

Louisiana's Nurserymen

The official publication of The Louisiana Association of Nurserymen, Inc.

Volume 2

NUMBER 4

December 1979



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Louisiana Association of Nurserymen, Inc.

Organized September 17, 1954



Frederic Hoogland
LAN President

TOP DRAWER By President Hoogland

Nursery, Forest Hill; Louis Parr, The Garden Spot, Lacombe; Clarence Mizell, Mizell's Nursery, Folsom; Richard Maxwell, Griffith's Nursery, Shreveport; Jim Foret, Foret's Horticultural Service, New Iberia (will complete the remaining year of term of M. Richard); Pat Martin, Martin's Garden Center, Luling; Donald Cricket Heumann, Heumann Greenhouses, St. Bernard.

Johnny Johnson is the chairman with Clarence Mizell and Frank Akin working with him in committee on those nominations. There is much work to be done on existing groundwork.

Which brings us to the matter of membership increase and the Scholarship Fund. Both of these are the continuing concern of each one of us and in the coming year it would be great if each LAN member made it his business to bring into the organization one new member. Together we can accomplish so much that an individual cannot.

The Scholarship Fund is near our hearts, I know, but donations have to be made; there needs to be a specific time for mailing your donation so that there will be funds for those students who really need our help. Small gifts—large gifts—every dollar can be used by a deserving student.

I look forward to that full page of Classified Ads. I see this as a kind of gathering place for exchanges I know would be possible if somebody knew about things we have and the things we need. Speak up!

Merry Christmas!

See you in January at Lafayette.



Louisiana's Nurserymen

Officers: President, Frederic Hoogland, Hoogland's Nursery, Ruston La. 71270; First Vice President, Walter Imahara, Imahara's Nursery, Baton Rouge, La. 70815; Second Vice President, Frank Akin, Akin's Nursery, Shreveport, La. 71105; Treasurer, Earl E. Vallot, Granview Nursery, Youngsville, La. 70592; Secretary, Dr. James A. Foret, U.S.L. Box 4-4492, Lafayette, La. 70503.

Editor: Hilda H. Welch, 111 Wedgewood Drive, Lafayette, La. 70503; Phone 1-318-233-2189.

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Season's greetings, everyone! I hope Thanksgiving was all you wanted it to be and more. With Christmas so near, it's the happiest time of the year. This cool, cool weather is good for hunting and I hope your plants are protected so you have the time for hunting.

Prime time is being spent right now polishing up the Short Course plans to be held in Lafayette in January. I know Mike Richard has it firmly in hand—he's a good planner.

1980 is the year for new LAN officers. Congratulations are in order to those who will be assuming leadership of this state's nurserymen. Nominated for president was Walter Imahara; first vice-president, Frank Akin; second vice-president, Mike Richard; treasurer, Earl Vallot; and secretary, Doc Jim Foret.

New board members are William LaCroix, LaCroix Nursery, Covington; Murphy Johnson, Murphy Johnson's

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EDITORIAL

by Dr. Warren A. Meadows

It is significant that the Louisiana nursery industry has instituted a more formalized two-way communication with LSU's Center for Agricultural Sciences and Rural Development. In particular, this step was taken initially to request the development of educational programs through the facilities of the LSU Extension Service.

Actually, these services have been available and utilized to varying degrees and on an irregular basis prior to this time. Current actions are directed toward the development of consistent and more organized approaches to the needs of the entire industry. The key to the development of effective programs of this nature is communication—two way communication.

At the request of the Extension Service, the LAN appointed an extension nursery advisory committee to act in a liaison capacity. This committee is composed of individuals who represent the thinking of the entire industry and they have made initial recommendations concerning the direction of extension programs on a statewide basis. Initial steps have been taken to institute requested programs.

This approach will be effective, as it has been with most of the state's agricultural industries. The Extension Service appreciates the manner in which the nursery industry has responded in the early stages of these developments and encourages a continued effort. The efforts of the advisory committee are particularly appreciated. Members of this committee contribute their time and expense for the benefit of the entire nursery industry and they are also due thanks from their fellow nurserymen.

We are in the early stages of the development of programs to serve the state's nurserymen. Certain re-directions are being made to accomplish as many of the advisory committee's recommendations as possible.

Certain of these recommendations will require time to accomplish, but when they become a reality, they will be meaningful.

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Doc Says

by Dr. James Foret

Our cover features four hollies that originated in Jungle Gardens at Avery Island. *Ilex Cornuta* 'Rotunda' (the large plant) was first propagated and released by Jungle Gardens in 1938 to the National Arboretum. I'm getting ahead of the story, so lets begin with the original importation.

About 1930, the late E. A. McIlhenny received a small packet of seed from a Jesuit missionary, who collected the seed in China. Mr. McIlhenny had met the missionary while visiting in the orient. The seed (about 250) was planted at Avery Island and grown to 2 to 3 feet. These specimens were then planted along a drive in Jungle Gardens.

According to Anicet Delcambre, horticulturist and chief gardener for Mr. McIlhenny, *I. Cornuta* 'Rotunda' was the first selection propagated because of its unique dense, compact growth. About 1937 or '38, small plants were shipped to the National Arboretum in Washington, D.C. for evaluation by Dr. R. A. Young—a very close friend of Mr. McIlhenny's who worked with USDA in plant introductions.

Nurserymen in Maryland and Virginia propagated 'Rotunda' and used it in landscaping plantings. California nurserymen acquired plants of 'Rotunda' and it was "introduced" into the nursery trade in the south from California in the early fifties. Our nurserymen were unaware that the plant originated in South Louisiana!

During the fall and winter of 1957-58 Ira Nelson and I decided to check the Holly Hedge in Jungle Gardens to evaluate the remaining seedlings for possible new selections since we



noted some wide variations on casual observation.

The three other hollies shown in the inset of our cover are some of the twelve selections that we made. These were described in the Louisiana Society for Horticulture Research Bulletin No. 2, 1959. They were also registered with the American Holly Society in 1960. Cultivar names were selected by Mrs. Polly Simmons, daughter of the late E. A. McIlhenny.

'Anicet Delcambre' was named after the late Mr. Delcambre who was horticulturist at Jungle Gardens for many years. It was selected because of its flat leaf, freedom from scale, excellent fruiting habit and early coloring of fruit (generally by Thanksgiving). Its habit is upright and similar to 'Burfordi.' We now know that it fruits annually and with less inclination to over-fruit as does 'Burfordi.' It is susceptible to tea scale, but its flat leaves make coverage

with oil or other insecticides easier than with 'Burfordi.' Several wholesale catalogs list this cultivar as Delcambre and 'Needlepoint.'

The almost-lobed leaves of 'E. A. McIlhenny' are a distinct feature of this cultivar. It has ample, good sized berries and has a globose growth habit. Fruit ripen in mid-December and attain a good bright red color.

The cultivar 'Ira Nelson' is distinguished by its large, leathery leaves (sometimes 3' x 6") with heavy spines and large, abundant fruit. Slightly more upright than 'McIlhenny' it is a good robust grower suited to use when large massive evergreen shrubs are required for specimens or for screen plantings.

To further illustrate the extreme variation in this group of seedlings, Mr. McIlhenny also selected a yellow-fruited cultivar that he named 'Avery Island.' It varies from *I. Cornuta* 'D'Or' in that the fruit ripens later and it has a more globose growth habit. Both of these selections have single spined leaves.

Several others of the original selection have changed leaf characteristics since they have been growing on the U.S.L. campus. The foliage characteristics have changed so that most of the original plants are now exhibiting single-spined foliage.

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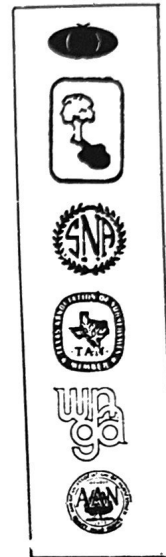
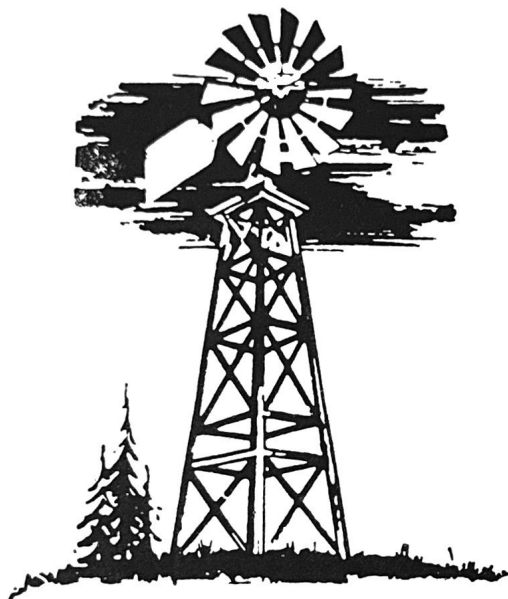
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LAN Short Course and Convention

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JANUARY 11, 12, 13, 1980

12:00 N — 4:00 PM.....

Friday, January 11, 1980

12:00 N — 4:00 PM..... Registration — Main Lobby — Conference Center
1:30 — 2:30 PM..... **“Developing Human Assets—Not Liabilities”**, Dr. Carl Kepner, Department of Food and Resource Economics, University of Florida, Gainesville.
2:30 — 3:00 PM..... COFFEE BREAK
3:00 — 4:00 PM..... **“New Approaches to Disease Control”**, Dr. Ray Self, Auburn University, Springhill, Alabama.
6:00 — 10:00 PM..... Cajun Dinner and Dance—Youngsville Lions Club Building, Youngsville, Louisiana (Highway 93).

Saturday, January 12, 1980

8:00 AM — BOARD OF DIRECTORS MEETING AND BREAKFAST
8:30 — 12:00 N Registration — Main Lobby — Conference Center
9:30 — 10:15 AM..... **“Establishing Workers’ Compensation Insurance Rates.”**, Mr. H. P. Walker.
10:15 AM COFFEE BREAK
10:30 — 11:30 AM..... **“Improving Professionalism by Management Goals.”**, Dr. Karl Kepner, Department of Food and Resource Economics, University of Florida, Gainesville.
11:30 — 12:00 N Legislative Committee Report—Frank Evans.
12:00 N LUNCH BREAK
1:30 PM — General Business Meeting
2:15 — 3:00 PM..... **“Your Employees and Unemployment Compensation.”**, Mr. Carl Brewster.
3:00 PM COFFEE BREAK
3:30 — 4:30 PM..... A. **“Comparable Landscape Bidding and Why.”**, Fred Fisher, Fisher’s Nursery, Hattiesburg, Mississippi. J. S. **“Hoot”** Gibson, Green Thumb Garden Center, Little Rock, Arkansas, Walter Imahara, Imahara’s Nursery, Baton Rouge, Louisiana.
B. **“Propagation Media & Fertilizer Practices.”**, Dr. Ray Self, Auburn University, Springhill, Alabama.
6:00 PM COCKTAIL HOUR USL Conference Center
7:00 PM Banquet, Presentation of Awards, Dance.

Lafayette hosts 1980 event

Sunday, January 13, 1980

- 8:00 AM AAN Breakfast — Dutch Treat
- 9:00 — 10:00 AM. A. **“Landscaping”**, J. S. “Hoot” Gibson, Green Thumb Garden Center, Little Rock, Arkansas.
- B. **“Chemical Pinching of Nursery Crops.”**, James C. Campbell, Marketing Manager, Maag Agrochemicals, Nutley, New Jersey.
- 10:00 — 11:00 AM. **Evaluating Alternative Strategies.”**, Dr. Karl Kepner, Department of Food and Resource Economics, University of Florida, Gainesville.

REGISTRATION

The fee for this year' Short Course is \$30.00 for members, \$40.00 for non-members. Pre-Registration by December 15, 1979—\$25.00 for members, \$35.00 for non-members.

Room Reservation and pre-registration forms will be mailed to you shortly.

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1979 Louisiana Nurserymen

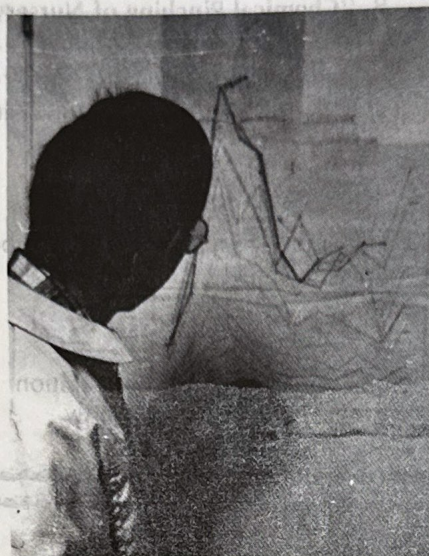
It was like Christmas morning—Saturday, December 1 at Imahara's in Baton Rouge. The nursery on Florida Boulevard contains a florist shop that is open on Sunday—a real advantage to weekend shoppers. Walter moved the landscaping to a new location on Old Hammond Highway early this year so the Florida Blvd. Imahara's is entirely retail and contains a florist shop which features workshops enthusiastically attended from all over the area on a regular basis.

The holiday display of this retail nursery tells the story in music and color of a business built and maintained hour-to-hour on sound practices. The broom fits the hand of the owner quite as well as that of the student who is helping part time. Firm insistence that a qualified step backward must be taken when required is as much company policy as is the chart which shows well in advance which plants may be included in a planned sale.

"We share—one of the best feelings I get about nurserymen. . . over coffee we can say this was one bad idea; it didn't work! So we ask, 'well why?' The answer is, 'I did this and such.'" So then we can say, 'well maybe if you did *this*, it would be better!' And this is how we share."

Walter sees this sitting down together as one activity that should be a regular part of every nurseryman's routine, whether it's once a week, once a month or once every few

months, but not just once a year. What is a serious problem for one could well be a circumstance already worked through successfully by another who is happy to pass on the solution or at least sound suggestions for moving in the right direction.



PROGRESS—Walter Imahara recalls the first year of his retail business, when this progress chart was begun. The original chart is still in use, 11 years later. At lower left is part of his Christmas display.



YULETIDE—Brilliant Christmas colors (top photo and below), white flocked trees and tradition-inspiring decorations are all part of Christmas for Walter Imahara's crew which includes Don Tranchina, right in lower photo, and brother-in-law, Sam, center. Unidentified man, left, is visitor.



In the Christmas Season

Near Abita Springs there is a nursery developed by the natural division of duties between a pair of brothers—Rene and Earnest Casadaban. Sturdy dedication to purpose has produced a wholesale nursery business whose drive-through warehouse has five loading ramps.

Casadaban, besides being an unusual name for the area, suggests a storied family. And so it is. John Casadaban, father of Rene and Earnest, was a native of the Pyrenees Mountains of southern France. When he came to New Orleans he found Leonie Gaspe of Toulouse, France. He did landscape work and was a maintenance man. Their sons followed their father in his work.

Rene tells the story of the family's expansion into growing in these simple terms: "One day I said to him, 'Let's buy a place across the lake and we'll start a little nursery.' He thought it was a good idea, so we found a ten-acre place with a home on it and we started the nursery."

Withing the first two years, the sons were required to assume full responsibility. Their father became ill and the success of the "little nursery" became their goal. By native inclination, Earnest took over the field work and Rene handled the propagation and containers. Management was left to Rene, the elder son. The arrangement worked so well that Earnest Jr. and Ronald, sons of the pair of brothers, carry on their father's duties. Illness is again a part of daily life and again two sons can be depended upon.

With deep, quiet pride, Rene speaks of this fact. There is also a deep certainty that all is well when Rene speaks of business and family. He is quick to acknowledge the shared responsibility and privilege. "Without the one there would be no need for the other" seems to be his response to the years spent building Casadaban Nursery which ships to the Carolinas, Georgia, Alabama, and throughout the South and Southwest. The pride is perhaps a satisfaction which can only come from sons following in the steps of their fathers.

Recognition has been accorded Casadaban for development of "Sparkling Burgundy", an outstanding, deep wine color for sasanquas. The earliest nursery stock for this fami-



RENE AND DIXIE—A familiar pair of faces at the greenhouses are those of Rene and Dixie Casadaban. Just before Thanksgiving, Rene spent a large portion of his time tending the

ly were the camellias Pink Perfection and Alba Plena. During the height of the popularity of camellias, the Casadabans were the only people in the area with the newest varieties. Sasanquas, part of the camellia family, were of special interest to Rene who gathered seeds and experimented with them. "I pollinated that plant" (Sparkling Burgundy), he says. "Earnest did the grafting. And it was the only plant worth keeping. And yes, it afforded a good income for us. It still is our best seller."

The ability to sense and follow change in public demand is a vital talent in handling this business. Camellias have a place, but have been succeeded by a variety of plants including poinsettias for Christmas. Casadaban now grows large quantities of poinsettias as do several Louisiana nurseries. There seems to be an unending demand for poinsettias, but Rene is quick to point out that the public wants quality, not just poinsettias. His were coloring-up nicely the weekend before Thanksgiving and he expected to ship right after that holiday.

Plans for Christmas?—Certainly!

Flashing an engaging smile, Rene forgets business to tell of so many grandchildren he says, "Ask Dixie!"

poinsettias, so popular at today's nurserymen's Christmas market. Part of his crop, just coloring up at the right speed, is shown at right below.



when asked to count them.

A live green tree, turkey, fruit cake, loads of gifts for the children, the whole traditional Christmas, yes!

They come home, all of them each Christmas—when they can.

Times two—Earnest Sr. will welcome his children and grandchildren just the same way, and they will perhaps have an extra special hug for him who has been ill.

Managing People big Challenge

by Dick Semaan

How good are you at managing people? It's a sure bet that your *management* skills are about as good as your *motivational* skills. If you can motivate people, you can manage people. It's that simple!

But how do you motivate people? You

But how do you motivate people? You have probably discovered that there are only three ways to effectively motivate anybody to do anything (including yourself). The first great motivator is *fear*. We can be scared into doing almost anything. The second great motivator is *reward*. We can be bribed into doing just about anything.

The third great motivator is a *change* of mental attitude. We change our life, because we change our attitude toward life. We are motivated to success because we have a fresh, new perspective on our lives, our jobs, ourselves. The experts say this is the best way to motivate or to be motivated because unlike fear or reward, which are external motivators, a change of mental attitude works from within,

and therefore is the most effective and long-lasting. You will be a better manager if you blend these three motivators together and put the accent on attitude!

There are five tried and proven ways to motivate people through a changed mental attitude. With just a little practice, you can easily master them all.

Be An Example

Be what you want people to be. Do you want your people to be productive, conscientious, and effective in *their* work? Then be productive, conscientious and effective in *your* work. Be the example of what you want them to be. They will become what they see in you. Remember, you set the pace with all the people for whom you are responsible. You are the leader!

Show Them How

As a leader, your responsibility is to lead the way by showing your people how to do what you want them to do. It's not enough for them to know what to do. They must also know how to do it. But when they know how, they are eager to perform and they perform well.

Meet Their Needs

It goes without saying that financial rewards and company benefits are an important part of everyone's success motivation. But many times, managers of people fail to take into consideration the basic emotional needs of people. When these basic needs of people are met on a consistent basis, they begin to feel good about themselves, their jobs and their managers. And when they feel good about these things they work harder and do better. It's good to be able to pinpoint these basic needs in all of your people. And it's simple to do—they all start with the letter "A." They are affection, attention, appreciation, acceptance and accomplishment. Meet these basic needs in your people and you're off and running as an expert motivator.

Expect A Lot

Your people will work best for you if you expect a lot from them. Don't be fooled into thinking they want to get by with as little as possible. Don't think they will be happiest if you don't expect much from them. Your attitude

(Continued on page 13)

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AAN CONTINUES FIGHT TO KEEP CHLORDANE AVAILABLE

According to AAN UPDATE, AAN continues to fight to keep chlordane available to nurserymen to meet quarantine and certification requirements for Japanese beetle, imported fire ant and black vine weevil. Only alternative currently available is *Dursban* for use against imported fire ants on con-

tainer-grown nursery plants. AAN met with policy-level officials in USDA seeking extension of nursery uses (including turf) of chlordane, with greater emphasis on research to find alternative chemicals. Chlordane sales for nursery uses currently scheduled to terminate on Dec. 31, 1979.

AAN — LAN Pep Program January 28, 29 & 30, 1980

How is your professional efficiency? Kent, Walter and Frank Akin have arranged for a cooperative Professional Efficiency Program (PEP) sponsored by AAN and LAN.

You will be contacted shortly relative to the unusual opportunity afforded you for improving yourself and your key employees—a natural follow-up to our Short Course.

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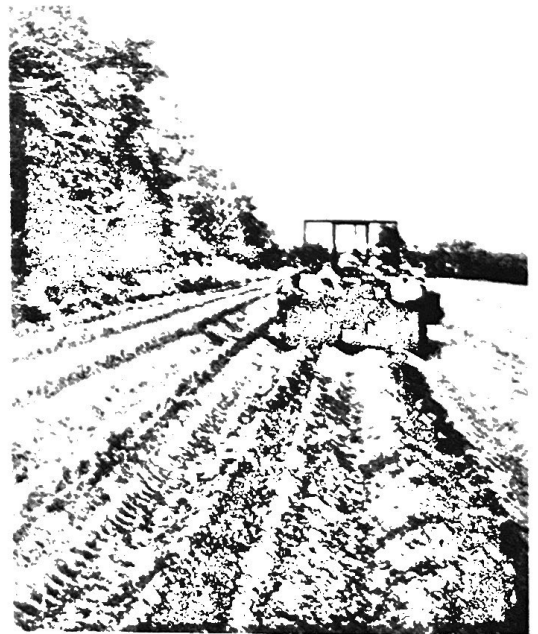
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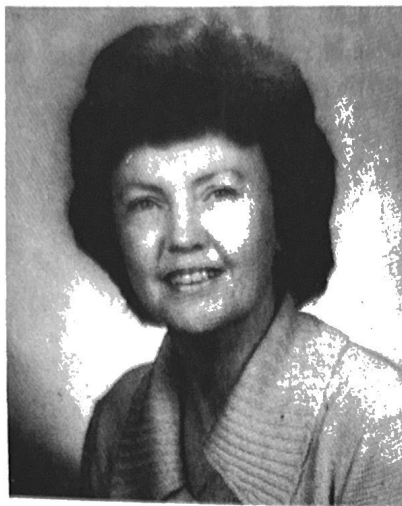
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See You!

By Hilda H. Welch



Moving about the state is a privilege I completely enjoy. And as I continue, I am even learning to enjoy driving more slowly! Further north, the states may have more brilliant leaf colors in autumn, but the tranquility of Louisiana countryside can't be beat!

This issue of the Nurserymen marks the end of the initial two-year period when we "expected the unexpected." Looking back, we see growth.

For the future, we see plans for shorter stories and more of them, with broad scope for each. Specifically, that means emphasis on special information geared to Louisiana and its several areas of growers. For retailers, there will be news and helpful information such as that presented at the 1978 Short Course.

We will continue the three columns, but will change the content from time to time. I would welcome a collect call



L. A. N. Certified Nurserymen's Exam

The next scheduled Certified Nurserymen's Exam is Friday, January 11, 1980 at 8:00 a.m. in the USL Conference Center (College Inn), Lafayette, Louisiana.

Be certain that you make proper application and deposit your exam fee prior to that date.

(318-233-2189) with suggestions from the content of this column. What's happening around Louisiana, family-wise and socially, is what has been most often suggested, and will be the controlling content if nobody comes up with something better.

And while we're thinking that way—Earnest Casadaban, Sr. at Abita Springs is in serious condition following surgery. He and his family might welcome our prayers for his well-being. And for his complete recovery.

Back to the newsletter content—we hope to continue the Nurseryman Personality as a regular part of the format. And the Scholarship Donations will become a regular feature also. We are especially concerned for the future nurserymen of this state. Scholarships are a way for every person connected with the industry to help. I understand that every small donation is welcome. Join us?

LAN members, thank you for giving the newsletter your support via these ads in the past seven issues. Some have been with us since the July '78

issue and some joined us in the October 1979 issue. And I've learned a lot more about that field since July 1978. I hope to be able to provide, on request, business photography for your ads. We've changed printers and added equipment. Classified is to grow to a page full of "exchangeables" so expect your phone to ring—me calling.

The nursery families of Louisiana are the state's finest people. God grant you peace at Christmas and success in 1980.

G eorge
o h n s o n
N u r s e r y

Azaleas under the pines

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Proverbs

Love is nearsighted. When you are the writer, editor, typist or typesetter proofreading your own work, you will almost surely suffer from myopia. You are too close to see all the errors. Get help.

Familiarity breeds content. When you see the same copy again and again through the different stages of production and revision, you may well miss new errors. Fresh eyes are needed.

Two plus two is twenty-two. The simplest math can go wrong. Do not trust figures giving percentages and fractions for the "total" lines in tables. Watch for misplaced decimal points. Use your calculator.

Above all, never assume that all is well. As the saying goes, ass-u-me makes an ass out of u and me.

Challenge

(continued from page 10)

of positive expectancy about their capabilities will drive them to their greatest achievements.

Believe In Them

Finally, your people will respond to your management leadership in the best possible way when you consistently demonstrate your belief in them. Something wonderful happens inside a person when he knows someone else believes in him and is depending on him. It brings out the best in all of us and is a vital force in our motivation.

The challenge of the 80s is before us. No matter how advanced our space age becomes, motivating people will still be a central part of management success in business and industry. Your ability to effectively motivate people will determine the scope of your success in the decade to come. □

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Directors Meet with Trade Show Committee

On October 23rd, the Board of Directors of SNA met with a special Trade Show Development Committee appointed by President Dennis McCloskey. The committee consisted of Edward Porter, Tennessee, Robert Grooms, Florida, Fred Fisher, Mississippi, Philip Thompson, Texas and John Watkins, Virginia.

The purpose of the meeting was to examine all phases of the annual Trade Show and to determine where

changes and improvements could be made in order to better serve the nursery industry. Many excellent ideas were offered and President McCloskey expresses appreciation to the committee for their continuing interest. The Directors will meet again in February to determine a course of action on many of the topics discussed.

Enclosed in the November issue of the SNA newsletter, "Keeping Posted" was the Statement of Legislative Policy which was drawn up by the SNA Legislative Committee during our annual meeting in Atlanta. The committee hopes that all members will contact

their senators and representatives regularly on items that directly concern the industry. When writing your representatives, the following is a suggested address and salutation:

The Honorable John Doe
United States Senate
Washington, D.C. 20510

Dear Senator Doe:

The Honorable John Doe
House of Representatives
Washington, D.C. 20515

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FALL WATERING PRACTICES FOR DECIDUOUS AND EVERGREEN TREES

A study by H. Pellett, R. Hummel, J. Carter and L. Parsons was made to determine the validity of the recommendation that woody plants, especially evergreens, should be watered well prior to soil "freeze-up" in order to replace water lost by foliage during the winter, thus reducing injury. Results showed much lower water content in tissue of plants subjected to water stress during late August and early September. However, as plants started to cold acclimate, tissue water content of plants receiving optimum soil moisture decreased to a level equal to that of plants given low water levels. Water stressed plants re-watered to field capacity in early Nov. did not increase in tissue water content. Plants subjected to water stress treatments had considerable amount of winter injury to foliage, while plants

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given optimum soil water suffered little winter injury. Re-watering of stressed plants prior to freeze-up did not reduce winter injury. This indicates that late fall watering following dry weather in late summer and early fall has little if any beneficial effect. It is suggested that in order to prevent injury, plants should be watered before water stress becomes severe. Additional research, supported in part by HRI through a 1978 R. P. White grant, is planned to gain further insight into the relationship of water to winter injury of woody plants.

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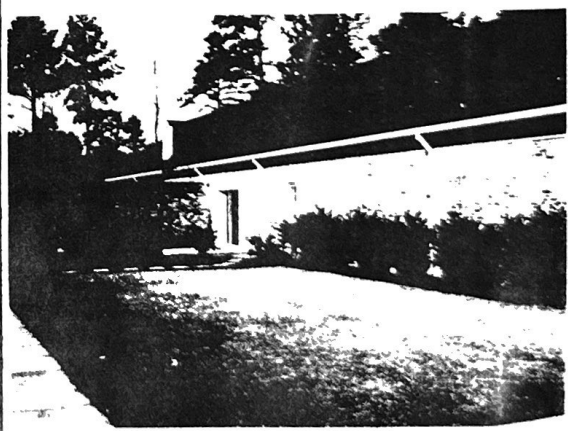


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