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TRENDS IN REQUESTS FOR THE OMISSION OF FLOWERS,
AND IN SOLICITATIONS FOR MEMORIALS
IN OBITUARY NOTICES

Thesis for the Degree of M. S.
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TRENDS IN REQUESTS FOR THE OMISSION OF FLOWERS,
AND IN SOLICITATIONS FOR MEMORIALS IN OBITUARY NOTICES

By

JAMES R. LONSWAY

AN ABSTRACT

Submitted to the College of Agriculture of Michigan State
University of Agriculture and Applied Sciences
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MASTER OF SCIENCE

Department of Horticulture

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Approved

Paul R. Kline

Requests for the omission of flowers in obituary notices have been known to exist for many years, but only recently has any attempt been made to ascertain the extent of this practice.

A study was made of the obituary notices of The New York Times for the years 1954, 1955, 1956 and the first ten months of 1957. A sample of one week from each month in each of these years was taken. For the same period, a sample consisting of every fourth day throughout each of the years was taken from The Chicago Daily Tribune. Figures from both newspapers were recorded in a like manner.

Requests for "Please Omit Flowers" were expressed as a percentage of total death notices. Those obituary notices which, in addition to requesting that flowers be omitted, also made solicitations for memorials were expressed as a percentage of (a) the total number of "Please Omit" requests, and (b) the total number of death notices.

Also recorded from the solicitations for donations to memorials were figures showing the distribution of these solicitations according to the type of fund or charity mentioned.

In addition to the above, a study was made of the "Please Omit" situation in 36 cities in the United States and Canada with the cooperation

of florists and members of the florist industry in these cities.

Results show that during the period 1954 to 1957 there has been a significant increase in the incidence of "Please Omit" requests in obituary notices in both New York and Chicago. At the same time there has been a very marked increase in the number of solicitations for memorials expressed both as a percentage of total "Please Omit" requests and as a percentage of total death notices. Of the funds and charities suggested as recipients, the churches do not receive as many as do hospital, heart and cancer research funds in New York. In Chicago, however, the opposite is true, and considerably more "Please Omit" requests contain solicitations for contributions to the church than to any of the other charitable organizations.

The "Please Omit" problem varies considerably from city to city and from region to region throughout Canada and the United States according to reports received. In some cities the practice is little known while in others a considerable proportion of the death notices occurring in the newspapers contain requests for the omission of flowers and solicitations for memorials.

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The author is also indebted to the Michigan State Florists Association for the financial aid that made this work possible.

In memory of my Grandmother, Martha Thompson
Mills, a truly grand old lady, aged 88, who died on November
21, 1957 - - the day on which this work was completed.

She would be happy to know that hers was not a
"Please Omit" funeral.

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INTRODUCTION

The phrase "Please Omit Flowers" is a request that often appears in obituary notices in newspapers.

It is a well-known fact that an important part of the retail florist business consists of the sale of flowers and funeral arrangements, the chief purpose of which is to aid the sender in the expression of his respect to the deceased and his sympathy to the bereaved. Trotter (1955) estimates that from 60 to 65 per cent of all sales of flowers are for funerals. Thus, it is natural that the florist industry as a whole should be vitally interested in the incidence of the phrase "Please Omit Flowers" as it appears in the obituary notices of newspapers throughout the country.

During the latter half of the 19th Century, as the florist industry as we know it today was developing, there was an increasing acceptance of the important role played by flowers in expressing sentiment so difficult to express in any other way. Almost since the beginning of the practice, however, there appears to have been some opposition to flowers at funerals, largely based on the grounds that they were pagan, that they were wasteful, and that there was a sense of reciprocal necessity attached to them (Habenstein and Lamers, 1955). As early as 1878 mention is made of the phrase "Omit the Flowers" in a letter written by the Bishop of Rochester, New York to the Catholic Times (Habenstein and Lamers, 1955).

Trotter (1955) found that as early as 1903, 11.7 per cent of the obituary notices appearing in the New York Times carried requests for the omission of flowers, and in more recent years there has been a generally accepted and widespread belief among florists and industry leaders that there is a very definite trend toward increased use of "Please Omit Flowers". As Hixon (1956) states, it has only been during the past five and one-half years that the "Please Omit" problem has been considered to be of vital importance to members of the florist industry.

A comparatively more recent development and one that as Trotter has shown has gained rapidly in popularity since World War II is the suggestion of memorials in lieu of flowers. Concerning this trend, Trotter (1955) makes the statement:

"The widespread use of this technique of raising funds could seriously affect the demand for funeral flowers and thus the welfare of florists. Conceivably, over a period of years it could materially alter the custom of using flowers as an expression of sympathy. The consequences to florists if this general attitude became more prevalent among the American public would indeed be serious."

One objective of this paper has been to learn what change, if any, has occurred in the incidence of "Please Omit" and memorial suggestions in New York and Chicago since 1953.

A second objective has been to gather similar data from many cities and towns in the United States and Canada in order to learn just how extensive "Please Omit" and memorial suggestions are in areas outside New York and Chicago.

REVIEW OF LITERATURE

Two early references to the "Please Omit" practice were found. The first was the letter written by the Bishop of Rochester, New York to the Catholic Times in 1878 (Habenstein and Lamers, 1955) which read, in part, as follows:

"Whatever of sentiment may have been in the use of flowers on and around a corpse when, at first, loving hands placed a few near it was killed by usage demanding that such tributes should be repaid on the first occasion available. Thus, in time, floral tributes for the house of mourning became a question of give and expect; a compliment to a friend with a marketable value attached. No wonder that some families deprecate the invasion of their homes with such tributes and cry out, 'Omit the flowers'."

The second reference was made by Puckle (1926) who noted that it was during the 1890's when the supply of natural flowers was still seasonal and spotty that the use of artificial flowers and "immortelles" were widely sold. Those natural flowers available were used to create huge floral pieces such as "Gates Ajar" and "The Broken Column". Of such pieces and "immortelles" Puckle (1926) says:

"Strung into the form of harps, anchors, broken columns, etc., they (flowers) are frankly vulgarized; and if this much may be said of natural flowers, how can we describe the 'immortelle' in its glass case, with the added horrors of sugary doves and clasped hands - the despair of those whose duties it is to regulate the decencies of the churchyard. And how we long for the day when it will no longer be necessary to advertise 'No flowers by request'."



Such opinions as these indicate that two factors, namely (1) the reciprocal idea that early became associated with the giving of funeral flowers, and (2) the excesses and "vulgarity" of early funeral flower pieces, may have been the cause of a negative reaction to funeral flowers and marked the beginning of the "Please Omit" trend.

Kates (1957) says "Please Omit Flowers" really means "Please Omit Sentiment", and everything possible should be done ". to discourage the materialistic thought involved in such requests". He believes that American people today, on the whole, do not feel that money spent for flowers for their dead is "wasteful" or "pagan". But, he warns, this attitude may change under the consistent flow of criticism being directed at all the sentimental symbols of veneration for the dead.

Such criticism of the practice of sending flowers to funerals as that contained in the article entitled "Living Memorials Instead of Flowers" by Harold Whitman which appeared in the October 1956 issue of the Readers Digest, is strong evidence of the concentrated effort being made by organizations and individuals to undermine the custom. Whitman's article suggests to millions of readers of the Digest that business dollars, ordinarily set aside to buy flowers, be diverted into scholarship funds and thereby bypass the florist industry entirely.

There are many other instances where similar efforts are being

made by charitable organizations, churches, "service" clubs, alumni associations and even colleges, solely for the purpose of raising funds for their particular projects.

Among the individuals engaged in this apparent "crusade" against the custom of expressing thoughts and sentiments with flowers is a newcomer, Catherine Marshall (1957) who, in her book To Live Again makes the following statement:

"We in the United States are now spending more on burials than on seeing that our babies are brought into the world safely, more on funerals than we do on hospitals. The figure has now risen to more than 500 million dollars a year. On top of that, we spend another 60 million dollars on funeral flowers.

"One modern nation finally became sufficiently alarmed about the gigantic waste implicit in funeral flowers to do something about it. Since 1921, Sweden has had a national organization called the 'Flower Fund'. Money that would be spent on flowers is sent instead as a memorial to the flower fund. This money is then used for modern housing developments for needy old people. The fund has long been a gigantic success, shedding light and joy into the lives of the still living.

"Our own nation has no such plan. Still there is an increasing trend toward making a contribution to a favorite charity in memory of the one who has died instead of sending expensive flowers that wilt in twenty-four hours. This trend has grown to such proportions that the organized florists are feeling threatened. Hence, during the last year and a half, at least two such organizations have been spending large sums on national advertising, trying to re-persuade the American people that nothing can possibly take the place of flowers for comforting the bereaved."

)



The tremendous increase in solicitations for memorials in lieu of flowers during the past few years is undoubtedly the result of such efforts as those mentioned above to mold public opinion in opposition to the custom of sending flowers at the time of death. Nor is the situation likely to improve under the influence of such articles as the above quotation by Mrs. Marshall.

Much mention has been made herein of the opposition to the use of funeral flowers and to the practice of soliciting donations in lieu of flowers. At the same time, it should be noted that there are many who have of recent years spoken out in criticism of such ideas and have written to express the important role played by flowers at a funeral. Among these are such prominent men as Dr. Frederick Brown Harris, Chaplain of the United States Senate, who says:

"Whence comes this incongruous suggestion? Omit flowers - in the Valley of the Shadow, when every yearning impulse is struggling vainly to express feelings that are too deep for words!

"Then it is that flowers offer wings to affection, appreciation and consolation, to wistful memories and assurances of sympathy.

".....How impertinent appears a banner with this strange device: 'Please Omit Flowers' - omit 'priests, sermons, shrines!'"

Crane (----) has this to say of funeral flowers:

"Many people in modern America have urged the omission of flowers from funerals, thinking to salvage such money for charity.

But it is possible to destroy the idealism of a beautiful 'graduation' ceremony by stripping it of the flowers that surround our final farewell.....

"If flowers are NOT sent to the funeral, the sender seldom contributes any extra money to the poor, anyway."

Senator W. Kerr Scott of North Carolina (1956) made the statement that "Death of a loved one calls for banks of flowers, a tribute to the goodness of his life and to ease the sorrow we feel at his or her passing".

From December 1950 to March 1951, the Grant Advertising, Inc. conducted a "Please Omit Flowers" study in the city of Worcester, Massachusetts. Their most significant finding was that those people who had attended a funeral where the request was made for the omission of flowers were more inclined to be in favor of the practice than those who had not attended such a funeral. These results coincide with findings of the Florists Information Council study conducted in November and December, 1952.

A survey in March of 1951 by Grant Advertising, Inc. of 193 funeral directors in 11 cities throughout the United States indicated that 25.4 per cent of all those interviewed believed that the tendency to omit flowers had increased during the past year; 14.0 per cent believed it had decreased, and 56.5 per cent thought it had remained about the same; while 4.1 per cent offered no opinion. Two results of this survey of particular interest were (1) 71.5 per cent of the directors said that people seldom, if ever,

ask their advice about omitting flowers, and (2) all of the directors said that they receive some flowers for funerals in spite of family requests to omit them.

A second survey, also in March, 1951 by Grant Advertising, Inc. consisted of 992 personal interviews in 11 cities throughout the country in an attempt to study public opinion of the practice of omitting flowers at funerals. Results showed that one out of every three persons interviewed favored omitting flowers. With increasing age from twenty to fifty, there was a consistent increase in the number favoring the omission of flowers. Considerable variation in results was found from city to city and from one region of the country to another. For example, more people in Washington and New York favored the omission of flowers than in Indianapolis and Miami. Four out of every ten people in favor of omitting flowers felt that the money would be better used for charitable or research work such as cancer or heart funds.

In November and December of 1952, the Florists Information Council conducted a personal interview with 1008 persons in 19 cities across the country. Results showed that the idea of requesting that flowers be omitted from a funeral received outright approval from 33 per cent. This coincides with findings of the Grant Advertising, Inc. survey in 1951.



Another 38 per cent gave only limited or qualified approval of the practice. Very few of the people interviewed favored funerals entirely without flowers. The statement is made that "It is people's feelings about funerals, about death, and about charity--not their feeling about flowers or florists--that leads to approval of the Please Omit idea". Of those interviewed, about 34 per cent had attended a funeral where the family had asked that flowers be omitted. Further questioning as to their own reaction, the reasons for the request, etc. resulted in answers which the authors feel might indicate considerable cause for concern about a future trend toward more please omit requests. For example, 63 per cent of those who had attended a "Please Omit" funeral expressed approval; 59 per cent said that, so far as they knew, the family concerned was satisfied with the funeral and had no regrets about omitting flowers; people who had attended a "Please Omit" funeral were found to be much more favorable to the idea than people who had not done so; 45 per cent said they had attended funerals where they felt there were too many flowers with the result that they were thus in favor of omitting flowers.

A supplementary report of the November and December 1952 survey conducted by the Florists Information Council gave an analysis of findings for individual cities involved in the survey. The cities of Los Angeles, California; Dallas, Texas; Binghamton, New York; and Providence, Rhode



Island consistently showed less approval of the "Please Omit" practice than any of the other sixteen cities surveyed. Possible reasons for this are suggested by the fact that in every one of these four cities, fewer than average had (a) attended a "Please Omit" funeral, (b) heard of the practice at all, or (c) attended a funeral where they felt there were "too many" flowers. The cities of Atlanta, Chicago, Des Moines, Kansas City, Racine, Philadelphia, Pittsburgh, and Waterbury all showed high percentages in favor of "Please Omit". In all of these cities more than 90 per cent of those interviewed were familiar with the please omit idea, and in the cities of Chicago, Des Moines, Kansas City and Waterbury, far more than the national average (34 per cent) had attended funerals where flowers were omitted. Religious denomination was found to be of little or no significance in accounting for variations in acceptance of the "Please Omit" idea from city to city.

The material reviewed of the Grant Advertising, Inc. and the Florists Information Council dealt with opinion surveys which attempted to determine the extent of public acceptance, rejection or indifference toward the "Please Omit" idea. Regarding such surveys, it should be kept in mind that there are many variable factors that may influence the reliability of the data. The techniques involved in sampling, the wording of the questions so as to avoid biased answers, interpretation of the data and the fact that

the survey was conducted over a wide area are all important factors to be taken into consideration before arriving at definite conclusions from the data presented.

Unfortunately, it was found during this review of pertinent literature that there was a great dearth of information and concrete evidence available to indicate the extent of growth, if any, of the "Please Omit" idea over the years.

One of the first attempts made to measure the incidence of "Please Omit" was in January 1951 when Grant Advertising, Inc. did a spot check of the obituary columns of twenty-one newspapers throughout the nation. A one-day sample was used from each paper during the months of September to December for the years 1948, 1949 and 1950. Results showed that in 1948, 4.9 per cent of all the obituary notices in the sample carried requests for the omission of flowers, 4.2 per cent in 1949, and 4.0 per cent in 1950.

In June of 1955 there appeared the results of the first extensive and thorough study of the "Please Omit" subject in a publication entitled Problems in Marketing Florist Crops by Warren K. Trotter of the Department of Agricultural Economics at Cornell University. This study dealt with two newspapers only--The New York Times from 1903, and The Chicago Daily Tribune from 1921. Trotter found that in the Times the proportion of death notices containing requests to omit flowers ranged

from a low of 6.5 per cent in 1927 to a high of 11.7 per cent in 1903. Obviously then, the idea must have originated much earlier than this in order to have reached such a high proportion by 1903. Following World War II there was a slight increase, but in 1953 the proportion (10.6 per cent) was almost the same as it had been in 1948, and was, in fact, even lower than it had been in 1952 (11.3 per cent).

Trotter's data from The Chicago Tribune begins in 1921 when 4.7 per cent of the obituaries carried requests to omit flowers. Throughout the study the incidence of "Please Omit" was consistently lower in the Tribune than in the Times. Trotter explains this as being the result of differences in "population characteristics" between the two areas. The range for Chicago was from a low of 3.7 per cent in 1945 to a high of 8.0 per cent during the depression year of 1933. In Chicago, as in New York, there was a slight increase following World War II from 3.7 per cent in 1945 to 6.6 per cent in 1953.

Trotter found that not until 1918 was there a suggestion made in the Times that money be contributed to a memorial in lieu of sending flowers. Until 1948 only a very small percentage of the obituaries carried the suggestion, but the practice grew rapidly until by 1953 nearly one-third of all "Please Omit" notices in the Times suggested memorial gifts in lieu of flowers. It was not until 1939 that the first memorial suggestion in lieu of



flowers appeared in the Tribune, but, as in the Times, the idea grew rapidly after 1948 and by 1953 nearly one-fourth of all "Please Omit" notices in the Tribune suggested memorial gifts in lieu of flowers.

Contrary to a widespread belief in the florist industry that the solicitation of charitable organizations for contributions in lieu of flowers had materially affected the incidence of "Please Omit", Trotter found little evidence to support this belief. However, as he stated, his data covers only a short period in which the practice of soliciting donations in lieu of flowers has been common.

Trotter found that 112 different funds were suggested as beneficiaries in 203 notices appearing in the Times in 1952. Of these, cancer, heart, church, and hospitals were the four types of funds or charities most frequently suggested in both the Times and the Tribune.

The only other source of information as to the extent of the "Please Omit" problem has been in the form of letters recently received by Professor Krone from member of the florist industry in various parts of the country. Many variations in collecting, recording and interpreting figures have no doubt occurred making it difficult, if not impossible, to consider them in relation to each other.

Shaner (1957) reports a total of 1,776 funerals in Baltimore during the month of August, 1957 with 158 requests for "Please Omit". This is

almost 9 per cent of the total. For the month of September, the total number of deaths was 1,811 with 144, or almost 8 per cent, requesting "Please Omit".

Williams (1957) reported 52,193 obituary notices in Minneapolis during the period February 1951 to July 1952. Of these, 3,163 or slightly more than 6 per cent, contained requests for "Please Omits" and memorials. A later survey from September 1954 through May 1955 in St. Paul and from November 1954 through May 1955 in Minneapolis showed the situation had worsened considerably (no figures quoted); this despite many months of daily ads in the obituary columns.

Shaw (1957) reports the following results of a study conducted in the cities of St. Louis and Kansas City from November 1, 1950 through March 31, 1951:

	<u>Total Deaths</u>	<u>No. of "P. O. 's"</u>	<u>Per Cent</u>
St. Louis	4,962	194	3.9
Kansas City.	2,384	70	2.9

McMullen, a florist in State College, Pennsylvania, has reported the following:

	<u>Funerals</u>	<u>No. of "P. O. 's"</u>
1950	117	10
1951	98	5
1952	95	7
1953	131	17
1954	95	17
1955	121	12
1956	110	11

Esslinger (1957) reports that in 1952, "Please Omit's" were running approximately three and one-half per cent of the total funerals in Philadelphia. For the first eight months of 1957, the average is close to six and one-half per cent.

Werstler (1957) states that obituary notices in the Champaign, Illinois newspapers ".....have not contained 'Please Omit' up to the present time, and it is unlikely that they will in the near future". There has been an occasional request for funds for charity or a memorial in some news stories, but seldom is any reference made to flowers, states Mr. Werstler.

PROCEDURE

In his study, Trotter (1955) sampled every third year of The New York Times from 1903 to 1951, and in addition, the years 1952 and 1953. From each month of each of these years he selected, at random, a one-week sample from which he listed the number of obituaries (Table 1). To provide a check on the sampling technique used, every fourth day was tabulated for the year 1952, as well as the one-week sample taken from each of the twelve months of 1952. The results were comparable--11.6 per cent from the sample of every fourth day, as compared to 11.3 per cent from the one-week sample in each month.

From The Chicago Daily Tribune, every third year was sampled from 1921 through 1951, plus the years 1952 and 1953 (Table 2). The sample this time consisted of every fourth day in each year taken.

In addition to recording the total number of death notices and the number requesting that flowers be omitted, Trotter recorded the proportion of "Please Omit" requests that also carried requests for solicitations to memorials in lieu of flowers. A distribution of these requests, according to kind of fund or charity to which contributions could be made in lieu of flowers, is found in Tables 3 and 4.

Using Trotter's sampling technique for both The New York Times and The Chicago Daily Tribune, and recording findings in the same way, data covering the "Please Omit" and memorial requests for the years 1954, 1955, 1956, and the first ten months of 1957, were gathered by the author.

The second part of this paper involves a study of the incidence of the phrase "Please Omit Flowers" and the solicitations for memorials in many parts of the United States and Canada during the period October 1 to 28, 1957. For this study the cooperation of florists and executives of florist associations in 45 cities of varying size was enlisted.

The selection of the cities was done by Professor Krone. The cities were selected so as to obtain as wide a geographic representation as possible and in practically all cases the initial letter soliciting cooperation in this study was addressed to a well-known active member of the florist industry in each particular city. Because most of these people were personal acquaintances of Professor Krone, it was anticipated that a good response would be received.

The initial letter mailed September 10th requesting cooperation (Appendix A) was accompanied by a sample of the form on which we wished to have the data recorded (Appendix B).

From the 45 letters sent out, a final total of 36 replies agreeing to cooperate were received (see map, Appendix C, for distribution of cooper-

ating cities). All of these replies were not received at once. To those who had replied by September 25th, a second letter (Appendix D) with forms covering the 4-week period, was sent. Also, on the 25th of September, a follow-up letter (Appendix E) with additional reporting forms was sent to those from whom no reply had been received.

By October 10th, a number of reports covering data for the first week of October had been received, and on this date a third letter (Appendix F) was sent to all 45 persons included in the original request for cooperation. The statement was made that there was still time for those who had neglected to write us but now felt able to help in the study, to do so. From this letter and the letter of September 25, a number of returns were received which, it is doubtful, would have otherwise been forthcoming.

On October 30th, a fourth letter (Appendix G) was mailed--this time only to those from whom we had received replies agreeing to cooperate. This letter contained our thanks for cooperation, our offer to mail a copy of our findings when completed, and a brief outline of our proposed continuation of the "Please Omit" study.

TABLE 1

PROPORTION OF PAID DEATH NOTICES REQUESTING THAT FLOWERS BE OMITTED, AND PROPORTION OF "PLEASE OMIT" NOTICES SUGGESTING MEMORIAL GIFTS IN LIEU OF FLOWERS, THE NEW YORK TIMES, 1903 to 1953*.

Year	Total Number Death Notices in Sample**	Number Requesting Flowers be Omitted	Percent Requesting Flowers be Omitted	Number Suggest- ing Mem- orials	Percent Suggest- ing Memorials
1903	1053	123	11.7	-	-
1906	1298	118	9.1	-	-
1909	1544	139	9.0	-	-
1912	2058	175	8.5	-	-
1915	3009	295	9.8	-	-
1918	5140	482	9.4	3	.6
1921	4703	376	8.0	3	.8
1924	5569	419	7.5	2	.5
1927	5550	360	6.5	8	2.2
1930	5679	462	8.1	5	1.1
1933	5582	496	8.9	14	2.8
1936	5902	478	8.1	12	2.5
1939	5603	481	8.6	15	3.1
1942	5504	492	8.9	17	3.5
1945	6324	605	9.6	10	1.7
1948	6537	697	10.7	43	6.2
1951	6252	654	10.5	151	23.0
1952	6433	727	11.3	172	23.7
1953	6454	683	10.6	203	29.7
Total	90, 194	8, 262	9.2	658	8.0

*Adapted from Tables 25 and 26, pages 57 and 59 "Problems in Marketing Florist Crops" by Warren K. Trotter, Department of Agricultural Economics, Cornell University.

**Sample for each year consisted of one full week selected at random from each of the twelve months.

TABLE 2

PROPORTION OF PAID DEATH NOTICES REQUESTING THAT FLOWERS BE OMITTED, AND PROPORTION OF "PLEASE OMIT" NOTICES SUGGESTING MEMORIAL GIFTS IN LIEU OF FLOWERS, THE CHICAGO DAILY TRIBUNE, 1921 to 1953*.

Year	Total Number Death Notices in Sample**	Number Requesting Flowers be Omitted	Percent Requesting Flowers be Omitted	Number Suggesting Memorials	Percent Suggesting Memorials
1921	1705	81	4.8	-	-
1924	2238	111	5.0	-	-
1927	2298	103	4.5	-	-
1930	4019	176	4.4	-	-
1933	3708	296	8.0	-	-
1936	4827	252	5.2	-	-
1939	5713	331	5.8	1	***
1942	6842	301	4.4	1	***
1945	9102	338	3.7	1	***
1948	9198	533	5.8	26	4.9
1951	11306	690	6.1	83	12.0
1952	11603	671	5.8	115	17.1
1953	11960	792	6.6	189	23.9
Total	84519	4675	5.5	416	8.9

*Adapted from Tables 26 and 28, pages 58 and 60 "Problems in Marketing Florist Crops" by Warren K. Trotter, Department of Agricultural Economics, Cornell University.

**Sample consisted of every fourth day in the year.

***Less than .5 percent.

TABLE 3

KINDS OF FUNDS OR CHARITIES SUGGESTED IN "PLEASE OMIT" NOTICES TO WHICH CONTRIBUTIONS COULD BE MADE AS MEMORIALS IN LIEU OF FLOWERS, THE NEW YORK TIMES, 1918 to 1953*.

Year**	Kind of Fund or Charity Suggested						Total***
	Hospital	Church	Cancer	Heart	Children's Home	Miscellaneous	
1918	-	3	-	-	-	-	3
1921	-	3	-	-	-	-	3
1924	-	2	-	-	-	-	2
1927	-	8	-	-	-	-	8
1930	-	5	-	-	-	-	5
1933	-	9	-	-	-	5	14
1936	-	10	-	-	-	2	12
1939	-	15	-	-	-	-	15
1942	-	13	-	-	-	4	17
1945	2	8	-	-	-	-	10
1948	5	13	13	1	-	11	43
1951	36	20	26	22	12	35	151
1952	44	37	38	23	2	28	172
1953	41	33	37	24	9	59	203
Total	128	179	114	70	23	144	658

*Table 29, page 61 "Problems in Marketing Florist Crops" by Warren K. Trotter, Department of Agricultural Economics, Cornell University.

**Sample for each year consisted of one full week selected at random from each of the twelve months.

***The total number of funds may vary from total number of notices suggesting funds because some notices suggest more than one fund.

TABLE 4

KINDS OF FUNDS OR CHARITIES SUGGESTED IN "PLEASE OMIT" NOTICES TO WHICH CONTRIBUTIONS COULD BE MADE AS MEMORIALS IN LIEU OF FLOWERS, THE CHICAGO DAILY TRIBUNE, 1939 to 1953*.

Year**	Kind of Fund or Charity Suggested						Total***
	Hospital	Church	Cancer	Heart	Children's Home	Miscellaneous	
1939	-	-	-	-	1	-	1
1942	-	-	-	-	-	1	1
1945	-	-	-	-	-	1	1
1948	2	4	13	-	3	4	26
1951	8	24	20	8	8	21	89
1952	13	33	19	17	3	30	115
1953	15	46	50	30	15	38	194
Total	38	107	102	55	30	95	427

* Table 30, page 61 "Problems in Marketing Florist Crops" by Warren K. Trotter, Department of Agricultural Economics, Cornell University.

** Sample consisted of every fourth day in the year.

*** The total number of funds may vary from the total number of notices suggesting funds because some notices suggest more than one fund.

RESULTS

A. CONTINUATION OF TROTTER'S WORK

In Tables 5 through 26 are recorded findings relative to the incidence, in obituary notices, of requests that flowers be omitted from funerals. Also shown are data indicating the increase in requests that funds be donated to various charities and churches in lieu of sending flowers to funerals. The data were obtained from the obituary columns of The New York Times and The Chicago Daily Tribune for the years 1954, 1955, 1956, and for the first ten months of 1957. Included in these tables are complete figures for the samples taken in each month. This distribution, according to months, is included because of the apparent seasonal fluctuations that occur in deaths in both New York and Chicago. Reasons for such fluctuations are not apparent. An analysis to determine whether there is a seasonal relationship between the incidence of requests for the omission of flowers and the number of deaths might prove well worth looking into. However, such an investigation is considered to be beyond the scope of this paper.

Table 27 is compiled from Trotter's figures and expresses memorials suggested as a percentage of total death notices for the years 1918 to 1953 for the Times and the Tribune. Table 28 is compiled from Tables 9 and 20 of the author's study and expresses memorials suggested as a

percentage of total death notices for the years 1954 to 1957 for the Times and the Tribune. From these two Tables (27 and 28), it is possible to compare the trend in "Please Omit" requests as a percentage of total deaths with the trend in memorials as a percentage of total deaths. This is graphically illustrated in Figure 1.

From Figure 1 in which "Please Omit" requests are graphically plotted as a percentage of total death notices over the years 1903 to 1957 for The New York Times and over the years 1921 to 1957 for The Chicago Daily Tribune, marked fluctuations are evident for both cities. A rank correlation analysis of Trotter's data for the period 1903 to 1951 for The New York Times showed no significant trend toward an increase in the number of "Please Omit" requests during this 48 year period. However, an analysis of Trotter's figures from 1951 to 1953 along with the author's findings for 1954 to 1957 indicates a very definite upward trend in "Please Omit" requests in New York City.

Similar results were obtained from an analysis of data for The Chicago Daily Tribune. Over the period 1921 to 1951 no significant trend was indicated. However, as in New York, an analysis of Trotter's figures for 1951 to 1953, along with the author's figures for 1954 to 1957 for the Tribune indicated a very marked upward trend in "Please Omit" requests

in that city during these years (Figure 1).

The results of Trotter's study of memorials as a proportion of "Please Omits" for the years 1915 to 1953, along with the author's findings for 1954 through 1957 for both New York and Chicago are graphically illustrated in Figure 2.

B. REPORTS FROM 36 CITIES IN THE UNITED STATES AND CANADA

Tables 29 through 38 cover florists' reports received for the 36 cities surveyed in the United States and Canada during the period October 1 to 28, 1957. As was true of material mentioned in the review of literature, the fact that the reports have been compiled by many different people in many different parts of the country tends to reduce somewhat the reliability of the results.

TABLE 5

PROPORTION OF PAID DEATH NOTICES REQUESTING THAT FLOWERS BE OMITTED, AND PROPORTION OF "PLEASE OMIT" NOTICES SUGGESTING MEMORIAL GIFTS IN LIEU OF FLOWERS, THE NEW YORK TIMES, 1954.

Month	Total Number of Death Notices in Sample*	Number Requesting Flowers be Omitted	Percent Requesting Flowers be Omitted	Number Suggesting Memorials	Percent Suggesting Memorials
January	455	52	11.4	12	23.1
February	413	51	12.4	22	43.1
March	365	36	9.9	12	33.3
April	437	38	8.7	9	23.7
May	398	48	12.1	17	35.4
June	363	47	13.0	20	42.6
July	382	25	6.5	9	36.0
August	382	37	9.7	17	46.0
September	385	30	7.8	7	23.3
October	377	52	13.8	17	32.7
November	417	46	11.0	18	39.1
December	466	51	10.9	15	29.4
Total	4,840	513	10.6	175	34.1

*Sample consisted of one full week selected at random in each month.

TABLE 6

PROPORTION OF PAID DEATH NOTICES REQUESTING THAT FLOWERS BE OMITTED, AND PROPORTION OF "PLEASE OMIT" NOTICES SUGGESTING MEMORIAL GIFTS IN LIEU OF FLOWERS, THE NEW YORK TIMES, 1955.

Month	Total Number of Death Notices in Sample*	Number Requesting Flowers be Omitted	Percent Requesting Flowers be Omitted	Number Suggesting Memorials	Percent Suggesting Memorials
January	441	51	11.6	15	29.4
February	441	59	13.4	18	30.5
March	428	58	13.6	21	36.2
April	418	46	11.0	21	45.7
May	338	45	13.3	16	35.6
June	356	43	12.1	16	37.2
July	381	41	10.8	14	34.2
August	375	49	13.1	17	34.7
September	390	44	11.3	11	25.0
October	398	49	12.3	18	36.7
November	439	37	8.4	16	43.2
December	404	45	11.1	21	46.7
Total	4,809	567	11.8	204	36.0

*Sample consisted of one full week selected at random in each month.

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TABLE 7

PROPORTION OF PAID DEATH NOTICES REQUESTING THAT FLOWERS BE OMITTED, AND PROPORTION OF "PLEASE OMIT" NOTICES SUGGESTING MEMORIAL GIFTS IN LIEU OF FLOWERS, THE NEW YORK TIMES, 1956.

Month	Total Number of Death Notices in Sample*	Number Requesting Flowers be Omitted	Percent Requesting Flowers be Omitted	Number Suggesting Memorials	Percent Suggesting Memorials
January	408	42	10.3	18	42.9
February	389	53	13.6	16	30.2
March	407	51	12.5	19	37.3
April	385	45	11.7	19	42.2
May	412	47	11.4	20	42.6
June	389	45	11.6	15	33.3
July	352	45	12.8	15	33.3
August	379	41	10.8	17	41.5
September	414	43	10.4	20	46.5
October	435	46	10.6	16	34.8
November	444	47	10.6	21	44.7
December	418	42	10.1	21	50.0
Total	4,832	547	11.3	217	39.7

*Sample consisted of one full week selected at random in each month.

TABLE 8

PROPORTION OF PAID DEATH NOTICES REQUESTING THAT FLOWERS BE OMITTED, AND PROPORTION OF "PLEASE OMIT" NOTICES SUGGESTING MEMORIAL GIFTS IN LIEU OF FLOWERS, THE NEW YORK TIMES, JANUARY TO OCTOBER, 1957.

Month	Total Number of Death Notices in Sample*	Number Requesting Flowers be Omitted	Percent Requesting Flowers be Omitted	Number Suggesting Memorials	Percent Suggesting Memorials
January	465	70	15.1	33	47.1
February	390	48	12.3	27	56.3
March	432	65	15.1	37	56.9
April	408	49	12.0	22	44.9
May	393	43	10.9	16	37.2
June	396	51	12.9	25	49.0
July	419	43	10.3	28	65.1
August	352	40	11.4	26	65.0
September	405	47	11.6	22	46.8
October	462	38	8.2	22	57.9
Total	4,122	494	12.0	258	52.2

*Sample consisted of one full week selected at random in each month.

TABLE 9

PROPORTION OF PAID DEATH NOTICES REQUESTING THAT FLOWERS BE OMITTED, AND PROPORTION OF "PLEASE OMIT" NOTICES SUGGESTING MEMORIAL GIFTS IN LIEU OF FLOWERS, THE NEW YORK TIMES, 1954 to 1957.

Year	Total Number of Death Notices in Sample*	Number Requesting Flowers be Omitted	Percent Requesting Flowers be Omitted	Number Suggesting Memorials	Percent Suggesting Memorials
1954	4,840	513	10.6	175	34.1
1955	4,809	567	11.8	204	36.0
1956	4,832	547	11.3	217	39.7
1957 (Jan-Oct)	4,122	494	12.0	258	52.2
Total	18,603	2,121	11.4	854	40.3

*Sample consisted of one week selected at random in each of the twelve months.

TABLE 10

KINDS OF FUNDS OR CHARITIES SUGGESTED IN "PLEASE OMIT" NOTICES TO WHICH CONTRIBUTIONS COULD BE MADE AS MEMORIALS IN LIEU OF FLOWERS, THE NEW YORK TIMES, 1954.

Month*	Kind of Fund or Charity Suggested						Total
	Hospital	Church	Cancer	Heart	School	Other	
January	4	-	1	3	2	2	12
February	5	1	5	5	-	6	22
March	2	2	2	3	-	3	12
April	1	-	4	1	-	3	9
May	8	-	3	-	-	6	17
June	3	-	4	2	-	11	20
July	-	-	3	4	-	2	9
August	2	1	4	2	-	8	17
September	-	1	1	2	-	3	7
October	2	2	5	4	1	3	17
November	2	1	8	3	1	3	18
December	-	1	4	4	-	6	15
Total	29	9	44	33	4	56	175

*Sample consisted of one full week selected at random in each month.

TABLE 11

KINDS OF FUNDS OR CHARITIES SUGGESTED IN "PLEASE OMIT" NOTICES TO WHICH CONTRIBUTIONS COULD BE MADE AS MEMORIALS IN LIEU OF FLOWERS, THE NEW YORK TIMES, 1955.

Month*	Kind of Fund or Charity Suggested						Total
	Hospital	Church	Cancer	Heart	School	Other	
January	2	4	2	-	-	7	15
February	5	2	4	3	-	4	18
March	5	1	3	6	-	6	21
April	3	4	2	4	1	7	21
May	3	-	5	-	3	5	16
June	6	2	3	-	-	5	16
July	6	-	2	1	-	5	14
August	3	1	3	4	2	4	17
September	1	-	2	2	-	6	11
October	3	5	4	3	-	3	18
November	2	-	4	3	-	7	16
December	7	1	3	2	-	8	21
Total	46	20	37	28	6	67	204

*Sample consisted of one full week selected at random in each month.

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TABLE 12

KINDS OF FUNDS OR CHARITIES SUGGESTED IN "PLEASE OMIT" NOTICES TO WHICH CONTRIBUTIONS COULD BE MADE AS MEMORIALS IN LIEU OF FLOWERS, THE NEW YORK TIMES, 1956.

Month*	Kind of Fund or Charity Suggested						Total
	Hospital	Church	Cancer	Heart	School	Other	
January	3	2	3	-	1	9	18
February	2	2	4	2	1	5	16
March	1	4	2	3	1	8	19
April	2	1	3	4	2	7	19
May	3	3	8	2	-	4	20
June	1	3	3	3	-	5	15
July	1	-	5	1	-	8	15
August	1	2	2	4	-	8	17
September	3	4	3	-	-	10	20
October	1	1	3	4	-	7	16
November	5	3	3	3	-	7	21
December	3	4	1	2	1	10	21
Total	26	29	40	28	6	88	217

*Sample consisted of one full week selected at random in each month.

TABLE 13

KINDS OF FUNDS OR CHARITIES SUGGESTED IN "PLEASE OMIT" NOTICES TO WHICH CONTRIBUTIONS COULD BE MADE AS MEMORIALS IN LIEU OF FLOWERS, THE NEW YORK TIMES, JANUARY-OCTOBER, 1957.

Month*	Kind of Fund or Charity Suggested						Total
	Hospital	Church	Cancer	Heart	School	Other	
January	1	-	9	7	2	14	33
February	5	3	6	4	-	9	27
March	8	3	6	8	-	12	37
April	-	-	4	8	1	9	22
May	1	1	2	3	1	8	16
June	6	1	5	6	-	7	25
July	3	4	9	4	-	8	28
August	4	1	8	3	-	10	26
September	3	3	5	4	-	7	22
October	4	4	2	3	-	9	22
Total	35	20	56	50	4	93	258

*Sample consisted of one full week selected at random in each month.

TABLE 14

KINDS OF FUNDS OR CHARITIES SUGGESTED IN "PLEASE OMIT" NOTICES TO WHICH CONTRIBUTIONS COULD BE MADE AS MEMORIALS IN LIEU OF FLOWERS, THE NEW YORK TIMES, 1954 TO OCTOBER, 1957.

Year*	Kind of Fund or Charity Suggested						Total
	Hospital	Church	Cancer	Heart	School	Other	
1954	29	9	44	33	4	56	175
1955	46	20	37	28	6	67	204
1956	26	29	40	28	6	88	217
1957 (Jan-Oct)	35	20	56	50	4	93	258
Total	136	78	177	139	20	304	854

*Sample for each year consisted of one full week selected at random from each of the twelve months.

TABLE 15

"PLEASE OMIT" NOTICES SUGGESTING FUNDS OR CHARITIES TO WHICH CONTRIBUTIONS COULD BE MADE AS MEMORIALS IN LIEU OF FLOWERS, THE NEW YORK TIMES, 1918 TO 1957.

Year*	Hospital Total	% of	Church Total	% of	Cancer Total	% of	Heart Total	% of	Children's Home	% of	Miscellaneous Total	% of	Total Memorials Suggested
1918	-	-	3	100.0	-	-	-	-	-	-	-	-	3
1921	-	-	3	100.0	-	-	-	-	-	-	-	-	3
1924	-	-	2	100.0	-	-	-	-	-	-	-	-	2
1927	-	-	8	100.0	-	-	-	-	-	-	-	-	8
1930	-	-	5	100.0	-	-	-	-	-	-	-	-	5
1933	-	-	9	64.3	-	-	-	-	-	-	5	35.7	14
1936	-	-	10	83.3	-	-	-	-	-	-	2	16.7	12
1939	-	-	15	100.0	-	-	-	-	-	-	-	-	15
1942	-	-	13	76.5	-	-	-	-	-	-	4	23.5	17
1945	2	20.0	8	80.0	-	-	-	-	-	-	-	-	10
1948	5	11.6	13	30.2	13	30.2	1	2.3	-	-	11	25.6	43
1951	36	23.8	20	13.3	26	17.2	22	14.6	12	8.0	35	23.2	151
1952	44	25.6	37	21.5	38	22.1	23	13.4	2	1.2	28	16.3	172
1953	41	20.2	33	16.3	37	18.2	24	11.8	9	4.4	59	29.1	203
Total	128	19.5	179	27.2	114	17.3	70	10.6	23	3.5	144	21.9	658

Year	Hospital Total	% of	Church Total	% of	Cancer Total	% of	Heart Total	% of	School	% of	Miscellaneous Total	% of	Total Memorials Suggested
1954	29	16.6	9	5.1	44	25.1	33	18.9	4	2.3	56	32.0	175
1955	46	22.5	20	9.8	37	18.1	28	13.7	6	2.9	67	32.8	204
1956	26	12.0	29	13.4	40	18.4	28	12.9	6	2.8	88	40.6	217
1957**	35	13.6	20	7.8	56	21.7	50	19.4	4	1.6	93	36.0	258
Total	136	15.9	78	9.1	177	20.7	139	16.3	20	2.3	304	35.6	854

*Sample consisted of one full week selected at random from each of the twelve months in each year.

**Ten months, January to October.

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TABLE 16

PROPORTION OF PAID DEATH NOTICES REQUESTING THAT FLOWERS BE OMITTED, AND PROPORTION OF "PLEASE OMIT" NOTICES SUGGESTING MEMORIAL GIFTS IN LIEU OF FLOWERS, THE CHICAGO DAILY TRIBUNE, 1954.

Month*		Total Num- ber of Death Notices in Sample	Number Requesting Flowers be Omitted	Percent Requesting Flowers be Omitted	Number Suggest- ing Memorials	Percent Suggest- ing Memorials
January	(7)	955	72	7.5	25	34.7
February	(7)	915	78	8.5	22	28.2
March	(8)	1,072	72	6.7	23	31.9
April	(8)	979	69	7.1	25	36.2
May	(7)	855	72	8.4	18	25.0
June	(8)	1,125	86	7.6	26	30.2
July	(8)	915	60	6.6	13	21.7
August	(7)	800	54	6.8	13	24.1
September	(8)	921	65	7.1	11	16.9
October	(8)	992	88	8.9	35	39.8
November	(7)	884	71	8.0	18	25.4
December	(8)	1,084	90	8.3	23	25.6
Total (91 days)		11,497	877	7.6	252	28.7

*Sample consisted of every fourth day in the year.

Note: The numbers in the brackets after each month indicate whether the sample for that month contained seven or eight days.

10

TABLE 17

PROPORTION OF PAID DEATH NOTICES REQUESTING THAT FLOWERS BE OMITTED, AND PROPORTION OF "PLEASE OMIT" NOTICES SUGGESTING MEMORIAL GIFTS IN LIEU OF FLOWERS, THE CHICAGO DAILY TRIBUNE, 1955.

Month*	Total Num- ber of Death Notices in Sample	Number Request- ing Flowers be Omitted	Percent Request- ing Flow- ers be Omitted	Number Suggest- ing Memorials	Percent Suggest- ing Memorials
January (7)	951	58	6.1	13	22.4
February (7)	927	56	6.0	15	26.8
March (8)	1,054	90	8.5	27	30.0
April (8)	1,020	112	11.0	30	26.8
May (7)	888	79	8.9	23	29.1
June (8)	989	97	9.8	37	38.1
July (8)	1,117	90	8.1	32	35.6
August (7)	893	75	8.4	21	28.0
September (8)	1,046	114	10.9	41	36.0
October (8)	884	93	10.5	38	40.9
November (7)	936	90	9.6	35	38.9
December (8)	1,245	114	9.2	37	32.5
Total (91 days)	11,950	1,068	8.9	349	32.7

*Sample consisted of every fourth day in the year.

Note: The numbers in the brackets after each month indicate whether the sample for that month contained seven or eight days.

TABLE 18

PROPORTION OF PAID DEATH NOTICES REQUESTING THAT FLOWERS BE OMITTED, AND PROPORTION OF "PLEASE OMIT" NOTICES SUGGESTING MEMORIAL GIFTS IN LIEU OF FLOWERS, THE CHICAGO DAILY TRIBUNE, 1956.

Month*	Total Number of Death Notices in Sample	Number Requesting Flowers be Omitted	Percent Requesting Flowers be Omitted	Number Suggesting Memorials	Percent Suggesting Memorials
January (8)	1, 181	104	8. 8	51	49. 0
February (7)	971	113	11. 6	60	53. 1
March (8)	1, 035	88	8. 5	31	35. 2
April (7)	967	85	8. 8	33	38. 8
May (8)	1, 121	102	9. 1	49	48. 0
June (7)	1, 002	81	8. 1	33	40. 7
July (8)	1, 095	110	10. 1	47	42. 7
August (8)	984	83	8. 4	33	39. 8
September (7)	904	87	9. 6	33	37. 9
October (8)	1, 011	94	9. 3	44	46. 8
November (8)	1, 083	98	9. 1	53	54. 1
December (7)	1, 067	118	11. 1	49	41. 5
Total (91 days)	12, 421	1, 163	9. 4	516	44. 4

*Sample consisted of every fourth day in the year.

Note: The numbers in the brackets after each month indicate whether the sample for that month contained seven or eight days.

3

TABLE 19

PROPORTION OF PAID DEATH NOTICES REQUESTING THAT FLOWERS BE OMITTED, AND PROPORTION OF "PLEASE OMIT" NOTICES SUGGESTING MEMORIAL GIFTS IN LIEU OF FLOWERS, THE CHICAGO DAILY TRIBUNE, JANUARY TO OCTOBER, 1957.

Month*		Total Num- ber of Death Notices in Sample	Number Request- ing Flowers be Omitted	Percent Request- ing Flowers be Omitted	Number Suggest- ing Memorials	Percent Suggest- ing Memorials
January	(8)	1,201	138	11.5	61	44.2
February	(7)	995	103	10.4	46	44.7
March	(8)	1,070	89	8.3	39	43.8
April	(7)	1,004	81	8.1	39	48.2
May	(8)	1,054	86	8.2	39	45.4
June	(8)	1,077	93	8.6	38	40.9
July	(7)	918	75	8.2	37	49.3
August	(8)	1,041	90	8.7	42	46.7
September	(8)	861	88	10.2	46	52.3
October	(7)	882	73	8.3	29	39.7
Total (76 days)		10,103	916	9.1	416	45.4

*Sample consisted of every fourth day in the year.

**Note: The numbers in the brackets after each month indicate whether the sample for that month contained seven or eight days.

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TABLE 20

PROPORTION OF PAID DEATH NOTICES REQUESTING THAT FLOWERS BE OMITTED, AND PROPORTION OF "PLEASE OMIT" NOTICES SUGGESTING MEMORIAL GIFTS IN LIEU OF FLOWERS, THE CHICAGO DAILY TRIBUNE, 1954 TO 1957.

Year	Total Number of Death Notices in Sample*	Number Requesting Flowers be Omitted	Percent Requesting Flowers be Omitted	Number Suggesting Memorials	Percent Suggesting Memorials
1954	11, 497	877	7. 6	252	28. 7
1955	11, 950	1, 068	8. 9	349	32. 7
1956	12, 421	1, 163	9. 4	516	44. 4
1957 (Jan-Oct)	10, 103	916	9. 1	416	45. 4
Total	45, 971	4, 024	8. 8	1, 533	38. 1

*Sample consisted of every fourth day in the year.

TABLE 21

KINDS OF FUNDS OR CHARITIES SUGGESTED IN "PLEASE OMIT" NOTICES TO WHICH CONTRIBUTIONS COULD BE MADE AS MEMORIALS IN LIEU OF FLOWERS, THE CHICAGO DAILY TRIBUNE, 1954.

Month*	Kind of Fund or Charity Suggested						Total
	Hospital	Church	Cancer	Heart	School	Other	
January (7)**	2	3	5	2	2	11	25
February (7)	3	3	3	1	1	11	22
March (8)	2	4	4	4	-	9	23
April (8)	2	8	6	2	3	4	25
May (7)	2	2	1	3	1	9	18
June (8)	1	8	4	2	2	9	26
July (8)	1	7	3	-	-	2	13
August (7)	1	2	2	2	1	5	13
September (8)	-	2	3	2	-	4	11
October (8)	2	7	7	4	-	15	35
November (7)	1	5	2	3	-	7	18
December (8)	1	5	2	3	1	11	23
Total (91 days)	18	56	42	28	11	97	252

*Sample consisted of every fourth day in the year.

**The numbers in the brackets after each month indicate whether the sample for that month contained seven or eight days.

TABLE 22

KINDS OF FUNDS OR CHARITIES SUGGESTED IN "PLEASE OMIT" NOTICES TO WHICH CONTRIBUTIONS COULD BE MADE AS MEMORIALS IN LIEU OF FLOWERS, THE CHICAGO DAILY TRIBUNE, 1955.

Month*	Kind of Fund or Charity Suggested							
		Hospital	Church	Cancer	Heart	School	Other	Total
January	(7)**	2	2	4	1	1	3	13
February	(7)	1	3	6	1	-	4	15
March	(8)	3	5	6	3	3	7	27
April	(8)	4	7	5	3	2	9	30
May	(7)	1	4	8	4	-	6	23
June	(8)	6	9	6	-	3	13	37
July	(8)	2	8	6	4	1	11	32
August	(7)	-	3	2	5	-	11	21
September	(8)	5	16	5	1	1	13	41
October	(8)	2	11	7	4	1	13	38
November	(7)	1	6	7	4	1	16	35
December	(8)	2	15	7	5	2	6	37
Total (91 days)		29	89	69	35	15	112	349

*Sample consisted of every fourth day in the year.

**The numbers in the brackets after each month indicate whether the sample for that month contained seven or eight days.

TABLE 23

KINDS OF FUNDS OR CHARITIES SUGGESTED IN "PLEASE OMIT" NOTICES TO WHICH CONTRIBUTIONS COULD BE MADE AS MEMORIALS IN LIEU OF FLOWERS, THE CHICAGO DAILY TRIBUNE, 1956.

Month*	Kind of Fund or Charity Suggested						
	Hospital	Church	Cancer	Heart	School	Other	Total
January (8)**	4	16	10	6	1	14	51
February (7)	2	10	8	10	3	27	60
March (8)	3	1	5	10	1	11	31
April (7)	4	7	4	5	4	9	33
May (8)	3	11	13	9	-	13	49
June (7)	2	8	4	4	3	12	33
July (8)	7	8	5	6	3	18	47
August (8)	3	9	6	2	1	12	33
September (7)	3	12	5	3	2	8	33
October (8)	5	4	12	5	1	17	44
November (8)	10	14	7	5	-	17	53
December (7)	1	13	10	7	2	16	49
Total (91 days)	47	113	89	72	21	174	516

*Sample consisted of every fourth day in the year.

**The numbers in the brackets after each month indicate whether the sample for that month contained seven or eight days.

TABLE 24

KINDS OF FUNDS OR CHARITIES SUGGESTED IN "PLEASE OMIT" NOTICES TO WHICH CONTRIBUTIONS COULD BE MADE AS MEMORIALS IN LIEU OF FLOWERS, THE CHICAGO DAILY TRIBUNE, JANUARY-OCTOBER, 1957.

Month*		Kind of Fund or Charity Suggested						Total
		Hospital	Church	Cancer	Heart	School	Other	
January	(8)**	5	17	14	11	3	11	61
February	(7)	5	13	6	10	3	9	46
March	(8)	6	10	8	2	2	11	39
April	(7)	1	14	5	2	-	17	39
May	(8)	3	13	6	2	1	14	39
June	(8)	-	13	8	3	1	13	38
July	(7)	5	10	5	7	2	8	37
August	(8)	4	11	12	7	-	8	42
September	(8)	6	13	7	6	1	13	46
October	(7)	-	9	2	3	2	13	29
Total (76 days)		35	123	73	53	15	117	416

* Sample consisted of every fourth day in the year.

** The numbers in the brackets after each month indicate whether the sample for that month contained seven or eight days.

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TABLE 25

KINDS OF FUNDS OR CHARITIES SUGGESTED IN "PLEASE OMIT" NOTICES TO WHICH CONTRIBUTIONS COULD BE MADE AS MEMORIALS IN LIEU OF FLOWERS, THE CHICAGO DAILY TRIBUNE, 1954 TO 1957.

Year*	Kind of Fund or Charity Suggested						Total
	Hospital	Church	Cancer	Heart	School	Other	
1954	18	56	42	28	11	97	252
1955	29	89	69	35	15	112	349
1956	47	113	89	72	21	174	516
1957 (Jan-Oct)	35	123	73	53	15	117	416
Total	129	381	273	188	62	500	1,533

*Sample consisted of every fourth day in the year.

TABLE 26

"PLEASE OMIT" NOTICES SUGGESTING FUNDS OR CHARITIES TO WHICH CONTRIBUTIONS COULD BE MADE AS MEMORIALS IN LIEU OF FLOWERS, THE CHICAGO DAILY TRIBUNE, 1939 TO 1957.

Year*	Hospital	% of Total	Church	% of Total	Cancer	% of Total	Heart	% of Total	Children's Home	% of Total	Miscellaneous	% of Total	Total Memorials Suggested
1939	-	-	-	-	-	-	-	-	1	100.0	-	-	1
1942	-	-	-	-	-	-	-	-	-	-	1	100.0	1
1945	-	-	-	-	-	-	-	-	-	-	1	100.0	1
1948	2	7.6	4	15.4	13	50.0	-	-	3	11.5	4	15.4	26
1951	8	9.0	24	27.0	20	22.5	8	9.0	8	9.0	21	23.6	89
1952	13	11.3	33	28.7	19	16.5	17	14.8	3	2.6	30	26.1	115
1953	15	7.7	46	23.7	50	25.8	30	15.5	15	7.7	38	19.6	194
Total	38	8.9	107	25.1	102	23.9	55	12.9	30	7.0	95	22.2	427
Year*	Hospital	% of Total	Church	% of Total	Cancer	% of Total	Heart	% of Total	School	% of Total	Miscellaneous	% of Total	Total Memorials Suggested
1954	18	7.1	56	22.2	42	16.7	28	11.1	11	4.4	97	38.5	252
1955	29	8.3	89	25.5	69	19.8	35	10.0	15	4.3	112	32.1	349
1956	47	9.1	113	21.9	89	17.2	72	14.0	21	4.1	174	33.7	516
1957**	35	8.4	123	29.6	73	17.5	53	12.7	15	3.6	117	28.1	416
Total	129	8.4	381	24.9	273	17.8	188	12.3	62	4.0	500	32.6	1,533

* Sample consisted of every fourth day in the year.

** Ten months, January to October.

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TABLE 27

MEMORIALS SUGGESTED EXPRESSED AS A PERCENTAGE OF TOTAL DEATH
NOTICES* - 1918-1953

Year	Total Number of Death Notices in Sample	Number of "Please Omits" Suggesting Memorials	Percent Suggesting Memorials
<u>THE NEW YORK TIMES</u>			
1918	5,140	3	.06
1921	4,703	3	.06
1924	5,569	2	.04
1927	5,550	8	.14
1930	5,679	5	.09
1933	5,582	14	.25
1936	5,902	12	.20
1939	5,603	15	.27
1942	5,504	17	.31
1945	6,324	10	.16
1948	6,537	43	.66
1951	6,252	151	2.42
1952	6,433	172	2.67
1953	6,454	203	3.15

<u>THE CHICAGO DAILY TRIBUNE</u>			
1948	9,198	26	.28
1951	11,306	83	.73
1952	11,603	115	.99
1953	11,960	189	1.58

* Adapted from Tables 25, 26, 27 and 28, pp. 57-60 "Problems in Marketing Florist Crops" by Warren K. Trotter (1955), Department of Agricultural Economics, Cornell University.

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TABLE 28

MEMORIALS SUGGESTED EXPRESSED AS A PERCENTAGE OF TOTAL DEATH
NOTICES - 1954-1957

Year	Total Number of Death Notices in Sample	Number of "Please Omits" Suggesting Memorials	Percent Suggesting Memorials
<u>THE NEW YORK TIMES</u>			
1954	4,840	175	3.62
1955	4,809	204	4.24
1956	4,832	217	4.49
1957 (Jan- Oct)	4,122	258	6.26

<u>THE CHICAGO DAILY TRIBUNE</u>			
1954	11,497	252	2.19
1955	11,950	349	2.92
1956	12,421	516	4.15
1957 (Jan- Oct)	10,103	416	4.12

PROPORTION OF PAID DEATH NOTICES REQUESTING THAT FLOWERS BE OMITTED, AND PROPORTION OF "PLEASE OMIT" NOTICES SUGGESTING MEMORIAL GIFTS IN LIEU OF FLOWERS, 36 CITIES IN THE UNITED STATES AND CANADA.

WEEK OF October 1-7, 1957	Total Num- ber of Death Notices	Number Request- ing Flowers be Omitted	Percent Request- ing Flowers be Omitted	Number Suggest- ing Mem- orials	Percent Suggest- ing Mem- orials
Newspaper					
*Baltimore Sun.....	*	*	*	*	*
Boise Daily Statesman.....	17	0	0	0	0
Buffalo Courier Express.....	321	15	4.7	10	66.7
Buffalo Evening News.....	398	16	4.0	9	56.3
Chicago Daily Tribune.....	997	96	9.6	30	31.3
Cleveland Plain-Dealer.....	438	23	5.3	16	69.6
Corvallis (Ore.) Gazette-Times...	4	0	0	0	0
Detroit News, ~~Times and Free~~	~~490~~	~~8~~	~~1.6~~	~~8~~	~~100.0~~
~~Press (comb.).....~~	~~916~~	~~8~~	~~.9~~	~~8~~	~~100.0~~
Duluth Herald and News Tribune..	48	2	4.2	2	100.0
Elkhart Truth and South Bend Tribune (comb.)	176	2	1.1	2	100.0
Kansas City Star.....	87	3	3.5	2	66.7
Knoxville Journal.....	88	0	0	0	0
LaCrosse (Wis.) Tribune.....	54	1	1.9	1	100.0
Lansing State Journal.....	44	1	2.3	1	100.0
Lexington Herald-Leader.....	30	1	3.3	0	0
Louisville Courier-Journal.....	93	2	2.2	2	100.0
Los Angeles Times and L. A. Examiner (comb.).....	352	15	4.3	12	80.0
Milwaukee Journal.....	240	4	1.7	4	100.0
**Minneapolis Morning Tribune and Evening Star (comb.).....	148	43	29.1	36	83.7
Montgomery Advertiser.....	61	1	1.6	0	0
Nashville Tennessean.....	106	0	0	0	0
New Orleans Times-Picayune.....	207	2	1.0	0	0
New York Times.....	607	92	15.2	58	63.0
Norfolk Dispatch and Pilot (comb.)	18	2	11.1	0	0
Ottawa (Canada) Citizen.....	138	6	4.4	1	16.7
Philadelphia Inquirer.....	420	29	6.9	14	48.3
Raleigh Times and News and Observer (comb.).....	161	1	.6	0	0
Roanoke Times.....	86	1	1.2	1	100.0
San Antonio Express.....	54	1	1.9	1	100.0
Seattle Post Intelligencer.....	201	11	5.5	9	81.8
Spokane Spokesman-Review.....	48	8	16.7	7	87.5
St. Louis Post Dispatch and Globe Democrat (comb.).....	256	16	6.3	14	87.5
St. Paul Pioneer Press and Dispatch (comb.).....	118	16	13.6	16	100.0
Toronto (Canada) Daily Star.....	539	7	1.3	2	28.6
Tulsa World.....	32	0	0	0	0
Vancouver (Canada) Sun.....	148	18	12.2	6	33.3
Washington (D. C.) Star.....	257	16	6.2	10	62.5

*Totals only for entire month reported. See totals page.

**Possibility of error in these figures.

PROPORTION OF PAID DEATH NOTICES REQUESTING THAT FLOWERS BE OMITTED,
AND PROPORTION OF "PLEASE OMIT" NOTICES SUGGESTING MEMORIAL GIFTS IN
LIEU OF FLOWERS, 36 CITIES IN THE UNITED STATES AND CANADA.

WEEK OF October 8-14, 1957	Total Num- ber of Death Notices	Number Request- ing Flowers be Omitted	Percent Request- ing Flowers be Omitted	Number Suggest- ing Mem- orials	Percent Suggest- ing Mem- orials
*Baltimore Sun.....	*	*	*	*	*
Boise Daily Statesman.....	10	0	0	0	0
Buffalo Courier Express....	301	11	3.7	6	54.6
Buffalo Evening News.....	438	21	4.8	11	52.4
Chicago Daily Tribune.....	1,052	125	11.9	36	28.8
Cleveland Plain Dealer.....	537	22	4.1	14	63.6
Corvallis (Ore.) Gazette Times	3	0	0	0	0
Detroit News, ~~Times, and~~	~~543~~	~~17~~	~~3.1~~	~~16~~	~~94.1~~
~~Free Press (comb.).....~~	~~1,054~~	~~17~~	~~1.6~~	~~16~~	~~94.1~~
***Duluth Herald and News Tribune					
Elkhart Truth and South Bend					
Tribune (comb.).....	166	0	0	0	0
Kansas City Star.....	101	8	7.9	5	62.5
Knoxville Journal.....	96	0	0	0	0
LaCrosse (Wis.) Tribune...	44	0	0	0	0
Lansing State Journal.....	35	2	5.7	2	100.0
Lexington Herald-Leader....	21	0	0	0	0
Louisville Courier-Journal...	105	3	2.9	3	100.0
Los Angeles Times and L. A.					
Examiner (comb.).....	336	11	3.3	9	81.8
Milwaukee Journal.....	193	8	4.2	7	87.5
Minneapolis Morning Tribune					
and Evening Star (comb.)...	177	27	15.3	25	92.6
Montgomery Advertiser.....	76	0	0	0	0
**Nashville Tennessean.....					
New Orleans Times-Picayune	200	2	1.0	2	100.0
New York Times.....	664	84	12.7	60	71.4
Norfolk Dispatch and Pilot (comb.)	30	3	10.0	1	33.3
Ottawa (Canada) Citizen.....	118	0	0	0	0
Philadelphia Inquirer.....	551	36	6.5	15	41.7
Raleigh Times and News and					
Observer (comb.).....	108	0	0	0	0
Roanoke Times.....	84	1	1.2	1	100.0
San Antonio Express.....	59	3	5.1	2	66.7
Seattle Post Intelligencer....	230	15	6.5	15	100.0
Spokane Spokesman-Review..	54	2	3.7	1	50.0
St. Louis Post Dispatch and					
Globe Democrat (comb.)..	311	16	5.1	12	75.0
St. Paul Pioneer Press and					
Dispatch (comb.).....	97	16	16.5	15	93.8
Toronto (Canada) Daily Star..	333	7	2.1	0	0
*Tulsa World.....					
Vancouver (Canada) Sun.....	151	16	10.6	6	37.5
Washington (D. C.) Star.....	284	21	7.4	16	76.2

*Totals only for entire month reported. See totals page.

*** No report received.

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PROPORTION OF PAID DEATH NOTICES REQUESTING THAT FLOWERS BE OMITTED,
AND PROPORTION OF "PLEASE OMIT" NOTICES SUGGESTING MEMORIAL GIFTS IN
LIEU OF FLOWERS, 36 CITIES IN THE UNITED STATES AND CANADA.

WEEK OF October 15-21, 1957	Total Num- ber of Death Notices	Number Request- ing Flowers be Omitted	Percent Request- ing Flowers be Omitted	Number Suggest- ing Mem- orials	Percent Suggest- ing Mem- orials
Newspaper					
* Baltimore Sun.....	*	*	*	*	*
Boise Daily Statesman	7	0	0	0	0
Buffalo Courier Express	362	26	7.2	16	61.5
Buffalo Evening News.....	479	24	5.0	12	50.0
Chicago Daily Tribune.....	1,089	93	8.5	36	38.7
Cleveland Plain Dealer	505	28	5.5	22	78.6
Corvallis (Ore.) Gazette Times	5	1	20.0	1	100.0
Detroit News, ~~Times and~~	~~498~~	~~10~~	~~2.0~~	~~8~~	~~80.1~~
~~Free Press (comb.).....~~	~~1,010~~	~~10~~	~~1.0~~	~~8~~	~~80.0~~
** Duluth Herald and News Tribune					
Elkhart Truth and South Bend					
Tribune (comb.).....	164	0	0	0	0
Kansas City Star.....	134	7	5.2	5	71.4
Knoxville Journal.....	108	0	0	0	0
LaCrosse (Wis.) Tribune....	51	0	0	0	0
Lansing State Journal.....	40	0	0	0	0
Lexington Herald-Leader....	18	0	0	0	0
Louisville Courier-Journal...	131	3	2.3	0	0
Los Angeles Times and L. A.					
Examiner (comb.).....	445	23	5.2	19	82.6
Milwaukee Journal.....	190	6	3.2	4	66.7
Minneapolis Morning Tribune					
and Evening Star (comb.)	189	24	12.7	21	87.5
Montgomery Advertiser.....	59	0	0	0	0
* Nashville Tennessean.....					
New Orleans Times-Picayune	228	4	1.8	2	50.0
New York Times.....	667	60	9.0	46	76.7
Norfolk Dispatch and Pilot (comb)	25	0	0	0	0
Ottawa (Canada) Citizen.....	153	5	3.3	3	60.0
Philadelphia Inquirer.....	532	34	6.4	21	61.8
Raleigh Times and News and					
Observer (comb.).....	133	0	0	0	0
Roanoke Times.....	98	1	1.0	0	0
San Antonio Express.....	50	4	8.0	3	75.0
Seattle Post Intelligencer...	222	6	2.7	6	100.0
Spokane Spokesman-Review	73	4	5.5	3	75.0
St. Louis Post Dispatch and					
Globe Democrat (comb.)	334	16	4.8	15	93.8
St. Paul Pioneer Press and					
Dispatch (comb.).....					
Toronto (Canada) Daily Star	444	6	1.4	1	16.7
Tulsa World.....	34	2	5.9	2	100.0
Vancouver (Canada) Sun....	242	36	14.9	5	13.9
Washington (D. C.) Star....	242	15	6.2	9	60.0

* Totals only for entire month reported. See totals page.

*** No report received.

PROPORTION OF PAID DEATH NOTICES REQUESTING THAT FLOWERS BE OMITTED, AND PROPORTION OF "PLEASE OMIT" NOTICES SUGGESTING MEMORIAL GIFTS IN LIEU OF FLOWERS, 36 CITIES IN THE UNITED STATES AND CANADA.

WEEK OF October 22-28, 1957 Newspaper	Total Num- ber of Death Notices	Number Request- ing Flowers be Omitted	Percent Request- ing Flowers be Omitted	Number Suggest- ing Mem- orials	Percent Suggest- ing Mem- orials
*Baltimore Sun.....	*	*	*	*	*
Boise Daily Statesman.....	10	0	0	0	0
Buffalo Courier Express.....	334	10	3.0	4	40.0
Buffalo Evening News.....	459	17	3.7	10	58.8
Chicago Daily Tribune.....	1,120	89	8.0	28	31.5
Cleveland Plain-Dealer.....	581	25	4.3	19	76.0
Corvallis (Ore.) Gazette Times.	3	0	0	0	0
Detroit News, ~~Times and~~ ~~Free Press (comb.)~~	~~543~~ ~~1,086~~	~~15~~ ~~15~~	~~2.8~~ ~~1.4~~	~~12~~ ~~12~~	~~80.0~~ ~~80.0~~
**Duluth Herald and News Tribune Elkhart Truth and South Bend Tribune (comb.).....	215	0	0	0	0
Kansas City Star.....	134	5	3.7	3	60.0
Knoxville Journal.....	125	0	0	0	0
LaCrosse (Wis.) Tribune.....	50	0	0	0	0
Lansing State Journal.....	30	0	0	0	0
Lexington Herald-Leader.....	20	1	5.0	0	0
Louisville Courier-Journal....	104	2	1.9	1	50.0
Los Angeles Times and L. A. Examiner (comb.).....	464	23	5.0	21	91.3
Milwaukee Journal.....	218	10	4.6	9	90.0
Minneapolis Morning Tribune and Morning Star (comb.)	242	43	17.8	38	88.4
Montgomery Advertiser.....	41	0	0	0	0
*Nashville Tennessean.....					
New Orleans Times-Picayune	179	4	2.2	1	25.0
New York Times.....	612	59	9.6	36	61.0
Norfolk Dispatch and Pilot (comb)	28	3	10.7	2	66.7
Ottawa (Canada) Citizen.....	112	0	0	0	0
Philadelphia Inquirer.....	545	32	5.9	15	46.9
Raleigh Times and News and Observer (comb.).....	184	0	0	0	0
Roanoke Times.....	129	2	1.6	0	0
San Antonio Express.....	65	1	1.5	1	100.0
Seattle Post Intelligencer....	235	11	4.7	10	90.9
Spokane Spokesman-Review..	63	2	3.2	2	100.0
St. Louis Post Dispatch and Globe Democrat (comb.)	279	17	6.1	14	82.4
St. Paul Pioneer Press and Dispatch (comb.).....					
Toronto (Canada) Daily Star.	498	15	3.0	6	40.0
Tulsa World.....	66	1	1.5	1	100.0
Vancouver (Canada) Sun.....	215	27	12.6	4	14.8
Washington, (D. C.) Star.....	284	21	7.4	17	81.0

*Totals only for entire month reported. See totals page.

***No report received.

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PROPORTION OF PAID DEATH NOTICES REQUESTING THAT FLOWERS BE OMITTED,
AND PROPORTION OF "PLEASE OMIT" NOTICES SUGGESTING MEMORIAL GIFTS IN
LIEU OF FLOWERS, 36 CITIES IN THE UNITED STATES AND CANADA.

TOTALS - 4-week Period	Total	Number	Percent	Number	Percent
October 1-28, 1957	Number	Request-	Request-	Suggest-	Suggest-
Newspaper	of Death	ing Flowers	ing Flowers	ing Mem-	ing Mem-
	Notices	be Omitted	be Omitted	orials	orials
Baltimore Sun.....	2,405	211	8.8	64	30.3
Boise Daily Statesman.....	44	0	0	0	0
Buffalo Courier Express.....	1,318	62	4.7	36	58.1
Buffalo Evening News.....	1,774	78	4.4	42	53.8
Chicago Daily Tribune.....	4,258	403	9.5	130	32.3
Cleveland Plain-Dealer.....	2,061	98	4.6	71	72.5
Corvallis (Ore.) Gazette Times	15	1	6.7	1	100.0
Detroit News, ~~Times and~~	~~2,074~~	~~50~~	~~2.4~~	~~44~~	~~88.0~~
~~Free Press (comb.).....~~	~~4,066~~	~~50~~	~~1.2~~	~~44~~	~~88.0~~
**Duluth Herald and News Tribune	48	2	4.2	2	100.0
Elkhart Truth and South Bend					
Tribune (comb.).....	721	2	.3	2	100.0
Kansas City Star.....	456	23	5.0	15	65.2
Knoxville Journal.....	417	0	0	0	0
LaCrosse (Wis.) Tribune.....	199	1	.5	1	100.0
Lansing State Journal.....	149	3	2.0	3	100.0
Lexington Herald-Leader.....	89	2	2.3	0	0
Louisville Courier-Journal....	433	10	2.3	6	60.0
Los Angeles Times and L. A.					
Examiner (comb.).....	1,597	72	4.5	61	84.7
Milwaukee Journal.....	841	28	3.3	24	85.7
*Minneapolis Morning Tribune					
and Evening Star (comb.)	756	137	18.1	120	87.6
Montgomery Advertiser.....	237	1	.4	0	0
*Nashville Tennessean.....	106	0	0	0	0
New Orleans Times-Picayune..	814	12	1.5	5	41.7
New York Times.....	2,550	295	11.6	200	67.8
Norfolk Dispatch and Pilot (comb)	101	8	7.9	3	37.5
Ottawa (Canada) Citizen.....	521	11	2.1	4	36.4
Philadelphia Inquirer.....	2,048	131	6.4	65	49.6
Raleigh Times and News and					
Observer (comb.).....	586	1	.2	0	0
Roanoke Times.....	397	5	1.3	2	40.0
San Antonio Express.....	228	9	4.0	7	77.8
Seattle Post Intelligencer.....	888	43	4.8	40	93.0
Spokane Spokesman-Review...	238	16	6.7	13	81.3
St. Louis Post Dispatch and					
Globe Democrat (comb.)..	1,180	65	5.5	55	84.6
*St. Paul Pioneer Press and					
Dispatch (comb.).....	215	32	14.9	31	96.9
Toronto (Canada) Daily Star...	1,814	35	1.9	9	25.7
Tulsa World.....	132	3	2.3	3	100.0
Vancouver (Canada) Sun.....	756	97	12.8	21	21.6
Washington (D. C.) Star.....	1,067	73	6.8	52	71.2

**Possibility of error in these figures.

***Reports received do not cover entire 4-week period.

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KINDS OF FUNDS OR CHARITIES SUGGESTED IN "PLEASE OMIT" NOTICES TO WHICH CONTRIBUTIONS COULD BE MADE AS MEMORIALS IN LIEU OF FLOWERS, 36 CITIES IN THE UNITED STATES AND CANADA.

WEEK OF October 1-7, 1957 Newspaper	Kind of Fund or Charity Suggested						Total
	Hospital	Church	Cancer	Heart	School	Other	
*Baltimore Sun.....	*	*	*	*	*	*	*
Boise Daily Statesman.....	0	0	0	0	0	0	0
Buffalo Courier Express.....	3	3	0	3	0	1	10
Buffalo Evening News.....	1	2	1	5	0	0	9
Chicago Daily Tribune.....	5	6	3	8	1	7	30
Cleveland Plain Dealer.....	2	5	0	2	0	7	16
Corvallis (Ore.) Gazette Times..	0	0	0	0	0	0	0
Detroit News, ~~Times and~~ ~~Free Press (comb.)~~	0	3	1	2	0	2	8
Duluth Herald and News Tribune	0	2	0	0	0	0	2
Elkhart Truth and South Bend Tribune (comb.).....	0	0	0	0	0	2	2
Kansas City Star.....	0	2	0	0	0	0	2
Knoxville Journal.....	0	0	0	0	0	0	0
LaCrosse (Wis.) Tribune.....	0	1	0	0	0	0	1
Lansing State Journal.....	0	0	0	0	0	1	1
Lexington Herald-Leader.....	0	0	0	0	0	0	0
Louisville Courier-Journal:.....	0	0	0	0	0	2	2
Los Angeles Times and L. A. Examiner (comb.).....	2	1	4	2	0	3	12
Milwaukee Journal.....	0	1	0	0	0	3	4
*Minneapolis Morning Tribune							
Evening Star (comb.).....	1	14	2	7	6	6	36
Montgomery Advertiser.....	0	0	0	0	0	0	0
Nashville Tennessean.....	0	0	0	0	0	0	0
New Orleans Times Picayune....	0	0	0	0	0	0	0
New York Times.....	9	13	15	11	1	9	58
Norfolk Dispatch and Pilot (comb.)	0	0	0	0	0	0	0
Ottawa (Canada) Citizen.....	1	0	0	0	0	0	1
Philadelphia Inquirer.....	3	3	3	2	0	3	14
Raleigh Times and News and Observer (comb.).....	0	0	0	0	0	0	0
Roanoke Times.....	0	0	0	0	1	0	1
San Antonio Express.....	0	0	0	0	0	1	1
Seattle Post Intelligencer.....	3	0	3	1	0	2	9
Spokane Spokesman-Review.....	1	0	3	2	0	1	7
St. Louis Post Dispatch and Globe Democrat (comb.).....	0	6	2	1	0	5	14
St. Paul Pioneer Press and Dis- patch (comb.).....	0	8	2	1	0	5	16
Toronto (Canada) Daily Star.....	1	1	0	0	0	0	2
Tulsa World.....	0	0	0	0	0	0	0
Vancouver (Canada) Sun.....	0	2	2	2	0	0	6
Washington (D. C.) Star.....	2	3	1	2	0	2	10

* Totals only for entire month reported. See totals page.

** Possibility of error in these figures.

KINDS OF FUNDS OR CHARITIES SUGGESTED IN "PLEASE OMIT" NOTICES TO WHICH CONTRIBUTIONS COULD BE MADE AS MEMORIALS IN LIEU OF FLOWERS, 36 CITIES IN THE UNITED STATES AND CANADA.

WEEK OF October 8-14, 1957 Newspaper	Kind of Fund or Charity Suggested						Total
	Hospital	Church	Cancer	Heart	School	Other	
*Baltimore Sun.....	*	*	*	*	*	*	*
Boise Daily Statesman.....	0	0	0	0	0	0	0
Buffalo Courier Express.....	1	1	1	2	0	1	6
Buffalo Evening News.....	2	5	1	2	0	1	11
Chicago Daily Tribune.....	5	9	6	1	0	15	36
Cleveland Plain-Dealer.....	1	3	2	3	0	5	14
Corvallis (Ore.) Gazette Times..	0	0	0	0	0	0	0
Detroit News, ~~Times and Free Press (comb.)~~	1	5	5	3	1	1	16
***Duluth Herald and News Tribune Elkhart Truth and South Bend Tribune (comb.).....	0	0	0	0	0	0	0
Kansas City Star.....	1	2	0	0	1	1	5
Knoxville Journal.....	0	0	0	0	0	0	0
LaCrosse (Wis.) Tribune.....	0	0	0	0	0	0	0
Lansing State Journal.....	0	0	0	1	0	1	2
Lexington Herald-Leader.....	0	0	0	0	0	0	0
Louisville Courier-Journal.....	0	0	0	2	0	1	3
Los Angeles Times and L. A. Examiner (comb.).....	0	0	5	2	1	1	9
Milwaukee Journal.....	0	5	0	0	0	2	7
Minneapolis Morning Tribune Evening Star (comb.).....	3	9	5	4	1	3	25
Montgomery Advertiser.....	0	0	0	0	0	0	0
*Nashville Tennessean.....							
New Orleans Times-Picayune....	0	1	0	0	0	1	2
New York Times.....	9	15	8	8	3	17	60
Norfolk Dispatch and Pilot (comb.)	0	0	1	0	0	0	1
Ottawa (Canada) Citizen.....	0	0	0	0	0	0	0
Philadelphia Inquirer.....	2	6	2	1	1	3	15
Raleigh Times and News and Observer (comb.).....	0	0	0	0	0	0	0
Roanoke Times.....	0	0	0	0	0	1	1
San Antonio Express.....	0	0	0	0	0	2	2
Seattle Post Intelligencer.....	2	2	2	5	0	4	15
Spokane Spokesman-Review.....	0	0	0	1	0	0	1
St. Louis Post Dispatch and Globe Democrat (comb.).....	2	2	2	0	0	6	12
St. Paul Pioneer Press and Dispatch (comb.).....	0	6	3	2	2	2	15
Toronto (Canada) Daily Star....	0	0	0	0	0	0	0
*Tulsa World.....							
Vancouver (Canada) Sun.....	0	0	1	3	0	2	6
Washington (D. C.) Star.....	3	1	6	2	0	4	16

*Totals only for entire month reported. See totals page.

***No report received.

KINDS OF FUNDS OR CHARITIES SUGGESTED IN "PLEASE OMIT" NOTICES TO WHICH CONTRIBUTIONS COULD BE MADE AS MEMORIALS IN LIEU OF FLOWERS, 36 CITIES IN THE UNITED STATES AND CANADA.

WEEK OF October 15-21, 1957 Newspaper	Kind of Fund or Charity Suggested						
	Hospital	Church	Cancer	Heart	School	Other	Total
*Baltimore Sun.....	*	*	*	*	*	*	*
Boise Daily Statesman.....	0	0	0	0	0	0	0
Buffalo Courier Express.....	2	4	5	2	0	3	16
Buffalo Evening News.....	0	4	4	2	0	2	12
Chicago Daily Tribune.....	1	9	8	5	2	11	36
Cleveland Plain-Dealer.....	1	7	2	7	0	5	22
Corvallis (Ore.) Gazette Times	0	1	0	0	0	0	1
Detroit News, ~~Times and~~ ~~Free Press (comb.)~~	0	3	1	1	0	3	8
**Duluth Herald and News Tribune							
Elkhart Truth and South Bend							
Tribune (comb.).....	0	0	0	0	0	0	0
Kansas City Star.....	0	3	0	1	0	1	5
Knoxville Journal.....	0	0	0	0	0	0	0
LaCrosse (Wis.) Tribune.....	0	0	0	0	0	0	0
Lansing State Journal.....	0	0	0	0	0	0	0
Lexington Herald-Leader.....	0	0	0	0	0	0	0
Louisville Courier-Journal.....	0	0	0	0	0	0	0
Los Angeles Times and L. A.							
Examiner (comb.).....	2	0	4	8	0	5	19
Milwaukee Journal.....	0	2	1	0	0	1	4
Minneapolis Morning Tribune							
Evening Star (comb.).....	3	11	2	0	1	4	21
Montgomery Advertiser.....	0	0	0	0	0	0	0
*Nashville Tennessean.....							
New Orleans Times-Picayune....	0	1	0	0	0	1	2
New York Times.....	10	10	7	4	3	12	46
Norfolk Dispatch and Pilot (comb.)	0	0	0	0	0	0	0
Ottawa (Canada) Citizen.....	0	0	3	0	0	0	3
Philadelphia Inquirer.....	6	4	4	1	1	5	21
Raleigh Times and News and							
Observer (comb.).....	0	0	0	0	0	0	0
Roanoke Times.....	0	0	0	0	0	0	0
San Antonio Express.....	0	0	0	0	0	3	3
Seattle Post Intelligencer.....	2	1	0	2	0	1	6
Spokane Spokesman-Review.....	0	0	2	1	0	0	3
St. Louis Post Dispatch and							
Globe Democrat (comb.)....	3	9	0	0	0	3	15
*St. Paul Pioneer Press and							
Dispatch (comb.).....							
Toronto (Canada) Daily Star.....	0	0	1	0	0	0	1
Tulsa World.....	0	0	0	0	0	2	2
Vancouver (Canada) Sun.....	1	0	3	0	0	1	5
Washington (D. C.) Star.....	0	2	2	1	0	4	9

*Totals only for entire month reported. See totals page.

***No report received.

KINDS OF FUNDS OR CHARITIES SUGGESTED IN "PLEASE OMIT" NOTICES TO WHICH CONTRIBUTIONS COULD BE MADE AS MEMORIALS IN LIEU OF FLOWERS, 36 CITIES IN THE UNITED STATES AND CANADA.

WEEK OF October 22-28, 1957 Newspaper	Kind of Fund or Charity Suggested						Total
	Hospital	Church	Cancer	Heart	School	Other	
*Baltimore Sun.....	*	*	*	*	*	*	*
Boise Daily Statesman.....	0	0	0	0	0	0	0
Buffalo Courier Express.....	0	0	2	1	0	1	4
Buffalo Evening News.....	0	2	3	2	0	3	10
Chicago Daily Tribune.....	0	3	6	5	1	13	28
Cleveland Plain-Dealer.....	0	9	2	2	0	6	19
Corvallis (Ore.) Gazette-Times	0	0	0	0	0	0	0
Detroit News, ~~Times and Free~~ ~~Press (comb.)~~	0	3	4	3	0	2	12
***Duluth Herald and News Tribune							
Elkhart Truth and South Bend							
Tribune (comb.).....	0	0	0	0	0	0	0
Kansas City Star.....	0	0	1	0	0	2	3
Knoxville Journal.....	0	0	0	0	0	0	0
LaCrosse (Wis.) Tribune.....	0	0	0	0	0	0	0
Lansing State Journal.....	0	0	0	0	0	0	0
Lexington Herald-Leader.....	0	0	0	0	0	0	0
Louisville Courier-Journal.....	0	0	1	0	0	0	1
Los Angeles Times and L. A.							
Examiner (comb.).....	7	1	3	3	0	7	21
Milwaukee Journal.....	0	5	2	1	0	1	9
Minneapolis Morning Tribune							
Evening Star (comb.).....	7	12	4	5	4	6	38
Montgomery Advertiser.....	0	0	0	0	0	0	0
**Nashville Tennessean.....							
New Orleans Times-Picayune..	0	1	0	0	0	0	1
New York Times.....	9	5	3	6	0	13	36
Norfolk Dispatch and Pilot (comb.)	0	0	1	0	0	1	2
Ottawa (Canada) Citizen.....	0	0	0	0	0	0	0
Philadelphia Inquirer.....	1	2	2	6	0	4	15
Raleigh Times and News and							
Observer (comb.).....	0	0	0	0	0	0	0
Roanoke Times.....	0	0	0	0	0	0	0
San Antonio Express.....	0	1	0	0	0	0	1
Seattle Post Intelligencer.....	0	0	3	3	0	4	10
Spokane Spokesman-Review....	0	1	1	0	0	0	2
St. Louis Post Dispatch and Globe							
Democrat (comb.).....	2	8	0	0	0	4	14
*St. Paul Pioneer Press and							
Dispatch (comb.).....							
Toronto (Canada) Daily Star....	0	0	0	0	0	6	6
Tulsa World.....	0	1	0	0	0	0	1
Vancouver (Canada) Sun.....	0	0	2	0	0	2	4
Washington (D. C.) Star.....	4	3	4	4	4	2	17

*Totals only for entire month reported. See totals page.

***No report received.

KINDS OF FUNDS OR CHARITIES SUGGESTED IN "PLEASE OMIT" NOTICES TO WHICH CONTRIBUTIONS COULD BE MADE AS MEMORIALS IN LIEU OF FLOWERS, 36 CITIES IN THE UNITED STATES AND CANADA.

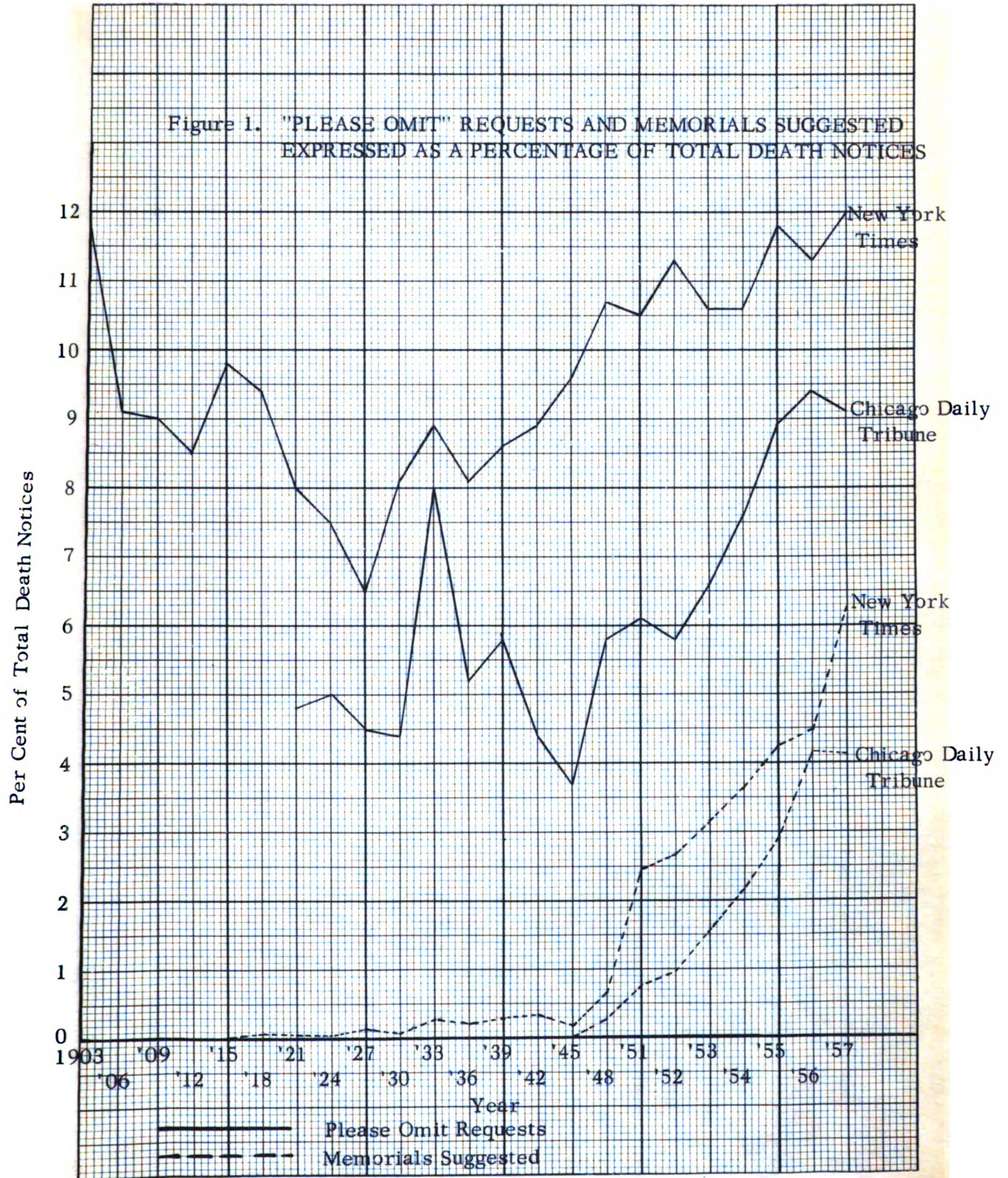
TOTALS FOR 4-WEEK PERIOD - October 1-28 inclusive, 1957 Newspaper	Kind of Fund or Charity Suggested						Total
	Hospital	Church	Cancer	Heart	School	Other	
Baltimore Sun.....	9	2	19	19	0	15	64
Boise Daily Statesman.....	0	0	0	0	0	0	0
Buffalo Courier Express.....	6	8	8	8	0	6	36
Buffalo Evening News.....	3	13	9	11	0	6	42
Chicago Daily Tribune.....	11	27	23	19	4	46	130
Cleveland Plain-Dealer.....	4	24	6	14	0	23	71
Corvallis (Ore.) Gazette Times..	0	1	0	0	0	0	1
Detroit News, ~~Times and Free~~ ~~Press (comb.)~~	1	14	11	9	1	8	44
*Duluth Herald and News Tribune	0	2	0	0	0	0	2
Elkhart Truth and South Bend Tribune (comb.).....	0	0	0	0	0	2	2
Kansas City Star.....	1	7	1	1	1	4	15
Knoxville Journal.....	0	0	0	0	0	0	0
LaCrosse (Wis.) Tribune.....	0	1	0	0	0	0	1
Lansing State Journal.....	0	0	0	1	0	2	3
Lexington Herald-Leader.....	0	0	0	0	0	0	0
Louisville Courier-Journal.....	0	0	1	2	0	3	6
Los Angeles Times and L. A. Examiner (comb.).....	11	2	16	15	1	16	61
Milwaukee Journal.....	0	13	3	1	0	7	24
*Minneapolis Morning Tribune Evening Star (comb.).....	14	46	13	16	12	19	120
Montgomery Advertiser.....	0	0	0	0	0	0	0
*Nashville Tennessean.....	0	0	0	0	0	0	0
New Orleans Times-Picayune.....	0	3	0	0	0	2	5
New York Times.....	37	43	33	29	7	51	200
Norfolk Dispatch and Pilot (comb.)	0	0	2	0	0	1	3
Ottawa (Canada) Citizen.....	1	0	3	0	0	0	4
Philadelphia Inquirer.....	12	15	11	10	2	15	65
Raleigh Times and News and Observer (comb.).....	0	0	0	0	0	0	0
Roanoke Times.....	0	0	0	0	1	1	2
San Antonio Express.....	0	1	0	0	0	6	7
Seattle Post Intelligencer.....	7	3	8	11	0	11	40
Spokane Spokesman-Review.....	1	1	6	4	0	1	13
St. Louis Post Dispatch and Globe Democrat (comb.).....	7	25	4	1	0	18	55
St. Paul Pioneer Press and Dispatch (comb.).....	0	14	5	3	2	7	31
Toronto (Canada) Daily Star.....	1	1	1	0	0	6	9
Tulsa World.....	0	0	0	0	0	2	3
Vancouver (Canada) Sun.....	1	2	8	5	0	5	21
Washington (D. C.) Star.....	9	9	13	9	0	12	52

**Possibility of error in these figures.

***Reports received do not cover entire 4-week period.

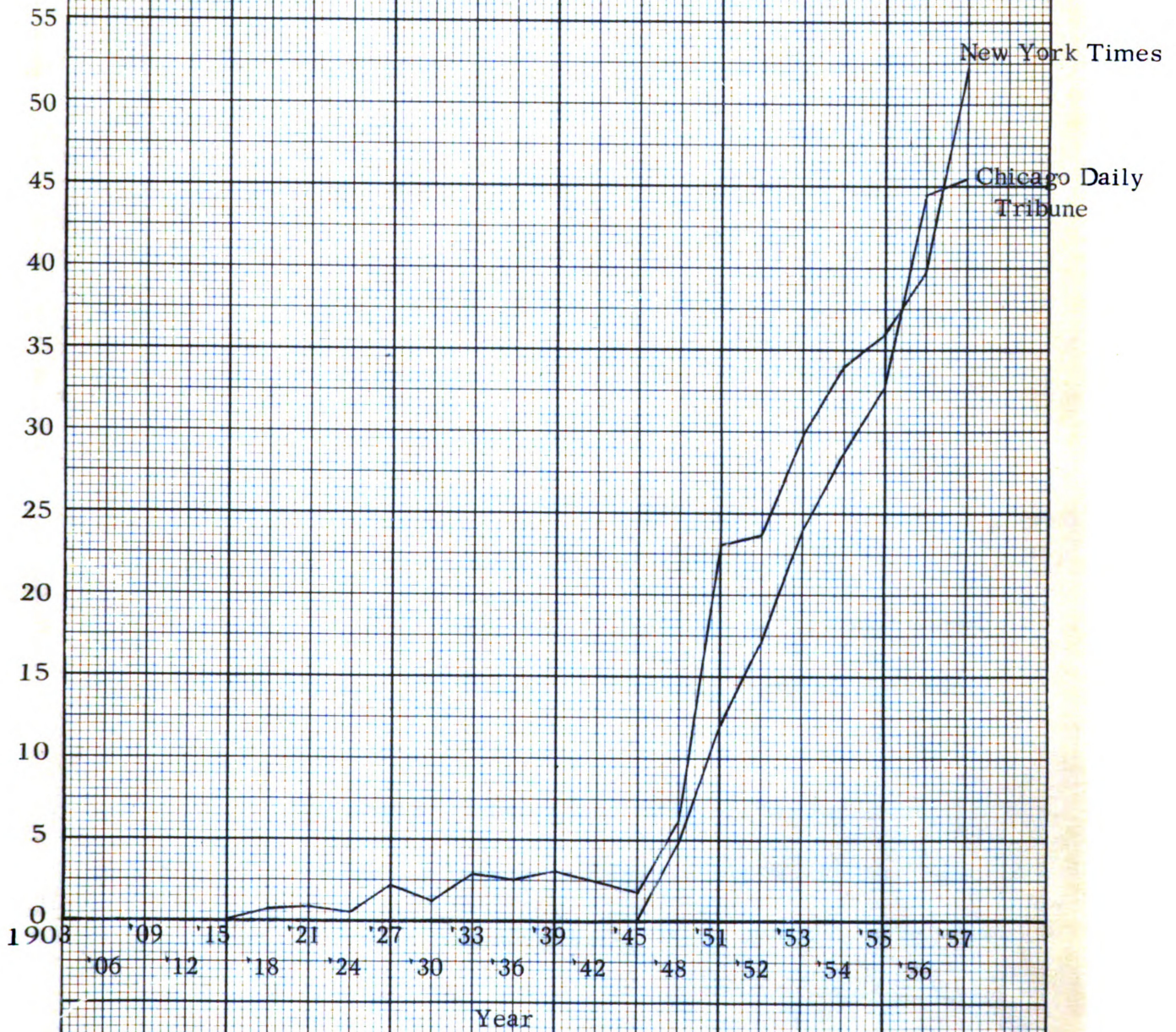
53

Figure 1. "PLEASE OMIT" REQUESTS AND MEMORIALS SUGGESTED
EXPRESSED AS A PERCENTAGE OF TOTAL DEATH NOTICES



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Figure 2. MEMORIALS SUGGESTED EXPRESSED AS
A PERCENTAGE OF 'PLEASE OMIT' REQUESTS



3

DISCUSSION OF RESULTS

A. CONTINUATION OF TROTTER'S WORK

While it is true that the analysis of the long run period, 1903 to 1951 indicates no significant trend toward an increase in the number of "Please Omit" requests in either New York or Chicago, the analysis of figures for both cities for the short run 1951 to 1957 shows a very marked upward trend. In fact, except for small fluctuations, the trend has been on the increase in New York since 1927, and in Chicago since 1945, with no indication of a major decline or reversal of the trend in the near future. The deep concern and concentrated efforts being put forth by florists and by the industry as a whole in an attempt to combat the "Please Omit" problem would, therefore, appear well justified.

Trotter felt that because of the comparatively short time covered by his study during which the practice of suggesting memorial gifts had been common, any increase in "Please Omit" in New York and Chicago could not justifiably be attributed to this practice. Figure 1 would indicate that during the past few years the rapidly growing practice of soliciting memorials may indeed be responsible, at least in part, for the upward trend in "Please Omit" requests. While the increase of memorials as a percentage of total death notices is much greater than the increase of "Please Omit" requests

as a percentage of total deaths, it should be noted that the former is becoming an increasingly larger proportion of the latter. This means, of course, that more and more "Please Omit" requests contain suggestions for memorials. This growing trend is verified by Figure 2, in which it is shown that in New York during the first ten months of 1957, 52.2 per cent of the total "Please Omit" requests contained suggestions for memorials.

Table 15 shows that in New York all solicitations during the period 1918 to 1930 were for donations to the church. Following World War II however, other organizations, including many charities, began soliciting funds with the result that by 1948, only 16.3 per cent of the total obituaries suggesting memorials in lieu of flowers named the church as the beneficiary. In the first ten months of 1957 in New York, only 7.8 per cent of the "Please Omit" requests suggested contributions to the church. Requests for donations to hospitals, and heart and cancer research funds were all considerably higher than this figure.

A different picture is presented by Table 26 for Chicago where requests for memorials to churches have always exceeded solicitations for donations to any of the other charities, with the exception of the years 1948 and 1953, when slightly more requests were made for contributions to the cancer research fund.

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Trotter believes that the consistently lower percentage of "Please Omit" requests in Chicago as compared to New York can be explained on the basis of differences in "population characteristics". He does not attempt to define these characteristics which, if known, might explain why in New York fewer "Please Omit" obituaries contain solicitations for contributions to the church than for such charitable organizations as hospitals, and cancer and research funds, while just the opposite is true in Chicago.

It is obvious that solicitations represent a very real threat to the florist industry today, and one that is most difficult to combat, since it is being sanctioned and perpetrated in a great many instances by people who are extremely influential in the molding of public opinion in the establishment of, or the breaking down of, the customs and practices of the masses. The fact that obituary notices upon the death of such people as actor Humphrey Bogart and Vice-President Nixon's father, suggested memorials instead of flowers does much to influence public opinion in favor of the practice.

It may be argued that although the obituary notices for such prominent people as these requested the omission of flowers, there were always some sent, and the omit requests, therefore, simply reduced the number sent. The fact remains, however, that the notices have left an impression in the minds of many people. If the idea is socially acceptable and widely

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practiced in such cities as New York and Chicago and by those in prominent position, then, in the minds of the general public, it eventually becomes the "thing to do".

B. REPORTS FROM 36 CITIES IN THE UNITED STATES AND CANADA

From the reports recorded in Tables 29 through 38, it is obvious that the extent and seriousness of the "Please Omit" problem varies considerably from city to city. Only the cities of Boise, Idaho, and Knoxville, Tennessee reported no "Please Omit" requests during the entire 4-week period. The cities of Baltimore, Maryland; Chicago, Illinois; Corvallis, Oregon; Kansas City, Missouri; Minneapolis, Minnesota; New York City; Norfolk, Virginia; Philadelphia, Pennsylvania; Spokane, Washington; St. Louis, Missouri; St. Paul, Minnesota; and Vancouver, British Columbia, all reported 5.0 per cent or more of the obituaries as requesting "Please Omit". The percentages in these cities varied from 5.0 for Kansas City to 18.1 for Minneapolis. The available records indicate that the problem is more serious generally in the East and mid-West than in other parts of the country, although the unequal distribution of the cities sampled makes it dangerous to arrive at such a conclusion. Three Canadian cities studied were Ottawa, Toronto, and Vancouver. The problem is apparently most serious in Vancouver, where 12.8 per cent of the obituaries carried

"Please Omit" during the 28-day period. In Toronto and Ottawa the problem appears to be of little importance.

As in the "Please Omit" requests, wide variations are found in the percentage suggesting memorials. In the cities of Boise, Idaho; Knoxville, Tennessee; Lexington, Kentucky; Montgomery, Alabama; and Raleigh, North Carolina, none of the "Please Omit" requests carried requests for donations to memorial funds. In many wide-spread cities, however, the percentage of "Please Omits" in which solicitations were made in lieu of flowers is much higher than the average of 52.2 per cent obtained for the first ten months of 1957 for New York City.

From the information at hand, it is impossible to explain the reason for the variations from city to city. The fact that the "Please Omit" practice appears to have originated in New York City many years ago could mean that the practice is better known and more widely accepted in the East than in other parts of the country. In cities where the incidence is low, much of the credit can no doubt go to local florists who have cooperated to combat "Please Omit" either in the way of constructive funeral flower advertising, or by coordinated effort with funeral directors, newspapers, churches, and charitable organizations.

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CONCLUSIONS

(1) There has been a very significant upward trend in the incidence of requests for the omission of flowers in the obituary notices in New York and Chicago through the period 1954 to 1957.

(2) There has also been a very marked increase in both New York and Chicago in the proportion of "Please Omit" requests which solicit memorials in lieu of flowers.

(3) The "Please Omit Flowers" problem varies widely from city to city in the United States and Canada. In some cities the practice is almost unknown and of little concern. In some cities the proportion of total death notices containing requests for the omission of flowers considerably exceeds the 1957 (ten months) averages of 12.0 per cent in New York, and 9.1 per cent in Chicago.

That the "Please Omit" problem is an old and established practice--almost as old as the florist industry as we know it today--must be acknowledged, and it would appear to be a problem that the florist industry can never hope to completely eradicate. This paper has shown that a relationship does exist between the rising number of "Please Omit" requests and the rapidly increasing number of solicitations for memorials. Because a larger and larger proportion of the "Please Omit" requests contain

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memorial solicitations the industry must direct its efforts toward the discouragement of the promotion of such solicitations by the funds and charities involved. The growth of the idea that this practice is socially acceptable and is the "thing to do" can in large part be attributed to the growing use of the idea by prominent people who do much to set the social standards for a city or community.

The threat today to the florist industry lies not so much in an anticipated growth of the use of the phrase "Please Omit Flowers" but rather in the increased use of solicitations for donations to memorials, funds and charities in lieu of flowers.

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APPENDIX A

September 10, 1957

We are attempting to gather data for the Florist Information Committee of the Society of American Florists on the "Please Omit" situation throughout the country, and to determine the current trend so that we can be guided in our efforts to combat this serious problem confronting the florist industry today.

Would you be willing to provide us, beginning October 1st, with the information suggested in the attached form in order that we may analyse the situation in your area? _____ Yes _____ No.

If there is a Florists' organization or Allied functioning in your area to whom this request should be assigned, please list here the name and address of that person.

Name _____

Address _____

If you are able and willing to provide us with the "P. O." information beginning October 1, 1957, we would suggest recording the figures on a form similar to the one enclosed. We'll be glad to supply you with additional forms.

Thank you for your cooperation.

Yours very truly,

PAUL R. KRONE
Chairman, Florists Information Committee
Society of American Florists

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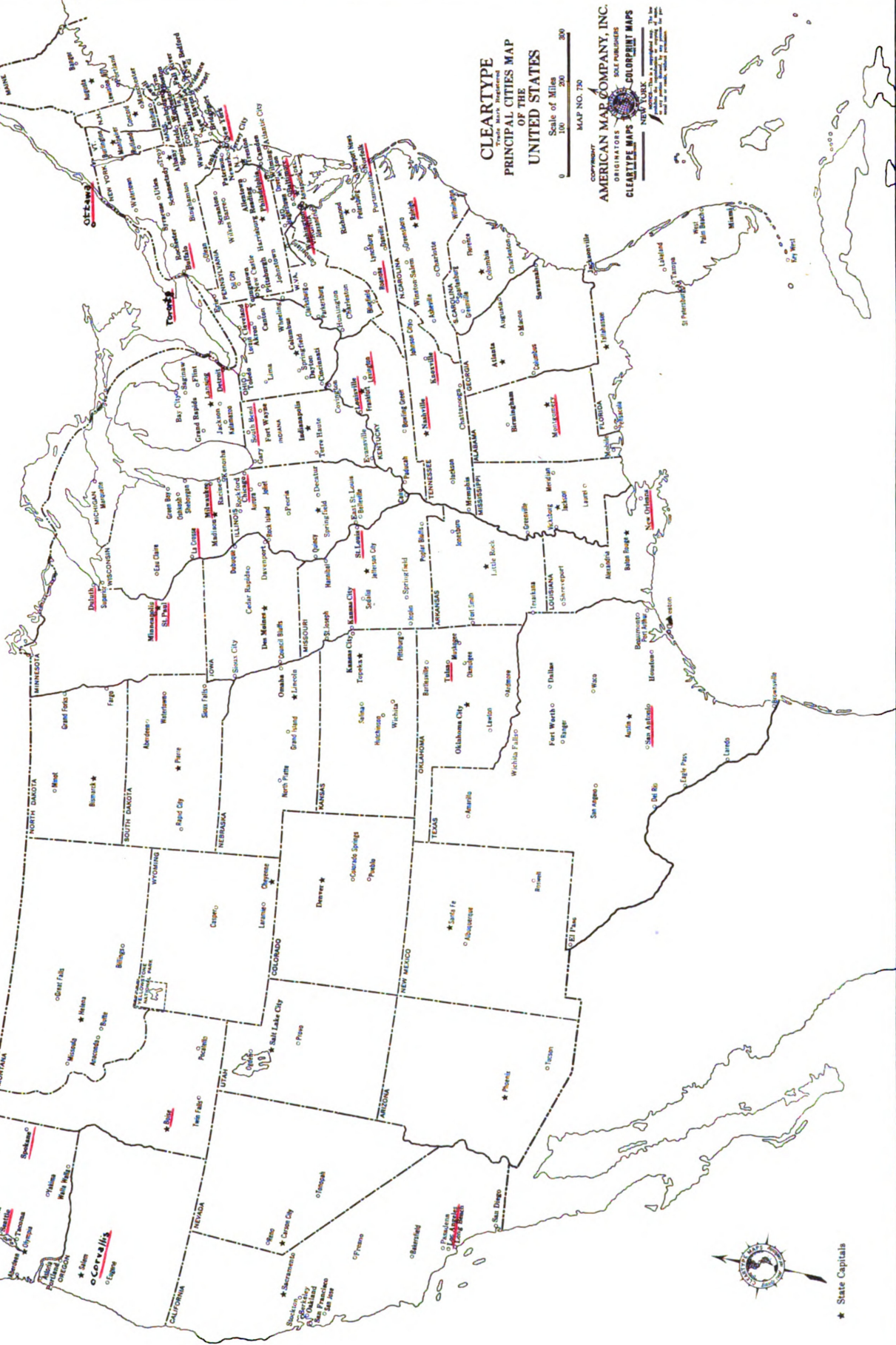
PAID DEATH NOTICES REQUESTING THAT FLOWERS BE OMITTED

Week of

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36 CITIES (underlined in red) IN THE UNITED STATES
AND CANADA INCLUDED IN "PLEASE OMIT" STUDY -
OCTOBER 1 - 28, 1957



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APPENDIX D

September 25, 1957

Thank you for your recent letter indicating that you will be willing to cooperate with us in our proposed study of the "Please Omit" problem.

Attached you will find four forms covering October 1 to 28, inclusive (plus a few extras), on which you may record the information from your daily newspaper. It will be appreciated if you will avoid duplication by checking each day's obituary column with that of the previous day to ensure that each death notice will be counted only once.

To be included in the column headed "Number Requesting Flowers Be Omitted" are all requests that in any way ask that flowers be omitted regardless of whether a memorial suggestion is made or not. To be included in the column headed "Number Suggesting Memorials" are all those that ask that flowers be omitted and in addition suggest a memorial. The figure appearing in this column should equal the total of all figures listed in the various columns under the heading "Kind of Fund or Charity Suggested" except where more than one suggestion is made.

As the form covering each week is completed, will you please return as quickly as possible to Paul R. Krone, 666 Snyder Road, East Lansing, in order that the data may be recorded and analysed.

Your efforts and cooperation in helping us in this study are greatly appreciated.

Yours sincerely,

PAUL R. KRONE
Chairman, Florist Information Committee
Society of American Florists

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APPENDIX E

September 25, 1957

Though we haven't had a reply from you to date regarding our letter on the "Please Omit" problem mailed to you on September 10th, we hope this has simply been an oversight or due to the fact that you haven't had time to complete and mail it.

With this thought in mind, we are taking the liberty of enclosing herewith four forms covering October 1 to 28 inclusive (plus a few extras) on which you may record the information from your daily newspaper. It will be appreciated, if to avoid duplication, you will check each day's obituary column with that of the previous day, thereby ensuring that each death notice is counted only once.

To be included in the column headed "Number Requesting Flowers be Omitted" are all requests that in any way ask that flowers be omitted regardless of whether a memorial suggestion is made or not. To be included in the column headed "Number Suggesting Memorials" are all those that ask that flowers be omitted and in addition suggest a memorial. The figure appearing in the "Number Suggesting Memorials" column should equal the total of all figures listed in the various columns under the heading "Kind of Fund or Charity Suggested" except where more than one suggestion is made.

As the form covering each week is completed, will you please return it as quickly as possible to Paul R. Krone at 666 Snyder Road, East Lansing, in order that the data may be recorded and analysed.

We need such data from your area in order that our survey may be as representative as possible and give us a picture of the "Please Omit" problem as it exists today across the nation.

Your efforts and cooperation will be greatly appreciated.

Yours sincerely,

PAUL R. KRONE
Chairman, Florists Information Committee
Society of American Florists

APPENDIX F

October 10, 1957

BULLETIN -

TO OUR "PLEASE OMIT" CORRESPONDENTS -

Many of you have already returned your reports covering requests for "Please Omit Flowers" in your local newspaper for the week of October 1st to 7th. Thanks for your promptness. It greatly facilitates our job of recording and analyzing. We hope those of you who haven't gotten around to completing and returning the data for the first week will do so soon. You'll find the task much easier if a few minutes can be spent each day in recording the data from your newspaper rather than leaving the entire job until the end of each week.

There are still a few to whom requests for help in gathering this data were sent, but from whom we've had no reply. If you are one of these and now feel able to help us in our "Please Omit" study, there's still time. Just get hold of copies of your local newspaper starting October 1st and record the obituary data on the forms we sent you. We will certainly appreciate it if you will.

An Important Point to Remember! To avoid duplication, it is important that you check each day's obituary column with that of the previous day, thereby ensuring that each death notice is counted only once.

So send along your reports as soon as completed each week to Paul R. Krone, 666 Snyder Rd., East Lansing, Michigan.

Thanks again for your efforts and cooperation.

Yours sincerely,

PAUL R. KRONE
Chairman, Florists Information Committee
Society of American Florists

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APPENDIX G

October 30, 1957

BULLETIN TO OUR "PLEASE OMIT" CORRESPONDENTS:

The four week period October 1st to 28th for which we asked you to keep track of the requests for "Please Omit" in the obituary notices in your local newspaper, is now over.

We have received practically all reports to the end of the third week and will be receiving your reports for the fourth week in a few days. If you are a week or two behind, please send them along as soon as possible.

Thanks indeed for your cooperation. We very much appreciate the time and effort so many of you have taken to help us in our study. We'll send you a copy of the final report when all data sheets are in and compiled.

We are planning on continuing this study for a complete year, but rather than impose upon you to gather this data for such a lengthy period, we are going to use 17 newspapers from across the nation that are received daily in the Michigan State University library. Attached is a list of those newspapers and with it we are listing, for your interest, the newspapers from which contributors have provided data for our October study.

It has occurred to us that some of you, for the benefit of your own local florist association, may wish to continue this study for a longer period in order to more accurately evaluate the extent to which the "P. O." problem exists in your area. If so, we will be glad to supply you with more forms like those on which you recorded the data for us. We would appreciate receiving a copy of any data you may gather. It will not be necessary to send in figures for any of those cities, the newspapers for which are received in our University library and from which we are going to gather data during the coming year.

Thanks again.

Sincerely yours,

Paul R. Krone
Executive Secretary

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Date Due

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