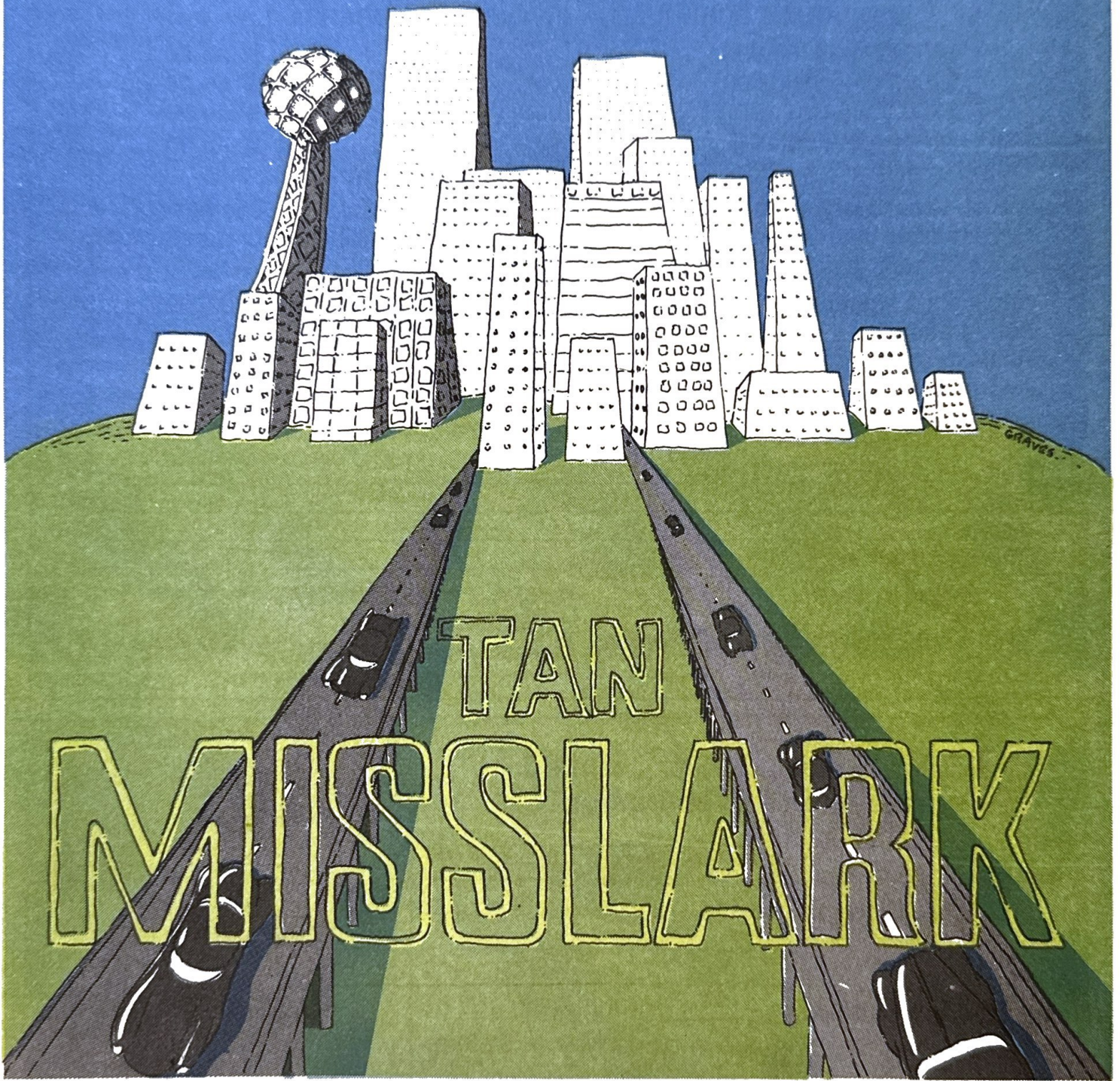


Louisiana's **NURSERYMEN**

Official Publication of the Louisiana Association of Nurserymen, Inc. • Volume 5 • Number 3 • Summer 1983



THE BIG ONE
AUGUST 13-16

Louisiana Association of Nurserymen, Inc. Application For Membership

Officers and Members, Louisiana Association of Nurserymen, Inc.
Gentlemen:

I hereby make application for membership in your association, subject to the approval of my application by your Membership Committee. I also agree that the decision of the Membership Committee shall be considered final by myself without any appeal.

Enclosed herewith is the sum of \$_____ covering my membership for the year ending January 1, 19_____.

DUES SCHEDULE — (REGULAR MEMBERS):

\$000,000—\$100,000	\$ 35.00
\$100,000—\$250,000	\$ 50.00
\$250,000—up	\$100.00
Associate Members	\$ 35.00

I agree that should I wish to cancel my membership at any time in the future that I must do so in writing to the secretary no later than the last day of December of the current fiscal year. Failing to do this I acknowledge my liability to your organization of the current year's dues.

Applicant's signature _____

Firm's name _____

Affiliation _____

Address _____

City, State & Zip _____

Recommended by _____

Firm's name _____

Address _____

City, State & Zip _____

J.A. Foret, Secretary
USL Box 44492
Lafayette, La. 70504
Phone: (318) 235-4366

Mail application blank and check to:

Application for L.A.N. Certified Nurserymen's Examination *

Name: _____

Address: _____

Nursery: _____

Nursery Affiliation: Owner: _____ Employee: _____

*This application must be accompanied by a \$25.00 check or money order made payable to L.A.N. An additional charge of \$10.00 will be made for re-examination of those sections failed.

Mail to: L.A.N., Box 44492, USL, Lafayette, La. 70504

Advertising rates

Back cover	\$150
Inside cover	135
Full page	123
2/3 Page	102
1/2 Page	85
1/3 Page	75
1/6 Page	43
1/12 Page	32

Extra charges apply for one-time-only advertising, and for color in ads. LAN will provide typesetting and layout of ads at a nominal charge. For more information, contact the editor.

Scions of the times

Report issued

The Southeast Horticultural Experiment Station has released a progress report of research conducted from 1978 through December, 1980. The 300-page document summarizes studies on floriculture (including camellias, chrysanthemums, poinsettias and roses), ornamentals (fertilization, growth regulators, hydrogel as a herbicide carrier, growing media, subirrigation, and tree-form plants), and weed control, as well as trials on fruit and vegetable crops. For further information about the report, contact Dr. Roy Constantin, superintendent of the station, in Hammond.

Texas workshop

The Texas Agricultural Extension Service will sponsor a greenhouse business management workshop at the San Antonio Marriott on July 21. Topics for discussion include production scheduling, cash flow and financial analysis, forecasting sales and profits, credit as a sales tool, and computerized decision aids. For more information, contact Dr. Don Wilkerson, Room 303, Plant Science Building, Texas A & M University, College Station, Texas 77843. Registration costs \$25 in advance.

New Windmill rep

Windmill Nurseries of Franklinton has announced the appointment of Joe Wilhite as sales representative for the northern half of Texas and Oklahoma. He joins south Texas representative Jeff Mason in marketing Windmill's field and container-grown landscape material. According to Windmill president Dennis McCloskey, Wilhite has extensive experience in retail, landscape and growing phases of the nursery industry.

Louisiana get-together

LAN members and prospective members are invited to a reception in the LAN President's suite in the Dallas Hyatt, tentatively set for Monday, August 15, from 6 to 8 p.m. LAN will again have an information booth at TAN-MISLARK; official t-shirts, LAN decals, and other trinkets and baubles (such as this magazine) will be available. Stop by and say hi.

AHS Directory published

The American Horticultural Society has just published **North American Horticulture, A Reference Guide**, which includes detailed information on over 300 public gardens and arboreta, more than 100 historic museum and estate gardens, 55 national horticultural organizations, and 230 horticulture education programs. Publisher is Charles Scribner's Sons, Dept. 55, 597 Fifth Ave., New York, N.Y. 10017. Cost is \$50.

AAN to meet in Texas

Richard Aldridge of Aldridge Nursery, Von Ormy, Texas, will serve as chairman of the 1984 convention of the American Association of Nurserymen. It will meet in San Antonio.

Paperwork hearings

The Small Business Administration has indicated it will hold hearings on the effectiveness of a 1980 Federal law designed to reduce record keeping and paperwork requirements for small businesses. If you have opinions on this subject, call (202) 634-6180 for more information.

SNA meets in Atlanta

The Southern Nurserymen's Association will hold its convention and trade show at the Georgia World Congress Center and Atlanta Hilton on August 7 through 9. Business sessions for participating state groups will

be held from 8 to 9:30 a.m. August 9 at the Hilton. The Louisiana meeting will be in the Douglas Room, the Mississippi nurserymen will meet in the Forsythe Room.

Garden Center Design Seminar

Immediately prior to the SNA meeting in Atlanta, AAN will sponsor a lecture/workshop on garden center design, coordinated by architects Ernest Wertheim and Jack Klemeyer, designers of garden centers in 33 states and many foreign countries. The meeting will be held at the Atlanta Hilton August 5 and 6, and costs \$275 per registrant. Contact AAN, 230 Southern Building, Washington, D.C. 20005, for more information.

LAN-MNA Conference

Jackson, Mississippi will host the joint LAN-MNA conference January 7, 8 and 9, 1984. The conference will open at 1:00 p.m. Saturday, January 7, at the Coliseum Ramada Inn. Conference theme is *marketing*. Space is available for 65 exhibitors' booths; for more information contact David Tatum, P.O. Box 5207, Mississippi State, MS 39762; (601) 325-3390.

Certified Nurserymen

Congratulations to newly certified LAN nurserymen Joan Allred, Allred's Nursery, Greenwell Springs; and Emily Clark and Kenneth Gilbert, both of Baton Rouge.

Welcome, new members

Howard's Nursery, Howard Langlinais, 123 Carmel, Lafayette, LA 70501

Muckelrath's Plant Farm and Nursery, Ed C. Dandridge, Rt. 2, Box 218, Newellton, LA 71357

Country Gardens, Faye C. Keller, Rt. 2, Box 2-9, Tickfaw, LA 70466

T. A. Benge Landscape Contractors, Inc., Thomas A. Benge, 4520 Lake Como, Metairie, LA 70002

Benton Farm and Home Center, P.O. Box 637, Benton, LA 71006

Overby's Nursery, Mr. and Mrs. Connie L. Overby, P.O. Box 242, Lake Providence, LA 71254

The Growing Concern, 2809 Belt Line Rd., Garland, TX 75042

Roddy's Miniature Roses, Inc., 407 Morris Ave., Monroe, LA 71203

Duggan's Greenhouse and Nursery, Inc., Terrell R. Duggan, 2001 Graham St., P. O. Box 6964, Lake Charles, LA 70606

THE CANOE AND THE QUEEN MARY

by Frank Akin

A great deal of discussion has taken place over the past year regarding the Nursery Marketing Council program and the Fall is for Planting program. I believe both are good for our industry, but I feel they have different objectives.

The Fall is for Planting program is a narrow issue program designed to sell plants, trees, and bulbs in the Fall of the year, and it is very exciting. I feel that it is fulfilling its purpose. LAN has wholeheartedly supported the Fall is for Planting program and encourages all retail, wholesale and landscape members to become involved and use the materials available.

What are the objectives of the Nursery Marketing Council? Simply put — to encourage people to spend more money on their yards by buying trees, shrubs, bulbs, color, fertilizers, soil conditioners, and the like.

Think of the Fall is for Planting program as a great canoe and the Nursery Marketing Council as the *Queen Mary*. In a canoe, it is easy for one person to be involved and achieve immediate results by turning it around. The same holds true with the Fall is for Planting program, but if you are not interested in the program, you simply don't become involved, you don't get in the canoe.

How do I compare the *Queen Mary* to the Nursery Marketing Council? Let's talk about the involvement, the complexity, and the coordinated man power that would be involved in turning the *Queen Mary* around. If I were the lone person riding on the *Queen Mary* trying to turn that great

ship around, I can only imagine how thoroughly frustrated I would become. Probably frustrated to the degree that I would do absolutely nothing, and the vessel would continue on whatever course it determined was best for itself. However, if great numbers of people were to join together and make a conscious effort to change the course of the *Queen Mary*, I am sure that it would be done. The greater the number of people pushing the *Queen Mary* in the same direction, the easier it would be to change her course.

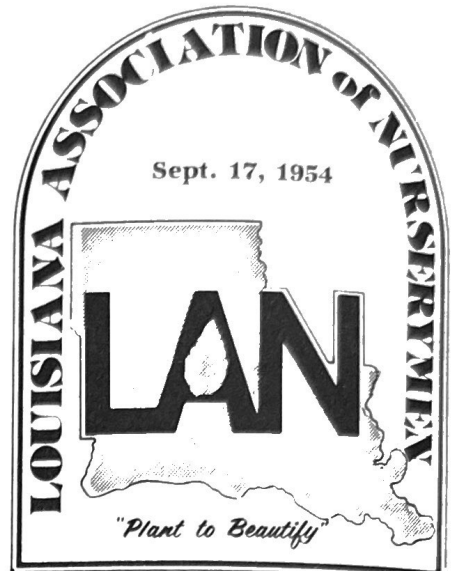
Likewise, with only a few of us in the industry trying to turn the consumer's thoughts around through the NMC, the resulting movement of the great load of plants that we have has been very negligible. However, the more people who support the NMC, and the harder our industry pushes, the faster we will turn or move that load of plants. Once we have it turned around and moving in the right direction, the easier it will be for all of us together to keep it going in that direction, and the more plants we will sell!

You see, I am greedy and I want to use both the Fall is for Planting program and the Nursery Marketing Council. I like to see the immediate results that I can achieve by using the Fall is for Planting materials. I also want to be able to realize the long-range benefits that the NMC can bring to my company.

So, I urge each of you not to become discouraged when you perceive little movement as a result of the efforts of the NMC, but look instead at the results that can be achieved if we all push together without placing an undue strain on any individual company.

It can be done, and it will be done if all of us will make a united effort to turn this industry around through the Fall is for Planting program and the Nursery Marketing Council.

Frank Akin is owner of Akin's Nursery in Shreveport. He is president of both the Louisiana Association of Nurserymen and Garden Centers of America.



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Frank Akin

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Shreveport, 71105

First Vice President
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Covington, 70433

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Imahara's Nursery
Baton Rouge, 70815

Editor
Mike Maher

Rt. 1, Box 759
Sunset, 70584

Production
Auto Type

415 Mecca Drive
Lafayette, 70508



Nursery Marketing en français

In its drive to increase plant sales, the Nursery Marketing Council is promoting its program in French these days, to reach the Canadian francophones. But Louisiana has its share of French speakers, as well. For a line-by-line translation of the ad below, either use a magnifying glass with the ad at right, or contact someone from the LAN Cajun contingent.

"IF YOU WANT TO KEEP YOUR BUSINESS GROWING, READ THIS AD."

"You want more people to put more money into their yards.
"Well, the Nursery Marketing Council has a program that's already helping.
"They started with research. To find out how to talk to people who care about their yards.
"Then they hired some very professional people who came up with a very persuasive spokesperson. 'Your yard.'
"They made smart media buys, too. What that means is people are hearing NMC messages when they have the time and inclination to do some yardwork.
"And it's working. But it could work harder. And that's why NMC needs your support.
"It's really very easy. Let me tell you how



Frank Kearney

President
H.C. Downham Nursery Co., Ltd.
Strathroy, Ontario

we do it at my nursery.

"We just add a line to all our statements itemizing a one-quarter of one percent voluntary contribution.

"That's only \$2.50 for every \$1,000 in sales. And it's part of the bill. So if our customers don't want to pay it, they have to take it off.

"Every statement also includes a flyer. Explaining what NMC is and how it's working.

"At the end of each quarter, we match our customers' contributions and send the accumulated amount to the Nursery Marketing Council.

"And, you know, 82% of our customers contribute.

"So support the Nursery Marketing Council. And watch everything come up roses. Or boxwood. Or forsythia."



FOR MORE INFORMATION, WRITE TO THE NURSERY MARKETING COUNCIL, 230 SOUTHERN BUILDING, WASHINGTON, D.C. 20005, OR CALL (202) 737-4060

"Si vous désirez vraiment assurer la croissance ininterrompue de votre entreprise, lisez ce message."

"Vous voulez sûrement qu'un nombre grandissant de gens investissent plus d'argent dans leur cour. Eh bien, le Conseil de commercialisation pour pépinières a institué un programme qui vous aide déjà. Ces experts débutèrent par une enquête approfondie ayant pour but de communiquer plus efficacement avec les gens qui s'intéressent à leur cour. Puis ils engagèrent des publicitaires professionnels qui découvrirent un porte-parole très persuasif... 'Votre cour.' Ils investirent aussi leur budget de publicité d'une façon presque géniale. Cela veut dire que les gens écoutent les messages du CCP lorsqu'ils ont le temps et l'envie de travailler dans la cour. Et ça marche. Mais ça pourrait marcher encore mieux. C'est pourquoi le CCP a besoin de votre appui. C'est vraiment très facile. Laissez-moi vous dire comment je m'en occupe à ma propre pépinière. Nous ajoutons tout



Frank Kearney
président

La Pépinière H.C. Downham Ltée
Strathroy, Ontario

simplement une ligne à tous nos états de compte, pour encourager nos clients à verser une contribution volontaire d'un quart d'un pour cent de leurs achats. C'est seulement 2,50 \$ pour chaque 1000 \$ de ventes. Et ça fait partie de la facture. Par conséquent, si les clients ne veulent pas verser cette somme, ils doivent la soustraire. Chaque état de compte est accompagné d'un dépliant qui explique la nature et le fonctionnement du CCP.

À la fin de chaque trimestre, nous contribuons une somme égale aux cotisations de nos clients et nous envoyons le montant total au Conseil de commercialisation pour pépinières.

Ça vous surprendra peut-être, mais 82% de nos clients y contribuent.

Pour assurer la croissance ininterrompue de votre entreprise qui est probablement déjà florissante, appuyez généreusement le Conseil de commercialisation pour pépinières!"



Pour obtenir de plus amples renseignements, écrivez au Nursery Marketing Council, 230 Southern Building, Washington, D.C. 20005, ou composez (202) 737-4060.

like losing a child, it's so sad. But we sit down and plan for growing more next year."

Van de Kop extends his love of muscadines into the winter months through wine making. "Fermenting wine is just as alive in a bottle as a grape growing on the vine. There's all sorts of things you have to monitor, too...oxygen, heat, and so on. You wouldn't think a bottle of liquid would be that interesting."

Fifteen pounds of muscadines can yield a gallon of wine, and Van de Kop experiments with different blends of grapes for his wines. According to

Culley, the original American wine industry centered on muscadines, but with prohibition, many vineyards were cut down or abandoned. With the repeal of prohibition, California- and northern-grown grapes became the standards for U.S. wines.

That may change, with increasing popularity of this pungent and productive grape of the South. For more information about muscadines, contact Dudley Culley, 963 Fulwar Skipwith Road, Baton Rouge, LA.

(Continued, page 8)

HAMMOND'S NURSERY SUPPLY

Distributor for:

Chicopee shade cloth & ground cover
Osmocote and **Sierrablen** controlled-release fertilizers
Pronto Gro and **Peter's** water soluble fertilizers
Plastic pots from 2 to 10 gallons
Metal cans from 10 gallons to 45 gallons
L.R. Nelson sprinklers, controllers, solenoid valves, and underground systems
Foster Grant bedding plant containers (cell-paks and flats)
Growing Systems growing trays
Chloromone rooting hormone
West Coast bark
Perfect-A-Feed fertilizer dispensers
Sunshine peat moss and potting mix
Intermatic time clocks
Western Fiber nursery containers
Curtis Wagner clear vinyl saucers
Perky-Pet saucers
Deli-Dolis and **Planters** by Hines Mfg
Hanging Baskets from 5" x 11" to 12"
Wire Baskets from 8" to 30"
Green Light and **Wonder Gro** products
Corona clippers and shears
Pine Bark mulch and nuggets
Tube-Lock plastic fastener
Dramm nozzles and watering accessories
Jiffy peat pots and pellets
Spray Doc sprayers
Polydress long-life **UVR** plastic sheeting
ARCO clear and black plastic sheeting
Chapin sprayers
Georgia M...e.
Chipco Ronstar G herbicide
Sure Grow plant bags
Benlate, **Banrot**, **Truban**, and **Daconil** fungicides
FA-5 Fire Ant insecticide
Spray Stay and **Wilt Pruf**
Terra-Sorb super soil moisturizer

Expect Extra Sales

With Plants From Us

When Quality Counts.....

CASADABAN NURSERY, INC.

Lowe Davis Road Abita Springs La. 70420

Mailing Address:

Route 5, Box 160 Covington, La. 70420

Covington — (504) 892-2795

New Orleans — (504) 524-7094



Call or write for latest catalog.
Phone (318) 748-4452
Rt. 1, Box 164
Forest Hill, La. 71430

Make mine muscadine

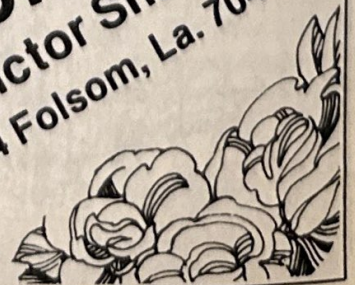


Left, two bottles of Franz Van de Kop's muscadine wine. Red wines from the dark muscadine grapes don't hold their color well, and tend to become clear with age. The flavor is fruity and distinctive. Above, Craig Culley demonstrates the son-powered potting system whereby some 2,000 new muscadine vines come into the world each year.

Mid-South Turf

P.O. Box 531, Abita Springs, La. 70420
(504) 892-1892
8:00 a.m. to 4:30 p.m. Monday

**RIDGE
NURSERY**
Victor Sharp
Rt. 4 Folsom, La. 70434





The Culley-Kop top five

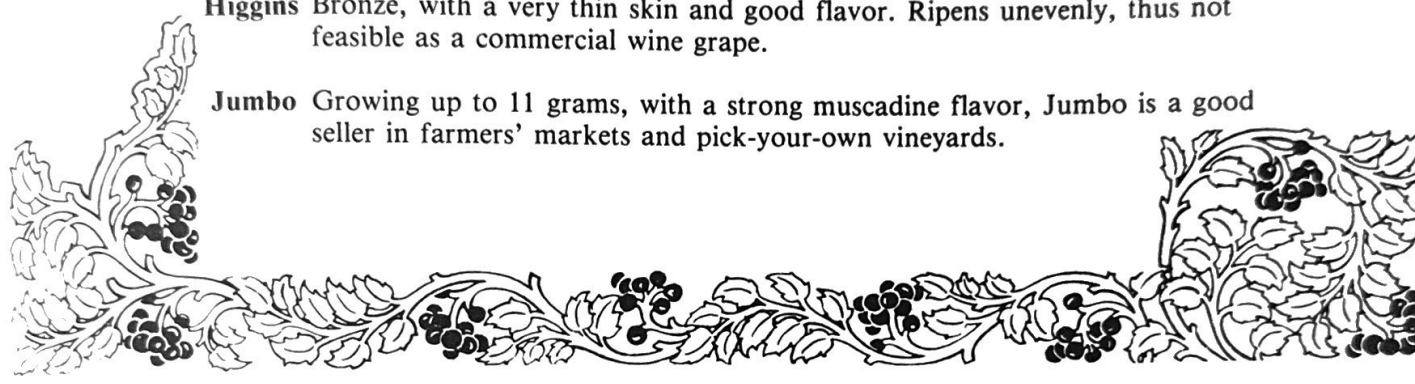
Magnolia The all-around best, a bronze grape of about five grams. Sweet, producing a good jelly, juice and wine, Magnolia is a pollinator and a heavy producer.

Cowart A purple pollinator, good for eating and for juice, but its jelly loses the distinctive muscadine flavor. Only average for wine. A heavy producer and a large grape (eight to nine grams).

Watergate Very large (10 gram average) and an unusual flavor, with a relatively thin skin.

Higgins Bronze, with a very thin skin and good flavor. Ripens unevenly, thus not feasible as a commercial wine grape.

Jumbo Growing up to 11 grams, with a strong muscadine flavor, Jumbo is a good seller in farmers' markets and pick-your-own vineyards.




Prairie Wholesale Nursery

Star Route Box 104-A1
Washington, Louisiana 70589

Trees and Shrubs
Field Grown and Containers

Jim Olivier, President
Phone (318) 363-7185

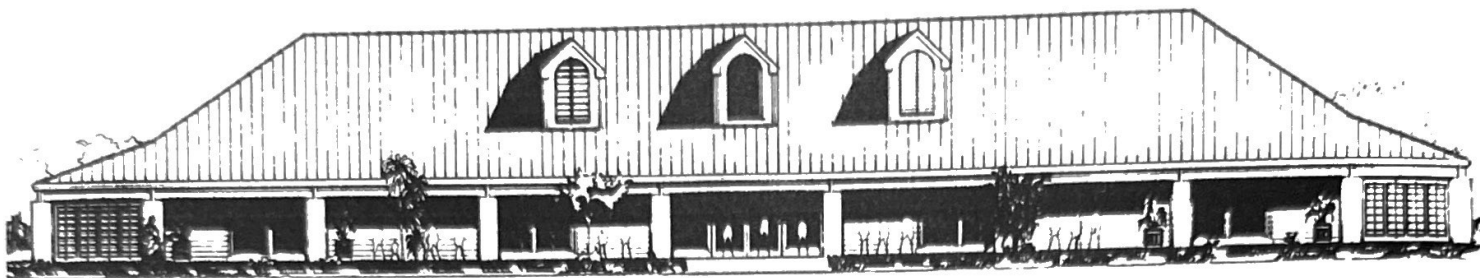
WHOLESALE NURSERY
GROWERS of AMERICA



*40 Acres in field now
and growing...*

150,000 containers...

- *Hand pruned uniform plants*
- *Heavily fertilized vigorous plants*
- *Scheduled insecticide care*
- *Reliable trucking*
- *Field irrigated*



Burned-out Lafayette Nursery emerges as ultra-modern Marshall's

Lafayette nurseryman Marshall Mugnier recently turned the symbolic first spadeful of earth toward construction of his new retail store. In doing so, he no doubt turned under traces of the ashes that drifted from the disastrous fire that destroyed Lafayette Nursery November 6, 1982.

"This is the first time I've ever enjoyed building a new nursery," Mugnier said. "Working with professionals has really made it fun."

Mugnier enlisted the West Coast firm of Ernest Wertheim and Associates to design the "footprint" for the 30,000 square foot structure. Then local architects Elberson and James fleshed out the working designs.

The new nursery will be renamed Marshall's, and will include a florist shop, gift shop, retail plant sales, landscaping, and even a deli and farmer's market.

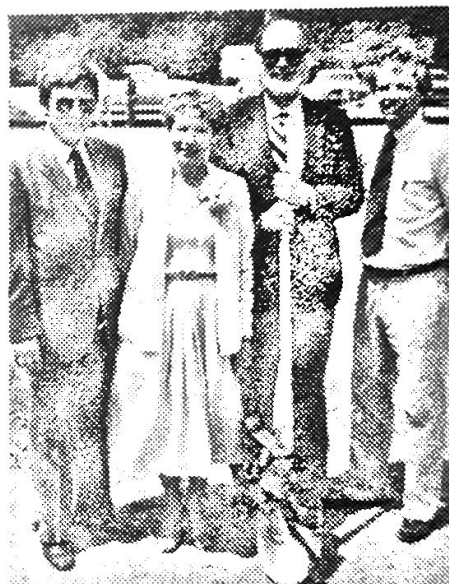
The design is the result of years of time-and-motion studies, and will

maximize sales while minimizing labor and overhead.

All irrigation in the two-acre plant display area will be automatic; all drainage subsurface. Movement of plant material and new shipments will be easily palletized. Blacktop and concrete will keep the weeds at bay in plant sales areas. The entire inventory of foliage, bedding and pot plants will be within an enclosed area for all weather shopping.

The Christmas tree center will have a 6,500 square-foot clear-span area for sales. All inventory and sales records will be fully computerized. The administrative and landscape offices will be on the second floor, leaving high-traffic areas on the first floor for sales.

Mugnier hopes to open Marshall's this fall, with an expanded product line in all departments — particularly gifts and patio accessories — and an array of exotic flowers from all over the world in the florist shop.



Mugnier with contractor Ray DesOrmeaux, left, architect Bill James, and Chris Fontenot of KPEL radio, who served as mistress of ceremonies for the groundbreaking.

Westmoreland Nursery

Route 4, Box 244
Franklinton, LA 70438
(504) 839-2326

Liners

Azaleas • Blueberries • Broadleaves

**murphy
Johnson's**
NURSERY
Forest Hill, LA
(318) 748-8449

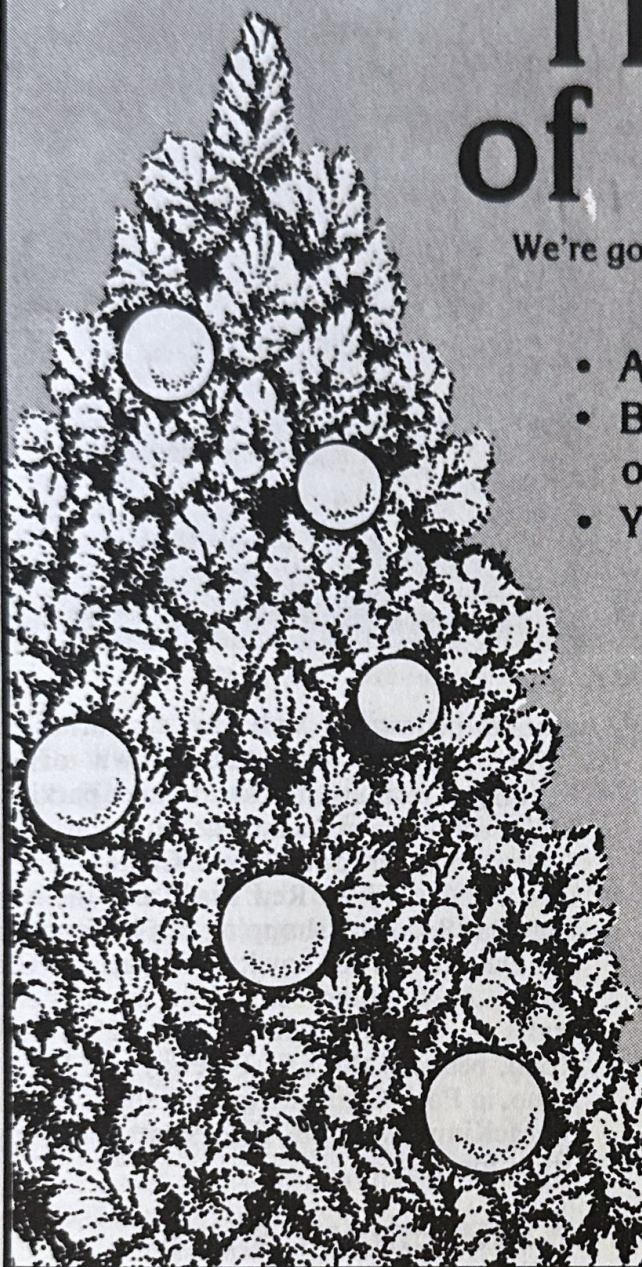
Specialty
3 inch liner
4 gallon
azaleas

We sell Flocking Equipment, Supplies, Materials and

The Wonder of Christmas

We're going all out in 1983 to give your customers their most beautiful Christmas ever:

- Absolute purest Flocking materials
- Best available prices on Flocking equipment
- Year-round availability on all supplies



We're still holding to 1981 prices on all flocking materials! Call for our 1983 catalogue. We've moved to larger quarters to better serve you! Do you have our new address?

See us at
TAN-MISSLARK
Booth #387
August 13-16, 1983
Dallas, Texas

FLOC-FLO

New Address:
211 N. Carpenter, Chicago, IL 60607
New Phone:
(312) 666-7000 (312) 733-5442

The big one

An estimated 10,000 viewers will converge on the more than 1,100 booth spaces exhibiting plants and nursery products, at the 46th annual TAN-MISSLARK show in Dallas, August 13-16. The Dallas Convention Center will host the show; shuttle busses will ferry participants from the Hyatt and Fairmont convention hotels. Registration runs from 9 a.m. to 5 p.m. every day at the Convention Center.

The nation's seventh-largest city presents TAN-MISSLARK-goers with a tremendous variety of extracurricular opportunities, ranging from barbecue to Beethoven. Listed below is a sampling. For more information, check with the Visitors Center in the Union Station, just opposite the Hyatt, or stop by the Chamber of Commerce on Pacific Ave., just four blocks from the Fairmont.



Olla Podrida

Shopping

Department stores like Neiman-Marcus, Joske's and Sanger-Harris have established Dallas as a major retail center. An under-



ground pedestrian walkway system called "The Tunnel" links downtown office buildings, restaurants, shops and parking. Major suburban malls include NorthPark, Big Town, Prestonwood Town Center, Town East, Valley View, Red Bird, and the new Galleria. Specialty shopping can be found in the Quadrangle, Sakowitz Village, and Old Town. A shopping center for the arts and crafts — Olla Podrida — is at 12215 Coit Road, between the LBJ Freeway and Forest Lane, in Park Central. Antique shops cluster on McKinney Avenue, Sale Street and many other locales.

Amusement Parks

The massive Six Flags over Texas, near Arlington, is perhaps the best-known of many amusement parks geared to family entertainment. Others include Sesame Place (near Esters Road and I-820, Irving), for the Sesame Street-age kids. Fair Park (two miles from downtown via I-30), is a 277-acre entertainment, cultural and recreational center which includes a museum of natural history, a roller coaster, fine arts museum, aquarium, garden center and other points of interest. The newly-restored West End Historic District (just a few blocks from the Fairmont and the Hyatt) offers the National Broadcast Museum, the New Arts Theatre, and unique restaurants. Old City park, not far from the Grenelefe Hotel, is a museum of architectural and cultural history, giving visitors the flavor of Nine-



The Dallas Convention Center is at center foreground; the Grenelefe Hotel, bottom right.

teenth Century Texas. Also available are White Water Park (two locations) and Wet'n Wild (Six Flags offers Roaring Rapids) for those who like to get wet. Then there's the International Wildlife Park, the Biblical Arts Center, the Texas Sports Hall of Fame, and Traders Village, a huge flea market/entertainment center.

Night Life

Everything from Texas Swing to Vegas-style shows to opera is available in Dallas. Restaurants include hundreds of Tex-Mex eateries, barbecue houses and burger palaces, but Dallas abounds in good Oriental, French, Italian and seafood restaurants as well.

Events in Dallas

August 13-16 (tentative; check to confirm)

Art exhibit. Landscapes of Texas, every day, Dallas Museum of Natural History, Fair Park.

Music. The Shirley MacLaine Show, 13th & 14th; Fiddler on the Roof, 16th Music Hall, Fair Park.

Opera. Metroplex Opera Co., 14th, DeGolyer Estate, Garland Road.

Theater. "Taley's Folly," every day, Dallas Theater Center. "Tomfoolery," every day, Theater Three, 2800 Routh (Quadrangle). "Blithe Spirit," starring Zsa Zsa Gabor, dinner theater format, Granny's Dinner Playhouse, 12205 Coit Road.

Shows. The Inkspots, Venetian Room, Fairmont Hotel, every night.

Sports. Texas Rangers vs. Cleveland Indians, 13th & 14th; vs. Baltimore Orioles, 15th & 16th, Arlington Stadium.

Special Events. Ringling Bros. Barnum & Bailey Circus, 13th & 14th, Reunion Arena. Mr. & Mrs. Texas Body Building Contest, 13th, Memorial Theater.

TAN-MISSLARK Special Events

Saturday, August 13

A Western night with Ray Price. Hyatt Regency Ballroom; barbecue buffet from 8-9:30 p.m. followed by dancing with Ray Price and the Cherokee Cowboys.

Monday, August 15

Ladies luncheon and fashion seminar, Dallas Apparel Mart Fashion Theater, 11:30 a.m. - 3 p.m. Presented by author and former model Rita Hardee.

LAN Social, 6-8 p.m., in LAN President Frank Akin's suite in the Hyatt. For all LAN members and prospective members.

Tuesday, August 16

General meeting, Louisiana Association of Nurserymen, 10:00 a.m., room E408, Dallas Convention Center. Mississippi Association of Nurserymen meet at the same time, room E407.



Out of Africa

Former LAN scholarship winner Tony Janssen is now managing the propagation division of Wonderplant Nursery in Pretoria, U.S.A. (Union of South Africa).

Tony grew up with horticulture; his family home is 50 yards from the USL Ira Nelson Horticulture Center. Indeed, his father, Hank, is a lab instructor there.

After graduating from USL in horticulture, Tony earned a master's degree from Texas A & M. He accepted a position at Wonderplant

Nursery upon graduation; his "tour of duty" is two and a half years.

Tony supervises 15 employees in the propagation division, and he also assists the landscaping and interiorscaping divisions of the nursery.

Pretoria is 35 minutes by auto from Johannesburg. The climate is very mild. Wonderplant nursery grows many plants familiar to Louisiana, plus such tropicals as protea, aloes, agave, passiflora, bananas, and others.

Tony Janssen with his parents, Truus and Hank, in Pretoria

BARRY'S WHOLESALE NURSERY

Located off Highway 167 between Opelousas and Lafayette



Dr. Bob Barry, Dr. Oswald Brown

Large supply of premium grade trees and shrubs now available.

Specializing in top quality, hand dug, B & B nursery stock. Our plants are fertilized, irrigated and sheared to provide the ideal form, color and fullness necessary for an outstanding landscape planting.

Abelia
 Boxwood
 Crepe Myrtle (Red, White & Pink)
 Dwarf Crepe Myrtle (Red, White, Lavendar)
 Elaeagnus
 Japanese Yew (All sizes, Extra Full)
 Ligustrum, Waxleaf
 (Shrubs and Tree Wax, all sizes.)
 Ligustrum, Gold Tip
 Liriope
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 Needlepoint Holly
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People



Renaissance Pair

If you ever harbored any doubts that Franklinton nurseryman **Dennis McCloskey** was a Renaissance man, this should allay those doubts forever. In truth, Dennis' role in this photo is merely escort to Renaissance woman **Blanche**, who served as lady-in-waiting in a Mystic Club recreation of the 1490 wedding of Isabella d'Este to Francesco Gonzaga. The event was held earlier this year in New Orleans. (Photo by Bevil Knapp, Times-Picayune.)

Wascom honored

At the joint LAN-MNA conference in Covington earlier this year, LAN presented the J. A. Foret Award posthumously to **Dr. Bunnie Wascom**. He was 46 at the time of his death in May, 1980.

Wascom is remembered by many nurserymen for his pioneering work in studying herbicides for weed control in nursery crops. "He did more for nurserymen with herbicides than


anyone I know," recalls LAN vice president Bill LaCroix, Covington. "He was very giving of his time to help nurserymen."

Dr. Wascom became superintendent of the Hammond Station (formerly the Southeast Louisiana Horticulture Station) in 1975. He earned his bachelor's degree from Southeastern, and his Ph.D. from LSU. He had worked at the Chase, Louisiana sweet

potato research center prior to joining the staff at the Hammond Station.

Wascom was a member of Alpha Zeta and Gamma Sigma Delta agriculture honor societies, and was affiliated with many different horticulture organizations, including LAN.


He is survived by his wife, the former Mary Loretta Hughes, and three sons: Daryl, Brad and Wendell.



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Field day coming

The LSU Cooperative Extension Service will hold its annual nurserymen's field day at the Burden Research Center in Baton Rouge. The date has not yet been finalized, but will be some time in early October. The event gives nurserymen a chance to review the research work underway at the Burden Center, and to talk with the students and scientists who are doing the work.

The photo at right shows one demonstration of a fertilizer placement trial. The plants at left and right were transplanted as identical-size liners on the same date, into pots with identical amounts of fertilizer and potting mix. However, the plants at right had their fertilizer concentrated immediately under the transplanted liners' roots; the plants at left had fertilizer dispersed throughout the potting mix.

The Burden Research Center is reached by taking the Essen Lane exit off of I-10 at Baton Rouge (heading out of town toward New Orleans). The Center is the first right turn as one proceeds on Essen toward Baton Rouge. For more information about the field day, contact Dr. Warren Meadows, (504) 766-3471.



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Fungus causes cosmetic damage to plants

The Texas Plant Disease Diagnostic Laboratory recently received a schefflera specimen which was showing moderate to extensive damage to its leaf surface from numerous black deposits. Both the upper and lower leaf surfaces were involved, but considerably more damage was occurring to the lower leaf surface.

Not only were these black deposits occurring on plant tissue, but portions of the greenhouse structure were also involved. Laboratory examination revealed that these black deposits were superficial and could be easily dislodged from the leaf surface with no apparent plant damage.

Examinations made at the Texas Plant Disease Diagnostic Laboratory at College Station revealed that the black deposits were actually spore masses from a fungus called *Sphaerobolus stellatus*. This particular fungus is unique in that these glebal spore masses are actually forcibly discharged from the fungus under the appropriate environmental conditions. While the glebal masses are superficial and do not penetrate host plant tissue, their presence represents a definite cosmetic problem and requires additional expense for clean up before sale.

The *Sphaerobolus stellatus* fungus grows saprophytically on growing media composed of pine bark mulch and hardwood shavings. The fungus sporulates and discharges its black glebal mass when temperatures are moderate and relative humidity is elevated. Since fungus is growing on the planting medium when it sporulates, most of the black glebal masses impact on the lower leaf surface. Some also land on the upper leaf surface.

Because of the economic impact the presence of this fungus can have on greenhouse crops, attempts at control are important. Where feasible, media sterilization using either steam or chemical means would be advantageous. Pot drenches using fungicides such as Banrot 40 WP or Terraclor 10 G should be effective in control. Always check the fungicide label for appropriate rate and plant phytotoxicity hazards before using.

—Larry Barnes, Extension Plant Pathologist, Texas Agricultural Extension Service, Article from the *Texas Greenhouse Bulletin*.

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Bayou Potting Soil: home-grown peat moss

A retired Baton Rouge engineer is turning a mountain of bagasse (sugar cane waste) near White Castle into a home-grown substitute for peat moss. George Campbell first began brewing Bayou Potting Soil in early 1982. Nurserymen, particularly rose growers, have given the stuff highly favorable reviews.

Cats, however, have not. Notorious for adding their own feline fertilizer to house plants potted in conventional soil mixes, cats have shown nothing but aversion to Bayou Potting Soil. Campbell is at a loss to explain this.

The bagasse itself is eight to 10 years old, according to Campbell, thus it's well composted. The main challenge Campbell faced in developing a commercially marketable product was in producing an even, fine texture. This he accomplished by inventing a device that breaks the fibrous bagasse into soil-like particles. His patented machine uses a series of three stainless steel mesh drums that rotate, eventually churning out sweet-smelling potting soil.

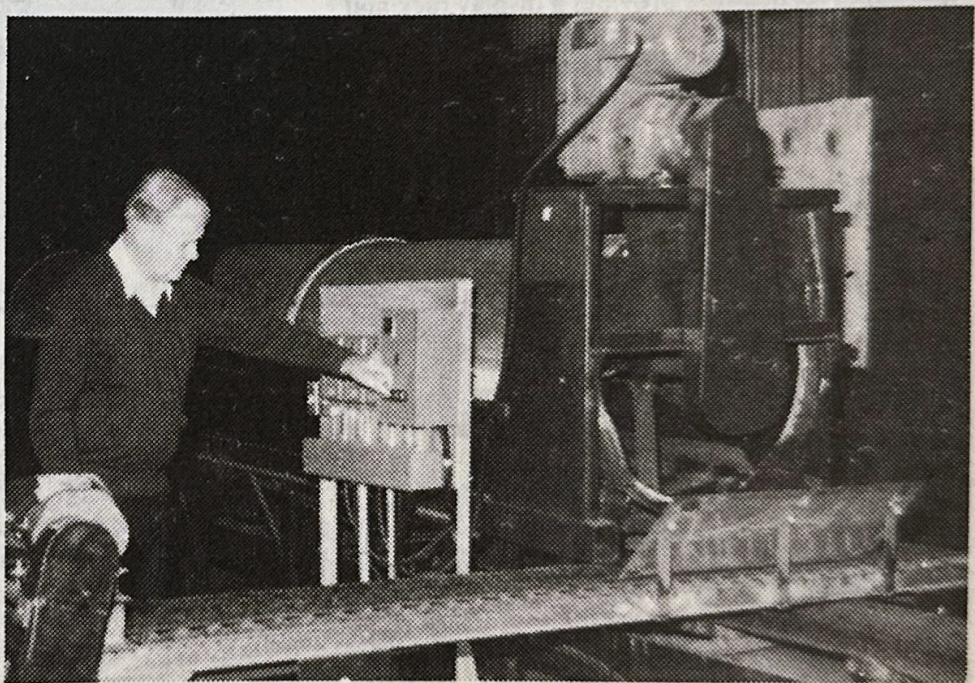
Chemical analysis by the LSU Feed and Fertilizer Lab shows that Bayou Potting Soil contains .14% nitrogen, .02% phosphorus, .10% potassium, and trace elements magnesium (560 ppm), calcium (1360 ppm) and sodium (26.6 ppm).

Lake Charles grower Marshall Hollis, of Nickie's Nursery, tested the stuff against his standard potting mix in a rose-growing trial. He used half peat/half pine bark, with an ounce of Terrasorb, in 750 three-gallon containers. He used 750 containers with half pine bark/half Bayou Potting Soil, and then used pure Bayou Potting Soil in the final 750. He planted No. 1 bare-rooted roses in all 2,250 pots, and used the same cultural methods for all.

Hollis reported that he got the best results with 100% Bayou Potting Soil, and attributes this in part to the water-retentive quality of the bagasse. It can retain seven times its weight in water, yet it will not pack down or become soggy.

In his promotional literature, Campbell says his soil will sustain plants for three months without additional fertilizer. He also says that fire ants, which have been a nuisance in gardens using untreated fresh bagasse, are not attracted to Bayou Potting Soil.

Articles on Campbell's beautified



Above, George Campbell and his patented bagasse-digesting machine have their work cut out for them . . . a mountain of bagasse at the now-defunct sugar mill at the Catherine Plantation in White Castle. (Photos and information supplied by John and Rosalyne Dobbs.)

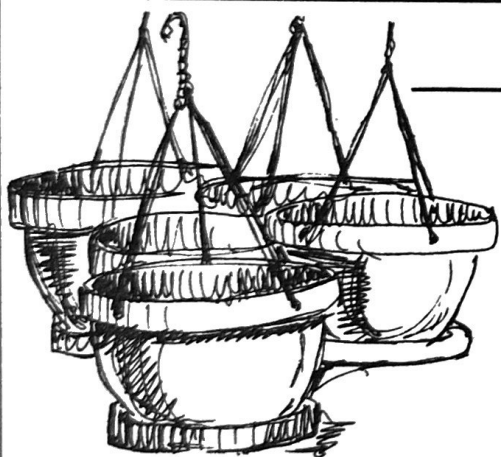
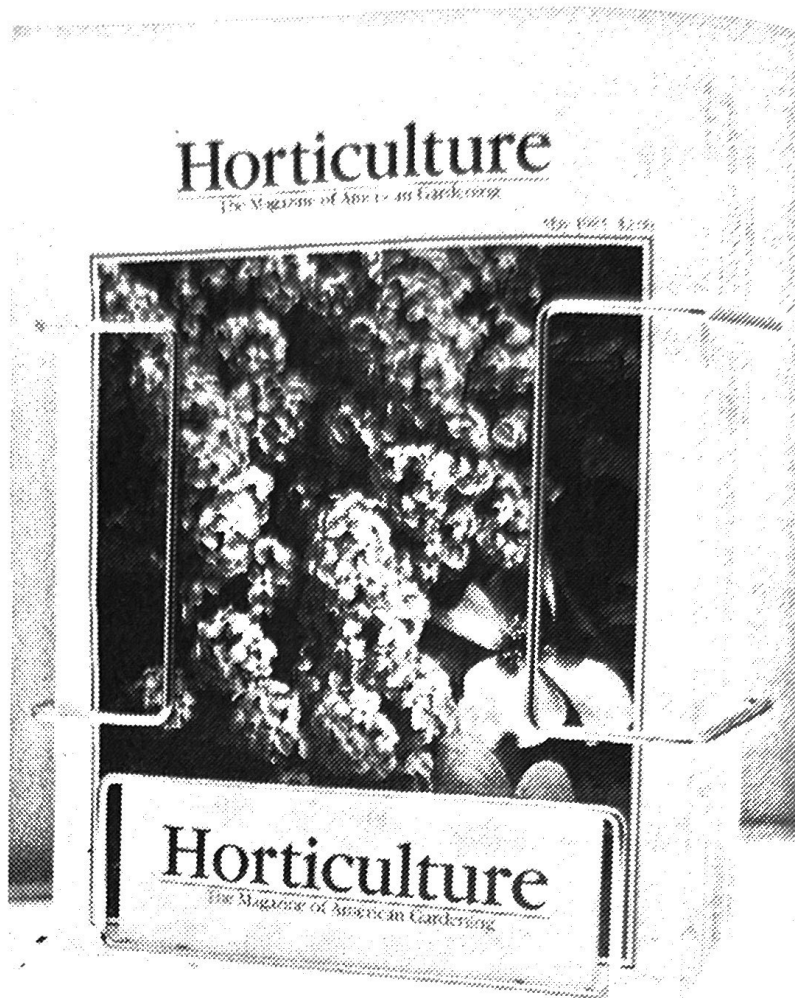
bagasse have appeared in *Southern Florist and Nurseryman*, *The American Rose Magazine*, and many newspapers. He's received inquiries from all over the world, and Bayou Potting Soil recently was chosen for landscape work at Disney World in Orlando, Florida. Walt Mangold, head of landscape architecture there, said he was attracted to the totally

organic nature of the Louisiana product.

Currently Campbell is marketing his soil in gallon bags and in 50 quart bags, but will deliver truckloads. For further information, contact him as 3053 Fairway Drive, Baton Rouge, La. 70809, or by telephone at (504) 927-0448. At the White Castle plant, his number is (504) 545-3060.

Magazine available to retailers

Horticulture magazine is seeking to broaden its circulation through garden centers and retail nurseries. This full-color magazine features fine photography and tasteful layout. According to *Horticulture* direct sales manager Sarah Rockwell, the magazine encourages retail buying of nursery products through monthly articles about plants and gardening, and by advertising products available in most retail nurseries. *Horticulture* retails for \$2, and is available to retailers for \$1, allowing a 100% markup. *Horticulture* provides a display rack and promotional items, but does not accept return of unsold magazines. Minimum order is 15 monthly. For more information, contact Sarah Rockwell at (617) 247-4100.



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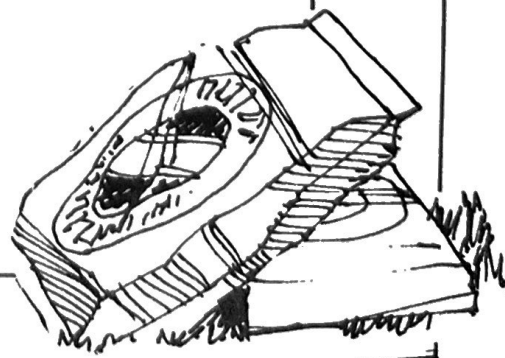
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Flowers, on Flowers

IMPATIENS

I lost patience
 When I first heard them call a pretty flower
Impatiens--
 That is, until I understood
 Relations
 That hold between the name
 And what is named:
Impatiens makes more sense
 Than "jewelweed,"
 (Another name for this same plant)
 Which has seed pods
 That burst open at a touch when ripe.
 It's not odd, therefore, that some folks call
 Impatiens "touch-me-nots,"
 A term far more descriptive than *Sultana*.
 Can a flower with names that vary so
 Still be the same?
 Why sure! Impatiens vary too.
 Everybody knows (and we repeat)
 What the poet said about the rose—
 By any name it's just as sweet.

FLORAL HONORIFICS

Through the years,
 When botanists have wanted to say,
 "We honor a fellow-scientist,"
 They often have grafted an "i" or an "a"
 On the basic name of the culturist.
 The following list will show at a glance
 How some of our loveliest flowers and plants
 Got their names:

FLORICULTURISTS

Garden
 Bergen
 Lobel
 Kamel
 Begon
 Gaillard
 Magnol
 Dahl
 Zinn
 Wister

PLANTS OR FLOWERS

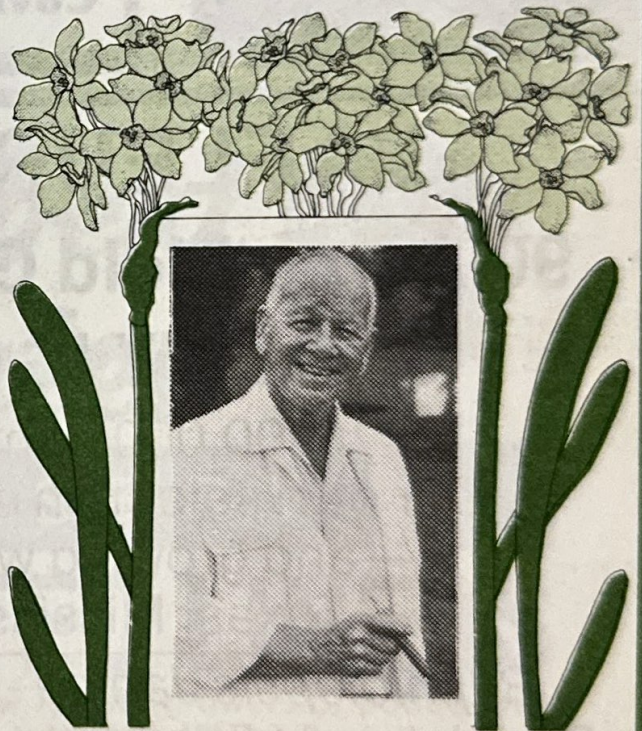
gardenia
 bergenia
 lobelia
 camellia
 begonia
 gaillardia
 magnolia
 dahlia
 zinnia
 wisteria

FULL NAMES OF PERSONS HONORED

Dr. Alexander Garden, Scottish naturalist, President, Royal Society 1731-1790, resident of South Carolina from c. 1752; **Karl A. von Bergen**, German physician and botanist, c. 1760; **Matthias de Lobel**, Flemish botanist, 1538-1616; **George Joseph Kamel**, Moravian missionary to Japan, 1661-1706; **Michel Begon**, Governor, Santo Domingo, 1638-1710; **Gaillard de Marentonneau**, French botanist, c. 1750; **Pierre Magnol**, French botanist, 1638-1715; **Anders Dahl**, Swedish botanist, 18th century; **Johann Gottfried Zinn**, German botanist and physician, 1727-1759; **Caspar Wister**, American anatomist, 1761-1818.

HEART'S-EASE

Where do flowers get such names—
 Buttercup, Johnny-jump-up,
 Black-eyed Susan, "Golden Chalice,"
 Primrose, cowslip, digitalis,
 Jack-in-the-pulpit, helianthus,
 Bluebells, "mums," and pyracanthus?
 It's all a matter of language games
 That flowers-lovers play.
 Bouquets are symbols that bring to mind
 The just-right words we'd like to find
 To greet a friend, to cheer the sick,
 To speak of love—with rhetoric
 More colorful, more apt to please
 Than words alone.
 To say "Heart's-ease"
 With flowers, I often choose the one
 That's called "heart's-ease."
 Some call it by another name—
 "Johnny-jump-up"—both the same—
 Tiny violets, and each of these
 Tricolor blends bring *true* heart's ease.



Dr. Frank C. Flowers

There's a mirrored-mirror irony abloom when a guy named Flowers sets out to write verse about how flowers got their names. But such is the stuff of linguistics, and Flowers has devoted his career to semantics, the study of the relationship between words and the things they represent. Only recently has he taken to composing verse about his namesake.



A new kind of trickle irrigator, made from recycled auto tires, is now being tested on roses at the LSU Burden Research Center. The irrigator "sweats" droplets of water through pores in the rubber tube. At bottom is a pressure regulator. These will be shown at the Nursery Field Day in early October (see article, page 16).

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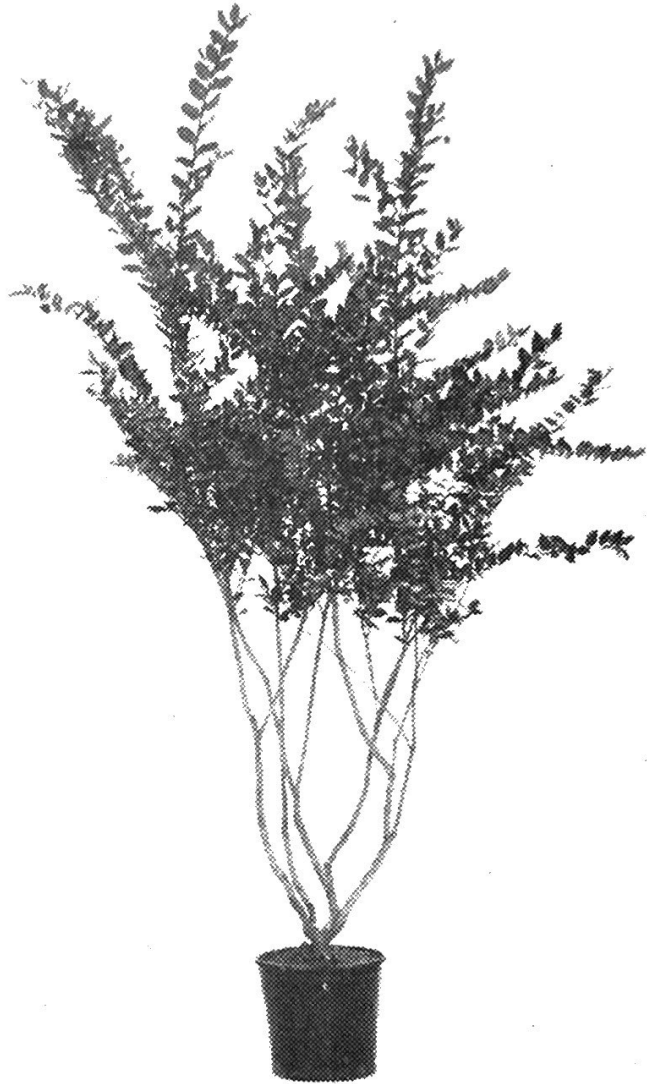
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