Humboldt Ferns And Greenery—Big Sellers In Cities To South

Eureka and Del Norte Men Have All They Can Do To Fill Heavy Demand

BY CRIS SCHWARZKOPF
Photo by DICK KRYAN

There is an industry in Humboldt which—the Topper—has just grown, and now employs 75 men most of the time, and brings in a gross revenue of better than $250,000 per year.

This industry is the business of gathering ferns, palms, and redwood spires for the wholesale florists in Los Angeles and San Francisco. Far North of Eureka and Del Norte counties, with the abundant greenery in both the mountains and valleys, have proved an inimitable source of just what is needed for decorations of varied types in the two big cities. Here

...the demand has increased, and it was found that the country was only able to supply about half of the demand at present. A letter from a Los Angeles florist to a Humboldt grower says: "We have orders for 100, 000 ferns, and we can only supply 50,000. We are losing our business for the season."

Twice a week, the biggest truck that can get off the street carries all the ferns and palms from the several localities in the county to the Humboldt warehouse at Eureka. From there, the freight is shipped to Los Angeles, and the entire harvest is sold to the wholesale florists in that city.

WHAT AND WHERE

Each grower tells which plants are to be shipped to each grower, and the plants are shipped by special orders. Usually, the plants are shipped to the wholesale florists in Los Angeles, and the entire harvest is sold to the wholesale florists in that city.

The ferns and palms are shipped to Los Angeles, and the entire harvest is sold to the wholesale florists in that city.

And into the big trucks for Los Angeles

The fenn pictures show beautiful surroundings out of doors.

Onto the conveyor in Eureka warehouse.

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