For 27 years, F mell worked commercial closely with ' floriculture an nursery industries, implenting many outstanding educ onal programs on local, state, and national levels. His Extension newsletters -"Greenhouse Notes" and "Nurserymen Newsletter" - were welcomed by growers and educators who valued the up-todate information in down-to-earth

practical terms. He organized and conducted numerous educational tours to horticultural enterprises in the United States, Canada, and Europe. His contacts with European and American counterparts in the educational field provided a wide diversification of

seminars.

When small foliage plant stores appeared in abundance throughout shopping areas, Jim saw the need for educational information. For several years his "Greenery Gab" newsletter saved many inex-perienced plant retailers from selfdestruction.

This eagerness to help people was well known by those who knew him. He was hard working, unselfish, and dedicated.

In his memory, a Board of Directors consisting of representatives from the Pennsylvania Flower Growers and Pennsylvania Nursery Association has established a Memorial Fund.

Corn quadruples

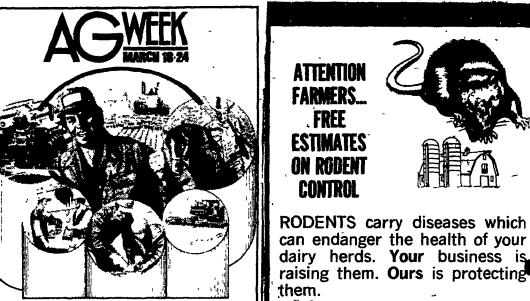
In 1900, farmers averaged 110 bu. of corn from four acres. Today, that's an average yield off one

speakers at regionally held The Fund, which has already been started, will use interest from investments to provide scholarship money to a serious horticultural student for work and study abroad.

The Board of Directors of the Fund will decide on the recipients of the scholarship. Applications will be available in the future to any college student in a hor-

ticultural curriculum. Contributions can be sent to the James K. Rathmell Jr. Memorial Fund, Box 384, Bloomsburg,

Pennsylvania 17815.



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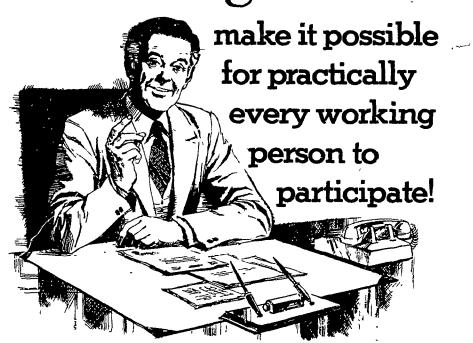
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