

Minnesota Nurserymen's newsletter

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PEOPLE'S INCREASING LEISURE-SOURCE OF LANDSCAPE PROSPERITY *

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Bachman's Inc.
Minneapolis, Minn.

Leisure time has more than doubled in the last ten years. At least 100 million Americans take one or more vacations every year and 65% of our 70 million wage earners now get three weeks off. Last year the total weeks of vacation time were well over 70 million and over 85% of these were with pay. This is just one way that leisure time has increased, however. A five day work week is almost universal now and many say a four day work week is just around the corner and a four week paid vacation is already here for many. Most of us average some 3000 "free" hours a year.

Coupled with this is an increase in total income at unprecedented rates. Families are advancing up the income ladder as they never have before. By 1960 the number of families whose income, after taxes, will exceed \$5000.00 is expected to be 23 million. This is an increase of over 11 million since 1950. Of these, over six million six hundred thousand will have disposable incomes of more than \$7,500, after taxes, by 1960. In 1950 by far the greatest percentage of wage earners had an income of only 2 to 3 thousand dollars after taxes. Today the greatest percentage of wage earners will have an income of between \$5,000 and \$7,500 after taxes. It is true that the cost of living continues to climb but it is interesting to note that the spending power of the typical family has grown much faster. For comparison, let's consider an average middle income family. Back in 1941, the average weekly earnings in manufacturing were \$25.20 per week. By 1957 the average weekly earnings in this classification had climbed to \$84.05. In 1941 the total income for this family amounted to \$1,458.00. His basic living costs came to just over \$1,000.00 and he had about \$440.00 left after taxes. In 1957 his total wage came to about \$5,000.00. Of this he spent \$415.00 for federal taxes and \$1,940.00 for basic living costs which left him \$2,645.00 worth of discretionary spending power. In that period his basic living costs were up 91% but his surplus income had gone up over six times that of 1941.

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The desire for a higher standard of living is the key to our whole economy. In less than ten years, by 1967, the productive capacity of our country will have grown to over \$600 billion worth of goods compared with 412 billion in 1956. This means that if we are to avoid large scale unemployment we must evoke a new demand for more widespread use of personal, consumer goods. In fact, there will have to be a 50% increase in the standard of living over this period to utilize the goods we are capable of producing.

When productivity increases as it has for the past 100 years our productivity per man has gone up over 6 times. We have reduced our work week by 47% and in spite of this our standard of living is 4 times greater.

Where do we, as nurserymen, fit into this picture? I would like to think we are right at the front door of some of the most prosperous years our industry has ever seen.

The trend today is toward home ownership. The number of households has grown 42% during the past 17 years and will just begin to reach it's peak in 1960 when more than 1 million 200 thousand new homes will be required to house the families forming then. It is expected that this rate will continue at least through 1970. Our population continues to grow at the rate of about 255,000 persons per month. That's the equivalent of adding a Providence, R. I. or an Omaha, Neb. to our market each month, and will have a decided bearing on our future.

The trend in home ownership is to suburban living. The shift to suburbia has been most dramatic in the past five years. The total population grew by some 14 million persons and 83% of this total growth in population took place in the suburban parts of metropolitan areas. This rapid shift reflects changes in living standards, shopping habits and the increasing trend toward family living. Today's worker, with more leisure time on his hands and more change in his pockets, is ready to put his plans and dreams to work.

Our job is to help him crest those dreams. We have a real job of selling on our hands. We must help him create a desire for outdoor living, help him learn to enjoy the pleasures of picking an apple off his own tree or lying on a lounge chair under the shade of a beautiful maple or have friends over to enjoy his new patio and barbecue grill. We must sell a desire for the better standard of living since his desires, habits, likes and motives are all a result of past experiences which were built around a lifetime of training and a concept of a standard of living which is quite different from that now possible.

Advertising and promotion are more important today than ever because we must awaken this desire for better things. Another important phase of today's advertising is to gain widespread acceptance of a product. This becomes apparent when we consider the tremendous shift in population taking place today. Most of us are aware of the regional shifts taking place, an increase in population in such places as Florida by as much as 40% in the seven years from 1950 to '57 and California's 27% increase in the same period. But even more important is the continuous shift in local markets, even between neighborhoods in the same county. In the five year period from 1951 to 1956, 103 million persons moved to a different home in the same county. With a population shifting as rapidly as this, the importance of widely advertised brands quickly identified by their packaging or markings is obvious. The newcomer's ability to find the familiar and preferred brand at once in the new super-market or shopping center smooths this transition period.

We may find it necessary to take a long, serious look into the store hours we keep. In spite of having more "free hours" today's shoppers have demonstrated a preference for shopping in the evening or even on Sunday. More than 80% of the leading department stores in the country are open at least one night a week. With the five day work week, Saturday has changed from the traditional shopping day into a "stay-at-home" day and night selling has taken on a brand new significance. Night selling has brought remarkable changes in shopping habits. Women used to do most of the buying, frequently returning goods when the husband didn't approve the selection; now whole families shop together. Not only are there fewer returned goods but there are many more on the spot decisions on big ticket items. Many stores, in shopping centers in particular, report that they do 75% of their day's volume after 5:30 P.M. on the days they remain open in the evening. We may find it necessary to accept this new trend and accommodate our customers to some extent at least. I'd rather not go into the highly controversial matter of remaining open Sundays. Perhaps it would be enough to simply say that in some states it is even unlawful to do business on a Sunday; yet to many nurserymen Sunday remains the busiest day of the week.

I should like to submit that the potential for prosperity in the nursery business has never been greater than it is today. Americans have more free time in which to enjoy their homes, yard and families because of shorter working hours.

We have more money left to spend on things we like and, as we advance up the income ladder, our desire for better things becomes even stronger. Advertising, in any of its varied forms, casts a sort of magic spell over all of us today. It exposes us to things we didn't know existed and it awakens in us a desire to own them.

It is up to us to stir-up the imagination of our clients. We should expose them to new ideas and help them to learn to make still greater use of their yards for fun and relaxation. Let us arouse a desire in them to try out their "green thumb." Make them aware of the opportunities for better living right in their own back yard.

You know leisure is sometimes defined as a time not to be used at the discretion of others. It can be just that, but often it brings us face to face with some of the most frantic and thoroughly unrelaxing days in our lives. There are now four million golfers who play 65,700,000 rounds each year on 5,260 golf courses. They buy 35 million golf balls each year. There are close to 22 million bowlers. The American Rose society has 16,500 members. Six and a half million Americans own pleasure boats. There are 25 million hunters and fishermen who shell out 88 million dollars for licenses alone. As a nation are we having any fun? Yes I'd say we are, but with all this recreational activity last year about 20 million Americans reached for tranquilizer pills that cost them some 175 million dollars, making the tranquilizer business one of the fastest growing industries in the country. If I were a betting man, I'd wager that in spite of all the money those pills cost they didn't help their users relax half as much as one hour spent at work in the garden in their own back yard.

Some years ago it looked like the nurserymen were competing with the television manufacturer for the public's spare dollar. Last year it looked as though everyone's aim was to squeeze a foreign car into their garage. Ten years from now the extra coins our wage earners can accumulate may go to purchase a rocket ship, but this next year let's not permit a little tranquilizer pill to stand between us and a picture of prosperity. Let's capitalize on our opportunity to sell beauty, comfort, fun, and more relaxation than any pill can ever offer, through a wider use of nursery products.



NOTES TO THE NURSERYMEN

Walter P. Trampe
Supervisor, Nursery Inspection

Spring Dealer Inspections

Dealer inspections are being completed in good order. As this is being written, Minneapolis and St. Paul have been covered two and three times; the entire southern part of the state has been covered once; only the northeastern and northwestern parts of the state remain to be done.

We have made many more inspections this year than ever before. Actual figures cannot be compiled because the work has not been completed. Total condemnations of rose bushes have been running rather high because we have inspected many more than heretofore. However, the percentage of those condemned which were inspected is running lower than it has in the past few years. We feel that the reason for the improvement in the condition was due, in some measure, to the work that was done with problem growers and dealers before the season started. A circular was sent to each of these explaining the basis on which we intended to inspect rose bushes. Personal calls were made also. Several troublesome cases will need more work in order to bring them up to standard.

The new Plant Pest Act provides firm ground on which to operate. We feel that if we can supplement this act with a substantial set of rules and regulations

we will be able to bring the general level of stock and operations of the industry, as it pertains to regulation, up to a still higher level.

Winter Injury Survey

Our usual questionnaire on winter injury has not yet been sent out. We felt that it would be advisable to wait until most of the spring work is done before asking the nurserymen for this information. Perhaps unusual injury symptoms could be noted by the nurserymen at this time in order that it might facilitate answering the questions on the survey sheet when it arrives. The questionnaire should be in the mail during the last week in May.

We shall be especially interested in finding out as much as possible about the damage that occurred. Pfitzers were badly damaged in many areas, which we felt was unusual. Taxus and arbor vitae suffered heavily, but this could probably be expected from the conditions that prevailed. Japanese barberry, especially the red-leafed variety, went out in many instances. Rose bush damage was spotty. Strawberry plant damage was generally severe, especially in older fruiting fields. Some strawberry varieties such as Earlimore and Dunlap survived very well in most areas. Raspberry plant damage was spotty but perhaps not as severe as might be expected.

It shall be interesting to study the answers received in the survey because of the peculiar character of the damage that is being reported.

Harlequin Plant Bug

A heavy infestation of this insect is reported at Slayton, Minnesota. Another report of an infestation has been received from Foley, Minnesota. The severity of the Foley infestation has not yet been fully investigated.

There is some speculation that the bugs may have blown up from southern areas in recent severe tornadoic winds. This insect is a red and black-spotted bug about 3/8" long, flat and shield-shaped. Likely looking specimens may be sent to this office for identification. Mention is made here because it can be a pest on nursery stock. As far as is known, it will not overwinter in Minnesota.

Barberry Permit

Any nurserymen doing interstate business in barberry sales should apply for a federal permit. Applications may be obtained from the regional Plant Pest Control Office, USDA, 35 South Fifth Street, Minneapolis, Minnesota. This application should be made as soon as possible.

Editors Comments
R. J. Stadtherr

MINNESOTA'S FIRST NURSERY

Mrs. J. D. Winter, wife of Professor J. D. Winter of the Horticulture Department, informs me that the Groveland Nursery was founded by Mr. Lyman M. Ford. Mr. Ford came from New York and began a nursery in 1851 or 1852 on land lying between St. Anthony and St. Paul. This nursery was affiliated with the Scott Nursery, Davenport, Iowa.

J. W. Bond in his book "Minnesota and its Resources," published in 1853, considered the name "Groveland" to be quite appropriate even though a part of the prairie was included in this area. Mr. Ford had trees for sale for orchards or beautifying the landscape.

Harriet E. Bishop in her book "Floral Home," published in 1857, writes about a miniature lake and a fairy-like spot, "Groveland Garden and Nursery". She states that Mr. Ford displayed a refined and cultivated taste in the arrangement of his grounds and in the many varieties of flowers and plants he grew. His area was designed for beauty as well as utility. His nursery, she wrote, contained almost every variety of fruit grown in the East.

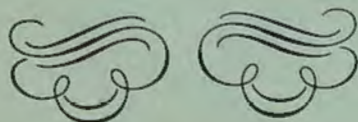
In extracts from "Minnesota and its People and Early History of Minneapolis," by John H. Stevens and published in 1890, we learn that L. M. Ford became known throughout the country as a florist, pomologist and horticulturist. In the spring of 1858 he sold two thousand shade trees which were planted along the streets of St. Anthony. In the early days St. Anthony, on the east side of the river at the Falls, was in Ramsey County. At the annual meeting of the State Agricultural Society which was held in St. Paul on February 4, 1861, L. M. Ford was listed as the secretary.

Professor Winter has an interesting picture of the nursery which appeared in a monthly agricultural magazine "The Farmer and Gardener," founded by L. M. Ford in 1861. The magazine expired after 15 issues had been published.

We are very grateful to the Winters for this information and would appreciate knowing about any other discrepancies and omissions which might have occurred in the excellent story Mr. Bj Loss prepared "100 years of Nursery Business in Minnesota." Our thanks to you "Bj" for doing a really big job very well!

NURSERY EXPANDS

With the addition of The Danish Seed Company of Minneapolis, the garden centers operated by the Farmer Seed and Nursery Company of Faribault now numbers six. At the present time stores are located at Fairmont, Blue Earth, Rochester, Mankato, St. Cloud, Minneapolis and Faribault, the firm's headquarters.



Mr. K. E. Relyea, vice president and secretary of the Farmers Seed and Nursery Company informed me that these stores will operate on a year-round basis. They will carry a complete line of seeds, bulbs, nursery stock, pets and pet supplies; garden tools and accessories, insecticides, weedicides, fungicides, fertilizers, lawn materials and greenhouse accessories. In other words, each store will provide a complete and well-rounded service in gardening for the community in which it is located.

He stated that the managers of these stores are accomplished landscape architects and will give landscaping services wherever required or requested. For more technical data, the company has a professional landscape architect at the Faribault office who will assist the local managers on large operations.

The company intends to add more sites, Mr. Relyea said. Their expansion, retail store-wise, is limited by the problems of training personnel and in locating good sites where they can give customers a complete agricultural and horticultural service.

Our heartiest congratulations to the Farmer Seed and Nursery Company on their new garden centers. May they be successful and help in creating a greater interest in better gardening and homeyard development in Minnesota.

SHOREWOOD NURSERY

The new Shorewood Nursery, on county road #19, just west of Excelsior, Minnesota was opened April 1, by Mr. Judd Rostron, formerly with Home-
dale Nursery, and his father, George.

The Rostrons and their associates will do landscape planning, spraying and home yard maintenance work as well as operate a garden center to fulfill customer needs in plants and materials for improving the home landscape.

Congratulations and may you be successful in your business venture!

FRUIT SPRAY GUIDE

The new 1959 Minnesota Commercial Fruit Spray Guide as well as a supplement to extension pamphlet #184, "Home Fruit Spray Guide" has been completed by University of Minnesota staff members from the Departments of Entomology, Plant Pathology, Horticulture and Agricultural Extension Division. Extensive revisions have been made in these publications. Copies of the spray guides can be obtained from the Bulletin Room, University of Minnesota, Institute of Agriculture, St. Paul 1 Minnesota.

During the first two weeks of July, watch for announcements on radio, farm programs and in local newspapers stating when apple maggots start to emerge. Surveys by the Division of Plant Industry, Minnesota State Department of Agriculture will indicate when these insects are emerging.

PROTECT SPRING PLANTED TREES

Protection of trunks of newly-planted young trees by wrapping with burlap or strong paper is advised to prevent sun injury to the bark. Such protection is to be kept on or renewed for at least two years. Sun injury can cause much damaging in summer but is especially damaging in winter, in Minnesota. If trees are over 6 feet tall there is danger that strong winds will cause them to become loose in the ground, with consequent drying out of roots and tops. Light posts with cords connecting them with the tree on three sides make excellent guards against wind damage.

WINTER INJURY

Possibly no other winter can claim as many plant victims as the past winter thus we would appreciate your noting plant loss and injury now so that when the Winter Injury Survey Questionnaire comes to you from Walter Trampe you'll give us a complete report.

The questionnaire cannot include all the various deciduous woody materials, perennials as well as the evergreens but we would appreciate it if you'd include these plants in your general observations.

ARE VIRUS-FREE STRAWBERRIES MORE PRODUCTIVE? *

Opinions seem to be sharply divided with little factual evidence from plantings in this area. Growers will be interested in a report by Robert G. Hill Jr. of the Ohio Agricultural Experiment Station that appeared in the 1957 Proceedings of the Ohio State Horticultural Society. The plantings consisted of 64 replicate blocks, each containing a single plot of the varieties under test. The following comparative yields were obtained:

Variety	Yield in quarts per acre		Percent increase Virus-free
	Virus-free	Commercial grade	
Carskill	9,228	5,317	73.6
Premier	6,631	4,043	64.1
Sparkle	4,920	3,010	63.5

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