

Louisiana's **NURSEYME**



Field Day Shows Nursery Research

Inside: LAN-MNA Short Course Itinerary • Devilwood • Covington's Green Laws

APPLICATION FOR MEMBERSHIP

Louisiana Association of Nurserymen

Why Join LAN?

- LAN expresses the collective voice of the Green Industry in Louisiana. LAN members sit on the Horticulture Commission and lobby for legislation that affects nurserymen.
- LAN promotes professionalism through a Certified Nurseryman training manual and testing program.
- LAN sponsors scholarships for horticulture students in universities across Louisiana.
- LAN supports research on topics important to nurserymen. One LAN grant recently supported a comprehensive study of Green Laws. This study will assist Louisiana communities in passing their own Green Laws.
- LAN schedules an annual short course jointly with the Mississippi Association of Nurserymen. This event, recently joined by the Louisiana chapter of the American Society of Landscape Architects, draws more than 900 participants and more than 100 exhibitors. The course meets alternately in Jackson, Mississippi and Baton Rouge, usually on the second weekend in January.
- LAN is subdivided into nursery regions (e.g., the Central Louisiana Association of Nurserymen, the Northwest Louisiana Association of Nurserymen). Through these groups and through the annual short course, you'll meet others in the Green Industry. You'll get ideas, find suppliers or buyers, and meet a lot of enjoyable, dedicated people.
- LAN is a participating member of the huge TAN-MISSLARK trade show, which meets annually during the summer. It is the world's largest nursery show, and provides you with access to almost any nursery product imaginable.
- LAN members receive this magazine, plus supplementary mailouts from LAN secretary Dr. Warren Meadows.
- LAN offers members special services, such as training tapes for those seeking to comply with OSHA hazard communication standards.

To: Officers and Members, Louisiana Association of Nurserymen

I hereby apply for membership in the Louisiana Association of Nurserymen, subject to the approval of your membership committee. I agree that the decision of the membership committee is final.

Should I wish to cancel my membership at any time in the future, I agree 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 LAN for the current year's dues.

Firm Name _____

Affiliation _____

Address _____

City

State

Zip

Telephone () _____ **Date** _____

Applicant's Signature _____

Regular Membership

(growers, retailers, landscapers, etc. Dues are based on gross sales: <\$100,000, \$35; \$100,000-\$250,00, \$50; >\$250,000, \$100.)

Associate Membership

(\$35, for out-of-state nurseries, chemical and hard goods suppliers)

Make check payable to the Louisiana Association of Nurserymen and mail to:
Dr. Warren Meadows
4560 Essen Lane
Baton Rouge, LA 70809

SCIONS OF THE TIMES

SNA moves headquarters

The new address for the Southern Nurserymen's association is: 1511 Johnson Ferry Road, Suite 115, Marietta, GA 30062. Telephone: (404) 973-9026 and 973-9097 (FAX).

Beautification Award

Hoogland's Nursery has won a commercial property beautification award from Bossier City, for its new location at 2713 Viking Drive.

Meadows is SNA Researcher of the Year

LAN Secretary Dr. Warren Meadows won the Porter Henegar Award for 1989 as the most outstanding researcher in horticulture in the 16 Southern states.

Meadows was chosen for the honor by the horticultural researchers who participate in the SNA Research Conference held each year in conjunction with the SNA Trade Show and Convention.

Meadows is resident director of the Burden Research Center at LSU,

and also heads the LSU horticulture department.

New Orleans Garden Show

The Eleventh Annual Spring Garden Show will be held March 24-25, 1990, at the New Orleans Botanical Garden in City Park.

Among the eight educational programs during the show will be a discussion by bonsai expert John Naka.

Exhibits will include both tent and outdoor spaces for garden and landscape products and services. A plant sales tent will allow exhibitors to sell plants directly

Visitors can bring soil for analysis (\$4) and plant problems for diagnosis. Experts will also identify weeds and recommend control.

Show hours are 10 a.m. until 5 p.m. Admission is \$2; children under 12 are admitted free.

For further information about the show, contact Nanette Simmons or Dr. Severn Doughty at the Louisiana Cooperative Extension Service, (504) 486-4054.

Landscape Ordinance Directory

With a grant from LAN, a team of landscape architects has completed a comprehensive study of green laws in Louisiana. Their work involved two surveys: a mail survey of 301 municipalities and 64 parishes; and a follow-up questionnaire and telephone interview.

The results of that second survey are summarized in a *Directory of Landscape Ordinances in Louisiana*, presented recently to LAN by Buck Abbey, who directed the project. An LAN grant partially supported the research.

The directory includes such information as the title of the landscape ordinance and its location, the contact person and office that administers the ordinance, a summary of the code and its enforcement.

Abbey said that the LAN grant led to articles in trade and popular publications, two master's theses and several academic papers. Abbey writes a regular column on green laws for *Louisiana's Nurserymen*.

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Sales or Profit?

BY WARREN PURDY

Are you in business just to make sales? Or are you in business to make sales with a substantial profit? There happens to be a vast difference in the two questions. Sales without profit is not really sales, but just plain order-taking and anyone can do that! It takes a business/salesperson with the profit concept firmly entrenched in his or her mind, to be successful in today's business world. With this profit concept in mind, let's explore how the Green Industry is doing in this regard.

If my counseling services throughout the country and Canada are any indication, I would have to say not very well. If find that most firms in the industry are making sales with

little or no profit at all. They are selling, or I should say order-taking, on a volume basis, truly believing they will show a profit at the end of the year.

As an example of this, let's look at a small nursery/landscape operation, which comprises most of the Green Industry businesses, and see the year-end results of their efforts on their statement of profit & loss as presented to them by their CPA, which is as follows:

In analyzing this statement of profit & loss it is very difficult to arrive at sound management decisions, since direct and overhead expenses are hopelessly intermingled. The average nursery/landscape business person cannot understand what the statement means, therefore it is ignored—and it's business as usual, hoping next year will be better. After all, they reason, volume by increasing sales should cure the ills of last year's results.

Sales	\$250,000.00	100%
Cost of Goods Sold	150,000.00	60%
Gross Profit	\$100,000.00	40%
Overhead Expenses	90,000.00	36%
Net Profit	\$10,000.00	4%

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In order to make sound management decisions regarding the statement at left, it is necessary to reformat the statement by truly separating the direct costs from the administrative expenses and then comparing the statement with national averages based on the same format, so that you can intelligently understand your statement's true meaning. At upper right is the same statement reformatted to indicate the real direct costs and administrative expenses:

Sales	\$250,000.00	100%
Direct Costs	215,000.00	86%
Gross Profit	\$35,000.00	14%
Administrative Expenses	25,000.00	10%
Net Profit	\$10,000.00	4%

cover your administrative expenses of a maximum 10% and give you a net profit of 25%. You may never achieve this due to the two contin-

gent factors of weather conditions and local economic circumstances (over which you have absolutely no

(continues on next page)

From this reformatted statement of profit & loss you can see that uncollected sales for work performed (accounts receivable) has a minimum average of \$20,800. We arrive at this figure by dividing the year's sales by 12 months and by assuming that the 12th month is as yet uncollected.

This means that all your cash is gone and the business has to be financed somehow, either by bank loans, accounts payable (direct costs) or your own money. There is no available money for equipment replacement when existing equipment is worn out, which causes you to lose your competitive edge. Things just go from bad to worse. What is the answer?

The answer is definitely not volume, as many would have you believe. Their theory is that with increased sales, fixed costs will remain the same, which will increase net profits. This is true up to a point, but it will not increase net profits. The real answer and what this statement is trying to tell you is to increase your gross profit markup on your existing sales and in all future business transactions.

From my counseling, I can assure you that in almost every case the major percentages on the statements of profit & loss—namely labor, equipment, materials and administrative expenses—are all in line with my national averages. Therefore, the difference between success and failure is the gross profit markup and nothing else. You should all strive for the number of 35% gross profit on sales. This should easily



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control), but you should come somewhere between 30% to 35%, which is far better than the current 14% and a positive step in climbing the ladder of success.

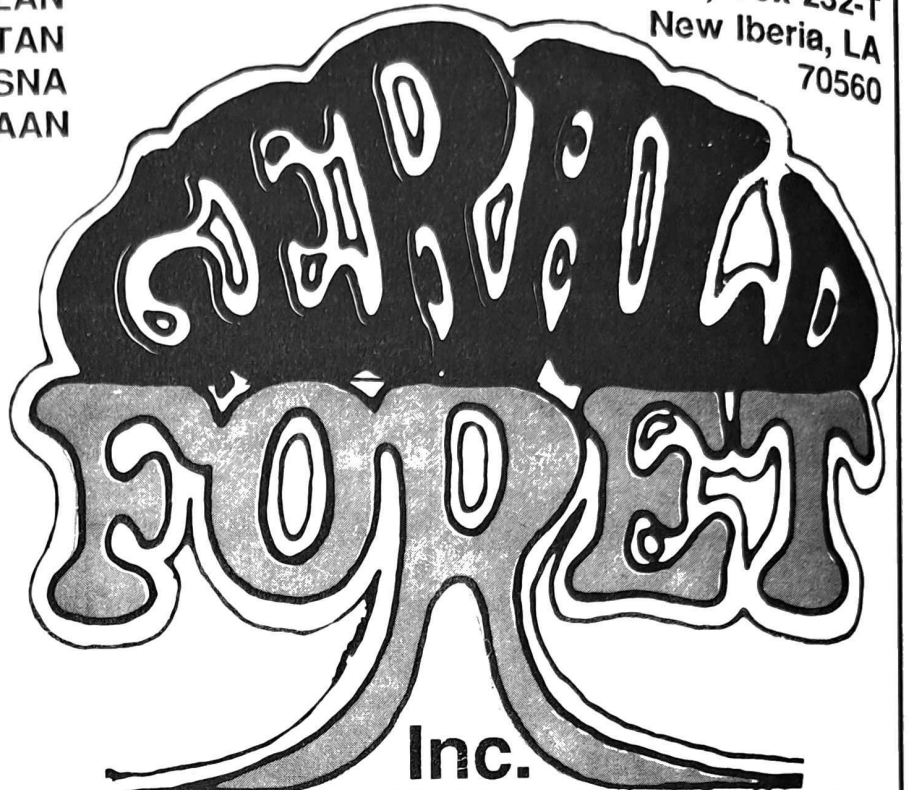
Be a business/salesperson and sell your products or services for what they are really worth. If you provide the finest in finished products and services, you'll be surprised how many people will buy, even though you may be more expensive than others in your area. There are only three basic rules to selling and they are:

1. Know your product;
2. Know the real cost of your product and
3. Know how much profit you desire.

When you use these three principles, you should have no trouble selling at much higher profit margins. *Be profit-oriented, not volume-oriented*, in all your future dealings.

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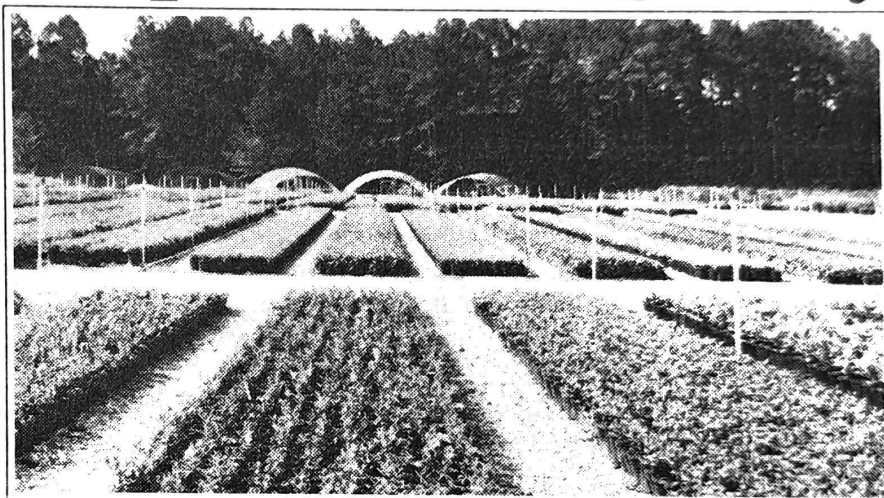
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Known for its canopy of trees, Covington protects its green legacy through a landscape ordinance that may be the best in Louisiana.

Covington's Green Laws

BY BUCK ABBEY, ASLA

Editor's note: LAN provided grant support to the LSU dept. of landscape architecture for research conducted by Assoc. Prof. Buck Abbey and graduate students, to research and formulate feasible green law ordinances for Louisiana.

All well-written green laws preserve the natural landscape, and/or enhance the environment of the built landscape through principles of landscape architecture. A properly written ordinance must also meet the test of protecting public health, safety and welfare. An ordinance based upon beautification is not sufficient.

Green laws in many communities are contained within existing legal municipal codes such as subdivision regulations and zoning ordinances, all of which are based upon the

principle of protecting the public health, safety and welfare.

Such is the case with the landscape ordinance in the City of Covington, Louisiana. What this green law does, in a simple definition, is "define the way nature is designed or preserved" in this small community north of Lake Pontchartrain. Just as electrical, plumbing, and structural codes define the way developers build the man-made environment, this green law helps developers preserve sensitive environmental factors and build nature into the city.

The purpose of the ordinance as revised and adopted on April 24, 1989 is to conserve natural resources, including the character of the area, by encouraging the appropriate use of land. This ordinance became necessary due to the rapid expansion on the north shore, particularly along US 190, during the early 1970s.

This landscape ordinance, probably the best in Louisiana, is intended for the preservation of the quality of the environment and not just the beautification of the city. The law is based upon science, not art.

For example, the law has been written to preserve underground drinking water and to permit the return of precipitation to these groundwater aquifers. In addition to aquifer recharge, the ordinance is intended to preserve the natural drainage system of the city and ameliorate storm water drainage problems and subsequent erosion problems.

Other features of this ordinance are intended to reduce inconveniences and impacts of incompatible adjacent land uses. The ordinance requires a screen or buffer between incompatible uses in order to minimize the harmful impact of noise, dust, and other bothersome im-

pacts. Motor vehicle headlight glare or other artificial light intrusion is specifically mentioned.

The Covington ordinance applies to all commercial, industrial, multi-family units of three or more, religious, educational and industrial uses; and conditional uses as deemed necessary and appropriate by the zoning commission. This ordinance does not apply to those areas located in the Division of St. John, which is the historic section of downtown.

MINIMUM LANDSCAPE REQUIREMENTS

Minimum landscape requirements apply in all instances where a change

of use would increase parking requirements. Essential elements of the ordinance consists of provisions for street planting, sight triangles, buffers, parking area plantings, screening, and standards for design, installation and plant maintenance. Tree preservation is a very important element in this ordinance.

Landscape plans must be submitted and building permits are required prior to any site clearing or construction as a means of preserving the city's tree canopy.

The required landscape plans must be accurate and drawn to scale, including dimensions and distances. These technical documents, also based upon principles of science,

must clearly delineate all existing and proposed parking spaces or other vehicle areas, access aisles, driveways, and the location, size and description of all proposed landscaping materials. Credits are given for trees that are preserved on any development site so each tree to be preserved must be carefully identified for species and size and located on the landscape plan. A list of acceptable tree species is included with the ordinance (see page 10), so the landscape architect should be sure to consult with this important part of the ordinance. Sections within the law are intended to require the landscaping of certain parking lots in order to reduce the harmful effects of wind and air turbulence, heat, noise, and the glare of motor vehicle lights.

Through parking lot design, desirable environmental effects are achieved such as reducing the level of carbon dioxide, returning pure oxygen to the atmosphere, providing shade and enhancing the blighted appearance of parking lots.

Regulations for the construction of the built environment in most communities are shocking in their disregard for nature in the city. The Covington green law is different. It is based upon hard science and facts of environmental improvement and not upon principles of beautification or gardening, as were most landscape ordinances two decades ago. Ordinances such as this are defensible under the provisions of protecting the public health and welfare. This is a very good example of a well-written green law.

INFORMATION

For additional information about this ordinance contact the Building Inspector and Director of Planning & Zoning, City of Covington, P.O. Box 778, Covington, Louisiana 70433, (504) 892-1811.

Before and after: shopping centers in Covington constructed pre- and post-enactment of green laws.



(Continued from page 9)

**SELECTED TREES,
COVINGTON ORDINANCE**

CLASS A

- Acer rubrum* "Drummondii"
Swamp Red Maple
Acer saccharinum Silver Maple
Fagus grandifolia American Beech
Fraxinus pennsylvanica Green Ash
Juglans nigra Black Walnut
Juniperus virginiana Eastern Red Cedar
Liriodendron tulipifera Tuliptree
Magnolia grandiflora Southern Magnolia
Pinus glabra Spruce Pine
Quercus falcata Southern Red Oak
Quercus falcata "pagodifolia" Cherry Bark Oak
Taxodium distichum Common Bald Cypress

CLASS B

- Betula nigra* River Birch
Cedrus deodara Deodar Cedar
Cercis canadensis Redbud
Cornus florida Flowering Dogwood
Ilex opaca American Holly
Quercus acuta Japanese Evergreen Oak
Robinia pseudoacacia Black Locust
Ulmus pumila Siberian Elm

CLASS C

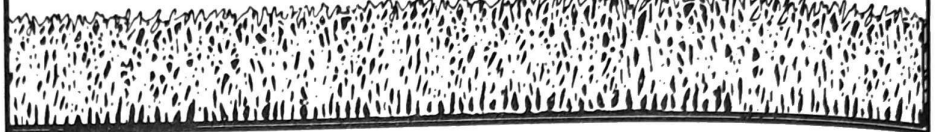
- Carpinus caroliniana* Ironwood
Chionanthus virginicus White Fringe Tree
Crataegus marshallii Parsley Hawthorn
Crataegus opaca Mayhaw
Hamamelis virginiana Witch Hazel
Ilex decidua Deciduous holly
Malus angustifolia Southern Crab Apple
Myrica cerifera Wax Myrtle
Lagerstroemia indica Crape Myrtle (selected varieties)
Prunus serotina Black Cherry
Pyrus Calleryana "Bradford"-Bradford Flowering Pear
Pyrus communis Common Pear
Ulmus alata Winged Elm

SOURCE: COVINGTON, LOUISIANA
MINIMUM LANDSCAPE REQUIREMENTS
ORDINANCE, APPENDIX B,
SECTION 4.4, 1989

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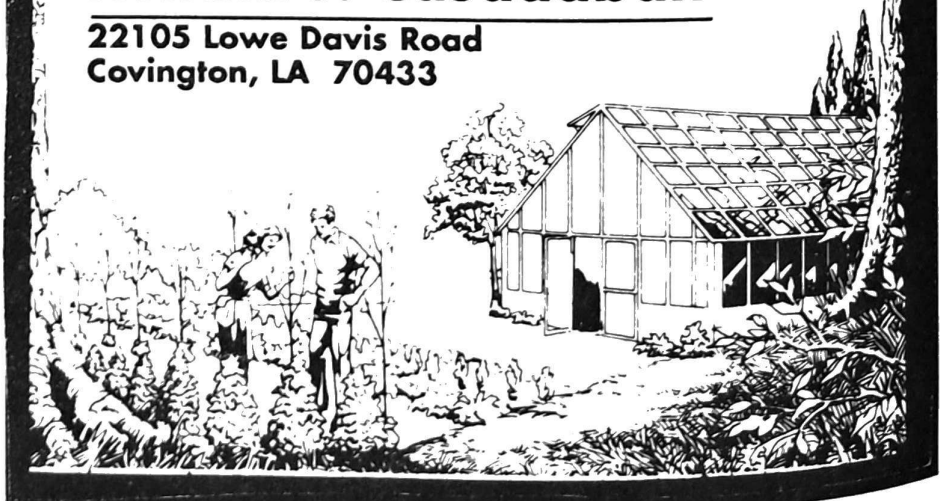
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LAN scholarship, research endowments exceed \$70,000

LAN now has endowments of more than \$70,000 dedicated to scholarships and research, reported treasurer Walter Imahara at the Oct. 12 LAN Board meeting.

As of Sept. 10, the scholarship fund stood at \$36,282 and the re-

search fund at \$32,436, Imahara said. He noted that over the years he has consolidated numerous smaller certificates of deposits into a few large ones.

The board adopted recommendations by J. C. Patrick, Baton

Rouge, who headed a committee to study the LAN Scholarships and Research (LANSAR) funds. Among the recommendations:

- Award two scholarships annually in the amount of \$1,000, rather than three at \$500, to adjust for increased tuition at Louisiana universities. Winners will receive these \$1,000 awards in two halves at the beginning of each semester.

- Scholarships will go only to upper-division or graduate students.

- LAN will continue to build endowment funds for as many \$1,000 scholarships as possible.

The board also approved Patrick's recommendation that LAN no longer award a scholarship in the name of Ira Nelson, one of the founders of LAN. Rather, the named individual will change yearly.

Patrick also recommended that LAN establish separate committees for scholarship and research. The board chose Steve Adams to head the scholarship committee and Bob Barry to head the research committee.

Barry's committee will study statewide needs for research. A questionnaire will seek input from all aspects of the nursery industry—container growers, field growers, greenhouse growers, retailers, landscapers and maintenance contractors.

Once these needs are established, the research committee will set priorities and develop a procedure for placing the project.

In addition to annual interest from the LAN endowment, research funds may come from private sources such as participating companies. University cooperation will be another factor to consider in awarding research dollars.

Other LAN committees are the legislative committee (Fred Hoogland, chair), bylaws revision, strategic planning (Richard Odom, chair) and membership.

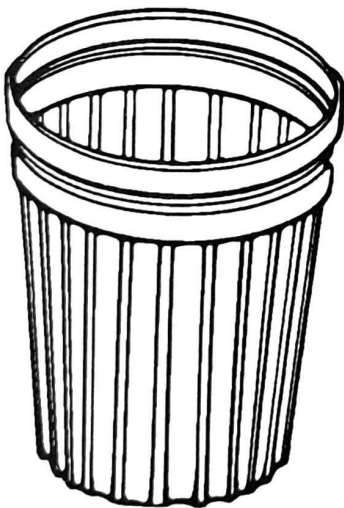


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Preparing for the Next Decade

LAN-MNA-MS/ASLA Short Course and Conference

Saturday and Sunday, January 13-14, 1990,
Coliseum Ramada Inn, Jackson, Mississippi

Saturday, Jan. 13

9-9:45 a.m.

General Session. *Hiring the Right Person.* Ron Marciel.

10-10:30

MS/ASLA. *Growing and Using Perennials in the Southern Landscape.* Barbara Bridges.

Retail. *Managing Your Gross Profit and Psychological Price Barriers.* Ron Marciel.

Landscapers. *Maximum Color With Minimum Cost.* Tim Lacey.

Greenhouse. *Poinsettia Varieties.* Dr. David Hartley.

Growers. *Production of Trees in Containers.* Dan Batson.

10:40-11:10

MS/ASLA. *What's Wrong With You, What's Wrong With Me: A Discussion of the Bidding Process.*

Panel representing an owner, landscape architect, nurseryman, irrigation contractor and grower.

Retail. *Managing Your Gross Profit and Psychological Price Barriers.* Ron Marciel.

Landscapers. *Irrigation Questions and Answers, and How to Pick a Contractor.* Tom Shannon.

Greenhouse. *Year-Round Production in the Greenhouse.* John Nelson.

Growers. *Marketing the New and Unusual Plant.* Don Shadow.

11:20-11:50

MS/ASLA. Continuation of *What's Wrong With You, What's Wrong With Me.*

Retail. Continuation of *Managing Your Gross Profit.*

Landscapers. *Weed Control in Landscape Beds.* Bryson James.

Greenhouse. *Growth Regulators for Poinsettias.* Dr. Daved Hartley.

Growers. *Mississippi-Louisiana ReLeaf: What it can do for the Industry.* Darlene Slater.

Noon-1:30 p.m.

AAN Luncheon. Purchase tickets (\$10) in advance.

Ladies' Luncheon and Fashion Show. (\$10)

Noon-5 p.m.

Visit exhibits.

5-6:30 p.m.

Hospitality.

7 p.m.

Banquet (included in full registration costs).

Sunday, Jan. 14

7:15-7:45 a.m.

Church Service.

8-9:30

Association membership meetings.

9:30 a.m.-12:30 p.m.

Visit exhibits.

1-1:30 p.m.

MS/ASLA. *Designing for Landscape Management.* Charlie Scoggins and Sam Hogue.

Retail. *Use of Color in the Landscape.* Andy Zimlich.

Landscapers. *Dare to be Different in the Landscape Industry.* Bill Meadows.

Greenhouse. *What's New in Greenhouse Automation and Production Equipment.* Laurie Scullin

Growers. *Care and Handling of Bareroot Liners.* Milton Schaefer.

1:40-2:10

MS/ASLA. Continuation of *Designing for Landscape Management.*

Retail. *Beginning Retail Production.* Barbara Patterson.

Landscapers. Continuation of *Dare to be Different.*

Greenhouse. *What's New in Greenhouse Automation and Production Equipment*, Laurie Scullin.
Growers. *Irrigation Water Runoff: Environmental Issues*. Bill Foster.

2:20-2:50

General Session. *How I made \$1 million a year in the Nursery Business*, Bill Meadows.

2:50

Drawing for Cruise, followed by adjournment

Special Events

- Ladies' Luncheon (Saturday, noon)
- AAN Luncheon (Saturday, noon)
- Banquet and Dance (Saturday, 7 p.m.)
Surprise guest, banquet entertainment. Dance features music of The Sessions
- LAN, MNA, MS.-ASLA Business Meetings, 8 a.m. Sunday
- Cruise for Two to be given away at closing session, 2:50 p.m. Sunday.

Conference Speakers

RON MARCIEL owned and managed Western Garden Nursery in Hayward, California for 20 years. In 1983 he retired to become a full-time consultant to the nursery industry and has conducted dozens of workshops and seminars across the U.S. and in several foreign countries.

While a working nurseryman he built his nursery into a diversified garden center with sales just under \$2 million. With an accounting/business background, he is a recognized innovator in customer communications, promotions, inventory controls and marketing.

Marciel is a columnist for Nursery Manager magazine and was the retail nursery consultant for Garden Centers of America for three years.

At the LAN-MNA conference he will present three programs:

•**Hire the right person** (general session). How to write job descriptions, interview applicants and find new employees.

•**Gross Profit Management** (retail session). How to increase gross profit margins and return on investment of inventory

•**Psychological Price Barriers** (retail session). What are these barriers, how your customers use them, and how you can take advantage of them to increase retail prices.

DAN BATSON, GreenForest Nursery, Perkinston, Miss.
BARBARA BRIDGES, Southern Perennials, Tylertown, Miss.

BILL FOSTER, technical services representative, Grace-Sierra Horticultural Products Co., Mobile, Ala.

DR. DAVID HARTLEY, research director, Paul Ecke Poinsettias, Encinitas, California.

SAME HOGUE, professor and landscape architect, Mississippi State University.

BRYSON JAMES, horticultural consultant, McMinnville, Tenn.

TIM LACEY, campus horticulturist, Mississippi State University

BILL "THE FARMER" MEADOWS, Meadows Farms, Inc., Chantilly, Va.

JOHN NELSON, Greenway Plants, Anniston, Ala.

BARBARA PATTERSON, Greenthumb Nursery, Gulfport, Miss.

CHARLIE SCOGGINS, director of campus landscape, Mississippi State University

MILTON SCHAEFER, Schaefer Nursery, Winchester, Tenn.

LAURIE SCULLIN, sales engineer, Ball Seed Co., West Chicago, Ill.

DON SHADOW, Shadow Nurseries, Winchester, Tenn

TOM SHANNON, district sales manager, Rainbird Manufacturing, Atlanta, Ga.

DARLENE SLATER, Mississippi Forestry Commission, Jackson, Miss.

ANDY ZIMLICH, sales representative, McHutchison & Co., Mobile, Ala.

Registration

No pre-registration. Exhibitors may register Friday from 8 a.m.-5 p.m.; conference-goers may register from noon-5 p.m. Friday, all day Saturday, and until 10 a.m. Sunday.

Registration costs \$45 per individual, which includes the cost of the Saturday evening banquet and all conference sessions.

To reach the Coliseum Ramada Inn, take the High Street Exit off of Interstate 55 and turn west. The Ramada will be on your left. Registration will be in the foyer of the hotel.

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Devilwood

A NATIVE OSMANTHUS

By Dr. Severn Doughty

This scarcely known, native evergreen osmanthus is an excellent large, upright shrub or small tree. It has medium texture and is ideal for use in a native setting where a relatively open effect is desired.

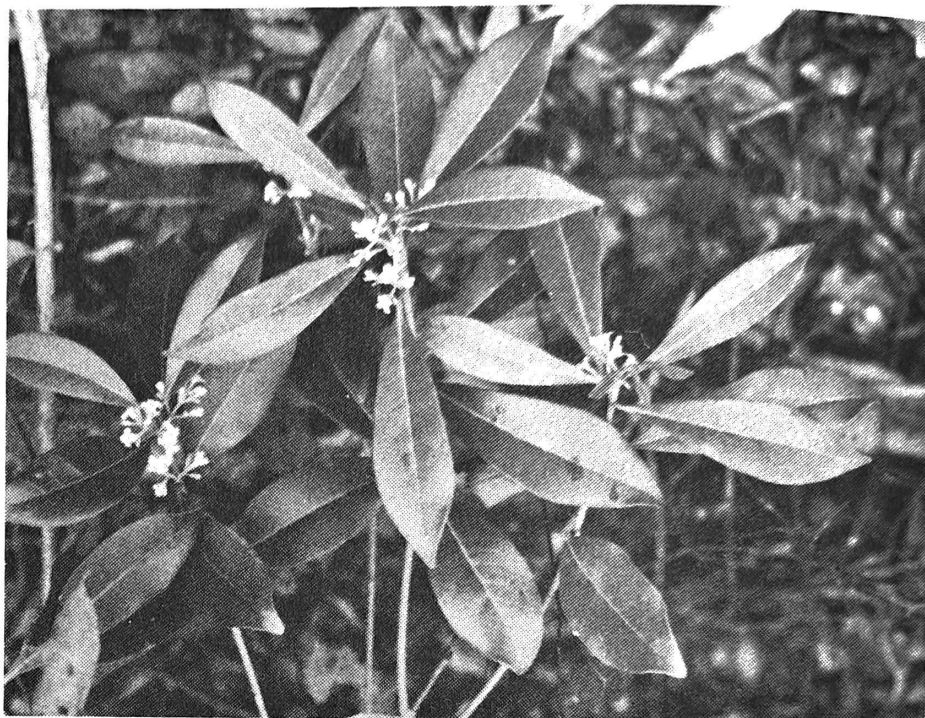
It also could be used as a baffle, allowing some division of space, but its open, upright, loose habit should allow good see-through qualities. According to Coker and Totten (1937), Devilwood looks very similar to Dahoon Holly (*Ilex cassine*) except the leaf arrangement of Devilwood is opposite. I've always had to look carefully at leaf arrangement when differentiating between Sweetleaf and Devilwood. But when I see opposite leaf arrangement, I know it's Devilwood.

It ranges in height from 15 to 70 feet (Dirr 1983, Harrar and Harrar 1962) and spreads from between 10 and 20 feet. However, Odenwald and Turner (1987) indicated that Devilwood usually averages around 15 feet and spreads to about 10 feet.

Devilwood has several other common names including American Wild-Olive, Wild Olive, Wild Sweet Olive, Florida Olive and American Olive (Vines 1976, *Hortus Third* 1978, Bailey 1950, Coker and Totten 1937, Dormon 1965). It belongs to the *Oleaceae* or olive family.

There is some dispute in the literature as to the exact range of this plant. However, according to Little (1977) it ranges from southeast Louisiana eastward through the southern half of Mississippi, Alabama, Georgia and South Carolina, down into north and central Florida and up the eastern seaboard sporadically to the Virginia Beach area.

Both Little (1977) and Vines (1976) noted that Devilwood is found in Mexico along the Gulf.



Dirr (1983) observed it growing in Ohio, although it's not a native there. It only grows to about a 500-foot elevation (Little 1988).

Devilwood's preferred habitat includes moist, sandy, acid soils with some organic matter present. Some references suggested that this plant is associated with fertile soils, but I've seen it growing in St. Tammany parish in quite nutritionally poor, acid, wet, sandy soils devoid of much organic matter. Duncan and Duncan (1988) indicated that it will tolerate dry to moist locations in open habitats like sand dunes and scrub oak sand hills to rich woodlands.

It will tolerate full sunlight to partial shade but if grown in too shady a location, it tends to become less foliate and more open.

Devilwood has a medium to slow rate of growth. According to John Mayronne of Natives Nurseries in Covington (personal communication) it's hard to transplant, especially a larger plant. He usually doesn't transplant them from the wild. If moving it from one location to another, be sure to root-prune a

year prior to digging. Nurserymen should also root-prune Devilwood during field production.

Osmanthus americanus responds well to container culture in the nursery, especially if fertilized. And it responds well after planting from nursery containers into the ground. However, as Mayronne (personal communication) pointed out, "be sure it's planted in moist, acid, well-drained, sandy soils." He's found them doing best under those conditions.

Devilwood has simple, leathery leaves that are persistent. They are narrowly elliptic to lanceolate, 3 to 6 inches long by 1 to 1 1/2 inches wide. The margins are rolled under (revolute) and entire. The upper leaf surface is shiny and dark green while the lower surface is dull and somewhat paler. The leaf apex is variable, ranging from acute to rounded. The leaf base is generally wedge-shaped or acuneate.

The twigs range in color from reddish brown to grayish brown and appear slender and possibly slightly angled. Mature twigs be-

come hairless. The bark is grayish to reddish brown with thin scales which often exfoliate, revealing reddish inner bark. The wood is extremely hard and according to Coker and Totten (1937), "The wood is 'devilishly' hard to split hence the common name." It has been used to a limited extent for tool handles or for other purposes requiring very hard wood. Trunk diameters for mature specimens may reach 1 to 1 1/2 feet.

The small, slightly fragrant, bell-shaped, 3/16 inch wide flowers of Devilwood are found in axillary clusters (panicles) and are from creamy white to yellowish in color. They usually are found blooming from March into April in Louisiana. Often male and female flowers are found on separate plants (dioecious) and sometimes they are bisexual (monoecious).

Devilwood fruits (drupe) ripen in September and are dark blue to purple, ranging in size from slightly less than 1/2 inch to almost an inch in diameter. They are thin-skinned, one-seeded, globose and may per-

sist through winter. The stony seed is ovoid and about 3/8 inch long. According to Radford et al. (1979) the chromosome count is n=69. Dormon (1965) noted that Devilwood while in fruit appears quite ornamental. However, Krussmann (1984) felt it has no ornamental merit. I suppose beauty is only in the eyes of the beholder.

Devilwood is relatively hard to propagate, Dirr (1987) indicated that he had no success germinating seeds. After he subjected them to three months of cold stratification, it didn't stimulate germination.

Dirr (1987) also had difficulty with cuttings. However, he reported that a Georgia nurseryman was successful taking cuttings during August and September from young plants. He also indicated that someone else reported 80% results using early December cuttings and applying 8000 ppm IBA in talc plus thiram stuck in half peat and half perlite, under a polyethylene tent.

No varieties of Devilwood are listed in the literature and some

authors list it as the only native *Osmanthus* in the U.S. However, Harrar and Harrar (1965) briefly mentioned a Hammock *Osmanthus* (*Osmanthus floridanus* Chapm.) as being a small tree restricted to Florida hammocks. It reportedly has larger, thicker leaves, hairy flower stalks and greenish-yellow fruits. *Hortus Third* (1978) doesn't list it, though.

Few insect pests have been reported on Devilwood and I haven't seen any either. However, there have been a number of leaf spot diseases reported by Wehlburg et al. (1975) in Florida on *C. americanus* and *Q. fragrans*. Some of the more important ones affecting Devilwood include black leaf spot involving three organisms (two genera and three species) and *Phyllosticta* leaf spot involving three species. Control can be achieved, especially involving *Phyllosticta* leaf spot, by spraying with maneb plus zinc or fixed copper sprays. Be sure to include a spreader-sticker in the spray suspension.

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This is another native that is scarce in the trade. Oak Haven Farms, 18377 Blythe, Rd., Prairieville, LA 70769, (504) 622-1058 and Natives Nurseries, P.O. Box 2355, Covington, LA 70434, (504) 892-5424 handle it. If any other readers know of Louisiana-grown Devilwood, please mail me a copy of the price list.

Devilwood is difficult to find in the trade. Also it's hard to propagate. But it surely is nice to include this species in a native plant collection. Personally it's one of my favorite natives. I certainly disagree with Krussmann's comment that it's not worthy of ornamental cultivation. As a matter of fact, it has been cultivated since 1758 (Dirr 1983, Vines, 1976). Some authors noted that it's rare to find it planted except in botanical gardens. Well, that's all the more reason to use it- because of its being relatively rare in landscape plantings.

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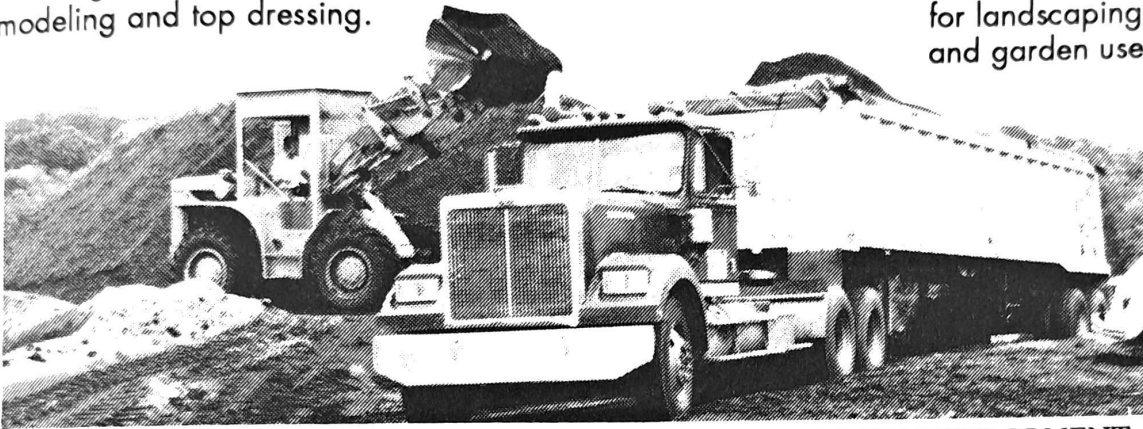
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carpetgrass, Emerald zoysia and Meyer zoysia. Emerald zoysia was most tolerant of the herbicide and showed the least discoloration.

The pre-emerge herbicide MON-15151 controlled weeds even at low application rates. The rates varied from .75 to 1.5 to 3.0 lbs. active ingredient/acre. Higher application rates delayed greenup in the spring and also resulted in root pruning on new stolons, but this did not affect stand density and by the end of May all varieties tested were growing satisfactorily with 100% greenup.

Image herbicide controlled purple nutsedge in common bermuda turf, the Hammond researchers found, but some regrowth of nutsedge began after 48 days and reapplication was necessary. Adding MSMA to the Image produced quicker results but did not improve overall efficacy.

In killing an infestation of mole crickets in Tifgreen bermuda grass, researchers tested Dursban bait against Tempo granular insecticide. A body count 24 hours later revealed plenty of dead crickets—up to 208 in a plot, but “determining exactly which treatment caused the individual mortality was difficult. The crickets were highly mobile, and whether it was contact or feeding that actually caused the death of the crickets was not clear,” the researchers report. Nevertheless, Dursban appears to have given the greatest percentage control.

Another reported study evaluated tree injury and weed control of various tank-mix herbicide combinations for both pre- and post-emerge weed control in large nursery containers. The researchers found good to excellent weed control with no significant injury for all the treatments tested. Tested were various combinations of Gramoxone, Goal, Roundup, Ignite, Ronstar 50 WP, Poast, Basagran, Surflan, Select, Pursuit, and weed barrier cloth.

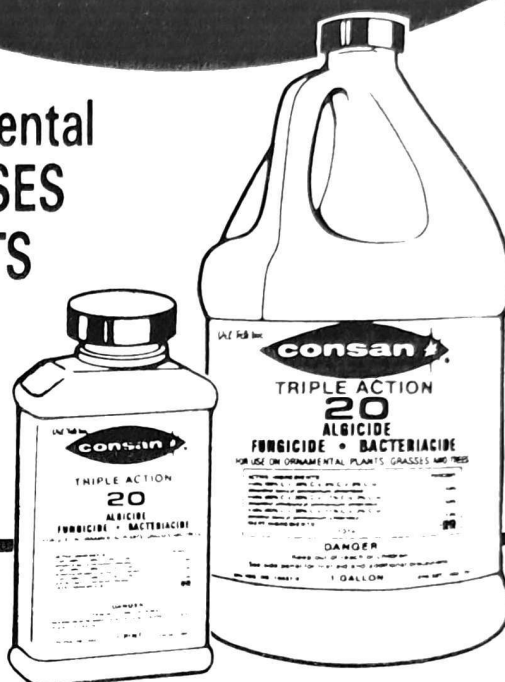
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Field day shows nursery research



Several hundred nurserymen toured the Burden Research Center Oct. 12, for the annual Nursery Research Field Day sponsored by LSU.

Researchers set up 10 demonstration stops along a self-guided tour, and were on hand to answer questions. Among the stops were a plant disease clinic and insect display, a

display of tissue culture techniques, and an exhibit of shiitake mushroom culture.

Research involving water quality and irrigation included studies of the high-pH, high-sodium water of the Sparta aquifer in north Louisiana, as it affected container-grown azaleas. Also under study are ebb & flow greenhouse production and

other nursery irrigation technology.

Such alternative growing media as composted bagasse and pine straw were displayed. Researchers also showed the results of their investigation of the timing and techniques of pruning cuts.

Among the fertilizers tested were slow-release Osmocote, improved Osmocote and Nutricote; and mi-



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ronutrients MicroStart, Micromax, PERK and STEP.

Herbicides tested on such container-grown ornamentals as azalea, ligustrum, nandina, lirioppe, mondo grass, aucuba and quince. The herbicides were Gallery, Snapshot, XL, Mon-15166, OH-2, Ronstar, Pridiamine and Pendiamethalin.

Research on new plant varieties showed several new peaches: Harvester, Bicentennial, Surecrop, Majestic, Ruston Rd, Ouachita Gold and La Jewel. Also rated were new poinsettia cultivars, herbs and mums.

In addition to a demonstration of wildflower seed production, the Burden Center hosted a display of turfgrass research.

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They called themselves the Shreveport Association of Nurserymen and consisted of such members as Ed Akin, Jay Griffith, W. T. Lambright, Clyde Gorum, Charlie Garrison, Raymond Godfrey, Bill Furlong and others.

That group eventually disbanded, but in the fall of 1983 it regrouped under the leadership of Frank Akin, Fred Hoogland and Richard Maxwell.

The group adopted bylaws in February 1984 and called itself NOWLAN, for the Northwest Louisiana Association of Nurserymen.

Now under the leadership of Homer Thomas, NOWLAN publishes an attractive newsletter that includes lots of people news.

People are the focus of NOWLAN. The group puts on an annual Christmas party, and this past summer 127 members traveled down the Red River in Shreveport's Red River Rose paddlewheeler. Charlie Garrison's Nursery in West Shreveport has become NOWLAN's favorite spot for gatherings, such as the cochon de lait cooked this past October by master pig roaster Sal Misuraca.

NOWLAN, an affiliate of LAN, also conducts seminars, field trips and produces advertising gimmicks. Recently the group joined an effort to landscape the LSU-Shreveport campus. Several members are on the university landscape improve-

ment committee, and many more are contributing plants toward the project.

For more information about NOWLAN, contact president Homer Thomas, 635-5067.

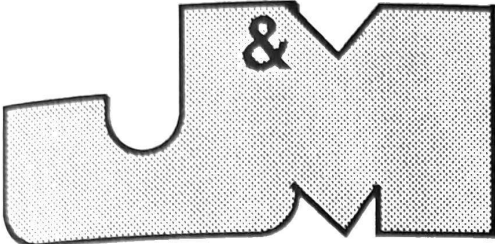
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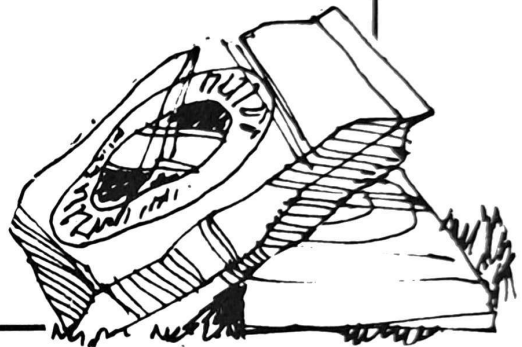
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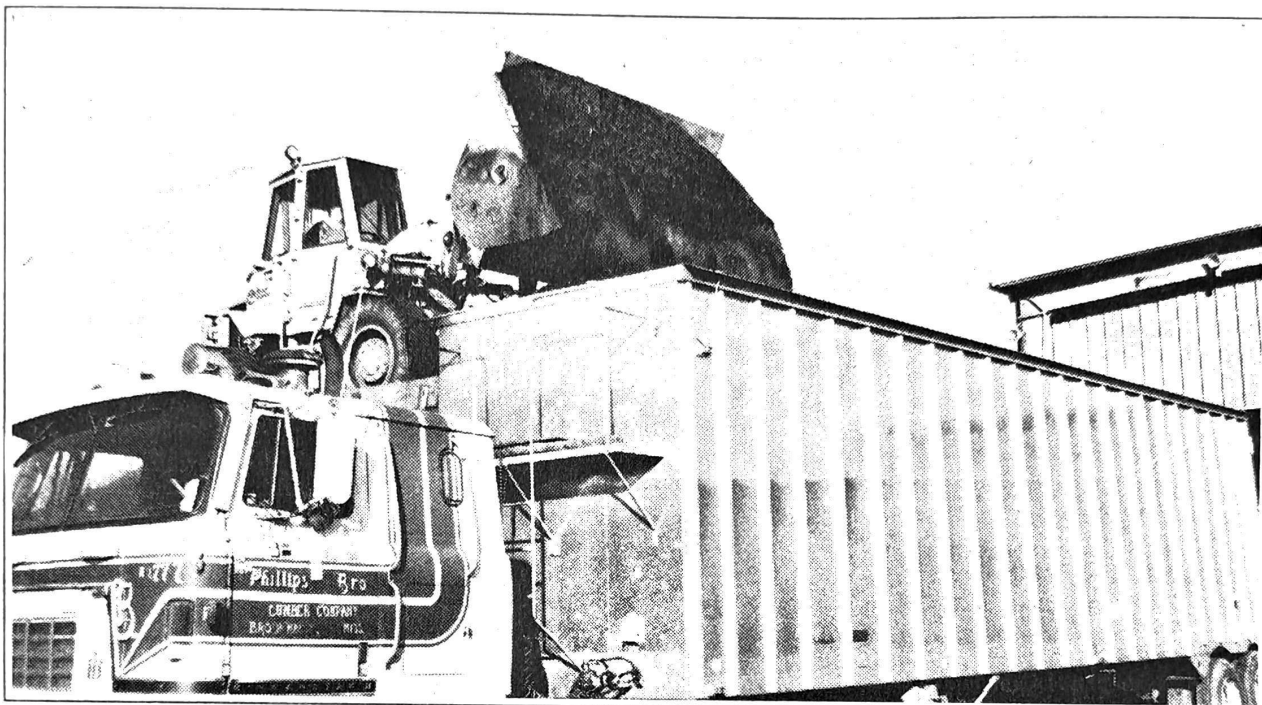
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