks, N. Dak.
Dr. Frank E. Bennett, St. Thomas, Ont.,
Frank C. Evans, Crawfordsville, Ind.
L. W. Lighty, East Berlin, Pa.
Dr. J. H. Heeley, Paulding, Ohio.
Mrs. Francis King, Alma, Mich.
R. S. Sturtevant, Wellesley Farms, Mass.
Hon. Jas. R. Mann, Chicago, Ill.,
Rev. Chas. E. S. Ressay, Little Falls, N. Y.
Hamilton Traub, Henning, Minn.
Madison Cooper, Calcium, N. Y.

H. T. -6.

I have omitted H. G. Reading, and Jas. B. Borland, of Franklin, Pa., as they seem to be too luke-warm on the proposition; have also omitted O. S. Andresen, of Duluth, as I have not heard from him for sometime and doubtless his interest is lagging.

Have no doubt but that there are dozens of others who would be equally available, and I am still working on the problem. I note that you suggest R. S. Sturtevant, Wellesley Farms, but I had regarded him as strictly a professional. I think he is a graduate landscape architect. Also, B. Y. Morrison is doubtless a professional and having met the man once I must frankly say that I don't like him. Guess he is a good clean young fellow all right enough, but not of that frank disposition that I wrote you about in a former letter. Frankness with me is about nine points.

Hardly worth while to suggest Prof. Cady and Dr. Castle, as you say they are probably too busy, and I must admit that I am prejudiced offhand on professors. As practical men of affairs in about three cases out of four they are fizzes. Have had some experience with them as secretaries of floral societies. Doubt if Sturtevant would serve on account of his state of healthy. He has ^{so} been in poor health during the past year that he could hardly keep up his A. I. S. Work. Can't understand why Reading failed to write you unless he may be ill, but I have noticed that his correspondence during the past few months has been brief. He has made some excuses about being extraordinarily busy, but I notice that his recent letters lack the cordiality which they formerly had, which I do not think is owing to any offense but to preoccupation or possibly ill health.

What I said about finances was only in a general way, but I shall be at all times unalterably opposed to the accumulation of any considerable funds. It is a very dangerous thing. Our organization ought to be a sort of co-operative one with the funds in the hands of members, where it belongs. Of course, certain moneys are necessary to perform the necessary work, but aside from trust funds from life memberships I am opposed to any considerable accumulation of money, except for possible buildings, grounds, etc.

Your short statement of the advantages of the National Horticultural Society is an exceedingly good one, and is all right as a statement of purpose, but what I was getting at was a statement that could be used as an appeal to all flower growers and founders of homes. In other words, it should appeal to a man's personal interest and not to higher sentiments.

By the way and while I think of it: The proposed organization need not limit its scope essentially and it could include any activities that would be helpful to the home builder. I don't mean that we should incorporate plans of houses, or anything of that kind, but I mean anything which would educate toward better living conditions should be within the scope of the proposed organization not in its published statements, or activities, nor in its constitution and by-laws, but in fact, and I am passing this idea to you while I think of it.

Don't forget that the main thing for you to think of is what appeal you are to make to the average flower lover to join the organization. Suppose you were to make a house to house canvass, soliciting members: What would you say to the lady of the

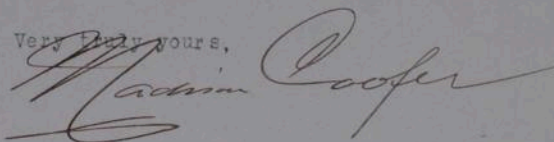
H. T. -8.

house and to the man of the house? I don't mean that we would probably ever to this, but if you will put yourself in the hypothetical case of the house canvasser you will be able to see what I mean more clearly.

Now I am afraid that I have sent you another jumbled letter and have not held myself closely to the facts as you have stated them, but I believe I have covered the points that I wanted to tell you and I hope you can take them out of this letter so as to make them usable.

The important point is for you to write me about your own connection with the proposed society as frankly as I have written you.

Very truly yours,



P. S. In writing several people today I have suggested that the proposed national horticultural society, from the fact that it would interest many thousands of people not previously interested in floriculture, would naturally serve as a feeder to the present national organizations devoted to special flowers. Would suggest that you keep this in mind and use it in your arguments. I am not so sure but what it would work out this way rather than as you suggested in a former letter, to put the present special floral societies out of business. Developing a large number of flower lovers would, in fact, create a great boom

H. T. -9.

in floriculture and as members would naturally gravitate to those flowers they liked best this would lead them into memberships in the national organizations devoted especially to their favorite flower.

Cooper

Mr. Harrison Cooper,
Calculus, N. Y.

Mr. Harrison Cooper,
Calculus, N. Y.

1922.

Dear Sir:

I have your kind favor dated March 22nd., and the inclosed letter from Mr. Reading which I am sending you herewith for your information. Kindly return it to my files.

A thorough study of this letter reveals a cautious and modest individual behind it who probably understands the proposition, but does not feel it incumbent upon him to assume any responsibility of either applauding or condemning the move. I have all the respect in the world for such men for it is their privilege to decide as to whether or no they will support the proposition, but I do not see how the Society will ever be launched by listening to platitudes.

You realize that it is necessary to give some idea as to the nature of the organization to be launched, and the outline is not too complicated for any enthusiast to understand and digest. If anyone cannot see the value of the idea, it is probably best in most cases, probably not in this case, to pass him by. One way of gaining our end would be to write a given number of enthusiasts and appoint those who accept as members of the Organization Committee even if that number is less than ten or a few more. We cannot expect to receive acceptances from everyone since the human equation is very unstable, and in approaching a limited number of individuals the law of averages does not even come into play.

Kindly let me hear from you again regarding this matter when you have the time.

Very respect the said nature of the organization. In other words,

Sincerely,

as a practical man, while I am inclined to like the looks of your

HT:GG

I also want to see something concrete and of a practical nature suggested as the exact starting point.

Mr. Reading seems to lack confidence in his own ability to judge the proposition and I must admit that I felt some way the same myself to start with. Of course, I see it somewhat from the inside, but Reading is a good amateur biologist and a pretty well read man and our proposition seems to be sound in his opinion and not worth the necessity of being so. In other words, our proposition is a layman's.

after

PUBLISHED MONTHLY BY
MADISON COOPER

CALCIUM, N.Y. Mar. 22, 1922.

Hamilton Traub,

Henning, Minn.

Dear Sir:-

Since dictating a letter to you this morning the enclosed letter from Mr. Reading has come to hand with the explanation that he lost your address. He might have found it, of course, in the March issue, but it probably did not occur to him.

In the short letter in which he enclosed this one to you he says that your proposition is so far beyond his experience that it does not warrant him in venturing an opinion, but that you seem to have it so thoroughly worked out that it suggests the work of a master mind.

As I have stated to you before my fears are that in working out the details of the proposition so minutely that you may neglect the main purpose of the organization. In other words, as a practical man, while I am inclined to like the looks of your scheme, I also want to see something concrete and of a practical nature suggested as the exact starting point.

Mr. Reading seems to lack confidence in his own ability to judge the proposition and I must admit that I felt some way the same myself to start with. Of course, I see it somewhat from the inside, comparatively, but Reading is a good amateur horticulturist all right enough and a pretty well read man and our proposition really ought to appeal to him promptly and not await the necessity of his chewing it over for weeks. In other words, our proposition must be put in simple form for the consumption of the average layman.

Very truly yours,

Madison Cooper

March 25, 1922

Mr. Madison Cooper,

Trinity, Calicut, N. Y.

Dear sir:

Your valued letters dated March 20th. and 21st., were received to-day.

Your handling of the problem of further exposition of the proposition in the May Flower Grower is probably the best solution. My concern in this matter is not to encroach upon the work to be undertaken by the Organization Committee, and it would be poor policy to advertise our present plans before they have received the approval of the Committee.

With regard to the error want to say that I do not lay the same on anyone in particular since it was occasioned by the necessary haste in getting the matter into print. It probably appeared to me to be a greater sin than it really is. I had sent my copy of the article to you and could not ascertain that my copy was at fault, and I could not imagine myself dictating this word in this connection, but since the facts are what they are, I will take the full responsibility for it as it is my aim to be fair in everything.

The leaflet explaining the operation of the Ottawa Horticultural Society has had careful study, and such suggestions will be of help in connection with the organization of local horticultural societies under the rules of the Society. This organization operates along the same lines as The St. Thomas Horticultural Society does. It will probably take more than twice the words used in this leaflet to explain the operation of the N.H.S.

Mrs. Heath's enthusiasm is increasing. She writes: "It is surprising how the spirit of this game grows on one. . . . I have already formulated . . . plans whereby . . . the new Society shall be brought to the attention of the people of our State. . . . I am eagerly awaiting the time when I shall get the welcome word to help start the machinery". She promises to interest North Dakota and Montana amateurs in particular, and she has the support of the local press. Such enthusiasm is certainly an asset of a little value to the new Society for once we have a foothold in a territory, the members will do the rest by nominating their friends for membership in the Society.

Should Mrs. Heath be one of the three Vice-Presidents or should she be appointed a Regional Vice-President for her district which will probably include the States of North Dakota, South Dakota, Wyoming, and Montana, and the Provinces of Manitoba, Saskatchewan and Alberta? The office of Vice-President would be merely honorary in nature and she could fill a Regional Vice-Presidency to the best advantage of the Society for she is fitted by practical experience to begin the work of accumulating notes for a practical text for gardeners in the Great Plains Region. She has volunteered to conduct a membership drive among her acquaintances, and through the local press, and she is probably the most active amateur in this District.

DEAR MRS. COOPER: I am sorry to hear that you are not so well as you were when you were in the hospital. I hope you are now better. I am sure you will be soon. I am sure you will be soon.

Yours truly,
M. J. COOPER

MADISON COOPER

Trusting to hear from you again soon regarding the unsettled matters, I remain,

CALCUTTA, INDIA, Nov. 20, 1922.

sincerely,

Hamilton Road,

Banipur, N.W.P.

HT:GG

Dear Sir:-

Have to hand your favour of the 16th and 18th, and inasmuch as you did not prepare any set article in connection with the general subject I think it best that I simply write a short note over my own signature, embodying the ideas suggested in your brief statement of the matter contained in your letter of the 16th.

The error to which you refer is hardly worth while to correct as it is ancient history now and not one reader in one thousand would wish to refer back to it, and as long as the outline was only a rough suggestion think better not to say anything about the correction. I find on looking the matter up that the error was yours, as it was put in type according to your copy. It is a mere technicality, anyway, and I don't think many people would notice it.

Yours truly,

M. J. Cooper

PUBLISHED MONTHLY BY
MADISON COOPER

CALCIUM, N.Y. Mar. 20, 1922.

Hamilton Traub,

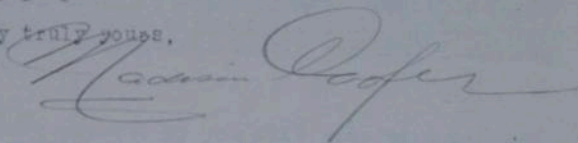
Henning, Minn.

Dear Sir:-

Have to hand your favors of the 15th and 16th, and inasmuch as you did not prepare any set article in connection with the general subject I think it best that I simply write a short note over my own signature, embodying the ideas suggested in your brief statement of the matter contained in your letter of the 16th.

The error to which you refer is hardly worth while to correct as it is ancient history now and not one reader in one thousand would wish to refer back to it, and as long as the outline was only a rough suggestion think better not to say anything about the correction. I find on looking the matter up that the error was yours, as it was put in type according to your copy. It is a mere technicality, anyway, and I don't think many people would notice it.

Very truly yours,



I have a little time to spare to-day, and I will utilize it by dictating some of the forms you request. It should be understood that these are only suggestions and first drafts at that, and should be quite mercilessly dissected and criticised for all such forms do not come at a first composition but must be criticized and reconstructed several times. Since we are not as yet agreed upon the actual work of the Society such criticism will be of much value. Kindly sail into these without any mercy whatever.

THE NATIONAL HORTICULTURAL SOCIETY, entirely altruistic and educational in nature, was founded ~~in 1912~~, by a representative Committee of amateur horticulturists to "stimulate universal interest in horticulture", and as an economical and effective solution of the various problems confronting the flower gardener in particular, including money outlay; specialization; regional and local activity; the standardization of plant names and other values; the evaluation of horticultural varieties of plants, and the building up of a native gardening tradition, or practical gardening science for each climatic region. Co-operation on a continental scale paves the way. For the very small outlay of \$2.50 annually, amateur and professional flower growers may now acquire fellowship in THE NATIONAL HORTICULTURAL SOCIETY, which unites the gardening enthusiasts of North America in one great family creating in this way a community of interest. The immediate benefits that are assured to fellows during the first year include the twelve issues of THE FLOWER GROWER, THE NATIONAL HORTICULTURAL MAGAZINE, treating primarily of practical gardening, and which alone are worth the amount of the annual dues; and an opportunity for specialized study of any horticultural subject without additional cost in co-operation with other fellows of the Society. A beginning will be made at once to standardize ~~the~~ ^{the} nomenclature ~~of plants~~, evaluate the horticultural varieties of plants. Other benefits will be provided for as opportunity for service offers including The Horticultural Year Book, a pronouncing dictionary of plant names, a national color chart, texts on the practical science of gardening for each climatic region of North America, provision for the proper functioning of the local horticultural societies, national horticultural exhibitions in the regional districts, and other worth while benefits.

and fellows are given

A frank dissection of the above statement by you will give me a correct idea as to what you think such a statement should include, and once we know what we want we can produce it. The real difficulty in this case is the fact that we are trying to define something before we have fully agreed as to the exact nature of the thing.

On the following page, is given a suggestive charter fellowship application form. This too should not be taken as fixed, but should undergo the same rigorous process of criticism as suggested for the form above.

Will be pleased to hear about these matters when you have the time.

Very truly yours,

HT:GG

Your kind letter dated March 15th., was received.

I have taken note of the most important suggestions offered by you with regard to getting the proposition on a practical basis:

1. Concise statement of advantages of membership;
2. What to offer Flower Grower subscribers as inducements;
3. Activities for the first year.

and these shall receive proper consideration. As I have stated before, just as soon as we have agreed upon all important points including your O. K. of the Articles of Incorporation and By-Laws, then these matters can take up our undivided attention, and in the meantime, I will give these subjects as much thought as my limited time will allow.

The plan we propose is a slight modification of the plan given in the March Flower Grower. The problems to be solved (and the activities of the organization) will of necessity remain the same as we cannot change these for they exist independently of anything we may do, but the method of approach, or the manner of solving these problems have undergone a change. The outline presented assumes that authority is to be vested in the members or fellows, and the plan we advocate at present places centralized authority in a self-perpetuating Board of Trustees. This feature we have borrowed, so to speak, from the National Geographic Society machinery. We did stumble into it independently, but the reassurance from the literature was a great help in fixing the decision and we should give credit to this organization for this feature.

From a study of the By-Laws of the National Geographic Society, I gather that the organization functions somewhat as follows:

1. Object is altruistic and educational;
2. Membership open to all;
3. Authority concentrated in a Board of Trustees, the members of which serve continuously, and new members of the Board are elected by the Trustees. The Executive Committee (Pres., V-Pres., Secy, and Treas) are vested with this authority when Board is not in session.
4. Officers are of two classes: Customary and "Managing".
 - (a) The customary officers are: Pres., Vice-Pres., Sec'y and Treas., who are elected annually by the Board. The Pres. appoints the standing committees and these report to the Board. The Secretary attends to customary duties and conducts general correspondence, and the Treasurer has charge of the funds under strict supervision of the Board which checks him up semi-annually through the Auditing Committee.
5. The "Managing" officers are an Editor, Associate Editor, and an Assistant Treasurer, and such other officers as may be necessary. The Editor has general charge of the business of the Society, and this business consists mainly of the production of the National Geographic Magazine.
5. The acts of all officers are subject to review by the Board, and all acts are authorized by it.
6. The privileges of members are quite limited, and they receive the official journal, and a few other minor benefits, and most of the members are kept in complete ignorance of the nature of the organization.

This is a candid dissection of the organization that we have chosen as a model, and we cannot go far wrong if we apply certain of these principles with discrimination.

The activities of the National Geographic Society are quite limited as compared with those of the National Horticultural Society. An outline of the nature of the organization might read somewhat as follows:

1. Fellowship or membership open to all interested in horticulture;
2. Object is altruistic and educational;
3. Authority centralized in a self-perpetuating Board of Trustees, and in the Executive Committee (to be fixed) when the Board is not in session;
4. Officers are of two classes: Customary and "Managing".
 - (a) The customary officers are: Pres., Vice-Presidents, three in number; Sec'y and Treasurer, and their duties are the customary duties.

department:

- I. One officer for the editing, publishing and circulation of the National Horticultural Magazine;
 - II. One officer for the general supervision of the Society's business, exclusive of the production of the Magazine.
 - III. Such other officers as may be necessary
5. The President appoints the standing committees that report to the Board of Trustees:
- (a) Specialization;
 - (b) Exhibitions;
 - (c) Regional and Local Activities;
 - (d) Nomenclature, Registration and Evaluation;
 - (e) Research;
 - (f) Other necessary committees.
6. Finances; annual dues \$2.50 or \$3.00;
7. Regional, Local activities; and Specialization provided for in By-Laws; supervised by Board of Trustees, and carried out by "managing" officers.

It would be to the best advantage, if we agreed upon a definite plan of procedure from now on, and then finish the work step by step. This is the only way to get action. We cannot arrive anywhere by writing fragmentary letters on the whole proposition. I would suggest the following plan of action, subject to your revision.

1. We to agree on all the main details without much delay, and I to finish the Articles of Incorporation and the By-Laws at the earliest moment. The same to be sent to you for your O. K.
2. Appoint the Organization Committee by May 1st. The matters should then be put up to the committee for approval, and the Committee to be announced in the May Flower Grower.
3. The Society to be incorporated on or before June 1st. This will head off the detractors, if there are any such. The Board of Trustees and the first officers will be named in the Articles of Incorporation.
4. Make our bow before the public in the July Flower Grower. This can be managed in two ways:
 - (1) By a general report of the Organization Committee, and special articles by the Trustees: "Advantages of Fellowship"; "Specialization"; "Regional Activities"; "Local Activities"; "The National Horticultural Magazine"; and "The Program for 1923", or,
 - (2) By a comprehensive report by the Organization Committee covering all the above subjects.
5. The President will then appoint the Standing Committees and will instruct them to report at the December 1922 meeting of the Board
6. Charter Fellows or members will be enrolled beginning July 1st and ending December 31, 1922;
7. Launch a comprehensive membership publicity campaign through the official journal and in other ways. The 100 word statement, the inducements to Flower Grower Subscribers, and a statement of the activities for the first year will be utilized here.
8. The first meeting of the Board of Trustees to be held December 1922 at General Headquarters, and the Society is to be launched in earnest at that time as the Board of Trustees shall direct.

We have had several snow storms since the last great one, and it appears that Spring is still several weeks in the offing.

Sincerely,

HT:ERM

CALCUTTA, N.Y. Mar. 15, 1922.

Hamilton Traub,

Henning, Minn.

Dear Sir:

Your favor of the 11th inst. is to hand and I find it better to answer your letters promptly, even though it may possibly make some disjointed connection between us so far as consecutive consideration or continuity is concerned. If I put off answering I lose the thread of the subject.

Glad to know that the National Geographic Society printed matter I sent you proved useful. I hurried it off to you so quickly that I did not have a chance to study it myself much. I wrote them for another set of copies, but so far have not received them. It is, of course reassuring that we are working along the same lines that they are actually operating on. This will surely give us confidence to go forward along the lines undertaken.

I have been expecting daily that you would send in something for the April issue, but so far nothing has come and I am afraid that it will be too late unless I hear from you at once. However, one month doesn't mean very much in connection with such a proposition as we are working on.

I can readily see where the proposed horticultural society is going to be a good improvement on the National Geographic Society. It may do more for its members and I can see where THE FLOWER GROWER will actually do ten times as much, in its special field, for members as the National Geographic Magazine does for its members.

Your suggestion of a subtitle for THE FLOWER GROWER is quite

year. If sufficient funds are available, much more can be accomplished, but you want the minimum, and I have attempted to reduce the activities to the fewest possible, assuming that most of the funds during the first years will be used to build up the official organ, and in conducting extensive membership campaigns.

(1) The Committee on Nomenclature, Registration and Evaluation, pro-

clever and tentatively meets with my approval.

Perhaps you are correct that it is just as well that the suggestions you have offered in THE FLOWER GROWER so far are not exactly the plan which you propose to pursue and it might be even that without misleading anyone, thus giving them a chance to consider the matter in different ways, you head off some opposition and future criticism. However, it is time we were getting down to business with a comprehensive plan of action. In other words, I am keen that we should "start to begin".

Your suggestion that Dr. Bennett should be made a full vice-president surely meets with my approval. He is a dynamo for action and has done great work and if he can only keep up his steam pressure and turn a part of it toward the National Horticultural Society he will be of great assistance.

With reference to officers: Glad to know that you generally agree with what I have suggested. Don't just know who ought to be president and this may be left for future consideration. We ought to have some man who is a national figure and who is a strict amateur; while I might be willing to admit that I might classify for this office I am positively inclined to think that my work as editor will be more important and surely I should not want too many honors.

Don't know just what the secretary's duties would be but if the secretary of the proposed organization is like the national floral organizations that I know of he is the most important spoke in the whole wheel and this is the reason that I suggested that this office was distinctly your own. I think we will be able to work to-

year. If sufficient funds are available, much more can be accomplished, but you want the minimum, and I have attempted to reduce the activities to the fewest possible, assuming that most of the funds during the first years will be used to build up the official organ, and in conducting extensive membership campaigns.

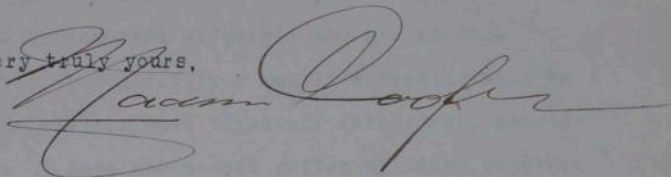
- (1) The Committee on Nomenclature, Registration and Evaluation, pro-

H. T. -3.

gether harmoniously and to the advantage of all concerned.

Don't take too seriously my suggestion to get up a hundred word statement of an outline of the activities of the society and the benefits accruing to members. That was only a suggestion. Don't limit it to one hundred words, but keep it down as much as you can. Anyway, it is important that this should be crystalized and it would go a long way toward a campaign for membership. By the way, what have you to suggest to offer FLOWER GROWER subscribers as an inducement to become members of the national horticultural society? That is, I think, the first problem that would come up in connection with actual business.

Very truly yours,



year. If sufficient funds are available, much more can be accomplished, but you want the minimum, and I have attempted to reduce the activities to the fewest possible, assuming that most of the funds during the first years will be used to build up the official organ, and in conducting extensive membership campaigns.

- (1) The Committee on Nomenclature, Registration and Evaluation, pro-

CALCIUM, N.Y. Mar. 14, 1922.

Hamilton Traub,

Reading, Minn.

Dear Sir:-

Your favor of the 10th inst. enclosing Mrs. Heath's letter, which I am returning herewith, to hand. I also had a letter from her yesterday, which I have not had time to fully digest, but I see that she is quite enthusiastic on the general subject, but, of course, knowing nothing of the details her enthusiasm is limited in its usefulness.

My thought in this connection is that the original committee of ten ought to be composed of people who are at once favorable and enthusiastic, but possibly a man like Reading will be available, even though he did not show immediate enthusiasm, providing he can be convinced. I have not as yet gotten my ideas together on who the ten ought to be, but I think Reading, Lighty, and Mrs. Heath are clearly available. There are two men in Duluth, one a newspaper man and the other a lawyer, who might be available. Bingham has, I think, written nothing for THE FLOWER GROWER, but Andresen wrote a long editorial for THE FLOWER GROWER some time ago. Have not heard from him lately. Then there is Dr. Neeley, of Paulding, Ohio. He has written for THE FLOWER GROWER from time to time, and is probably one of the best known amateur floriculturists in the country. He is one of the real altruistic flower growers. He simply will not sell from ethical reasons, but I think his reasoning is a little bit twisted at that. However, he is a fine

year. If sufficient funds are available, much more can be accomplished, but you want the minimum, and I have attempted to reduce the activities to the fewest possible, assuming that most of the funds during the first years will be used to build up the official organ, and in conducting extensive membership campaigns.

- (1) The Committee on Nomenclature, Registration and Evaluation, pro-

H. T. -2.

man and I have had quite a little correspondence with him. Then there is a dominie friend of mine at Little Falls, N. Y., who comes to my garden each year, who is a real flower enthusiast. As a tentative committee of ten I suggest a selection from the following:

O. S. Andresen, 2609 East 5th, Duluth, Minn.
Frank C. Evans, Crawfordsville, Ind.
L. W. Lighty, East Berlin, Pa.
Dr. J. H. Neeley, Paulding, Ohio.
Rev. Chas. E. S. Rasay, Little Falls, N. Y.
Mrs. Francis King, Alma, Mich.
Mrs. Fannie S. Heath, Grand Forks, N. D.
H. C. Reading, Franklin, Pa.
Jas. B. Borland, Franklin, Pa.
Congressman J. R. Mann, *Chicago, Ill.*

Mann is, of course, pretty well known. He is a real gardening enthusiast, and so far as I know strictly an amateur. Think we better leave Veditz out of consideration, owing to his rejection of the idea without consideration.

Other names may occur to me from time to time. Did I leave out any of the list above that you think of? Of course, Dr. F. E. Bennett, St. Thomas, Ont., ought to be included, unofficially or as an alternate or something.

With reference to headquarters and state under which to incorporate: Possibly the District of Columbia might be an advantage and it might also be that Washington would be best as headquarters but from what I know of the city and its difficulty of access from various parts of the country I don't think it is anywhere near up to Buffalo, Cleveland or Chicago. Because it is the seat of government and foreigners are visiting the capital from time to time it might

year. If sufficient funds are available, much more can be accomplished, but you want the minimum, and I have attempted to reduce the activities to the fewest possible, assuming that most of the funds during the first years will be used to build up the official organ, and in conducting extensive membership campaigns.

(1) The Committee on Nomenclature, Registration and Evaluation, pro-

H. T. -3.

be advantageous but on the other hand we who are most interested in this proposition consider the centrally located cities above mentioned far better. You are quite right that Cleveland is more centrally located than Buffalo but it is nowhere near the railroad center and is especially difficult of access from Canada. The small cost of incorporating need not, I suppose, influence a final decision either one way or the other. Please give this matter further thought.

I did not get your idea that the original ten were to run the society until it was a going concern, but perhaps that is best. Anyway, this is more or less unimportant. What is important is the actual plan of operation from the start. In other words, so far as I can see after organizing we have no exact plan of action, except your rather complicated outline. This must be reduced to a concrete plan, and it is this concrete plan that must be used in soliciting members. You cannot get members on a basis of vague promises for the future or on the basis of anything less than an out and out bona fide offer of advantages.

What you say about finances, etc., is noted, and this seems to be O. K., except that your life membership of \$100 should be, I think, \$50. I quite agree with you that some sort of sound financing is necessary, but I don't agree with you that an accumulation of capital is necessary, except in connection with life memberships, and I am not so sure that life memberships are desirable except in a general way, except to any one who had the money to

year. If sufficient funds are available, much more can be accomplished, but you want the minimum, and I have attempted to reduce the activities to the fewest possible, assuming that most of the funds during the first years will be used to build up the official organ, and in conducting extensive membership campaigns.

- (1) The Committee on Nomenclature, Registration and Evaluation, pro-

H. T. -5.

my friends, as, indeed, some of those I have mentioned I have never met, but to select people who are actually interested and have enthusiasm from the start. If you have run across such in your travels or know of such indirectly don't fail to mention them.

Don't forget that what I have said above about finances bears on the question of altruism. The proposed organization ought to be a sort of co-operative institution and as such the less investment it can be operated with the better.

year. If sufficient funds are available, much more can be accomplished, but you want the minimum, and I have attempted to reduce the activities to the fewest possible, assuming that most of the funds during the first years will be used to build up the official organ, and in conducting extensive membership campaigns.

- (1) The Committee on Nomenclature, Registration and Evaluation, pro-

Mr. Madison Cooper,
Calcium, N. Y.

Dear sir: I received your kind letters dated March 13th., 14th and 16th. and in reply will try to give a comprehensive summary to the present date. I will try to be entirely frank, and I hope that you will not misunderstand any statements and suggestions I may make for it is not my intention to dictate in any matter of policy, and I will be satisfied just so the point is settled to the very best advantage.

Firstly, we realize that the subject is so very big that it is hardly possible to do it justice even in the lengthy letters I am accustomed to write on the subject. If we were organizing an Iris or a Peony Society we would have only a very small fraction of the work required in this case. We are undertaking the organization of an institution that will have a great and lasting effect upon the future of horticulture in America, and this institution will live on indefinitely after we are dust. In Europe similar institutions have been founded by royal favor (Royal Horticultural Society), and by governments (National Horticultural Society of France), but in this democratic Country it is up to the citizens to organize such institutions. Since the Society will not be endowed to start with it will necessarily have to have a very modest beginning, and we should not expect too much for the first few years. Since you are both an idealist and a practical man you will realize this at once. We cannot expect to accomplish things at once that will be possible only after there are sufficient funds available for their execution, but we can make a modest beginning as I expect to suggest a little farther on in this letter.

Secondly, it might be instructive to look and see how far we have gotten with the idea. The idea of uniting the efforts of amateur horticulturists first came to me in 1911 while I was studying plant taxonomy under Prof. Clements at the University, and I have reverted to it again and again year after year, and I had suggested it to my flower loving friends, but they are almost all of the type that are satisfied to enjoy their gardens, and are not dominated by any desire to convert others. They tactfully agreed to support such an organization, if someone else created it, but they would lend me no hand in getting it organized. During this stage I had in mind a federation of present units, and units to be organized in the future. I had reached a stage where I almost accepted this philosophy of inaction when I sent in to you a general outline for a federation, and, to tell the truth, I had entirely forgotten the fact that I had sent it to you when you wrote to me for the first time in December 1921. I felt that the situation was probably hopeless, but I did not like to give up just yet. With your encouragement and under your constructive criticism the proposal passed from loose federation to compact union of units, and recently to a national society with centralized authority modeled on the National Geographic Society and with original modifications to cover the problems peculiar to the field of horticulture. That is the evolution of the idea to date. You will notice that you had a deciding influence in shaping the idea. We should realize that during these stages and up to a few weeks ago our minds were not committed to any set plan, and that we are now trying to get it into practical shape. We should not expect too much progress for such a short time. That we will get it into practical shape is assured once we seriously set our minds to the task. There is no doubt as to that.

You want to know what my ideas are as to the activities of the Society during the first year, and I will try to state these briefly. If I have omitted any possible activities from the first year program, or if I have overstated the facts, I would be pleased to have you correct me; I am assuming that the membership for the first year will not be imposing in its proportions, and I give below the minimum of activity to begin with. Even if we do not accomplish any more than is outlined below, the Society will at once justify itself, and its importance will increase year by year. If sufficient funds are available, much more can be accomplished, but you want the minimum, and I have attempted to reduce the activities to the fewest possible, assuming that most of the funds during the first years will be used to build up the official organ, and in conducting extensive membership campaigns.

- (1) The Committee on Nomenclature, Registration and Evaluation, pro-

vided for in the By-Laws, should make its recommendation at the earliest possible moment, probably in December 1922, regarding the formulation of rules and regulations for a complete standardized nomenclature for the horticultural varieties of plants, utilizing and building upon all the attempts in this direction to date; the Committee should also make its recommendation regarding rules for the registration and evaluation of the horticultural varieties of plants. These rules could be adopted by the Board of Trustees at the first meeting in December 1922 so that the Society could begin at once to put the same into actual practice. (To help in this work, trial grounds can be established, for the present, in co-operation with agricultural colleges, and later the Society can establish and maintain its own trial grounds.)

(2) The Committee on Research, provided for in the By-Laws, should make its recommendation at the December 1922 meeting of the Board for a complete (pocket) dictionary pronouncing dictionary of horticultural plant names in common use, to be added to yearly by supplements, and the whole work to be revised every ten years or so. There are other attempts in this line, but ours would be the last word on the subject. The first edition could be published during 1923 as the outlay would not be so very great. If we equip each member with one of these handy pocket pronouncing dictionaries they will at once feel what such an organization means to them individually. It is a fact that the pronunciation of horticultural plant names in America is positively sinful, and most amateurs realize this.

The Committee on Research should also recommend at the December 1922 meeting of the Board that the work on the national color chart be started at once, and that it is to be produced as soon as sufficient funds are available, probably in 1924 or 1925.

(3) The Society will begin at once to accumulate material for the National Horticultural Library, the National Herbarium, and the National Horticultural Museum. Members will be requested to contribute books, catalogs, price-lists, magazines, pamphlets, to the Library, plant specimen material to the Herbarium, and pictures, biographies, personal relics, etc. to the Museum. This would be only a beginning. This material is a necessity if the Society is to function properly for there must be a source where authoritative data can be gotten without undue delay. There is at present no such complete library in the United States. Harvard University has a good collection, and there are a few others, but no efforts have ever been made to make these collections complete so that the student can go to one place and complete his work. Headquarters staff will need this material to be able to give the last word on any question pertaining to horticulture. As stated above, a start would be made and the collection, properly catalogued, will be of immediate service.

(4) Continental North America will be divided into regional districts based upon the perennial vegetation supported, and with the end in view of building up a regional consciousness. (With a little encouragement from headquarters, this policy will bear fruit in a practical gardening science for each such district. It is planned that the Regional Vice-Presidents are to begin work on a text for their own district at once, and when the experimental stage is past, such text will be published. This is to the future, and is therefore set off in parentheses.) For each such regional district a Regional Vice-President will be elected by the Board of Trustees. It will be the duty of these officers to represent the Society in their respective districts, (and later preside at any activities that the Society may undertake in the districts).

(5) As soon as there are fifteen or more members of the Society in one municipality, an attempt will be made to organize these into a local horticultural society (using the St. Thomas Horticultural Society as a model), under rules laid down by the Board of Trustees. Once started, these local units should grow rapidly. Headquarters would, with the advice of Dr. Bennett, provide an interesting program for the local societies, and such units will submit an annual report to Headquarters.

(6) If 50 or more members of the Society desire to study any specialized horticultural subject, the Society will create a National Chapter for that purpose (ANEMONE CHAPTER, N.H.S.; LILY CHAPTER, N.H.S.; WILD FLORA CHAPTER, N.H.S.; ART CHAPTER, N.H.S.; LANDSCAPE CHAPTER, N.H.S. etc.). These Chapters will be almost identical with the existing special floral societies in nature, with the exception that any meetings and exhibitions will be held in connection with the Society's exhibitions, and authorized expenses will be borne from the general treasury, and accumulating data can be published in partial or whole numbers of the official organ for the present at least. Later provision can be made for special bulletins as

you suggested in one of your letters.

(7) The Society may award its medal of honor, THE MEDAL OF HONOR OF THE NATIONAL HORTICULTURAL SOCIETY, to such distinguished horticulturists as Liberty Hyde Bailey, Sarah A. Pleas, A. Dessert, etc., and will also elect such individuals as honorary fellows or members. Such a policy will give the Society a national and an international standing.

(8) At least one horticultural exhibition should be staged in 1923 preferably at St. Thomas, Ontario, in co-operation with the St. Thomas Horticultural Society. (As soon as possible, the entire United States should be covered, that is as soon as funds are available).

(9) The official organ should of course be the main connecting link, the details of this would devolve upon you.

We should thrash out and agree on with the least possible delay all fundamentals, and the more important details so that we can present a solid front to the Organization Committee. I think we are agreed on most points, but there are a few matters that should be definitely settled. I will take up some of the unsettled matters with this end in view.

In organizing any institution as a corporation, the procedure is from the general to the particular, (and never the reverse unless the activities are so limited that the general and the particular statements coincide, that is, are one and the same.) The ARTICLES OF INCORPORATION are in the most general terms so that all possible contingencies are covered; the BY-LAWS adopted under the Articles of Incorporation are much more precise, and the RESOLUTIONS adopted by the Board of Trustees are the concrete plans. Of course, we can suggest what the concrete plans might be, but the authorization must come from the Board of Trustees.

I have finished the dictation of the first drafts of the Articles of Incorporation, and the By-Laws, and I have included all the activities that the Society will eventually engage in for this is the orthodox procedure. In the clauses fixing the immediate activities, I have used the word "shall" as part of the predicate, and in the clauses fixing future activities I have used the word "may" instead. I would send along a copy of these, but I want to do a little revising after I reach the University, and I want to wait until we have settled all the important details by discussion.

With regard to the personnel of the Organization Committee, would say that your list looks good to me. The persons you suggest are representative enough for the purpose, and the fact that some of these are your friends is an added advantage. We want broad-minded men who can give and take and who will work well together.

The following are available to date:

Dr. Frank E. Bennett,
Mrs. Fannie S. Heath,
Frank C. Evans,

and we only need five more members to make the Committee complete. It might be advisable to approach the remainder, and add those that accept for it does not make any difference if the number on the committee is one or five more or less, than ten. It is not necessary that we make ourselves slaves to an arbitrary number for the only consideration is to keep the number down as low as possible so that we can work more effectively. As soon as the Committee is appointed it will be necessary to make out all communications in ten copies, if the number on the Committee is ten. For this reason it seems advisable that we agree on all important points before the Committee is actually appointed or formed.

I fail to understand Mr. Reading for he has not answered my letter to date. It seems that he lacks elementary politeness.

I had Cong. Mann, B. Y. Morrison, R. S. Sturtevant on my list. I would also suggest Prof. Cady (Minnesota) and Dr. Castle (Harvard) but I am certain that they are too busy to accept, but they surely will favor the idea. I am in doubt about Mr. Morrison. Mr. Sturtevant ought to be quite valuable to us on the Committee on Nomenclature, Registration and Evaluation. He seems to possess an uncanny inclination for minute details. Cong. Mann should be included by all means if he is available. Dr. Bennet should be appointed a full committeeman without any reservations.

The matter of finances can best be left to the Board of Trustees. It was not my suggestion that there should be any great accumulation of funds in the bank. My idea was that the legitimate activities of the Society should be provided for by trust funds: up-keep of buildings and grounds, trial grounds, exhibition grounds, the library, the year book, etc., and I am certain that this will meet with your approval. These activities

provided for each. In regard to extravagance, all that is necessary is to keep the personnel of the Board level headed, and there will be no danger on this score. I am certain that the Board of Trustees of the Geographic Society does not expend its funds in an extravagant manner. They did appropriate \$20,000 and \$50,000 at a clip for certain exploration and discoveries, but this cannot be called extravagance since that is one of their legitimate activities for which the Society was founded.

The point regarding the location of General Headquarters is not so easily settled as might at first appear.

It appears that there are probably two distinct ways of looking at the matter. Do we want a central location, or is it our aim to select the City with the most practical advantages.

Chicago is without a doubt the outstanding central location for it is near the center of the 100,000,000 American People (If I am not mistaken, the center of population in the United States is in Western Indiana), and Chicago is also easily accessible from Ontario Province, the population center of Canada. For a central location Chicago is hard to beat.

Washington, the Nation's Capital, should be a proper location for the headquarters of a national society, and this City would offer many advantages, with only one great disadvantage. The B. & O. is proverbially slow as all of those know who have traveled to Washington over this road, and access from the Midland over the New York Central via Albany and New York City, or over the Pennsylvania Railroad via Harrisburg, is circuitous. The people most slighted would be those living in the Far West and the Midland. There is good railroad service to Washington along the Atlantic Coast. Yet we must realize that in our vast Country, general headquarters will be maintained to a great extent for executive supervision only, and that most members will attend only the National Exhibitions in their respective regional districts. If the Headquarters is located at Chicago, for instance, the members in the East will in most cases attend the National Exhibitions at Boston, New York City and Washington, and if the Headquarters is located at Washington, the members in the Midland, for instance, will in most cases attend the National Exhibitions at the great cities of Ohio, at Chicago, Indianapolis, Minneapolis, etc. But since all who have the leisure to travel hope sooner or later to visit the Nation's Capital, it might be to the advantage to have the Headquarters at Washington. There is the great advantage that many distinguished men and women from all parts of the United States make their homes at Washington, and as soon as the Society has made a reputation for itself, some of this talent can be enlisted to serve on the Board of Trustees.

I am willing to admit that this is a most difficult question to settle if one considers the entire situation. Of course, a choice must be made and should be made wisely as soon as possible so that the technical part of the work can be gotten out of the way. Washington would probably serve as well as any City as General Headquarters since the Country is so large that Headquarters cannot be located so as to please everyone, and the only solution of the problem is the regional district. The location of Headquarters would, therefore, not make so very much difference since the regional activity of the Society will adequately take care of all members.

Frankly, I have thought the matter over from all angles, and when all is said I hesitate to definitely suggest any one City.

To date I have not given the matter of the 100 word statement much thought, but I want to submit herewith a sample sentence to illustrate what the limitations are of 50 words, a few more or less:

The National Horticultural Society, entirely altruistic and educational in nature, was founded, in 1922, by a representative Committee of amateur horticulturists, as an economical and effective solution of the various problems, including money outlay, specialization, regional and local activity, confronting the flower gardener in particular, and to "stimulate universal interest in horticulture".

Hoping to hear from you again in the near future, I remain,

Sincerely,

HT:EBM

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THE FLOWER GROWER
A Journal for the Flower Grower

PUBLISHED MONTHLY BY
MADISON COOPER

CABLE ADDRESS:
"MADCOOP" CALCUTTA/INDIA
WESTERN UNION CODE

CALCIUM, N.Y. Mar. 16, 1922.

Hamilton Traub,

Henning, Minn.

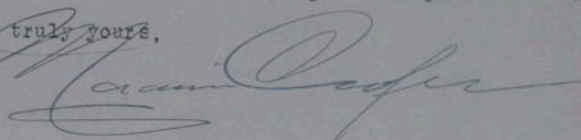
Dear Sir:-

Your favor of the 13th inst. enclosing letter from Frank C. Evans, Crawfordsville, Ind., is to hand. I am returning letter herewith.

I don't know Evans personally but size him up as a pretty keen business man and a man with activity and he ought to be good timber for the board of trustees. I will write him, as you suggest.

You say so far we have not received any pessimistic replies, but surely that one from Veditz, Colorado Springs, was pessimistic enough, and your reply from H. C. Reading was not what might be called favorable. Yes, you get pessimistic replies all right enough. There is no doubt about that, and there will be people who are worse than pessimists. There will even be detractors. However, they need not interfere with the forwarding of the plan.

Very truly yours,



Henning, Minn.

March 16, 1922

Mr. Madison Cooper,

Calciun, N. Y.

Dear sir:

I am sending herewith a very short reference criticism as to the proposed Society, and it will probably be a good plan to insert it so that the proposal is kept before the public. It is better to say nothing about our present plans until after the Organization Committee takes charge, but it seems that such a general reference as submitted herewith would be sufficient. It will call their attention to the article in the March issue and those interested surely will refer to it again.

With reference to the article in the March issue, I beg to say that only one glaring error crept into it.

The fourth word in the fourth line of the first paragraph should read "number" instead of "members". The misuse of this word might give an unfavorable impression and I hope you will allow the reference to this correction to stand. The word "member" has reference to individuals who are connected with an organization, but in the case the individuals have not as yet formed their organization. I am fond of idiomatic American-English, but the misuse of a word strikes me as a discord in music.

I have studied the By-Laws of the N. G. S. very thoroughly and I will report to you as soon as I get the necessary time.

Very truly yours,

AMERICAN HORTICULTURAL UNION

It has been suggested by several interested amateur horticulturists that the plan as presented in the March Flower Grower is too comprehensive and that such an organization cannot be created full fledged, and must have a starting point. The writer begs to acknowledge this criticism as valid and to the point. Such an organization, if attempted, must of necessity have a very modest beginning, and ~~#####~~ grow up gradually. International federation should be entirely ignored for the present. The ~~#####~~ suggestive plan was meant to sketch the great possibilities that may be realized ~~#####~~ in the future.

In this connection, the writer begs your kind permission to correct an error that crept into the article on this subject in the March issue, due to the fact that copy was submitted too late to allow the writer to read proof. The fourth word in the fourth line of the first paragraph should read "number" in place of "members".

Benning, Minn.,

March 15, 1922.

Mr. Malison Cooper,

Calculus, N. Y. N. Y.

Dear sir:

I have had a letter from Mr. Veditz and he frankly confesses that he is a possibilist, but it seems to me that he misunderstands the proposition for he believes that we pro- would be clipping pose to federate the present units. for my files.

I have written to him again explaining the matter, and I suppose that he will be a drag rather than a help. I suppose that individuals fail in what they undertake because they lack to him that the necessary vision. I realize that it is not any movement and that can be made to succeed, but the organization has the purpose fills a distinct need, and if we do not act now, the organization will be formed in the next five years by others. but I

I will let you know what he writes, but I have my doubts later as to his availability as organization committee member.

Very truly yours,

HT:HEM

HT:HEM

I have your letter

Dear Sir:

Very truly yours,

Very truly yours,

Very truly yours,

Very truly yours,

Very truly yours,

Very truly yours,

Very truly yours,

Very truly yours,

[Handwritten signature]

Henning, Minn.,

March 13, 1922

Mr. Madison Cooper,

Calcium, N. Y.

Dear sir:

Since writing you last Saturday, I have heard from

Mr. Evans, and he is also favorably inclined toward the proposition. I am sending you his letter herewith, and would be

pleased to have you return it for my files.

It seems to me that he would serve on the Organization Committee if he were properly approached; and it might be a good plan for you to write him. I have already written to him

telling him that the organization is altruistic in nature and that only bona fide amateurs are eligible to serve on the Organization Committee and on the Board of Trustees.

So far we have not received any pessimistic replies, but I suppose there ought to be a few such replies sooner or later otherwise I will miss my guess.

Sincerely,

HT:EBM

Am writing my friend Lighty about the proposition today, and suggesting that he want him as one of the ten organizers. He is a pretty hardheaded man of vegetable extraction and lives among the vegetable people, so I am anxious to know what his reaction, as you would say, is to the proposition.

Langdon Cooper

CALCIUM, N.Y. Mar. 13, 1922.

Hamilton Traub,

Henning, Minn.

Dear Sir;

Your favor of the 6th inst. came duly to hand and the clipping which you enclosed, and which I am returning herewith, is noted with interest. Perhaps such a rig could be made to work, but as a practical man I should say that there were mechanical obstacles in the way of making it very successful. Not the least of which is the fact that the wicks would soon clog up with vegetable matter, and, therefore, the capillary action be more or less lost.

Hope you have already sent on something for the April FLOWER GROWER to make the story a continued one. It is well to keep the matter stirred up and keep people thinking about it as it is going to be difficult, at best, to interest flower growers in general. Veditz sent carbon copy of his letter to you to me. His attitude was much the same as other practical people and that is the main obstacle, I think. Mrs. Heath seems quite enthusiastic, but, of course, that only shows the two different temperaments. I would like to see a proposition which would gain adherence on sight, at least in three cases out of four. As it is I think we are only gaining about 50% of those approached.

Am writing my friend Lighty about the proposition today, and suggesting that we want him as one of the ten organizers. He is a pretty hardheaded man of Teutonic extraction and lives among the Pennsylvania Dutch, so I am anxious to know what his reaction, as you call it, is to the proposition.

If you have not already sent something for the April issue you must let it come back by return mail as we are now practically all in type for the April issue.

Very truly yours,

