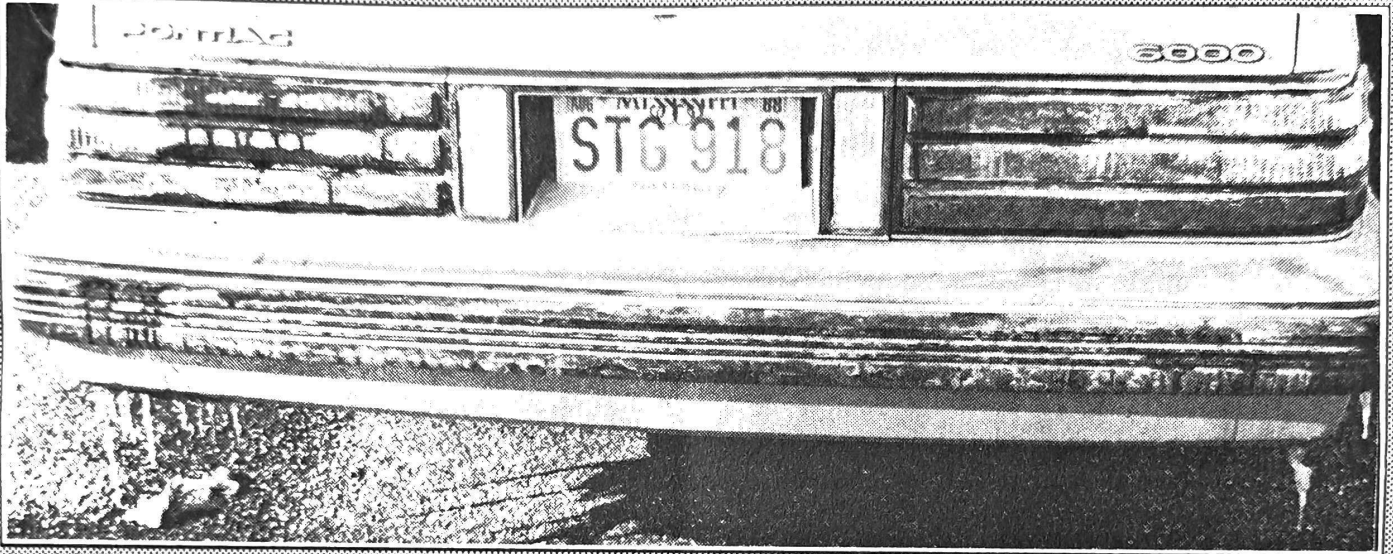


Louisiana's **NURSERYMEN**

Official Publication of the Louisiana Association of Nurserymen • Volume 11, Number 1 • Spring 1988



The second weekend in January—the weekend of the LAN-MNA Short Course—always manages to be the coldest of the year. At this year's meeting in Jackson, ice remained unmelted on vehicles throughout much of the conference. But despite the weather, more than 650 nurserymen and a record number of exhibitors participated in another highly successful conference. See page 10.

Inside

•This magazine is 10 years old. Page 3

•Blueberry Production in Containers. Page 8.

•Ira Nelson. Page 14



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.





This magazine is now 10 years old

In April 1978 a new LAN member service began arriving in nurserymen's mailboxes: this magazine. Volume 1, Number 1 featured Lafayette's Cathedral Oak on its cover, and was edited by Hilda Welch.

In that issue a survey by the Allied Landscape Industry showed that nurserymen in the South led all other regions in the U.S. in reporting increased landscape bookings for new residences in 1978.

Ninety three percent of Southern landscapers reported an increase, and none reported a decrease.

Fred Hoogland was LAN president at that time, and in his column titled "The Top Drawer" he wrote that the new magazine would be one of his main goals for the year. "Publication of this magazine is a task that is much more involved than I anticipated," Hoogland acknowledged.

The first LAN magazine contained no ads, was 12 pages long and reached fewer than 200 people.

Much has changed in 10 years. I became your humble editor eight years ago. Since then *Louisiana's Nurserymen* has grown to 24 pages, and its circulation has grown more than 10-fold. It now reaches more

than 2,200 nurserymen.

Financially the magazine has always operated like the federal government: It spends more than it takes in. This is in keeping with its role as a member service rather than as a "profit stream" for LAN.

In 1983, for example, LAN subsidized the magazine by some \$3,500, and as late as 1985 the annual subsidy was \$3,000.

In January 1986 I took over the financial side of the magazine as well as the editorial. By increasing ad sales and by reducing costs with desktop publishing techniques, I've reduced the subsidy per issue from \$1,000 or more to less than \$100.

And in the past eight years ad rates have increased only twice (with LAN board approval). To reach 1000% more readers than ten years ago, today's advertisers pay only 45% more for ad space.

Speaking of advertisers, let me thank those stalwarts who have been with the magazine since the first ads appeared in Volume 1, Number 2: Hammond's Nursery Supply, Lafleur's Nursery, Mid-South Turf, J & M Nursery Supply and Mizell's Nursery.

While the nursery industry doesn't move as frenetically as, say, the computer industry, looking

through 10 years of LAN magazines I find lots of change: new technology, like mechanical diggers and grow-bags in the field, bottom heating and drip irrigation in the greenhouse. New plants, like Asia Minor jasmine and newly popular plants like miniature roses, herbs and many native plants. New people, like the hundreds who have joined LAN in recent years.

I find news of adversity: the 1980 cataclysm at Jefferson Island, Marshall Mugnier's disastrous fire in 1983, the devastating freezes of the early 1980s, the economic downturn we now face.

Yet I also find considerable evidence of LAN's growth and increasing influence. Attendance at our annual short course with the Mississippi Nurserymen's Association has more than quadrupled, as we now sponsor track sessions for wholesale nurserymen, retailers, landscapers and greenhouse growers. The horticulture laws have been revised and an LAN grant is funding current research that will lay the groundwork for sponsorship of Green Laws in Louisiana.

The LAN board has dedicated two \$30,000 endowments to scholarships and research grants.

(continues on page 4)

What about the next 10 years? Those who braved the icy highways to travel to the LAN-MNA Conference in January heard a startling prediction from Dr. William Irwin (reported elsewhere in this issue). He said that within 10 years, a new marketing trend will turn most independent nurserymen into contract growers for large re-wholesalers.

Another speaker, Bunny Smith, reported that the chemically preserved plants recently introduced by Weyerhaeuser look great and never need spraying or watering—bad news for interiorscapers.

Will Louisiana's economy recover? Will grow-bags become the standard for field growing? Will you become a contract grower? Will your plants start moving to market like they once did? Will Walter Imahara continue to win senior weightlifting events?

For answers to these questions and more, stay tuned to these pages for another 10 years.

—Mike Maher

Welcome, new members

Klein Nursery
Mike Klein
Rt. 10, Box 68
McKinney, Texas 75069

Mill-Dol Corp.
Al Satches
8001 Edgelake Court
New Orleans, LA 70126

Southern Perennials and Herbs
Michael H. Bridgbes
1602 Bene St.
Franklinton, LA 70438

Bea Mahaffey
1734 Antonio
Port Allen, LA 70767

Louisiana Growers
Rick Webb
Rt. 2, Box 156HH
Amite, LA 70422

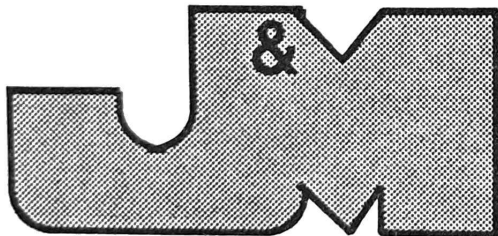
Forstill Interiorscapes
Chris Forstill
P. O. Box 3137
Covington, LA 70434

E. & L Plant Farm
E. L. Rocquin
150 Rocquin Lane
Ponchatoula, LA 70454

Nursery Stock Locator Guide
John Barr
Rt. 1, Box 94
Buna, Texas 77612

George Peters Wholesale Pottery
214 E. Slattery
Shreveport, LA 71104

DDA & Associates
L. Pearce Didier, Jr.
309 Killarney Place
Thibodaux, LA 70301

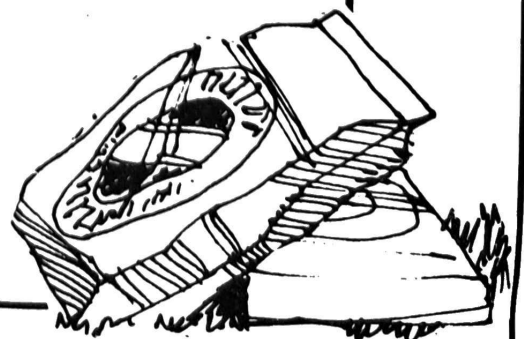


INDUSTRIES, INC.

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



Mizell's Nursery Inc.

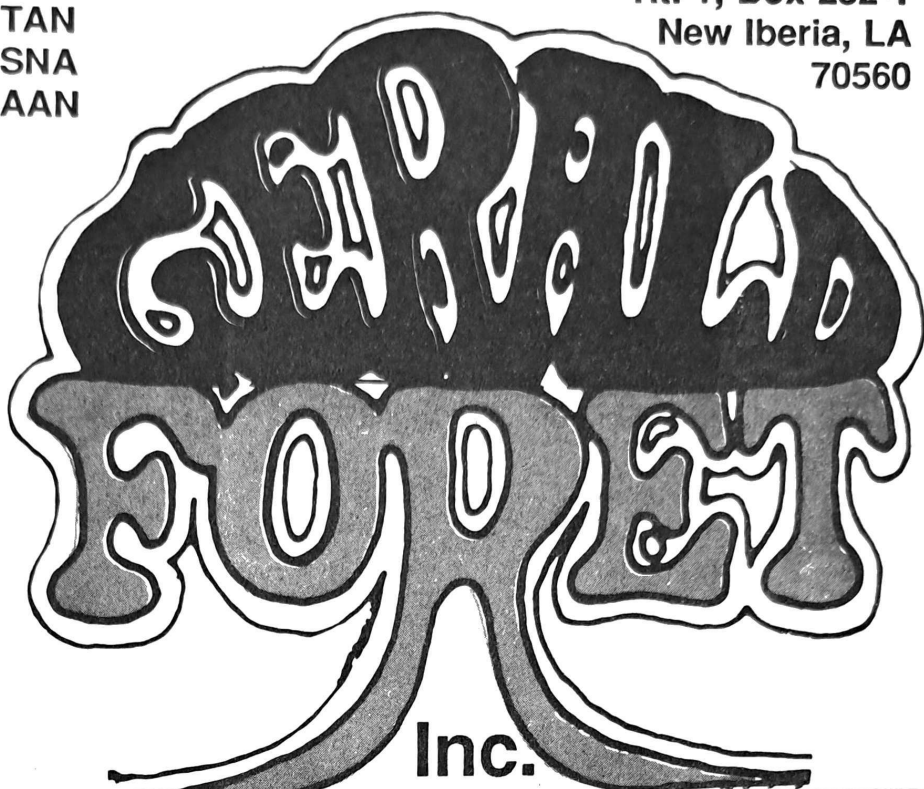


We offer a complete line of container-grown shrubs, azaleas and trees.

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

Member
LAN
TAN
SNA
AAN

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



Inc.
Grower of specimen trees
and container shrubs

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

Scions of the times

Spring Garden Show April 9 & 10

Once again the Metro Area Horticulture Committee and the Louisiana Cooperative Extension Service will sponsor the annual Spring Garden Show at Delgado College, April 9 & 10.

The show will display garden products and services, as well as landscape plants, turf grass and fruit trees. A plant health clinic will allow people to bring their sick plants in for diagnosis. Show organizers will even do soil analyses for \$4; those interested should bring at least a pint of soil.

The event is free and open to the public. Some 95 booths are available to exhibitors. They cost \$20 for garden societies and \$50 for commercial exhibitors.

For more information, contact

Dr. Severn Doughty at (504) 486-4054, or by writing him at P.O. Box 9160, Metairie, LA 70055.

Foret elected to LAN board

At the LAN-MNA conference in Jackson, Gerald Foret was elected to replace Earl Vallot on the LAN board. Three other board members were re-elected: Steve Adams, Severn Doughty and Bill Hoogland. Foret is a landscaper and grower from the New Iberia area. His exhibit won the green goods prize at the LAN-MNA conference.

Post your license this year

Inspectors from the Horticulture Commission will be looking for a publicly visible license as they make their rounds this year, according to Commissioner Craig Roussel.

LANSAR fund now a \$60,000 endowment

The LAN board has dedicated LAN certificates of deposit into two \$30,000 endowments, one to support scholarships and the other, research. These endowments constitute the LANSAR fund (Louisiana Association of Nurserymen Scholarship and Research). LAN committees are now seeking worthy candidates for the scholarships, and proposals for the research fund.

SNA moves

After 11 years in the Atlanta Hilton, the Southern Nurserymen's Association will move to Atlanta's newest and largest hotel, the Marriott Marquis. The show will be held in the Georgia World Congress Center August 6-8.

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

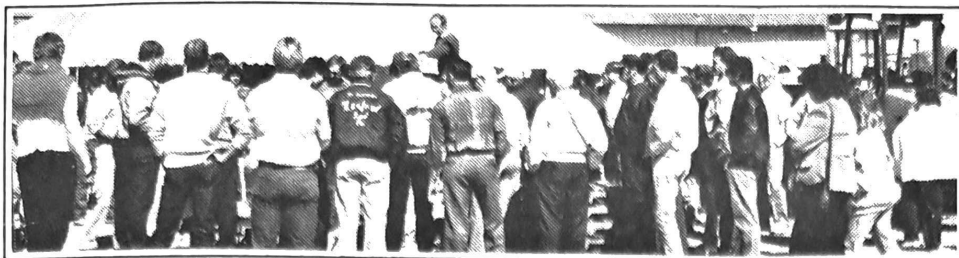
Packaged

Field B&B

Machine B&B

We appreciate your business

Write for free catalog at above address



Simpson hosts sod producers

More than 200 members of the American Sod Producers Association (above) toured Simpson Sod Feb. 13, following their convention in New Orleans. After lunch there, they heard a presentation on mole crickets by Dr. Dale Pollet of the Cooperative Extension Service. They also visited the Hammond Research Center.

Garden Tour of Britain

Dr. Severn Doughty will lead a group on a garden tour of Britain this coming July 11-25. After two days in London, the group will proceed to Scotland by way of Stratford-upon-Avon, Coventry, Chatsworth House,

Lumley Castle and George Washington's ancestral home.

In Scotland they'll see Edinburgh, Inverness, Inverewe Gardens and Glasgow. Traveling south through the Lake

District to Wales, they'll visit Bodnant Garden and Caernarvon Castle, as well as the well-preserved city of Chester, once a Roman outpost.

They'll return to London departure by way of the Wedgwood factory, Bath, Stonehenge, Windsor Castle and Runnymede.

Anyone interested in participating should contact tour coordinator Southland Travel Service at (800) 633-8294.



GEHRON-TEED BARK COMPANY & NURSERY

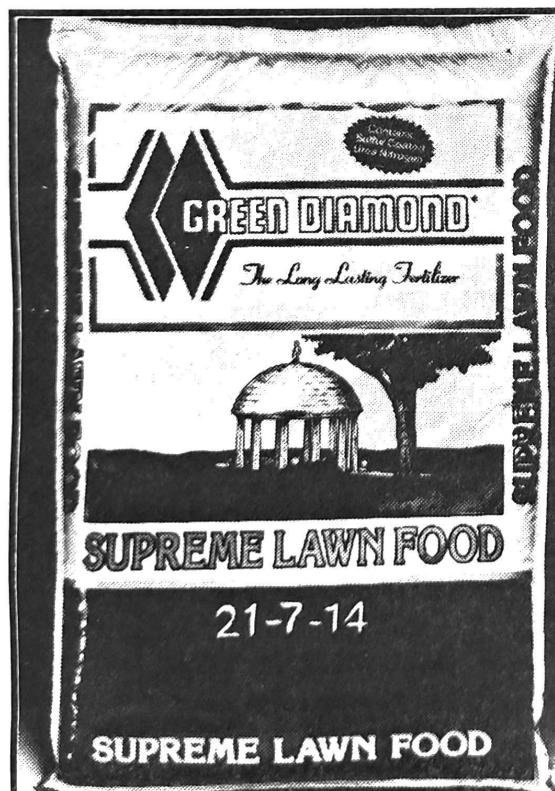
STAR RT. 1, BOX 11-G, DeRidder, LA
70634 (318) 463-3148; 463-9683

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



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

**A
Louisiana-
made
fertilizer**

Bonus Crop
Fertilizer, Inc.

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*.

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

Research report

Blueberry Production in containers

by William L. Brown and R. J. Constantin

Blueberries are just beginning to be recognized as a crop for the South. Most Southerners have probably never seen a blueberry plant, or even a blueberry grown in the South, in spite of the fact that *Vaccinium ashei*, the rabbiteye blueberry, is native to Georgia, north Florida and south Alabama.

The blueberry cultivars that are recommended for the deep South are selections of the rabbiteye blueberry, so named because the fruit goes through a pink stage between green and blue.

Although blueberry flowers are not extremely showy, the plants are generally attractive enough for use as ornamentals in the landscape. Well-fertilized plants are often almost evergreen in the Hammond area. When the Fall weather is cool enough, on the other hand, blueberry leaves can develop a bright red color.

A nurseryman seeing the title "Blueberry Production in Containers" may assume it refers to production of blueberry plants for sale in containers. While this is one possible use of this work, our primary aim is to investigate the possibilities of either commercial or home garden production of blueberry fruit on container-grown plants.

The plants used in preliminary work at the Hammond Research Station were grown from cuttings of *Tifblue*, *Climax*, *Southland* and

Woodard taken in June 1984. The rooted cuttings were planted in three-quart pots in April 1985 and grown with typical container nursery practices.

On March 6, 1986, they were transplanted to 15-gallon black polyethylene containers. Four

1/7 oz. FTE per container.

These plants were placed in full sun in a typical container nursery situation. They were irrigated by overhead sprinklers according to needs of other container plants being grown. The frequency of irrigation during the season ranged

from every 24 hours to every 48 hours, depending on climatic conditions and size of plant.

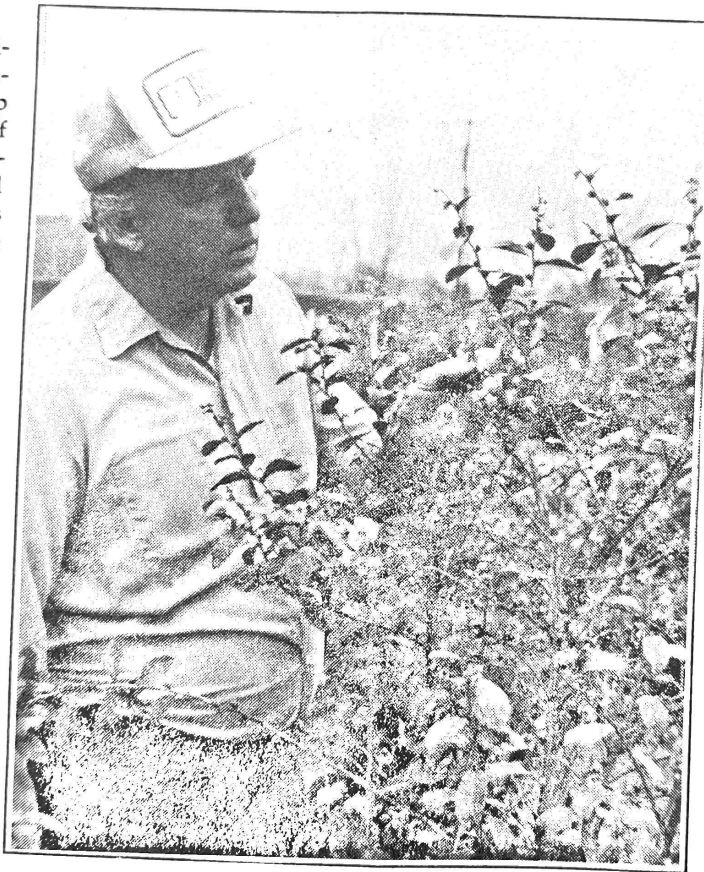
Fruit was harvested on July 1, 13 and 27, 1987. Yields are shown in Table 1. Total yields of the four cultivars ranged from 4.9 to 10.4 pints per plant.

Blueberry plants produce fruit from buds produced the previous year. These plants grew prolifically in 1986, so they produced prolifically in 1987. Actually, they overproduced. For the long-term health of the plant, some thinning of fruit and pruning to increase vegetative growth would have been desirable.

A watering system with individual emitters is highly desirable for growing blueberries in containers. Emitters that spread the water

over the surface, such as those referred to as spray-tubes or "spitters," are needed for large containers. Such a system can be made automatic with a timer and solenoid valve arrangement. As frequently as blueberries need water, an automatic system will save much time and probably many plants.

Although plants in this study were grown in full sun, it is possible to grow blueberries in a filtered light, such as that beneath tall pine



trees. A
how much
tolerate.

Cultivar
Louisiana
this study
Blue, B
Bluebell.
mend plan
to ensure
future, h
should b
adaptable
They wil
because th
present var

The c
growing b
the abili
conditions
fertilization
advantage
plants to p
freezes and

Blueberry
produced
berries per
the time th
cuttings, a
time they w
containers.
fore, can s
few mon
(primarily
considerabl
retail nurs
with fruit
incentive.

TABLE 1. Y
OF BLU
CO

Cultivar	July
Tifblue	5
Climax	3
Southland	2
Woodard	2

Yield exp

Dr. William
opposite p
professor a
is professor
of the Ham
Station, 59
Highway, 1

trees. A later test will determine how much shading blueberries can tolerate.

Cultivars recommended for Louisiana include those used in this study plus Premier, Garden Blue, Briteblue, Delite and Bluebell. Most authorities recommend planting at least two cultivars to ensure pollination. In the near future, hybrid blueberry plants should be available that are adaptable to container culture. They will extend the harvest because they will ripen earlier than present varieties.

The obvious advantage of growing blueberries in containers is the ability to provide ideal conditions in the growing medium, fertilization and watering. Another advantage is the ability to move the plants to protect them from spring freezes and birds.

Conclusions

Blueberry plants of four cultivars produced from five to 10 pints of berries per plant three years from the time the plants were started as cuttings, and 16 months from the time they were planted in 15-gallon containers. The nurseryman, therefore, can sell a plant which, with a few months of minimal care (primarily watering) will produce a considerable amount of fruit. The retail nurseryman can offer plants with fruit ripening, a definite sales incentive.

TABLE 1. YIELD OF FOUR CULTIVARS OF BLUEBERRY IN 15-GALLON CONTAINERS IN 1987

Cultivar	July 1	July 13	July 27	Total
Tifblue	52	3.8	13	10.4
Climax	31	1.6	03	4.9
Southland	23	2.1	23	6.7
Woodard	25	1.6	14	5.5

Yield expressed in pints per plant



Hammond's Trucking Company

Aged Bark, fresh bark and mixed loads

Rt. 1, Box 163
Forest Hill, LA 71430 (318) 748-4636

Dr. William Brown (in photo, opposite page) is an associate professor and Dr. Roy Constantin is professor and resident director of the Hammond Research Station, 5925 Old Covington Highway, Hammond, LA 70403.

Nurserymen may lose their independence

Re-wholesalers are coming, conference speaker warns

The independence that nurserymen prize so much may soon be a thing of the past, according to Dr. William Irwin.

Irwin, who is director of business education for the Southern Nurserymen's Association, gave this startling prediction to growers, landscapers and greenhouse growers at the LAN-MNA short course.

"Whoever controls the distribution system controls the industry," Irwin said.

The distribution system for nursery plants will soon be controlled by large re-wholesalers, he predicted.

Re-wholesaling is now a big trend on the East Coast, where a chain of large outlets owned by marketing wizard Manny Shemin has recently been bought up by Weyerhaeuser. These centers are expanding south. One will soon open in Atlanta.

"Re-wholesalers offer one-stop shopping for all retail and landscape goods," Irwin explained. They gather into one location all the sizes and varieties of plants a retailer or landscaper could ever want.

To assure themselves of a ready supply, re-wholesalers use contracts to growers to produce and deliver a certain size and amount of a desired nursery plant. The re-wholesaler sets quality standards that the contract grower must meet.

"Re-wholesalers will impact the growers, as retailers and landscapers become dependent on the re-wholesalers," Irwin said.

What kind of impact? Many growers, particularly the

smaller growers who lack marketing expertise and a broad offering of plants, will probably become contract growers for large re-wholesalers.

"It will give you security but you'll lose your independence," Irwin said. "The trend will hit first and hardest in the greenhouse market."

In fact, many greenhouse growers are already growing on contract, Irwin added.

"Contract growing is almost universal in the poultry industry, as well as in truck gardening and beef production.

"The nursery industry is still close to its agricultural roots," Irwin explained. "Nursery

products are still considered undifferentiated products, like corn and wheat."

Those days will soon be over, as the market is in a strong trend toward differentiation, Irwin said, and nursery products will soon carry name-brand tags that reflect a marketing program.

"The day will come when a landscape architect will specify to the contractor, 'Put in Heritage Live Oaks or Confederate Magnolias.'"

This trend will develop first among growers of specimen plants, Irwin said.

What about the small grower who doesn't want to spend the

TENNESSEE

America's Nursery



ANNUAL 12th

TRADE SHOW

July 22-23, 1988

AT THE MAGNIFICENT

Opryland Hotel

NASHVILLE, TENNESSEE

For additional information contact:

Tennessee
Nurserymen's
Association, Inc.

T.N.A.
P.O. Box 57
McMinnville, TN 37110
(615) 473-3951

rest of his days growing three-gallon ligustrums according to specs written into his contract by the local Plant Mogul Re-wholesaler?

"It's time for growers to take charge of their own market," Irwin advises. "You nurserymen have left your fate entirely up to the retailers and landscapers."

Irwin advises the small growers who value their independence to form cooperative marketing groups. "It's a means of controlling your own marketing without being gobbled up by the big re-wholesalers. You'll multiply your marketing power and control your market."

He suggests that nurserymen band together to set product standards. He also suggests name-brand labeling, similar to the marketing stragem now used by Monrovia nursery. The co-op would purchase advertising and in-store banners to reinforce the value of its label.

Co-ops have worked for the apple and filbert industry. The poultry industry, on the other hand, has gone entirely to contract growing for re-wholesalers, Irwin said.

So drastic a change in the nursery industry seems hard to accept, acknowledged Irwin.

But similar major changes have happened in the past four decades, among them the chemical revolution, container growing of plants, and the whole new interiorscaping industry.

"You'd better take charge of your own marketing, or someone else will do it for you," Irwin said.

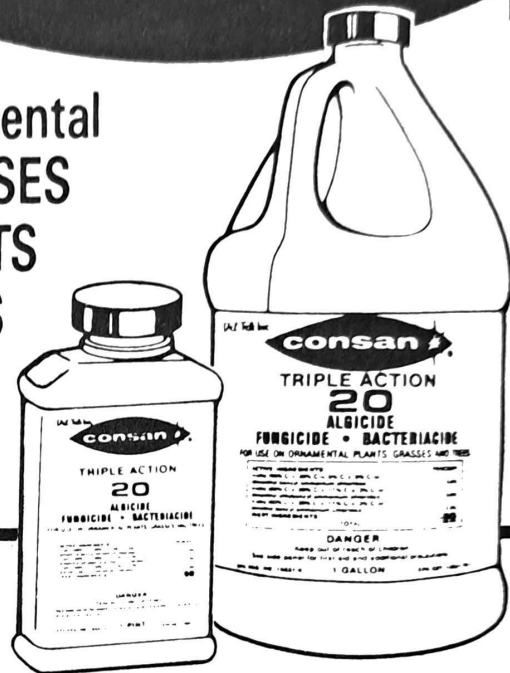
THE ORIGINAL

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

Louisiana's Nurserymen is the official publication of the Louisiana Association of Nurserymen, Inc.

Mike Maher, Editor
Rt. 1, Box 759, Sunset, LA 70584



Prairie Wholesale Nursery

Star Route Box 104-A1 • Washington, LA 70589
Louisiana (318) 363-7199 • National (800) 874-9323

Predictable Quality
Field Grown and Container Stock

- | | | |
|------------------|---------------|----------------|
| Crape Myrtles | Bald Cypress | Junipers |
| Live Oak | Sycamore | Chinese Elm |
| Windmill Palm | Gardenia | Japanese Yew |
| Ligustrum | Hawthorne | Nandina |
| Tree Yaupon | Cherry Laurel | Compacta |
| Boxwoods | Slash Pine | Spirea |
| River Birch | Magnolia | Liriope |
| Red Tip Photinia | Grandiflora | Monkey Grass |
| Sweet Gum | Arizona Ash | Hollies |
| Tulip Poplar | Loquat | Dwarf Gardenia |

Call or write for price list



WHOLESALE NURSERIES

- AZALEAS (25 Varieties)
- HOLLIES (20 Varieties)
- JUNIPERS (15 Varieties)
- ASSORTED SHRUBS (30 Varieties)
- TREES (over 60 Varieties)
- GROUND COVERS (20 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

George Johnson Nursery, Inc.



Quality is
the root
of our
business

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

WE SPECIALIZE IN QUALITY TREE WORK FOR LANDSCAPERS

- 44-inch Tree Spade
- Twin Bucket Truck
- Winch Truck
- Stump Grinders
- Brush Chipper
- Log Splitter

A complete tree service company. More than 16 years of experience with trees. Expert tree relocating.

Bob's Nursery &
Landscape
P.O. Box 276
Church Point, LA
70525

A Good Plant for a Good Price

We offer a good selection of varieties and sizes:

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

Adams' Nursery

*Rt. 1, Box 38-M
Forest Hill, LA 71430
Steven & Barbara Adams
(318) 748-4745*

One mile east of Forest Hill on Highway 112

Louisiana Nursery

Rt. 7, Box 43, Opelousas, LA 70570 • (318) 948-3696

Tired of
planting
ligustrum,
boxwood and
ground cover
jasmine?
Give your
customers a
break!
Offer them
something
different and
desirable!

See us for:

- **Native Plant Material.** Over 150 nursery-grown native species and selections.
- **Magnolias.** Over 350 different kinds, including six new "yellow" magnolias.
- **Bamboo.** Over 20 species and cultivars.
- **Kiwi Vines.** A good selection of named Kiwis.
- **Fig Trees.** Fifteen named varieties of Figs.
- **Hydrangeas.** Forty different species and cultivars.
- **Daylilies and Louisiana Iris.** Over 750 named hybrids in all colors
- **Landscape Material.** Hundreds of different ornamental trees, shrubs, vines and ground covers.

Albert, Dalton or
Ken Durlo
37 years of growing
hard-to-find plants

Our new 80-page descriptive catalog of *Magnolias and Other Garden Aristocrats* is available for \$3.50 per copy. Our 40-page catalog of daylilies, Louisiana Iris, Iris Pseudocarus and Iris Virginica is available for \$2.00 per copy. A special bulb listing is also available for \$2.00. A seasonal wholesale price list of surplus items is usually available on request. Please specify which listing you want to receive.

LAN profile

Ira Nelson

The late horticulturist Ira S. Nelson, in whose name LAN presents an annual service award, achieved a kind of immortality usually ascribed only to artists and literary figures.

For his career the term *living legacy* is no cliché. Under sponsorship of the University of Southwestern Louisiana and the Louisiana Society for Horticultural Research, Nelson introduced many new tropical plants to cultivation, through plant-collecting expeditions to Central and South America.

He returned from his first in 1954, having discovered the first species of yellow-flowering *Amaryllis*, *Amaryllis evansia*, in Bolivia. He brought with him more than 1,000 other bulbs, from which two other new species were identified.

The yellow *amaryllis* received nationwide publicity, and was of great value to plant breeders. He also discovered a chartreuse and pastel form of *Amaryllis evansia*.

In 1960 The American *Amaryllis* Society gave Nelson its William Herbert Medal in recognition of his work in introducing new species to cultivation.

In Bolivia Nelson also found the red passion flower and introduced it to North American horticulturists. Four years later he reported, "This introduction has yielded to Louisiana and Mississippi nurserymen a gross return which exceeds the cost of the entire 1954 expedition."



He returned to Bolivia in 1958, and also made trips to Mexico and Central America.

Typically in these forays, Nelson remained on the prowl for plants for several months, then returned with a variety of bulbs, seeds, cuttings and living plants.

A professor of horticulture at USL, Nelson propagated the plants through the USL Horticulture Center, and distributed them to nurserymen and to members of the Louisiana Society for Horticultural Research.

Nelson also contributed collected plants and pressed plant material to the National Herbarium, the Missouri Botanical Gardens, the Traub Herbarium, the Bailey Hortorium and the U.S.D.A. Plant Introduction Gardens at Glen Dale, Maryland.

He once commented that his main problem in plant collecting abroad was discrimination: deciding which plants were really worth taking back. It is very difficult to decide in the jungle which plants the public

will find acceptable, he said. Nelson added that it was possible to bring truckloads of plant material back to the U.S. without having a single marketable plant. He admitted that his decision to bring back the red passion flower was "a hairline one."

In plant collecting alone, Nelson established a national reputation that would have carried most scholars comfortably into their emeritus years. But he did much more.

Nelson established the USL Horticulture Center as one of 24 sites for testing All-America Roses. Those judged best by the 24 test garden judges win the All-America designation. For his service as a judge, Nelson was honored at a national meeting of the All-America Rose Selections group.

Throughout his tenure at USL, from 1941 through 1965, Nelson worked with Louisiana irises. He was a founder of the Society for Louisiana Irises and managed the annual iris show for 24 years. He established

plantings of native irises at Cypress Lake on the USL campus. For the American Iris Society he served as regional vice president, member of the AIS scientific committee, and an AIS judge.

Nelson discovered a new species of iris near Bancker's Ferry in rural Vermilion Parish and described it in professional literature; that plant became *Iris nelsonii*.

Nelson also worked extensively with orchids, was a fellow of the American Camellia Society, and even lent his horticultural talents to eradicating alligator weed, an aquatic pest common in Louisiana.

Nelson wrote for laymen as well as colleagues. He was horticulture editor of *Home Gardening* magazine, and served as publisher of the American Camellia Society yearbook. He contributed articles to both local and national publications.

He also traveled through the state helping nurserymen solve problems. "He had a sixth sense for diagnosing plant problems," remembers Dr. J. A. Foret, retired dean of the USL College of Agriculture and past secretary to LAN, who was Nelson's colleague for many years.

Nelson helped to initiate the annual LAN trade show, to assist growers in marketing their products. The show, first held December 1946 in Blackham Coliseum, has grown over the years and now attracts more than 900 participants.

In October 1964 the American Horticultural Society honored Nelson as one of five horticulturists from the U.S. and Canada who had given distinguished service to the field.

One year later Nelson was killed in a tragic collision near LaPlace, as he was returning from judging a flower show in New Orleans.

Hundreds of condolence messages came to his family from all over the country. USL has since named its horticulture facility the Ira Nelson Horticulture Center and an annual service award given by LAN bears his name.

Writing in tribute to Nelson in December 1965, USL President-elect Dr. Clyde Rougeou wrote, "What he accomplished in the short time allotted to him will cause his memory to be bright down through the years, even when his contemporaries are no longer here to credit him verbally for the plant research that he did, for the organizations that he sponsored, for the important literature in the field

that he penned, and for the inspiration that he gave to those with whom he was associated.

"The bloom of some lovely exotic ornamental plant that he brought out of the jungle will recall him to mind time and time again to hundreds of people. Plant breeders and commercial nurserymen will not soon forget his value to the trade, nor will those with scientific interest speak lightly of his work.

"Most of all, they will remember a gentle, dedicated man who sought nothing for himself personally, but who caused that with which he came into contact to grow: whether it was a plant, a tree, a shrub, a student, a colleague, an organization, a department or his University."

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

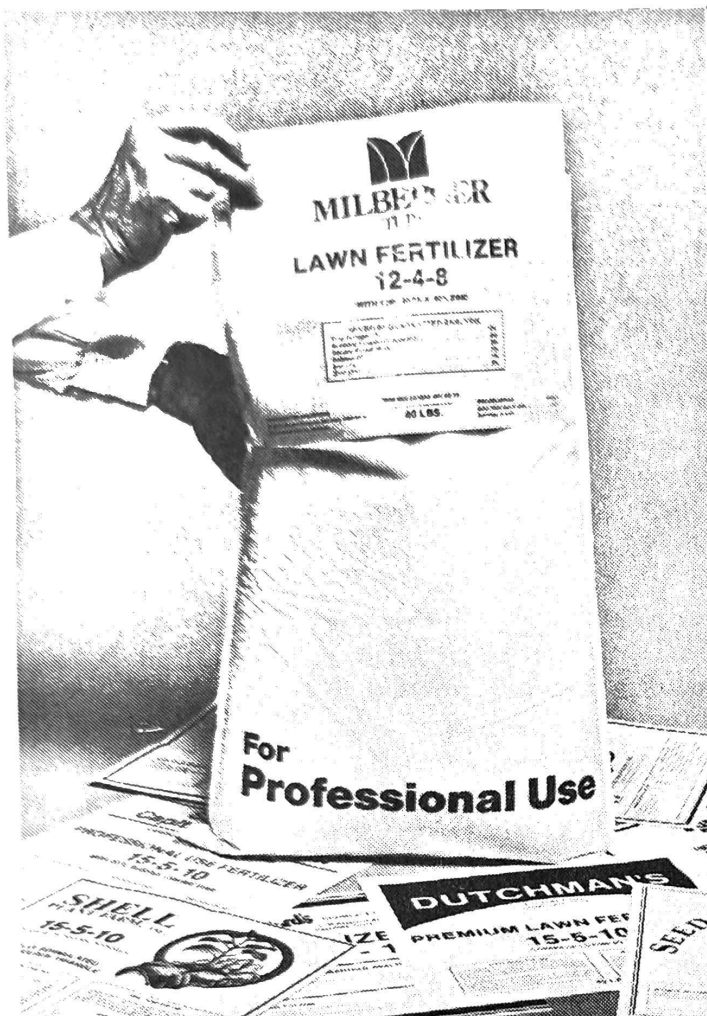
Rosa Belle™ - Deep pink.
Tennessee™ - Orange and white.
Peggy "T"™ - Single, deep pink, white center.
Heavenly Days™ - Apricot blend.
Old Glory™ - Rose red.
Grown and shipped in 4-inch pots.

AGM

P.O. Box 6056
Monroe, LA 71211

Miniature Roses, Inc.

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



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

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

Broussard McMaster

Rice Hull Compost, Inc.

•Compost

•Sand

•Manure

•Potting Soil

•Top Soil

•Gypsum

Bags • Custom Bagging • Bulk Delivery

Keith Broussard
(318) 824-2409
Mermentau, LA

Dr. J. A. Foret
Horticulture-
Plant Physiology
(318) 235-4366
Lafayette, LA

Bill Carney, General Manager
P.O. Box 59, Estherwood, LA 70534
(318) 788-3106 or 1-800-327-6327

Accent with Parsley Hawthorn



by Dr. Severn Doughty

Another great small tree with numerous attributes is Parsley Hawthorn. Although a slow grower, it will reward practically any landscape setting.

Parsley Haw, *Crataegus marshallii* Eggl., according to *Hortus III* (1978) belongs to the rose family (*Rosaceae*). Vines (1976) reported that the Greek word *Crataegus* means *strong*, referring to the tough wood. Of course *marshallii* was the name given in honor of American botanist Humphrey Marshall, who in 1785 wrote the first American work on trees and shrubs, entitled "Arbustum Americanum" (Bailey, 1950).

Parsley Haw ranges from Missouri, Arkansas, Oklahoma and Texas eastward throughout Louisiana to Florida and northward to Virginia and Tennessee (Vines, 1976, Radford, Ahles and Bell, 1979, Odenwald and Turner, 1987). Throughout its natural range, it is considered an understory tree that prefers acid, well-drained soils.

However, it can tolerate poorly drained clay types along stream bottoms, swamps or hammocks, or in pine barrens through to the coastal regions in both low and upland woods (Coker and Totten, 1937). It is

even tolerant of alkaline soils, and full, sunlit areas.

Transplanting may be done during the winter months and to plants not over 3-4 feet tall, if root pruning has not been performed. Larger plants often produce a tap root which makes them particularly hard to transplant (Halls, 1977).

Its versatility in planting

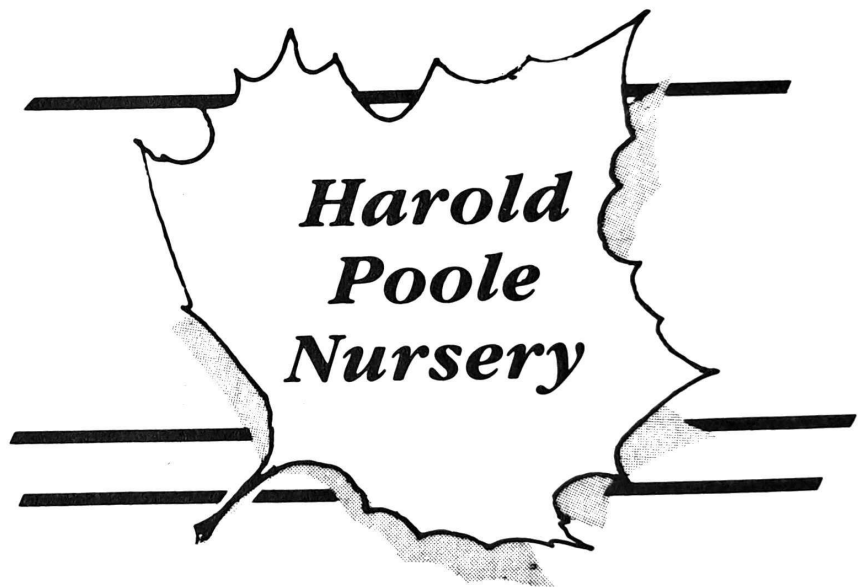
sites makes it a particularly well-favored plant by those who employ it in landscape design.

This small, white-flowering tree exhibits a fine texture and a rather upright, open sculptural form.

It is great to use as a specimen plant, or in detail design whether it be in a naturalistic

Phone:
(318) 748-8959

Mail
P.O. Box 153
Forest Hill, Louisiana 71430



**A COMPLETE LINE OF
QUALITY
GROWN CONTAINER PLANTS**

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

Harold Poole, Owner
Harold Poole, Jr., Horticulturist

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

setting or in a more formal one. The foliage is almost unmistakable, in that it is parsley-like in appearance (Brown, 1945).

The simple, deciduous leaves exhibit a yellow autumn color and are usually between 3/4 to 1 1/2 inches in length. Abundant half-inch diameter white flowers with red anthers appear in clusters during March and April with new leaves.

Later small 1/3-inch apple-like fruit appear again in clusters and turn a shining scarlet color by October. Inside the fruits are one to three brown nutlets that are smooth and somewhat rounded.

Twigs are brown to gray, somewhat pubescent while young, but later turning smooth and bearing anywhere from few to many brown, 1-2 inch long spines. The gray to brown bark exfoliates into large, thin plates to expose cinnamon-colored inner bark. This design attribute becomes apparent in older plants.

The 20- to 25-foot tall tree will spread from 10 to 15 feet and display a rather open density. The really nice feature about this plant is the fact that it will flower in the shade. Therefore, it makes an ideal flowering tree in shady areas where other small flowering trees like plums, peaches, purple leaf plum, oriental magnolia, star magnolia and crape myrtle will not blossom well. In the New Orleans area dogwoods do not perform well at all. Parsley Hawthorn would make an ideal substitute.

Dormon (1965) mentioned that the fruit is edible, presumably by humans. However, wildlife particularly relish Parsley Haw and other hawthorns. According to Halls (1977), the fruits are eaten by sparrows, cedar waxwing, wild turkey, bobwhite quail and wood ducks. Small animals enjoy foraging on

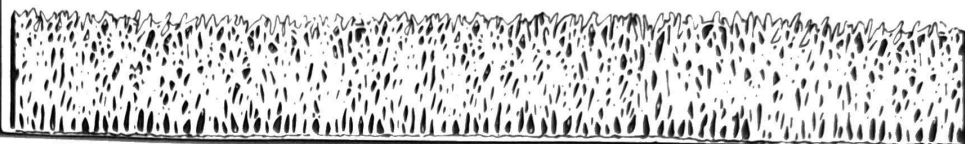
Mid-South Turf

Quality Sod For Landscaping

Abita Springs, LA.

(504) 892-1892

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



Dependable Quality



WE STRIVE FOR EXCELLENCE

Quality Control • Efficient Service
Customer Satisfaction



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

Phones:
(318) 748-8458
(318) 776-5236

the relatively low, crude fiber fruit. They include squirrels, foxes, raccoons, rodents and rabbits.

Shrander (1972) reported that deer consume not only the fruit, but also the current twigs, especially during the growing season. Food is not the only benefit of hawthorn for wildlife. It also serves an important brood-rearing areas for wild turkey and woodcock, not to mention nesting sites for many song birds (Halls, 1977).

Hawthorns can be propagated by seed or budding. Dirr (1983, 1987) suggested macerating the seeds in water to remove the pulp. Once done, the seeds may be scarified to help break down the seed coat (endocarp) and then warm-cold stratification treatments are required.

As an example, warm stratification should be carried out at 70-77° F for approximately 120 days, followed by 135 days at a temperature around 40° F. If desired, the nutlets may be cold-stored for up to three years in sealed containers. About a year after germination, transplant the seedlings or continue to root-prune regularly so the tap root won't hinder transplanting later.

Parsley Hawthorn is relatively free of serious insect and disease damage. However, Halls (1977) mentioned that tent caterpillars, fall webworms, canker worms, leaf miners, aphids, apple borers and mites may attack the tree.

Wehlburg, et al. (1975) listed several diseases that could pose a problem. They include mushroom root rot (which is particularly bad in the New Orleans area), entomosporium leaf spot, powdery mildew and cedar-apple rust.

If you are having an insect or disease problem with hawthorns, contact me at P. O. Box 9160, Metairie, LA 70055, (504)

Imahara's

Garden Center • Landscape

WALTER M. IMAHARA

8680 Perkins Rd. • Baton Rouge, Louisiana 70810
Garden Center 767-0880 Landscape 767-2250

Blue Ribbon Service From:



PROFESSIONAL SERVICE TO YOU IS OUR #1 PRIORITY!

TOLL-FREE ORDER LINES

COURTEOUS CUSTOMER SERVICE, AS WELL AS PRODUCT INFORMATION, IS ONLY A TOLL-FREE CALL AWAY!



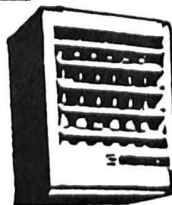
BWI of TEXARKANA, Inc.

P. O. Box 5968
TEXARKANA, TEXAS 75501
(214) 838-8561
In Texas (800) 442-8443
Ark-La-Okla (800) 527-8612

BWI of JACKSON, Inc.

6013 N. McRaven Rd. P. O. Box 20407
JACKSON, MISSISSIPPI 39209
(601) 922-5214
In Mississippi (800) 962-2442

MODINE



GAS-FIRED UNIT HEATERS

FERTILIZERS
INSECTICIDES
FUNGICIDES
SOIL CONDITIONERS
IRRIGATION EQUIPMENT
KORD POTS
IEM NURSERY CANS

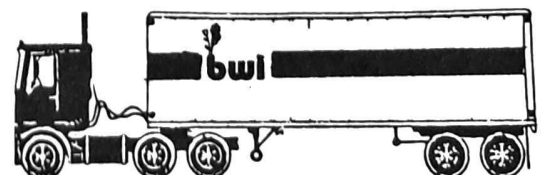
AND MANY OTHER SUPPLIES FOR THE PROFESSIONAL GROWER

Monsanto 703

Colorless Greenhouse Film

Allows up to 88% light transmission
Lower costs and more profits for you
Excellent light transmission
Reduced labor cost
Tough, durable copolymer construction

**FAST,
FREE DELIVERY**



Serving East Texas, Southeast Oklahoma, Arkansas, Louisiana, Mississippi and Alabama.

486-4054. I will try to suggest control measures.

I hope *Crateaugus marshallii* will be more available in the future. But for now, I know of several nurseries that handle it. I'm sure there are more, and I would encourage them to send me their catalogues. I would be happy to list them also.

Oak Haven Farms Nursery and Garden Center, 18377 Blyth Rd., Prairieville, LA 70769; Natives Nurseries, P. O. Box

2355, Covington, LA 70434; and Jenkins Farm and Nursery, Rt. 2, Box 140A, Amite, LA 70422, all carry Parsley Hawthorn.

Mrs. Jenkins told me that they have a pink-flowering Parsley Haw that she hopes to bud this year. I think we can look for that one in the next several years.

If you are not familiar with this lovely native, make a special effort to see it in a landscape setting.

K&W WHOLESALE NURSERY, INC.

Growers of
Quality Plants
where quality is not just a word
but a way of life.

A COMPLETE LINE OF CONTAINER PLANTS.

We invite you to come visit our Nursery.

Write or call for our price list.

P.O. BOX 247, CHENEYVILLE, LA 71325

Located at Cheneyville Airport, Hwy. 71

1/2 mile south of Cheneyville, La.

Nursery Phone (318) 279-2316

Member, LAN, CLAN, AAN, TAN



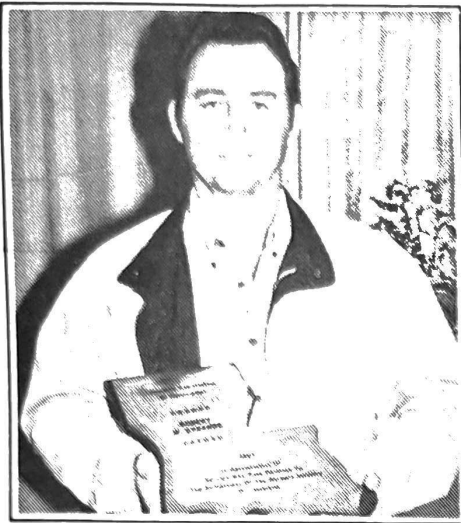
Simpson Sod

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



Robert Strange of Forest Hill received the LAN service award at the annual LAN-MNA banquet. The award recognizes his persistence in securing federal disaster loans for nurserymen, following the plant-killing freezes of the early 1980s.

Strange climbed virtually every rung of the bureaucracy-ladder, from area cooperative extension agents to Secretary of Agriculture Block, to the White House, where he talked with Donald Regan. His persistence paid off.

**La Croix
Nursery
Wholesale**
(504) 892-1736
Rt. 2, Box 539
Covington, LA

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

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"

**Expect
Extra
Sales**

With Plants From Us

When Quality Counts.....
**CASADABAN
NURSERY, INC.**

Low Davis Road Abita Springs La. 70420
Mailing Address:
Route 5, Box 160 Covington, La. 70420
Covington — (504) 892-2795
New Orleans — (504) 524-7094

HENRI

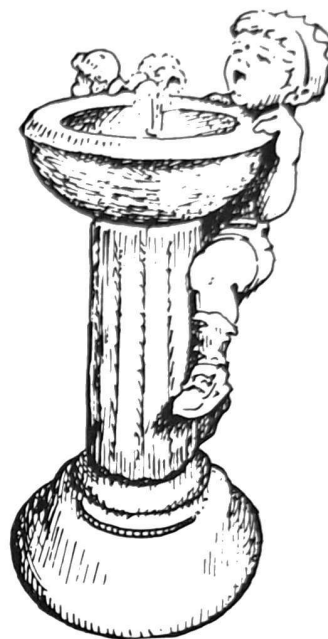
STUDDARD INC.

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*



*Fast
Accurate
Complete
Testing
Services*

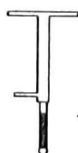


*FOR
NURSERYMEN*



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

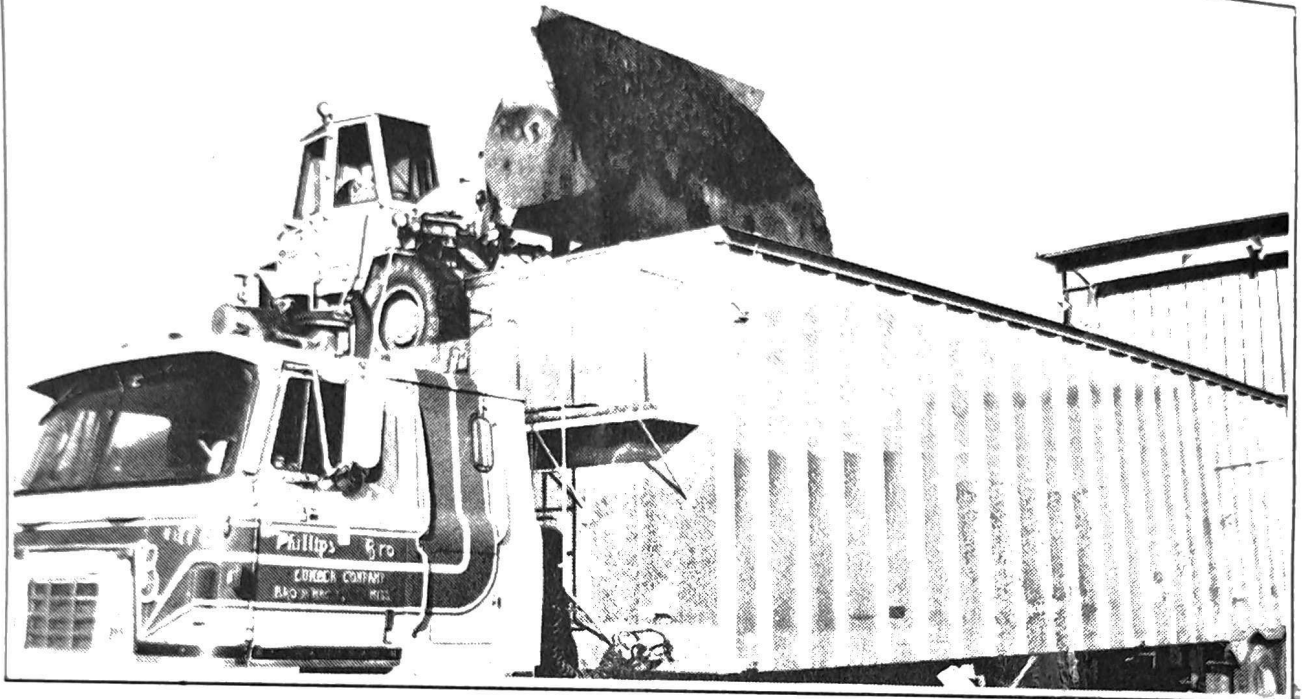
Louisiana's Nurserymen
Rt. 1, Box 759
Sunset, LA 70584

D 1387 03/01/84
MAHER, MIKE
RT 1 BOX 759

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

SUNSET, LA

70584



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