

# *Louisiana* **NURSEYME N**

Official Publication of the Louisiana Association of Nurserymen, Inc. Summer, 1987

**Allons á Lafayette, September 15**  
Article on page 12

## Louisiana Association of Nurserymen, Inc. Application For Membership

Officers and Members, Louisiana Association of Nurserymen, Inc.  
Gentlemen:

I hereby make application for membership in your association, subject to the approval of my application by your Membership Committee. I also agree that the decision of the Membership Committee shall be considered final by myself without any appeal.

Enclosed herewith is the sum of \$ \_\_\_\_\_ covering my membership for the year ending January 1, 19\_\_\_\_.

### DUES SCHEDULE — (REGULAR MEMBERS):

\$000,000—\$100,000 .....	\$ 35.00
\$100,000—\$250,000 .....	\$ 50.00
\$250,000—up .....	\$100.00
Associate Members .....	\$ 35.00

I agree that should I wish to cancel my membership at any time in the future that I must do so in writing to the secretary no later than the last day of December of the current fiscal year. Failing to do this I acknowledge my liability to your organization for the current year's dues.

Applicant's signature \_\_\_\_\_

Firm's name \_\_\_\_\_

Affiliation \_\_\_\_\_

Address \_\_\_\_\_

City, State & Zip \_\_\_\_\_

Recommended by \_\_\_\_\_

Firm's name \_\_\_\_\_

Address \_\_\_\_\_

City, State & Zip \_\_\_\_\_

**Mail application blank and check to:**

J.A Foret, Secretary  
USL Box 40024  
Lafayette, La. 70504  
Phone: (318) 235-4366

### Application for L.A.N. Certified Nurserymen's Examination \*

Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Nursery: \_\_\_\_\_

Nursery Affiliation: Owner: \_\_\_\_\_ Employee: \_\_\_\_\_

\*This application must be accompanied by a \$25.00 check or money order made payable to L.A.N. An additional charge of \$10.00 will be made for re-examination of those sections failed.

Mail to: L.A.N., Box 40024, USL, Lafayette, LA 70504

### Advertising rates

Back cover .....	\$150
Inside cover .....	135
Full page .....	123
2/3 Page .....	102
1/2 Page .....	85
1/3 Page .....	75
1/6 Page .....	43
1/12 Page .....	32

Extra charges apply for one-time-only advertising, and for color in ads. LAN will provide typesetting and layout of ads at a nominal charge. For more information, contact the editor.

# Welcome, new members

Plants Galore, Barbara and Bob Bowles, Rt. 2, Box 214-B, DeRidder, LA 70634

Four Seasons Nursery and Greenhouse, Richard Miller, P.O. Box 1255, Glenmora, LA 71433

Kent's Nursery, J.D. Kent, Jr., 1327 High St., P.O. Box 575, Jackson, LA 70748

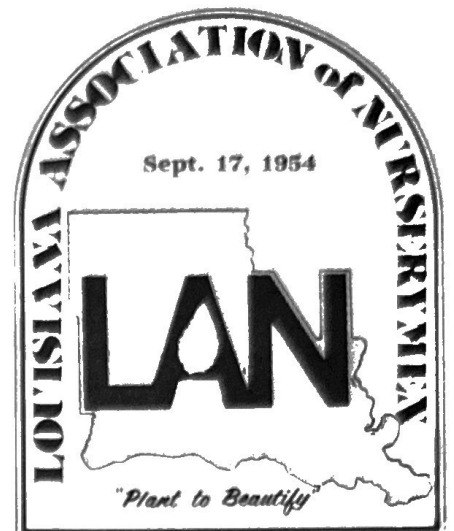
The Greenery, Inc., Debora B. Lawrence, P.O. Box 442, Prairieville, LA 70769

John Donegan, O.M. Scott, 201 Pin Oak, Whitehouse, Texas 75791

CASSCO, Allen Oswalt, P.O. Box 3508, Montgomery, Alabama 36193 (reinstated)

Diket Nursery, Glennon Diket, 415 Pelican, New Orleans, LA 70114 (reinstated)

Fransen Import and Export Co., Inc., 4460 St. Bernard Ave., New Orleans, LA 70122



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**Frank Akin**  
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#### Editor

**Mike Maher**  
Rt. 1, Box 759  
Sunset, 70584

#### Production

**The TIMES**  
201 Jefferson St.  
Lafayette, LA 70501

# Scions of the times

## Plant shortage

Where have all the flowers gone? And the dwarf yaupons, ligustrums, liriope, hollies and azaleas? Just about everything in containers throughout the deep South was damaged or killed with record low temperatures this past winter. Losses of yard plantings threw the **supply-demand** situation further **out of balance**. Nurserymen report a great demand for any stock left, and particularly for B&B stock. West coast nurseries have moved gallon plants into larger containers for the fall and winter planting season, but some sources say these plants will be below average in size.

## That's Showbiz

The 1985 All-America Rose is **Showbiz**, a scarlet red floribunda developed by **Matthias Tantau** of Uetersen, West Germany. Showbiz was hybridized from **Dream Waltz** and **Marlena**. Judges cited its brilliance of bloom and its prolific set of blossoms throughout the growing season in declaring it the one and only **AARS All-America Rose** for 1985.

## North Louisianians get organized

A Northwest Louisiana Association of Nurserymen has been formed recently, to encourage fellowship and communication in that neck of the piney woods. According to Frank Akin, president of the group, "we held the first meeting to see if people were interested, and 39 showed up. The second meeting, 63 came, and we elected officers and an executive committee. The turnout was good and the people are enthusiastic."

Serving with Akin in steering the association are Fred Hoogland, vice president; Richard Maxwell, secretary-treasurer; and executive committee members Homer Thomas, Dennis Tippin and Sal Misuraca.

Anyone associated with the nursery industry—greenhouse owners, retailers, landscape architects, garden center personnel, and so forth—is invited to join the group. Dues are nominal and intended to recoup the cost of mailouts. Call Frank Akin, (318) 868-2701 for more information.

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**Sure Grow** plant bags

**Benlate, Banrot, Truban, and Daconil**

fungicides

**FA-5 Fire Ant** insecticide

**Spray Stay** and **Wilt Pruf.**

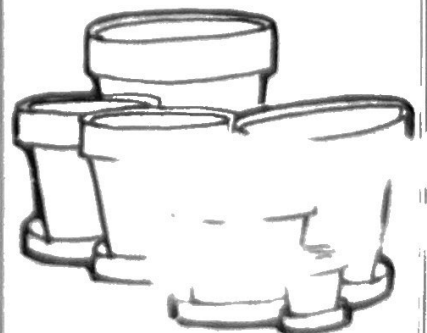
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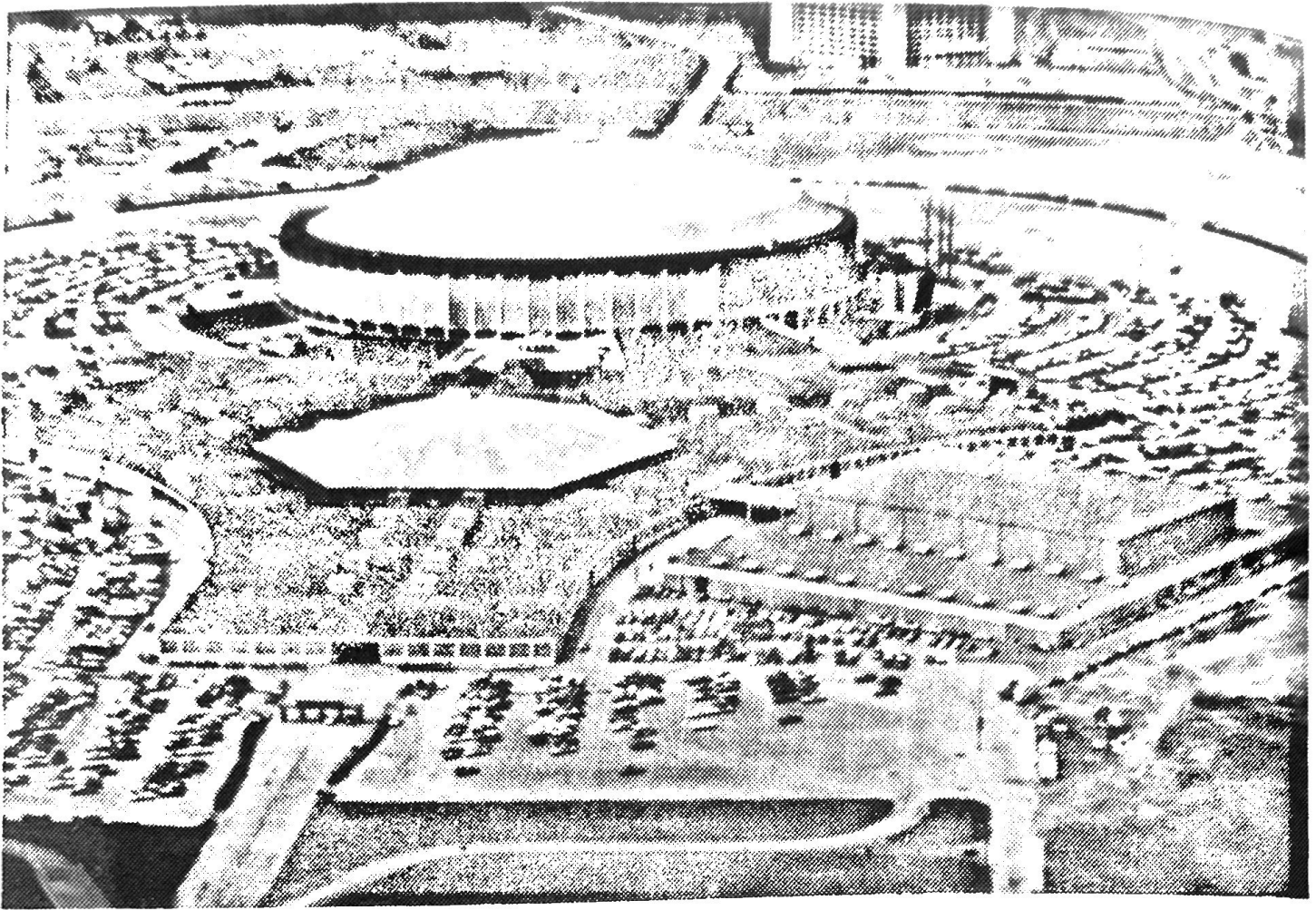
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## TAN-MISSLARK, August 17-20

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TAN-MISSLARK is back in Houston this year, after a well-done stint in Dallas in 1983. The exhibit set-ups begin at 8:00 a.m. August 15, at the Astrohalla.

Exhibitors only may register the following day from 10:00 a.m. through 5:00 p.m. Dr. Lawrence Helms, an Ashland, Texas behavioral psychologist, will speak on "How to Exhibit at Trade Shows" from 3:00 to 5:00 p.m. Thursday, August 16. All exhibitors and their employees are welcome to attend this presentation, which will be in the Astrohalla.

On Friday, August 17, the show officially opens to the public at 10:00 a.m. For the next two days, the show will open at 9:00 a.m. and close at 5:00 p.m. On the final day, August 20, TAN-MISSLARK will open at 9:00 a.m. and close at 1:00 p.m.

Specials events planned for the show include: a "Welcome to Houston Hospitality" with drinks,

hors d'oeuvres and entertainment, 5-7 p.m. August 17.

The AAN Region V breakfast and business meeting will be held from 8-9 a.m. Sunday, August 19. Tickets should be purchased before 5 p.m. the preceding day.

Exhibitors will be eligible to win a Dodge Ramcharger and a Magnavox 25" color television through the annual bonus ticket booth drawing, to be held at 1:15 p.m. Monday, August 20 in the center of the Astrohalla at the ticket hopper.

**LAN will hold its get-together Saturday, from 6-8 p.m. at the Astroville Tower (immediately across from the Astrodome). This meeting will combine LAN business with a social; in the past these events were held separately. At press time no room number had been assigned, but it will be posted in the Astroville Tower lobby as you enter.**

The booth count this year is 1,300,

up some 200 from last year. More than 600 firms will occupy these spaces, more than 10,000 people will attend, and more than \$60 million in bookings are anticipated.

Registration costs \$10. Headquarters hotel is the Shamrock Hilton, 6900 South Main and Holcombe. Other official TAN-MISSLARK hotels are the Rodeway Inn-Towers, 2130 West Holcombe; the Houston Marriott Astrodome, 2100 South Braeswood at Greenbriar; and the Astroville Hotel Complex, I-610 at Kirby. Housing is booked through the TAN-MISSLARK Housing Bureau, 3300 Main, Houston, TX, 77002-9396.

A shuttle bus will serve the Hilton, Marriott and Astroville Hotel, connecting them with the Astrohalla.

For further information about any TAN-MISSLARK event, contact the Texas Association of Nurserymen, (512) 444-7489.



**For the kids**—A trip to Astroworld, as well as an evening at the Regal Ranch, a trip to NASA and a day at the Galveston beach and Sea-Arama Marineworld are all part of a "Tanners" package put on by TAN-MISSLARK for school-age children of nursery people. A fee of \$95 for three days (Friday through Sunday, August 17-19) covers the program.



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# American Beautyberry

An ornamental fruiting shrub with potential

By Severn Doughty

A plant that is common to the woods of Louisiana but not often seen in the landscape has great potential in becoming a prized ornamental shrub.

American Beautyberry, *Callicarpa americana* L., also called Beautyberry or French Mulberry, belongs to the Vervain family, Verbenaceae. The genus name *Callicarpa* is derived from the Greek words *Kallos* (beauty) and *Karpos* (fruit). Its natural habitat ranges from Maryland and Delaware south to Florida and west to Texas and Oklahoma. It also grows in the West Indies.

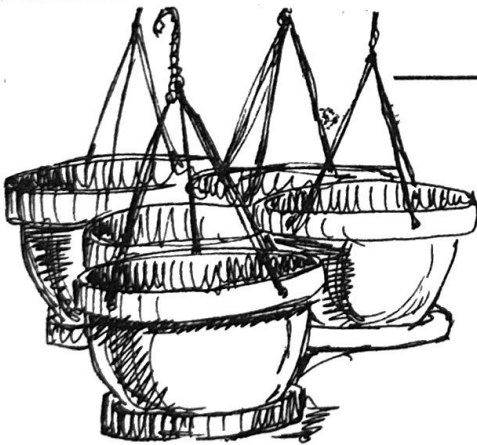
The deciduous shrub can reach 9' in the shade but more commonly in south Louisiana only reaches 3-4'. The most outstanding feature of this plant is its axillary fruit clusters appearing from August to November. These expanded clusters appearing almost pom pom in form, range in



color from rose to purple or violet to blue or lavender. Brown in Maryland lists a variety *alba* with white berries (2). Vines in Texas also lists another white fruited variety *lactea* F.J. Muller and states that it is sometimes found growing with the species (10).

The leaves of American Beautyberry are simple, aromatic and opposite at distant intervals on the stem. The margins are coarsely serrate except near the ends, and the leaf

shape is ovate, oval, elliptic or oblong. The leaf length may range from 3-9 inches long and 1.5 to 5 inches wide, with a leaf color of dark green and glabrous or puberulent above and paler and stellate-tomentose (hairy) below. The petioles are slender .75-2 inches long and stellate tomentose. The four-sided, slender, gray to reddish-brown twigs are also stellate-tomentose later turning glabrous (smooth).



## J & M Industries, Inc.

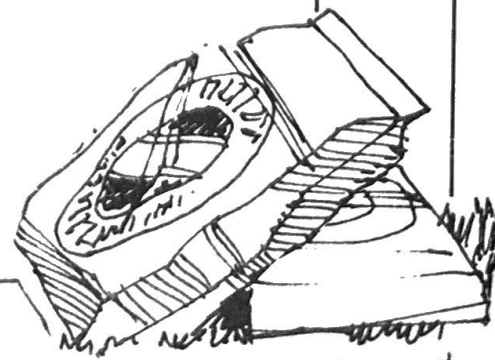
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The 1/3-1 1/2 inch flower clusters may appear from June to November, but most appear in June. They are borne in axillary clusters and appear rose to pink or pale blue (rarely white). The colorful 1/8-1/4 inch berry-like fruit clusters mature from August to November. Each fruit contains approximately four seeds.

*Callicarpa americana* L. may be found growing in rich acid woods soil or dry acid sites such as those producing scrub post oaks. The shrub is a common understory plant, but can grow in full sunlight according to Halls and Alcaniz (7). It prefers an open high overstory of pines or other hardwood trees and seems to flower and fruit well in filtered light at a very early age. The shrub is somewhat drought resistant and has a well branched root system which makes it desirable for erosion control.

American Beautyberry is an important wildlife browse. The fruits are eaten by bobwhite quail and at least 10 species of songbirds. Other animals such as deer, squirrel, raccoon, opossum, fox and domestic livestock also enjoy the fruit. This is especially true during August and September, which is a time when other wild fruits are scarce.

It should also be pointed out that the 80% water content can be impor-

tant to wildlife during these usually dry months. According to Halls (5), the twigs and leaves are eaten by deer and cattle during the growing season and occasionally in early winter. As a deer browse plant, American Beautyberry is considered medium in preference, but as with other medium preference plants, it may be a major part of a deer's diet when highly preferred foods are scarce.

Halls also states that the fruits are relatively low in crude protein and phosphorus, and medium in nitrogen-free extract and calcium. However, during the period of rapid growth in spring, the new leaves and twigs have enough crude protein, phosphorus and calcium to meet the maintenance and growth requirements for both deer and cattle (6).

*Callicarpa americana* L. is easily propagated by seed, layerage and cuttings. Halls documents that seed collected in the fall can be sown in the field or nursery the next spring. Plants grown in the nursery can be planted the following winter and losses from transplanting are usually few. Simple layering or mound layering should work fine and the plant will easily regenerate new shoots after having all the existing shoots removed. Cuttings are best taken in

September, rooted in the greenhouse and outplanted in late winter or early spring. The plant should flower and produce fruit the following summer (5).

If you have the opportunity to visit the 1984 Louisiana World Exposition, stop by the 'Louisiana Native Plants for the Landscape' exhibit and see for yourself the ornamental qualities of this outstanding shrub.

#### REFERENCES

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9. Radford, A.E., H.E. Ahles and C.R. Bell. 1979. Manual of the Vascular Flora of the Carolinas. Univ. of Carolina Press, Chapel Hill.
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# HOW DID DEVRINOL BEAT THE WEEDS?

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Bob Odom

## Disaster loans are available

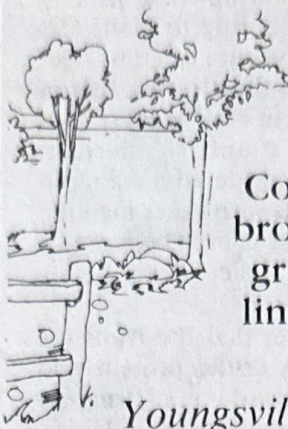
Commissioner of Agriculture Bob Odom reports that emergency disaster relief loans are available to nurserymen whose crops were damaged by the severe freezes of December 15, 1983, through January 22 of this year.

Farmers Home Administration loans are available at 13.75 percent to nurserymen in the following parishes: Ascension, Lafourche, St. Charles, St. James, Terrebonne, Vermilion, Winn and St. Mary. Nurserymen in adjoining parishes may be eligible as well; for information contact your local FmHA office.

The amount of the loan is determined by the dollar amount of the physical loss to the nursery. Deadline for application is January of 1985.

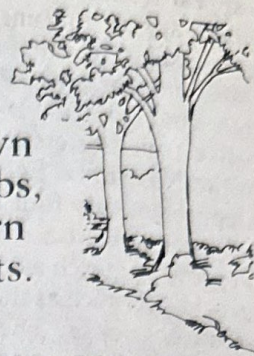
For those who can substantiate that they cannot get credit elsewhere, the interest rates are significantly better: five percent for the first \$100,000 in loss, and 8 percent for additional losses up to \$500,000.

When interviewed by *Louisiana's Nurserymen* in June, Odom had applied for a new loan program from the Small Business Administration, but SBA subsequently ruled that it would not extend farm loans in this case.



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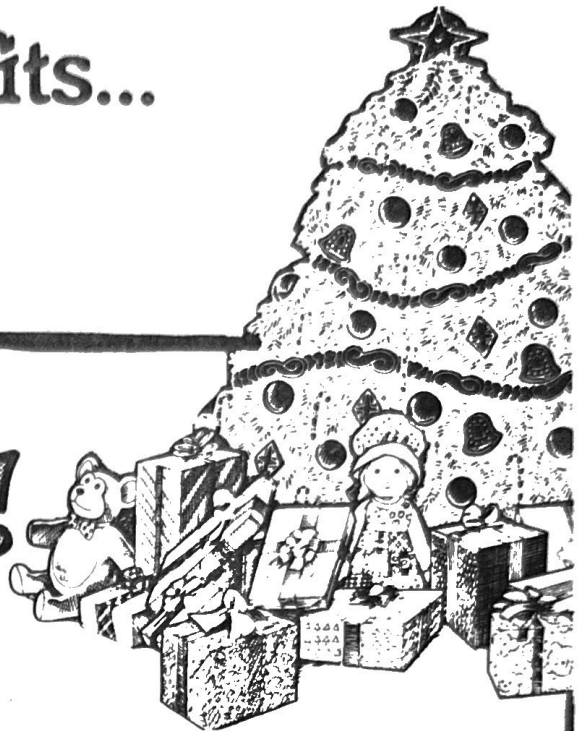
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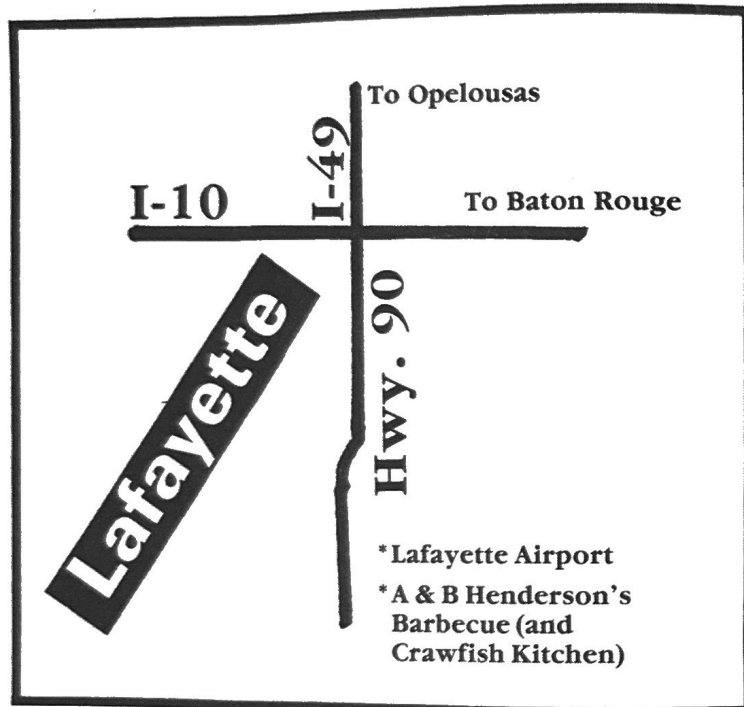
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## Our host

When Aubrey Henderson took office in 1954 as the first president of LAN, little did he dream that 30 years later he would preside over the group again—not as president, but as host—in his own restaurant.

Henderson now owns not only a barbecue house, but also a seafood boiling house that many regard as the finest in seafood-loving Lafayette. And if he had no premonition about being a restaurateur, it's doubtful he would have predicted the many other business ventures he would become involved in: the asphalt business, cattle business, oil industry fabricating, rental and applying business; land developing, a sand pit, tree surgery and even a cypress cabinet making shop.

"I've got to have something to do," he says. "I like to keep moving."

No one would deny that he has kept moving throughout his 72 years. Henderson grew up in the heart of Louisiana's nursery center: Forest Hill. He remembers cultivating nursery field stock by mule, and loading plants onto a mule-drawn trailer in the field.

"We used to ball plants by moonlight, and truck them to Baton Rouge the next day. That was an all-day affair, going from Forest Hill to Baton Rouge. The roads were bad, and if it rained, often times you had to be pulled out of the mud by a mule team. Then you had to cross the Mississippi by ferry."

He worked for Poole Brothers nursery in the late '20s, and remembers his bosses would haul gravel and raise strawberries to supplement what income they made from the nursery.



"Old man Sam Stokes started the Forest Hill nursery business. He developed the dwarf yaupon—it's called *Ilex stokesia*—and he found and developed the first Louisiana native pink dogwoods, too. The Tennessee pinks don't do well down here."

After graduating from high school, Henderson went to LSU to enroll, but went away disappointed. "Dean Lee at LSU discouraged me from enrolling. He told me, 'There are too many young men like you trying to get an education.' He said I should

talk to Joel Fletcher, the new dean of agriculture at SLI in Lafayette."

Henderson instead decided to go to work. He began in Crowley, developing a nursery for a Mr. Lawson, president of the Bank of Crowley. One day while making a delivery to Lafayette, Henderson was flagged down by someone who wanted to know if he'd sold his plants. It was Joel Fletcher. "He asked if I wanted to go to college, and said to come back in September, and to bring a load of plants. He said he could sell them."

(Continued from page 13)

Fletcher sold Henderson's plants through the South Louisiana Mid-Winter Fair, and he found Henderson a job with Bob Mouton's nursery, then located on Lamar Street. Henderson landscaped much of what is now Mouton Gardens subdivision in Lafayette, developed during the '30s by Mouton.

"At the time, there were no major nurseries in Lafayette, and there was a good market for plants. Eventually I left Mouton and went to work for Maurice Heymann." Heymann had bought a tract of land from Eloi Girard (a charter LAN board member) and Henderson developed it into a nursery. He also landscaped the Heymann home.

"Mr. Heymann was a fair man, and he liked growing things. We made a lot of lath houses and grew azaleas and camellias and other stock.

Henderson remained with Heymann throughout the war years, and during those years he was never inducted in the service. "Frank Beaulieu, who was on the draft board, said the board didn't want me to go. They felt my service as a nurseryman was more valuable to the country. I did a lot of business with military installations at the time."

After the war, Henderson started his own nursery. "I bought 32 acres and started out with three rows of Buford holly. I kept adding plants and land. I also started a spraying service.

"At the time, everything was field grown. We had live oaks, dogwood, camellias, junipers, azaleas, yaupon, Japanese yews, and other general landscape material."

As his business grew, he and other area nurserymen began to realize the advantages of cooperation. "No one nursery could load a whole trailer for an order, or grow the diversity needed to supply a large order. Joe Vallot, who had begun Grandview Nursery in the '30s, met with me to talk about our plants. We agreed that if we got together, we could help each other."

It was this spirit of cooperation that led to the formation of the Louisiana Association of Nurserymen in 1954. "Before we organized, one nurseryman didn't know what the other was doing. I might have thought I was overstocked with wax ligustrum, when someone else had a big order for them that he couldn't fill by himself.

"To me, nurserymen stick together

as a group better than any other group in agriculture. All of our early LAN group were unselfish and cooperative.

"We had good get-togethers in the early days. Joel Fletcher (by then president of USL) let us use Blackham Coliseum, and the Texas buyers would come to the conventions. We did a lot of bookings at those meetings."

Henderson remained in the nursery business for another 10 years, but by the mid-60s, things had changed. "Good labor simply got too scarce—that's the only reason I got out. I sold my stock and got into the house building business. I also operated a sand pit, and a tree surgery and landscaping business.

By this time, Lafayette was mushrooming with the booming oil business. The nursery Henderson had developed for Maurice Heymann was now the Lafayette Oil Center. Henderson's own land, 160 acres that he had acquired for as little as \$95 an acre, was skyrocketing in value with the completion of four-lane Highway 90 right through it.

With partners, he initiated Gulf Marine Fabricators, Gulf Marine Applicators and Gulf Marine Rentals, all oilfield-related firms. He sold the first two, renamed the third Black Gold Rental, and operated it for several years. "They were a lot of headaches," he admits of his oil enterprises.

Henderson began one of the first Simmenthal cattle herds in Louisiana, and purchased some prize-winning animals from a Canadian cattleman. He opted out of cattle growing after getting a phone call one night, informing him that his animals were loose on the nearby Lafayette airport grounds. "We got them back in the pasture before they did any damage, but I sold them after that, and slept much better."

He got into the barbecue business with the same energy and innovation he'd shown in many previous enterprises. "I went to the Dallas-Fort Worth area to see how they did barbecue up there. I got two automated rotisseries—I wouldn't try to barbecue any other way now."

As the barbecue business succeeded, he added a seafood boiling operation that specializes in righteously seasoned crawfish, shrimp and crabs.

A beautifully landscaped courtyard between the two restaurants reflects Henderson's lifelong interest in plants. "I still dabble with plants in the early mornings," he says.

His newest enterprise, an asphalt plant in Houston, may have added years to Henderson's life. A routine insurance check required by his lending agency revealed serious blood vessel blockage near his heart. At the time, he never suspected anything was wrong. He underwent triple bypass surgery last year.

"I feel real good now. But this is it...it's about time to slow up." With only two restaurants, an asphalt business, diverse land developments and a cabinet shop, perhaps Henderson has slowed up from his earlier years.



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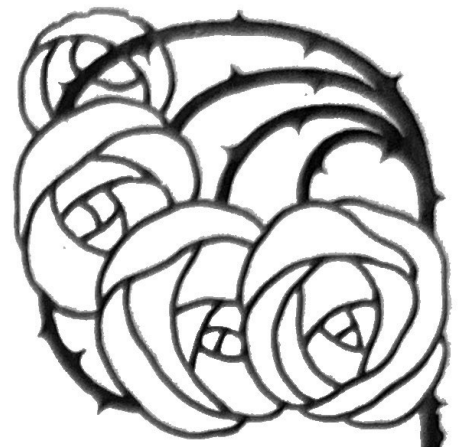
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# A hull of a business

*Houston rice hull baron J.D. McMaster says peat can't compete*

In February, 1968, two Houston men were placing Forest Hill-grown seedlings into pots and rehashing a conversation they'd had four months earlier with Blue Ribbon Rice Mill officials.

The men, Earl Roesner and J.D. McMaster, were not nurserymen by profession, but they enjoyed growing things. They had used Blue Ribbon rice shaft and rice hulls composted with liquid chicken manure in their home-brew potting mix.

Roesner recalled the Blue Ribbon offer to sell six acres of rice hulls to them, land, hulls and all. That made something click inside McMaster, who had misunderstood the offer and hadn't realized the land was for sale, too.

"I told Earl, 'you can continue potting if you want to, but I've got to go have a look at that.'" He left immediately.

Neither rain nor sleet nor dark of night had thus far stayed postman J.D. McMaster from his appointed rounds. But that many rice hulls did. He left his job at the post office and from that point has been in the rice hull compost business.

"Everybody through I was crazy. Nobody had every before done what I did," McMaster admits. Indeed, purchasing six acres of pits 22 to 36 feet deep, full of rice hull slurry, is not everyone's idea of a good business venture.

But 16 years later, while he has no

inventory figures on how many thousands of tons he's sold, McMaster does admit that he has filled these acres of deep, deep holes **several times** with fresh rice hulls, to replace what he's sold.

"Now I'm not crazy any more," McMaster avers.

Indeed, McMaster saw what no one else in the nation's fourth-largest city had seen before: an incredible opportunity in selling rice hull compost. While he does not want to publicly admit how little he paid for the land (five miles distant from downtown Houston) in this writer's opinion few would believe the figure, anyway. And not only did he get a staggering amount of rice hulls, he



also had immediate access to thousands and thousands of truckloads more—all free from the local rice mills, which were glad to be rid of the stuff.

### The Pits

McMaster was equally glad to get it. His pits were in fact huge composting factories, full of rice hull digesting fungi. As he would deplete the composted hulls, he'd replenish the pit with fresh hulls. The high Houston water table and ample rain would quickly top up the pit with water, and the fungi would go to work, heating the brew to 155 degrees, thereby killing any weed seed mixed with the hulls.

"The liquor in those pits can ferment fresh rice hulls in 72 hours," McMaster claims.

Having megayards of composted rice hulls is one thing. Selling it is another. "Back in 1968, I put an ad in the Houston paper, telling people to come to the pits with their trucks and load up with the compost. We got two, three, four dollars per truckload—anything they wanted to pay."

He began bagging the stuff and trucking it to area nurseries. Then the bulk business got good. "More than 60 golf courses have used our compost for their greens. We'll probably add 10 more this summer." Each green requires 40 cubic yards of compost. Multiply that by 18 greens, by 60 golf courses—that's a lot of rice hulls.

School began using McMaster rice hulls as a foundation for athletic turf grass fields. Even Earl Campbell crashes to the ground on rice hull-based turf; the Houston Oilers practice field was laid over McMaster compost.

"Some people prefer this stuff to fill dirt; they'll put in 50 cubic yards in their lawn," McMaster says.

### Bag Boom

For 11 years McMaster eschewed the bag business, then in 1979 he got back in it in a big way. He designed an automated bagging production line, and got Sears and most of the major Houston supermarket chains to market his product in four- and eight-quart bags, and in 20-pound bags.

"The 12 Sears stores in the Houston market moved 20,000 bags in the spring of 1979," McMaster remembers.

Up until several years ago, the Houston market was so big, it occupied all of McMaster's time. Then

he met Dave Butler and got into franchising.

Butler was a chemist for PIRMI, a large rice miller in Greenville, Mississippi. His assignment was to find a use from PIRMI's immense stockpile of rice hulls. He looked up McMaster and they arrived at an arrangement whereby PIRMI would use McMaster bags, machinery and methods in a franchise situation.

Butler has since moved to Little Rock and has established a second McMaster franchise in the Arkansas rice belt. He commutes regularly to Greenville, however.

This year, McMaster expanded into Louisiana through a similar franchising agreement with J.B. Broussard of Mermentau. Broussard owns a rice mill and will establish a composting and bagging operation.

### Barging In

Currently McMaster is barging Broussard rice hulls down the Intracoastal Canal to Harlingen, Texas. There he's proximate to the large commercial nursery market in the valley. He also has access to tons upon tons of manure from a cattle feedlot near Harlingen.

The barge that takes Broussard rice hulls to Harlingen returns to Mermentau with manure. Both go into the compost pits in about a one-to-one ratio, McMaster says.

Earlier this month, McMaster admitted that setting up his Harlingen operation had put him behind on his other orders. Specifically, he needed to produce 54 18-wheeler loads of compost for Kroger's and other major clients.

Yet McMaster has no employees. That's right, **no employees**. His compost pit is located in the heart of Houston's low-rent district, and local temporary labor is easy to find.

McMaster has acquired a dragline, front-end loaders and a big backhoe. He is expert in operating all of them.

"Rice hulls are hell on equipment," he admits. "They don't behave like sand, nor like dirt, when they're wet. It's out of this world. If you have operators who don't know what they're doing, they'll ruin everything. Myself, I've popped all the lugs off a tractor wheel."

His years of trial and error in manipulating the stuff have put him in the unique position of having little competition, simply because no one else knows how to do what he does.

"People have tried to duplicate what I was doing, but couldn't. This stuff won't flow through conven-

tional hoppers in a bagging operation. The machinery all has to be specially built, and nobody knows how except me," he says.

McMaster designed his bagging operation equipment and a Memphis fabricator built the machinery. It can fill up to 20 bags a minute. "We just bag it and palletize it and let it sit until we have orders," McMaster says.

He still does an active drive-in business with Houstonians. But the pickup truck load that sold for two or three dollars in 1968 on a load-it-yourself basis now sells for \$35, loaded by tractor.

His compost has gone to golf courses and landscape jobs as far north as Illinois and Kansas. Bagged McMaster compost has even been airlifted to the Middle East via private jet.

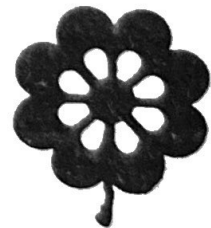
Do-it-yourself McMaster is also a one-man marketing operation, making 10 or 11 nursery shows a year. His stuff is selling. "The last time we replenished the pit with fresh rice hulls, we got 800 18-wheeler loads. Right now I could use 1,000."

"It's unreal, really," McMaster admits. "The Lord answered my prayers and from there on I just worked."

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### Landmark oak damaged

The Cathedral Oak in Lafayette, one of the largest and best-known trees in the state, was damaged by lightning in July. According to Dr. J.A. Foret, LAN secretary and an expert in assessing such damage, the tree sustained moderate damage to its central leader (the principal upright limb).

The force of the bolt flaked off the outside bark about a third of the way down the tree. Surgeons chiseled off a four-inch strip of damaged bark, painted the wound and sprayed with insecticide

Foret said the tree was showing no signs of stress, but added that it's a little early to tell about the severity of the damage.

The Cathedral Oak is thought to be about 400 years old. Jean Mouton donated land to the Church as a cathedral site in 1821, in part because of the large oaks there. Until the early 1900s, churchgoers would park their buggies in the shade of the Cathedral Oak during the summer.

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## When a tree damage case goes to court

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Latest tool is a brief publication prepared by the Council of Tree and Landscape Appraisers . . . a booklet titled *Landscape Appraisal Court Cases*. The booklet presents a discussion of five cases reflecting methods of appraisal presented in the *Guide for Establishing Values of Trees and Other Plants*.

Chairman of CTLA Erik Haupt (Bartlett Tree Expert Company) explains the contents of the booklet this way: "Five different kinds of cases are described. In each one the problem is stated, the steps taken by the tree or landscape appraiser are described, and the final result is explained."

"The booklet is not intended to make 'legal experts' of those of us in the green industries," Mr. Haupt said, "but to help us apply the procedures outlined in the *Guide for Establishing Values of Trees and Other Plants* to the needs we might face if or when our cases go to court."

The sixteen-page booklet describes five cases: "Destruction by Fire," "Earth Slide," "Construction Damage," "Pine Beetle Infestation," and "Woodborers in the Old Oak." Other cases will be described in later editions of the booklet, according to Haupt.

"The cost of \$15 per copy actually reflects the great deal of time and effort required to compile the information," Mr. Haupt says, "and we find that professionals concerned with the problems of court representation recognize this as a nominal investment for facts that are otherwise difficult to find."

(Continued on page 20)





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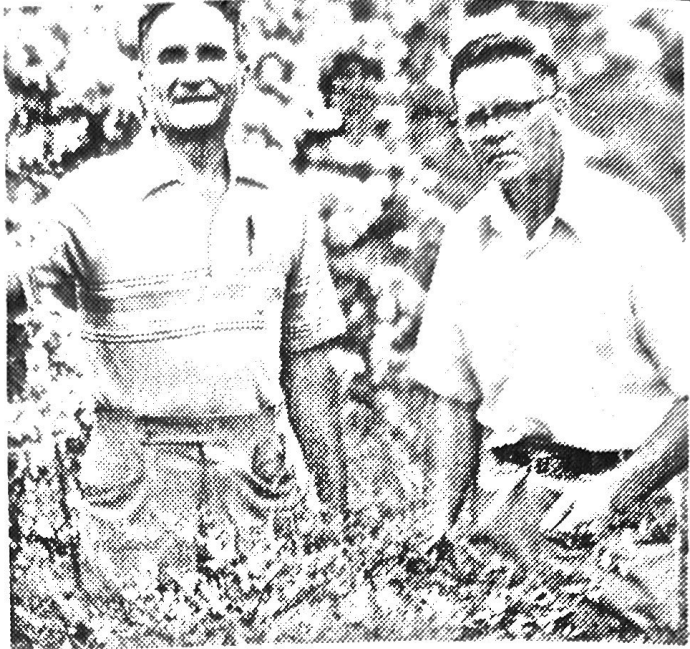
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The Council of Tree and Landscape Appraisers also offers three other pamphlets. *Tree Values* is an introduction to the subject; *The Tree Casualty Puzzle* is more detailed and covers the steps taken in making an appraisal. The third, *When a Tree is Damaged or Destroyed*, covers tree and landscape values in terms written especially for those in real estate, insurance, tax and legal professions.

These three publications are available for 15 cents each from CTLA, at the above address.



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## New magazine seeks mail order suppliers

*Gardener's Delight*, a new magazine that will reach a projected readership of 100,000 across the U.S., is seeking names and addresses of companies that supply garden-related products by mail order.

According to *Delight* staffer Enid France, "garden-related" encompasses everything from houseplants to seeds to trees, even garden furniture and statuary.

The magazine will begin publication in 1985 and will include a directory of mail order suppliers. A listing in this directory costs nothing.

For further information, contact Ms. France at *Gardener's Delight*, 1416-B Duke Street, Alexandria, Virginia, 22314; or by telephone at (703) 836-1608.

## LAN meets in Houston

Don't forget the LAN meeting and social at TAN-MISSLARK, to be held in the Astrovillage Tower from 6:00-8:00 p.m. Saturday, August 18.

In the past, these events have been held on different days, but will be combined this year. The Astrovillage Tower is directly proximate to the Astrodome. A sign in the lobby will direct you to the LAN gathering.

# People



Vallot

Our apologies for two mis-identified people in the previous issue of this magazine. **Joe Vallot**, left, was incorrectly identified as Eucharist Mouton in the cover photo caption. Nurseryman **John Smith** of Grand Coteau, who was featured on the front cover of the 1955 LAN convention program, and who should have appeared in the retrospective 1984 issue, was pre-empted by a young woman with a basket of roses. In this case the printer took the image from the back cover ad of the 1955 publication rather than from the front cover photo identified in the caption. Let this set things straight, with regrets for the mistakes.



Smith

**Dan Devenport** has resigned his position as director of the horticulture and quarantine programs for the Louisiana Department of Agriculture. Devenport, a graduate of USL, earned a master's degree in horticulture from Cornell University before assuming his post in Baton Rouge. The position is as yet unfilled. Devenport is working for a family seafood enterprise currently.

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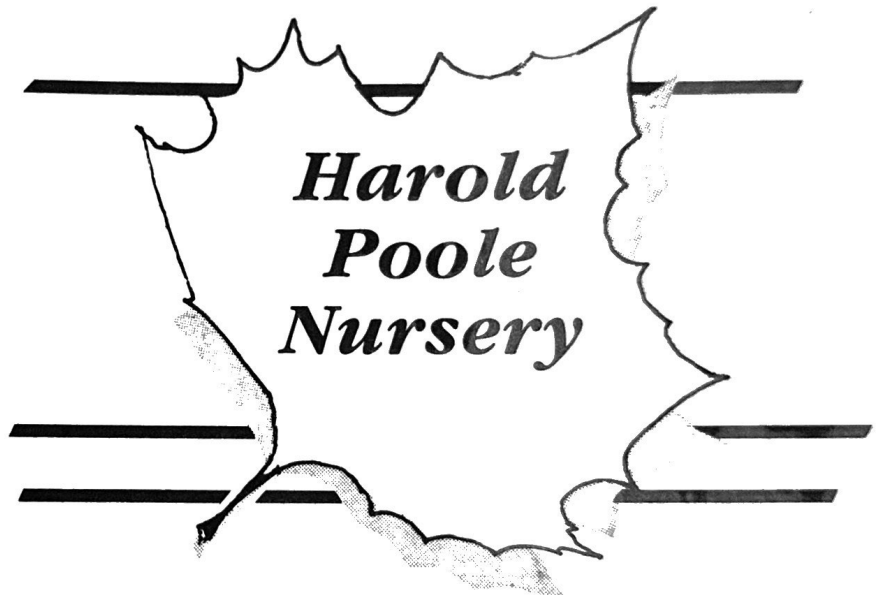
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# Garrison's Nursery

When Charley and Kate Garrison got into the nursery business almost 25 years ago, their nursery was out in the country west of Shreveport.

Today, Garrison's Nursery is right in the path of Shreveport's rapid westward expansion, and the nursery itself has frontage on not one but two major thoroughfares: Interstate 20 and Highway 80.

Business has practically tripled in five years, and the weekend bustle of customers buying plants is good evidence that sales charts will continue curving upward.

"We didn't ever expect to get this big, but it's harder to run a small business these days," Charley acknowledges.

Charley prides himself on making efficient use of his facilities and his personnel. On first glance, frontage on two highways seems a wonderful asset. But the highways are 2,000 feet apart, and Charley's land is only 180 feet wide. But he has turned this spaghetti-thin parcel of land to his advantage. Display areas face Highway 80, where the parking lot is located among colorful plantings and groupings of patio furniture.

As the customer proceeds into the retail area, he first finds a greenhouse full of bedding plants, then hard goods, then container plants, then special display gardens, and finally the larger landscape material.

A road running the length of the property allows delivery trucks to drop plants directly at the department receiving the shipment, minimizing handling problems.

Garrison employs ten horti-



culturists, some of them with degrees. "We're real proud of our employee relationship here," Charley says. "We have weekly sales meetings to discuss objectives and problems.

We pay good salaries and give bonuses, and we're looking at increasing employee shares in the business through incorporating the nursery."

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Garrison terms his sales technique, "self-service with help." Each employee mans a department and remains within it, rather than following the customer throughout the nursery. One or two roam the whole nursery, helping where they're most needed.

Garrison's Nursery staff conduct seminars on various garden topics (e.g., roses, foliage plants, vegetable gardening, and so on) as a sales aid.

Within the Shreveport horticulture market, Garrison has tried to position himself as offering quality plant materials, with lots of bedding plant color. "We don't sell sod or Christmas trees, and we've quit doing landscape work. By specializing, we're able to concentrate on quality and we've sold more as a result."

Charley sees the nursery market growing in do-it-yourself customers. "People are working more in their yards, and not hiring it done. It would have been different 15 years ago."

A native of Fordyce, Arkansas, Charley attended the University of Arkansas and LSU before entering the nursery business. He plans a major promotion next year, as his 25th year in business will coincide with Shreveport's 150th anniversary as a city.



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