

# Man with Ideas

## A Tribute to Warren W. Maytrott

by Cheryl Maytrott Fox (circa 1968)

My grandfather was born in 1890 in a house still standing [at that time] on Landis Avenue, was the son of the owners of a vineyard. This business didn't appeal to him so as soon as he obtained a small plot of land, he began growing flowers, specializing in dahlias. Within a few years he had started his own new business called "Dahliadel." As it grew, a need for machinery increased, so using his creative and keenly intelligent mind, he built machinery of his own design. Each morning he awoke at 3:30 to ship flowers to the Philadelphia market. This ingenious man set up his own photography studio and took pictures of each flower at its peak to use in Dahliadel's annual catalogue. Written permission was obtained from celebrities such as Thomas Edison and Jacqueline Kennedy to use their names as names of dahlias. Last October, this dahlia man was presented with a beautiful silver tray commending his services to the American Dahlia Society (ADS), including being president for two years. This year Dahliadel is 54 years old, and the endless effort and time put into it are being passed to a new enterprise, "Dahliadel in the Mountains," located in North Carolina. No longer will these world famous dahlias be grown in Vineland, but this man has a satisfaction of supplying people the world over with beauty and pleasure. This ingenious man, my grandfather, is to me a most unforgettable character.