



# GRANDE

the magazine for bromeliophiles





## JANNES ELMORE'S PRISMS

**THE PLANT:** Is *Neoregelia meyendorffii* cv 'Medallion'. "I saw a picture of 'Medallion' on the cover of the *JOURNAL*'s Nov. '75 issue," recounts Elmore, "and I knew I had to own the plant if possible. Last year I was on a shooting assignment in California, and, after making a number of calls, found the only possibility of getting one of the plants was from Dr. Donald Rock. Kelsey Williams owned the first 'Medallion' and it had four pups. He kept one and moved away from California. Kathy Dorr, Arla Rutledge, and Don Rock each got one of the other three pups before it was evident what a spectacular mutation 'Medallion' would turn out to be. 'Medallion' never blooms, and of the four owners, only Rock has managed to root the plant and get any pups from it past the original four. To my count there are only 11 of the plants in the world, and that includes my large plant and its two pups."

"Anyway, I contacted Rock, and at first there was no possibility of sale of the plant at any price. Then he began to sense my enthusiasm and finally he decided he might part with one plant, as he had the three at that time. His asking price was \$1,000, and while I'm not at liberty to say just what it did cost, it was less than that but several times the next most expensive thing on the market — but it is really worth it — there is no other plant in my collection like it — and I have — at the moment — 327 different clones of neos, not counting my own hybrids. The depth and brilliance of the red is amazing and there are dark green-black lines — the reverse of variegations — that run up into the red."

**THE PHOTOGRAPH:** was taken with a specially modified 18 sided prism mounted 6mm in front of a 24mm Nikor wide angle lense on a motor-driven Nikon F-2. Lighting was by three electronic flash units with diffusers. Film used was Ektachrome EPR and the reproduction print was made on Cibachrome print material.

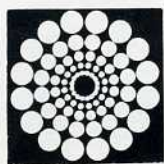
**THE PHOTOGRAPHER:** James V. Elmore is an advertising photographer who works out of Florida and New York, specializing in travel accounts. In the bromeliad world he collects and hybridizes neoregelias and is Editor of this magazine.

# CONGRATULATIONS

William G. Carr, President



Photographs by Bob Puterbaugh



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