

Summer 2000

Flower Talk

Shop Talk

Happy to Help

We were happy to help the following worthwhile causes recently: Big Brothers and Big Sisters, YWCA, St Joseph's Care Foundation, United Way, KTSC Swim Show, Osteoporosis Society.

Enjoyment Guarantee

We sell only top quality flowers and treat each order with personal consideration. Please enjoy your flowers to the fullest. If they do not meet your expectations within 96 hours, please return them to us (with the card) for full replacement. We want you to enjoy the many benefits our blooms can bring.

Flowers After Hours

Need to order flowers after hours? No problem! Our 24-hour answering service is operated by real human beings who will be pleased to assist you at any time of night or day. Just call 742-1617.

Join Our Flower Club!

Leave your important dates with us and we'll ensure that flowers are sent to loved ones on special occasions throughout the year. No more forgetting or missing special events just because you're busy or out of town!



A Passion for Orchids

Orchids are widely cultivated in homes, gardens and commercial nurseries. Hawaii, the big island is also called Orchid Isle, flowering orchids fill acres and acres. Several small species are native to Hawaii but man has introduced many of the orchids that flourish on the islands. Importing of orchids began in the 19th century, but orchids truly exploded with large-scale hybridization.

In Hawaii and around the globe, greenhouse experimentation created thousands of new cultivars. Today, with orchid hybridization a well established science, the parentage of new breeds is carefully documented.

Although some consumers might be leery of growing orchid plants, their fears are unfounded. Caring for today's popular varieties is no more difficult than caring for most other potted plants. Most

orchids originate in tropical or semi-tropical regions so these conditions must be duplicated.

Some orchids are easier to grow than others: Cattleya, Dendrobium, Oncidium and Phalaenopsis.

Another important thing to understand about orchids is that many genera are epiphytes – plants which live nonparasitically on other plants such as trees and bushes. Their long fleshy roots pull their nutrition requirements and water from rain, air and decaying plant material and dust and not from the soil.

Therefore, potted orchids require media other than earth to grow, such as bark chips, sphagnum moss, compost, terra cotta pieces, charcoal chips or a combination of the above. It is imperative that the chosen medium allows for good aeration of the plants' roots.

for more on orchids, see page 2



The Orchid Thief

Susan Orlean is a writer for *The New Yorker* who found herself in Florida researching a story about orchids being stolen from the depths of the Florida swamps. The story so intrigued her that she wrote the article and then took a leave of absence to write a book. The story describes the passion for orchids that drives people to steal and covet them. A great read with interesting characters set in historic parts of Florida.

Jaime's Wedding

I want to thank all of you who asked me to pass on best wishes to Jaime and Jon. Their wedding day was perfect, one of those hot sunny days wedged in between two cool and rainy days in June. The piper played, the mothers cried, the sisters were proud and everyone was friends by the end of the evening.

Visit Us in Cyberspace!

In September we launched our new web site:

www.eastcityflowershop.com

This is a secured site with lots of great selections, information and tips. If you prefer our old site it is still active at www.fjd.com/eastcityflowershop

Come fill your flower cart with daisies from East City Flower Shop.

Joke of the Day!

If you would like to receive Janet's *Joke of the Day* by e-mail, please contact us at jmm@nexicom.net

Upcoming Events

Thanksgiving: October 9

Remembrance Day: November 11

Hanukkah: December 22

Christmas: December 25

New Year: January 1

Tip:

A bent-neck rose is a sign that the bloom is not drawing enough water. To correct the problem, try re-cutting the stem a few inches with sharp shears or a knife while holding the stem end under water. Then, straighten the rose and lay in a tub of lukewarm water for about an hour, before returning to your arrangement.

Growing Your Orchids

Light: Plenty of indirect light, western and southern exposures is good during fall and winter, but spring and summer sun is too strong.

Temperature: Daytime temperatures between 20 C and 23 C and nighttime temperature of 18 C is best. Nighttime temperature should always be lower and good air circulation without drafts is also important.

Humidity: In most indoor environments, additional humidity must be provided by using large bowls of water or water-filled pebble trays near

or underneath orchid plants. However, do not let plants sit in water.

Water: Most orchids prefer to be watered well rather than allowed to dry out. Variables such as pot size, planting medium, temperature and light should be considered.

Nutrition: Orchids grow better with fertilizer. However they do not tolerate high concentrations of regular fertilizers. The best option is to use a mix that is specially blended for orchids (20:5:10). Feeding should be suspended during the plant's rest period.

Hand-tied Bouquets



The hand-tied bouquet, the most popular European flower purchase, is simply flowers and foliage (freesia, alstroemeria, roses, salal, leather and asparagus) gathered in hand and tied with a piece of string. Just trim the stems and place the still-tied bouquet in a clean vase with floral food and fresh water.

Ann Douglas, local author, writer of *Baby Science*, *the Idiot's Guide to Curling*, and most recently *The Incredible Shrinking Woman*, is also featured in *Canadian Living* and on the web at *Canoe*. Ann recently featured Janet in her life style column. Check it out at: http://www.canoe.ca/LifewiseWorkLife/0717_almost.html



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