

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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PROGRAM

Minnesota State Nurserymen's Association

THIRTY - FOURTH ANNUAL MEETING

Monday and Tuesday, December 7th and 8th, 1959

Curtis Hotel -- Minneapolis, Minnesota

MONDAY, DECEMBER 7, 1959

- 8:30 a. m. - Registration and Coffee Hour
- 9:15 a. m. - Invocation
Opening remarks - President,
Lawrence Bachman
Committee Appointments
- 9:45 a. m. - "Direct Mail is Everybody's
Salesman"
Martin Baier, Vice President, M. P.
Brown, Inc. Division of the National
Research Bureau, Inc.
- 11:15 a. m. - Visit Exhibits
- 12:00 noon - Luncheon, "The Four Great Issues
of Our Time"
Speaker - Carl Rowan
Minneapolis Tribune
- 2:00 p. m. - Bureau of Plant Industry Report
Introduction of New Director
Panel Discussion on Controls of
Various Insects and Diseases
- 3:00 p. m. - Time Saving - Labor Saving Methods
and Devices in the Nursery Industry
Group Participation with Illustrations
- 6-7:00 p. m. - Cocktail Hour - Courtesy J. V.
Bailey Nurseries, St. Paul, Minnesota
- 7:00 p. m. - Banquet and Entertainment

Election of Officers
Old Business
New Business

- 10:00 a. m. - "The Techniques of Selling and Plant-
ing the Average Home"
Harold J. Parnham, Robinson &
Parnham, Des Moines, Iowa
- 11:30 a. m. - Visit Exhibits
- 12:00 noon - A. A. N. Luncheon and Election of
Delegates
- 1:00 p. m. - Washington Report - Robert F.
Lederer - Legislative Assistant
- 2:00 p. m. - Horticulture Department Report
Arboretum Report
Wintering of Varieties in the
Arboretum
- 3:00 p. m. - Panel Discussion - Storage and Potting
of Nursery Stock
Questions and Discussions by the
Group

TUESDAY DECEMBER 8, 1959

- 8:30 a. m. - Coffee Hour
- 9:00 a. m. - Business Meeting
Committee Reports

Come One and All!

An invitation has been extended to all Minnesota nurserymen by President Lawrence Bachman and the program committee of the Minnesota Nurserymen's Association to attend their Thirty-Fourth Annual Meeting. The time, place and program are given above.

Remember you need not be a member to attend; so come one and all! Let's make this the best meeting yet!

YOUR TRADE ASSOCIATION

Vincent K. Bailey, Vice-President
American Association of Nurserymen

All members of an horticultural industry should be active in an association at least within their own particular field. The vegetable grower, florist and nurserymen will benefit to the extent in which he participates in his respective organization, which represents him. As for the nurserymen, you should join the local, state and national association. Be active in your associations, offer suggestions to the secretary and your officers, attend the meetings and read the reports.

The benefits of this group action are obvious to all; but, by the same token they are often taken for granted. Here is a brief review of benefits:

① Production-Not all nurserymen are engaged in growing plant materials, but those who are can get a great deal of information through the association. Our universities and colleges are doing research and teaching the fundamentals of horticulture. At our meetings we can keep up-to-date in our field by talks and bulletins to keep us abreast of the research in nursery culture and the practical application of this information. The talks on specific horticultural subjects are most important.

② Sales-This is a phase of the business that is probably more popular to more nurserymen than production. The trade association can be of tremendous help in this area. I might cite the work of the Twin Cities Nurserymen's Association, which works on a local basis. The St. Paul and Minneapolis group carry on an advertising program, in the planting season, with their own emblem. This advertising is most effective and can be carried on only by the group. True, you as an individual must also carry on your selling program, but group action is very effective. To do this there must be an organization. Nearly all areas have local groups that should be organized and could work together.

On a national scale, sales promotion is most effective. The American Association of Nurserymen publishes a "Merchandising and Sales Bulletin" which many of you have seen. Experts with a background in the nursery industry have conducted these sale promotion studies. Mr. Howard Quadland is in charge of this work. One or two good ideas from this monthly bulletin can pay your annual dues. Most trade associations find their publicity programs very effective. Nurserymen are not alone in this belief, for practically all carry on a sales or promotion program. One such program, with which we are most familiar, is probably the Dairy Association. The wool producers, cotton growers, and countless others find their association most effective in the area of sales promotion.

③ Legislation-The third activity that can be entered effectively through group action is legislation. State and national associations are very effective, for their officers can keep the members posted on proposed bills that should be supported or opposed by nurserymen. Our legislators, on state and national levels, welcome the views of their constituents. The larger the membership, the greater the response, the more effective the association, and the greater the possibility of favorable legislation for the industry.

American Association of Nurserymen legislative reports are issued regularly. They keep you up-to-date on happenings in the state and national capitol. You must act to make them effective!

Many of us like to be individualists but trade associations are most effective in these three fields, (1) production, (2) sales, and (3) legislation, where group action is a necessity. In numbers there is strength. Alone it is a wee voice; united it can be a thunderous roar.

Your active participation is needed in the organization. While the financial support of your membership is important, I feel that any association is only as effective as the members are active. You might shirk and say it is all right for the other fellow but I haven't the time. Our business is our livelihood; let's take some time. Often the excuse is offered that your particular type of business is being neglected by the association, but we know that what helps one nurseryman helps all of us. Possibly a greater activity on your part will induce more action in your particular phase of the industry.

Personal contacts that we make at our meetings are of great benefit in our work. Ask questions, your neighbor nurseryman isn't such a bad fellow and you will find he is glad to give information. Fact is, he might be able to help you more than you think he can. The day is past when businessmen think they have secrets that should be kept to themselves. These casual visits are helpful in learning where to get information. John Doe might be specializing in a certain field and he could discuss with you how he does a particular task. This could start you thinking, discussing more and reducing the cost of a certain nursery operation. Meetings give you an opportunity for informal visiting before and after the scheduled program. Personal contacts are much more beneficial than reading a paper or listening to a prepared speech.

Our products and workmanship must be constantly improved! No business can stand still -- either we must go ahead or drop back. We must progress and thus the trade association can be of utmost help. All business barometers indicate a continual upward trend in business volume; thus, the nurseryman should receive his share of the increased profits. Again, your association can help you decide the direction of your expansion. It can give you trends toward what the needs will be in the immediate future. An example might be the highway beautification program.

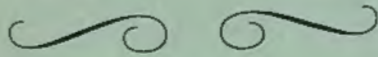
I wish to express just the one more thought -- that we need more members. It is up to each of you to visit with your fellow nurseryman and explain the advantages of the association. You, who are here, are taking the time to come and, therefore, feel that there is an opportunity to improve your work; but the ones we must reach are the persons and firms not attending. The many subjects covered by outstanding speakers in their respective fields will pay big dividends for time spent. Let's all consider ourselves a committee of one to bring in another nurseryman to the next gathering. Remember, a single raindrop falling from the sky can't be heard but the roar of the water in the Niagara Falls basin is deafening.

Let me explain briefly the organization of the American Association of Nurserymen. There are the

usual officers - president, vice-president, and treasurer. The Board of Directors is composed of a representative from each of six regions. Minnesota is in region four. The permanent hired staff consists of an executive vice-president and three assistants. The board of governors is elected by delegates from the various states. The number of delegates from each state is based on the volume of dues paid by its members. These delegates are the governing body of the American Association of Nurserymen and transact all the business, including electing the officers.

Minnesota is fortunate in having Russell Zachariasen and Lawrence Bachman as delegates on the board of governors. Both were active at the annual convention of the American Nurserymen's Association in Philadelphia last July. These men will present their report at the Minnesota state convention in December.

Although the Minnesota Nurserymen's Association sponsors this convention, the program of which you will find in this newsletter, we invite and urge all nurserymen in Minnesota to attend. Our goal is to have 100% participation. Remember, in unity there is strength!



NEMATODES AND NURSERY INSPECTION

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

During the past several years we have become aware that our nursery stock is often infested to a greater or lesser degree by little microscopic eelworms or nematodes, which often produce disease conditions within the growing plant. This may be indicated by lack of vigor, poor growth, malformation of the roots, discoloration and/or destruction of the leaves, and other possible symptoms.

This condition is causing some concern in nursery inspection departments in the various states of the Union. The manner of handling infested plants differs from state to state because inspection procedures are not yet standardized. These pests may be soil-borne, and some states have already begun treating the soil for nematode control. For instance, Oregon estimates 1,000 acres of nursery ground are now treated, and it is expected that by 1961 all shade tree liners coming from that state will be taken from nematocide-treated soil. Lee Jenkins and H. W. Guenerick of the Missouri Agricultural Experiment Station reported in the October 15, 1959 issue of the Plant Disease Reporter in regard to work which they had done with various dip materials prepared for experimental purposes by several chemical companies. The object of the experiment was to find a product which could be used to treat infested nursery stock in order that it might be delivered to the customer, free of nematodes. Much of the stock used in the experiment was infested with root-knot nematodes which are endoparasitic. The results seem to indicate that more work will be required before a material is available that will render the plants free of nematodes and yet be harmless to the plant. It would appear, however, that there is promise that such a material will be produced in the near future.

Some nematodes live on the outside of the plants or roots of the plants and are called ectoparasites; others live within the plants and are called endoparasites. Many ectoparasites can be removed by flushing the plants with warm water. This is a recommended procedure for removing the dagger nematodes from the roots of stock which is quite commonly grown in Minnesota. These pests are often present and cause a considerable amount of trouble on various species of maple trees. Flushing the roots of such imported lining-out stock and treating the soil before planting is a logical method for control. Although most nematocides are highly phytotoxic and cannot be applied to the growing plant, there are a few chemicals on the market that can be applied to the plant or to the soil near the plant, thereby gaining control of the pest.

Some Minnesota nurserymen have participated in trial applications of nematocides. In most cases, benefits derived from increased growth indicate that the treatment is advisable from that aspect alone. These materials are often effective in several ways. As a rule, a nematocide is a good soil insecticide. It may also serve a third purpose as an herbicide. Nurserymen may wish to consider treatment of areas where crops of high value are to be planted. Seed beds are good places to start because the nematodes which would be a problem on nursery stock are not brought in on seed. When transplanting nematode-free stock, it is advisable to also treat the soil where planting is to take place, thus insuring further protection to the plants. The writer will be glad to discuss the application of these measures with any nurseryman interested in the problem.



OUR GARDEN LILACS *

John C. Wister, Director, Arthur Hoyt Scott
Horticultural Foundation
Swarthmore, Pennsylvania

The genus *Syringa* includes about 25 species. They are native in the mountainous regions of Hungary and Bulgaria. Over 75 of the 100 best varieties recommended today have been introductions that have come from the Lemoine Nurseries, Nancy, France. Victor and Emile Lemoine introduced many varieties from 1870 to 1940.

Among the outstanding American and Canadian lilac breeders are the following: John Dunbar, Walter B. Clarke, T. A. Havemeyer, Edward J. Gardner, A. M. Brand, Isabella Preston and F. L. Skinner.

For best results, lilacs should be planted in good soil in full sun with annual feeding and pruning. Prune to 6 to 12 stems per plant and remove 2 or 3 of the largest stems annually. Remove criss-cross growth and open up the center of the plant to allow light to get in.

Lilacs are propagated by cuttings or grafting. They can be grafted on ash, privet or lilac seedlings.

* Condensed from:
Proc. of 12th Ann. Am. Hort. Congress and Annual Mtg. Am. Hort. Council page 10-14 Oct. 23 to 25, 1957.

Grafting is probably the most economical method; for salable plants, from 2-4 feet, can be produced in 2 or 3 years. By planting deeply the scions develop roots in a year or two and thus become "own-rooted" plants. Some nurserymen prefer to dig the grafts after the first or second season to remove the understock root. Care must be taken to remove all the understock or it can crowd out the lilac. Seedling lilac is bad in this respect because it can't be identified until the plant blooms.

Budding is cheaper than grafting for growth is usually quicker. The bud is placed at the ground level and is planted deeply when the plants are sold.

Cuttings are usually taken of half-ripened wood in June, after the plants have bloomed. Necessity of taking the cuttings at exactly the right time is important in obtaining high rooting percentages. However, some varieties are very poor in developing roots and often it takes 3 or more years to develop a salable plant with those which do root. The use of hormones, plastic tents, and continuous mist have given better and quicker results.

Suckers can be used, but not for mass production. Seed collected from good varieties germinates readily, however it does not come true.

In the selection of varieties, a long season of bloom with a wide range of colors can be selected.

The whites are preferred because of their spectacular effect in the garden. 'Vestale' and 'Mont Blanc' have been outstanding single varieties with 'Ellen Willmott' and 'Alice Harding' best among the doubles.

In the violet shades, 'Cavour' and 'De Miribel' are good singles; 'Marechal Lannes' and 'Henri Robert' are doubles.

'Decaisne', 'Maurice Barres' and 'Firmament' are best singles and 'Olivier de Serres' and 'President Grevy' are doubles in the bluish tints. The bluest of all is 'President Lincoln'.

Finest lilac-colored single is 'Jacques Callot' whereas in the doubles 'Henri Martin' and 'Victor Lemoine' are outstanding. The best palest pink among the older varieties is 'Macrostachya'; the pinkest pink, 'Lucie Baltet'. 'Belle de Nancy' is an outstanding double with good newer varieties such as 'Mme. Antoine Buchner' and 'Katherine Havemeyer'.

Among the many magnificent magenta varieties, 'Mme. F. Morel', 'Reaumur', 'Paul Thirion' and 'Capitaine Baltet' rate very highly.

'Ludwig Spaeth', 'Toussaint L'Ouverture' and 'Mrs. W. E. Marshall' are outstanding single purples. This color class lacks good doubles.

Among the novelties which look very promising are: 'Fraicheur' and 'Henry Clay' in the whites; 'Primrose', a creamy white; 'Crepuscule', blue; 'Charm'; 'Glory', largest flower; 'Night', darkest and late; 'Priscilla', 'Edward J. Gardner', fine pink; purples, 'A. M. Brand', 'Col. William R. Plum', and 'Margaret Rice Gould' and 'Diane', a personal favorite much like 'Reaumur'.

Although there are many fine varieties, there is still room for improvements. More compact, shapely plants, dwarf varieties, greater resistance to disease especially mildew, more consistent annual flowering, larger flowers, clearer colors, non-faded colors, longer season of bloom, earlier flowering, stronger fragrance, and easy to propagate varieties are some of the characteristics sought in new varieties.

--R. J. Stadtherr

Editors Comments R. J. Stadtherr

COMING EVENTS

- January 11-16, 1960 University of Minnesota Farm and Home Week, St. Paul Campus
- January 11, 1960 National Mail Order Nursery men's Assn. winter meeting Hotel La Salle, Chicago, Ill.
- January 31-February 2, 1960, National Arborist Assn. winter meeting Hotel La Salle, Chicago, Ill.

FREE HORTICULTURAL PROGRAM

The horticultural program for the University of Minnesota annual Farm and Home Week will begin January 12, 1960 with a discussion on fruit varieties and cultural practices. Wednesday morning will be devoted to ornamentals both indoors and outdoors. Vegetable growing will hold the spotlight on Thursday morning. All sessions will be held in the Horticulture Building room 102 on the St. Paul Campus.

Why not advertize it in your nursery, garden store or sales lot, urging your customers to attend. Might save you a few hours of time next season in answering customer questions, for you or your employees. By creating and stimulating interest in horticulture you can increase your sales.

WHITE - PRESIDENT

Dr. Richard P. White, executive vice-president of the A. A. N. has been elected president of the American Horticultural Council.

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MERRY CHRISTMAS AND A
HAPPY NEW YEAR