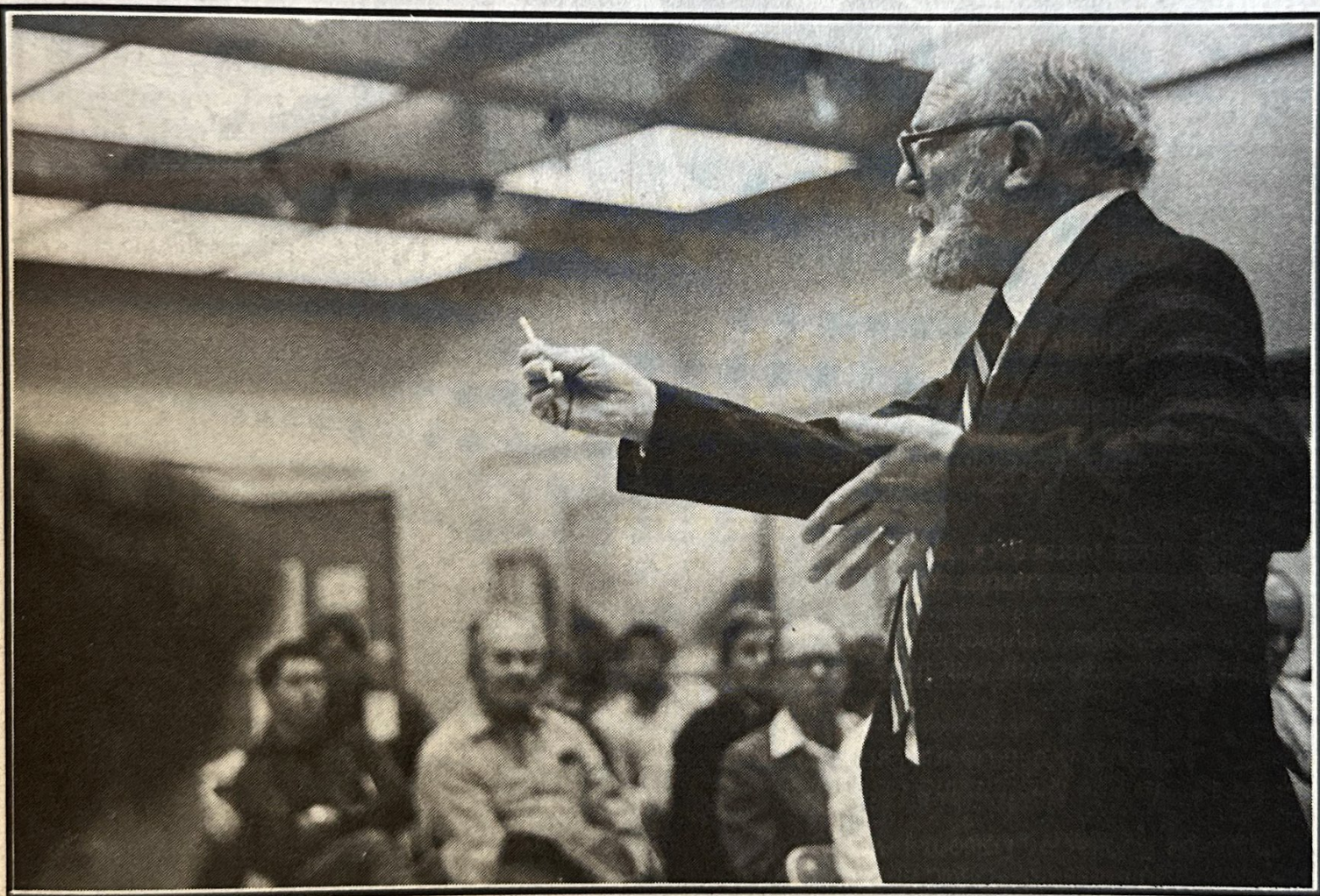


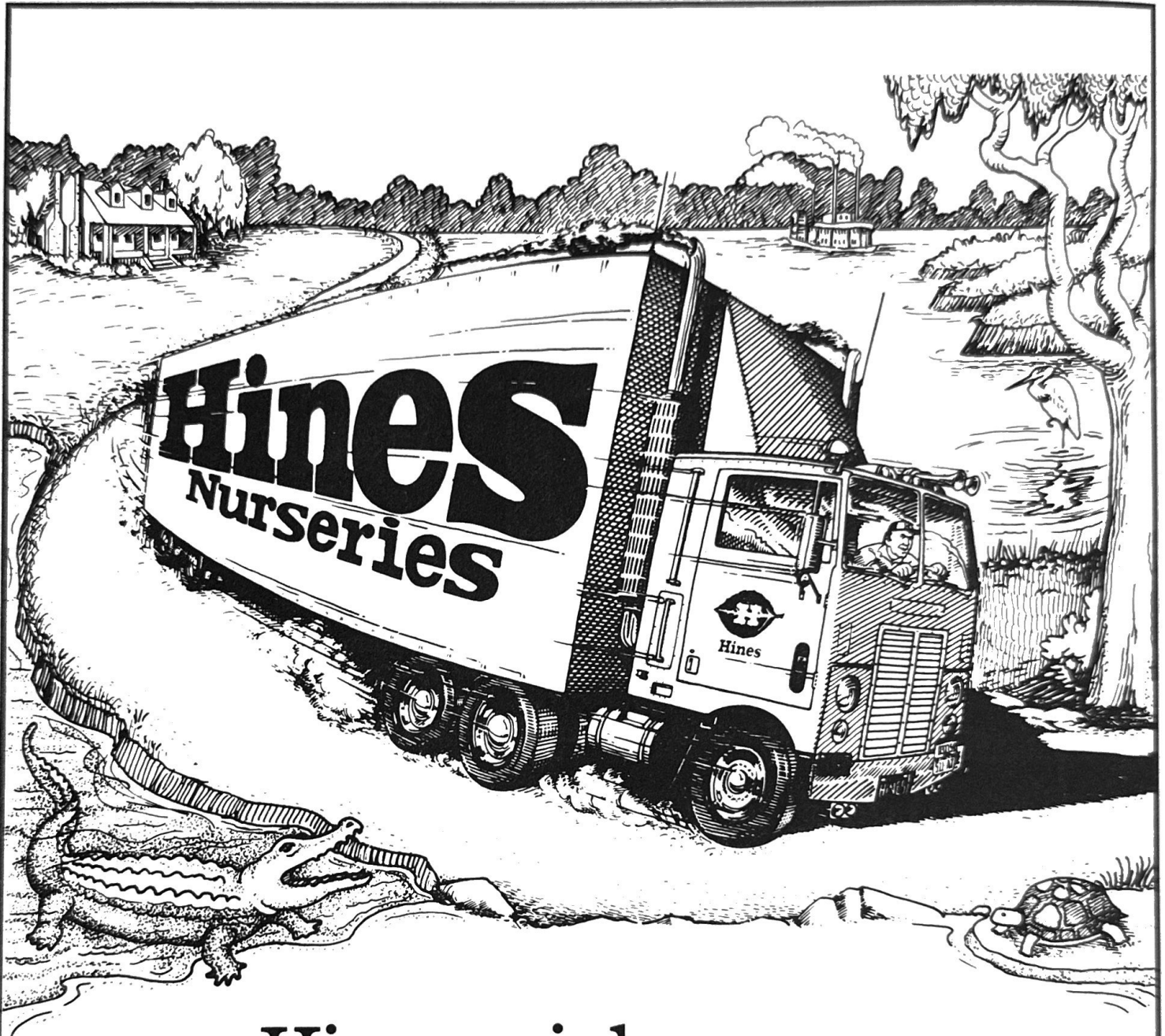
# *Louisiana's* **NURSERYMEN**



## **The LAN-MNA-ASLA Short Course and Trade Show January 14-15**

*Professional updates for landscape architects, wholesale growers,  
garden center operators, greenhouse growers, landscape contractors*





## Hines rainbow run.

Delivering nothing less than a pot o' gold. Guaranteed.


Every two weeks, like clockwork, Hines drives through your neck of the woods leaving a blaze of brilliant color in its wake. The glorious color of camellias, calendulas, chrysanthemums, and violas. All fresh. All vibrant. All Hines Quality.

As you know, precious cargo requires special care. That's why we equip our trucks with racks or shelves

to ensure that Hines tender plant material is delivered to you free of damage. We guarantee it.

Let our sales rep, Taylor Moore (1-800/331-2589), help you add color to your line, and green to your cash register. Hines Rainbow Run of lush, damage-free color just may be your pot o' gold!

Hines Quality, brought to you in living color. Guaranteed.

Hines Nurseries: Santa Ana, CA. Vacaville, CA. Houston, TX. 

## Scions of the times

### Nursery Festival March 18-19

The annual Forest Hill Louisiana Nursery Festival will feature plants and native crafts at more than 300 booths. Festival planners will have live entertainment during both days of the festival. The parade begins on Saturday, March 18 at 10 a.m. That evening at 8 p.m. a street dance will commence. For more information contact Mary Kennedy at (318) 748-8726.

### New Orleans Garden Show to Change

The 10th Annual Spring Garden Show will change in both location and concept this year. It will be modeled on a Chelsea Flower Show, and will have exhibits housed in various-sized tents. Set for April 1-2, it

will be held at the New Orleans City Park Botanical Garden. Actual in-ground exhibits will display flowering plants in a landscape setting. Also new this year will be the sale of plants and merchandise by exhibitors. The show will run from 10 a.m. to 6 p.m. both days. Admission is \$2 for adults and free for children under 12. For more information, contact Nannette Simmons or Severn Doughty at the Louisiana Cooperative Extension Service, (504) 486-3736 or 486-4054.

### New Column begins in this Issue

Warren Purdy, a veteran of 42 years in all segments of the nursery industry, becomes a regular contributor to this magazine in this issue. Purdy has been a management

consultant to nurserymen since 1972. He has presented many seminars to LAN and to individual nurseries throughout the South. His presentations stress a businesslike, professional approach to running a profitable nursery.

### D. A. Leblanc Dies

Popular Abbeville nurseryman D. A. Leblanc died Nov. 10. A great lover of life, he died of a heart attack while square dancing. Leblanc managed a garden center and landscape nursery since 1952. He served in the National Guard for 37 years, and upon retirement in 1981 he devoted his full time to the nursery. He was a former LAN board member. D. A. Leblanc Nursery will continue under the management of his widow, Annie, his son Leslie, and Leslie's wife Denise.

## TEXAS PECAN NURSERY INC.

Box 306, Chandler, Texas 75758

Phone (214) 849-6203

### Quality Pecan, Fruit and Shade Trees

Most recommended Louisiana varieties available.

- Melrose
- Candy
- Sumner
- Cape Fear
- Stuart
- Desirable
- Elliot
- Plus 15
- Other Varieties



Bare Root

Packaged

Field B&B

Machine B&B

*We appreciate your business*

Write for free catalog at above address

# Working for Profits

## Cash Flow

by Warren Purdy

The words *cash flow* have baffled many individuals and firms over the years. They have come to the forefront in recent times because of their importance. But what does cash flow really mean? What are the effects on our business? How do we deal with it in our day-to-day operations?

First let's define cash flow. The dictionary defines *cash* as "current money in hand or readily available"; *flow* is "to move steadily in an agreeably effortless or rhythmic way."

To translate this into our operations, I would define cash flow to mean, "to move readily available cash smoothly through our daily business

operations." This all sounds fairly simple until we see what comprises the cash side of the term.

### The cash in cash flow

Cash is comprised of three things: original capital, net profit after taxes, and depreciation expense. Below are three examples of typical cash flow problems:

•Nurseryman A does not capitalize his company for enough money to really take care of start-up needs. His company should be capitalized for about \$50,000. But like most businessmen, he starts with only \$1,000 to \$5,000. This is how the term *undercapitalized* developed. The company starts with a cash flow problem since there is not enough cash to flow.

•Nurseryman B does not make

much profit from operations because he doesn't know the costs of doing business. He is under the impression that his overhead and costs are less than his competitor's, because the competitor is larger. He tries to do everything himself, which only compounds the cash problem.

•Nurseryman C does not make money on depreciation expense. This is the only expense that is not paid out to anyone. Therefore, it is prudent to invest this money and earn interest on it until needed. Unfortunately, Nurseryman C is already living off his depreciation. This can lead to insolvency. At that point, there is no cash flow at all.

### Flow problems

If any of you have any of the

## Adams' Nursery

159 Stokes Lane  
Forest Hill, LA 71430  
Steven & Barbara Adams  
(318) 748-6745

One mile east of Forest Hill on Highway 112

We offer a good selection of varieties and sizes:

**Azaleas • Camellias • Hollies • Juniper  
Trees • Crepe Myrtle • Hawthorne  
•Other Woody Ornamentals**

## Working for Profits

Management  
Consulting for  
the Green  
Industry

- Seminars
- Speaking Engagements
- Individual Business Consultations
- Team Member Manual
- Incentive Plans
- Sample Contracts
- Computer Software

For further information write or call:

THE WARREN F. PURDY  
COMPANY  
2357 S. Gessner, Suite 209  
Houston, Texas 77063  
(713) 780-4857



above cash problems, you will more than likely have flow problems as well. Let's assume for a moment that you have done everything competently and you feel confident that everything is under control, and that you have no cash problems. This could very well not be the case when you look at the flow side of the term.

Below are three typical pitfalls managers make when cash is plentiful:

- Overexpansion of the existing business, which requires more cash than the net profits can support. Usually with overexpansion comes a disproportionate increase in costs, which reduces net profit. Many firms fail because cash cannot keep up with flow, even though the firm is profitable.

- Collection of accounts receivable becomes haphazard when cash is plentiful. Many firms become fat, dumb and happy about the profit margins

and relax their collection policies. That is when the flow problems increase. Remember, your profits at the end of the month are converted to accounts receivable and not cash in the bank until those receivables are collected.

- The purchase of equipment or land or other fixed assets is the third most common problem in the flow system. If you apply too much of your cash to equipment when your profits are good, you will surely run out of flow at year's end, when Uncle Sam wants his cut. The purchase of nonessential and little-used equipment is a complete mismanagement of cash.

If anyone happens to be guilty of the three problems above, it is not difficult to understand why there are tremendous flow problems.

Combine that with the three sins of cash and you have a monumental and almost

insurmountable cash flow problem.

#### What can you do?

From reading the above, you should now know what cash flow is and the problems that go along with it. But how can you avoid cash flow problems? Try the following:

- Capitalize your company with the proper amount of money.

- Make a profit from the very beginning of your operations by knowing your costs of doing business and add a fair profit, at least a 35% minimum gross profit on sales, allowing for 10% administrative costs for a bottom-line net profit of 25%.

- Invest your depreciation expense monthly and make money in order to offset inflation when it comes time to replace equipment.

- Keep expansion under control so as not to exceed cash flow (less taxes). Be extremely careful of hiring extra personnel so that costs will not increase disproportionately.

- Collect receivables in a timely manner by requesting good-faith money up front and collect the balance if the contract exceeds 30 days.

- Equipment or other fixed assets should be purchased very carefully. Too many companies are "equipment-poor." You must have a real need and/or constant use for equipment before you should tie up current assets for fixed assets. If the equipment does not pay for itself over a period of years, you should rent on an "as-needed" basis.

If you follow the simple rules above, you will not have to worry about cash flow. You will have managed your cash with prudence. Good luck and keep your cash flowing!

The Warren F. Purdy Company,  
Houston, Texas (713) 780-4857.

## BARRY'S NURSERY

*For the Best in Quality B & B Nursery Stock*

P.O. Box 390, Grand Coteau, LA 70541

Located off I-49, north of Lafayette

Call (318) 662-5318 for prices and availability

### B & B TREES

Bald Cypress	Japanese Black	Oaks (Live,
Bradford Pear	Pine	Southern Red,
Chinese Elm	Japanese Pagoda	Shumard and
Chinese Parasol	Tree	Water)
Chinese Pistachio	Magnolia (Southern)	Purpleleaf Plum
Cocos Palm	Magnolia (Saucer)	Redbud
Crab Apple	Maple (Red and	River Birch
Dogwood	Silver)	Sweet Gum
Golden Raintree		Weeping Willow

### B & B SHRUBS

Abelia	Holly (Foster #2)	Pineapple Guava
Azalea	Holly (Needlepoint)	Sweet Olive
Boxwood	Japanese Yew	Wax Ligustrum
Bridal Wreath	Loquat	(treed)
Cleyera	Nandina	Wax Myrtle (bush
Crape Myrtle (red,	Nandina compacta	and treed)
white, pink, purple)		



## Welcome, New Members

**Tujague's Plants and Flowers**  
1904 Moss St.  
Lafayette, LA 70501


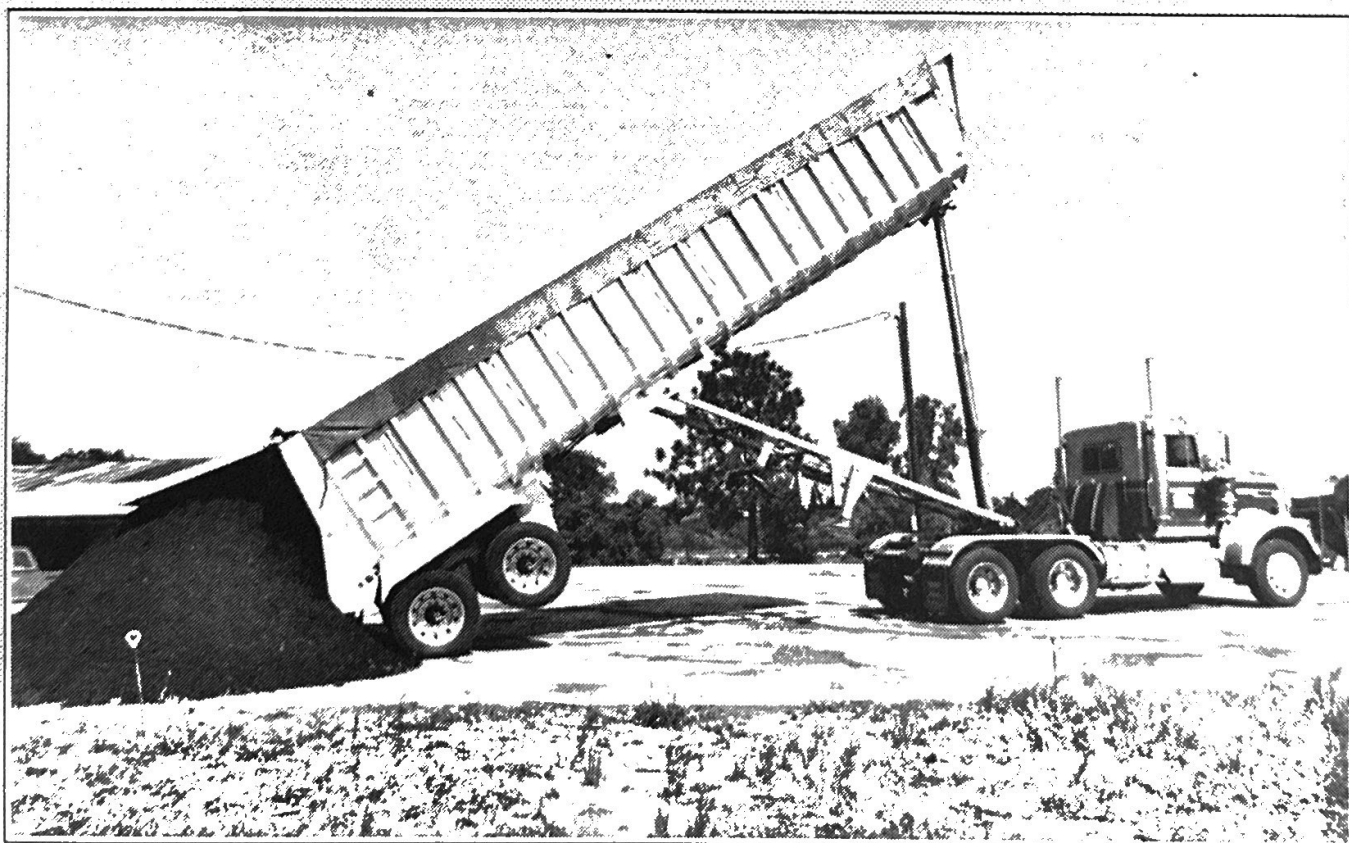
**Macario & Chelsie Carrera**  
P.O. Box 1019  
Glenmora, LA 71433

**Murrell Trading Co., Inc.**  
P.O. Box 102  
Bayou Goula, LA 70716

**Rick Christ**  
A & L Agricultural Labs  
411 North Third St.  
Memphis TN 38105-2723

**Gene Thrower**  
Empire Wholesale Nursery  
Rt. 2, Box 1163A  
Arab, AL 35016

**RIDGE  
NURSERY**  
Victor Sharp  
Rt. 4 Folsom, La. 70434  
(504) 796-3019

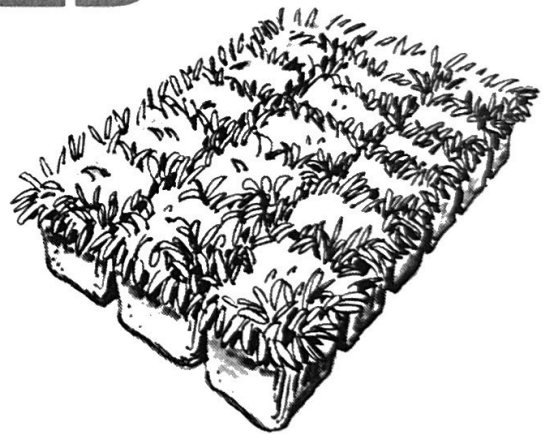
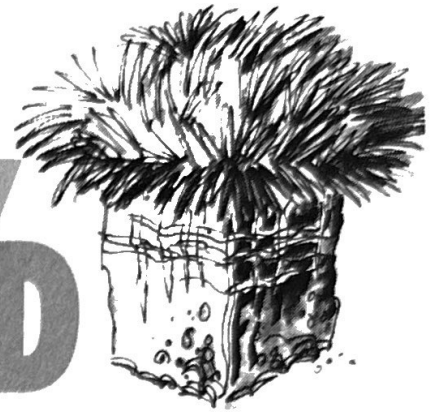
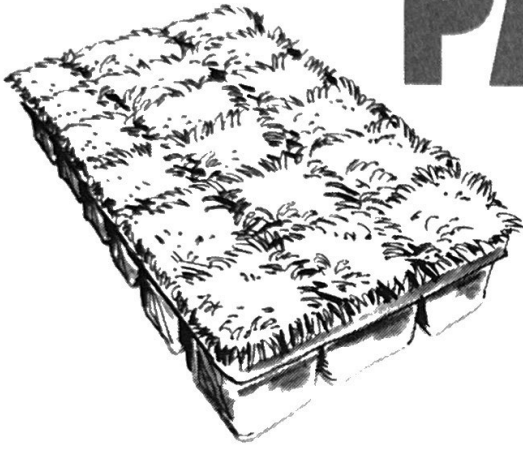
# Hammond's Trucking Company

*Specializing in pine bark mulch for  
nurseries and landscapers*

11678 Highway 165 South  
Forest Hill, LA 71430 (318) 748-6336



# GRASS PLUGS, PACKAGED AND PRICED FOR PROFITS



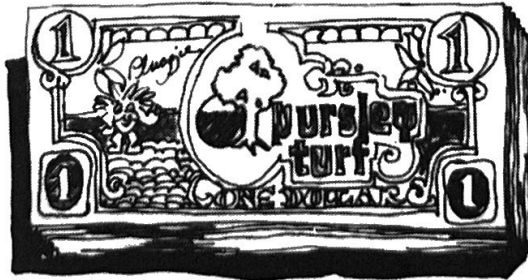
*Beautiful **pursley** grass plugs in trays delivered straight to your garden center.*

## GRASS PLUGS

- Popular, proven do-it-yourself method of lawn establishment, conversion or repair done by the consumer themselves.
- Spreads and grows fast.
- One small tray of plugs, when spaced apart, covers up to 50 square feet.
- Can be plugged into existing yards.
- Fill your customers' needs for top quality, durable southern turf grasses.

## PACKAGED

- 18 large, deep-rooted grass plugs, individually packed in trays.
- Easy "Cash 'n' Carry" Sell.
- Long shelf life. (Keeps for weeks or months when maintained.)
- Clean and easy to handle.



## Grass Plugs Come In:

**Zoysia, hybrid Bermuda,  
Centipede, St. Augustine**

*Including exciting patented varieties:*

**Pursley® Seville St. Augustine**

**Pursley® Cashmere™ Zoysia**

For more information or to become an authorized dealer call:



**(813) 722-4547  
1-800-683-LAWN**

**pursley turf forms**  
Palmetto, FL

- Only one pallet minimum needed per order (150 trays per pallet).
- Free signage, banners and literature available.

## PRICED

- Moves fast in volume. Great weekend traffic builder.
- Make much, much more \$\$\$ than selling grass seed or sod.
- Credit terms available.

## PROFITS

- See a dramatic increase in tie-in sales.
- Pursley authorized dealers sell up to tens of thousands of trays annually.

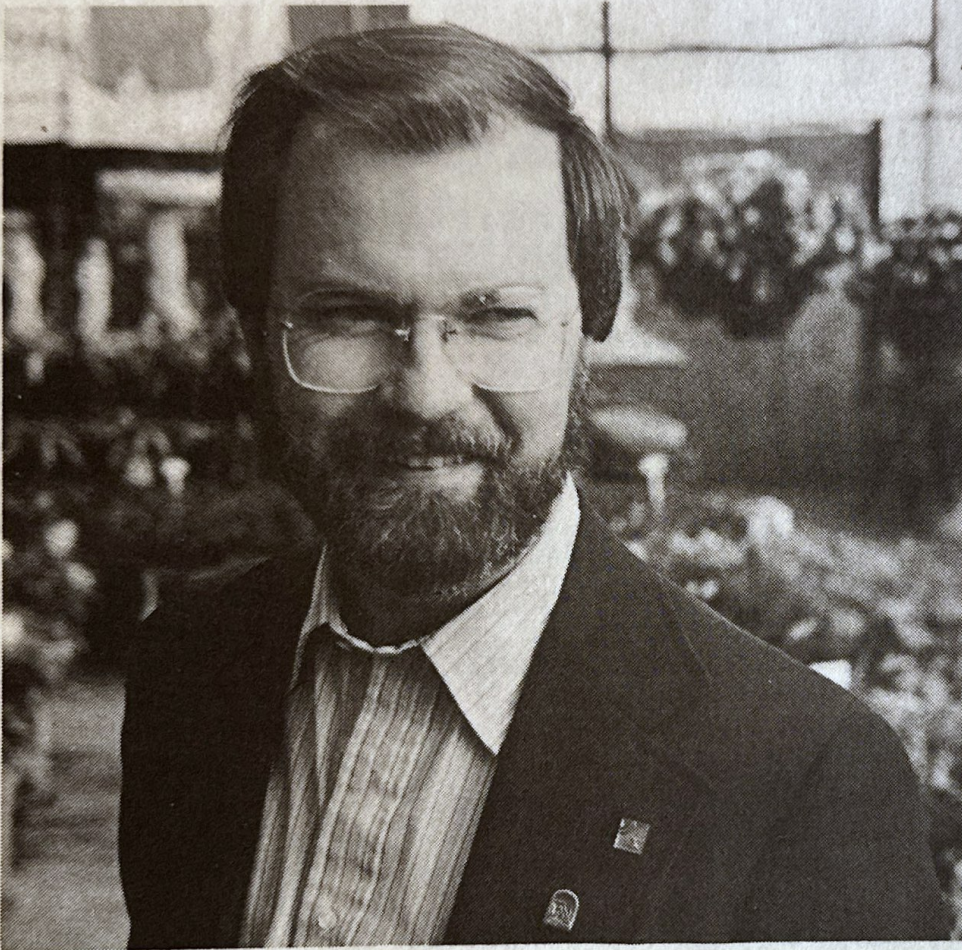


Pursley Turf

— Over 35 Years of Turf Experience



## Akin Leaves the Nursery Business for a Higher Calling



As he was preparing for an out-of-town business trip, Shreveport native Frank Akin had a sudden change of heart. A dam broke inside him, so to speak.

He decided that he wanted out of the business he was in. He would enter a new and totally different field. He would move six hundred miles away and study three years to enter this new field, almost as soon as he and his new wife could pack their bags.

Not an unusual story, perhaps. Everyone changes course in life, particularly the recently married.

But Frank Akin was in the nursery business, and his business trip was to the Southern Nurserymen's Association annual trade show.

Frank was going to Atlanta because he was president of the Southern Nurserymen's Association.

**FOR GREENER LAWNS, THIS STUFF IS A JEWEL!**

Green Diamond's New Supreme Lawn Food delivers all the micronutrients your lawn needs to make it lush and green. Its sulfur coated urea nitrogen content makes it long lasting. Each bag covers up to 8400 square feet of lawn. Make your lawn the "gem" of the neighborhood... ask for Green Diamond, the *Long Lasting Fertilizer*.



**A Louisiana-made fertilizer**

Bonus Crop Fertilizer, Inc.

Crowley, LA (318) 783-3505  
Houston, TX (713) 975-7365  
Greenville, TX (214) 455-9439  
Bay City, TX (409) 245-4825



It was his show, and it would attract ten thousand people from all over the U.S.

He had been in the nursery business for 25 years. He had held every office in LAN. In 1994, by the traditional rotation of offices, he was due to become president of the American Association of Nurserymen.

Not many professionals reach the pinnacle of leadership in a field they've given 25 years to, only to abandon it and start afresh as a student, preparing for a totally different profession.

Akin's retail nursery business was in fine shape, the result of decades of good community relations and the initiative of a young, energetic staff.

Why did he leave?

"It just takes a long time for God to work on some people," Akin said in a telephone interview. "It's not when you're ready, it's when He's ready."

Akin left the nursery business for the pulpit. He is now studying to be a Methodist minister.

"I think I was born to be a minister. It's kind of a historical thing in our family. My great-great-grandfather and my grandfather were Methodist ministers, as well as my uncle and a cousin."

Akin says he first felt a calling to the ministry about seven years ago, but a specific incident told him his time had come.

"I simply made a one-line prayer to God that if He would help me financially to go, I would go. Three days later a man came to me with a proposal that would have allowed me that financial independence. I went home and told my wife what had happened and to start getting everything together. We were moving."

Akin enrolled at the Warren

A. Candler School of Theology at Emory University. Emory is located in Atlanta. He never returned from his business trip to SNA; he had taken on a new business.

"We moved here on faith in August of this year, five days before the SNA convention. We had boxes everywhere."

"It's exciting. We've made a lot of friends here and the school is great. It's like getting manna every day."

"It's interesting to put your brain back into academia after 25 years, especially religious academia. My bucket was pretty empty and I had a lot to learn."

"After we'd been here six weeks the reality hit me and I called my dad and said, 'I'm home.'"

Akin is in a three year program, "unless I manage to cram it into four." He says he doesn't know what the future

## LAFLEUR'S NURSERY

### 90 Acres Field Grown Nursery Stock QUALITY IS OUR SPECIALTY

200,000 Container Grown Plants

Our own selection of *Raphiolepis* are planted and growing well all over Louisiana, Texas, Mississippi and Arkansas

*Raphiolepis Janice* - blooms pink and semi-dwarf  
*Raphiolepis Elizabeth* - light pink and excellent growth  
*Raphiolepis Peggy* - pure white, excellent foliage

### 200,000 Container Grown Plants

Star Rt. Box 222A

Washington, LA 70589

Phone (318) 826-7118



holds. "We just know we're supposed to be here, and He'll tell us where to go and what to do."

He is negotiating the sale of Akin's Nursery to Foster Cook, his general manager, and Donna Timms, his landscape manager. They and assistant manager Joyce O'Hern have been running the nursery since August.

He has resigned his position on the AAN board. Dennis McCloskey of Windmill Nurseries in Franklinton replaces him.

"I've never been more contented," Akin says. "I will use the gifts that I've gained through the nursery industry in my ministry. We really don't want to be out of the nursery industry. It'll always be a part of me. I told AAN that I hoped they'd need a chaplain one day."

"Tell everybody back home that we love 'em all."

Frank and Leslie Akin can be reached at 1097 Oakdale Road, N.E.; Atlanta, GA 30307.

## Mid-South Turf

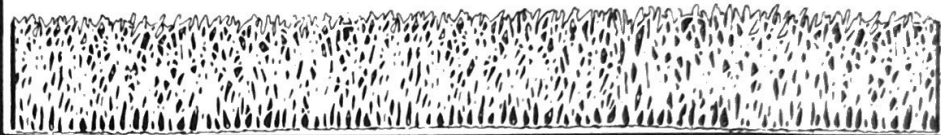
Quality Sod For Landscaping

Abita Springs, LA

(504) 892-1892

1-800-852-4244

A Division of T.L. James & Company, Inc.



## GEHRON-TEED BARK COMPANY & NURSERY



STAR RT. 1, BOX 11-G, DeRidder, LA  
70634 (318) 463-3148; 463-9683

**Pine Bark and Mulches:**  
All Grades  
Available in bulk or bagged

**Nursery Plants:**  
Container-grown trees and  
ornamentals are our specialty

Magnolia • Tulip Poplar • Pistachio • River Birch • Hollies  
Blueberries • Crape Myrtles • Azaleas • Photenia and others

**WRITE OR CALL FOR OUR PRICE LIST**

## Mizell's Nursery Inc.



*We offer a  
complete line  
of container-  
grown shrubs,  
azaleas and  
trees.*

P.O. Box N  
Garrett Road  
Folsom, LA 70437  
(504) 796-5600  
(504) 796-5200

## pittman

WHOLESALE NURSERIES

**AZALEAS** (25 Varieties)  
**HOLLIES** (20 Varieties)  
**JUNIPERS** (15 Varieties)  
**ASSORTED SHRUBS** (30 Varieties)  
**TREES** (over 60 Varieties)  
**GROUND COVERS** (20 Varieties)  
**SEASONAL PLANTS** (100 Varieties)  
**MANY MORE VARIETIES OF TREES & SHRUBS**

### SIZE AVAILABILITY & PRICES

1 Gal.	Full Gal.	2 Gal.	5 Gal.	10 Gal.
\$1.40	\$1.80	\$3.25	\$5.90	\$27.50

For a full price list and availability list, plus quantity discounts, call:  
**PITTMAN WHOLESALE NURSERY**  
P. O. Box 606 • Magnolia, Arkansas • 71753  
(501) 234-1111

ARKANSAS  
1-800-553-6661

OK, LA, TX, MO, TN, MS  
1-800-332-6661



*Fast  
Accurate  
Complete  
Testing  
Services*



*FOR  
NURSERYMEN*



**Most Tests Complete in 3-4 Days!**

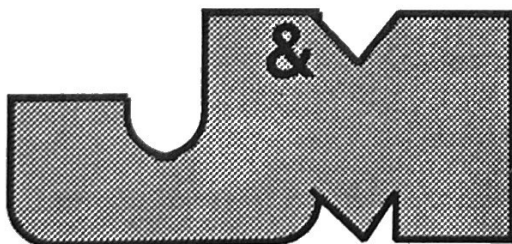
- Soil Testing •Fertilizer Recommendations
- Landscape, Lawn & Garden Soil Test Kits
- Plant Analysis •Water Analysis
- Nematodes •Pesticide Residues



**Sampling Equipment**

- Soil Probes
- Compaction Testers
- Soil Thermometers
- Sample Bags and Shipping Boxes

**A&L AGRICULTURAL LABS OF MEMPHIS, INC.**  
**411 N. Third Street • Memphis, TN 38105-2723**  
**In TN (901) 527-2780**  
**Outside TN (800) 624-2044**

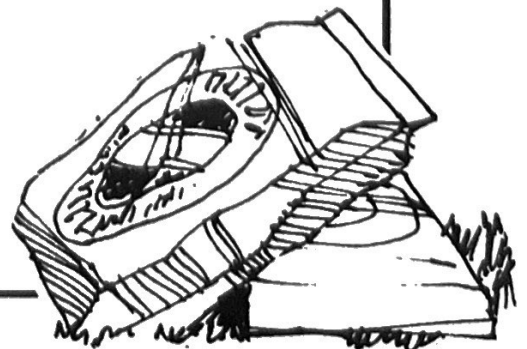


**INDUSTRIES, INC.**

4500 North Dorgenois St.  
 Corner of Poland Ave.  
 New Orleans, LA 70117

**Nursery Nails • Greenhouse Film • Shade Cloth  
 Clear & Black Plastic Film • Ground Cover  
 Freeze Protection Material • Burlap by the Bale  
 or Bolt • Green Treated Burlap • Nursery Squares**

**Carl Wild**  
**Vice President & Director of Sales**  
**(504) 947-1002**  
**(504) 947-2714**





# LAN-MNA-ASLA Short Course and Conference

Saturday and Sunday, January 14-15, 1989  
Bellemont Hotel, Baton Rouge, La.

*Tentative topics below; final itinerary not available at press time*

## Landscape Contractors

### **Landscape Pest Management—A**

#### ***Necessity to Maintaining Resource Aesthetics***

Dr. Abe Oliver, plant pest control consultant, Baton Rouge

### **Water Management from a Landscape Approach**

Tom Shannon, district manager, Rain Bird Sprinkler Manufacturer, Canton, GA

### **Marketing Your Artistry**

Judy and David Frossard—David Frossard Landscape Contractor, Folsom, LA

### **Interior Landscape Design and Installation**

William T. Arterburn, Mesa Design Group, Dallas, Texas

### **Cooperative Contracting Practices**

Van Cox, Landscape Architecture, LSU

### **Weed Control in the Landscape**

Dr. Brison James, Nursery Consultant, McMinnville, TN

### **Panel: Use of Plant Growth Regulators in the Landscape**

Wayne Wells, Hammond Research Station  
Dr. Adolf Laiche, Mississippi State University  
Industry Representatives

## Greenhouse Growers

### **Micronutrient Problems in the Greenhouse and**

#### ***Developing a Fertilizer Plan for Greenhouse Production***

Dr. Paul Nelson, Dept. of Horticulture, North Carolina State University, Raleigh, N.C.

### **Weed Control in the Landscape**

Dr. Larry Kuhns, Dept. of Horticulture, Penn State

### **Ebb and Flow**

Dr. Donald Fuller, LSU Burden Research Plantation, Baton Rouge

### **Modern Technology: Bedding Plants and Plug Culture**

Billy Powell, Powell Plant Farm, Troup, Texas

### **Water Quality**

Terry Wilbourne, W. R. Grace Co., Brandon, MS

### **Suwannee River Success Story: Marketing Hydroponic Vegetables Through a Cooperative**

Daniel Diaz de Arce, Suwannee Growers, Lake City, FL

## Retail Garden Centers

### **Merchandising in Today's Market**

Sonny Panzico, Sonny Panzico's Nursery, Monroe, LA

### **Specialized Off-Price Merchandising**

Roger Mayes, Louisiana Nursery Outlet, Baton Rouge

### **Marketing Perennials**

Cor Nordemeer, Dallas, Texas

### **Sign Design for the Garden Center**

Susan Barton, ornamental specialist, University of Delaware Cooperative Extension

### **Building Today's Garden Center**

Billy Martinsen, Jackson, MS

### **Increasing Your Sales in 1989 and How the Independent Can Successfully Compete Against the Mass Merchandiser in Today's Marketplace**

Dr. Charlie Dunn, Garden Center Institute, Roswell, GA

## Wholesale Growers



**Marketing in Today's Economy**

Will Irwin, nursery consultant, Houston, Texas

**Trickle Irrigation of Field Grown Nursery Stock**

Mike Goree, Poly Drip, Walker, LA

**The Small Specialized Nursery**

Jim Gaston, Fernwood Nursery, Semmes, AL

**Propagation Practices**

Jim Berry, Flowerwood Nursery, Loxley, AL

**Industry Experience with Gro-Bags and Nursery Weed Control Practices**

Dr. Brison James, nursery consultant, McMinnville, TN

**Research with Gro-Bags**

Dr. Donald Fuller, LSU Burden Research Center

**Nursery Practices which Influence Growth and Survival in the Landscape**

Dr. Larry Kuhns, Penn State University

**Nursery Insects and Their Control**

Dr. A. D. Oliver, plant pest control consultant, Baton Rouge

## Landscape Architects

**Design with Native Plants and Wildflowers**

Dr. Chuck Fryling, LSU School of Landscape Architecture

**Coastal Preservation and Restoration**

Dr. Dave Chambers, director, Office of Coastal Restoration, Louisiana Dept. of Natural Resources

**Louisiana's Coastal Vegetation Program**

Dr. Bill Good, head, Coastal Vegetation Program, Louisiana Dept. of Natural Resources,

**Design for Wetlands**

Dr. Dale Posey, vice president, Edward D. Stone Jr. and Associates, Ft. Lauderdale, FL

**1988 ASLA Awards Program: A Review of Projects**

Dr. Neil Odenwald, director, LSU School of Landscape Architecture, and Bill Daly, partner, Daly & Ibert Landscape Architects

**Green Laws for Louisiana**

Keith Villere, Natives Landscape Corp. and Buck Abbey, LSU School of Landscape Architecture

**Professional Image Management and Promotion**

Mark Van Tillburg, vice president in charge of public relations; Hoffman, Miller, New Orleans

## Special Events

- LAN, MNA, ASLA Business Meetings
- Ladies' Luncheon (Saturday, 11:30)
- AAN Luncheon (Sunday, noon)
- Panel Discussion on *Marketing = Success for the Green Industry* (panelists Will Irwin, Mark Van Tillburg, Dr. Charles Dunn and Pat Moore)
- Social Hour and Banquet (Saturday, 6 p.m.) featuring Cajun Humorist Dave Petitjean.
- Some 140 exhibit booths

## Registration

Join us in Baton Rouge for a gathering of all phases of the Green Industry!

This year for the first time, the American Society of Landscape Architects joins the Louisiana and Mississippi Nurserymen's Associations for two days of professional discussions. Meet new people and new ideas, and view the latest nursery products displayed in some 140 trade show booths.

Registration costs \$25 per individual for both days of the conference, or \$15 for one day only. The Saturday evening banquet is \$20. Registration hours are from 1-6 p.m. Friday, Jan. 13, from 7:30 a.m. through the day Saturday, and from 7:30 a.m. through noon Sunday.

Registration will be in the lobby of the Bellemont Great Hall; no preregistration. A few trade show booths are still available. For more information, contact Dr. Warren Meadows, LAN secretary, at (504) 766-3471.

Please make your hotel reservations as soon as possible! Singles and doubles are \$48. Call the Bellemont, (504) 357-8612, for reservations. To reach the Bellemont from Interstate 12, take the Airline Highway (Hwy. 61) exit north; the Bellemont will be four miles on your left. Those coming from the north on Interstate 110 should take the Airline Highway exit south; the Bellemont will be four miles on your right.



# TEXAS PROCESSED PLASTICS, INC.

*Manufacturer of Nursery Containers*

## HAMMOND'S NURSERY SUPPLY

Route 1, Box 164  
Forest Hill, LA 71430  
318/748-8161

**Travis Johnson**  
Vice President

**Mike Goree**  
General Manager  
*South Louisiana*  
*Mississippi*  
*Alabama*  
(318) 748-6083

**Mark Pringle**  
Manager

**Robert Melder**  
**Chris Doyle**  
**Marilyn Wilson**  
Inside Sales

*Distributor of Containers and Horticultural Supplies*

# HENRI

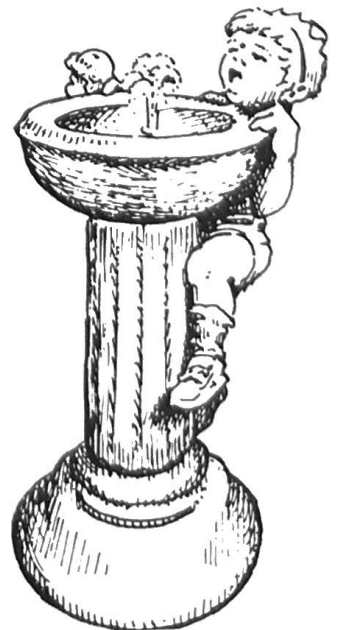
STONED INC.

**Gordon Barney**  
720 Castle Kirk  
Baton Rouge, LA 70808  
(504) 766-4480



**The world's largest  
designer and  
manufacturer of quality  
stone garden decor**

*Let us increase your profits with  
handcrafted stone fountains and statuary  
No watering • No freeze damage*



# MINIATURE ROSES

## THANK YOU!

AGM appreciates your business and we are working hard to assure you the quality and service you expect.

Call Us For

AGM's

1988 Miniature Rose Catalog!

## NEW FOR 1988

- Rosa Belle™ - Deep pink.
  - Tennessee™ - Orange and white.
  - Peggy "T"™ - Single, deep pink, white center.
  - Heavenly Days™ - Apricot blend.
  - Old Glory™ - Rose red.
- Grown and shipped in 4-inch pots.

# AGM

P.O. Box 6056  
Monroe, LA 71211

Miniature Roses, Inc.

318-323-1219  
Originators of the Maxi-Mini™

# E.P.

## Dwarf Red-Maple

A chance seedling selected years ago by E. P. Akin of Akin's Nursery and Landscaping (Shreveport) as the best quality red maple he had ever seen. Holds its color well in the summer.

\$1.25 each in rose pots.

### Contact:

Sherwood's Greenhouses  
J. S. Akin, Owner  
P.O. Box 6  
Sibley, LA 71073  
(318) 377-3653

# George Johnson Nursery, Inc.



Quality is  
the root  
of our  
business

Rt. 1, Box 51-A  
Forest Hill, LA 71430  
(318) 748-8715



# Strawberry-Bush

## A native *Euonymus*

By Dr. Severn Doughty

This lovely small understory shrub is a far cry from the Golden or Silver *Euonymus* in the trade. If you're not familiar with Strawberry-Bush, I hope you'll soon be.

Strawberry-Bush has a number of other common names, including Wahoo, American *Euonymus*, Bursting-Heart, Hearts-a-Bustin', Brook *Euonymus*, Spindle Bush and Fish-Wood. It belongs to the *Celastraceae* (Staff-Tree) family, and is scientifically known as *Euonymus americana* L. (Hortus Third, 1978).

According to Vines (1976), it ranges from Texas north through Oklahoma to Nebraska, then east to New York and finally south to Florida. It encompasses all the southeastern states.

Strawberry-Bush prefers shade and can be seen growing along streams at wood's edge, in rich soils high in organic matter and even on bluffs. It really isn't picky about soil types because I'm growing two of them, one in Sharkey clay, the other in a mixture of clay, sandy loam and river sand. Both are doing fine.

Strawberry-Bush has a slow to medium rate of growth and is fairly easy to transplant, especially during winter. However, since the plant only grows to about six feet, it should be easy to obtain most of the root system of any size plant at digging. It also does well in containers.

Strawberry-Bush has a fine to medium texture. It grows upright to oval in form and may sometimes become open and

irregular. Massing them would be ideal, especially in a naturalistic setting. They also can be used for background plantings where you might want your view to recede.

Not many plants, especially in south Louisiana, will give good fall color, but this one will.



It turns a beautiful orange-red and, if massed, the grouping will become a sea of color.

Strawberry-Bush leaves are simple, opposite and light to medium green with crenate to serrate margins. They may range from about to almost four inches in length and from  $\frac{5}{16}$  to  $1\frac{1}{2}$  inches wide. The leaves may be oblong, lanceolate or broadly oval. The mostly green

to brown warty stems provide additional character to the plant.

The perfect half-inch flowers are not obvious, but are quite interesting on close inspection. One to three flowers appear during May and June on slender stalks (peduncle) arising from the leaf axils and often resting on the leaf blades. The petals are rounded and are attached to a round disk in the center. Arising from the disk are five sets of very short filaments and anthers. Floral colors may range from a creamy yellow-green to green, to a purplish-green.

The very ornamental fruit, one inch in diameter, appear from late September to October and may persist through December. They are somewhat depressed, globose, warty capsules that are split into three to five strawberry-colored lobes. Brilliant crimson to orange seeds three to five in number protrude from the capsule, providing a very showy and unusual visual display. A number of books are available with good color prints of the plant in fruit. (Gupton 1987, Justice and Bell 1983, Oefinger and Halls 1974, Campbell, Hutson and Sharp 1984, Stupka 1965).

Strawberry-Bush can be propagated in many ways. A large clump can be divided easily in winter. Layering can be rather easy during the growing seasons, and root cuttings also can be taken in the late fall. Dirr (1987) suggested

taking seeds and providing a three-month warm /three-month cold stratification period to break the apparent double dormancy. He further recommended taking cuttings in September and allowing them to soak in 20 or 60 ppm IBA for 24 hours. Up to 98% rooting could occur within four to five weeks.

There are virtually no varieties of wahoo listed in the literature except for *E. americana* var. *angustifolius* (Pursh) wood which is an upright, narrow-leaved, half-evergreen type that may be somewhat taller than the species (Krussman 1977, Vines 1976).

Wahoo is particularly prized by white-tailed deer (Halls and Ripley 1972, Oefinger and Halls 1974). According to Halls and Ribley, it is heavily browsed during late winter into early spring. The high crude protein content of the leaves and stems is highly beneficial to them. Because Strawberry-Bush is not abundant, it seldom contributes more than about 2% of a deer's diet. Birds also relish the fruit.

Strawberry-Bush may be poisonous. Although no reported poisonings have occurred with *E. aermicana*, known poisonings have been reported in Europe for *E. europaeus* fruit. Some in this country use *E. atropurpureus* bark as a medicinal, which has caused poisonings.

*Euonymus europaeus* contains a number of toxins, which led Hardin and Arena (1974) to declare, "all species should be suspected of potential danger."

Several insect pests can be a problem, unless controlled early. I have seen quite an infestation of euonymus scale on some of the stressed plants featured at the Louisiana Native Plants exhibit at the 1984 World's Fair. However, they were controlled by spraying Orthene

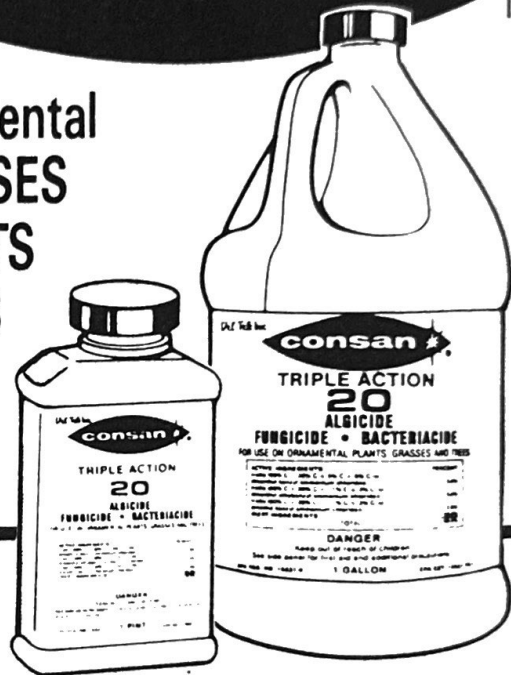
# THE ORIGINAL

Del Tek Inc.



for Ornamental  
GRASSES  
PLANTS  
TREES

EPA REG.  
NO. 10331-9



## TRIPLE ACTION 20

- FUNGICIDE \_\_\_\_\_
- ALGICIDE \_\_\_\_\_
- BACTERICIDE \_\_\_\_\_

EFFECTIVE \_\_\_\_\_  
ECONOMICAL \_\_\_\_\_  
EASY-TO-USE \_\_\_\_\_

LAWN BROWN PATCH  
FADING-OUT  
PHYTHIUM BLIGHT  
ROSE BLACK SPOT  
BACTERIAL FIREBLIGHT  
POWDERY MILDEW

OUTDOOR,  
INDOOR and  
GREENHOUSE  
APPLICATIONS  
including  
FILTER SYSTEMS  
and  
COOLING PADS

FOR MORE INFORMATION CONTACT YOUR SUPPLIER or

## DEL TEK, INC.

P.O. Box 179 • Pearland, Texas 77588

(713) 485-3520

Nationwide Toll-Free 1-800-367-3951



75S and superior horticultural oil.

Halls and Ripley (1972) reported that caterpillars can periodically defoliate the plants, but have seen no apparent permanent injury. To control caterpillars try Orthene 75S, or one of the biological controls such as Dipel, Thuricide or Biological Worm Control.

Wehlburg et al. (1975) reported that a number of diseases attack the whole genus. They list several leaf spots, anthracnose, powdery mildew, thread blight caused by *Rhizonctonia* and wilt caused by *Verticillium*. However, not many have been reported on Strawberry-Bush in Louisiana.

Strawberry-Bush is scarce, but the following nurseries carry it: Oak Haven Farms, 18377 Blythe Rd., Prairieville, LA 70769, (504) 622-1058; Jenkins Farm and Nursery, Rt. 2, Box 140A, Amite, LA 70422, (504) 748-7746; and Natives Nurseries, P.O. Box 2355, Covington, LA 70434, (504) 892-5424.

Don't overlook the possibility of including this plant in your choice of materials for production or landscape design. Remember, it's one of the few plants that provides good fall color and unusual fruiting characteristics.

#### References

1. Bailey, L. H., and E. Z. Bailey, 1978. *Hortus Third*. MacMillan Pub. Co., New York.
2. Campbell, C. C., W. F. Hutson, and A. J. Sharp, 1984. *Great Smoky Mountains Wildflowers*, 4th ed., University of Tennessee Press, Knoxville.
3. Dirr, M. A., and C. W. Heuser Jr., 1987. *The Reference Manual of Woody Plant Propagation: From Seed to Tissue Culture*. Varsity Press, Athens.
4. Gupton, W. O. and F. C. Swope, 1987. *Fall Wildflowers of the Blue Ridge and Great Smoky Mountains*. Univ. Press of Virginia, Charlottesville.
5. Halls, L. K., and T. H. Ripley, 1972. *Deer Browse Plants of Southern Forests*. U.S. Forest Service South and Southeast Forest Exp. Station,

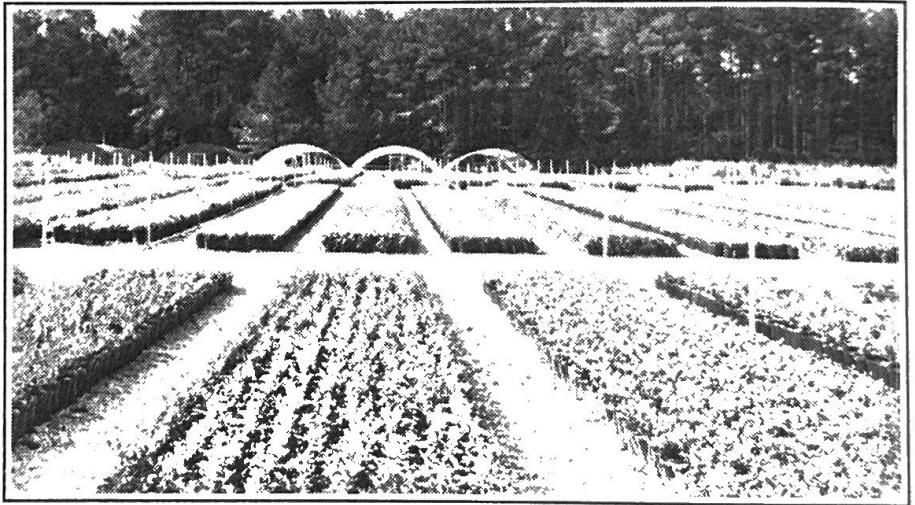
New Orleans, LA

6. Hardin, J. W., and J. M. Arena, 1974. *Human Poisoning from Native and Cultivated Plants*. Duke Univ. Press, Durham, N.C.
7. Justice, W. S., and C. R. Bell, 1983. *Wildflowers of North Carolina*. Univ. of N. C. Press, Chapel Hill.
8. Krussman, G. 1977. *Manual of Cultivated Broad-leaved Trees and Shrubs*, Vol.2. Timber Press, Portland, OR.
9. Lampe, K. F., and M. A. McCann, 1985. *AMA Handbook of Poisonous and Injurious Plants*. Am. Med. Assoc., Chicago, IL.
10. Oefinger, S. W. Jr., and L. K. Halls, 1974. *Identifying Woody Plants Valuable to Wildlife in Southern Forests*. U.S.D.A. Forest Service

Research Paper, SO-92 Southern Forestry Exp. Station, New Orleans, LA.

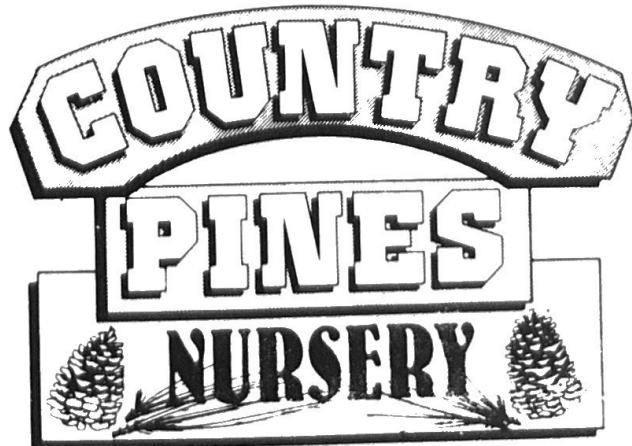
11. Stupka, A., 1965. *Wildflowers in Color*. Harper and Row Publishers, New York, N.Y.
12. Vines, R. A., 1976. *Trees, Shrubs and Woody Vines of the Southwest*. Univ. of Texas Press, Austin.
12. Wehlburg, C. S., S. A. Alfieri Jr., K. R. Langdon and J. W. Kimbrough, 1975. *Index of Plant Diseases in Florida*. Florida Dept. of Agri. Bulletin 11, Gainesville.

## Dependable Quality



**WE STRIVE FOR EXCELLENCE**

Quality Control • Efficient Service  
Customer Satisfaction



Richard Odom  
P. O. Box 99  
Forest Hill, LA 71430

Phones:  
(318) 748-6458  
(318) 776-5236

# Imahara's

Landscape

**WALTER M. IMAHARA**

8680 Perkins Rd. • Baton Rouge, LA  
70810 • (504) 767-2250



**Expect  
Extra  
Sales**

**With Plants From Us**

*When Quality Counts.....*

**CASADABAN  
NURSERY, INC.**

Lowé Davis Road Abita Springs La. 70420

Mailing Address:

Route 5, Box 160 Covington, La. 70420

Covington — (504) 892-2795

New Orleans — (504) 524-7094



## Simpson Sod

Over 20 years experience

- **BEAUTIFUL SOD**
- **SHADE TOLERANT**
- **EMERALD GREEN**
- **MANY VARIETIES**
- **GUARANTEED NO PASTURE GRASS**
- **WEED FREE—NO FIRE ANTS**
- **LICENSED & INSURED**
- **WE DELIVER AND UNLOAD**
- **MEMBER, AMERICAN SOD PRODUCERS ASSOCIATION**
- **MEMBER, LOUISIANA ASSOCIATION OF NURSERYMEN**

**Penn Mill Road  
Box 3016  
Covington, LA  
70434**

**(504) 892-4065**



# Hammond Station Issues Progress Report

Studies of fruit crops, ornamentals, turfgrass, vegetables and weed control are reported in detail in the recently issued Progress Report of the Hammond Research Station, a branch of the Louisiana Agricultural Experiment Station.

"Production of all horticultural crops appears to be on the

increase in Louisiana," the report says. The writer attributes this to farmers' seeking additional income in Louisiana's depressed economy, but also to homeowners' greater interest in growing their own food for health reasons.

Among the findings reported:

- Blueberry trials revealed Tifblue, Bluegem and Woodard

as the top three producers, with the Tifblues producing 17.2 pounds of berries/plant, or 10,404 pounds/acre.

- Among American bunch grapes, Miss Blue produced the highest yields, 56.8 pounds/vine. Top muscadine varieties are Fry, Carlos and Jumbo, all producing more than six tons/acre.

## BROUSSARD-CARNEY RICE HULL COMPOST, INC.

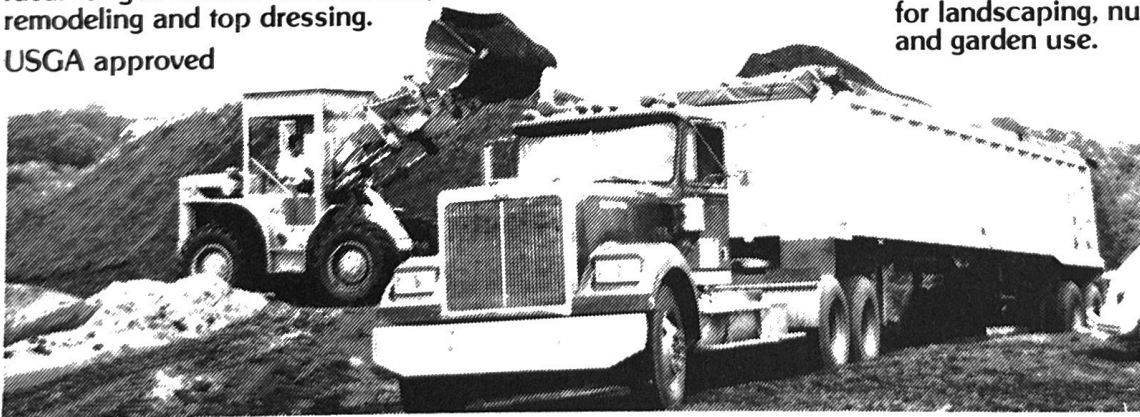
P.O. BOX 59 ESTHERWOOD LA 70534  
(318) 788-3106 OR (800) 888-0939

# RICE HULL COMPOST

Direct substitute for peat. Available in bulk.

- Ideal for golf course construction, remodeling and top dressing.
- USGA approved

- Excellent characteristics for landscaping, nursery and garden use.



*"...for the survival of the bermuda grasses in hot, humid climates, rice hulls have proven to have excellent long term characteristics in helping to maintain healthy greens"\**

*"When growing bentgrass in the South, Rice Hull compost characteristics are virtually priceless"\**

### Physical properties

- Consistent 6.4 PH
- Uniform particle size – easy mixture with any medium
- Sterile content – no weed seeds
- Drains easily – improves water holding capacity
- Longer residual effect
- No salinity hazard
- Improves fertilizer utilization
- Light weight
- Consistent chemical analysis
- Totally organic
- Will not shrink

### Chemical analysis

- Soil PH Rate – 6.4
- Soluble Salts mmhos/cm – 0.22
- Nitrogen N ppm N – 12
- Phosphorus P ppm P – 26
- Potassium K ppm K – 259
- Moisture Holding – 355
- Infiltration M 1/5 min. – 4510
- Organic Matter Enr lbs/A – 242
- Bulk Density – 217.6 g.

For ordering information call:

**Bill Carney**  
President

**(800) 888-0939**

OR (318) 788-3106

\* Agri-Systems of Texas, Inc.

• Strawberry studies include reports on fertilizers, fungicide, frost control and irrigation.

• The report gives results of fertilization and growth regulators of poinsettias.

• In studies of slow-release fertilizers on azaleas, holly, juniper and ivy, Osmocote outperformed SREF in producing both desirable size and color. Dibble application outperformed general incorporation throughout the potting mix in

terms of growth and color, although incorporated fertilizer produced the highest-quality root ratings.

• In testing five fertilizer regimens for five-gallon container plants, researchers grew cypress, Chinese fringe-tree, "Pink Camellia" azalea, weeping willow and gardenia. The top regimen was incorporation of four pounds of dolomitic limestone, three pounds of 13-13-13 and three ounces of FTE 555 into a cubic-

yard mixture of 10 parts pine bark and one part sand. This was followed by three monthly surface applications of 17-10.6-10.6 beginning one month after planting.

• Sierra Controlled Release Nutrients (SCRN) outperformed Osmocote in size ratings of three-quart potted azaleas, holly, camellia and juniper; however Osmocote produced a higher color rating.

• Growth regulators produced little success in reducing freeze damage following a warm period during late winter or fall (such warm periods reduce the "hardening off" effects of previous cold periods). Plants tested were Carror and Carla azaleas, pittosporum and viburnum. Growth regulators were B-Nine, A-Rest, Clipper, Cutless, Embark and RSW-0411. While some treatments reduced freeze damage, they also reduced size ratings.

• The new "rootpruning" pots manufactured by Imperial Plastics produced little advantage over standard pots in growing redbud, oak and pecan trees, in both the one-gallon and three-gallon containers tested. Only in the one-gallon redbud did the rootpruning pot give significantly better performance.

• A new zoysiagrass introduced from California, El Toro, offers good establishment rates, early spring greenup and good fall color retention, as well as tolerance to zoysia rust. It competes well with weeds and other turf species after establishment, but bermudagrass can infest it during sprig or plug establishment.

• Physical weed barriers for large containers need improvement. Carpet pads allow wind-blown weed seed to germinate on top of the pad. Roofing felt shrinks with age. Woven fabric gave good results, but all physical barriers are labor-intensive to cut and fit. Pre-cut fitted barriers with specially designed retainer rings are needed, the report says.

**Phone**  
**(318) 748-6959**

**Mail:**  
**P. O. Box 153**  
**Forest Hill, LA**  
**71430**



**Harold  
Poole  
Nursery**

## Quality Grown Plants

*Located on Highway 112 East  
Between Forest Hill and  
Lecompte*

**Harold Poole, Owner**  
**Harold Poole, Jr., Horticulturist, B.S.**

*Member of:*  
International Plant Propagators Society  
Louisiana Association of Nurserymen  
Central Louisiana Association of Nurserymen



Of the chemical treatments on redbud and red maples in large containers, "Roundup provided the best overall control of existing weeds....Poast also gave excellent post control of grassy weed species. Goal and Surflan gave the longest residual control, although Ronstar was also effective."

The report is available from the Hammond Research Station, 5925 Old Covington Highway, Hammond, LA 70403.

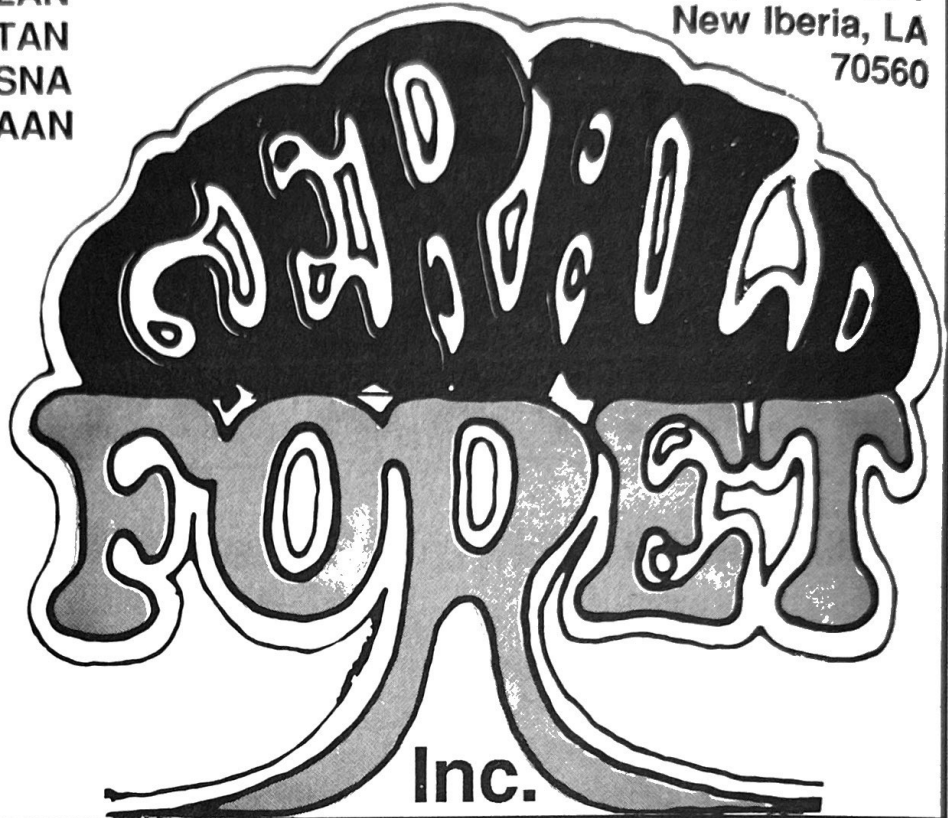
## La Croix Nursery

**Wholesale**

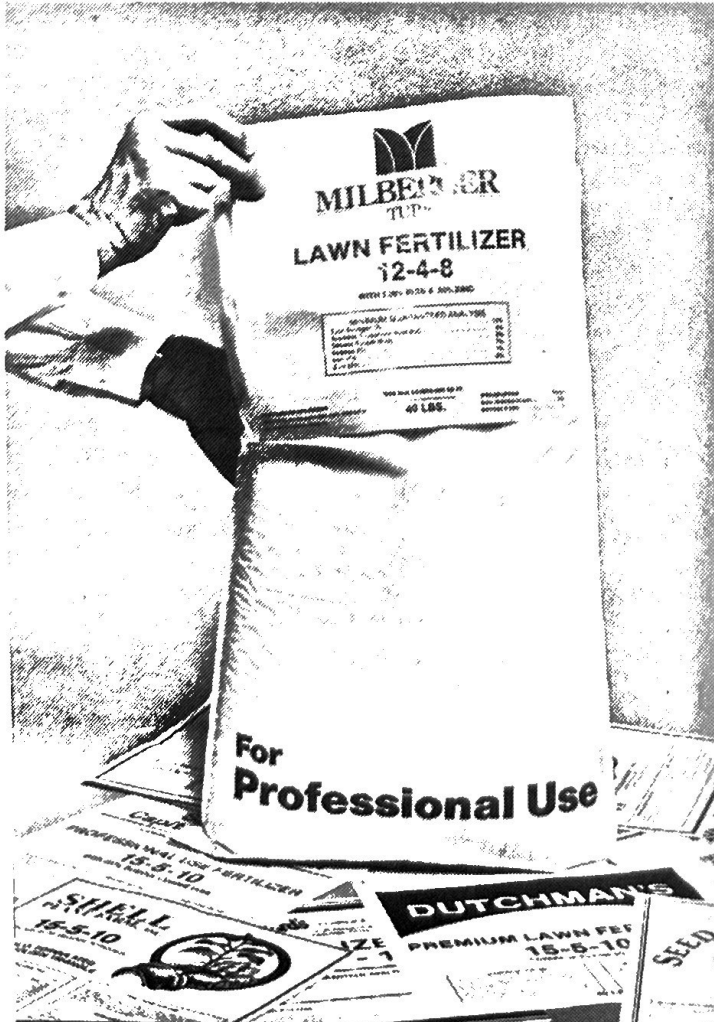
**(504) 892-1736  
Rt. 2, Box 539  
Covington, LA**

Member  
LAN  
TAN  
SNA  
AAN

**(318) 365-4858  
Rt. 1, Box 232-T  
New Iberia, LA  
70560**



**Grower of specimen trees  
and container shrubs**



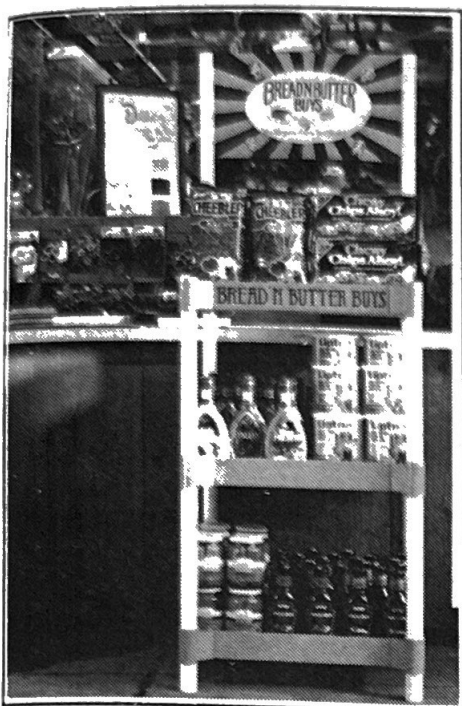
## *Bonus Crop Fertilizers are* "Formulated for your Specific Growing Needs"

The BCF folks are "pros" at blending fertilizers formulated for your specific needs. Whether it's landscape company, tree farm, golf course, playground, cemetery or specialty crop, BCF can provide the custom fertilizer that's right for the job. If you like, we'll even bag the product with your own custom labels. The Right fertilizer at the Right price. With Bonus Crop... It's in the Bag!



**Bonus Crop  
Fertilizer, Inc.**

Houston Office: (713) 975-7365 / Bay City, Tex. (409) 245-4825  
Greenville, Tex. (214) 455-9439 / Crowley, La. (318) 783-3565



## Revenge of the Garden Centers

Retailers: Don't you love the seasonal-purchase and impulse-buying plant specials offered by your area supermarkets?

Here's your chance to return the favor. Sell groceries.

One of the more interesting exhibits at the TAN-MISSLARK show was the "Bread 'n Butter Buys" promotion of the J. Gabriel Food Corp. JGF will sell you food and grocery products to generate impulse sales, and to provide an additional revenue stream.

JGF claims it can sell you name-brand condiments, barbecue sauce and charcoal, desserts, side dishes, cereals, baking mixes, candy and other items at below normal wholesale cost.

Below wholesale? What's the catch? JGF offers products that major food manufacturers have scheduled for phase-out, or for formulation or packaging changes. The company guarantees that the products will be fresh, and provides a display rack for your use.

Because of the special nature of its purchases, JGF requires that cooperating nurseries do not advertise by brand name or picture. For more information contact J. Gabriel Food Corp., (800) 221-0248.



## KENT'S NURSERY, INC.

RT. 1, BOX 183 — YOUNGSVILLE, LA. 70592

(318) 856-6716

"28 Years Of Quality Growing"

- Liriope
- Monkey Grass
- Nandina
- Asiatic Jasmine
- Palm
- Burfordi
- Tree Yaupon
- Crape Myrtles
- Tree Wax
- "CAJUN" Live Oaks
- Ferns
- Spring Color

"Kent's For Quality"

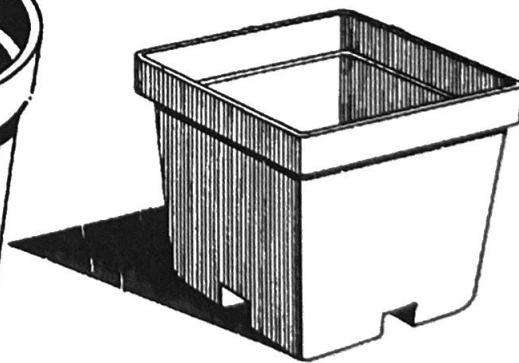
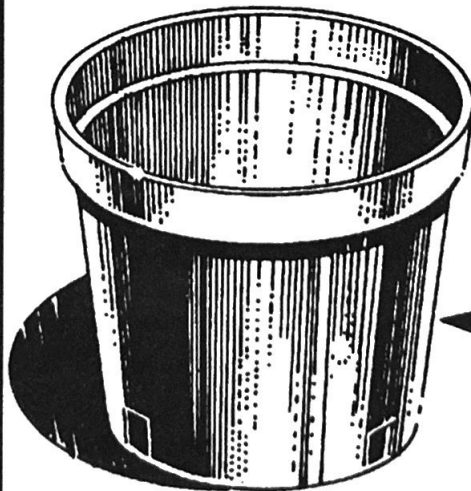


**bwi**



**IS COMING  
YOUR WAY.**

**...with Kord Lite Pots  
and Kord Lite Squares  
...the grower's choice.**



**Call BWI today or consult your  
friendly BWI sales representative  
for quality products from Kord!**

### BWI of Texarkana, Inc.

P. O. Box 5968  
Texarkana, TX 75505-5968  
(214) 838-8561  
Texas (800) 442-8443  
Ark-La-Okla (800) 527-8612

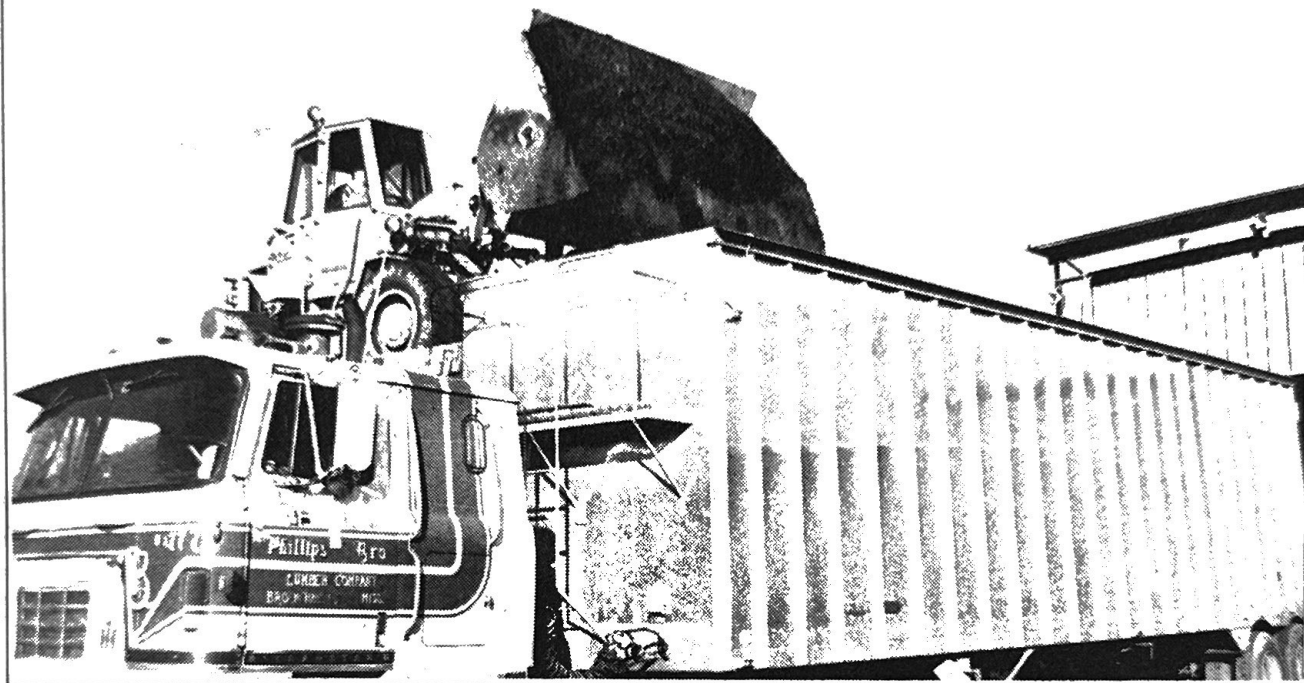
### BWI of Jackson, Inc.

P. O. Box 20407  
Jackson, MS 39289-1407  
(601) 922-5214  
Mississippi (800) 962-2442  
Outside Miss. (800) 228-8341



*Louisiana's Nurserymen  
Rt. 1, Box 759  
Sunset, LA 70584*

Non-profit organization  
U.S. Postage Paid  
Alexandria, LA  
Permit #882



# Phillips Bark Processing (601) 833-7858

- *QUALITY BARK PRODUCTS  
DEPENDABLE SERVICE*
- *BULK PRODUCTS DELIVERED TO  
YOUR NURSERY OR JOB SITE*

•Pine Bark Fines • Pine Bark Mulch • Pine Bark Nuggets • Hardwood Mulch