

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



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CONVENTION HIGHLIGHTS

C. Gustav Hard

The 1961 convention of the Minnesota Nurserymen's Association had an all-time high for attendance of 171. The fast-paced program and business meeting created new enthusiasm within the organization.

Don Wedge, Wedge Nursery, Albert Lea, was re-elected president. Charles Hawkins, Rose Hill Nursery, St. Paul, was renamed to the vice-president post. Keith Law, Laws Valley View Nursery, Hastings, was appointed secretary-treasurer. Elected for a two-year term on the board of directors were Clarence Seifert, Hudson Road Nursery, St. Paul, and Edward Reid, Park Nursery, St. Paul. Gordon John Bailey, J. V. Bailey Nursery, Newport, was elected to a one-year term on the board.

Chosen for a seven-year term in the Minnesota Research Corporation was William A. Elling, Elling's Birch Lake Nursery, St. Paul. Max Sargeant, Red Wing Nursery, Red Wing, will fill the vacancy created by the death of Harold Reid.

Anthony Tyznik of the Morton Arboretum at Lisle, Illinois, spoke on "Landscape Design for the Small-to-Medium Residential Lot." His definition of landscape design set the scope for his talk: landscape design is an art embodying a predetermined arrangement of the landscape elements, i. e., soil, rocks, water, plant materials, and architecture, for man's use and pleasure. Changing living patterns are influencing the elements of design and their function within the design.

Howard P. Quadland, director of public information for the American Association of Nurserymen, spoke on "How the Retail Nursery Can Survive Increased Competition For Sales." Here are some suggestions:

1. Think about people as well as plants.
2. Make customers so happy with service that they will come back.
3. Use eye-catching labels in sales yard.

4. Sell consumable items that will bring the customer back to your store.

5. Include the store's name on all labels.

6. Tell the customer how much value they are receiving.

"Storage of Nursery Stock" was presented by Dr. Donald White of the Department of Horticulture. His talk will be presented in a future issue of the Newsletter.

Dr. Leon C. Snyder reported work in progress at the Arboretum. This will be summarized in "Arboretum Notes" from time to time.

MINNESOTA LANDSCAPE ARBORETUM

Vincent Bailey
J. V. Bailey Nurseries
Newport, Minnesota

Introduction

You might wonder why I should take your time to discuss the Minnesota Landscape Arboretum. You have all heard of it and many of you have visited this new venture out near the Minnesota State Fruit Breeding Farm. I am here to enlist your active use and support of this most important project. Our state horticultural people in the early years devoted their efforts to developing better varieties of food crops such as fruits and vegetables.

As economic conditions changed we felt the need for emphasis on ornamental plant materials. The Minnesota Horticultural Society was the motivating force behind the establishing of the Arboretum. We spend less of our time (9 percent) growing the food we need and have more time to spend in pleasant surroundings of our well planted yards and parks. Thus, change and progress has brought out the need for developing better ornamentals.

Purpose

The land--160 acres--for the Arboretum was deeded to the University of Minnesota by

the State Horticultural Society, February 6, 1958.

The objectives of this Arboretum are:

1. To display the best of the trees, shrubs, vines, and other ornamental plants, and to keep them cared for and labeled properly.
2. To introduce new plants to the area through a broad testing program.
3. To provide an outdoor laboratory for the development of new ornamentals through a breeding program.
4. To distribute knowledge concerning the plants being grown through tours in the Arboretum, garden talks by staff members, newspaper and magazine articles, and through Arboretum publications.
5. To serve as an outdoor laboratory for horticulture students.
6. To stimulate interest in better landscaping.
7. To provide nurserymen of the area the opportunity of observing the appearance and performance of desirable new ornamentals.

Progress

As of last November the collection consisted of 1,477 species and varieties established and living, with a total of 5,542 plants.

Two miles of gravel road and four miles of trails have been built.

Dedication of the entrance June 3, 1961 was a most impressive ceremony. John E. Voight, president of the American Association of Botanic Gardens and Arboretum, and other outstanding men were speakers.

What can it become?

The Arboretum can be a source of information for the gardening public and the nurserymen. We can go there and see the good as well as bad features of thousands of ornamental species and varieties. Your customers have evidenced their interest in this new project by the large numbers going there each day. At times there were over 1,000 per week--15,000 during the summer, including over 100 organizations. These people are going to be asking for these better varieties and we as nurserymen must try to keep a step ahead so as to have the plants ready when they ask for them. We must know what they will want to buy and we had better use the Arboretum as our prospective customers are doing.

Importance of ornamental horticulture

The sale of ornamental plants in the state of Minnesota is increasing at a tremendous rate. It is difficult to obtain actual figures

on the value of plants bought by our citizens but here are some reliable estimates.

U. S. Census for Minnesota (1959):
\$1 1/4 million.

My estimates on basis of dues paid AAN:
\$7 1/2 million.

United Minnesota Horticulture: \$12 million.

Thus, you can see that monies put into this project are investments that will return big dividends to the gardener, the state, the university, and the nurseryman.

Source of funds

Now we come to the question of where the money is coming from to develop and maintain this Arboretum. In the past the Minnesota Horticultural Society has solicited funds and has been very successful. John E. P. Morgan is chairman of the development fund, and Mrs. John S. Pillsbury chairman of membership. Forty-nine individuals and organizations including the Hill Foundation have made major contributions. Garden clubs and memorials have been a great help. Various types of membership are available ranging from \$3.00 to \$50.00 or more.

Nurseryman should support

I know that you have many appeals for donations but this is not an ordinary donation. This is an investment in a project of tremendous importance to our industry. Where else can you see the type, form, size, and hardiness of over 1,500 species and varieties of ornamentals in one small area? It is also one of the best show places of this plant material for our respective customers.

The estimated budget for 1961-62 is \$40,900 on up to \$44,400 in 1965-66. There will be a deficit of \$5,500 to \$15,000, based on present support being received.

ARBORETUM NOTES

Some Promising New Trees and Shrubs
For Minnesota Gardens

Paper Number 1066
Miscellaneous Journal Series
Minnesota Agricultural Experiment Station

1. Blue Beech (*Carpinus caroliniana*). The Blue Beech is characterized by its smooth, light gray bark with muscular swellings along its angular stems. Although commonly grown with a single stem, it is most effective when grown with multiple stems to form a natural clump. This species grows to a height of about 20 feet and forms a well rounded and a bushy crown. The leaves are simple, ovate with toothed margins, turning orange to red in the fall. The fruits are produced in clusters at the tips of leafy stems. Each dry fruit is

borne in the axil of a lobed foliar bract.

The multiple-stemmed habit of growth, the brilliant autumn coloration of the foliage, the interesting, hop-like fruits, and the gray, muscular stems are all interesting features that make this a worthwhile ornamental.

2. The Juneberries or Service Berries. (*Amelanchier* spp.) are quite similar to the Blue Beech in habit of growth and color of bark. There are several closely related tree-like species native to this area. The Alleghany Service Berry (*Amelanchier laevis*) is perhaps the most common in Minnesota.

GARDEN STORE OPERATORS' SHORT COURSE

Tuesday, March 6, 1962
North Star Ballroom, Student Center
St. Paul Campus

a. m.

- 8:30 Registration. Fee: \$4.00 per person
Frank Smith, University of Minnesota,
Moderator
- 9:00 Welcome... H. Macy, dean, University of Minnesota, Institute of Agriculture
- 9:10 Operating capital for the business...
David A. Shern, vice president,
First National Bank of St. Paul
- 9:50 Purchasing and pricing... Willard Bond, Nursery Sales Agency, Weymouth, Massachusetts
- 11:00 Using garden literature...
O. C. Turnquist, professor and extension horticulturist, University of Minnesota
- 11:45 Lunch: Dining Center (second floor, Student Center)

p. m.

- 1:00 Common garden question workshop and examination... O. C. Turnquist
- 2:00 Advertising, promotion, and public relations... Willard Bond

3:00 Question and answer period... Panel speakers and department staff

C. Gustav Hard, extension horticulturist, program chairman, University of Minnesota

Robert Pinches, acting director, Agricultural Short Courses, University of Minnesota

EDITOR'S COMMENTS

C. Gustav Hard
Extension Horticulturist

Nurserymen will be especially interested in the Garden Store Operators' Short Course. Maintaining sufficient operating capital in the business is one of the most pertinent topics today. There are many advantages which can be derived from doing business on a cash basis.

You probably have noted the fee increase for the Short Course. You will be interested to know that this fee includes a fine information workbook worth considerably more than the fee itself.

Attention has been directed to this office concerning the sale of varieties of elm resistant to the Dutch Elm disease. To date, I have not heard of any Minnesota nurserymen using this technique to promote the sale of elm. As was pointed out in the November-December issue of the Newsletter, there are no resistant varieties that have been tried under Minnesota conditions that merit growing in the state.

Nurserymen can do a tremendous public service job by promoting a basic understanding of the Dutch Elm disease and what it can do to a community. Further, they can do a service to the consumer by helping to correct false claims for the elm.

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