

Minnesota Nurserymen's newsletter

Prepared by
UNIVERSITY OF MINNESOTA
Institute of Agriculture

- Agricultural Extension Service
- Horticulture Department

In Cooperation with

- Minnesota Nurserymen's Association
- Minnesota State Horticultural Society



Vol. 6 No. 11 and 12

November - December 1958

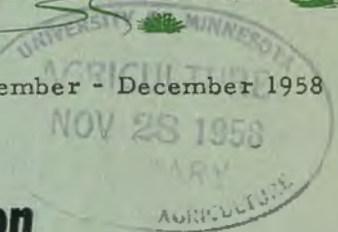
PROGRAM

Minnesota State Nurserymen's Association

THIRTY-THIRD ANNUAL MEETING

Monday and Tuesday, December 1st and 2nd, 1958

Lowry Hotel - St. Paul, Minnesota



MONDAY, DECEMBER 1, 1958

- | | |
|--|--|
| 8:30 a. m. - Registration and Coffee Hour | 10:00 a. m. - Business meeting Committee Reports Election of Officers Old Business New Business |
| 9:15 a. m. - Invocation Opening remarks - President, Kim Andrews Committee Appointments | 11:00 a. m. - "How to use Newspapers in Advertising" - Robert Witte, Mgr. Retail Advertising Dept. Minneapolis Star. |
| 9:45 a. m. - Design for Outdoor Living - C. Mason Whitney, President, California Association of Landscape Architects | 12:00 noon - A. A. N. Luncheon and Election of Delegates. |
| 12:00 noon - Luncheon, speaker - B. J. Loss, Lake City Nurseries "100 Years of Minnesota Nursery Work." | 1:00 p. m. - Washington Report - Dick White. |
| 2:00 p. m. - Bureau of Plant Industry Report - Potential Plant Pests in Minnesota - Wm. M. Anderson, Acting Director. Chemical Weed Control in 1958 - K. L. Blanchard. Proposed Plant Pest Law - Walter P. Trampe. | 2:00 p. m. - Horticultural Department Report - New Developments at the Fruit Breeding Farm - Dr. Leon C. Snyder. Dwarf Trees - Prof. Emil Andersen. Crab Grass Control - Prof. Richard J. Stadtherr. |
| 3:00 p. m. - Consumer Motivation - Key to Increased Profits - R. L. Smith, Chairman, Marketing Department, Syracuse University, Syracuse, New York. | 3:00 p. m. - A. A. N. Movie - "Basic Technique for Home Landscaping." |
| 6-7:00 p. m. - Cocktail Hour - Courtesy of J. V. Bailey Nurseries, St. Paul, Minn. | |
| 7:00 p. m. - Banquet and Entertainment | |

TUESDAY, DECEMBER 2, 1958

- 8:30 a. m. - Coffee Hour
- 9:00 a. m. - Public Relations and the Nurseryman - R. L. Smith

REMEMBER ALL MINNESOTA

NURSERYMEN ARE INVITED TO

ATTEND THIS CONVENTION. YOU

NEED NOT BE A MEMBER TO

ATTEND!

PROPAGATION IN AIR CONDITIONED GREENHOUSES*

Vincent K. Bailey
Bailey Nurseries
St. Paul 6, Minnesota

Greenwood cutting propagation has been carried on rather successfully at the J. V. Bailey Nurseries in the past. However, we installed air conditioning in one house in June 1957. The Binks humidification system was used with sand as the rooting medium. IBA is used for most cuttings. Our results were rather astounding. There was considerable less fungus, resulting in a more nearly perfect stand. During that first year we still had one house without air conditioning so we could make a comparison. While there was not a duplication of all varieties in both houses, there was enough difference to prove that the investment was economically sound. It definitely removes some of the factors which contribute to make rooting results unsatisfactory and less profitable.

This year we installed an air conditioner in the other house and carried on additional experiments. The cutting population or concentration per square foot was increased in some cases as much as 50 percent, with excellent results. We found, also, that we could increase the size of the cutting (in lieu of increasing density per square foot) and still get a very high percentage, well rooted. Either of these results seem to be important enough to warrant the installation of air conditioning.

Some of the results obtained are as follows:

| Variety | No/Sq. ft. Planted | Size of Cutting | % Rooted |
|---------------------------------|--------------------|-----------------|----------|
| <u>Prunus triloba</u> | 60 | 12/15" | 94 |
| <u>Prunus cistena</u> | 60 | 9/12" | 95 |
| <u>Cornus elegantissima</u> | 75 | 12/15" | 98 |
| <u>Philadelphus aurea</u> | 80 | 6/12" | 86 |
| <u>Viburnum opulus sterilis</u> | 45 | 12" | 98 |
| <u>Ribes alpinum</u> | 80 | 10/12" | 72 |

* Taken from Plant Propagators Newsletter
4 (4): 3 Nov. 1958



WINTER INJURY SURVEY

Walter P. Trampe
Supervisor, Nursery Inspection, Minnesota
Department of Agriculture, Dairy & Food.

Each spring, for the past two years, Mr. Stadtherr, Dr. French and the writer have cooperated in making a survey of nurserymen in various parts of Minnesota in order to determine the extent of winter injury to evergreens and the possible cause for any injury that might exist. This survey consisted mainly of a questionnaire in which the nurserymen were asked to answer various questions, which we thought were pertinent,

- L - Light - No damage to slight tip browning.
- M - Medium - General tip-browning - Stock capable of recovery.
- S - Severe - General injury with some of the stock beyond recovery.

April-May 1957

Eighteen questionnaires were returned in April and May 1957. The results of these are summarized below:

| | <u>Stock Lined Out In 1956</u> | | | <u>Established Stock</u> | | |
|--------------------|--------------------------------|----------|----------|--------------------------|----------|----------|
| | <u>L</u> | <u>M</u> | <u>S</u> | <u>L</u> | <u>M</u> | <u>S</u> |
| <u>Arbor Vitae</u> | | | | | | |
| Siberian | 6 | 3 | 1 | 10 | 1 | 2 |
| Pyramidal | 4 | 5 | 5 | 5 | 5 | 5 |
| American | 4 | 3 | 4 | 4 | 3 | 5 |
| <u>Spruce</u> | | | | | | |
| Colorado | 14 | | | 8 | | |
| Black Hills | 13 | 2 | | 12 | 1 | |
| <u>Pine</u> | | | | | | |
| Norway | 7 | 2 | | 5 | | 11 |
| Mugho | 11 | | | 13 | | |

April-May 1958

Thirty questionnaires were returned.

| | <u>Stock Lined Out In 1957</u> | | | <u>Established Stock</u> | | |
|--------------------|--------------------------------|----------|----------|--------------------------|----------|----------|
| | <u>L</u> | <u>M</u> | <u>S</u> | <u>L</u> | <u>M</u> | <u>S</u> |
| <u>Arbor Vitae</u> | | | | | | |
| Siberian | 18 | | 1 | 24 | | |
| Pyramidal | 15 | 4 | | 20 | | |
| American | 12 | 3 | 2 | 15 | 5 | 1 |
| <u>Spruce</u> | | | | | | |
| Colorado | 8 | 1 | 1 | | | |
| Black Hills | 24 | | | 21 | | |
| <u>Juniper</u> | | | | | | |
| Savins | 15 | 1 | | 19 | | |
| Pfitzer | 11 | 2 | 1 | 12 | 2 | 1 |
| Hetzi | 7 | 1 | 3 | 7 | 3 | 2 |
| Andorra | 9 | 2 | 2 | 10 | 2 | 2 |
| Welchi | 7 | | | 8 | | |
| Moffetti | 7 | | | 7 | | |
| Pathfinder | 5 | 1 | | 5 | 1 | |
| Dundee | 9 | 1 | | 12 | 1 | |

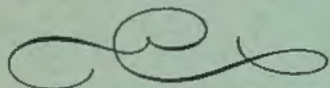
Several observations are worth pointing out in regard to the answers received; (1) The stock came thru the winter of 1957-58 in much better condition than it did in the winter of 1956-57; (2) Soil moisture content was generally low in the fall of 1956, but in the fall of 1957 it was generally high; (3) No big

* Fall of 1956 - 12 growers reported dry soil conditions - 5 reported good soil moisture. Fall of 1957 - 3 growers reported dry soil condition - 20 reported good soil moisture condition.

difference has appeared between the stock which was lined out for one year and that which was established in the field for a longer period of time. Snow cover was lacking in each case.

In the spring of 1958 serious mortality occurred to some of the upright junipers, mainly ungrafted stock of *J. virginiana* and *J. scopulorum*. Most of this was probably due to disease infection. Treatment for this disease will be discussed later.

We plan to continue the survey for a number of years, making adjustments and corrections in the questionnaire from year to year. We feel that over a longer period of time these observations will take on a proportionately greater meaning.



WEED CONTROL AT THE WEDGE NURSERY

Donald Wedge
Wedge Nursery
Albert Lea, Minn.

Soil Fumigants

Bedrench and Crag Mylone 85W were used on seed beds for evergreens. The manufacturer's directions were followed as closely as possible in using these chemicals. Results indicated almost 100% control of weeds with no evidence of any soil-borne insects present. There was a slight case of damping off in the seedling, however, it was not serious. Both fumigants seemed to work equally well under our conditions.

Vapam was used in the summer of 1957 in a garden area that was badly infested with weeds. Quack grass was eliminated. The only weed that didn't seem to be affected was cocklebur, which seemed to come up quite strongly.

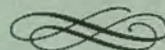
Granular Chloro IPC

CIPC was used at the 80lb/A rate on a weedy stole block. A two foot band along the row was treated. There was approximately 80% weed kill with complete elimination, this year, of wild buckwheat, which was the worst pest. Possibly, better control might have been had if the treated area had not had soil thrown onto it after treatment by the cultivator.

In year-old bleeding heart, planted in the fall of 1957, there was about 90% kill of the plants. Year-old peonies planted in the fall of 1957, showed considerable injury, as well as some dead plants. Two-year peonies planted the fall of 1956 showed very noticeable stunting. Although the spring-planted lilac grafts of 1958 showed considerable injury and many dead plants, the 2 and 3 year plants showed no damage. There was no injury noted on tests in apple and shade trees blocks, nor for Black Hills spruce (3-3) or Savins juniper (2-2). Weed control in all of these tests was exceedingly good. Applications were made in late April and early May.

We have concluded from our tests that granular CIPC should not be used on herbaceous material or on newly planted grafts or liners. It is excellent for

weed control in established plantings of the woody materials on which we used it.



Editors Comments
R. J. Stadtherr

GARDEN STORE OPERATIONS

Mr. Jack Siebenthaler, Siebenthaler Company, Dayton Ohio, presented an interesting talk at the 1957 Minnesota Nurserymen's Convention on some of the requisities for the successful operation of a garden center.

The Siebenthaler family, he said, has operated a nursery in the Dayton area since 1868 thus their reputation, he believed, certainly played a big part towards making their garden center successful. He believed, however, that a site should be selected on or near a high traffic road.

Professional consultation in laying out the architectural and merchandising aspects of the center would be a wise investment. A good competent manager with progressive ideas towards merchandising and selling is essential.

The sale of plants should be the major objective in the center. Allied products should have a secondary or supportive role. There should never be an overbalance in the direction of the gift or other allied items.

Gross sales last year indicated that 45 to 55% was nursery stock; 40 to 50% was spent for fertilizers, garden tools and foliage plants with about 10% for gift items and seeds. It is a mistake, he said, to devote most of the space to displaying colorful jardinières, bird baths and figurines.

Attractive displaying of the merchandise is essential. He suggested counters which could be converted into shelves or used for storage space. Open shelves and bins were preferred, he stated. The wall space could be used for displaying shadow boxes, hand tools, gift items or advertising plants or products. Rough display tables, which are mobile or could be moved, for flats of annuals and perennials would facilitate selling the plants and could serve many different uses. These tables could be used in the enclosed central building or might be used in a sales lot, which should be an important part of a center.

Items that do not keep long or sell slowly should be moved frequently. They should not occupy valuable eye-catching space for a long period of time. In the main building about 15 to 16% of the space might be devoted to gift items; about 40%, for packaged goods such as fertilizers, grass seed and chemicals; the remainder could be used for smaller prepackaged and potted plants, tools and outdoor equipment. The large balled and burlapped plants and heavier equip-

ment could be kept in a sales yard adjacent to the main building.

A good outdoor display yard, sheltered against rain, is an essential part of a center. Concrete beds in which the B & B plants can be mulched will keep the plants looking fresh and healthy. A network of good walks of concrete, gravel or crushed rock should be provided for customer comfort and convenience. He believed that there should be no selling from the main nursery area. In fact, he said, the nursery should be entirely separated from the center.

Although the Siebenthaler Company has a large landscape business, they do not book landscape orders at their garden center. The personnel at the center is not trained in this field; thus, they turn over all landscape business to that department which is separate from the center. They have found that a landscape salesman can sell more than twice as many plants by visiting the customer at his home.

Ample parking facilities must be provided for customers. Its size will depend on the volume of business done at the center. Customer convenience is stressed.

The center is open from 9:00 a. m. to 5:30 p. m. every day of the week in spring; however, from March through May they remain open until 8:00 p. m. on five nights. In summer the hours are from 10:00 a. m. to 5:30 p. m., with stores closed on Sundays. In the fall, they are open on Friday nights until 8:00 p. m. and remain open on Sundays.

Saturdays and Sundays have been the best sales days. Thursdays, generally were the worst with Fridays next. He believed it unwise to work the help every day unless they wanted to work. On an average they employ 6 to 15 persons with added personnel during the rush seasons-spring and Christmas. In general, an employee averaged 40 hours per week, however, during rush periods, it might be from 55 to 60 hours. Their payroll, he said, was about 10% of their gross sales.

Inventory sheets are used to keep close track of all items. Their cost, selling price and place of purchase are carefully recorded. Daily tally sheets are used on number of sales made per day, cash and charge totals, commissions and sales. Monthly summaries are made which become part of the permanent record.

"Profit makers" listed in the order of their importance are: (1) Nursery stock, (2) Foliage plants, and (3) Own-labeled fertilizers, seeds and etc. An attractive label, which could serve as a trademark and be identified with the store, is a big sales promoter. They found that "their label" packaged materials tended to outsell nationally advertized brands by about 5 to 1.

Most of the smaller woody plants are prepackaged or sold in pots or cans. Usually one plant is placed in a package with a colored photograph of the plant in bloom. Instructions on planting and care of the plants is included with the package. Roses are sold in packages or potted. Shrubbery is packaged, potted or sold balled and burlapped. Plants, which are difficult to

transplant or are wanted at a time when digging is not feasible, are grown in containers. Only plant materials of landscape size are sold. Inferior and the smaller-sized plants are not sold nor are sales conducted to sell these plants or surplus material at reduced prices.

He stressed the value of promotional items during certain seasons of the year. A Christmas display, set up three weeks before Thanksgiving created much interest and attracted customers to the center. Samples of wreaths, flocked trees, and decorations could be displayed in a very prominent eye-catching location in the center and/or the salesyard. Christmas ornaments and gift suggestions are other good items which will compete for the dollars spent at Christmas-time.

Finally, don't treat the complaints of the customer as though he was a leper but learn and improve from them. Remember, a satisfied customer tells his friends; the dissatisfied one tells everyone.

PLANT PROPAGATORS PROGRAM

The Plant Propagators Society Annual Convention will be held at the Wade Park Manor Hotel, December 4-6 at Cleveland, Ohio.

On December 3, a tour has been planned which will stop at several nurseries in Lake County, Ohio.

The discussions will begin on Thursday. Some of the interesting topics include: Fall Grafting of Spruce and Other Conifers, Viburnum Seed Germination and Hardwood Cuttings in September. There will be symposiums on the propagation of Prunus and on noteworthy ornamental plants. Weed control, mist propagation and the propagation of specific plants will be covered in the three day convention as well as many other subjects of interest to nurserymen.

Roy Nordine, Morton Arboretum, Vice President of the society has done an outstanding job in developing a good program.

SINCERE THANKS

Your editor wishes to extend heartiest thanks to all members of the Plant Propagators Society for sending interesting articles for the November issue of their newsletter. Your editor was guest editor for this edition. It was gratifying to receive such fine cooperation from most of our local members.

Since this was the very busy digging season and since you had a rather short notice, your editor is all the more pleased. Please continue to send me news items and articles.

IN THIS ISSUE

Minnesota State Nursery's Association Program
Propagation in Air Conditioned Greenhouses
Winter Injury Survey
Weed Control at the Wedge Nursery
Editors Comments

May you and yours have a most happy Thanksgiving and very merry Christmas!