



Community Archives – Grady County Historical Society
CA/002/004-002

1958-1996

Wight Nurseries Folder

For this and additional works see: <https://vtext.valdosta.edu/xmlui/handle/10428/6885>

UUID: A3026671-A4C5-43DF-994C-BAF9E39F864F

Recommended Citation:

Grady County Historical Society, *Grady County Historical Society Collection: Wight Nurseries Folder* Series 4, Item 2. Valdosta State University Archives and Special Collections.

Retrieved from <https://hdl.handle.net/10428/7337>

This item is from the Grady County Museum and History Center. It is part of the *Grady Historical Society Collection* digitized by the Valdosta State University Archives and Special Collections. If you have any questions or concerns, contact archives@valdosta.edu or <https://gradyhistory.org/gchs/>

Table of Contents

1. Internal Company Documents 3
2. Black Folder 100
3. Newspapers 118
4. Magazines 126
5. “Junior Specimens” Patent 222
6. Photos 248



Wight Grown Means Grown Right

Wight Nurseries, located in Cairo, Georgia, was established in 1887 by J. Byron Wight, who was an ordained Methodist minister. The original name was "Wight Nursery and Orchard Company" and the primary crop was pecan nut trees. Later, bare root fruit trees became one of the major items. J. Byron Wight was a horticulturist of note and his friendship with Dr. David Fairchild resulted in the introduction in the Cairo area of the tung oil nut industry. Dr. Fairchild's gift of a number of tung oil trees from China were propagated and resulted in a thriving industry in the 1930's and 1940's. During the 30's, 40's and 50's, production of trees and shrubs was primarily for bare root or balled and burlapped production.

Container production was added in the 1950's and in the 1990's makes up about 99% of the production of Wight Nurseries, Inc. Wight Nurseries continues to work under the premises of the founder. We strive to produce top quality plants at a reasonable price which will make good profits for our customers. We strive to make Wight Nurseries a good place to work. We strive to produce plants that will make our world a more beautiful place in which to live. We also believe for Wight Nurseries to be successful, our customers and suppliers must also be successful. Wight Nurseries' slogan has become "Wight Grown Means Grown Right".

Currently, there are over 10 million container grown plants on the nurseries in Cairo utilizing over 400 acres of bed space. There are presently over 600 different plant varieties under production in sizes ranging from liners to 15 gallon containers. This includes a broad range of plants from cold hardy evergreens to tropical blooming annuals. To get the job done for our customers we have over 500 team members trained in customer service.

Wight Nurseries, Inc. was purchased by Weyerhaeuser Company in November of 1982. During the early and middle 1980's, Wight Nurseries experienced rapid growth. During these years, Wight Nurseries adopted a quality program called "Integrated Quality Management", which stresses how each job function is critical in the success of our quality mission. This program supports a participative management process for all team members and allows us to embark on a mission of continuous improvement in all areas of our company.

In February, 1991, Wight Nurseries was purchased from the Weyerhaeuser Company by its current management team and two outside investors. This change began the move toward a total customer service orientation. Four years later, Wight Nurseries purchased Berryhill Nursery in Springfield, Ohio which has over 450 acres of container and B & B production. This was followed by the start up of the newest member of the Wight Nurseries family with the construction of Wight Nurseries of North Carolina, in La Grange, North Carolina. Sales out of North Carolina should begin the Summer of 1997. Wight Nurseries' objective is to offer greater product diversification, timely deliveries and convenience to all our customers. The three strategic locations in Georgia, Ohio and North Carolina will help us to meet or exceed our customers' expectations.

A Diamond Anniversary Celebrated in the South

By Margaret Herbst

The nursery industry has many examples to prove that tradition, father-son contributions and longevity of operation are especially characteristic. However, there is a unique story of development to be told as Wight Nurseries, Cairo, Ga., celebrates its 75th anniversary in 1962.

Under the aegis of John B. Wight, Sr., known to many nurserymen as a past president of the American Association of Nurserymen, today's enterprise on a 600-acre property is a far cry from the side-line business begun by his father in 1887. The late John Byron Wight, a former Methodist minister, founded Wight Pecan Grove Farm and thus became a pioneer in the establishment of the pecan industry in the south.

For many years pecan trees constituted the only nursery crop. Most of the production was sold by mail. At the time Mr. Wight started the pecan nursery, he also taught in the public schools. With a greater than usual faith in the future of agriculture, he continually crusaded for improved farming and higher education. Five sons were ultimately graduated from Emory University.

Pioneer in Tung Oil Industry

Later Mr. Wight pioneered in the development of the tung oil industry. Tung oil is one of the important tree crops in the lower part of the southeast, the oil being

pressed from the nuts and used as a quick-drying oil by the paint and varnish industry.

Although pecans remained the specialty, great interest in unusual plant material augured future development. When Dr. David Fairchild, the famous plant explorer, paid a visit to the nursery 25 years ago, he was amazed to find more of his own plant introductions there than on any other property visited. One remarkable specimen was an original tung tree imported about 1906 (said to be the largest in the country). This specimen survived for 48 years, but even with the best of care it was lost to posterity.

By 1914 one son, J. Slater, joined his father in the thriving business. He entered the firm with a master's degree in horticulture from Cornell University and also became identified with the growth of the pecan industry. He served as president of the Southern Nurserymen's Association and every year at the annual convention of the association the Slater Wight memorial award is presented by his brother John in his memory.

In 1927 John B. Wight, Sr., entered the expanding enterprise, and with him came a diversification. Since then the nursery has grown a general line of nursery stock to augment the pecan specialty. Azaleas, camellias and hollies are now important crops, as are the hardier citrus trees, such as kumquat, lem-



John B. Wight, Sr., at right, points out a plant of *Ilex hetzi* for John, Jr., to prune.

on, Satsuma, orange and grapefruit. By 1936 the Wight Nursery & Orchard Co., a later appellation, was changed to Wight Nurseries. The nursery was incorporated in 1956.

Although John, Sr., is thought of principally as an "ornamental man," he has continued the tung and pecan interests of his father and brother. Wight pecan trees are shipped to many lands, including Australia, Africa and Asia. Tung nuts have been exported to other countries, including Russia and New Zealand.

In recent years Wight Nurseries developed the Suwannee River ligustrum, which is being grown by licensees in different parts of the country.

Today the operations cover a wider scale, on the same land. Most of the planting, cultivation and pruning in the fields are done by machinery. In particular, a rather ingenious mechanical pruner, as illustrated, has saved a great deal



Some of the equipment and methods that have proved profitable at Wight Nurseries, Cairo, Ga.: A mechanical pruner (left) drawn by a 1-row tractor has saved much hand work; field planting of liners is facilitated by a 2-row planting machine (center) built to the nursery's specifications; B&B plants are heeled in under the shade of tall pine trees (right).

of handwork. Liners in the field are also planted by a 2-row planting machine built to the nursery's specifications.

Container Growing Practiced

In addition to the 250 acres of field-grown plants, John, Jr., has now spearheaded container-grown methods. At present there are over a quarter of a million plants in gallon cans and thousands of others in 2-gallon and egg cans.

The Wights are firm believers in soil conservation. All of the land is terraced. Soil fertility is rebuilt by growing leguminous cover crops for two years between crops of nursery stock. They also follow the latest recommendations from state agricultural services.

All fields in which plants susceptible to nematodes are to be grown are treated with a nematocide prior to planting. The practice of cover cropping cuts down on nematodes, which are a problem on sandy loams through the country.

Wight Nurseries probably indulge in more extensive pruning than most nurseries. All broad-leaved and most coniferous evergreens are sheared many times. All field-grown plants are root-pruned four sides and bottom at the end of the first year in the field.

A wide range of propagation

methods is employed at the nursery. One of the most interesting is the use of a perlite-peat rooting medium, with cuttings put directly into 2¼-inch pots under intermittent mist.

Mechanized Potting

At the center of the nursery is a modern potting shed. Here cans are filled with potting mixture, placed on a conveyer belt and potted. Thence they are dispatched to various areas according to size and type, with special reference to water requirement. Containers are carefully spaced on black polyethylene to keep down weeds between the cans.

Since the pH often drops in containers, this condition has been corrected by pumping lime into the canned plants through irrigation lines. The picturesque lake on the property is used for irrigation.

The Wights are now working experimentally with interesting systemic insecticides, particularly for the control of white fly and spider mite. Early results appear encouraging for the control of these two troublesome pests.

In weed control, Wight Nurseries have depended largely on conventional tools, with the exception of the Budding InRow weeder. This machine has proved to be quite satisfactory for controlling small

weeds under normal conditions. At one time geese were employed for this purpose effectively, especially during extremely wet weather, but this practice has been abandoned.

Quite apart from the many varieties of sun-loving plants grown, there is a wooded area devoted to the shade-loving types. Here mahonia, camellias, fatsia, ardisia, fatshedera and other plants luxuriate in plastic cans filled with builders' sand and peat moss.

Azaleas a Specialty

Azaleas have been a specialty for the past 30 years. Liners are grown in peat-filled coldframes. They are transplanted in spring to Saran shade houses and beds under pine trees. There the plants are kept pruned and spaced at proper intervals.

The anniversary story would not be complete without a reference to the rest of the family. On the distaff side, "Lib" Wight has added grace and southern charm at home as well as at many trade conventions. Daughter Elizabeth chose nurseryman Rod Anderson, of Anna, Ill., as her husband. They have two little girls. John, Jr., married a Cairo girl, Beth Van Landingam. Their family includes four lovely daughters.

Reprinted from *The American Nurseryman*, January 15, 1962.

The Civil War had been over barely two decades when J. Byron Wight, an ordained Methodist minister, purchased a farm in south Georgia and planted his first pecan trees. It was a time of rebuilding in the South, and a time of economic recovery for the nation. Like many others of his time, Byron was finding it difficult to make an adequate living on the meager earnings of the ministry. With a growing family and a need for more income, Byron turned to farming and in 1887 acquired several hundred acres of land near Cairo and started a pecan nursery. Byron's interest in horticulture had been second only to his interest in religion, and the small nursery enterprise flourished.

For the next 40 years the nursery produced only fruit trees, with pecans accounting for the bulk of sales. The trees were marketed primarily to orchardists and other farmers through door-to-door salesmen, mail-order catalogs and advertisements in farming periodicals.

During these years, the nursery provided a good living for the Wight family. All seven children attended college, most of them going to Byron's alma mater, Emory University. Two children returned to the business: Slater, the second oldest, who joined the company in 1914 after receiving a degree in horticulture from Cornell University, and John, the youngest son, who joined the nursery in 1927.

Slater remained with the company until the Depression, when he left to open a tung oil processing plant. Tung-oil trees were one of the first non-fruit trees produced by Wight Nursery. The high labor demands of tung oil production and competition from a new synthetic substitute developed by DuPont eventually put an end to the industry. Today, tung oil production is virtually nonexistent in the region.

About the time tung-oil trees were beginning to thrive in the nursery, the company diversified into another new product line, this one encouraged by son, John. Under his guidance, in the late 1920s, the nursery planted roses, some deciduous shrubs and, later, balled and burlapped material. But the Depression and World War II would keep the nursery's focus primarily on fruit trees, and it would not be for another 25 to 30 years before ornamental plants would come to dominate the company's production.

The third generation of Wights began to appear at the nursery. John Jr., born in 1929, was about 8 years old when he went to work summers removing the grafting cloth from young pecan trees, a job his father had performed about 25 years before him. In 1936, almost 50 years after he had founded the company, Byron died. He had been not only a respected horticulturist and a pioneer in the nursery industry, but also a community leader, setting an example that would be followed by his children and grandchildren.

With the coming of World War II, the nursery concentrated most of its production on edible crops. To meet the nation's increased need for food, much of the land that had been planted in roses and other ornamentals was converted to food crops, such as corn and soybeans. Only fruit trees remained important to the war effort.

After the war, the demand for landscape plants began to escalate as returning soldiers sparked a building boom that would carry into the 1950s and later. Camellias, azaleas and hollies became increasingly popular. Production at Wight Nursery began to shift toward ornamentals.

The nursery's emphasis on pecan trees declined rapidly, partly in response to the swelling demand for ornamentals and partly because of a shortage of workers willing to harvest the trees. Today, pecan trees have disappeared from the nursery's product line.

The 1950s were a time of enormous changes for the company and for the industry. As the new decade began, John Sr. produced the nursery's first plants in growing containers, a production technology pioneered by nurserymen on the West Coast. Until that time, the company had sold plants either bare-root or balled and burlapped. By 1955, container plants accounted for about 10 percent of production; by 1965 the figure was 60 percent. Today, virtually the entire output of the nursery is grown in containers.

In June 1950, John Wight, Jr. received a degree in business administration from Emory University and decided to join his father in the business. He was a reluctant recruit at first, unable to forget the long, hard hours he had spent at the nursery as a child. The Korean War intervened and John Jr. had to delay

joining his father until January 1, 1955, when he began work in the sales department. He was the company's only salesman, and he also helped supervise production. About 50 percent of his time was spent on the road, most of it in the Southeast with frequent trips to the booming Atlanta area.

By 1955, a growing proportion of sales were going to a new entity in the nursery industry, the garden center and the nursery became entirely wholesale.

A firm believer in associations, John Sr. was active in state, Southern and national groups serving as president of several of them. In 1951, he was president of the American Association of Nurserymen, a position that would be filled in 1980 by John Jr., another believer in associations.

The 1960s and 1970s were golden eras for the nursery industry. New markets were being developed, and old markets were expanding. Garden centers continued to proliferate, new housing starts (all needed plants) were strong, and for the first time mass merchandisers and discount stores entered the marketing picture.

Wight Nurseries benefited from this rapidly expanding marketplace. But this period also had its misfortunes. A major freeze in 1962 devastated the container areas, leaving severe financial losses. It would not be the last time freezing temperatures would play havoc with nursery production. In the mid-60's ill health forced John Sr. to curtail his activities at the nursery. Continuing as Chairman of the Board, he turned over the presidency of the company to John Jr. in 1967. Two years later John Sr. passed away.

During the 1960s, the company broadened its marketing base, particularly in the North. Because of the need for hardier stock to satisfy this Northern market Wight Nurseries began to produce junipers in larger quantities. The entry of large chain stores into the plant marketplace provided Wight Nurseries a further opportunity to expand. The rise of the mass merchandisers coincided nicely with the rise in container Production.

Wight Nurseries continued to grow in the 1970s. The high rate of expansion, experienced by the industry as a whole, attracted the attention of some of the nation's largest corporations who were looking for profitable business ventures in which to diversify their operations.

On November 12, 1982, Wight Nurseries became part of the Nursery Products Division of Weyerhaeuser. The industry experienced an oversupply of plants in the early 1980s, but it ended abruptly on Christmas Eve 1983. Temperatures dropped to 5 degrees across much of the South, killing millions of plants in nurseries and in landscapes. Thirteen months later an even colder freeze descended on the same region. Losses at Wight Nurseries totaled in the millions of dollars. Even the hardy junipers were damaged in the later freeze. Cold protection techniques are now a major winter activity to insure that such losses do not re-occur.

Today, Wight Nurseries is one of the largest producing nurseries in the country. It consists of 650 acres in three sites. A total of 575 people are employed in various year-round production roles. The nursery contains an estimated 10 million container plants.

Founder J. Byron Wight's pecan trees are gone, the fruit is gone, and the tung-oil trees have long since been removed. But after 100 years, through three generations and changes in products and production techniques, Wight Nurseries continues to maintain an important and growing place in the field Byron cared so much about a century ago.

WIGHT NURSERIES

The late John Byron Wight, a former Methodist minister founded Wight Pecan Grove Farm in 1887 and thus became a pioneer in the establishment of the pecan industry in the South.

For many years the only crop produced agriculturally was pecan trees which were mostly sold by mail. At the time Mr. Wight began the pecan nursery, he was also a teacher in the Grady County public school system. He constantly crusaded for better agricultural methods and higher education. His five sons were graduated from Emory University in Atlanta.

Later Mr. Wight pioneered in the development of the tung oil industry although pecans still remained his specialty. One remarkable specimen was an original tung tree imported from the orient in 1906. This tree survived for 48 years and grew to become the largest in the United States.

By 1914 one son, Slater, joined his father in the business and quickly became identified with the growth of the pecan industry. He served as president of the Southern Nurseryman's Association and the Slater Wight Memorial award is presented at the annual convention of this organization each year by the nursery.

In 1927 another son, John B. Wight, Jr. joined the business and he advocated diversification of the general nursery stock to include ornamentals. Azaleas, camellias and hollies were added, as well as citryn trees such as Kumquat, Lemon, Satsuma, Orange and Grape Fruit.

Although John, Sr. was considered to be a promoter of ornamentals he continued

the pecan and tung interests of his father and brother. Wight pecan trees were shipped to many lands including Australia, Africa and Asia. Tung nuts have been exported to other countries including Russia and New Zealand.

During his 42 years of work at the nursery John, Jr. served as president of the Southern Nurseryman's Association, the American Association of Nurserymen, the Southeastern Pecan Growers Association and twice as the leader of the American Tung Oil Association.

Today, John Wight III is a familiar figure in the nursery industry as president of Wight Nurseries. He came home to Cairo from the Air Force to join the family business and is also a graduate of Emory University. John Wight II has been instrumental in developing the Suwannee River Ligustrum which is being grown by licensees in different parts of the country.

The Wights have always been firm believers in soil conservation. All of the land is terraced, and soil fertility is rebuilt by growing leguminous cover crops for two years between crops of nursery stock. The nursery workers also follow the latest recommendations from state agricultural services.

At the present time Wight Nurseries encompasses 600 acres of property. There are 150 acres of nursery stock and 250 acres of field grown plants. There are over a quarter million plants in gallon cans and thousands of others in 2-gallon and egg cans.



WIGHT NURSERIES, INC.

**Team
Members'
Handbook**



Information, Work Rules and Benefits

WIGHT NURSERIES, INC.

TABLE OF CONTENTS

ORIENTATION

Welcome	1
History	1
Management Philosophy.....	2
Wight Nurseries Commitments	2
Employment Commitments	3
Solicitations	3
Equal Employment Opportunity.....	4
Sexual Harassment Policies	4
Terms of Employment.....	5

SALARY AND BENEFITS

Hours of Work.....	6
Emergency Work.....	6
Irregular Shifts	6
Pay Policy	6
Pay Period.....	7
Attendance.....	7
Time Clocks.....	7
Attendance Guidelines	8
Overtime	9
Raises and Promotions	9
Worker's Compensation	9
Benefits.....	10
Vacations.....	10
Eligibility Requirements	10
Eligibility Period.....	10
Work During Vacation.....	11
Three Weeks After Ten Years.....	12
Holidays	12
Ten Thanks Day.....	12
Christmas Day.....	12
Group Insurance.....	12
Profit Sharing Plan.....	13
Jury Duty.....	13
Funeral Pay.....	13
Loan Policy	13

WORK PRACTICES AND POLICIES

Communications.....	14
Open Door Policy.....	14
Termination of Employment.....	15
Rehire Policy.....	15
Waiting Period.....	15
Tours of Employment.....	15
Personnel Records.....	16
Team Member Appreciation Day.....	16
Guide to Good Conduct.....	16
Medical Leave / Family Leave.....	17
Group Health Insurance While On A Medical Leave Of Absence.....	18
Returning From A Medical Leave Of Absence.....	18
Personal Leave of Absence.....	18
Military Leave of Absence.....	18
Reporting Medical Conditions.....	19
Safety.....	19
Safety Equipment.....	20
Equipment Operation.....	20
Clothing Policy.....	20
Hazard Communication Program.....	21
Hearing Conservation Program.....	21
Drugs and Alcohol in the Workplace.....	22

DISCIPLINARY PROCEDURES

Serious Violations.....	23
Correctable Violations.....	23
Corrective Action—Attendance/Tardiness.....	24
Correctable Violations Other Than Attendance.....	25
Progressive Discipline Procedure.....	26

EMPLOYMENT COMMITMENTS

Personal Agreement.....	27
-------------------------	----

WIGHT NURSERIES, INC

MISSION STATEMENT

OUR PRIMARY OBJECTIVE IS TO BE THE MOST RESPECTED AND MOST SUCCESSFUL CONTAINER NURSERY IN OUR MARKET AREA. WE WILL ACHIEVE THIS BY A DEDICATION TO QUALITY AND CONTINUOUS IMPROVEMENT THROUGH THE PROCESS OF INTEGRATED QUALITY MANAGEMENT. THIS INTEGRATED QUALITY MANAGEMENT SYSTEM WILL INVOLVE ALL OUR CUSTOMERS (EXTERNAL AND INTERNAL), TEAM MEMBERS, VENDORS AND RESOURCES. THROUGH THIS MANAGEMENT SYSTEM AND THE DEDICATION OF OUR TEAM MEMBERS TO IT, WE WILL SERVE OUR CUSTOMERS BETTER THAN OUR COMPETITORS; THEREBY, PROVIDING OUR CUSTOMERS WITH A PRODUCT THAT WILL BE THE STANDARD OF QUALITY AND VALUE FOR THE INDUSTRY.

WE WILL BE A MARKET DRIVEN COMPANY. WE WILL EXPAND IN ALL MARKETS WHERE WE CAN CREATE ENOUGH ADVANTAGE AND OFFER SUPERIOR CUSTOMER VALUE; THEREBY, EARNING A SATISFACTORY RETURN FOR OUR COMPANY.

BY ACHIEVING OUR OBJECTIVES, WE EXPECT TO REWARD OUR TEAM MEMBERS WITH QUALITY IN THE WORK PLACE, PRIDE OF ACCOMPLISHMENT, AND QUALITY IN REMUNERATION AND FRINGE BENEFITS. WE ARE AWARE THAT WITHOUT THEIR COMMITMENT, TEAMWORK, AND SUPERIOR DEDICATION AND PERFORMANCE, THESE GOALS ARE NOT POSSIBLE.

WE ARE PROUD OF OUR HERITAGE AND DEDICATE OUR SECOND 100 YEARS IN BUSINESS TO QUALITY AND THE CONTINUOUS IMPROVEMENT OF OUR PRODUCTS, SERVICE, AND RELATIONSHIPS WITH OUR CUSTOMERS, VENDORS, AND TEAM MEMBERS.

ADOPTED JANUARY, 1989.

This handbook and the general descriptions of current policies and practices are for informational purposes only and not intended to create any contract of employment or guarantee of the matters listed. All such policies and practices remain subject to modification as deemed appropriate by the Company.

The Company

WELCOME TO WIGHT NURSERIES!

We are pleased you have joined Wight Nurseries. We hope you find your work interesting and rewarding. Whatever your job, you have been selected to play an important part in our business.

We believe that our organization can offer you an opportunity to put your knowledge and skills to good use. Your personal development and growth are as important to the success of the Company as they are to you. Your progress will depend on your job performance, attendance record, skills, length of service and job availability. This handbook has been prepared to help you understand the type of organization of which you are a member. It summarizes your benefits, policies, procedures, and regulations.

After you have become familiar with its contents, please keep it for future reference.

Historical Background

Wight Nurseries was established in 1887 by J. Byron Wight with the primary crop being pecan trees. In 1914, J. Slater Wight, joined his father in the business. John B. Wight, Sr. joined the business in 1927 bringing with him an interest in diversifying into a general line of nursery stock. In 1956, the business was incorporated at which time, John B. Wight, Jr., became a stockholder. John B. Wight, Jr. became President in 1967, and provided leadership until 1989. Richard VanLandingham became president of Wight Nurseries in 1989. Weyerhaeuser company purchased the business in 1982 and owned the business until 1991 when a group of the Key Management Team of Wight Nurseries including John B. Wight, Jr. purchased the business.

The nursery grew and prospered over the years and has become one of the nation's largest growers of container grown nursery stock and it is one of the most respected nurseries in the country.

OUR MANAGEMENT PHILOSOPHY

Wight Nurseries policies and programs are designed to create a work environment that satisfies your personal goals and those of the company. You are encouraged to discuss your career plans, your concerns and problems with your supervisor. Periodically, your wages, benefits, working rules and regulations are reviewed to ensure fair and equitable treatment.

We recognize that we depend on you. The company will not do well unless team members perform well. Therefore, our goal is to make Wight Nurseries an outstanding place for you to work. In return, we expect outstanding performance.

WIGHT NURSERIES COMMITMENTS

To make this an outstanding place to work, we make the following commitments to you:

— Competitive wages. We pay above average compared to the same type of work among our competitors in our labor market.

— Competitive benefits. A comprehensive package of team member benefit plans are available to you.

— Fair treatment. Respect for you as an individual, including:

— “Common sense” work rules and policies that help ensure a safe work place.

— Equal treatment for all team members. Race, sex, age, color, religion, creed, or national origin are not factors in any aspect of your employment.

— An opportunity to be heard. We believe in open communications and expect your participation; everyone has the right to question the process. Our goal is teamwork and involvement in making this an outstanding place to work.

EMPLOYMENT COMMITMENTS

Here is what we expect from you in return for our commitment to you:

- Your best work effort and use of the skills and abilities for which you were hired.
- Constant attention to quality. There is a quality element in every job.
- Concern for safety: yours and your co-workers.
- Wise use of time and resources. Every team member can affect our ability to get tasks completed.
- Good attendance. Be at work daily and on time.

SOLICITATIONS

It is company policy to provide a work area for team members free from unnecessary interruptions, annoyance, clutter, or possible embarrassment and confrontation. The company believes that unrequested solicitation of team members often generates conflict, bad feelings, and disharmony, and that each team member should respect the privacy of his\her fellow team members by not seeking contributions of support for a "cause", whether charitable, fraternal, political, or any other sort.

All oral solicitation of team members or distribution of literature to team members by outside agencies or by nonemployees on company property is prohibited.

All oral solicitation of team members or distribution of literature to team members by other team members during working time in any facility area is prohibited. In addition, no literature of any sort may be distributed in work areas in the facility at any time. Posting of printed or written material on company property without manager's approval is prohibited.

EQUAL EMPLOYMENT OPPORTUNITY

It is the policy of Wight Nurseries to grant equal employment opportunities to all qualified persons without regard to race, sex, religion, color, creed, age, national origin, handicap, disabled veterans, or veterans of the Viet Nam Era. It is the intent and desire of the Company that equal opportunities be provided in employment, promotions, wages, benefits, and all other privileges, terms, and conditions of employment.

SEXUAL HARASSMENT POLICIES

General Policy

Wight Nurseries will maintain a work environment in which its team members are free from sexual harassment.

Sexual harassment is a violation of the law and undermines the integrity of the employment relationship. All team members must be allowed to work in an environment free from sexual overtures. Sexual harassment, as defined and stated below, is expressly prohibited:

“Unwelcome sexual advances, requests for sexual favors and other verbal or physical conduct of a sexual nature constitute sexual harassment when: (1) submission to such conduct is made either explicitly or implicitly a term or condition of the individual's employment; (2) submission to or rejection of such conduct by an individual is used as a basis for employment decisions affecting such individual; or (3) such conduct has the purpose or effect of unreasonably interfering with an individual's work performance or creating an intimidating, hostile or offensive working environment.”*

*Equal Employment Opportunity Commission, 29 CFR Part 1604.11 45FR25024, “Guidelines on Discrimination Because of Sex”

Complaint Procedure

Complaints of sexual harassment should be made orally or in writing to a supervisor, higher level management or the Personnel

Department. Such complaints must be brought to the attention of the local EEO Coordinator (Personnel Manager) and will be investigated in a full and fair manner. The employment status of the complainant shall not be jeopardized for issuing a complaint.

When complaints of sexual harassment are found to be valid, appropriate corrective action will be taken.

TERMS OF EMPLOYMENT

To be sure that you understand the terms and conditions of your employment, you will meet with your supervisor after orientation. The basic details of your benefit package will be explained during orientation. Your supervisor will tell you what is expected of you as a team member, provide information for the locations of the lunch area, restrooms, bulletin boards, etc., in addition to answering any questions you may have. We ask that you read and sign the "Agreement Form" as presented on page 27. The person conducting the orientation will sign this form as well.

You And Your Job

WORKING HOURS

Regular working hours are from 8:00 a.m. to 12 noon and 1:00 p.m. until 5:00 p.m. Monday through Friday. Saturday hours will be from 8:00 a.m. until 12:00 noon. These hours may be changed on a seasonal basis.

Travel to working areas from time clock is on company time. Travel from working areas to time clocks is on team member's time.

It is hoped that most work can be accomplished during regular hours. However, all team members are expected to work extra time during the week or the weekend if asked by their supervisor.

EMERGENCY WORK

Because plants in containers freeze and are killed at about 15 degrees F, you may occasionally, be called upon to jam plants in very cold, disagreeable weather. This is an emergency situation for the nursery and a full crew is needed to help protect the plants. You are expected to come in if you are asked. If this happens on Saturday afternoon or Sunday, double time will be paid for work done to jam cans. If this emergency arises during the week, after normal hours, then time-and-a-half will be paid.

IRREGULAR SHIFTS

Because of varying water requirements, greenhouse inspection, checking mist, or other reasons, some team members will have to work irregular hours. These shifts will be planned by the Department Manager and discussed with you before they are implemented.

PAY POLICY

It is the express policy of Wight Nurseries to pay wages which are fair and competitive with similar industries in the community. Local wage surveys will be conducted periodically and wage rate adjustments will be made when appropriate.

PAY PERIOD

Your payday will be every Friday. Your paycheck covers a one-week period ending midnight the preceding Sunday. Your paycheck will be delivered to you directly by your Supervisor. If you have any questions about your paycheck, contact your Supervisor immediately.

ATTENDANCE

Your work at Wight Nurseries is expected to be your single major employment and your regular attendance is required as a condition of employment. You should remember that you were hired because you were needed. We hire only as many people as we need. Your absence will result in an extra burden on your fellow team member unless prior arrangements are made with your supervisor to fill your spot. If you are unable to report for work due to an emergency or sudden illness, notify your Supervisor as soon as possible, no later than two (2) hours after the scheduled shift begins. When absent due to sickness or disability, you may be asked to provide a doctor's release which states you are able to perform your normal job duties before you return to work. A team member who is absent and has not called in by 10:00 a.m on the third consecutive day will be considered to have resigned and will be removed from the payroll.

Call in at these telephone numbers:

Main Nursery.....	(912) 377-3384
Hawthorne Trail.....	(912) 377-7330
River Department	(912) 377-9522
Division III	(912) 377-5298

TIME CLOCKS

The time clock will be used in figuring hourly pay. We have found that time clocks enable us to be accurate in ensuring your pay is correct. Punching late at opening or early at closing will be handled through progressive discipline steps. Please be on time. Team members will punch only their own time cards. Recording time for others is strictly prohibited. Time cards will be reviewed daily by your Supervisor and any alterations of time cards must be initialed by the Supervisors.

ATTENDANCE GUIDELINES

We at Wight Nurseries expect good attendance from team members, for this is the only way we can perform our job well and service our customers. However, we do recognize that because of various occurrences it is not possible for each and every one of us to be at work on time every single day. Because of this, it is Wight Nurseries policy to permit three days of absence during the first three months of employment. After successfully completing your first three months, the company permits ten days of absence during the prior twelve months. Attendance records will be kept to record each absence and up to ten days during the prior twelve months period will be permitted, no questions asked as to the reason for the absence. However, it is our intent that these days be used for personal illness and, of course, we do require that you call in within two hours when you know you are going to be unable to report to work on time. Please note that the ten days of absence permitted are not for a calendar year but for the prior twelve months. This means that should you have ten days of absence in less than twelve months, you will be expected to have perfect attendance until enough time has passed to bring you back within our guidelines. Failure to call in when an absence is known may result in disciplinary action. From March 1 to May 1 is a crucial time for us so that we can ensure our customers receive their plants when promised. So please make an extra effort to be present during this period.

Being late to work and leaving work early will happen with some people from time to time and it is our policy that during your first three months of employment, each tardiness and each instance of leaving work early is counted as 1/2 of a days absence; after you successfully complete your first three months, we count each tardiness and each instance of leaving work early as 1/4 of a day's absence.

Extended absences will be considered leaves of absence; such as hospitalization or a death in the family, jury duty service or annual military leave. Since these are Wight Nurseries' benefits, no one will be disciplined for their use. However, should you require an extended absence due to illness, you will be placed on medical leave of absence status and this will not be counted towards your ten days per twelve months permissible absence. Be sure to notify your Supervisor to protect your good record. Should you require a leave of absence for personal business or illness, family illness, jury duty or military leave, please contact The Personnel Manager

after discussing it with your Supervisor. Absences of greater than two weeks will require the approval of the Division Manager. It is your responsibility to call in for absences or to request leaves of absence of an extended nature. Failure to call in for an absence of three consecutive days may result in termination.

OVERTIME

While it is management's intent to keep overtime to a minimum, there will be time when we will be expected to work to meet commitments. When qualified team members are available, we will attempt to distribute such work among all team members in a manner that will not overburden individuals. As an agricultural operation, the Wight Nurseries growing operations are not required to pay overtime. However, overtime pay at the rate of time and one-half will be paid after an individual has worked more than forty-four (44) hours in any scheduled work week, except during the period of heavy Spring shipping-typically February 15 through May 15, which will be paid after forty-eight (48) hours.

The exact dates for each year's shipping season will be based on weather and market conditions.

RAISES AND PROMOTIONS

Raises and promotions will be based upon regular evaluations, individual performance and company performance.

WORKER'S COMPENSATION

If you suffer an industrial injury or illness, your supervisor must be notified immediately. You will receive prompt medical attention.

The Workers' Compensation program is paid entirely by Wight Nurseries. This program provides medical coverage and compensation for work-caused illnesses and injuries. Our carrier assigned to handle claims processing is posted on the bulletin board. Requirements for benefits, waiting periods, amounts of benefits and duration of benefits are determined by Georgia State laws.

Non-occupational illnesses and injuries may be covered under your group insurance program, if you are eligible.

YOUR BENEFITS

In an attempt to make Wight Nurseries a better place to work, the following benefits have been provided for you. Benefits are based upon length of service or position held with Wight Nurseries. We provide a competitive benefit program. If you have questions about them, please ask your Supervisor. Additional information can be obtained in the Personnel Office.

VACATIONS

Wight Nurseries will be closed for the week of December 25th and the week of July 4th. All team members who are eligible will take vacation at these times. The exact vacation dates will be decided upon annually.

** any exceptions to these dates are to be approved by your manager

VACATION ELIGIBILITY REQUIREMENTS:

To be eligible for vacation, a team member:

- Must have been employed on January 1st to receive July Vacation
- Must have been employed on July 1st to receive December Vacation
- Must be employed on a full-time basis at vacation time

A TEAM MEMBER EARNS VACATION TIME ACCORDING TO THE FOLLOWING SCHEDULE:

WHEN YOU REACH THIS
MANY HOURS DURING
THE ELIGIBILITY PERIOD*

YOU ARE ELIGIBLE FOR
THIS MANY HOURS OF
PAID VACATION

176 Hours

8 Hours

352 Hours

16 Hours

528 Hours

24 Hours

704 Hours

32 Hours

880 Hours

40 Hours

Team members may qualify for five days off at Christmas Vaca-

tion by working either 1760 hours from the week of January first through the Sunday two weeks prior to Christmas vacation week, or by working 880 hours from the week including July first, through the Sunday two weeks prior to Christmas vacation week.

Those not reaching 1760 or 880 hours will receive vacation benefits according to existing policy.

Eligibility period for December vacation begins with the pay period that includes July 1st and runs thru the Sunday two weeks prior to vacation week.

If you are on an approved leave of absence at vacation time you will receive the amount of paid vacation you have earned upon your return to full-time active status.

If you have missed work due to a documented worker's compensation illness or injury and you are an "active" team member at vacation time, you will:

- be credited with the normal working hours missed from work, or hours paid by worker's compensation; normally eight hours per day, up to five days per week.

- cease to be credited with hours missed when the attending physician released you back to work.

- your vacation benefits will be assigned according to the vacation eligibility schedule.

WORK DURING VACATION

During vacation times it will be necessary for some team members to work. Team members who have earned vacation but are required to work may schedule alternate vacation days with their immediate supervisor's approval. During the July vacation, team members who have not earned vacation may be required to work.

Team members who are called in for emergency work during these holiday periods will receive their normal rate of pay in addition to their vacation pay.

THREE WEEKS AFTER TEN YEARS

In your tenth calendar year of consecutive service with Wight Nurseries and after completing 880 hours, you are eligible for 40 additional hours of paid vacation. This will be paid to you along with your July 4th or December vacation pay depending upon when you complete your 880 hours. Should you not reach your 880 hours by December vacation, you will receive vacation hours according to the vacation eligibility schedule. The actual time you take off for this third week of vacation must be approved by your manager.

HOLIDAYS

All active team members that have worked for six months or longer will be paid holiday pay. Paid holidays are New Year's Day, Martin Luther King's Birthday and Thanksgiving.

TEN-THANKS DAY

Team members who have 10 years or longer of consecutive service with Wight Nurseries, Inc. will receive the Friday after Thanksgiving as an extra paid holiday. Department Heads & Supervisors are not eligible.

CHRISTMAS DAY

Those active team members who are ineligible for Christmas vacation pay will receive eight (8) hours pay for Christmas Day.

GROUP MEDICAL INSURANCE AND LIFE INSURANCE

Team members are eligible for group medical insurance and life insurance (\$5,000.00 per team member) after actively working six months contingent upon medical evidence of insurability. The nursery pays all the cost of the life insurance and most of the medical insurance cost. Team member will share some of the cost of the medical insurance. If you do not want this coverage, please notify the Personnel Office.

PROFIT SHARING PLAN

Wight Nurseries' Profit Sharing Plan is an outstanding benefit. The company may contribute funds from profits and put in each team member's account annually so that at retirement they will have an amount of saved money. You may obtain complete and official explanation in writing from your supervisor.

JURY DUTY

You will suffer no loss in pay if you serve on a jury. Your wages will be continued at your regular rate. You need only present your jury check at the office to receive your regular pay. Notify your Supervisor as soon as you are summoned for jury duty.

FUNERAL PAY

You are eligible for funeral pay for time missed from work after six months of employment. Funeral pay will be paid in accordance with the following: (Your Supervisor must approve all funeral pay requests.)

(a) 3 days pay — death of children, mother, father, spouse

(b) 1 day pay — brother, sister, grandparents, brother-in-law, sister-in-law, step-parents, step-brothers, step-children, grandchildren, mother-in-law, and father-in-law.

LOAN POLICY

Wight Nurseries does not lend money to team members.
Team members are eligible to join the credit union.

Team Member Relations, Services And Practices

COMMUNICATIONS

We have a variety of ways to communicate. These fill our commitment to provide an opportunity to be heard. They also fill the need for providing information about our nursery, business, competitors, and customers.

— Regular team meetings with Supervisors. Topics include production, quality, safety, department issues and problem solving.

— Special meetings as needed to cover events having high impact on all of us.

— Informal communications and problem solving regularly with Supervisors and other managers.

At times, the most efficient and effective way to provide you with information is bulletin board posting. Please watch the bulletin board for new information and developments.

OPEN DOOR POLICY

You should feel free to discuss any questions or problems with your Supervisor at any time. It is your Supervisor's responsibility to help you find practical solutions to problems relating to your work environment whenever they arise.

If you and your Supervisor are unable to resolve a serious problem, your Supervisor will, upon your request, arrange a meeting with the Department Manager and/or the Division Manager. If the situation is still unresolved, you can meet with the Human Resource Manager or the responsible Vice President and finally the President of Wight Nurseries. There will be no retaliation against someone using this process.

TERMINATION OF EMPLOYMENT

We hire individuals who are qualified and interested in full time employment with Wight Nurseries. We hope that our association with you has been and will continue to be one that is rewarding to both you and the Company. But, if for any reason you decide to terminate your employment with us, we want to try to understand the reasons behind your decision. You might help us improve our work environment in the future. Feel free to discuss your reasons with your Supervisor or the Personnel Representative so that we can continue making Wight Nurseries a better place to work.

When your employment is terminated, for any reason, your paycheck will be issued at the next regularly scheduled payday.

To prevent deductions from your check, all signed-out items such as uniforms, tools, equipment, rainsuits, etc., must be returned to your Supervisor at the time of your termination.

REHIRE POLICY

OBJECTIVE: TO DEVELOP CONSISTENT NURSERY WIDE GUIDELINES FOR REHIRE

— FORMER TEAM MEMBERS ARE NOT ELIGIBLE FOR REHIRE AFTER HAVING BEEN DISCHARGED FOR A GROUP III VIOLATION OR

— A SAFETY RECORD WHICH SHOWS A PATTERN OF BEING DANGEROUS

WAITING PERIOD

-QUIT WITH NOTICE - NONE

-QUIT WITHOUT NOTICE - 6 MONTHS

-DISCHARGE

GROUP I - 6 MONTHS

GROUP II - MANAGEMENT DECISION AT TIME OF DISCHARGE

ELIGIBILITY FOR EMPLOYMENT

LIMITED WHEN A FORMER TEAM MEMBER HAS:

2 TERMINATIONS FOR SAME REASONS IN ANY FIVE YEAR PERIOD

3 FOR A COMBINATION OF REASONS IN ANY FIVE YEAR PERIOD

-RE-HIRE DECISION WILL NOT BE OVERTURNED BY ANOTHER SUPERVISOR IN A DIFFERENT DEPARTMENT

-SUPERVISORS COMPLETE RE-HIRE RECOMMENDATION AT TIME OF TERMINATION

PERSONNEL RECORDS

It is important to keep up-to-date information on each team member in case of an emergency and to properly maintain insurance coverage as well as other company benefits and payroll deductions. Please notify your Personnel Department promptly of any changes in your:

1. Address and telephone number
2. Marital status
3. Beneficiary or dependents listed in your insurance policy(ies) and profit sharing plan
4. Number of dependents for withholding tax purpose
5. Person to notify in case of accident
6. Completed training or education courses

As your personal status changes you may consider filling out new income tax withholding forms. Please contact your Personnel Office with questions.

WIGHT NURSERIES TEAM MEMBERS ANNUAL APPRECIATION DAY

The Annual Team Members Appreciation Day will be held each May at the end of the Spring season. This event is planned to recognize and thank everyone, and to recognize those special team members with 5, 10, 15, 20, 25, and 30 -year anniversaries. Special recognition is given to team members with 30 years or more with Wight Nurseries.

GUIDE TO GOOD CONDUCT

It is our desire to have rules and polices at Wight Nurseries that assure good and fair treatment of all team members, promote their safety, secure their jobs and provide a friendly, cooperative place to work. The continued improvement of our Nursery and your cooperation keeps us competitive in the nursery industry.

MEDICAL LEAVE OF ABSENCE (MLOA)

A MLOA is an excused absence for non occupational disabilities, including pregnancy. This absence is without wages but with no loss in length of service. Request for a MLOA must be made in writing, approved by your Supervisor, Department Manager, and Division Manager, and submitted to the Personnel Department. The request must also be certified by the doctor treating you as of the end of the last day worked. If a leave of absence is granted, you will have to make arrangements with the Personnel Department for continuing certain benefits or for waiving benefits according to company policy. A long term absence may affect your eligibility for profit sharing and/or paid holidays. Vacation eligibility date will remain the same, however, no vacation time will accrue.

FAMILY LEAVE (PROVISION)

To qualify for family leave a team member must be employed for at least 12 months and have at least 1250 hours of service during the previous 12 month period. An eligible team member will be entitled to a total of 12 weeks of unpaid leave during a 12 month period.

THE APPROPRIATE LEAVE REQUESTS ARE AS FOLLOWS:

- A. Because of the birth of a son or daughter of the team member and in order to care for such son or daughter. The entitlement of leave for a birth or placement of a son or daughter shall expire at the end of the 12 month period beginning of the date of such birth or placement.
- B. Because of placement of a son or daughter with the team member for adoption or foster care.
- C. In order to care for the spouse, son, daughter, or parent, of the team member, if such spouse, son, daughter, or parent has a serious health condition.

TEAM MEMBERS ARE RESPONSIBLE FOR PAYING THEIR PORTION OF HEALTH INSURANCE PREMIUMS. FAILURE TO PAY CAN RESULT IN CANCELLATION OF YOUR INSURANCE.

CERTIFICATION WILL BE REQUIRED ON ALL FAMILY LEAVE REQUESTS.

GROUP HEALTH INSURANCE PREMIUMS WHILE ON A MEDICAL/FAMILY LEAVE OF ABSENCE

Any team member on an approved medical/family leave of absence is responsible for their portion of the insurance premium. Failure to pay your portion of the premium can result in cancellation of your insurance. After a team member has paid their portion of the insurance premium, Wight Nurseries will continue to pay its portion of the group health insurance premium for the remainder of the month in which you go on Medical Leave, plus an additional four (4) months. On the first day of the fifth month you will be eligible to continue group health insurance benefits on a self pay basis. Please check with your Manager or the Personnel Department for more information or to make arrangements for payment.

RETURNING FROM A MEDICAL LEAVE OF ABSENCE

Team Members returning from a MLOA will present a letter of release from their doctor prior to returning to work. Failure to return to work on the expected date of return may result in termination.

PERSONAL LEAVE OF ABSENCE

Your Manager can approve personal leaves of absence, without pay, for up to 30 days. Any leave over 30 days must be approved by the Division Manager or appropriate Vice President and the Human Resource Manager. All requests must be submitted in writing.

Your benefits under the Profit Sharing Plan and any vacation benefits will discontinue while you are on leave. You will be eligible to self-pay the premiums for your health care benefits. You will earn benefits when you return as an active team member.

MILITARY LEAVE OF ABSENCE

If you are a member of the National Guard or a reserve unit of the U. S. Armed Forces, you will be granted a military leave of absence for required active duty. If you enter the U.S. Armed Forces, a leave of absence will be granted for your first term of service.

You must return to Wight Nurseries, Inc. within the period specified by law (usually 90 days) after your release from active duty to retain employment.

If you are on military leave, your benefits under the Profit Sharing Plan will discontinue. You will be eligible to self pay the premiums for your health care benefits.

REPORTING MEDICAL CONDITIONS

All medical conditions or physical limitations which may affect work ability or personal safety must be immediately reported to your supervisor or manager. This includes non-occupational disabilities such as pregnancy, heart conditions, high blood pressure, diabetes, serious injuries, etc.

Failing to report medical conditions and/or limitations may result in personal injury and therefore is considered a safety violation. Safety violations will be handled through appropriate disciplinary action.

SAFETY

Each team member should take every precaution to prevent an accident. Most accidents are caused by carelessness. The following unsafe acts may be cause for immediate termination:

Failing to wear specified safety equipment when handling hazardous materials.

Failing to wear specified safety equipment and/or safety apparel furnished by Wight Nurseries.

Speeding or reckless driving with trucks and tractors. Performing obviously dangerous acts such as riding on and/or standing up on equipment, hanging on harrows, etc.

It is extremely important not only to Wight Nurseries but to you and your fellow team members to conduct your work activity in a safe manner. Rules have been established to protect you against unnecessary injuries.

We do not want you to get hurt. Every effort is made to maintain clean, healthful and safe working conditions for all team members while on the job. We will maintain a high level of safety education among team members and we expect that all team members will cooperate in this program.

You can help keep our work environment safe by reporting any unsafe condition to a Supervisor. All accidents should immediately be brought to the attention of your Supervisor. Safety standards

and rules for your work area will be reviewed with you by your Supervisor.

It is a requirement for continued employment that you practice and abide by safety rules.

SAFETY EQUIPMENT

Team members will be issued a pair of safety glasses to keep with them at all times. There will be certain times when a team member will be required to wear them. Such as: windy days, sift-up & potting area, applying chemicals, operating power tools, using hand tools or at any time your supervisor feels safety glasses are warranted. Other personal protective equipment will be required when working in hazardous conditions. These items will be issued by your supervisor and must be turned in for replacement. Team members who misplace their safety equipment, rain suits and any other equipment may be subject to the replacement cost of the equipment.

EQUIPMENT OPERATION

Before operating equipment at Wight Nurseries, you must obtain authorization from your Supervisor.

Wight Nurseries has operational and safety procedures designed for all motorized equipment such as trucks, tractors, forklifts, heavy equipment, chainsaws, gas powered pruners, electric pruners, etc.

Operation of equipment without required training and authorization is considered a serious safety violation and can result in immediate termination of employment.

All drivers of Company vehicles on public roadways are required to abide by the laws set forth by The Georgia Department of Public Safety or applicable state laws. This includes possessing a valid class C driver's license, or combination of classifications where applicable, before operating Company vehicles on public roadways. Non compliance is considered a safety violation and will be handled through appropriate disciplinary action.

CLOTHING POLICY

It is the responsibility of each team member to wear appropriate clothing.

Team members are required to wear appropriate clothing suit-

ed for the work environment. Knee length shorts and tank tops will be permitted. Biker shorts, sandals or flip flops will not be permitted. Shoes which cover the entire foot will be required at all times. If you develop a sunburn or dermatitis you may be required to wear more protective clothing to reduce your exposure. In certain jobs additional protective clothing may be required. If additional protective clothing is supplied by Wight Nurseries, it will be issued by your supervisor.

Team members are required to wear appropriate clothing suitable to the work environment. Any deviation from the above policy will result in appropriate disciplinary action.

HAZARD COMMUNICATION PROGRAM

We come in contact with chemicals in a variety of ways, in all aspects of our lives. Our Hazard Communication Program helps you better understand the chemicals you may handle or come in contact with as a part of your job. Material safety data sheets are available for all chemicals, along with warning labels and team member training. Each part of the program is an extra step toward preventing injuries and keeping you healthy and ensuring your safety on the job. Should you have any questions regarding this policy, please contact your Supervisor or the Personnel Department.

HEARING CONSERVATION PROGRAM

Wight Nurseries has established a hearing conservation program that you will review during your orientation. This program sites specific areas and/or jobs that require hearing protection. You are required to wear company issued protection when you come in contact with these areas or tasks. If you have any questions regarding this program consult your Supervisor.

Drugs And Alcohol In The Work Place

WIGHT NURSERIES' POLICY

Wight Nurseries is committed to providing a safe and productive work place for all team members. We recognize that our team members are our most valuable resource and we are committed to maintaining their health and well-being.

Wight Nurseries expects that all team members will be free from the impairing effects of drugs or alcohol when hired and remain so at all times while at work.

Certain kinds of drug-related behavior are unsafe, and in some instances are criminal, and will not be tolerated in the work place. These include the sale, purchase or transfer or attempted sale, purchase or transfer of illegal drugs. Also included is the use of any illegal drug or the use of any drug or alcohol to the point where team members' safety or job performance is affected. Team members engaging in the above activities are subject to disciplinary action, including discharge and prosecution, where appropriate.

Drug-testing may be conducted as part of a pre-employment and pre-placement assessment and when the general signs and symptoms or other indicators of drug or alcohol intoxication or chronic abuse are present. Drug-testing may also be conducted when a team member is involved in a serious accident, or in a series of minor accidents in a short period of time. Team members in critical jobs may be tested on a random basis.

DISCIPLINARY PROCEDURES

SERIOUS VIOLATIONS

The list below is not all inclusive but reflects the types of behavior which can result in termination:

1. Safety comes first. Tampering with safety devices, or serious safety violations, whether they actually result in injury, or not, is prohibited.
2. Normal work conduct standards apply. Theft, falsification of records, carrying weapons, use or possession of drugs, and/or alcohol on company property, or destruction or misuse of property is also prohibited.
3. Respect others at all times. Fighting, intimidation or harassment of other employees for any reason is prohibited.

CORRECTABLE VIOLATIONS

Many problems are correctable through verbal and written counseling, with termination as a last resort. Listed below are some of the things that are correctable.

1. Attendance and tardiness. If you are not here, the nursery suffers.
2. Unacceptable work performance. Work quality and quantity have to be top priorities.
3. Behavior which disrupts productivity or seriously offends other team members. Horseplay and offensive language are examples.
4. Solicitation of team members and distribution of literature are not permitted: by non-employees on Nursery Property or by employees on Nursery property

Working together is the key to success. Remember to be courteous to all fellow workers and treat them as you would want to be treated.

CORRECTIVE ACTION

ATTENDANCE AND TARDINESS

PROTECTING YOUR JOB SECURITY - To assure fair play and an opportunity for all of us to correct our attendance problems, Wight Nurseries' commitment is that no one will be terminated on the spot without an opportunity to correct attendance problems. During your first three months of employment upon your second absence, fourth tardy or fourth instance of leaving early corrective action will begin with step two. After successfully completing your first three months, when your absences equal the ten days permitted during the prior twelve months, your Supervisor will notify you so you can plan ahead. In the event that your absences exceed the ten days permitted, our corrective process will begin.

STEP 1 - COUNSELING

Your Supervisor will counsel you about your attendance so that we can avoid further disciplinary action. Should this correct the attendance difficulties and your attendance improves, nothing further will be said and it will not be held against you in any way.

STEP 2 - WRITTEN WARNING

Should there be continued problems with attendance, your Supervisor will again counsel you by putting a statement of the problem and the attendance expected into written form. A copy will be placed in your personnel file. Since it is always our intent to correct problems rather than punish, nothing will be held against you should your attendance come back into compliance with company guidelines. However, if continued lateness and absences occur then your Supervisor is required by our policy to move you to Step 3.

STEP 3 - PROBATION

Probation is a written final warning. Its goal is to correct problems not to terminate, but this is a serious step. Should the first two steps not correct the difficulty you will be placed on 90 days probation during which you will be expected to have perfect atten-

dance. Should there be another lateness or absence during the 90 day probationary period, further disciplinary action up to and including discharge may result. Your Supervisor will work with you in any way possible to help you avoid Step 4, which is termination.

STEP 4- TERMINATION

To assure fair play and consistency of treatment of individual people at Wight Nurseries, no terminations are permitted without the approval of the Division or Department Manager. This is our commitment to you of our assurance of consistency and a corrective, progressive procedure in helping you resolve problems of attendance.

CORRECTABLE VIOLATIONS OTHER THAN ATTENDANCE

STEP 1- COUNSELING

Your Supervisor will discuss the problem and work with you in any way possible to solve the problem. If no further occurrences develop during the next 12 month period, corrective action shall stop at this point.

STEP 2- WARNING

If the problem continues, your Supervisor will document it in writing and discuss it with you. A copy will be put in your file. Since the intent is to correct rather than to punish, should no further occurrences develop during the next 12 month period the corrective action shall stop at this point. If it continues your Supervisor will proceed to Step 3.

STEP 3- DISCHARGE

To assure fair treatment and a thorough review of the facts, no discharge is permitted without the approval of the Department or Division Manager. This is our commitment to you that no one is ever terminated without every possible assistance and fair warning.

This three-step process is used for the correctable category of nursery rules. For the serious category, step 3 is used.

Progressive Discipline Procedure Group I

GROUP I

Attendance and Tardiness

Step 1 - Verbal Counseling

Step 2 - Written Warning - copy placed in file

Step 3 - Probation - 90 days Perfect attendance. This is a Written final warning. Any absence will bring further disciplinary action up to and including termination

Step 4 - Termination - With Manager's approval

Performance, behavioral kinds of offenses (horseplay, practical jokes).

First Offense - Verbal or written warning

Second Offense - Written warning and/or suspension without pay

Third offense - Termination

GROUP II

Sexual harassment, safety violations, and unauthorized absence from work station

First Offense - Written warning and/or suspension without pay

Second Offense - Termination

GROUP III

Illegal matters (firearms, carrying weapons), use of drugs, failure to perform duties or work, falsification of records, stealing Company property, fighting, and serious safety violations.

First Offense - Termination of employment

Personal Agreement

I have read and understand the Wight Nurseries' "Terms of Employment" outlined in the Team Members' Handbook. I agree to abide by the established work and safety rules.

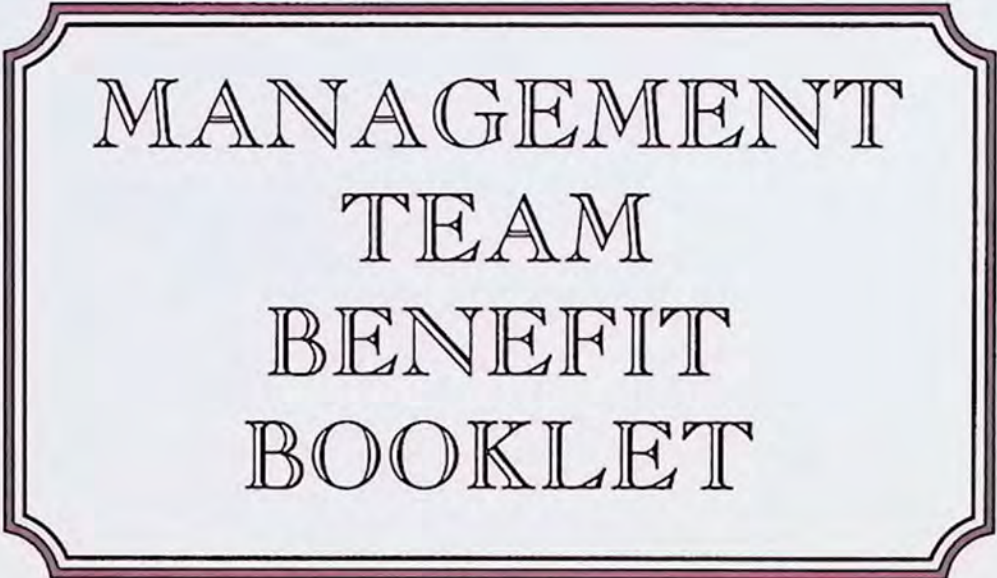
I understand that this handbook is not a legal contract of employment and that employment is deemed to be "at-will". This is a summary of current personnel policies and practices only, with Wight Nurseries retaining the right to revise or modify the terms and conditions of employment for team members, and the handbook, according to its business judgement and discretion.

Date

Signature of Team Member

Date

Signature of Supervisor or
Personnel Representative



MANAGEMENT
TEAM
BENEFIT
BOOKLET

BENEFIT BOOKLET
FOR MANAGEMENT TEAM OF
WIGHT NURSERIES, INC.

Table of Contents

Introduction	1
Schedule of Benefits	3
Definitions	9
Coverage Provisions and Limitations	20
Changes You Should Report	25
Medical Benefits	26
Maximum Family Deductible	26
Lifetime Maximum Benefit	27
Benefit Limit for Mental Disorders	28
Right of Subrogation	29
Covered Expenses	30
Pre-Admission Certification Requirement	36
Exclusions for Medical Coverage	37
Coordination of Benefits	43
Right to Receive and Release Information	47
COBRA	48
Statement of ERISA Rights	51
Extension of Benefits	56

INTRODUCTION

Medical benefits provided by your employer are an important part of your total package of team member benefits. Your medical plan is designed to help protect you and your covered dependents against catastrophic medical expenses. It is not designed to provide first dollar coverage.

This benefit booklet is provided to explain the benefits of your medical plan which is defined by the Plan Document issued to your employer. Every effort has been made to describe the provisions of the Plan Document in a simple and straightforward manner. However, if there is a conflict between this booklet and the Plan Document, the provisions of the Plan Document govern the Plan. The Plan Document may be inspected at your employer's office.

Coverage under this plan will be in effect and will continue in effect in accordance with the terms, conditions, and provisions of the Plan Document. This booklet replaces and supersedes all contracts and/or plans which may have been issued previously by the Company, Insurer, or Administrator.

You are entitled to coverage if you are eligible in accordance with the Plan Document.

In order to assure that your benefits will be administered accurately and quickly, your employer has retained the services of a Third Party Administrator (TPA) experienced in claims processing. The TPA is:

Life of the South TPA, Inc.
P.O. Box 12288
Columbus, Georgia 31917
1-800-277-9218

If you incur expenses for which you would like to claim benefits, you may request claim forms from the TPA or ask your physician or hospital to file a claim for you. Claims should be filed no later than 90 days following the end of the plan year. When filing the claim yourself, be sure to submit an itemized bill that includes the following:

1. The name of the covered team member.
2. The name of the patient and the patient's relationship to the team member. Is the patient a spouse or a dependent child?
3. The name of the provider of care and the provider's signature.
4. The diagnosis of the health problem.
5. A description of the service provided.
6. The date the service was performed.
7. The charge for each service.

SCHEDULE OF BENEFITS
AS OF JANUARY 1, 1992

LIFETIME MAXIMUM PER COVERED PERSON
\$1,000,000.00

CALENDAR YEAR DEDUCTIBLE
\$300 per person.

MAJOR MEDICAL EXPENSE BENEFIT
70% of first \$5,000 of eligible charges; 100%
of eligible charges thereafter within a calendar
year.

PRE-ADMISSION CERTIFICATION REQUIRED
All hospital admissions including emergencies
and maternity must be pre-certified in order to
be considered eligible charges. Benefits for
non-certified admissions are reduced to
payment at 50% of room and board charges.
Hospital admissions can be certified by calling
1-800-641-5566.

PRE-ADMISSION TESTING
Eligible charges incurred on an outpatient
basis within 72 hours of the procedure (but
not on the day of admission) and which
would normally have been performed on an
inpatient basis will be paid at 100% not
subject to deductible.

SCHEDULE OF BENEFITS continued

PRE-EXISTING CONDITIONS

Until coverage for a covered person enrolled under this plan has been in force for 18 consecutive months, benefits for service to be paid by the plan shall not be available for any illness, injury or other condition for which medical advice was given or treatment recommended by or received from a physician or other health care provider prior to the effective date of coverage; or for which existed on or before the effective date of coverage.

Maternity benefits are available only if the date of conception was after the effective date of coverage under this plan.

MATERNITY

Maternity for dependent children is not covered. Charges for mid-wife services are considered eligible charges.

SCHEDULE OF BENEFITS continued

COVERAGE LIMITATION

Team members must regularly work at least 30 hours per week to be eligible for coverage under this plan. Team members and eligible dependents can then be covered beginning on the first day of the month following 6 months subject to medical evidence of insurability.

HOSPITAL ROOM & BOARD LIMITATION

Semi-private room charges;
intensive/cardiac care unit charges.

INPATIENT HOSPITAL DEDUCTIBLE

\$100 deductible will be applied to each hospital admission.

PRIVATE DUTY NURSING

Charges for private duty nursing during hospital confinement are not eligible expenses.

SCHEDULE OF BENEFITS continued

MAXIMUM PLAN BENEFITS ON MENTAL\NERVOUS EXPENSES

\$5,000 lifetime maximum for treatment of substance abuse including drugs and alcohol abuse. \$10,000 lifetime maximum for treatment of mental and nervous conditions including substance abuse.

MAXIMUM ANNUAL BENEFITS ON MENTAL\NERVOUS EXPENSES

\$1,000 annual maximum for outpatient treatment of mental and nervous conditions including substance abuse.

BENEFIT PERCENTAGE FOR MENTAL\NERVOUS

Benefits payable for outpatient nervous and mental conditions including substance abuse are not credited toward the coinsurance amount: Outpatient services are paid at 50% of eligible charges limited to \$25 per visit. Inpatient services are paid at 70% of eligible charges.

SCHEDULE OF BENEFITS continued

OUTPATIENT SURGERY

Eligible charges including surgeon fees, anesthesiologists, and hospital charges are payable at 90% subject to deductible.

SECOND SURGICAL OPINION

Charges for an optional second surgical opinion will be paid at 70% of usual and customary charges not subject to a deductible.

HOME HEALTH CARE

Eligible charges are payable at 100% limited to 120 visits per calendar year.

AMBULANCE CHARGES

Eligible ambulance charges are payable up to a maximum of \$75 per occurrence.

NEWBORN CHARGES

Charges related to the nursery care and the initial hospital pediatric visit of a newborn infant are eligible expenses and will be covered subject to other provisions of the plan.

SCHEDULE OF BENEFITS continued

HOSPICE

Hospice benefits cover inpatient and outpatient services for patients who are certified by a physician as terminally ill and who have a life expectancy of six months or less. Hospice benefits are limited to a lifetime maximum of \$3,000.

EMERGENCY ROOM DEDUCTIBLE

A \$100 deductible will be applied to each visit to the emergency room for treatment not related to an accidental injury.

MAXIMUM PLAN BENEFITS FOR TREATMENT OF AIDS AND AIDS-RELATED ILLNESSES

\$25,000 annual maximum for treatment of AIDS or AIDS-related illnesses; \$100,000 lifetime maximum.

DEFINITIONS

You will need to know what is meant by certain terms used to describe your benefits. They are defined below:

ACTIVELY AT WORK means that you are

- a. able to do the normal tasks of your job on a full-time basis for a full work day on the day your coverage is to begin; and
- b. able to do such tasks at the employer's normal place of business or at a location to which you must travel to do your job; and
- c. not absent from work because of leave of absence or temporary lay-off.

AMBULATORY SURGICAL CENTER means a facility either freestanding or as part of a hospital equipped and operated for the primary purpose of performing surgical procedures for a patient who is admitted and discharged within a 24 hour period.

BENEFIT PERIOD is the calendar year beginning January 1 and ending December 31.

DEFINITIONS continued

COSMETIC SURGERY refers to a procedure performed solely for the improvement of appearance rather than to improve or restore a bodily function. Breast reconstruction following a medically necessary mastectomy covered by the plan is not considered cosmetic surgery for the purposes of this plan.

The term COVERED EXPENSES means any medically necessary treatment, medicine, service, or supply that is not specifically excluded from the plan.

COVERED PERSONS refers to you or your eligible dependents who are eligible for and enrolled in the plan according to the requirements specified in the Plan Document.

CUSTODIAL CARE means the type of care or service, including room and board and supplies, which are primarily designed to assist a covered person in the activities of daily living. Such activities include but are not limited to: bathing, dressing, feeding, preparation of special diets, assistance in walking, and supervision of medication which is normally self-administered.

DEFINITIONS continued

DEPENDENT. The term dependent means the person to whom you are legally married and children who met the following conditions:

- a. The child is your natural child, step-child, legally adopted child or a child who has been placed under your legal guardianship.
- b. The child is in your custody and is financially dependent upon you for support or you have been required to provide coverage due to court order or divorce decree.
- c. The child is less than 19 years old or the child is less than 25 years old and is a full-time student unless otherwise noted in the Schedule of Benefits.
- d. The child is mentally retarded or physically handicapped. Proof of incapacity must be furnished to the company and additional proof may be required from time to time.
- e. The child is unmarried.

DEFINITIONS continued

DEDUCTIBLE means the amount of covered expenses that must be incurred during a benefit period before other covered expenses can be considered for payment.

DOCTOR or PHYSICIAN means a person other than you or a member of your family licensed through a state law and performing a service covered by the Plan that is within the scope of that law.

DURABLE MEDICAL EQUIPMENT is equipment which is:

- a. able to withstand repeated use;
- b. primarily and customarily used to serve a medical purpose;
- c. is prescribed by a doctor;
- d. is medically necessary; and
- e. not generally useful to a person in the absence of illness or injury.

DEFINITIONS continued

EXTENDED CARE FACILITY means an institution which is licensed as an Extended Care Facility and which is qualified to participate in and receive payments under the provisions of Medicare, and is not, other than incidentally, a home for the aged, a place for rest, or for the care of mental illness or substance abuse. This term also applies to institutions referred to as a skilled nursing facility, convalescent nursing home, or any such similar descriptions.

HOME HEALTH AGENCY means a public or private organization that is licensed as a Home Health Agency by the state in which it operates and is certified such under Title XVIII of the Social Security Act.

HOME HEALTH CARE is a program for continued care and treatment approved within seven days following termination of a hospital confinement and is for the same or related condition for which the patient was hospitalized. The attending physician must certify that the proper treatment of the illness or injury will require continued confinement in the absence of the services of the home health care plan.

DEFINITIONS continued

HOSPICE means a facility established to provide a coordinated program for meeting the special physical, psychological, spiritual, and social needs of dying individuals and their families. It provides supportive medical, nursing, and other health services through home or inpatient care to persons who have no reasonable prospect of cure and are estimated by a doctor to have a life expectancy of less than six months.

A HOSPITAL means a lawfully operated institution that is licensed by the state in which it operates or is accredited by the Joint Commission on the Accreditation of Hospitals and is not, other than incidentally, a place for rest, a place for the aged, a place for treatment of substance abuse, or a nursing home. It must provide:

- a. care and treatment for the sick and injured as bed patients;
- b. care by registered nurses at all times;
- c. a staff of one or more doctors on call at all times;
- d. all the facilities necessary to provide for the diagnosis and medical and surgical treatment of an illness or injury on its premises.

DEFINITIONS continued

The term ILLNESS means a bodily disorder, disease, physical sickness, mental infirmity, or functional nervous disorder.

INJURY refers to bodily damage that is caused by a sudden and unforeseen event. Injuries are caused by accidental means and include animal bites, poisonings, and dental care required as a result of an accidental injury due to external force to sound natural teeth. Any loss which is caused by or contributed to by a hernia of any kind will be considered a loss under the definition of illness and not as a loss resulting from accidental injury.

MEDICALLY NECESSARY means treatment, services, or supplies provided by a hospital, doctor, or other covered provider of medical services which are incurred on the advice of a doctor, are necessary and appropriate for the diagnosis or treatment of an illness or injury based on generally accepted current medical practices. A service, treatment or supply will not be considered medically necessary if:

DEFINITIONS continued

MEDICALLY NECESSARY continued

- a. it is provided only for the convenience of the patient;
- b. it is not appropriate treatment for the diagnosis or symptoms;
- c. it exceeds in scope, duration, or intensity the level of care that is needed to provide safe, adequate, and appropriate diagnosis or treatment.
- d. it is part of a plan of treatment that is considered to be investigational, experimental or for research purposes in the diagnosis or treatment of an illness or injury; or,
- e. it involves the use of a drug or substance not formally approved by the United States Food and Drug Administration even if the approval is not required.

Investigational, experimental and for research purposes means services or supplies that are not recognized or proven to be effective treatment of illness or injury in accordance with generally accepted medical practice. The fact that any particular doctor may prescribe, order, recommend, or approve a service does not of itself make the service medically necessary.

DEFINITIONS continued

MEDICARE means Title XVIII of the Social Security Act (Federal Health Insurance for the Aged) as it is now or as it may be amended.

MENTAL DISORDERS, NERVOUS DISORDERS, ALCOHOL ABUSE, DRUG ABUSE, OR ANY OTHER SUBSTANCE ABUSE means conditions and diseases listed in the most recent edition of International Classification of Diseases as psychoses, neurotic disorders, personality disorders, and other non-psychotic mental disorders, including alcohol, drug, or other substance abuse.

PARTICIPANT means a person directly employed full-time in the regular business of, and compensated for services by the Company.

The PLAN means the medical benefits provided to you by your employer and described in this booklet and defined in the Plan Document.

PLAN SUPERVISOR means the person or firm employed by the company to provide consulting services in connection with the operation of the plan and other functions including processing of claims.

DEFINITIONS continued

PRE-EXISTING CONDITION means an injury or illness for which the patient has been under the care of a licensed doctor or has received medical care or services within a specified period as outlined on your Schedule of Benefits. Maternity benefits are available to you only if the date of conception was after the effective date of your coverage under this plan.

SEMI-PRIVATE room accommodations refers to the accommodations in a hospital or extended care facility in which at least two patient's beds are available per room.

TEAM MEMBER means a person who is directly employed in the normal business of the employer and is actively at work for the employer or a subsidiary or affiliate of the employer covered under this Plan.

DEFINITIONS continued

USUAL & CUSTOMARY (U&C) refers to the designation of a charge as being the usual charge made by a provider of service that does not exceed the general level of charges made by other providers of service for similar services in similar areas. If the expense incurred is in excess of the Usual & Customary charge, no payment will be made with respect to the excess amount. Due consideration will be given to the nature and severity of the condition being treated and any medical complications or unusual circumstances which require additional time, skill, or expertise.

COVERAGE PROVISIONS AND LIMITATIONS

WHO IS COVERED?

All team members who regularly work at least the number of hours per week as defined in the Schedule of Benefits are eligible for benefits.

WHEN CAN YOU BE COVERED?

Team members who are eligible for coverage will become effective as outlined in the Schedule of Benefits.

WHEN DOES COVERAGE BEGIN?

If you apply for coverage when first eligible to do so, your coverage will be effective on the date your group's length of service requirement has been met as outlined in your Schedule of Benefits.

HOW ARE MY DEPENDENTS COVERED?

If you are covered under the plan, you may also cover your eligible dependents. If you and your spouse are both eligible for the plan, either of you (but not both) may cover your eligible dependent children. Coverage for a dependent cannot begin while that dependent is confined to a hospital except as specified for a newborn child.

Your eligible dependents include the following:

- a. your spouse if you are not legally separated or divorced; and
- b. your unmarried children who are mainly dependent upon you for support and maintenance and who meet one of the following criteria:
 1. less than 19 years old;
 2. nineteen years old but less than 25 and enrolled as a full-time student in an accredited college or university, a vocational, technical, or trade school, or secondary school; or
 3. not capable of self-support due to mental retardation or a physical handicap and the following criteria apply:

DEPENDENTS continued

- a. the child became incapable prior to age nineteen and was your covered dependent when he or she reached age nineteen;
- b. the child remains unmarried and incapable of self-support;
- c. within 30 days after the child reaches age nineteen, you must give written proof that the child is incapable of self-support; and
- d. if requested to do so, you must provide annual proof that the child is still incapable of self-support.

*You may not cover a dependent child who is eligible to be covered as an team member in the plan or a dependent who is active in the armed forces.

**Refer to the Schedule of Benefits for other restrictions that may apply.

WHEN DOES COVERAGE FOR DEPENDENTS BEGIN?

You should enroll dependents for coverage within 30 days of the date they are eligible. If you cover your dependents and acquire a new eligible dependent, that dependent will be covered on the date you acquired the dependent if enrolled within 30 days and subject to any provisions outlined in the Schedule of Benefits.

WHEN DOES COVERAGE END?

Your coverage will end on the earliest of the dates outlined below:

- a. the plan ends for all covered persons;
- b. you are no longer eligible;
- c. the end of the last period for which you made a contribution if you are required to contribute to the plan; or
- d. your active employment with the employer ceases.
- e. the eligible team member dies.

WHEN DOES COVERAGE FOR DEPENDENTS END?

Coverage for dependents will end on the earliest of the dates outlined below:

- a. your coverage ends;
- b. the plan is changed to exclude coverage for dependents;
- c. a covered dependent ceases to be eligible;
or
- d. the end of the last period for which you made a contribution if you are required to make a contribution.
- e. the eligible team member dies.

CHANGES YOU SHOULD REPORT!

Notify your personnel office and ask for the appropriate forms to complete if you have one of the following events to occur in your family.

- a. your marriage or the marriage of one of your covered dependents;
- b. your divorce or legal separation;
- c. the death of a covered dependent;
- d. your covered dependent child becomes disabled or reaches the limiting age as specified in the sections above;
- e. you or your spouse become eligible for Medicare benefits;
- f. one of your dependents ceases to have other group medical coverage on themselves, you or other dependents.
- g. you acquire a new dependent as a result of birth, marriage, adoption, or appointment as legal guardian.

MEDICAL BENEFITS

Medical benefits can be paid to you or assigned to the provider of services after a covered person incurs covered expenses which exceed the deductible during a benefit period. When the deductible is met, the plan will pay benefits for expenses incurred during the rest of the benefit period. The amount of benefits will be equal to the benefit percentage of the covered expenses that exceed the deductible. The benefit percentage and deductible amounts are shown in the Schedule of Benefits.

MAXIMUM FAMILY DEDUCTIBLE

When the total covered expenses that are used to meet the deductible for you and your covered dependents in one benefit period equal the maximum family deductible shown in the Schedule of Benefits, no further calendar year deductible will be required for you or your covered dependents for that benefit period (except in the case of an inpatient hospital confinement which is not properly certified or other special deductibles outlined in the Schedule of Benefits.)

LIFETIME MAXIMUM BENEFIT

The medical benefits that will be paid for a covered person will not be more than the lifetime maximum benefit shown in the Schedule of Benefits. This maximum applies to the total amount of medical benefits that will be paid by the plan for a covered person for the entire time he or she is covered either as a team member or as a dependent. Medical benefits for a covered person will end when he or she incurs covered expenses such that the lifetime maximum benefit is payable. However, coverage may end sooner for reasons set forth in other sections of this plan.

BENEFIT LIMIT FOR MENTAL DISORDERS,
NERVOUS DISORDERS, ALCOHOL ABUSE,
DRUG ABUSE, OR ANY OTHER SUBSTANCE
ABUSE

The medical benefits that will be paid for a covered person for the treatment of neurosis, psychosis, personality or other mental disorders, nervous disorders, or alcohol abuse, psychological or physiological drug abuse, or any other substance abuse are limited. The benefits will not be more than the benefit limit for mental disorder, nervous disorders, alcohol abuse, drug abuse, or any other substance abuse shown in the Schedule of Benefits. This limit applies to the total amount which can be paid for the treatment of a covered person for the entire time he or she is covered, whether as a team member or as a dependent, and is part of the total maximum amount of medical benefits described in the section headed Lifetime Maximum Benefit.

RIGHT OF SUBROGATION AND REIMBURSEMENT

The purpose of this provision is to help provide your coverage at reasonable rates. If a covered person incurs medical expenses due to injuries suffered in an accident caused by the alleged negligence or misconduct of another person, the covered person may have claim against that person for payment of the medical bills.

The plan will be subrogated to the right of recovery that the covered person has against that person. "Subrogation" means repayment to the plan for benefits paid. The covered person will be required to reimburse the plan out of the recovery made from any source by any means. The plan's right of subrogation or reimbursement will not exceed the benefits paid by the plan.

This Plan may withhold payment of benefits when a party other than the Covered Person or the Plan may be liable for expenses until such liability is legally determined.

COVERED EXPENSES

In order for an expense to be considered a covered expense, it must meet the following criteria:

- a. it must be medically necessary;
- b. it must be ordered by a doctor for the care of injury or sickness;
- c. it must not be in excess of the Usual & Customary charges;
- d. it must not be limited in the Schedule of Benefits; and,
- e. it must not be excluded in the section titled "Exclusions for All Medical Coverage."

Covered expenses include but are not limited to the following:

- a. daily hospital room and board charges and general nursing care that does not exceed the hospital daily room and board limit shown in the Schedule of Benefits.
- b. treatment while confined to an intensive care unit;
- c. other hospital services and supplies;

COVERED EXPENSES continued

- d. charges for a doctor's medical or surgical care;
- e. a registered nurse, licensed practical nurse or licensed vocational nurse to private duty nursing care, other than a nurse who normally lives in your home or who is a member of your immediate family. Private duty nursing care is limited to the provisions outlined in the Schedule of Benefits, if any.
- f. physical therapists other than a physical therapist who normally lives in your home or who is a member of your immediate family. Physical therapy is limited to the provisions outlined in the Schedule of Benefits, if any.
- g. doctors and anesthesiologists for furnishing and giving anesthetics;
- h. radiologists and pathologists for diagnosis or treatment;
- i. local professional ambulance service for taking the patient to a hospital within 50 miles.

COVERED EXPENSES continued

- r. a hospice subject to the limitation outlined in the Schedule of Benefits, if any.
- s. an extended care facility up to the limit shown in the Schedule of Benefits, if any, and provided the patient is confined within 7 days after discharge from a hospital after a confinement of at least three consecutive days; a doctor certifies that confinement is required due to the need for skilled nursing care; and the patient is entitled to hospital benefits.
- t. an ambulatory surgery center or minor emergency clinic when treatment has been rendered.
- u. fees of a legally qualified physician or qualified speech therapist for restorative or rehabilitative speech therapy for speech loss or impairment due to an illness or injury other than a functional nervous disorder, or due to surgery performed on account of an illness or injury. If the speech loss is due to a congenital anomaly, surgery must have been performed prior to the therapy.

COVERED EXPENSES continued

- v. services and supplies in connection with transplant procedures if the recipient is covered under this plan. Donor expenses will also be covered as part of the expenses of the recipient if they are not reimbursed from any other source. A second opinion is required.

- w. services for voluntary sterilization for the team member and dependent spouse.

- x. charges for electrocardiograms, electroencephalograms, pneumoencephalograms, basal metabolism tests, or similar well-established diagnostic tests generally approved by physicians throughout the United States.

- y. charges for radiation therapy or treatment.

- z. charges for x-rays, microscopic tests, and laboratory tests.

PRE-ADMISSION CERTIFICATION REQUIREMENT PROVISION

All hospital admissions must be pre-certified before a covered person is admitted to the hospital in order for charges to be considered eligible for regular benefits. In the case of emergencies and maternity-related admissions, the patient has 48 hours in which to gain certification for the admission. If pre-certification is not obtained, benefits will be reduced to 50% of room and board charges.

To receive certification for an admission, call the pre-certification company listed in your Schedule of Benefits prior to the admission. (A toll free number is provided for you on your identification card and in your Schedule of Benefits.) The covered person is responsible for making sure all admissions are pre-certified, although hospital admitting offices and physician offices generally handle the pre-certification call. If your physician or hospital does not make the call for you, be sure that you contact the pre-certification company yourself.

The pre-certification company will review the admission and continue to monitor your hospital stay to ensure the most effective use of your benefits in the most appropriate setting and at the most economical cost.

EXCLUSIONS FOR ALL MEDICAL COVERAGE

Benefits will not be paid for expenses outlined below:

- a. Charges due to a hospital confinement or other care or treatment that is not medically necessary for the care of injury or sickness and/or is not recommended and approved by a doctor;
- b. Charges in excess of Usual & Customary;
- c. Charges due to a sickness for which the patient is entitled to receive benefits under Worker's Compensation Act or a similar law;
- d. Charges arising out of or in the course of any employment for wage or profit.
- e. Charges incurred while confined in a hospital owned or operated by the United States government or one of its agencies;
- f. Charges incurred for which the covered person would not have to pay in the absence of this coverage.

EXCLUSIONS continued

- k. Services or supplies provided by a member of your immediate family or someone who resides in the same household.
- l. Charges incurred for reverse sterilization, fertility testing, invitro-fertilization, artificial insemination, fertility studies, sterility studies, or other procedures to restore or enhance fertility.
- m. Charges incurred in connection with any intentionally self-inflicted injury or the voluntary taking of poison or drugs for the purpose of ending one's life whether sane or insane.
- n. Charges incurred while attempting to commit a crime or while engaged in an illegal act, illegal occupation, or felonious act or aggravated assault or due to taking part in a riot or civil disturbance.
- o. Charges incurred prior to the effective date of coverage or after coverage is terminated.

EXCLUSIONS continued

- p. Charges incurred for services or supplies which constitute personal comfort or beautification items, television or telephone use, or in connection with custodial care, education or training, occupational therapy, or expenses actually incurred by another person.
- q. Charges relating to a cosmetic procedure unless the procedure is for the correction of a birth defect or is rendered to correct a condition resulting from an accident which occurred while the patient was covered under the plan.
- r. Charges incurred outside the United States if the covered person travelled to such a destination for the sole purpose of obtaining medical services or supplies.
- s. Charges incurred for hospitalization when the confinement occurs for physiotherapy, hydrotherapy, convalescent or rest care, or any routine physical examinations or tests not connected with the actual illness or injury.

EXCLUSIONS continued

- t. Charges for physician's fees for any treatment which is not rendered by or in the physical presence of a physician.

- u. Charges incurred for treatment on or to the teeth, gums, the nerves or roots of the teeth, gingival tissue or alveolar processes or for dental appliances. Benefits are payable for charges incurred for surgical removal of impacted teeth and for treatment required due to accidental injury due to external force to natural teeth if the patient was covered when the accident occurred and if treatment was received within six months of the accident. Charges are not covered for treatment or repair of dentures.

- v. Charges for experimental procedures, drugs, or research studies not considered legal in the United States.

- w. Charges for well-baby care. Well-baby care is care for a child that is not for the treatment of an illness or injury.

EXCLUSIONS continued

- x. Charges for professional nursing care if not rendered by a registered nurse or a licensed practical nurse.
- y. Treatment of obesity, weight reduction or dietary control.
- z. Sex transformation surgery or services related to treatment of sexual dysfunctions.
- aa. Care of bunions, unless corrected by a surgical procedure. Care of corns, callouses, nails of the feet, flat feet, fallen arches, chronic foot strain or symptomatic complaints related to the feet.

COORDINATION OF BENEFITS

The Coordination of Benefits provision is designed to prevent the payment of benefits by more than one benefit plan which would exceed expenses. It applies when the team member or any eligible dependent is covered by this plan and is also covered by another plan. When more than one coverage exists, the primary plan normally pays its benefits in full and the other plans pay a reduced benefit subject to the coordination of benefits provisions of all other plans. This plan will always pay either its benefits in full or a reduced amount so that the total benefits paid by all plans will not exceed 100% of allowable expenses. Only the amount paid by this plan will be charged against the plan maximums.

The Coordination of Benefits provision will apply whether or not a claim is filed under the other plans. You may be asked to give authorization so that information may be obtained concerning benefits or services available from the other plans, or to recover overpayments.

All benefits contained in the plan document are subject to this provision.

COORDINATION GUIDELINES

The following guidelines will be used in determining which plan is primary and which plan is secondary if Medicare is not involved:

- A. If a plan contains no provision for Coordination of Benefits, then it pays before all other plans.
- B. The plan which covers the claimant as a team member pays as though no other plan existed.
- C. If the claimant is a dependent spouse who is covered by another plan, the plan that covers the claimant as an team member, member, or subscriber pays before all other plans.
- D. If the claimant is a dependent child and is covered by more than one plan as a dependent of different people, the following guidelines apply:

COORDINATION OF BENEFITS continued

1. If the parents of the dependent child are not separated or divorced, the benefits paid by the plan of the parent whose birthday falls earlier in the year are determined before those of the parent whose birthday falls later in the year. If both parents have the same birthday, the benefits of the plan which has covered the parent longer are determined before the benefits of the plan which has covered the other parent for a shorter time.

2. If two or more plans cover a dependent child of divorced or separated parents, benefits are determined in this order:

a. first, the plan of the parent with custody of the child;

b. then, the plan of the spouse of the parent with custody of the child;

c. finally, the plan of the parent not having custody of the child.

COORDINATION OF BENEFITS continued

However, if the specific terms of a court decree states that one of the parents is responsible for health care expenses of the child, and the entity obligated to pay or provide the benefits of the plan of that parent has actual knowledge of those terms, the benefits of that plan are determined first.

COORDINATION WITH MEDICARE

All covered persons who are eligible for Medicare benefits, will be entitled to benefits under this plan in addition to Medicare. However, any benefits of this Plan will be coordinated with Medicare in accordance with the Coordination of Benefits Provision of this Plan and subject to the rules and regulations as specified by the Tax Equity and Fiscal Responsibility Act of 1982. If any covered person eligible for Medicare fails to enroll, benefits will be paid as though he or she had enrolled.

**RIGHT TO RECEIVE AND RELEASE
NECESSARY INFORMATION**

For the purposes of determining the applicability of and implementing the terms of any provision of the Plan or any provision of similar purpose of any other Plan, the Company may, without the consent of or notice to any person, release to or obtain from any insurance company or other organization or person any information, with respect to any person, which the Company deems to be necessary for such purposes. Any person claiming benefits under this Plan shall furnish to the Company, such information as may be necessary to implement this provision.

REQUIREMENTS FOR CONTINUING HEALTH
INSURANCE COVERAGE UNDER TITLE X OF
THE CONSOLIDATED OMNIBUS BUDGET
RECONCILIATION ACT OF 1985

The Company is required to provide certain team members and family members with continued health coverage at group rates under Title X, Consolidated Omnibus Budget Reconciliation Act of 1985. The coverage must consist of coverage which, as of the time the coverage is being provided, is identical to the coverage provided to other active team members.

- A. Qualifying - The following events, with respect to any covered team member, will result in the beneficiaries/dependents continuation coverage:
1. The death of the covered team member, or
 2. The divorce or legal separation of the covered team member from the team member's spouse, or
 3. A dependent child ceasing to be a dependent child under the applicable requirements of the Plan, or
 4. The covered team member becoming entitled to benefits under Title XVIII of the Social Security Act, or

COBRA/Qualifying continued

5. The termination (other than by reason of such team member's gross misconduct) or reduction of hours of the covered team member's employment.
6. The commencement of certain bankruptcy proceedings with respect to the employer.

B. Period of Coverage - The coverage must extend for at least the period beginning on the date of the qualifying event and ending not later than the earliest of the following:

1. Relating to terminations and reduced hours; eighteen (18) months.
2. Divorced or legally separated spouse of covered team member, spouse of deceased team member, dependent not meeting requirements and spouse of Medicare eligible team member; thirty-six (36) months.
3. Beneficiary disabled at the time of the qualifying event; twenty-nine (29) months.

COBRA continued

C. Reasons for terminating continuation of coverage:

1. Remarriage - The date the individual remarries and becomes covered under a group health plan,
2. End of Plan - The date on which the employer ceases to provide any group health plan to any team member,
3. Reemployment - A covered team member under any other group health plan, or the date the participant is entitled to benefits with Medicare unless the new coverage contains a pre-existing condition exclusion or limitation affecting the qualified beneficiary, or
4. Failure to pay premium.

The plan shall comply with all Federal mandated benefit and relevant regulations and laws pertaining to employee benefit plans.

STATEMENT OF ERISA RIGHTS

As a participant in this Plan, you are entitled to certain rights and protection under ERISA. The Act provides that all Plan participants shall be entitled to:

1. The Summary Plan Description, within ninety (90) days after you become a participant or within one-hundred twenty (120) days after the Plan becomes subject to the reporting and disclosure provision of the Act;
2. A summary of any change in the Plan Description or a summary of a material modification in the terms of the Plan, within two-hundred ten (210) days after the end of the Plan year in which the change is adopted.
3. An updated Summary Plan Description every five (5) years incorporating any amendments and, if no amendments have been adopted, another Summary Plan Description every ten (10) years;
4. A summary of the annual report, within two - hundred ten (210) days after the end of the Plan year;

RIGHT TO SUE

Depending on the circumstances, civil action under ERISA can be brought by the Secretary of Labor, fiduciaries, Plan Administrators, Plan participants and others.

Your right to bring a civil action includes the following:

1. To compel your Employer to supply Plan Documents requested in writing by you within thirty (30) days of the written request;
2. To enforce rights under the Plan and to recover benefits due;
3. For appropriate relief from breach of fiduciary duty;
4. To enjoin any act or practice which violates any provision of Title I or ERISA, the terms of the Plan, or to obtain other equitable relief;
5. To obtain review of a final action of the Secretary of Labor, to restrain the Secretary from taking action contrary to ERISA, or to compel the Secretary to take action.

RIGHT TO SUE/ERISA continued

U.S. district courts have exclusive jurisdiction over civil and criminal actions brought under Title I of ERISA except that cases pertaining to benefit recovery brought by participants may also be brought in state courts. U.S. district courts have jurisdiction to grant relief without respect to the amount in controversy or the citizenship of the parties. The court will decide who should pay court costs and legal fees. If you are successful, the court may order the person you have sued to pay these costs and fees. If you lose, the court may order you to pay these costs and fees; for example, if it finds your claim frivolous.

EXTENSION OF BENEFITS

If upon the date of termination of coverage for a Covered Person's Medical Expense Benefits the Covered Person is totally disabled, coverage for the Covered Person will be extended during the subsequent period of continuous total disability, but no longer than six months from the date on which termination of coverage occurred or the plan termination date, whichever is earlier.

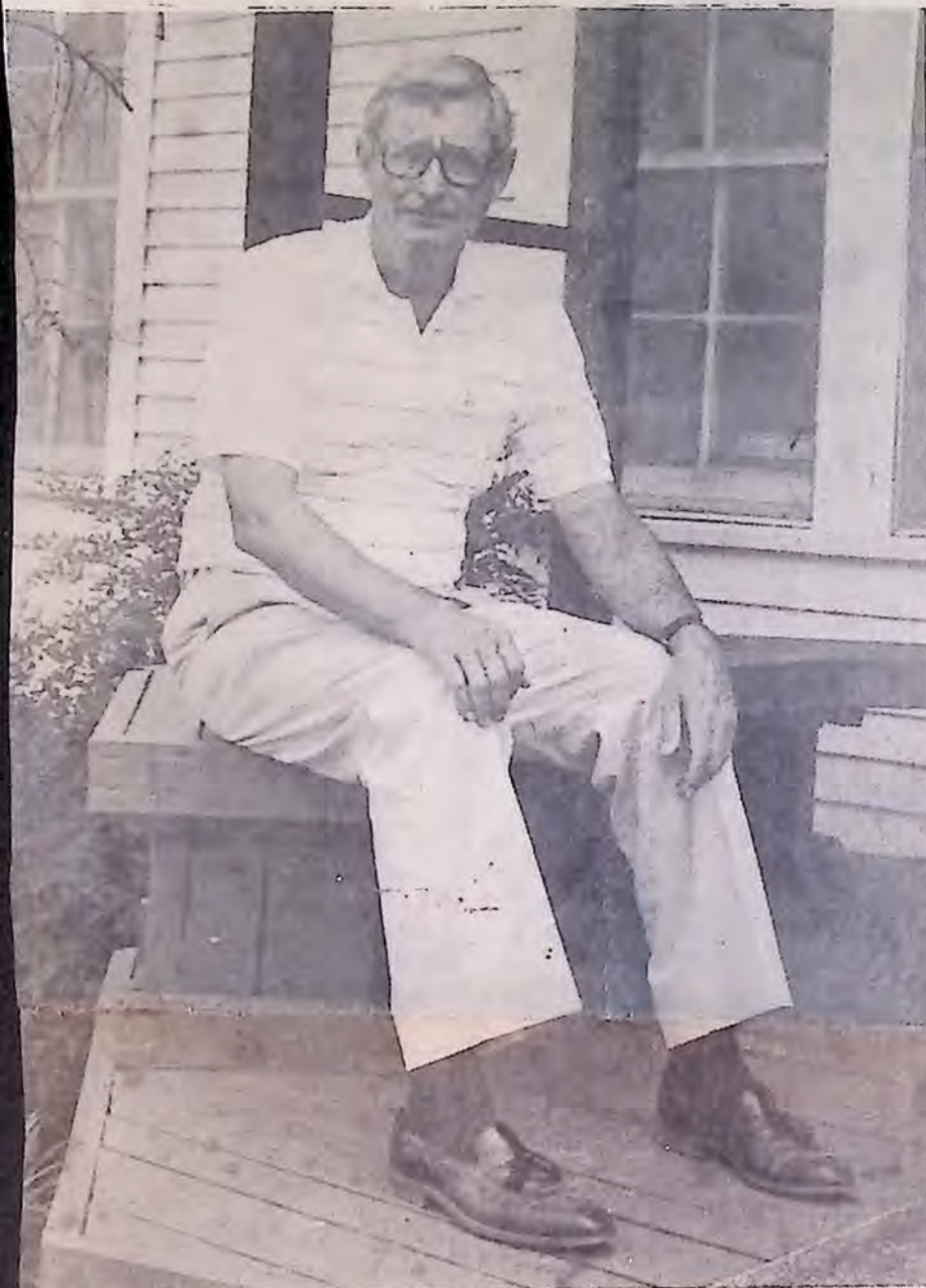
Under this provision, a Covered Person will receive benefits for eligible expenses that are incurred if such expenses are due solely to the condition causing the total disability.

Certification of total disability must be made by a physician. The Covered Person must remain under the care of a Physician; additional proof of total disability may be required from time to time.

The provisions applicable to this Extension of Benefits provision will be the same as would have been applied had the Covered Person's coverage not terminated; however, if the Participant becomes totally disabled and receives benefits under this provision, no further medical coverage will be provided to the dependents of such Participant after the date the Participant becomes eligible for benefits under this provision.

LAST PRINT 9/96

Cairo's Wight Nurseries celebrating 100 years



Staff Photos — Carolanne Bell

John Wight Jr. On The Steps Of The Calvary Road Office

By CAROLANNE BELL

Times-Enterprise Staff Writer

CAIRO — Even though a 100-year-old Grady County business was purchased by a national corporation five years ago, the history and pride that made the nursery what it is today will remain for many years to come.

Wight Nurseries, with locations on Calvary Road, Tallahassee Road and the Hawthorne Trail, was founded in 1887 by the late J. Byron Wight, a Methodist minister and grandfather of John B. Wight Jr., who currently is president of the nursery.

The father of six sons and a daughter, the Rev. Wight began the business producing pecan trees "and is responsible for a lot of the pecans in the area," his grandson said.

Dr. David Fairchild gave the Rev. Wight some tung-oil trees, and the business expanded to include the plants, which were once used in the production of paint.

Two of the Rev. Wight's sons, Slater and John, joined the company. John Wight Sr. eventually became president and chairman of the board and passed the presidential title to his son, John Wight Jr.

The production of tung-oil, pecan and other fruit trees was abandoned by the nursery more than 20 years ago. Since World War II, Wight Nurseries has concentrated on ground cover, coniferous, broadleaf and decorative plants.

Employing 630 people, Wight Nurseries has earned the designation as the largest employer in the county, as well as the oldest business, according to the Cairo-Grady County Chamber of Commerce.

The nursery serves as a popular source of summer labor for area youths 16 and older. They work with cutting,

propagation and move plants. Several teenagers, Wight said, have paid their way through college with the summer wages, and some have even returned to Wight Nurseries as a career.

Wight, 58, explained that the nursery currently maintains 650 acres of container-grown stock and is among the top nurseries in the country. Purchased by Weyerhaeuser Co. in 1982, Wight Nurseries sells plants on a wholesale-only basis to garden centers, landscape contractors and mass merchandisers.

Most plants begin as clippings and are carefully propagated and fertilized in small containers until they are transferred into progressively larger holders. Some plants remain at the nursery for as little as a year, but larger varieties may be propagated at the nursery for four to 4½ years. The plants are irrigated and fertilized with water from lakes within nursery sites.

The way to get "optimum growth," he said, "is to give them all they want all the time."

The ready-for-sale plants are sold in one-, two-, three- and seven-gallon containers, as well as four-inch pots and one-gallon cans, the Emory University graduate explained.

As the only container nursery east of the Mississippi River, Wight Nurseries recently introduced a new product — plants grown in a five-inch square pot known as the square deal.

With acres and acres of many varieties of junipers, azaleas, crape myrtle, japonicas, broadleaf evergreens and camellias, as well as hundreds of other plants, Wight said he currently has 20 million plants in stock — give or take a million.

Times have not always been easy at Wight Nurseries, particularly when Hurricane Kate roared through the sites, spilling and destroying plants. A tremendous hailstorm and tornado that ripped through the main nursery caused more than \$1 million in damage. Two such tornadoes have hit the main nursery in Wight's 40-year career.

Cold winters also have caused a generous amount of damage to the nurseries.

Wight hosted a party in January for his employees at the Cairo High School auditorium, celebrating 100 years of business. Workers enjoyed a picnic and performances by popular musical groups.

Wight is hosting another party Oct. 1, by invitation only, at the Hawthorne branch of the nursery. He is planning to entertain about 1,000 people with lunch, a performance by the FSU Flying High Circus, dinner, a gala show and fireworks display.

He noted that his late father was named posthumously to the Nurseryman's Roll of Honor by the American Association of Nurserymen for his "material impact on the industry."

Wight and his wife, Elizabeth, live in Cairo and are the parents of five daughters.

Business

News About Farming, Industry, Trade

Jewelry Diamonds

Watch &
Jewelry Repair
Watches • Chains
Custom Jewelry Design
Gold Soldering
We Buy Gold
HOLLEY-WOOD
JEWELERS

224 W. Jackson 226-2182

Has your summer
gone to WAIST?



Too much
picnicking

Cairo Messenger
May 23, 1969.

DEATH CLAIMS JOHN B. WIGHT, SR. AT AGE 64

Final Rites On Saturday Here

Nationally Known In Horticultural Field

John Byron Wight, Sr., 64, a nationally - known horticulturist and one of Cairo's most distinguished citizens, passed away at 3 a.m. last Friday, May 16, at Kentucky Baptist Hospital at Louisville, where he had been undergoing treatment by specialists periodically, after an extended illness.

His passing, although not unexpected, was nevertheless a sad shock to countless relatives and friends here and elsewhere.

Born here February 2, 1905 the youngest of seven children of the late John Byron and Alice Slater Wight, pioneer South Georgia leaders, he spent most of his life here. After graduating from Cairo High School, he in 1924 received his degree from Emory University, Atlanta, where he became a member of Phi Delta Theta fraternity. He then studied engineering at Georgia Insti-



JOHN B. WIGHT, SR.

tute of Technology, Atlanta, for one year, but discontinued those studies to enter the real estate business in Miami, where he met and later married his wife, the former Miss Elizabeth Allen, of Little Rock, Ark. They located here and he joined his father in the nursery business. Upon his father's death he became president of Wight Nurseries, Inc., and held that position until 1966, when his health necessitated his

DEATH CLAIMS JOHN B. WIGHT, SR. AT 64

(Continued from Page One)

semi - retirement. His father was a widely - known nureryman an became recognized as one of

the founders of the vast pecan industry in the Southeast and as a pioneer in the introduction of tung oil production into the United States from China. His father, a minister and long - time treasurer of the South Georgia Methodist Conference, gained prominence as a local leader in various fields, and was one of the organizers of the local Chamber of Commerce which he served as president in 1929 and 1930.

Mr. Wight's unusual leadership capabilities steadily found favor in his profession and as a still young man he was chosen to lead the Georgia Nurserymen's Association as president. Only a few years later, he became president of the Southern Nurserymen's Association. Continuing to gain national stature as a leader in his field, he several years later became president of the National Association of Nurserymen, for which service he received a special citation. Afterward, he served the national organization for some years as chairman of legislative affairs, during which he spent much time in Washington. In that connection, he also served for more than 15 years as National Councillor of the local Chamber of Commerce, an office since discontinued, in which he was the effective liaison between the local community and Congress and the U. S. Chamber of Commerce on legislative affairs, generally.

Mr. Wight also became president of the American Tung Oil Association, which for years was a large and influential agency promoting the interests of domestic tung oil production. Continuing his father's work in developing and introducing new ornamentals, and in developing azaleas, camellias and pecans, he also served as president of All - America Camellia Selections, with sponsorship of the nation's nurserymen, until those operations were broken down on more of a regional basis.

Locally, in the civic field, Mr. Wight became a charter member of Cairo Kiwanis Club, which he served as president in 1939. When his extensive travels in connection with his national activities prevented his attendance at so many meetings, he withdrew as a Kiwanian. However, later, he became a charter member of Cairo Rotary Club, which he also served as president, and continued active therein until his health prevented.

He served the First Methodist Church here in numerous lay positions of leadership through the years. For the customary two years, he was chairman of the old Board of Stewards (which several years ago became the Official Board and will as of July 1 become the Administrative Board). He was associated in several church expansion and improvement programs, he having only recently served as a member of a new Expansion Program Committee.

Since he became ill a few years ago and was forced to curtail many of his normal activities, he distinguished himself as a leader in advancing the cause of the American Cancer Society and for two years found it possible to effectively lead the business division of Education - Funds Crusade of the local ACS unit, speaking to various groups to dramatically urge everyone to follow the ACS rules for the early detection of cancer and to join in supporting the extensive cancer research programs.

A man of unusual vision, Mr. Wight dynamically gave himself to varied community and humanitarian causes and to the advancement of his chosen profession. He leaves many monuments to his dedication and zeal in services to mankind and to his

gallantry and exemplary stewardship of his talents and opportunities toward making this a better world in which to live.

Final rites for Mr. Wight were quite simple but dignified. Conducted at the First Methodist Church last Saturday at 4 P.M., they were in charge of his pastor, Rev. Henry K. Erwin, and Rev. Dr. Albert S. Trulock, retired, of Valdosta, a former pastor. There was no eulogy — only soft organ music, passages from the Scriptures, the Lord's Prayer in concert, the reading of Alfred Tennyson's "Crossing the Bar," and a concluding prayer. Interment was by Clark Funeral Home in Cairo cemetery. Pallbearers were from among the older employees of Wight Nurseries and friends: John R. (Bob) Bearss, Cecil and Henry Cook, retired, Woodrow Cook, Osgood Gainous and Melvin Walden. Many out-of-town people joined the host of sorrowing relatives and friends for the rites.

Survivors include his wife, Mrs. Elizabeth Allen Wight; one son: J. B. Wight, Jr., who now heads Wight Nurseries here, established in 1885; one daughter: Mrs. Elizabeth Anderson, Cape Girardeau, Mo.; two brothers: Robert P. Wight, Cairo, and Edward A. Wight, Berkeley, Calif.; and eight grandchildren.

The Cairo

5/23/69

Gone, But Will Never Be Forgotten



On last Friday, May 16, the people of Grady County lost from this world one of its most beloved citizens, John B. Wight, Sr. Mr. Wight will not only be remembered for many, many, years for the type of business he operated but will be remembered for what he was and did in the Church, civic and local activities.

This writer, a friend who knew "John" for what he stood for, who knew him to be a Christian and honest man, a man whom you could call his word "a bond." He

was a man who fought and prayed hard to remain with us all for a longer time although losing his battle without complaint.

This writer and this newspaper would like to pay special tribute to this man who was known for his leadership, not only here in Grady Co., but through out the United States. He served as President of the National Nursery Association, which proved his great leadership in his business field. He held many other state and civic positions as well as in his church.

As stated above, "He is gone but will not be forgotten." May he be remembered not only for the kind of man he was but for the great service he rendered this community.

H: H. Wind, Jr.
Publisher

OBITUARY

John B. Wight Sr.

John Byron Wight Sr., 64, well-known southern horticulturist, died May 16 after an extended illness. Until his retirement in 1966 he was president of Wight Nurseries Inc., Cairo, Ga., which was established by his father in 1885.

Mr. Wight graduated from Emory University, Atlanta, Ga., and studied engineering at Georgia Institute of Technology, Atlanta. He entered the real estate business at Miami, Fla., where he met his wife, Elizabeth Allen. They moved to Cairo, where he joined his father in the nursery business.

Mr. Wight served as president of the Georgia Nurserymen's Association and the Southern Nurserymen's Association. He was president of the American Association of Nurserymen and afterward served for several years as southeast chairman of legislative affairs. He also served for more than 15 years as national councillor of the local chamber of commerce on legislative affairs generally. He continued his father's work in developing and introducing new ornamentals and served as president of All-America Camellia Selections.

Survivors include the widow, Elizabeth; one son, J. B. Wight Jr., who now heads Wight Nurseries; a daughter, Mrs. Elizabeth Anderson; two brothers, and eight grandchildren.

Cairo's Wight Nurseries celebrating 100 years

Business

News About Farming. Industry. Trade

By CAROLANNE BELL

Times-Enterprise Staff Writer

CAIRO — Even though a 100-year-old Grady County business was purchased by a national corporation five years ago, the history and pride that made the nursery what it is today will remain for many years to come.

Wight Nurseries, with locations on Calvary Road, Tallahassee Road and the Hawthorne Trail, was founded in 1887 by the late J. Byron Wight, a Methodist minister and grandfather of John B. Wight Jr., who currently is president of the nursery.

The father of six sons and a daughter, the Rev. Wight began the business producing pecan trees "and is responsible for a lot of the pecans in the area," his grandson said.

Dr. David Fairchild gave the Rev. Wight some tung-oil trees, and the business expanded to include the plants, which were once used in the production of paint.

Two of the Rev. Wight's sons, Slater and John, joined the company. John Wight Sr. eventually became president and chairman of the board and passed the presidential title to his son, John Wight Jr.

The production of tung-oil, pecan and other fruit trees was abandoned by the nursery more than 20 years ago. Since World War II, Wight Nurseries has concentrated on ground cover, coniferous, broadleaf and decorative plants.

Employing 630 people, Wight Nurseries has earned the designation as the largest employer in the county, as well as the oldest business, according to the Cairo-Grady County Chamber of Commerce.

The nursery serves as a popular source of summer labor for area youths 16 and older. They work with cutting,

propagation and move plants. Several teenagers, Wight said, have paid their way through college with the summer wages, and some have even returned to Wight Nurseries as a career.

Wight, 58, explained that the nursery currently maintains 650 acres of container-grown stock and is among the top nurseries in the country. Purchased by Weyerhaeuser Co. in 1982, Wight Nurseries sells plants on a wholesale-only basis to garden centers, landscape contractors and mass merchandisers.

Most plants begin as clippings and are carefully propagated and fertilized in small containers until they are transferred into progressively larger holders. Some plants remain at the nursery for as little as a year, but larger varieties may be propagated at the nursery for four to 4½ years. The plants are irrigated and fertilized with water from lakes within nursery sites.

The way to get "optimum growth," he said, "is to give them all they want all the time."

The ready-for-sale plants are sold in one-, two-, three- and seven-gallon containers, as well as four-inch pots and one-gallon cans, the Emory University graduate explained.

As the only container nursery east of the Mississippi River, Wight Nurseries recently introduced a new product — plants grown in a five-inch square pot known as the square deal.

With acres and acres of many varieties of junipers, azaleas, crape myrtle, japonicas, broadleaf evergreens and camellias, as well as hundreds of other plants, Wight said he currently has 20 million plants in stock — give or take a million.

Times have not always been easy at Wight Nurseries, particularly when Hurricane Kate roared through the sites, spilling and destroying plants. A tremendous hailstorm and tornado that ripped through the main nursery caused more than \$1 million in damage. Two such tornadoes have hit the main nursery in Wight's 40-year career.

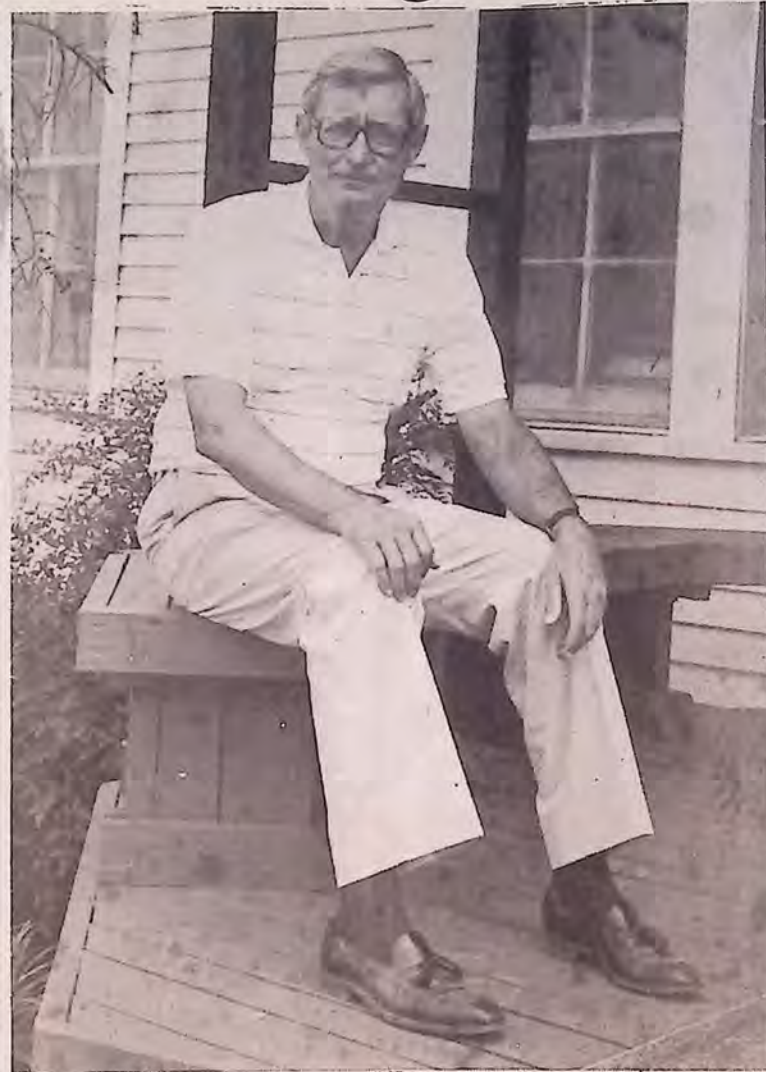
Cold winters also have caused a generous amount of damage to the nurseries.

Wight hosted a party in January for his employees at the Cairo High School auditorium, celebrating 100 years of business. Workers enjoyed a picnic and performances by popular musical groups.

Wight is hosting another party Oct. 1, by invitation only, at the Hawthorne branch of the nursery. He is planning to entertain about 1,000 people with lunch, a performance by the FSU Flying High Circus, dinner, a gala show and fireworks display.

He noted that his late father was named posthumously to the Nurseryman's Roll of Honor by the American Association of Nurserymen for his "material impact on the industry."

Wight and his wife, Elizabeth, live in Cairo and are the parents of five daughters.



Staff Photos — Carolanne Bell

John Wight Jr. On The Steps Of The Calvary Road Office



Wight Nurseries celebrate 100 years of horticulture in Georgia

CAIRO, Ga. — Up one hill and down another the fields are covered with blocks of container plants arranged in rank and file like soldiers on a gigantic parade ground.

As the irrigation sprinklers rotated to do their watering, nursery workers are busy pruning some plants, while others load plants on rubber tired wagons pulled by a tractor.

For 100 years plants from Wight Nurseries, located on the Florida line, have been covering an ever-widening area throughout the United States.

Drive down most any residential street in Metro Atlanta and you will likely see plants from the nursery on the landscape. Strangers flying into Hartsfield Airport will also see Wight shrubs planted along the roadway as they drive out.

Started as a sideline by J. Byron Wight, a Methodist minister in 1887, this South Georgia nursery now produces 10 to 12 million container plants a year, according to George Hackney, vice president of sales.

Currently celebrating its centennial year, the giant nursery has 600 employees and produces gross sales of \$20 million a year. Located on 650 acres, Wight Nurseries is the largest employer in Grady County.

Wight Nurseries is now recognized as the largest container grower east of the Mississippi River and is listed among the top five container nurseries in the United States. (which means in the world).

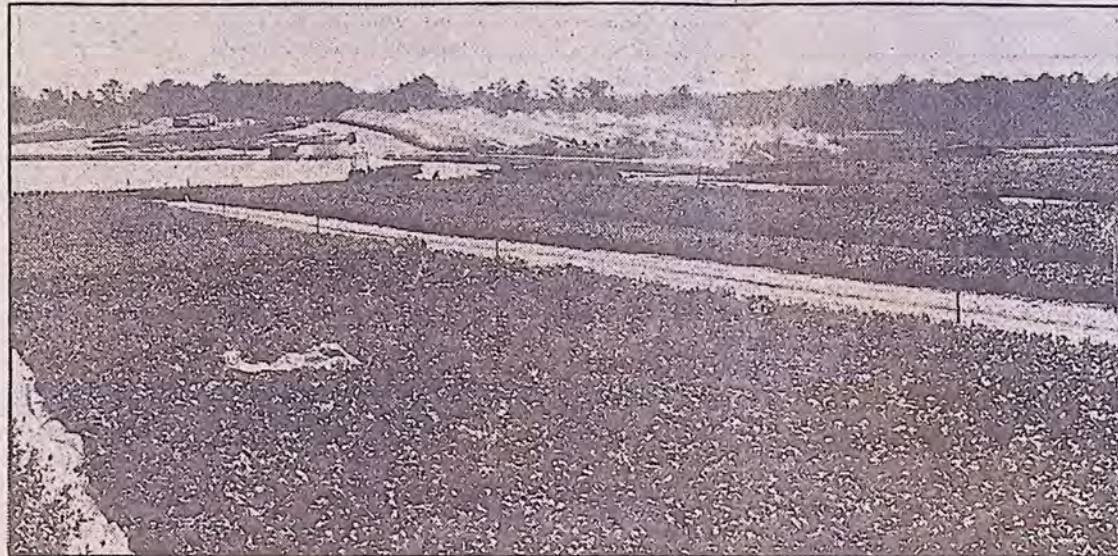
And container growers (those who grow plants in 1-gallon, 2-gallon and larger size cans) produce more plants per acre than those who cultivate plants growing in the ground.

Container plants usually transplant easier than those handled by other methods: when you buy a shrub at the retail nursery to take home and plant, it is likely growing in a container. Though Wight Nurseries began as a retail operation it now sells at wholesale only.

This nursery has been making contributions to horticulture in Georgia and in the South since its inception. It has progressed by changing and adapting to the times.

There was early emphasis on pecan and fruit trees, then on tung oil trees and finally on ornamental plants. There were bad times during the Depression and devastating freezes, and good times during the rise of new homes after World War II and the advent of garden centers.

It is rather unusual for any



Roy Wyatt/Special

EVERYWHERE YOU LOOK: Wight Nurseries produce 10-12 million container plants each year.



Roy Wyatt

business to remain in business for 100 years; let's take a look at how this nursery that has contributed so much to Georgia gardening made it over the peaks and valleys during three generations of the Wight family.

Unable to support his family on the income of a minister two decades after the Civil War, J. Byron Wight bought several hundred acres at Cairo for \$3 per acre and resorted to farming.

In 1877 he started a pecan nursery, and for 40 years pecan and fruit trees comprised the bulk of sales for the flourishing nursery.

Wight became a specialist in pecans and disseminated many notable varieties throughout growing areas of the South. In fact, pecan trees were shipped all over the world.

He made a study of pecan culture and published several papers on the subject. A Wight price list for 1925 shows trees 4 to 5 feet tall for \$1.15 each.

Some varieties carried then are still being grown today — Stuart, Schley, Success, Pabst, Moneymaker and others.

During the period of concentration on fruit and nut trees market-

ing was done to orchardists and farmers by door-to-door salesmen, mail-order catalogs and advertisements in farm journals. The company name at the time was the Wight Nursery and Orchard Company.

Byron Wight also pioneered in development of the tung oil industry. David Fairchild, a plant explorer for the U.S. Department of Agriculture, brought back tung nut trees from China and distributed these to Wight and other growers for trial.

The nuts produce an oil that became the primary ingredient in producing high-quality paints and varnishes. Producing young tung oil trees became a big item at Wight's, but this faded out with the advent of synthetic substitutes.

As the growing nursery provided a good living, all seven of Byron Wight's children attended college — most of them at his alma mater, Emory College (later Emory University).

Son Slater graduated from Cornell University in 1914 and joined the nursery where he worked until the Depression.

The youngest son, John, joined the family business in 1927. At John's suggestion, roses, deciduous shrubs and balled-and-burlapped ornamental plants were added to the product line. However, the emphasis remained on fruit trees throughout the Depression and World War II.

In 1929 John's son, John Jr., the current president, was born, and in 1936 founder Byron died. During John Sr.'s tenure production of plants in containers began, along

with expansion of the market.

By 1960 about 60 percent of the crop was in containers and today most all growing is in containers. Also under John Sr. the emphasis was shifted to ornamentals to include azaleas, camellias, hollies and other garden plants.

John Sr. died at age 64 in 1969 after a distinguished career as a nurseryman, including the presidency of the Southern Nurseryman's Association and the American Nurseryman's Association.

Today, at age 57 John Wight Jr. looks lean and full of pep. With a sparkle in his eye he tells of the family nursery's rapid expansion in recent times.

At age 8 he began summer work in the nursery by removing grafting cloth from young pecan trees.

Graduating from Emory University in business and administration in 1950, he worked in a nursery in Mobile, Alabama, for 6 months before entering the Air Force. After service in Texas for more than three years, he returned to Georgia in early 1955 to began work in the family nursery.

The innovative opening of garden centers throughout the country caused the U.S. nursery industry to boom, as did later opening of discount stores. In the 1960s Wight Nurseries expanded its market up North and began to grow hardier plants such as junipers for that trade.

Today, the most popular item Wight ships up North is Blue Rug

juniper (Wight grows 33 varieties of juniper). Down South the most produced item in recent times has been the red-tip photinia.

But the South remained the primary market, and Atlanta was the top city in the market. John Jr. went on the road as the company's only salesman in the late 50s and early 60s.

Recalling his Atlanta visits he remembered, "Besides all the Pike's and Green Bros. locations I would call on Hastings and then go down 'nursery row' on Roswell Road," he said.

"There you had Symmes' Nursery, Harold Bailey Landscaping, Erik Johnson, Frank A. Smith & Co., Young & Son Nursery, Hickory Hill Landscaping and others."

Today Wight has a host of salesmen who cover states from Maine to Michigan and from Florida as far west as Texas. Most of the recent growth has been the result of hard work by John Jr. and his organization of workers.

The question was asked, "What drove you to get so big? Didn't you ever wish to slow down and rest on

your laurels?"

"I think it was love of the business and the desire to be one of the biggest," Wight said. "I wanted to excel among my peer groups, my friendly competitors."

Like his father, John Jr. has served as president of the Southern Nurseryman's Association and the American Nurserymen's Association.

On a tour of the main nursery here and two nearby branches, the spectacle of gigantic growing areas was astounding.

All you could see for acres and acres were container plants in neat rows. The plants were transported from the fields to the shipping dock to be loaded by conveyor belts onto semi-trailers.

Each trailer is capable of holding 7,000 or more gallon cans. On the day of our visit 15 semi-trailers were being loaded.

Most plants are grown in a pine bark and sand medium. Just a few are grown in peat moss, and the Canadian type is now used since Ger-

See **WIGHT**

4L



Special

TWO GENERATIONS: John Wight Sr. (right) in field with John Jr.

Wight

FROM 3L

man peat became too expensive. Giant piles of the appropriate medium are placed here and there around the fields. When plants are put into cans a mechanical potting machine is set up to speed the operation.

"All this is amazing, but it's enough to make a young horticulture graduate shrink back in fear if he wished to start his own nursery," I commented to Oscar Mims, a Wight sales representative for the Atlanta area.

"Well, he would have to find his own niche," responded Mims. "For instance, we do not grow trees — only shrubs and ground covers."

Despite its southern location, Wight Nurseries has experienced severe cold damage in recent years. Loss from the December 24, 1983, freeze was \$4.7 million and the amount lost in the January 21, 1985, freeze was \$6.7 million.

Containers sitting on top of the ground are more vulnerable to freezes and now precautions are taken to better protect them. For a few years Wight operated a branch specializing in azaleas and rhodo-



Roy Wyatt/Special

JOHN WIGHT JR.: Was 8 when he started working at nursery.

dendrons in Oglethorpe County near Athens. This branch was closed after the devastating freezes.

John Wight Jr. and wife Beth were blessed with five daughters, none of whom were inclined to follow the nursery profession. Thus, to

assure an orderly continuation of the nursery and even provide for future growth Wight Nurseries was sold to the Weyerhaeuser Corp. in November 1982.

John remains as president and the presence of Weyerhaeuser is im-

perceptible except for one accountant brought on board. The sign out front still says Wight and the catalog says Wight.

Over the years, Wight has introduced two patented plants: Suwannee River ligustrum and Carissa holly. Weyerhaeuser is pushing a wider range of new and unusual plants and gets innovations from the National Arboretum in Washington, D.C., and other sources.

Marty Langmaid, quality control and research manager, showed us a test plot containing Red Robin photinia, a type with no leaf spot disease; dwarf nandinas; a ground cover rose and several new forms of raphiolepis.

Production already is under way on a variegated cleyera and new hollies in the China and Blue series.

In recognition of Wight Nurseries' many contributions over the years, the Georgia House of Representatives in February honored it with a resolution of appreciation.

The first hundred years at Wight Nurseries has been good. And with the new interest in gardening and home building, prospects look good far into the future. As in the past, Georgia gardeners will continue to benefit from Wight-grown plants. ■



Copper Ridge on the Chestatee River

Lumpkin County, 6 miles east of
Dahlonega

Just off Scenic Ga. Hwy. 400
River Front or Mountain View

Heavily Wooded 2 to 5 Acre Lots

Restrictive Covenants • Underground Power

Private Recreation Park on River

Established Community • Paved Roads
New Rustic Homes Under Construction

404 / 864-9083

Phase II lots now available



N. FULTON COUNTY
Approx. 1/2 Acre Homesites
HOMES FROM THE \$140's
— SWIM/TENNIS —
442-8719

PJ Pete Jolly Realty, Inc.
12560 Crabapple Chase Drive
Alpharetta, Georgia 30201



Directions From Roswell:
Holcomb Bridge Rd. to North on Hwy. 9 to First Left on
Hwy. 140 (Houze Rd.) to Right on Crabapple Rd. to
Entrance on right.

NURSERY MANAGER

\$5.00

The nation's magazine for garden centers, nurseries & landscapers

Reprint — Wight Nurseries
'Growing in a New Century'



**Honorees
in NLA's
residential
landscape
program**

COVER STORY - p. 58

BONUS — INSIDE

**SPRING
BUYERS'
GUIDE**

FEATURE - p. 46

**Plumline
Nursery Co.
is a winner
in our
design contest**

UPDATES

- 16 Bedding/Pot Plants**
- 22 Foliage Plants**
- 6 Letters**
- 40 Supplies**
- 26 Trees/Shrubs**
- 14 Tricks of the Trade**
- 34 Upcoming Events**

Planter's Guide



Wight Nursery & Orchard Co.
 J. B. WIGHT, PROP.
 CAIRO, GEORGIA



The orchard above is 12 years old and yields 800 pounds per acre.

A Pound of —
PECANS
 can be grown more
 cheaply than a
 pound of
COTTON
 and what's more you have
 twelve months a year in
 which to sell them

In these Trying Days

Let Wight Help You Garden for Victory . . .

VICTORY Gardens are being urged throughout the land, that we may produce more food for ourselves and our allies, more flowers to lend us courage. America at war is a nation of gardeners . . . growing things that will contribute in some small way to our war effort.

Let Wight help you with your Victory Garden! For fifteen years Wight Nurseries have been growing trees and plants for Southern gardeners . . . efficient, never spent in making our Southland more fruitful and more beautiful.

The benefits of these long years goes into the selection of the plant material listed in this catalogue. All of it has been thoroughly tested and found desirable and satisfactory in the South. All the trees and plants listed have been grown with the care and skill that only long years of experience can give. For best results, plant your Victory Garden with Wight-grown trees and plants! Well chosen, true to name, and reasonably priced, they will give you good results.

The sooner your order is placed, the better can the nursery take care of your requirements. Early ordering assures you of the best stock obtainable, and better results in your home grounds.

Wherever you live, whether in town or country, you contribute to the war effort when you have a home orchard. Home orchards are important for the diversion and relaxation that they supply, as well as for the food they produce.

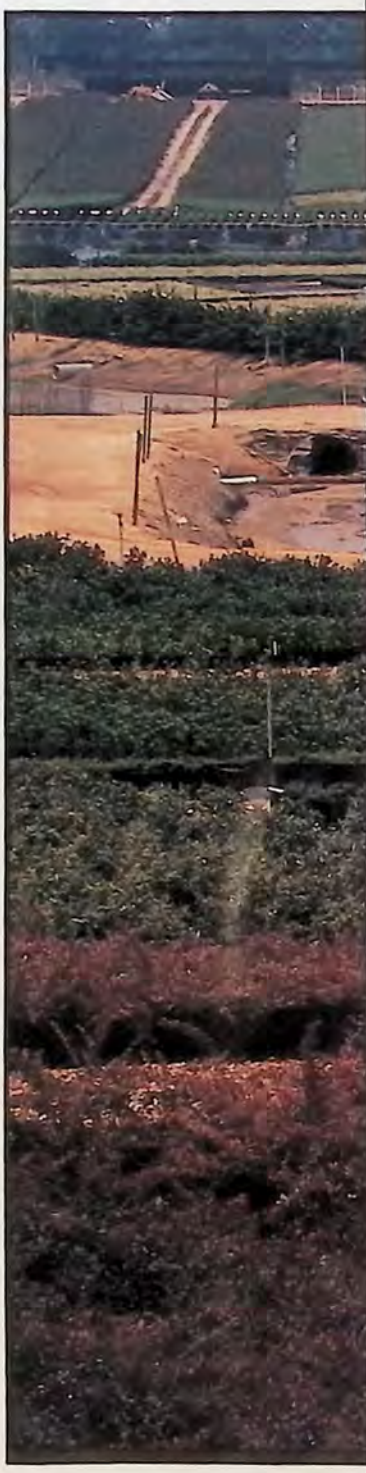
Wight's fruit and nut trees will give you maximum satisfaction in your home orchard. Make your selection to suit your space, but plan to give the good food and wisdom variety of fruits. A home orchard of Wight trees will pay real dividends, both in fruit and in pleasure.

When the Boys Come Home . . .

You'll want your home grounds attractive. You'll want them to look better to them than ever before. These Wight-grown trees and plants will help you do the job. They'll provide the proper setting for a more attractive home. All are seasonably priced, and will thrive with a minimum of care.

November 1, 1942. Sincerely yours,

WIGHT NURSERIES
 CAIRO - GEORGIA





WIGHT/100

GROWING IN A NEW CENTURY

By Jim Batts

Down in southern Georgia you can hear some provocative talk coming from people who run one of the largest and oldest wholesale nurseries in the nation. Talk like:

"The nursery industry has got to figure out what its true competitors are."

And, "The industry will have to be market-driven."

And, "Marketing — that's what we think will distinguish the men from the boys."

The speaker is George Hackney, vice-president/sales and marketing, of Wight Nurseries, Inc., of Cairo, Ga. The company, family-owned for more than nine decades, now is a major component of the Nursery Products Division of Weyerhaeuser.

And in 1987 it is celebrating its 100th year in the business.

Hackney's words break sharply from the traditional production-driven nursery grower whose dominant goal is to nurture a quality plant and who leaves marketing — especially as it relates to the ultimate retail consumer — to someone else.

Not that Wight is short-changing production, either. Richard VanLandingham, vice president/production, sees growing a quality product as inseparable from market concerns. "We are market-driven," he said, "but production-directed."

What distinguishes the present Wight efforts is a researched, coordinated effort to help its customers, primarily garden centers, better un-



Brilliant, striking color flashes out of a terrace at Wight Nurseries, indicating management's awareness of the importance of color in marketing their plant material.

derstand the desires and needs of their own retail consumers. In fact, Wight is going beyond simply helping in understanding. It is taking direct steps to help garden centers and other outlets influence the retail purchaser.

The nursery has initiated a two-pronged, overlapping program developed largely on the conviction that consumers primarily spend discretionary money on plants and flowers. Garden centers, Hackney says, must realize they are competing for the recreational dollar — money that can "take people out of the yard," such as boating. Recreational time is also on the line, he said.

The two prongs Wight offers re-

tailers are its "Square Deal" promotion and, more recently, a training/awareness program called Retail '87 — "Ringing the Cash Register One More Time."

The Square Deal offers a line of plant material grown for "the promotional-minded retailer."

Retail '87 is a series of one-day training seminars Feb. 9-19 in key locations of Wight's primary Southern and Mid-Atlantic selling area: Charlotte, N.C.; Greenville, S.C.; Atlanta, Ga.; Burlington, N.C.; Williamsburg, Va.; Northern Virginia; and Timonium, Md.

Nursery business consultant Ian Baldwin of California and England, Charlie Dunn of The Dunn Group in Tampa, Fla., and Hackney pres-

ent the program.

In what Wight promotional literature describes as "an ideal way to involve managers, supervisors and others with front line sales responsibilities in an informative and hard-hitting program," the free sessions cover:

- "Today's Marketplace — Opportunities and Challenges."
- "Reacting to Today's Market Opportunities and Challenges."
- "The Competition — Meeting It & Beating It."
- "A Strategic Plan for Profitable Survival."
- "Top Merchandising Ideas From Around the World."
- "Ringing the Cash Register

One More Time.”

The timing, of course, is deliberate — just before the spring selling season. And the effort is understandably self-serving — Wight wants to expand its market. What distinguishes the project is that a *wholesale* nursery is trying to help its customers better understand and reach their customers, general consumers.

Talk with Hackney and other key Wight leaders and it also is clear that “The Value of Landscaping,” a research summary Dunn wrote for Weyerhaeuser’s Nursery Products Division in summer 1986, influences their thinking. A linchpin finding of that research was that homeowners perceive landscaping



Members of a work crew move through a field of containerized plants at one of the three growing sites used by Wight Nurseries near Cairo, Ga.

as status and adding about 15 percent to the value of their homes.

Armed with that information, and tuned in to their own customers, Wight has shifted a sizeable part of its production over the past three years to satisfy the needs of landscapers.

Hackney said Wight is “rapidly expanding” its 7-gallon production. This is reflected in the nursery’s three sites, where hollies and junipers abound as Wight also shifts to a hardier landscape stock. Hackney reads the shift as “a trend, not a fad.”

Hackney said the freezes of 1981 and 1982 and a flat market cost the nursery about \$3 million in plants and “totaled our 7-gallon ligustrum market.”

Wight has expanded its sales team this spring, adding four to the staff. “We think our business is going to grow,” Hackney said, “but I don’t see the wide-open growth of the Seventies.”

Both Hackney and production vice-president VanLandingham stress that an enduring strength of the Wight business is that its managers listen to salesmen’s reports (both oral and written), listen to customers, and try to be sensitive to those reactions. In a more aggressive move last fall, VanLandingham and other management staff traveled with salesmen on calls throughout their market area. What they saw and heard, VanLandingham said, has led to shifts in production emphases, such as the increase in 7-gallon hardy production.

VanLandingham said that “up until a few years ago, Wight was production oriented. As we have branched out, we have taken information and applied it to all of the operation.

“We’ve got people on the nursery to do what the market demands.” Letting people develop has been a key to good growth, he said, pointing out that John Wight hired and trained three people who now are division managers.

Another move, which Wight managers intend to exploit as a sales/marketing tool, was the upgrading of their in-house computer last fall to an IBM System 36. The primary goal is to ride daily herd on “inventory availability,” keeping perpetually updated listings by variety, size, quantity, period available. Previously, no one could lock in on a crop beyond 6 months, and frequently not more than 1 month.

Now, says Kenneth Morgan, vice president/finance and administration, someone “can put in an order today for any time in the fu-

A CENTURY OF LANDMARKS

♦ **AUTUMN 1887** — J. Byron Wight, a Methodist minister, buys several hundred acres of land near Cairo, Ga., and for next 40 years grows fruit trees, mainly pecans.

♦ **1914** — Slater Wight, J. Byron’s second-oldest child, completes degree in horticulture at Cornell University and joins the firm.

♦ **1927** — John, the youngest son, joins the nursery.

♦ **LATE 1920S** — On John’s encouragement, Wight adds roses, some deciduous shrubs and, later, balled-and-burlapped material to its line.

♦ **THE DEPRESSION** — Slater leaves to open tung oil processing plant. (Tung oil trees were one of the first non-fruit trees produced by Wight.) Du Pont synthetics soon ended that industry.

♦ **1936** — J. Byron Wight dies after nearly 50 years in the nursery business.

♦ **1937** — John Wight Jr., now 8, begins work in summers removing grafting cloth from young pecan trees.

♦ **WORLD WAR II** — The nursery concentrates on edible crops to aid war effort.

♦ **1950S** — Landscape plants (camellias, azaleas and hollies) added to line to supply post-war housing boom. Production begins shift to ornamentals.

♦ **EARLY 1950S** — John Sr. introduces container production, and by 1965 it accounts for about 60 percent of the crop. Today, virtually all is grown in containers.

♦ **MID-1950S** — Popularity of garden centers leads nursery to shift entirely to wholesale.

♦ **1960S** — Company broadens marketing into the North, starts producing junipers as hardier stock for that region. John Sr. turns presidency over to John Jr., retires. John Sr. dies in 1969.

♦ **1970S** — Growth continues. Weyerhaeuser approaches John Wight Jr. about selling.

♦ **NOVEMBER 1982** — Wight Nurseries becomes part of the Nursery Products Division of Weyerhaeuser.

♦ **1987** — Wight, still guided by John Wight Jr., marks its centennial year.



Containerized junipers stretch out to the horizon in neatly kept terraces at Wight's main growing site in Georgia.

ture." The ultimate goal is to let salesmen call in orders, scan the availability themselves, and lock in an order for *any* time in the future.

Daily availability can be determined literally on any part of any terrace. A visiting customer "can be assured that the plants he saw will be what he gets," Morgan said.

The man who presides over these far-reaching activities as president is John Wight Jr., a 57-year-old Southern gentleman who made the decision in 1982 to sell the nursery to Weyerhaeuser.

Wight, plainspoken and direct, said he "is pleased" with the way Weyerhaeuser has treated the nursery. Wight's has about 600 employees, he said, and Weyerhaeuser has sent only one person to the nursery — a CPA. "I never had a contract" with the parent company, Wight said.

Weyerhaeuser "has taken the risk factor out of it," he explained.

Wight has five daughters and no sons. None of them wanted to take over the business, he said. So when Weyerhaeuser approached him a second time (he had refused to sell seven years earlier), he sold.

A SQUARE DEAL

Wight Nurseries has taken eight of its top-selling varieties, packaged them in terra cotta colored square containers, and is tailor-making point-of-purchase and other sales strategies for retailers. They call it "Wight's Square Deal."

Plants are azaleas, red tip photinia, wax ligustrum, ligustrum sinensis variegated, ilex burfordi, blue rug, andorra compacta and euonymus marginata. Retailers may take all or some, with certain minimums required.

The containers are slightly smaller than a standard 1-gallon. There is a 30-40 cent difference in retail pricing. For instance, while the retailer sells 1-gallon plants at \$2.28, the same-sized plant in the smaller Square Deal container sells profitably at \$1.88.

George Hackney, Wight vice president for sales and marketing, says the retailer has one lower-priced product and can hold his margin. The nursery gets about the same percentage return, with lower costs coming from a smaller container, less media and fertilizer, etc. Normal field-growing in containers is practiced, "and the customer is getting a quality plant," Hackney explained.

Wight employees did informal customer exit polls at two garden centers in Georgia and found — they insist it was no surprise — that consumers were not influenced by shape and color of the containers, but looked at the total plant.

Hackney said it just confirmed that Square Deal would have to be promoted. And he says the promotion is giving retailers "a good promotion without destroying their product line."

"I originally did not want to sell," he said, but he did and stayed on to run the nursery. "This way I had control. It just seemed the thing to do."

Goals must be met

"We have to meet our goals," he said. Weyerhaeuser "makes you strengthen your planning." It also "has done much for the professional development of the staff."

Wight, who holds a BBA degree from prestigious Emory University, grew up around the nursery "but I never had a course in horticulture."

"The company has integrity," said Wight, whose grandfather was a licensed Methodist preacher before founding the nursery in 1887. "The only long-range attitude is to treat the customer like a friend."

He urges nurserymen to put forth "a uniform effort to promote the industry. You can't do national advertising with peanuts."

Wight said he is concerned that "not enough young people are coming in" to the nursery business. He faults hort schools "who promised too much." He encourages Wight

employees to take the two-year program at nearby Abraham Baldwin Agriculture College. "Then we bid for their services" as middle managers.

On giving and not just taking

Wight gives substantially to state and national nursery associations and marketing groups, describing himself as "one of the largest supporters" of the Nursery Marketing Council.

"We want to be good citizens locally" too, Wight said. The nursery has given \$20,000 to the Cairo public library and is underwriting continuing scholarships at the local high school.

VanLandingham describes Wight as an unselfish giver. "He always puts back more than he's taken out; he did not deplete the resources."

"People who just take don't do good in the long run," Wight explained.

Looking back at the lifetime he's invested in the nursery, Wight said, "I have lived the American Dream."

Profile of Wight Nurseries

- ◆ 3 growing sites totaling 650 acres in the red sand and pines stand just outside Cairo, a town of about 9,000 in southwest Georgia.
- ◆ 600 people employed year-round in production
- ◆ 10 million container plants on hand.
- ◆ Land sits on an aquifer, so in addition to spring-fed small lakes, Wight has sunk some wells up to 800 feet for a ready/steady supply of water. So, was not hit as hard as many other Southern nurseries in the drought of summer 1986.
- ◆ Nursery is an orderly mixture of old and new, with more new structures than old.
- ◆ Main crops include azaleas, broadleaf evergreens, camellias, coniferous evergreens, deciduous shrubs, ground covers, ornamental trees, vines and several Junior Specimen grade plants — nearly all of it grown in containers.
- ◆ Sales staff covers 26 states in South (including East Texas), mid-Atlantic region and New England. Sales reps are independent contractors.
- ◆ Management led by John Wight Jr., 57. Other upper management are men in their middle 30s.
- ◆ Some stock overwintered in older buildings used as coldframes; a small amount overwintered in Quonset tunnels.
- ◆ The neatly arranged terraces of hollies and junipers reflect a deliberate move to hardier stock because about \$3 million in plants was lost in the freezes of 1981, 1982. Until the freezes, the product mix was about even between hardy and tender plants, "depending on how you define tender," said George Hackney, VP of sales/marketing. Hardy now account for about 70 percent, reflected in more junipers, more holly. Also include hibiscus and more daylilies, some propagated through the Weyerhaeuser tissue culture labs.
- ◆ Management control retained by Wight despite sale to Weyerhaeuser. Parent company influence seen in financial planning, altered timetable on some building/expansion projects, human resources guidelines (which, among other things, call for use of minority contractors whenever possible).
- ◆ Rubber-tired wagons carry plants from terraces to loading dock, but occasionally some direct-loaded into trucks. Most trucks are "batch-loaded" for multiple drops.

Three generations



J. Byron Wight



John Wight Sr.



John Wight Jr.

of leaders

INVOLVEMENT A TRADITION

John Wight Sr. was president of the American Association of Nurserymen in 1951, and John Jr. headed it in 1980. And that is just part of the story of the Wight involvement in the industry and civic life. Some examples:

- ◆ Dick Hackney, sales rep — past president, Georgia Nurserymen's Association (GNA), former AAN governor.
 - ◆ George Hackney, VP/Sales & Marketing — past president, GNA.
 - ◆ Chip Culbreth, sales manager, past president, Big Bend Chapter, Florida Nurserymen's and Growers Association.
 - ◆ Richard VanLandingham, VP/Production — member, Horticulture Research Institute-Trustees, member Cairo City Council.
 - ◆ C.W. Bryant, sales rep — past president, Northern Virginia Nurserymen Association.
 - ◆ Jan Carter, sales rep — board, Maryland Nurserymen's Association.
 - ◆ Burt Schwab, sales rep — board, Ohio Nurserymen's Association.
 - ◆ Gene Dyke, sales rep — board, American Cancer Society.
 - ◆ Don Ward, sales rep — past president, New England Nurserymen's Association.
- In all, Wight employees hold or have held literally scores of industry and civic/social service positions. Wight is a five-digit contributor to the Nursery Marketing Council, and contributes freely to other industry activities.

Redtips—and a whole lot more. Wight Nurseries.

A complete line of Broadleaf Evergreens, Groundcovers, Azaleas,
Camellias, Junipers and Ornamental Trees. Cairo, GA 31728.
1-800-342-6012 or 1-800-342-0870 in GA







Wight Nurseries Inc. Is Celebrating Centennial



JOHN B. WIGHT JR., on the right, president of Wight Nurseries Inc. and members of the company's management team are getting ready to entertain guests invited to help them celebrate Wight Nurseries' century of operation. Other members of the management group are, from left to right, Chip Culbreth, sales manager; Leslie Hudson, division manager (Main Nursery); George Hackney, vice-president for sales; Ken Morgan, vice-president for finance; Richard Van Landingham, vice-president for production; Bob Oxford, division manager (Hawthorne Trail); Jim Scoggins, division manager (Division III); and Bob Jones, controller. (Staff Photo)

Customers, Suppliers Will Be Guests On October 1st

Thursday, October 1, is the "big day" for Wight Nurseries, Inc., the celebration of its centennial - an event that hundreds of the firms' customers, suppliers and business associates have been invited to attend.

"It will not only be the celebration of Wight Nurseries' first hundred years but the launching of our next one hundred," President John B. Wight, Jr., said this week.

The day's activities will begin with conducted tours of the company's several divisions and will include a luncheon, a performance by FSU's Flying High Circus, a dinner, a "gala show", and fireworks.

The nursery has gone all-out to assist its invited guests from all over the nation to get to Cairo for the big celebration as well as arrange an entertainment schedule appropriate for marking the firm's progress over the past hundred years from a small pecan nursery to "An American Growing Tradition."

"We're proud of our past and look forward to the future," President Wight said while discussing plans for the Centennial celebration,

Centennial celebration, adding, "Our customers are the reason we're in business and they have made our one hundred years possible. All of us at Wight Nurseries want to thank them by making them special guests at this special event."

Earlier this year, the company expressed its appreciation to its employees for their contributions to the firm's growth with a big program of entertainment at the Cairo High School Auditorium.

Wight Nurseries, Inc. traces its origin to the purchase of approximately 400 acres by J. Byron Wight, the grandfather of John B. Wight, Jr., in 1887, and the planting of some of those pecan trees and a variety of citrus fruit trees.

The tract purchased by the company's founder, lying just southwest of Cairo on the Calvary Road, has continued through the years to be the nucleus of the firm's production activities.

Calling his fledgling business, Wight Nursery and Orchard Company, the founder, a Methodist minister, marketed his product to supplement his minister's salary in support of a large family.

"Growing things" was one of his three major interests, the other two being his ministry and education.

Along with promotion of the pecan production industry in this area, J. Byron Wight introduced the planting of tung oil trees and experimented with kudzu as a feed crop.

He was Grady County's first Commissioner of Education and always a promoter of good schools.

Wight Nursery and Orchard Company grew and expanded, marketing its fruit and nut trees through a mail order business and door-to-door sales to orchardists and farmers.

In 1914 J. Slater Wight, one of J. Byron Wight's six sons joined the business after graduating from Cornell University in horticulture and in 1927 the founder's youngest

(Continued on page 8)

New Gas Contract Gets Council Okay

MGAG Will Be Purchasing Agent

Following up a decision made several months ago to join the Municipal Gas Authority of Georgia, the Cairo City Council took the second step this week and authorized Mayor Jim LeGette to sign a contract naming the Authority as the city's natural gas purchasing agent.

MGAG will also administer the remaining fourteen months of the City of Cairo's present supply contract with South Georgia Natural Gas, according to Asst. City Manager Joe Morton.

"Sixty-five of the seventy Georgia cities owning natural gas systems have joined the Municipal Gas Authority of

Georgia, all but the largest ones like Albany," Morton said, adding, "The attraction is the chance for a better purchase price and better assurance of a long-time supply."

Since development of the local publicly-owned gas system thirty years ago, the City of Cairo and other towns in this area have purchased their gas through South Georgia Natural with headquarters in Thomasville.

Under recently adopted reduced federal regulations, cities can now purchase gas from any supplier with South Georgia Natural serving as deliverer through its pipe lines, Morton explained.

MGAG was organized to gain better prices for small cities through a combined purchasing power.

Morton and City Manager Dan Wells have been on top of

the development of MGAG over many months, Morton stating this week, "We're satisfied with it."

"It will be four to five years, however, before we will begin to realize any real benefit from the change in supply procedure," he cautioned.

The Municipal Gas Association of Georgia opened offices in the Georgia Municipal Association Building in Atlanta in June.

It will be administered by a nine-member board of directors chosen by voting delegates from each member city with the day to day operations carried on by a full-time employed administrator and staff.

MGAG's operating expenses will be allocated to each member city, according to its percentage of total gas purchases, Morton said.

C Of C Has Display At Tourism Meet

Chapman Says Response Good

The 1987 Governor's Conference on Tourism, which held a four-day meeting in Albany this week, dubbed the session "Showcase of Southwest Georgia" and the Cairo-Grady County Chamber of Commerce was on hand to boost local tourist attractions.

The initial conference event was held in Chehaw State Park and featured 25 to 30 display booths, including the local production to provide information about things to see and do in this corner of the state.

According to Chamber of Commerce Executive Vice-President Peggy Chapman, approximately 300 people braved the heat and took in the outdoor show between 3 p.m. and 7 p.m. Monday afternoon.

"Those who stopped by our booth included travel agents, travel guides, tour arrangers and travel magazine representatives, some of them from as far away as Canada," Ms. Chapman said.

This year's meeting is the first time the Governor's Conference on Tourism has been held in southwest Georgia and, along with the Chehaw Park event which also featured entertainment by the Bainbridge English Brass

Band and the Albany Marine Corps Band, other sessions were planned at facilities in Albany.

Ms. Chapman offered samples of local food products to those visiting the Cairo-Grady County booth and provided information and brochures on the Whigham Rattlesnake Roundup, the Calvary Mule Day, the Roddenberry Memorial Library, Susina Plantation, the Old Store and Peacock Place.

"We had quite a few questions asked and a good response to our display," Ms. Chapman said on returning from Albany Monday.

She pointed out that this (Continued on page 8)



THIS VIEW OF A PART of Wight Nurseries' operation at the Hawthorne Trail Division is just a sample of the hundreds of acres at four locations utilized by the company to produce approximately ten million container grown plants annually.

WIGHT NURSERIES PREPARES FOR CENTENNIAL CELE.

(Continued from page 1)

son, John B. Wight, Sr., a graduate of Emory University, joined his father in the expanding nursery.

J. Slater Wight left the nursery after several years to organize a tung-oil processing plant which later fell victim to competition from a cheaper synthetic product.

Wight Nurseries introduced roses and deciduous shrubs to its line of nursery products in the late 1920s through efforts of John B. Wight, Sr. but fruit and nut trees would be the firm's mainstay until after World War II.

It was John B. Wight, Sr. who set the nursery on a major expansion course in the late 1940s and early 1950s with John B. Wight, Jr. joining the company on a full-time basis in 1955 after graduating with a degree in business administration from Emory University and a tour

During the 1950s, along with the expansion of product line and markets, Wight Nurseries, Inc. began production of container-grown plants, the shift from selling plants with bare roots or "balled and burlapped" being very rapid.

Nearly all of the nursery's production is now grown and shipped in containers.

In 1955, Wight Nurseries, Inc. closed out its retail operation and became "wholesale only" in order to better serve a growing garden center, landscaping and chain store market.

During the 1950s and 1960s, the firm also extended its market area into the north-east and began producing heartier plants for colder climates in large quantities.

John B. Wight, Jr., the company's current president, served as its only traveling sales representative for several years and took over leadership of the firm on the death of his father in 1969.

Under his presiding, Wight Nurseries, Inc. has become one of the nation's largest through continued major

expansions in production acreage product line and market coverage.

It now produces a wide variety of container grown plants on three sites totaling approximately 1000 acres; has approximately 650 employees and has sales representatives located from Texas to Maine and from Florida to Michigan.

Having outgrown J. Byron Wight's original 400 acres several years ago, Wight Nurseries now has production sites on the Hawthorn Trail, near the Ochlocknee River on the Tallahassee Road and on 80 recently purchased acres adjacent to the original nursery.

On the property most recently acquired, it is developing its new "Square Deal" line, plants grown in five-inch quart containers as promotional items for mass markets.

In 1982, Wight Nurseries became a part of the Nursery Products Division of Weyerhaeuser Corp., the decision to sell the family owned business one of John B. Wight, Jr.'s toughest during his long ser-

vice as head of the company.

He has continued as president of the company since the sale.

During the ninety-six years the Wight family owned the business, the firm's principals not only made major contributions to the nursery's growth, they also took an active part in industry organizations and activities. J. Byron Wight and J. Slater Wight were active in the organization and leadership of early pecan and tung-oil associations and John B. Wight, Sr. was an active member and leader in state, area and national nursery organizations.

John B. Wight, Jr. has followed the lead of his father at all association levels, serving as president of the American Association of Nurserymen in 1980, a post his father held in 1951.

Many things have contributed to the one-hundred year survival, growth and prosperity of Wight Nurseries, according to President Wight, who went on to list a good location, loyal and dependable

employees and an expanding market as being among contributing factors.

He also noted the ability to recover from the depression years and two recent hard freezes and the ability to adjust to both marketing and production changes as pluses in the company's success story.

Wight gives major credit for the firm's success, however, to guidelines initiated by his grandfather, J. Byron Wight, the Methodist minister who planted those first pecan and citrus trees in 1887.

"He believed there was nothing better than the Golden Rule for treating your employees and customers and that a business is a partnership with its customers and both have to make a profit," Wight said of his grandfather.

"We expect repeat business. We just try to give an excellent product and excellent service at a fair price and follow the Golden Rule," he added.

"Wight Grown is Grown Right" is Wight Nurseries,

Inc.'s motto and the hundreds of satisfied customers from all over the eastern United States that will be here Oct. 1st to help the company celebrate its first hundred years and the beginning of its second hundred will bear testimony to a century of adherence to that slogan.

CITY, COUNTY REPRESENTED AT TOURISM MEET

(Continued from page 1)

was the first time the local Chamber had taken part in a Conference on Tourism, then added, "I'm glad we decided to participate this year because visitors to our booth seemed very interested in the attractions we have to offer.

COUNTY AUDITOR PRESENTS TWO DEPT. REPORTS

(Continued from page 1)

the Health Department operated within its \$257,417 budget for the last fiscal year and wound up with a \$5639 surplus.

The department was funded primarily last year by a \$135,454 state allocation, \$52,315 in county funds and \$51,907 in fees for services collected.

In other business during this week's regular session, the Board of County Commissioners:

*Heard a report on last year's Grady County Forestry Unit operations from Ranger Elaine Jones.

*Discussed the schedule for up-coming tax litigation with County Attorney Thomas L. Lehman.

*Authorized purchase of a new mower from South Georgia Tractor at a low bid of \$1475.

*Approved the issuance of a license to Reno's Country Store for the sale of beer and wine.

*Authorized purchase of fuels from Hardy Oil Co. at a low bid of \$7271.50.

*Authorized purchase of various football and soccer recreation equipment from several suppliers at low bids totaling \$2263.

*Authorized purchase of an assortment of culvert pipe from Tri-State Culvert at a low bid of \$6875.



John Wight, left, runs the nursery business his grandfather founded in 1867.

100 years later

Three generations of Wights have maintained the family's nursery business and high ideals through good times and bad

One depression, two world wars, and ten decades ago, a Methodist minister named J. Byron Wight bought 300 acres near Cairo, Ga. and started Wight Nursery and Orchard Co. He planted pecans.

Joined by his sons and eventually a grandson, they grew what would sell during the depression, what troops could eat during World War II, and, in recent years, what the public has demanded. They've made money, they've lost money, but mostly they've worked and hung on.

Today, Wight Nurseries is one of the largest container-grown-plant nurseries in the country. And this fall they passed a milestone that fewer than one percent of U.S. businesses pass: their 100th year.

'My grandfather had the philosophy that the Golden Rule is the rule you play by,' says John Wight Jr., president since the mid-1960s. 'You use it with your

customers. You use it with your employees. That was the way he operated and I guess we've survived by carrying that on through the years.'

Five years ago Wight became part of Weyerhaeuser's Nursery Products Division.

'My grandfather had the philosophy that the Golden Rule is the rule you play by.'

'My wife and I have five daughters,' says Wight, 'and none of them were interested in taking over the family business. The first time Weyerhaeuser approached me about selling 10 years ago, it just didn't appeal to me. I was a younger man.

'Eventually Bob Seldon (business development manager for Nursery Products) said to me, 'Do you want to talk?' Finally I said, 'Well maybe I do.' The business

had gotten large and it was time to do something.'

Although Weyerhaeuser has only been in the nursery business for 11 years, American Nurseryman magazine says, 'Weyerhaeuser has become involved in nearly every major component of the nursery industry, and it leads the industry in most, if not all of those.'

Bob Seldon says, 'It's just a good long-range business for us to be in,' adding that, 'It's also a very regional-type business. It's not something you can take a cookie-cutter approach to nationally. You need people in each region who know that region.'

So when Weyerhaeuser bought Wight Nurseries, the only change was to add one employee. 'They sent down a certified public accountant,' says Wight.

'We've gotten along very well with Weyerhaeuser,' he adds.

'They've helped us strengthen our planning and the professional development of the staff. For my part, the relationship has been very nice.'

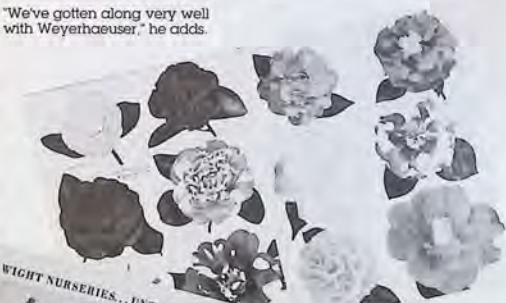
These days, you won't find many remnants of the early pecans or the edibles grown during World War II. On three growing sites totaling 650 acres, Wight grows 'woody ornamentals' — azaleas, broadleaf evergreens, camellias, coniferous evergreens, deciduous shrubs, ground covers, ornamental trees and vines. They also employ some 600 people.

'We're one of the few nurseries in this area that has a profit-sharing plan,' says Wight. 'We've enjoyed excellent employee relations.'

You have to wonder if that has anything to do with the Golden Rule.



ABOVE: Some of Wight's 650 acres in Cairo, Ga.



WIGHT NURSERIES... UNTO THE THIRD GENERATION

LEFT AND FAR LEFT: John Wight Sr., John Wight III (current president) and his daughter Mary as they appeared in a Southeastern Nurseryman magazine feature 30 years ago.



Wight



NURSERIES INC.

CAIRO, GEORGIA 31728 • SINCE 1887

"WIGHT GROWN MEANS GROWN RIGHT"

Visit Us
at TNA
Booth
Nos.
131 &
133



CONTAINER GROWN
BROADLEAF EVERGREENS ...
CONIFEROUS EVERGREENS ...
AZALEAS ... and ...
CAMELLIAS

HOME OF
ILEX CORNUTA 'CARISSA'
1, 2, 3 Gallon Cans

4,000,000 Plants in Containers

Wholesale Only

Salesman: W.J. "Bill" VanLandingham

Office: 912-377-3033

Home: 912-377-3211

Warren Co. News, 9/6/98

ACTION MEMO**BUCK SLIP****WHILE OUT**

TO

John Wight, Jr.

Approve

Telephoned

Handle

Please Call

MAIL STOP/LOCATION & SORT

*Wight Nurseries Inc.*Forward File

Will Call Back

Return

Returned Call

DATE

3/24

TIME

For Your Info/Note

Want(s) to See You

Per Your Request

Urgent

MESSAGE

*Carl asked me to send you
 the enclosed article for your in-
 formation. I read it last night
 and enjoyed it. Regards,*

FROM

Petra MacLennan Atlanta

MAIL STOP/LOCATION & SORT

PHONE

Weyerhaeuser

First Choice[®]

Weyerhaeuser

FORM 1313 4/86
PRINTSERV/TAC.

**YOU
Made The
News!**



A View Of The Small Plants — Protected From The Sun And Monitored Closely

Times-Enterprise, Monday, August 3, 1987

Business

News About Farming, Industry, Trade

Cairo's Wight

Nurseries

celebrating

100 years



Commercial Bank

THOMASVILLE, GEORGIA



John Wight Jr. On The Steps Of The Calvary Road Office

Staff Photos — Carolanne Bell

By CAROLANNE BELL

Times-Enterprise Staff Writer

CAIRO — Even though a 100-year-old Grady County business was purchased by a national corporation five years ago, the history and pride that made the nursery what it is today will remain for many years to come.

Wight Nurseries, with locations on Calvary Road, Tallahassee Road and the Hawthorne Trail, was founded in 1887 by the late J. Byron Wight, a Methodist minister and grandfather of John B. Wight Jr., who currently is president of the nursery.

The father of six sons and a daughter, the Rev. Wight began the business producing pecan trees "and is responsible for a lot of the pecans in the area," his grandson said.

Dr. David Fairchild gave the Rev. Wight some tung-oil trees, and the business expanded to include the plants, which were once used in the production of paint.

Two of the Rev. Wight's sons, Slater and John, joined the company. John Wight Sr. eventually became president and chairman of the board and passed the presidential title to his son, John Wight Jr.

The production of tung-oil, pecan and other fruit trees was abandoned by the nursery more than 20 years ago. Since World War II, Wight Nurseries has concentrated on ground cover, coniferous, broadleaf and decorative plants.

Employing 630 people, Wight Nurseries has earned the designation as the largest employer in the county, as well as the oldest business, according to the Cairo-Grady County Chamber of Commerce.

The nursery serves as a popular source of summer labor for area youths 16 and older. They work with cutting, propagation and move plants. Several teenagers, Wight said, have paid their way through college with the summer wages, and some have even returned to Wight Nurseries as a career.

Wight, 58, explained that the nursery currently maintains 650 acres of container-grown stock and is among the top nurseries in the country. Purchased by Weyerhaeuser Co. in 1982, Wight Nurseries sells plants on a wholesale-only basis to garden centers, landscape contractors and mass merchandisers.

Most plants begin as clippings and

are carefully propagated and fertilized in small containers until they are transferred into progressively larger holders. Some plants remain at the nursery for as little as a year, but larger varieties may be propagated at the nursery for four to 4½ years. The plants are irrigated and fertilized with water from lakes within nursery sites.

The way to get "optimum growth," he said, "is to give them all they want all the time."

The ready-for-sale plants are sold in one-, two-, three- and seven-gallon containers, as well as four-inch pots and one-gallon cans, the Emory University graduate explained.

As the only container nursery east of the Mississippi River, Wight Nurseries recently introduced a new product — plants grown in a five-inch square pot known as the square deal.

With acres and acres of many varieties of junipers, azaleas, crape myrtle, japonicas, broadleaf evergreens and camellias, as well as hundreds of other plants, Wight said he currently has 20 million plants in stock — give or take a million.

Times have not always been easy at Wight Nurseries, particularly when Hurricane Kate roared through the sites, spilling and destroying plants. A tremendous hailstorm and tornado that ripped through the main nursery caused more than \$1 million in damage. Two such tornadoes have hit the main nursery in Wight's 40-year career.

Cold winters also have caused a generous amount of damage to the nurseries.

Wight hosted a party in January for his employees at the Cairo High School auditorium, celebrating 100 years of business. Workers enjoyed a picnic and performances by popular musical groups.

Wight is hosting another party Oct. 1, by invitation only, at the Hawthorne ranch of the nursery. He is planning to entertain about 1,000 people with lunch, a performance by the FSU Flying High Circus, dinner, a gala show and fireworks display.

He noted that his late father was named posthumously to the Nurseryman's Roll of Honor by the American Association of Nurserymen for his "material impact on the industry."

Wight and his wife, Elizabeth, live in Cairo and are the parents of five daughters.

An American Growing Tradition for over 100 years.

This is a very special edition of our Buyer's Guide and a very special year. In January we start our Centennial Celebration. 100 years of growing heritage.

Like my father and my grandfather, I've grown up in the nursery business. I started working at Wight Nursery and Orchard Company at the age of 8, removing grafting cloth from pecan trees during the summer. In those days pecan and fruit trees were a major part of our production and our name reflected that.

Like this industry, we've changed a lot during the years, keeping pace with market demands. Gone are the pecan and fruit trees and the "Orchard" in our name. Today we're growing a wide variety of ornamentals — Azaleas, Camellias, Broadleaf Evergreens, Ground-covers, Junipers and Ornamental Trees. Our tradition of quality, service and value continues.

In searching the archives I found a copy of our 1929 catalog. That was the year I was born. My grandfather opened this catalog by saying:



"We are entering our 43rd season as nurserymen. During the whole period we have been in the nursery business, we have tried at all times to give our customers the very best value obtainable in nursery stock — strong, vigorous trees and plants, true to name — the very best that care and attention and good soil can grow. We feel that we have done this, and that our customers have profited from their dealings with us.

And so it is with genuine pleasure that we enter into another season, because we feel that we are better equipped and better prepared to render our customers the very best service. Our nursery has been rapidly expanding within the past few years, and we are offering this year many items which we have not heretofore listed. All of them have been tested and proven desirable."

As we enter our 100th year these words are very appropriate today.

During the next year we invite you to join in our Centennial Celebration. We're proud of our past and we look forward to the future. You are the reason we are in business. You have made our 100 years possible. All of us at Wight Nurseries thank you. We look forward to continuing our service to you, in the tradition of our past.

John B. Wight, Jr.
President

The Civil War had been over barely two decades when J. Byron Wight, an ordained Methodist minister, purchased a farm in south Georgia and planted his first pecan trees. It was a time of rebuilding in the South, and a time of economic recovery for the nation. Like many others of his time, Byron was finding it difficult to make an adequate living on the meager earnings of the ministry. With a growing family and a need for more income, Byron turned to farming and in 1887 acquired several hundred acres of land near Cairo and started a pecan nursery. Byron's interest in horticulture had been second only to his interest in religion, and the small nursery enterprise flourished.

For the next 40 years the nursery produced only fruit trees, with pecans accounting for the bulk of sales. The trees were marketed, primarily to orchardists and other farmers, through door-to-door salesmen, mail-order catalogs and advertisements in farming periodicals.



A Pound of —
PECANS
can be grown more
cheaply than a
pound of
COTTON
and what's more you have
twelve months a year in
which to sell them



During these years, the nursery provided a good living for the Wight family. All seven children attended college, most of them going to Byron's alma mater, Emory University.

Two children returned to the business: Slater, the second oldest, who joined the company in 1914 after receiving a degree in horticulture from Cornell University, and John, the youngest son, who joined the nursery in 1927.



Tung-oil trees. One of the first non-fruit trees produced by Wight Nurseries in the '20s.

Slater remained with the company until the Depression, when he left to open a tung oil processing plant. Tung-oil trees were one of the first non-fruit trees produced by Wight Nursery. The high labor demands of tung oil production and competition from a new synthetic substitute developed by DuPont eventually put an end to the industry. Today, tung oil production is virtually nonexistent in the region.

Juniperus chinensis 'Pfitzerana Glauca'
(Blue Pfitzer)

Juniperus chinensis 'Parsoni'

HISTORY



About the time tung-oil trees were beginning to thrive in the nursery, the company diversified into another new product line, this one encouraged by son, John. Under his guidance, in the



late 1920s, the nursery planted roses, some deciduous shrubs and, later, balled and burlapped material. But the Depression and World War II would keep the nursery's

focus primarily on fruit trees, and it would not be for another 25 to 30 years before ornamental plants would come to dominate the company's production.

The third generation of Wights began to appear at the nursery. John Jr., born in 1929, was about 8 years old when he went to work summers removing the grafting cloth from young pecan trees, a job his father had performed about 25 years before him.



John B. Wight, Sr. & Jr. circa 1930.

In 1936, almost 50 years after he had founded the company, Byron died. He had been not only a respected horticulturist and a pioneer in the nursery industry, but also a community leader, setting an example that would be followed by his children and grandchildren.

With the coming of World War II, the nursery concentrated most of its production on edible crops.

To meet the nation's increased need for food, much of the land that had been planted in roses and other ornamentals was converted to food crops, such as corn and soybeans. Only fruit trees remained important to the war effort.

After the war, the demand for landscape plants began to escalate as returning soldiers sparked a building boom that would carry into the 1950s and later. Camellias, azaleas and hollies became increasingly popular. Production at Wight Nursery began to shift toward ornamentals.



The nursery's emphasis on pecan trees declined rapidly, partly in response to the swelling demand for ornamentals and partly because of a shortage of workers willing to harvest the trees. Today, pecan trees have disappeared from the nursery's product line.

The 1950s were a time of enormous changes for the company and for the industry. As the new decade began, John Sr. produced the nursery's first plants in growing containers, a production technology pioneered by nurserymen on the West Coast. Until that time, the company had sold plants either bare-root or balled and burlapped. By 1955, container plants accounted for about 10 percent of production; by 1965 the figure was 60 percent. Today, virtually the entire output of the nursery is grown in containers.



John Sr. thinks that's a pretty good looking plant while John Jr. inspects and daughter Mary relaxes. (From Southeastern Nurseryman — September 1958.)

In June 1950, John Wight Jr. received a degree in business administration from Emory University and decided to join his father in the business. He was a reluctant recruit at first, unable to forget the long, hard hours he had spent at the nursery as a child.

The Korean War intervened and John Jr. had to delay joining his father until January 1, 1955, when he began work in the sales department. He was the company's only salesman, and he also helped supervise production. About 50 percent of his time was spent on the road, most of it in the Southeast, with frequent trips to the booming Atlanta area.

By 1955, a growing proportion of sales were going to a new entity in the nursery industry, the garden center, and the nursery became entirely wholesale.



A firm believer in associations, John Sr. was active in state, Southern and national groups, serving as president of several of them. In 1951, he was president of the American Association of Nurserymen, a position that would be filled in 1980 by John Jr., another believer in associations.



The 1960s and 1970s were golden eras for the nursery industry. New markets were being developed, and old markets were expanding. Garden centers continued to proliferate, new housing starts (all needed plants) were strong, and for the first time mass merchandisers and discount stores entered the marketing picture.

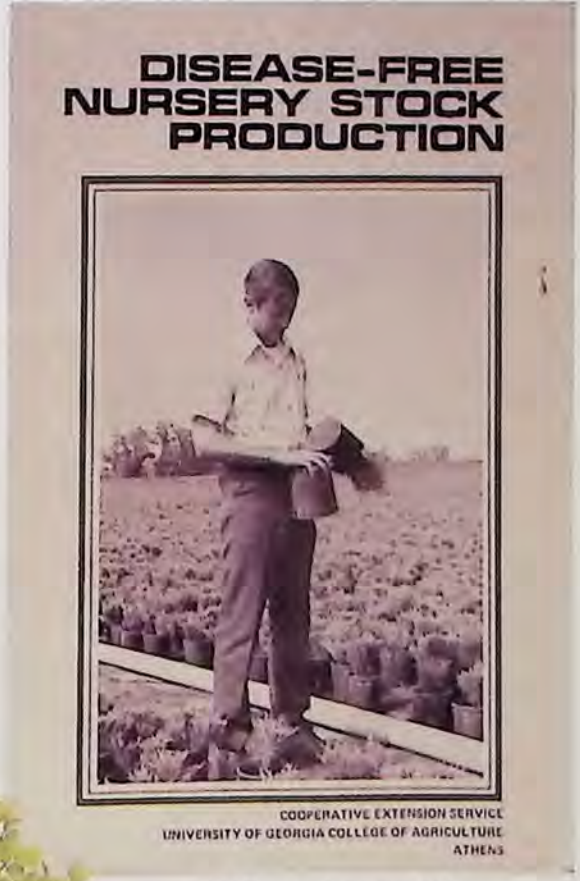


During the 1960s, the company broadened its marketing base, particularly in the North. Because of the need for hardier stock to satisfy this Northern market, Wight Nurseries began to produce junipers in larger quantities.

The entry of large chain stores into the plant marketplace provided Wight Nurseries a further opportunity to expand. The rise of the mass merchandisers coincided nicely with the rise in container production.

Wight Nurseries benefited from this rapidly expanding marketplace. But this period also had its misfortunes. A major freeze in 1962 devastated the container areas, leaving severe financial losses. It would not be the last time freezing temperatures would play havoc with nursery production.

In the mid-60's ill health forced John Sr. to curtail his activities at the nursery. Continuing as Chairman of the Board, he turned over the presidency of the company to John Jr. in 1967. Two years later, John Sr. passed away.



Wight Nurseries featured in 1974 University of Georgia College of Agriculture Publication.

Euonymus japonica
'Aureo-marginata'
(Golden Euonymus)



Wight Nurseries continued to grow in the 1970s. The high rate of expansion, experienced by the industry as a whole, attracted the attention of some of the nation's largest corporations, who were looking for profitable business ventures in which to diversify their operations.



On November 12, 1982, Wight Nurseries became part of the Nursery Products Division of Weyerhaeuser.

The industry experienced an oversupply of plants in the early 1980s, but it ended abruptly on Christmas Eve 1983. Temperatures dropped to 5 degrees across much of the South, killing millions of plants in nurseries and in landscapes. Thirteen months later, an even colder freeze descended on the same region. Losses at Wight Nurseries totalled in the millions of dollars. Even the hardy junipers were damaged in the later freeze. Cold protection techniques are now a major winter activity to insure that such losses do not re-occur.

Today, Wight Nurseries is one of the largest

producing nurseries in the country. It consists of 650 acres in three sites. A total of 575 people are employed in various year-round production roles. The nursery contains an estimated 10 million container plants.



Founder J. Byron Wight's pecan trees are gone, the fruit is gone, and the tung-oil trees have long since been removed. But after 100 years, through three generations and changes in products and production techniques, Wight Nurseries continues to maintain an important, and growing, place in the field Byron cared so much about a century ago.

WIGHT NURSERIES... UNTO THE THIRD GENERATION



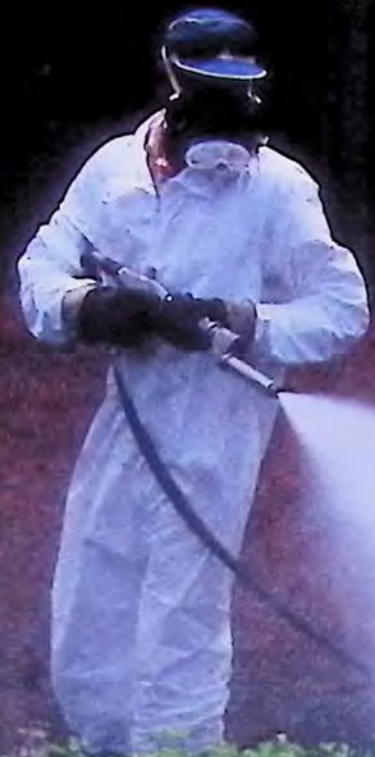
Take your fishing pole when visiting Wight Nurseries. (John will furnish the worms.) The lake, nestled in the middle of the property, is stocked with big ones...what's more they bite! On the more serious side, the lake is used for irrigating the nurseries. John Sr. supplies the rowing power while John Jr. and Mary lure the elusive bass (with poles, yet?). (From Southeastern Nurseryman — September 1958.)

	HARDI- NESS ZONE	CONTAINER SIZES			
		#1	#2	#3	#7
Ilex cornuta 'Burfordii' (Burford Holly) Leaves deep glossy green almost without spines; large red berries. Upright compact medium size plant.	6	2.15	4.95	6.75	17.50
Ilex cornuta 'Burfordii Nana' (Dwarf Burford Holly) Slow growing compact holly. Sparkling red berries after spring bloom.	6	2.20	4.95	6.75	17.50
Ilex cornuta 'Carissa' (Plant Patent #3187) Glossy green foliage. Slightly more compact and slower growing than Ilex Cornuta 'Rotunda'. Leaves have one thorn on the tip.	7	2.50	5.25	7.00	
Ilex cornuta 'Needle Point' Deep glossy green foliage, long narrow leaves with one tip thorn, upright habit of growth.	6	2.15	4.95	6.75	17.50
Ilex cornuta 'Rotunda' (Dwarf Chinese Holly) Dwarf to 3 ft. Dense growth, wavy close-set leaves with many spines. Slow grower.	6	2.15	4.95	6.75	
Ilex crenata 'Compacta' (Dwarf Japanese Holly) Best of Crenata hollies. Glossy, compact, dark green, no berries.	6	2.20	4.95	6.75	
Ilex crenata 'Green Lustre' Very dense low-growing shrub with dark green leaves. Foliage very similar to Ilex Rotundifolia but a compact plant.	5	2.20	4.95	6.75	
Ilex crenata 'Helleri' (Heller's Holly) Dwarf to 18" height, 5' spread, very compact.	5	2.25	5.25		
Ilex crenata 'Hetzii' (Hetzii Holly) Dark green convex leaves. Hardy, heights to 5' with 6' spread.	5	2.25	4.95	6.75	
Ilex crenata 'Highlander' (Pyramidal) (Plant Patent #2272) Upright growing Japanese holly. Dark green glossy leaves, pyramidal upright habit of growth. Leaves similar to Ilex Helleri in size, but darker in color.	5	2.50		6.75	
Ilex crenata 'Hoogendorn' Similar to 'Green Lustre' and 'Compacta' in growth habit. Flat, dark green leaves.	6	2.25	4.95	6.75	
Ilex crenata 'Microphylla' (Pyramidal) Medium green foliage which resembles Ilex Hetzii except the leaves are smaller and slightly less convex.	6			7.25	
Ilex crenata 'Petite Point' (Pyramidal) Compact holly with very small, pointed, dark green foliage. Upright growing.	5	2.50		7.25	
Ilex crenata 'Rotundifolia' Slightly compact holly with shiny flat dark green leaves. May reach 5-6 ft. tall with a 5-6 ft. spread. Responds well to trimming; makes an excellent hedge.	5	2.15	4.95	6.75	
Ilex crenata 'Steeds' Upright, pyramidal growth habit. Small, dark green leaves.	6	2.25		6.75	
Ilex crenata 'Tiny Tim' Very compact Japanese holly with light medium green foliage, very small leaves. Low growing with excellent spread.	5	2.15	4.95	6.75	



Ilex cornuta 'Carissa' (pp#3187)

**Prevention. An ounce is worth a
pound of cure.**



	HARDI- NESS ZONE	CONTAINER SIZES			
		#1	#2	#3	#7
Mahonia Beali (Leather Leaf Mahonia) Dark green foliage with contrasting clusters of dark blue fruit resembling grapes. Flowers are a showy lemon yellow. Grows well in a wide range of soil types, shady locations.	7	2.25	4.95	6.75	
Nandina domestica (Heavenly Bamboo) Small to medium attractive shrub, lacy green leaves which turn brilliant shade of red in fall.	6	2.25	4.95	6.75	
Nandina domestica* 'Gulf Stream' TM (Dwarf Heavenly Bamboo) (Plant Patent #5656) A densely compact, symmetrical solitary form. Branches freely from base without suckering. Copper colored new growth matures to green. Orange-red winter color.	6	3.75	7.50		
Nandina domestica 'Harbour Dwarf' A very dwarf form of Domestica, under 2 ft. when mature. Soft green leaflets, tinged pink to bronze in spring, turning orange to bronze red in fall and winter. Full sun to partial shade. Evergreen to semi-deciduous.	6	2.50	5.25		
Nandina domestica 'Nana Purpurea' (Dwarf Sacred Bamboo) Foliage is green in spring, bright scarlet color in winter. Compact mounded form.	6	2.50	5.00	6.75	
Photinia x Fraseri (Red Tips) A hybrid evergreen with new foliage a bright red on red stems. Mature leaves a dark green. Extremely showy in the spring and fall.	7	2.15	4.95	6.25	17.50
Pieris japonica (Lily of the Valley Shrub) Upright, medium size, new growth bronzy pink, gracefully drooping panicles of white flowers in spring. Partial shade.	5	2.50	5.25	6.75	
Pittosporum Tobira (Mock Orange) Evergreen shrub with green shiny leathery leaves. Small white flowers in spring that resemble orange blossoms and are very fragrant. Upright heavy branching, vigorous growing.	8	2.15	4.75	6.25	
Pittosporum Tobira 'Variegata' Has showy variegated light green and white leaves. Low compact branching, medium size with fragrant white flowers in spring.	8	2.15	4.75	6.25	
Pittosporum Tobira 'Wheeler's Dwarf' Miniature form of Pittosporum Tobira. Broad, low, densely branched with dark green glossy leaves.	8	2.20	4.95	6.50	
Podocarpus macrophyllus 'Maki' (Podocarpus Sinensis) Large columnar shrub or small tree with lustrous medium green foliage displaying light green tips.	8	2.20	4.95	6.75	
Pyracantha coccinea 'Kasan' Bright red-orange berries produced in fall, with glossy green foliage. Upright and spreading. Medium size plant.	4	2.15		6.75	
Pyracantha coccinea 'Lalandei' (Scarlet Firethorn) Orange berried pyracantha, hardy. Most popular pyracantha in the northern states.	5	2.15		6.75	16.50
Espalier					

Nandina domestica 'Harbour Dwarf'

Pyracantha coccinea 'Lalandei'
(Scarlet Firethorn)



	HARDI- NESS ZONE	CONTAINER SIZES			
		#1	#2	#3	#7
Pyracantha hybrid 'Mojave' Early bearing variety with bright orange-red berries. Medium size, upright dense growth, dark green foliage. Espalier	6	2.15	6.75	16.50	
Pyracantha hybrid 'Moonbeam' Compact creamy yellow foliage with a touch of green. Bushy, mounding habit.	8	2.15	4.95		
Pyracantha hybrid 'Red Mound Dwarf' Compact dark green foliage, dwarf mounding habit. Bright red berries fall and winter.	7	2.15	4.95		
Pyracantha Koidzumii 'Victory' Fast grower, large dark green leaves. Large red berries. Espalier	7	2.15		6.75 16.50	
Pyracantha hybrid 'Wonderberry' Very similar to <i>Pyracantha Formosana</i> , slightly hardier. Berries large bright red and very showy. Espalier	7	2.15		6.75 16.50	
Raphiolepis indica 'Clara' (Indian Hawthorne) Low evergreen shrub. White flowers in spring.	7	2.50	5.25	7.00	
Raphiolepis indica 'Jack Evans' (Indian Hawthorne) Upright grower, bright pink flower clusters in spring.	7	2.50	5.25	7.00	
Raphiolepis indica 'Harbinger of Spring' (Indian Hawthorne) Thick glossy green foliage on this fine evergreen shrub. Loose clusters of deep pink flowers provide show in spring.	7	2.50	5.25	7.00	
Viburnum x 'Chesapeake' Please see deciduous shrubs for description	5	2.15		6.75	
Viburnum japonicum (Japanese Viburnum) Medium size upright evergreen shrub. Fragrant white flowers in late spring, large glossy green leaves.	8	2.10		6.25	
Viburnum suspensum (Sandankwa Viburnum) Large oval shiny green leaves, medium size evergreen. Fragrant rose-tinted white flowers in spring.	8	2.10	4.75	6.75	
Yucca aloifolia (Spanish Bayonet) Upright stems with long pointed green foliage. White flowers in summer. Rapid growing.	8	2.15		6.75	
Yucca filamentosa (Adam's Needle) Dark green leaves with bluish cast. Flowers in summer are showy white panicles.	4	2.15		6.75	
Yucca recurvifolia Blue-green leaves, white blooms in summer, Likes dry conditions.	7	2.15		6.75	

Raphiolepis indica 'Harbinger of Spring'
(Indian Hawthorne)



	HARDI- NESS ZONE	CONTAINER SIZES			
		#1 (1 YR.)	#1 (2 YRS.)	#2	#3
CAMELLIA JAPONICA:					
Slow growing evergreen shrub. Leaves large, dark and glossy. Flowers range from pure white to deep red.					
Altheaflora Dark crimson, semi-double	8	2.50	3.00	5.75	
Betty Sheffield Supreme Peony form, white with rose fringe on petals, superb variety.	8	2.50	3.00	5.75	
Daikagura Rose and white, peony form, rose pink, spotted white. Blooms in October.	8	2.50		5.75	
Lady Clare Bright deep pink, semi-double. Blooms November thru February. Plant in sun or shade.	8	2.50	3.00	5.75	
Latifolia Red-white, semi-double.	8	2.50	3.00	5.75	
Mathotiana Rubra Red, rose shaped.	8	2.50	3.00	5.75	
Mathotiana Variegated Red variegated.	8	2.50	3.00	5.75	
Morning Glow Double white.	8	2.50	3.00	5.75	
Pink Perfection Small pink, well-formed double flowers. Blooms late October to April. Semi-shade.	8	2.50	3.00	5.75	
Pope Pius Large double red flowers. Blooms mid-season.	8	2.50		5.75	
Rev. J. G. Drayton Deep pink of loose peony shape. February to Mid-April. Semi-shade.	8	2.50	3.00	5.75	
White Empress Semi-double. White.	8	2.50		5.75	
CAMELLIA SASANQUA:					
Graceful hardy evergreen shrub. Thrives in full sun or partial shade. September to January blooms.					
Cleopatra Rose pink, semi-double.	7	2.50		5.75	8.00
Hana-Jiman Large, semi-double white edged pink blooms.	7	2.50	3.00	5.75	8.00
Maidens Blush Blush pink.	7	2.50		5.75	



Lady Clare.



Mathotiana Rubra.



Camellia japonica

CAMELLIAS

**Just a little trim around the sides.
Specialty Plants.**



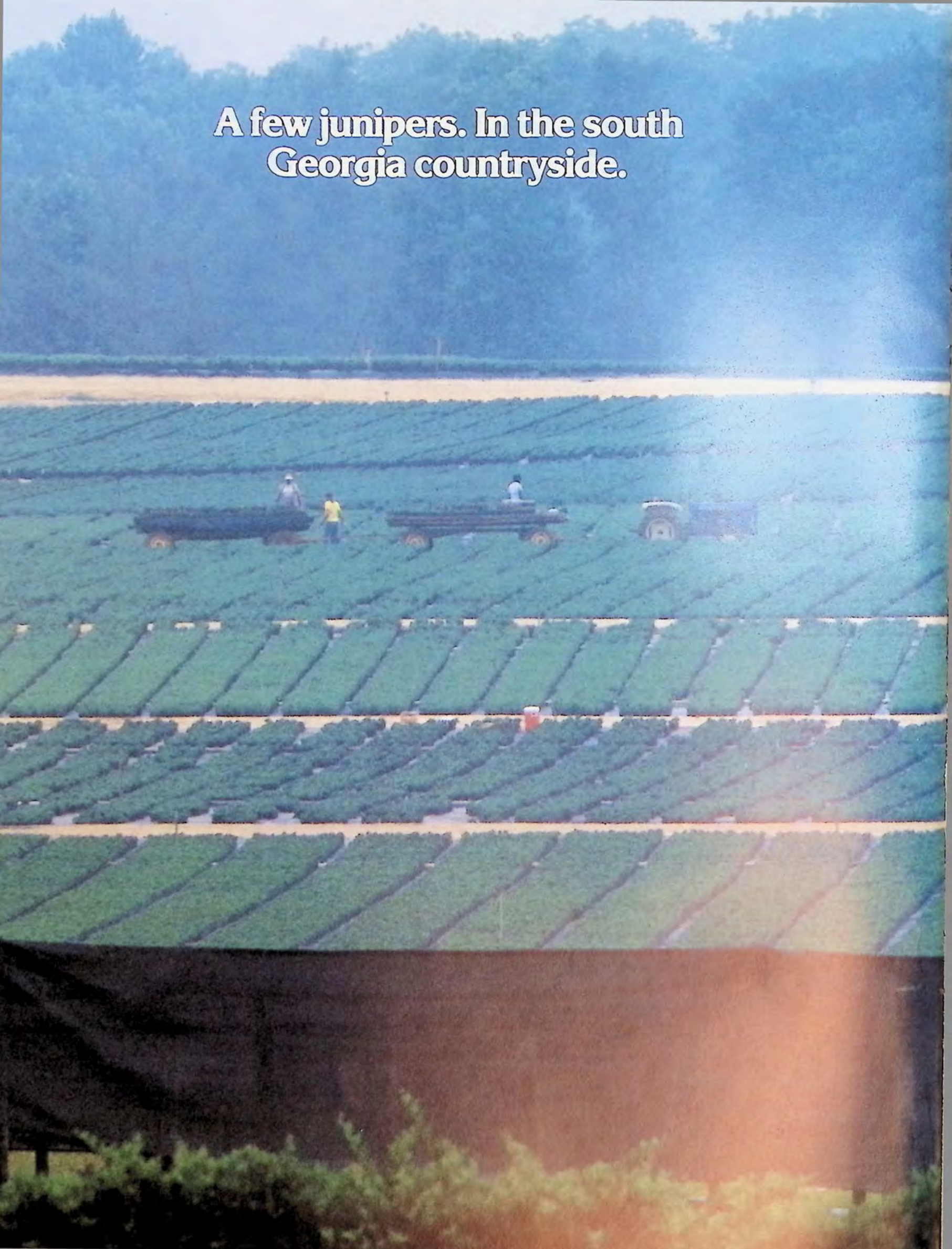
	HARDI- NESS ZONE	CONTAINER SIZES			
		#1	#2	#3	#7
Cupressocyparis Leylandii (Leyland Cypress) Pleasant green, dense foliage on erect slender branches. Rapid grower, Pyramidal form.	5	3.00		7.50	
Juniperus chinensis 'Armstrongii' (Armstrong Juniper) Small upright conifer, light green lacy foliage with closely knit branching habit or growth.	4	2.25	5.25	6.95	
Juniperus chinensis 'Aureo-Pfitzerana' (Gold Tip Pfitzer) Light green foliage with yellow branch tips, having the same growth characteristics as Pfitzeriana.	4	2.25	5.25	6.95	
Juniperus chinensis 'Blaauw' (Blue Vase Juniper) Dense, showy, little shearing.	5	2.25	5.25	6.95	
Juniperus chinensis 'Blue Point' (Blue Point Juniper) Pyramidal form, medium size, dense branching, blue-green foliage.	5	2.25	5.25	6.95	
Juniperus chinensis 'Glauca Hetzii' More upright than Pfitzer with light blue foliage, very hardy.	4	2.25	5.00	6.95	
Juniperus chinensis 'Hetzii' Pom-Poms	4			17.50	
Juniperus chinensis 'Hetzii Columnaris' Medium size, columnar green juniper. Dense tall habit of growth with sharp pointed bright green needles.	4	2.50		7.75	
Juniperus chinensis 'Parsoni' (<i>Juniperus davurica</i> 'Expansa') Grey-green needles with a prostrate habit of growth.	6	2.25	5.25	6.95	
Juniperus chinensis 'Pfitzerana' (Pfitzer Juniper) The most popular spreader, grey-green foliage.	4	2.25	5.00	6.95	
Juniperus chinensis 'Pfitzerana Compacta' (Compact Pfitzer) Low growing spreader makes a good foundation plant. Light blue-green color.	4	2.25	5.25	6.95	
Juniperus chinensis 'Pfitzerana Glauca' (Blue Pfitzer) Foliage silvery-blue, many branched spreading form.	4	2.25	5.25	6.95	
Juniperus chinensis Pfitzerana 'Nick's Compact' Compact mound growth with blue-green, needle-like foliage. Similar to Blue Vase but less upright in growth habit.	4	2.25	5.25	6.95	
Juniperus chinensis 'Procumbens' A prostrate spreader with grey-green foliage. Excellent ground cover.	5	2.25	5.25	6.95	
Juniperus chinensis 'Procumbens Nana' Dwarf juniper, Low creeping small evergreen, bluish-green foliage.	5	2.50	5.75	7.75	
Juniperus chinensis 'Procumbens Variegata' Same as Procumbens, except with alternating branches of green and lemon yellow.	5	2.25	5.25	6.95	

Juniperus chinensis 'Sargentii'



CONIFEROUS EVERGREENS

**A few junipers. In the south
Georgia countryside.**



	HARDI- NESS ZONE	CONTAINER SIZES			
		#1	#2	#3	#7
Lagerstroemia indica (Crape Myrtle)					
'Carolina Beauty' Deciduous, upright growth habit. Deep red blooms through summer into fall.	7	2.10		6.75	15.00
'Muskogee'† Fast growing, spectacular bark, beautiful light lavender flowers.	7	2.10		6.75	15.00
'Natchez'† Fast growing, interesting trunk and bark, large white flowers July continuing 2 months.	7	2.10		6.75	15.00
'Potomac'† Upright growth, large medium pink.	7	2.10		6.75	
'Regal Red' Slow growing dark red.	7	2.10		6.75	
'Tuscarora'† A multiple stemmed, deciduous large shrub or small tree. Red-tinged new growth soon becomes dark green, turning red-orange in fall. Dark coral pink flowers with crinkled petals. A National Arboretum introduction.	7	2.10		6.75	15.00
'Watermelon Red' Small tree, or large shrub with clusters of vivid red crinkly flowers.	7	2.10		6.75	15.00
Magnolia grandiflora (Southern Magnolia) Evergreen tree, medium size with large dark green glossy leaves, pyramidal with cup-shaped fragrant white flowers in summer.	7	2.25		7.50	15.00
Prunus Laurocerasus (Cherry Laurel) Evergreen shrub growing to approximately 10 feet. Rich lustrous evergreen leaves. Flowers white, about ¼ inch diameter, fragrant.	6			6.75	15.00



ORNAMENTAL TREES



CONTAINER GROWN — #1 CAN

Junior Specimen Grade Plants

A young vigorous, carefully grown plant, attractively priced, that just needs time to grow up! IN #1 CONTAINERS ONLY. Minimum orders 50 of a variety.

	<u>PRICE</u>
Berckmanns Golden Arborvitae	1.95
Buxus Japonica	1.90
Elaeagnus Fruitlandii	1.90
Gardenia Mystery	1.90
Gardenia Radicans	1.90
Ilex Burfordii	1.90
Ilex Burfordii Dwarf	1.90
Ilex Crenata Compacta	1.90
Ilex Crenata Hetzii	1.90
Ilex Crenata Rotundifolia	1.90
Juniper Andorra Compacta	1.95
Juniper Bar Harbor	1.95
Juniper Conferta	1.95
Juniper Glauca Hetzii	1.95
Juniper Parsoni	1.95
Juniper Pfitzerana	1.95
Juniper San Jose	1.95
Ligustrum Sinense Var.	1.90
Ligustrum Recurvifolium	1.90
Ligustrum Waxleaf	1.90
Photinia Fraseri	1.90
Pyracantha La landei	1.90
Pyracantha Mojave	1.90
Pyracantha Victory	1.90
Pyracantha Wonderberry	1.90
Viburnum Japonicum	1.90

Juniperus chinensis 'Pfitzerana'
(Pfitzer Juniper)

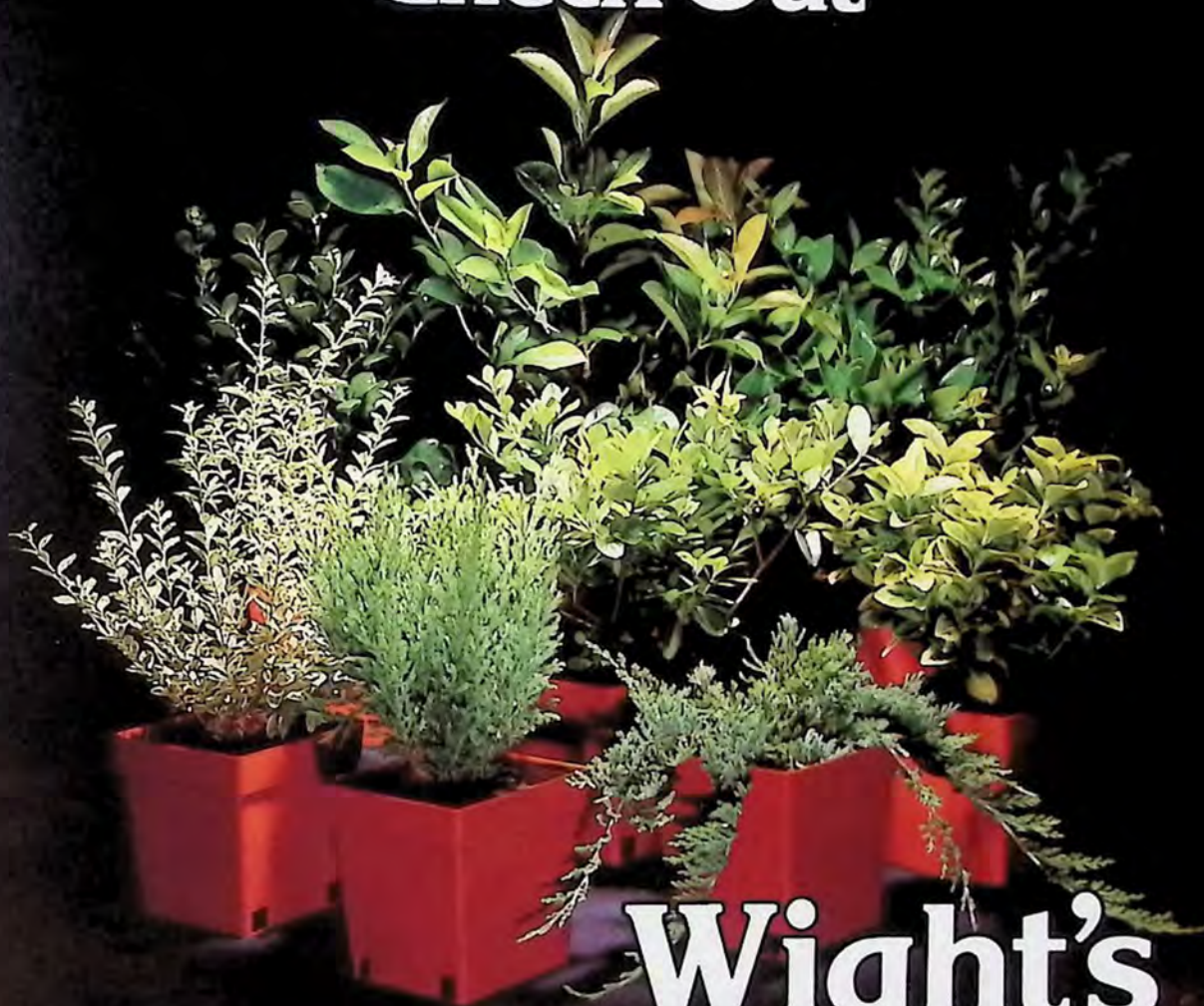
Ligustrum sinense 'Variegata'
(Variegated Chinese Privet)



Photinia x Fraseri (Red Tips)

JUNIOR SPECIMEN

Before You Plan Your Next Promotion — Check Out



*Available
Spring
1987.*

Wight's **SQUARE DEAL™**

Contact your Wight sales representative for full details on our Square Deal™ promotional line in 8 popular varieties.

Azaleas
Red Tips
Wax Ligustrum
Ligustrum Sinensis Variegated

Ilex Burfordi
Blue Rug
Andorra Compacta
Euonymous Marginata

ADMINISTRATION



Larry Ohms
Accounting Manager



Natholyn Lee
Secretary

Kenneth J. Morgan *Vice President Finance & Administration*

SALES & MARKETING



George Hackney
Vice President Sales & Marketing



Pattie Bullington
*Sales Assistant/
Customer Service*



David Berry
*Customer Service —
In House Sales*



Bruzz Mason
*Customer Service —
In House Sales*



Walter Wight
Shipping Coordinator

Azalea Hino Crimson (Red)

*Ilex x sp.
Belle R. Stevens*



PRODUCTION



Richard VanLandingham *Vice President Production*



Leslie Hudson
*Division Manager,
Main*



Jeanette Williams
*Shipping Manager,
Main*



Bob Oxford
*Division Manager,
Hawthorne Trail*



John VanLandingham
*Shipping Manager,
Hawthorne Trail*



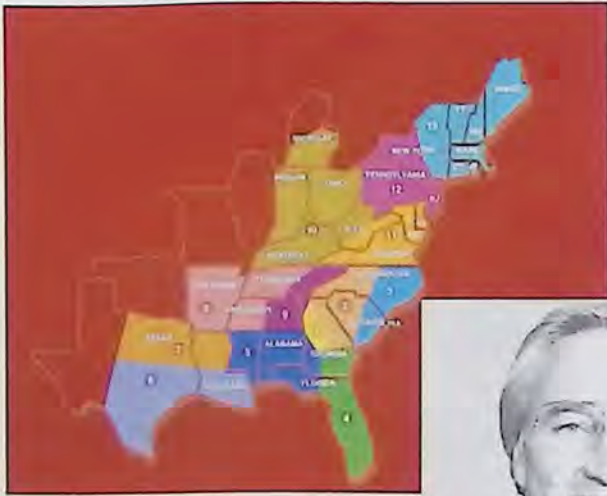
Ilex crenata 'Compacta'
(Dwarf Japanese Holly)

Juniperus chinensis
'Prostrata Variegata'

KEY MANAGEMENT

SALES TERRITORIES

Wight Nurseries has sales representatives located in your area. They are eager to assist you with selection and ordering of the products listed in this Buyer's Guide. They may be reached at the number indicated or by calling the nursery at 1-800-342-6012 or 1-800-342-0870 in Georgia.



1. **Oscar Mims**
Greater Atlanta Area
404/998-3404



2. **Dick Hackney**
Western North
& South Carolina,
Northeast Georgia
912/377-3033



7. **Joe Crank**
Northeast Texas
& Northern Louisiana
214/462-0123



8. **Bill VanLandingham, Jr.**
Western Tennessee,
Northern Mississippi
& Arkansas
615/790-6856



9. **W. J. VanLandingham**
Northern Alabama
& Eastern Tennessee
912/377-3033

Hemerocallis 'Aztec Gold' (Daylily)

SALES REPR

Azalea Silver Sword (pp#4718)

*Juniperus chinensis Pfitzerana
Nick's Compact*



3. **Scott Culbreth**
Eastern North
& South Carolina
912/377-3033



4. **Chip Culbreth**
Southeast Georgia
& Florida
912/377-3033



5. **Gene Dyke**
Southwest Georgia,
Florida Panhandle,
Southern Alabama &
Southern Mississippi
912/377-3033



6. **Minor Ferris**
Southern Louisiana
& Southeast Texas
512/327-9538



10. **Burt Schwab**
Kentucky, Indiana,
Michigan, Ohio &
Western West Virginia
216/871-4512



11. **C. W. Bryant**
Maryland, Delaware,
Virginia and Eastern
West Virginia
804/224-7827



12. **Jan Carter**
Western Maryland,
Pennsylvania,
Western New York
& New Jersey
301/795-1605



13. **Don Ward**
Eastern New York,
Long Island, and the
rest of New England
413/528-0166

Aucuba japonica Variegata
(Gold dust plant)



ESSENTIALS & TERRITORIES

BUSINESS HOURS

Our normal business hours are 8:00 a.m. to 12:00 noon and 1:00 p.m. to 5:00 p.m. (Eastern Time) Monday through Friday and until noon Saturdays. No plants can be picked up Saturday afternoon or Sunday. Inspection of the plants may be made on Saturday by advance arrangements only.

GUARANTEE

We guarantee our stock to be well grown, true to name and properly packed. In no case shall our liability exceed the original invoice value. Our responsibility ceases on delivery to the transportation company.

TERMS OF SALE

Unless credit has been approved, all sales are on a cash basis. Credit applications may be obtained by contacting Ken Morgan, Vice President of Administration, at the nursery. Please allow a minimum of thirty days for approval of credit.

FOR THOSE WITH ESTABLISHED CREDIT OUR TERMS ARE AS FOLLOWS:

2% discount 10 days from date of shipment. Net 30 days. Cash discount will be allowed only if all previous invoices have been paid.

Package deals are Net 30 days only.

Overdue accounts are subject to 1½% per month service charge, plus cost of collection, if any.

No sales are made to customers whose accounts are 60 days in arrears.

Wight Nurseries reserves the right to cancel credit at any time.

VOLUME DISCOUNT PLAN

Wight Nurseries has a Volume Discount Plan based on a customer's annual purchases from January thru December. This schedule of discounts is as follows:

\$ 5,000 to \$ 9,999	earns	3% Discount
\$10,000 to \$24,999	earns	5% Discount
\$25,000 to \$49,999	earns	7% Discount
Over \$50,000	earns	10% Discount

Please contact our representative in your area or call our main office for further information on the Volume Discount Plan.

CLAIMS PROCEDURE

We do not anticipate any claims. Orders are carefully packed using the most effective industry-proven shipping techniques. A few extra plants are included with each truckload to compensate for any occasional broken or defective plant. However, if there is a problem, the following procedure will expedite your claim:

1. Examine and count all material immediately upon delivery.
2. Mark all problems on the delivery receipt returned to the driver.
3. **Within 24 hours, mail a statement of estimated loss to Wight Nurseries, Inc. or call our office with the information.**
4. Always identify problems by size, variety and, more importantly, by applicable shipping order number or invoice number.

Ilex crenata 'Hetzi' (Hetzi Holly)



GENERAL INFORMATION

THINGS TO REMEMBER ABOUT CONTAINER GROWN PLANTS

- 1. WATER REQUIREMENT** of plants varies widely, depending on the temperature, the size of the foliage (which determines the transpiration of moisture through the leaves) and whether or not the container is sitting on top of the ground or plunged in a moisture holding medium. Plants displayed on racks are especially susceptible to rapid drying out and desiccation.

As a general rule, very compact plants and plants with large foliage have higher moisture requirements.

- 2. NEVER ALLOW CONTAINER PLANTS TO BECOME EXCESSIVELY DRY.** When a plant becomes too dry, the soil ball will pull away from the container and leave a crack between the ball and the container. Water will pass through the container without effectively wetting the soil ball. This condition should never occur. In the event it does, water sufficiently for the crack to close up and

then give the plants a good soaking. To check moisture conditions, "knock out" the plant and check the soil moisture by touch.

- 3. COLD PROTECTION.** Container grown plants sitting on top of the ground are particularly susceptible to cold damage. Cold is very damaging to the plant roots in temperatures below 15 degrees fahrenheit. If you are wintering plants over, put them in a plastic house to prevent freezing of the root ball, or plunge the root ball in soil, sawdust, or some other medium. If in doubt as to their care, we will be glad to consult with you.
- 4. FERTILIZATION.** The plant is well fertilized when you receive it. If you keep a one gallon plant over 8 weeks, fertilize with one teaspoon of balanced fertilizer every 6 weeks — during the growing season. Water fertilizer in well. Do not over fertilize.

Ilex cornuta 'Burfordii'
(Burford Holly)

Azalea Hinodegiri (Red)



HELPFUL HINTS

TRANSPORTATION

Drop shipments to the east and mid-west of less than truck load lots can be made most months of the year. Your early order will allow us to pool shipments and you will save through cheaper transportation rates. This map will help you in estimating your freight costs.

Our minimum order for shipment is 1000 #1 containers.

Please give full shipping instructions with each order. Otherwise, we shall use our best judgment.

All prices are f.o.b. Cairo, Georgia.

APPROXIMATE VOLUMES & WEIGHTS

Approximately 41,000 lbs. make a trailer load, or usually about:

6500-7000	#1 Cans	Wt. = 6 lbs. each
2300-3500	#2 Cans	Wt. = 12 lbs. each
1350-1400	#3 Cans	Wt. = 30 lbs. each
650- 700	#7 Cans	Wt. = 60 lbs. each

Because of the characteristics of certain plants sometimes a trailer load is determined in bulk rather than weight, especially in larger sizes.



Map for estimating freight costs from Wight Nurseries, Inc., Cairo, GA 31728

Trade Designation

Plant Size	Your Area Number							
	1	2	3	4	5	6	7	8
#1	.11	.13	.15	.18	.20	.22	.24	.26
#2	.22	.26	.30	.36	.40	.44	.48	.52
#3	.53	.63	.73	.86	.96	1.06	1.16	1.26

In full trailer loads to one location many times freight is approximately 10% less than this chart.

Estimated freight charges are subject to change without notice.

In less than truck load lots, add \$25.00 drop charge to freight as estimated above.

Euonymus Fortunei 'Colorata'
(Purple Leaf Euonymus)

Juniperus chinensis 'Glauca Hetzii'

SHIPPING



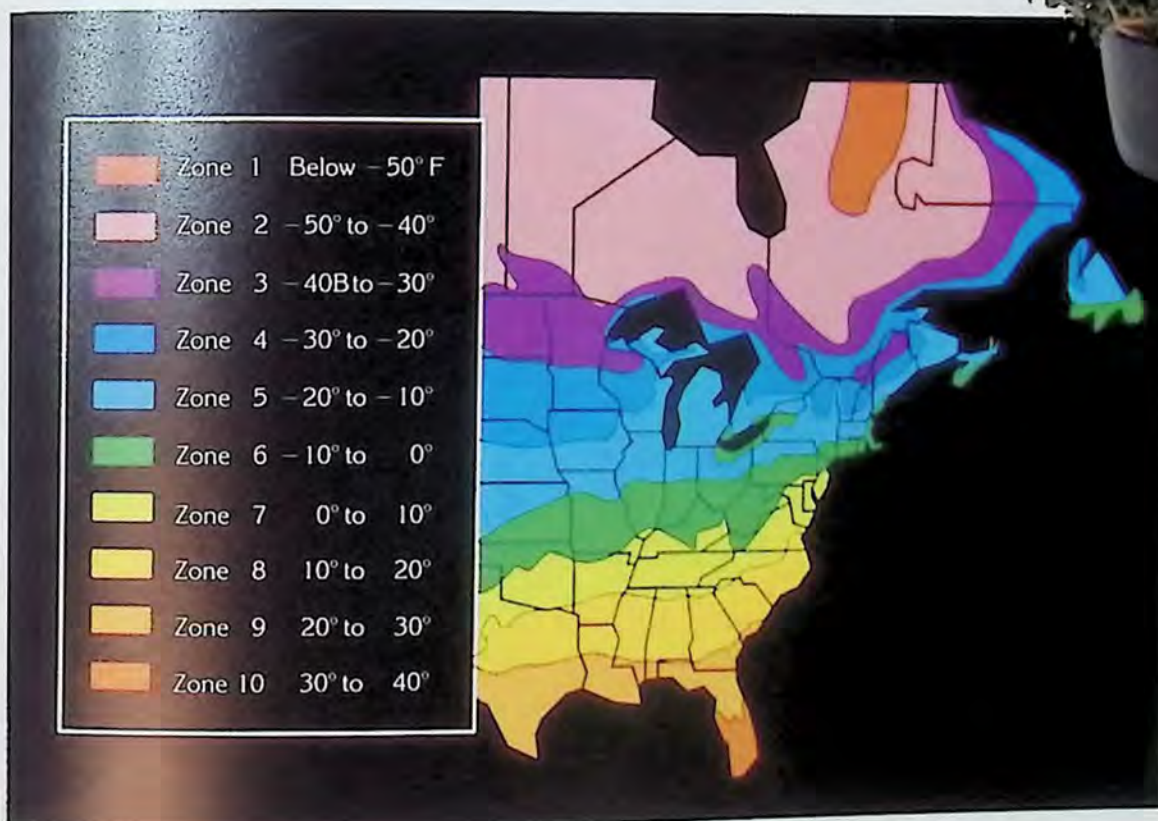
Juniperus chinensis 'Aureo-Pfitzerana'
(Gold Tip Pfitzer)

HARDINESS MAP

Each variety in this Buyer's Guide is rated as to hardiness. The ratings are in the column entitled "hardiness zone". We hope this will assist you in selecting hardy varieties with which you may not be familiar for your area. These hardiness ratings show our honest opinion of the zones in which these plants will perform, however, use is at the ultimate discretion of the buyer and we disclaim all responsibility for correctness.



Ilex crenata 'Rotundifolia'



HARDINESS ZONES

You are cordially invited to visit Wight Nurseries and personally inspect the millions of plants we have growing. Your sales representative will gladly assist you on a visit or if you are in Southwest Georgia we are convenient to Interstates 10 and 75. Cairo is 35 miles due north of Tallahassee, Florida and 50 miles south of Albany, Georgia. Tallahassee is the closest major airport and is served by Eastern, Delta and Piedmont Airlines.



Azalea Snow (White)



Wight
NURSERIES INC.

Cairo, GA 31728

1-800-342-6012 or 1-800-342-0870 in GA 912-377-3033

An American Growing Tradition Since 1887.

LOCATION MAP



Linop Muscari Variegated

Nursery Business

successor to southeastern nurseryman

*1966
SNA Convention
New Orleans
Louisiana*



The Old French Quarter



"Fingered" Fork Lift Attachment

*Wight
Nurseries
Cairo
Georgia*

Nursery Business

successor to southeastern nurseryman



A Sutherland Publication / Volume 11 Number 8 / August 1966

Wight Nurseries, Inc.
"Where Wight Grown Means Grown Right"
by Tony Knox 4

Advertising Budget
by Jack Bedford 13

Convention Messages 16

New Orleans—248 Years Young 17

SNA Program 18

Floor Plans & Exhibitors 20

About Exhibitors 21

departments

Advertising Clinic 13

Classified 33

Coming Events 10

Index to Advertisers 34

Products for Nurserymen 30

Who's News 8

C. R. Don Sutherland,
Publisher

Anthony Knox,
Managing Editor

Laura T. Tully,
Circulation Manager

Ruth I. Tackels,
Classified Advertising

Advertising representatives:

Joe Cannon, 101 Park Avenue, New York, N. Y., 10017 Phone 212/532-3783.

Hayward-McComb, 75 East Wacker Dr., Chicago 1, Ill., Phone 312/236-5142.

Harry J. Cannon, William-Oliver Bldg., Atlanta, Ga. 30303 Phone 404/524-0454.

Ralph Runnels, 5410 Morningside Dr., Houston, Texas 77005, Phone 713/524-6633.

Denemark & Associates, 8846 Rayford Drive, Los Angeles, Calif. 90045 Phone 213/776-1978.

NURSERY BUSINESS is published at 10 McGovern Ave., Lancaster, Pa. 17604 in the interest of the horticultural industry by Sutherland Publications, Inc., 4801 Montgomery Lane, Washington, D. C. 20014. Phone (Bethesda, Md.) 301/654-8802. Address all correspondence to Washington. Officers: C. Austin Sutherland, President; Egbert R. Ferguson, Jr., Vice President; C. R. Don Sutherland, Secretary-Treasurer.



Copyright, 1966, Sutherland Publications, Inc.
Controlled circulation postage paid at Lancaster, Pa. Subscription rate: \$3.00 per year.
\$5.00 for two years. Single copy, 35¢. For change of address give both new and old address as the latter appears on address label.

letters to the editor

Advertising

Re your recent article on nursery advertising (*How to Advertise, June NB*) I enclose some of our ads.

I am wondering how long before nurserymen will start emphasizing (not plant material) just plant grouping ideas.

Albert Glass, Proprietor
ALTAVISTA NURSERIES
(Editor's Note: See cut for novel approach.)

INSTANT home

Repeated planting mistakes is what makes so many houses look alike. One glimpse at your house tells us what kind of planting it needs to emphasize its individual distinction. This is what makes a house look like a home quickly.

Open Sundays — Nothing In Sawdust

Altavista Nurseries

Spades are TRUMPS

Properly placed plants will give distinction to any type house. Properly handled plants that have been several times transplanted and are fresh dug can be planted safely all summer. WE DO!

Altavista Nurseries

Only Albert Glass Represents Us.
Open Sundays — Nothing In Sawdust

Australia

Enclosed is a copy of letter which I received from West Australia, and since they mentioned NURSERY BUSINESS and especially commented on the article (*April NB*) which you people were so kind to write on me, I thought this might be of interest to you. Of course, it shows that your magazine is really covered in the world!

R. E. "Ed" Brown
GOOCHLAND NURSERIES, INC.
Pembroke, Fla.



40th
ANNIVERSARY
YEAR



Announcing
with Special Pride!

THE NEWEST, MOST COLORFUL
WHOLESALE CATALOG

**AN INFORMATIVE
GUIDE TO
Distinctively Better
PLANTS!**

Your guide to TOP QUALITY
plant selections at prices
to reap you PROFITS!

Mr. Nurseryman, send for
your FREE copy on your
letterhead, today!

NOW AVAILABLE:
Superb, ideal 'care-free'

NEW Thuja orientalis

★ **'WESTMONT'**
(PATENT APPLIED FOR)



Includes:

- A greatly expanded (mm) SPECIMEN list. (12 gallon containers)
- A ★ identifies all 1966-67 additions to the catalog.
- An * identifies plants available with full color, 'life-like' plastic labels.
- Hardiness and Method of Propagation Guide.
- Cross Reference List to Common Plant Names included.
- Trained Specimen List. (Many unusual forms)
- Special Money Saving Feature — the (mm) Package Plans.
- Easy to use catalog . . . featuring lie-flat binding.

MONROVIA NURSERY Co.
P.O. BOX Q, AZUSA, CALIFORNIA 91702





The John Wights, Sr. and Jr., in the Wight Nurseries "display area" which is kept stocked at all times with representative samples of the more popular plant material in the growing areas. This facilitates showing visiting nurserymen the quality of the stock available.

WIGHT NURSERIES INC.

"Where Wight Grown Means Grown Right"

At Wight Nurseries there's tradition and a 79-year heritage to keep up. But more important is keeping up with the times—or a couple of jumps ahead.

BY ANTHONY KNOX
MANAGING EDITOR

BACK AROUND THE TURN of the century in Georgia it was a good time for pecan trees and trains and a thoughtful man could put the two together and make a little money.

And if your name was John Byron Wight and if you were a former Methodist minister, you preached what you practiced and the other way around. You said things like, "Young man, plant a pecan grove . . . when you are old it will support you."

Yet you also said that though ". . . Money is necessary and money will come to him who tills the soil intelligently . . . this is of minor consideration to him in whose mind is uppermost a desire to learn and develop

those higher qualities that make him akin to God."

Thus was founded Wight Pecan Grove Farms in Cairo, Georgia, in 1887—a Bible and a ledger side by side . . . with plenty of emphasis on learning and developing.

It's Wight Nurseries now, and the pecan business there is finished—rising Railway Express rates, labor shortages and changing times took care of that. The late John Byron Wight would have been sorry, but he would have agreed. The learning and the developing don't stop.

Today, the Wight operation includes 300 acres of field grown plants, 600,000 container grown plants in

gallon cans and thousands of others in two-gallon and egg cans.

Then there are propagating houses, two acres of PVC houses, a liquid fertilizer house, a canning machine and, of course, forms and systems to keep all the operations functioning smoothly.

Directing all this as well as the sales, distributing and advertising policies are the son and grandson of the founder, the John B. Wights, Sr. and Jr.

Known to nurserymen as a past president of the American Association of Nurserymen, John Wight, Sr., joined the enterprise in 1927, bringing with him the diversification and the business acumen that are now the firm's foundation.



Tractor-mounted front end loader (with a half-yard capacity) mixes the canning mix on a concrete slab, then moves its load up a ramp and dumps it into the hopper . . .



. . . from which the soil emerges in a steady stream bound for . . .



. . . the rotating soil mixer (upper left) and then on through the dispenser and into the cans. Employee whose hands are shown lower left is placing empty one gallon containers on the power driven conveyor belt. As the cans move down this belt, they are filled with a measured amount of potting or canning mix. A plunger packs them slightly and makes a hole for the potted liner, which is placed in the can by the employee at lower right. Other employees further on straighten and pack the plants before they leave the power driven conveyor to move by gravity conveyor to the wagons which in turn move them to their permanent location in the growing area. The plants are watered well before moving.

Profit and Volume

"We just can't profitably grow items we can't get volume on," he says, and so next season citrus trees will go the way of pecans—if it can't be grown right, it won't be Wight grown, is the thought here.

Where the death knell for the pecan trees was a sharp jump in Railway Express rates and the shortage in labor that would and could dig pecan trees satisfactorily, embargoes and Mother Nature combined to make it impossible to handle citrus trees.

Florida, Texas and Louisiana embargoes restricted sales to only the Southern tier of counties in Georgia and Alabama. Then, winter damage in 1962, and again in 1966, greatly reduced the demand at the consumer level.

Instead, the emphasis is on the hollies.

"The holly family is our greatest volume producer," Mr. Wight, Sr., says, "particularly the Japanese and Chinese varieties."

Recently, Wight Nurseries introduced a new Japanese holly, *Ilex crenata petite pointe*, a small pyramidal type of holly which is being very well received by the trade. Also new is a good compact Chinese holly, the *Ilex cornuta* "Gay Blade."

Elsewhere, azaleas are still a Wight specialty, after more than 31 years. Liners are grown in peat-filled cold-frames. They are then transplanted in spring to saran shade houses and beds under pine trees. There the plants are kept pruned and spaced at proper intervals.

However, because these azaleas flower out in early to mid March, before the Eastern buyers are ready to take delivery, sales are limited to the Southeastern states.

A Wight development is the Suwannee River ligustrum which is being grown by licensees in different parts of the country. And besides the many varieties of sun-loving plants grown, there is a wooded area devoted to the shade-loving types. Here, mahonia, camellia, fatsia, ardesia, fatshedrae and others flourish in plastic cans filled with builders' sand and peat moss.

A comprehensive listing of the largest volume items at Wight Nurseries would look something like this: azaleas, both Kurume and Indica, Cleyera Japonica, Gardenias, the *Ilex Crenata* and *Cornuta* families, Ligustrum, Photinia, Camellias Japonica and a wide range of coniferous evergreens, with particular interest on the newer Prostrate Junipers, such as Conferta, Bar Harbor, Blue Rug and San Jose.

As Far as Boston

The Wight production moves by trip-leased tractor trailers. The merchandise is quoted f. o. b. Cairo, and the best possible freight deal is made for the customer. A few customers, however, prefer to pick up their own material at the nursery.

The terms are cash, unless credit arrangements are made before shipment. For those with established credit, a two percent discount is offered for payment within ten days, net thirty days.

The sales area includes the entire Southeast, the Eastern seaboard as far as Boston, Mass., and, to a degree, the Southwest and Midwest. For the most part, sales in the Southeast are handled by John Wight, Jr., and to a lesser extent, by his father. Only one sales organization, working on a commission basis, represents Wight Nurseries.

Sales are made by personal contact, telephone and via displays at a number of state and regional meetings.

Give and Take

Consultation, cooperation and association are three big words at Wight Nurseries.

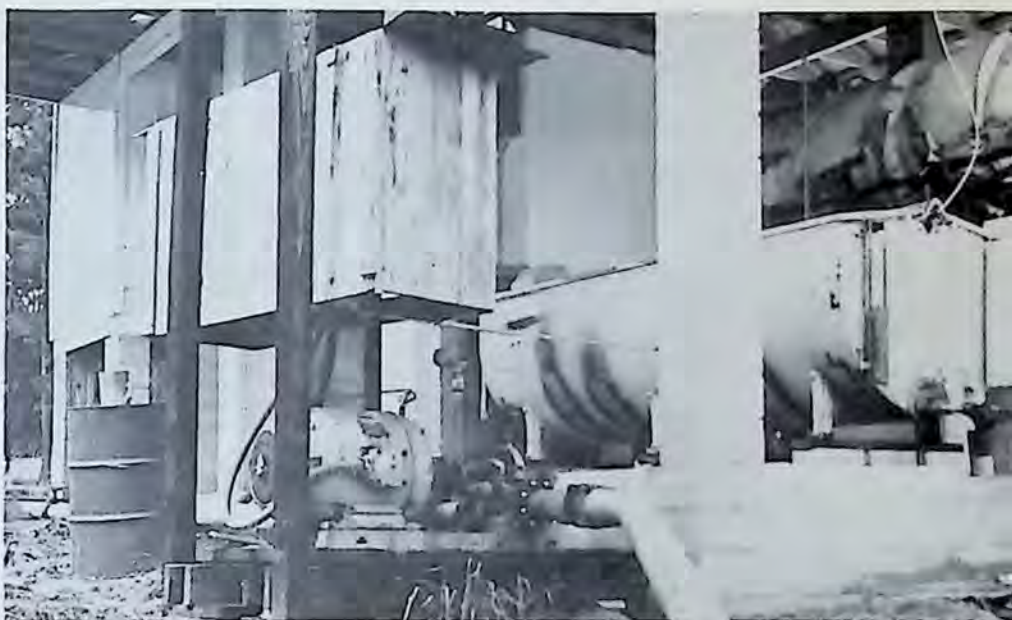
For counsel when executive decisions are to be made, the firm's lawyers and accountants are called in.

For advice on technical problems, there's the people from one of the nationally known Soil and Plant laboratories, there's the USDA and there are universities.

Then, for contacts and because it benefits all concerned, there are trade associations. John Wight, Jr., is a past President of the Georgia State Nurserymen's Association. John Wight, Sr., besides having served as President of the AAN, has also been President of the GSNA and the Southern Nurserymen's Association. He is currently Legislative Chairman of AAN's Region Two.

The Wight advertising program aims at keeping the firm name continually before the nursery trade through advertising in the leading trade journals. The biggest ads are concentrated in the early spring and late summer, with smaller ads during the rest of the year.

Says John Wight, Sr., "We hope eventually to increase our institutional advertising during the off months, with promotions for specific items during the active buying and shipping seasons."



A view of the fertilizer house showing nutrient storage tanks and one of two irrigation pumps. In foreground center is a suction pump from the lake to the irrigation pump, powered by a 40 horsepower electric motor. The pump delivers 500 gallons of water per minute. Potash from the lower tank, and nitrogen from the upper tank (which is insulated) is injected into the irrigation line about 30 feet beyond the irrigation pump. The box immediately above the electric motor is the motor's control panel.

Two Rules

Wight Nurseries has not always typified a prosperous nursery operation. Things are tough from time to time. For John Wight, Sr., they started tough.

"I entered the firm in 1927, when Southern agriculture was already deeply depressed, so that my early training in the nursery business was received in difficult times.

"As I look back over the years, I am sure we would have fallen by the wayside had we not had a reputation for honesty, integrity and high quality products. During this period I learned that sound fiscal policies were necessary to carry a firm through good and bad years."

Thus, fully armed with a golden rule and a slide rule, John Wight, Sr., was more prepared than most when faced with the extremely difficult times caused by severe cold weather in December 1962.

The field grown and container grown stock were both damaged—container grown plants sitting on top of the ground suffering most.

It takes a lot of courage (and a lot of balancing of slide rules and golden rules) to refuse to ship plant material until positive the plants to be shipped have recovered sufficiently from the cold to survive under ordi-

nary handling in the average garden center—especially when the customers are clamoring for those plants.

"Some shipments were delayed 45 days," recalls John Wight, Sr. "However, when delivery was made our customers were happy. We had no complaints, so it paid off for us and for them in the long run."

During the freeze this year, those same customers accepted delayed delivery without complaint. They were conditioned to the Wight sense of fair play.

The Next 79

Says Mr. Wight, Sr., "If there is any moral to be learned from these experiences, I would say it was to consider first and foremost the best interests of your customer. Such a policy in the long run will also be in the best interest of the grower."

So much for the present. What of the future? It's simply put:

"For some years, our catalog, signature cut and stationery have carried our slogan: 'Wight Grown Means Grown Right.' Our objective is to grow the finest quality nursery stock that can possibly be grown, and to sell it at a reasonable price. With quality in our product and in our service, we think we can stay in business another 79 years!"

who's news

BENNIE LEE CUNNINGHAM has been named Assistant in Agricultural Extension effective July 1, 1966, according to an announcement by Clemson University.

Mr. Cunningham, who succeeds E. N. Williams, retired, is a native of Laurens. He attended South Carolina State College where he earned a B.S. degree in Agricultural Education in 1948, and an M.S. degree in 1957. He has also done graduate work at the University of Wisconsin.

Cunningham has served as Vocational Agriculture teacher in Laurens and on the county extension staff in Spartanburg, Cherokee and Chesterfield counties.

WILLIAM A. COX, Orlando, Fla., has been assigned as architect of the new Apopka Foliage Laboratory located on an 18-acre site near Lake Apopka in Orange County, according to Dr. J. R. Beckenbach, Stations director.

The land was donated by Orange County to study the problems of foliage plants and wood ornamentals.

LEE LARSON, Monrovia Nursery's newest sales representative, is now servicing the territory in the east, including the states of Ohio, Indiana, Michigan, Kentucky, North and South Carolina, Virginia, West Virginia, parts of Tennessee, West Pennsylvania, and parts of Ontario, Canada.



Lee Larson

Lee's capabilities are the result of six years' training, including field work, production assistant and inside sales force.

ERNEST BUSH of the Burr Co., Manchester, Conn., retires August 1. Mr. Bush has been Credit and Collection Manager for the past twenty years. He has been with the Burr Company for half the company's existence—34 years out of 68. During his lifetime he has been in the nursery business for a total of 60 years.

During his career he has made thousands of acquaintances in the industry and it is the consensus of opinion that he will be greatly missed.

KEN HARTMAN, president and general manager of the 88 year old Leonard Coates nurseries has recently acquired all the stock of the corporation and is in essence the sole owner.

The policy of the business will remain generally the same. A new growing program will emphasize higher quality growing of specialized plants. Several new growing grounds have been obtained to better propagate specific plants that get off to a better start under specific climatic conditions.

The main corporate office will remain in San Jose, California.

DR. JAMES EDWIN HALPIN has been named associate director of the South Carolina Agricultural Experiment Station, according to Clemson University.

Dr. Halpin, prior to being named associate director, was associate professor of botany and bacteriology and academic advisor to athletics. He will continue his teaching and research duties in the Department of Botany and Bacteriology. In his new work,

Continued on page 26



STAR DORMANT BARE-ROOT ROSES

Freshly dug from our fields and graded No. 1 and 1½. Pot them yourself for early January sales.

PACKAGED PRE-PLANTED STAR ROSES

No. 1 plants in weather-proof, full-color, Pre-Planted Nursery Pruned Gro-Pak, sparkling with sales appeal.

If you sell roses in
North Carolina, South Carolina, Georgia,
Alabama, Mississippi, Louisiana or Florida

ORDER

Star[®] Roses

NOW FOR

NOVEMBER DELIVERY

We are one of the few rose growers in the United States located in a climate that allows roses to mature and "harden-out" in time to be harvested and shipped in the fall. We know that this added convenience will aid some dealers in the deep south who want their roses early.

We offer over 100 carefully selected, 2-year-old, field-grown varieties including new Star introductions and All-America selections. All are available either as dormant, bare-root stock or in Pre-Planted Nursery Pruned Gro-Paks.

Write today for our new wholesale catalog which gives complete information on varieties, prices, dormant rose potting, and offers free, colorful sales aids.



The Conard-Pyle Co.

Growers of Nationally Famous Star Roses
Box 440, West Grove, Pa. 19390

Save 60% to 90% on hand hoeing costs



"This is the greatest machine I've ever seen or used for getting the hoeing job done, and with the Chisel Plow Cultivator we do the middles at the same time. These 4 men take 1 day to do what the Baldwin Tractor and In-Row Grubber do in 4 hours. We've already paid for the outfit in the saving we've made. In fact it took us less than 4 months."

Herman Panacek, Foreman
Howe Nursery Co.

The BALDWIN MARK III TRACTOR and IN-ROW GRUBBER

operated by 1 man at \$2.00 per hour and 75¢ for gasoline per 8-hour day amounts to

\$16.75 per day



FIGURE OUT YOUR OWN COSTS ...AND POSSIBLE SAVINGS

..... men at \$..... per hour
amounts to \$..... per day

Example: 4 men at \$1.25 per hr.
per 8-hr. day adds up to \$40.00
... AND THEY DON'T COME
CLOSE TO THE WORK DONE
BY ONE MAN AND THE
MACHINE.

Other attachments available; Rotary Hoe with working widths from 8 in. to 32 in., Tandem Disc Harrow with adjustable discs; 5-Tooth Chisel Plow Cultivator; 200 lb. capacity Spreader; Rotary Mowers, 32, 36 and 48 inches.

Write or Phone for
More Complete Information
Dealer Inquiries Invited

The BALDWIN MARK III TRACTOR

has proved its performance and dependability in the field. The rear mounted engine, operator up front, and pivot in the center provides easy maneuverability and tight turns. The engine powers two hydraulic systems — one propelling the tractor and the other for power take-off. A safety "dead-man's throttle" stops tractor when released.

- 4-Wheel Hydrostatic Drive . . .
- Hydraulic propulsion system
- 4-Speeds Forward } Variable Speeds
- 4-Speeds Reverse } each gear
- 4-Wheel Hydraulic Steering . . . with positive tracking

The BALDWIN IN-ROW GRUBBER

There's no other machine like it for cost-saving efficiency; for eliminating hand hoeing between plants as close as 12 in. apart. It is front mounted for maximum vision and moving grubber in and out.

- Power Driven . . . Hydraulically
- Overall Width, retracted — 32 inch
- Overall Width, extended — 48 inch
- Controlled
- Front Gauge Wheels for Uniform Working Depth

See our exhibit at the Southern Nurserymen's
Association Trade Show, New Orleans

BALDWIN TRACTOR CO. DESIGNERS AND MANUFACTURERS

102 Reed Road Pennington, N. J. 08628 Phone 609-737-2711

coming events

August

- 3—Massachusetts Nurserymen's Association summer meeting, Corliss Bros. Nursery, Ipswich, Mass.
- 4—New Jersey Association of Nurserymen summer meeting, Log Cabin, Rutgers Horticultural Farm, New Brunswick, N.J.
- 5—Pennsylvania Nurserymen's Association summer meeting, Fairview Evergreen Nurseries, Inc., Erie, Pa.
- 7 to 10—Combined Convention and trade show of the Southern Nurserymen's Association, Alabama Nurserymen's Association, Arkansas State Nurserymen's Association, Louisiana Association of Nurserymen, and Mississippi Nurserymen's Association, Jung Hotel, New Orleans, La.
- 10—Rhode Island Nurserymen's Association summer meeting, University of Rhode Island, Kingston, R.I.
- 15 to 20—International Horticultural Society, 17th Congress, University of Maryland, College Park, Md.

- 18—New England Nurserymen's Association summer meeting, Boulevard Nurseries, Newport, R.I.
- 20—Vaughan's Seed Company Field Day, Downers Grove, Ill.
- 20—George J. Ball Field Day, West Chicago, Ill.
- 21 to 24—Texas Association of Nurserymen convention and garden supply show, Sheraton-Dallas Hotel and Dallas Memorial Auditorium, Dallas, Tex.

Committee for Miami Beautification Stages Cash Contest

Miamians can win cash awards and many other prizes by improving their properties during a contest now under way by the Miami Beautification Committee.

The Make Miami Beautiful contest, for city residents, is open to amateurs, whether individuals, groups or clubs, in four classifications: beautification of business properties (including hospitals and churches), individual homes, school grounds and vacant lots.

Closing date is Sept. 1.

Professionals, such as nurserymen, landscape gardeners and architects,

can compete in two categories: business properties and vacant lots.

"Improved landscaping can bring great esthetic satisfaction and pride in one's surroundings," said Beautification Committee chairman E. Albert Pallot, in announcing the contest.

"Practical businessmen find a dollars-and-cents value, with beautification of working areas often building employee morale and increasing production, as well as resulting in decreased absenteeism," he added.

All entrants must register with the Miami Parks and Recreation Department. In addition, an official "before" photograph must be taken by a Miami Publicity Department photographer before work is started. An "after" photograph will be taken when improvements are completed.

Judging will be on the basis of suitability to the area, simplicity of maintenance and esthetic beauty. City officials, professional landscapers and garden club members will act as judges, according to contest chairman Frank Sansone.

Winners, four in each of the amateur and professional classifications, will receive prizes, together with a color photograph of their finished project during a special Beautification Committee dinner in their honor in the fall.

CONTAINER-GROWN ILEX FALL 1966 SPRING 1967

Burfordi Dwf	1-gal 3-gal
Cornuta Semi Dwf.	1-gal
Rotunda	3-gal 1-gal
Compacta	2-gal
Helleri	1-gal 2-gal 3-gal
Stokes (patented)	3-gal
Vomitoria Schillings	1-gal 2-gal 3-gal
Vomitoria Nana	1-gal 2-gal 3-gal
Fosterii # 2	1-gal 2-gal
Savannah	4-gal

Before you buy, visit our booth at the Jung Hotel in New Orleans Aug. 7-8-9 and consider our Ilex varieties, compare prices, and ask about economical deliveries by our own trucks. . . .

Write For Our New Catalog

GLEN SAINT MARY *Nurseries Company*
ESTABLISHED 1882 INCORPORATED 1907

GLEN SAINT MARY, FLORIDA 32040

Area 904 259-4931



JOIN THE BIG SWING to...

REGULAR



SYSTEMIC



STA-GREEN PLANT FOOD CO.

P. O. BOX 540 • SYLACAUGA, ALA. 35150
PHONE 205/245-5291

SALES REPRESENTATIVES IN

- BIRMINGHAM
- MOBILE
- ATLANTA

FASTEST GROWING IN S. E.

Recent Sta-Green advertisements listed some of the professional growers who have switched to Sta-Green Plant Food. Those examples substantiate our belief that Sta-Green is the fastest growing plant food with Southeast growers. Try it and we believe you, too, will Join the Big Swing to Sta-Green.

BRAND NEW

Of special interest to professional growers of azaleas, camellias, roses, gardenias and other shrubs and flowers: Sta-Green Nursery Special Plant Food combined with SYSTEMIC insecticides. One labor-saving operation controls sucking insects and certain chewing insects up to 6 weeks . . . and provides proper plant food for strong, healthy plants.

Oxidants Threaten Greenhouse Plants

Carbon filtration of the air in greenhouses along the Eastern Seaboard may be necessary if sensitive plants are to be grown without serious injury from oxidants in polluted air, a U. S. Department of Agriculture scientist reported recently.

Dr. Howard E. Heggstad, plant pathologist of USDA's Agricultural Research Service, said that scientists have noted an increase in damage to tobacco grown in air-conditioned greenhouses cooled by moving air through moist fiber pads. The concentrated flow of air into the greenhouse probably increases the plants' intake of ozone, one of the primary toxicants in a class of air pollutants called oxidants or photochemical smog. Auto exhausts are a major source of these pollutants. Installing a carbon filter in the air-conditioning system reduces the amount of ozone and other oxidants entering the greenhouse.

Although tobacco is not a greenhouse plant, it is commonly used in

air pollution studies because (1) damage to its leaves is a good indicator of the presence of large amounts of ozone, and (2) ozone damages tobacco leaves much as it does other greenhouse plants. Bel-W3, a tobacco variety developed at ARS's Agricultural Research Center, Beltsville, Md., is now widely used by scientists as a biological indicator of ozone. In one experiment at Beltsville, Bel-W3's yield proved 93 percent greater in filtered than in non-filtered air, Dr. Heggstad reported.

Oxidant injury to plants was first

recorded in California in 1944. But in the past decade it has also been noted on vegetable and field crops in the eastern urban areas, Dr. Heggstad said.

Pollutants, including oxidants, usually become so diluted in air from the upper atmosphere that they cause little or no damage. But when weather conditions are right—warm air aloft trapping cooler air at ground level—poisonous build up near the ground, damaging some plants and materials, as well as causing discomfort to humans and animals.

RED HEAD CAN SHEARS

Made of fine, high grade steel, the Red Head opens cans quickly, neatly, without fuss. They're Tough . . . designed to do a full day's work every day in the week. They'll Last . . . the quality steel holds its edge longer. They're Value . . . low initial cost . . . fewer replacements. Cost just \$7.50

HERE'S VALUE



Ayer-Line INDUSTRIES 2111 4TH ST., BERKELEY 10, CALIF.



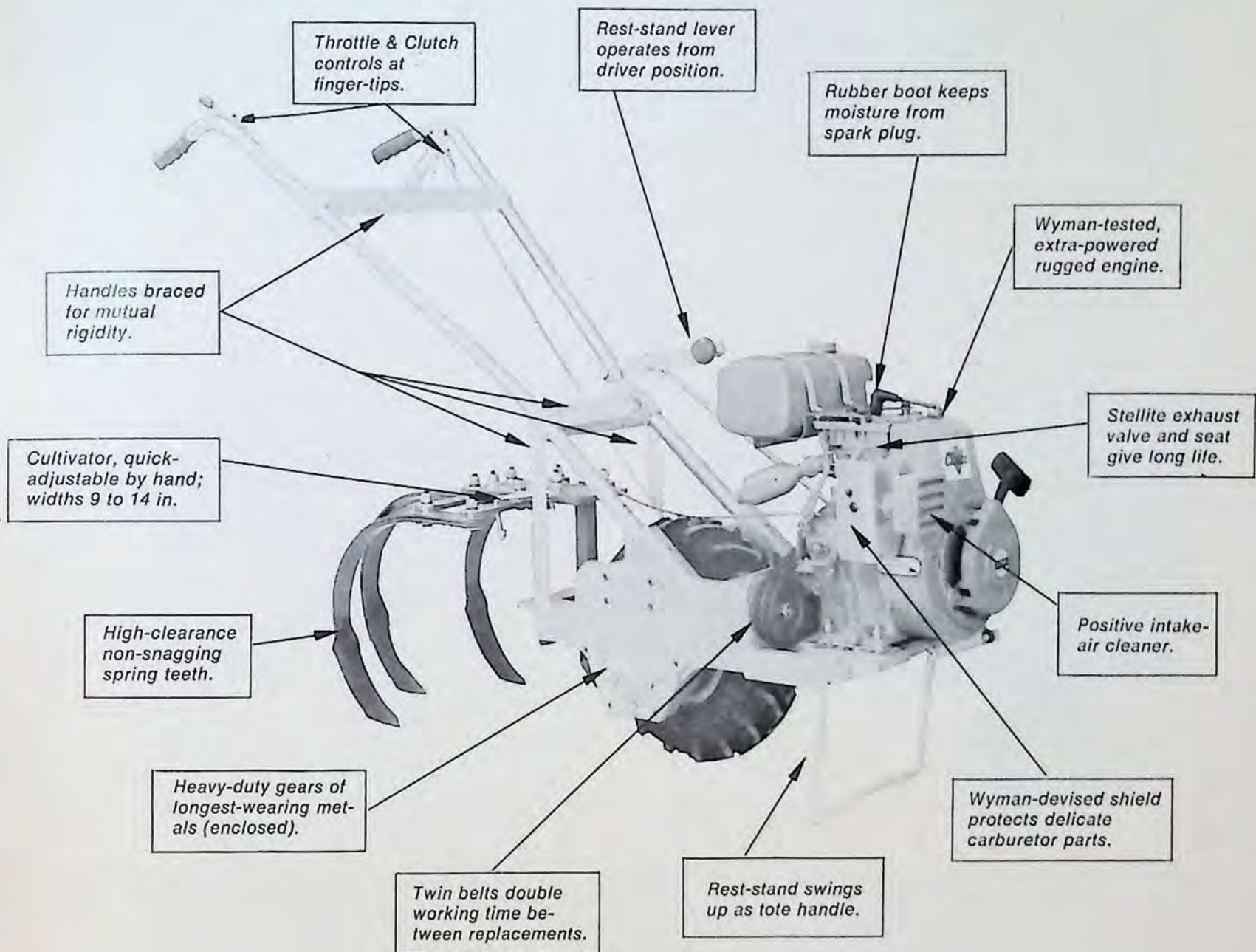
No matter which plant your customer decides to purchase we can supply you with a pot to fit your needs and hers.

Write for our catalogue and new price list and let us show you what we mean.

Union Products, Inc.

511 Lancaster Street
Leominster, Mass. 01453

look what you get when a NURSERYMAN engineers a power cultivator!



We long-time nurserymen know just what it means to you to have a machine quit in the middle of a vital operation. It has happened to us many a time — while the season advanced relentlessly. So we have built into our LITTLE BRUTE Power Hoe every quit-proof feature that our 50 years of nursery experience — and machine experience — have taught us.

Every individual part, including those out of sight inside the housings, has been engineered for

long life and service. The drive shaft and the axle shaft are each hung on three greatly oversized ball bearings; each bearing having two built-in seals. And elsewhere another dozen seals — all for the purpose of keeping dirt and water outside — and lubricants inside.

You just can't know how dependable a power cultivator can be until you own a LITTLE BRUTE Power Hoe — with its one-year guarantee against defective parts and workmanship.

PHONE OR WRITE FOR BOOKLET N-8

WYMAN INDUSTRIES, INC.

P. O. Box 563 14 Burr Street, Framingham, Mass. 01701
Telephone: 617-872-1249

WYMAN'S
little brute
Power Hoe



CITY OF NEW ORLEANS
OFFICE OF THE MAYOR

VICTOR H. SCHIRO
MAYOR

GREETINGS

To all members of the
Southern Nurseryman's Association:

Welcome to New Orleans, America's Most Interesting City. We hope that your visit with us will be enjoyable.

We have been blessed with a colorful and historical heritage centered around the Vieux Carre, which is now known as the French Quarter. With its focal point at Jackson Square, facing the St. Louis Cathedral, the Vieux Carre gives testimony to a proud era in American history.

You will also discover that the romance of the past blends harmoniously with realities of the present. Our busy port, the ever-expanding skyline, the lakefront development and parks, all reflect a modern up-to-date city.

Most of all, we believe you will find our people warm and friendly. No matter how long or how brief your visit, we hope you will remember us as the "City that did not forget to Care."

Sincerely,
Victor H. Schiro

Victor H. Schiro
Mayor.



Robert H. Hillenmeyer
President
Southern Nurserymen's Association

It will be my pleasure to welcome all Nurserymen and those engaged in allied fields to the 67th Annual Convention of the Southern Nurserymen's Association to be held this year in conjunction with the Alabama, Arkansas, Louisiana and Mississippi Associations.

The joint meeting promises to be one of the outstanding nursery events ever held in the South. Imagine, five associations joined together in one great convention and Trade Show, plus a wonderful program and all of the intrigue of gay New Orleans.

We will have close to 200 booths in the Trade Show; a compact, informative program, including our annual Research Workers Conference; excellent food and entertainment, with special programs for the women and children.

This will unquestionably be one of the outstanding Nursery Conventions of all times. I look forward to seeing you in New Orleans August 7, 8, 9, and 10.



New Orleans from the air. The 28-story office building in the center of the photograph is the 225 Baronne Building. Beyond the tall buildings is the Vieux Carre, or French Quarter, built on the crescent of the river, which gives New Orleans the nickname "Crescent City."

NEW ORLEANS

248 Years Young

The city of New Orleans was founded in 1718 as a French colony by Jean Baptiste la Moynes, Sieur de Bienville. The site he chose was on slightly higher level ground in a great sweeping curve of the Mississippi River a little more than 100 miles from its mouth.

When the capital of the Louisiana Territory was moved from Biloxi to New Orleans in 1722 the city began to develop. Its center at that time was the Place D'Armes, now known as Jackson Square, which is in the heart of the French Quarter or Vieux Carre. This part of the city, which is the outstanding tourist attraction, is very much the same in appearance today as it was towards the close of the 18th century.

The French quarter contains what is probably the oldest building in the Mississippi Valley. Known as Madame John's Legacy, it was built in 1727 and is still in an excellent state of preservation. The Ursuline Convent, near by, was begun in 1724, but was apparently not completed until 1734.

Boundaries of the city were not defined until 1750 when a wall and moat were built around the area along what is now Esplanade Avenue, Rampart Street and Canal Street. The city was under Spanish as well as French influence and control during various periods, until it became officially a part of the United States of America, along with the rest of the Louisiana Territory on December 20, 1803.

The French Quarter

The center of the French quarter, Jackson Square, was given that name in 1849 in honor of the hero of the Battle of New Orleans. The square is surrounded by the St. Louis Cathedral, officially named "the Basilica of St. Louis, King of France; the Cabildo, built in 1795 as the seat of Spanish government and the site of the signing of the documents of the Louisiana Purchase; the Presbytere completed in 1817, next to the Cabildo and almost identical in appearance; and the Pontalba Apartments characterized by their block-long balconies. Together, the Presbytere and the Cabildo form the State Museum.

Architecture

French quarter architecture is a combination of French and Spanish, modified by climatic and topographic conditions. Ironwork, fan windows, spiral staircases and large high-ceilinged rooms are typical. Most appealing are the cool, flagstoned courtyards, which were used in place of external gardens and are planted with colorful semi-tropical shrubs and flowers. It is always cool and pleasant in these charming little spots which are without counterpart in a city where gardens are noted for their beauty.

When the Americans came to New Orleans after 1803 there was friction with the native Creoles, so the newcomers built their homes and shops across Canal Street, thus beginning what was almost a different city. Known as the Garden District, it is a region of beautiful mansions, half-hidden in a profusion of great live oaks, sweet smelling magnolias and many other varieties of trees. Boasting large gardens, this section is a priceless relic of a bygone day in one of the most notable chapters in the history of New Orleans.

Continued on page 19



St. Louis Cathedral, built in 1794 (and now known as the Basilica of St. Louis, King of France) is one of the most famous religious structures in this country. The Andrew Jackson statue is to the right. It was constructed in 1856 and is particularly noteworthy because the sculptor, Clark Mills, effected perfect balance, making props under the front hoofs unnecessary.



View of the French Market on Decatur Street with one of the famous coffee stands on corner which is diagonally across Decatur Street from Jackson Square at St. Ann Street.

A view through the iron grill of the lower Pontalba Apartment balcony, looking up Chartres Street. The St. Louis Cathedral (now known as the Basilica of St. Louis, King of France), built during the Spanish regime, is in the center. On its left is the Cabildo. On its right is the Presbytere, or priest house, which, together with the Cabildo, now house the Louisiana State Museum.



Joint Convention And Trade Show

*Southern Nurserymen's Association
Louisiana Association of Nurserymen
Alabama Nurserymen's Association
Mississippi Nurserymen's Association
Arkansas Nurserymen's Association*

**Jung Hotel, New Orleans, Louisiana
August 7 to 10, 1966**

PROGRAM

SATURDAY, AUGUST 6

9:00 A.M.—Set up exhibits all day and 'til noon Sunday.

SUNDAY, AUGUST 7

9:00 A.M. to 4:00 P.M.—Registration Upper Mezzanine

9:30 A.M.—Research Workers Conference—Conference Rm. #2 (Luncheon for Research Workers Courtesy Joint Convention)

2:00 P.M.—Official Opening of Convention & Trade Show (Imperial Salon)

6:00 P.M. to 7:00 P.M.—Reception—Tulane Room

MONDAY, AUGUST 8

7:30 A.M.—A.A.N. Breakfast. Pavilion Room (Dutch)
Address—"Beauty is Your Business"—Robert F. Lederer, Exec. Vice-President AAN

9:00 A.M.—5:00 P.M.—Registration—Upper Mezzanine

9:30 A.M.—10:30 A.M.—Business Meetings (By State)

Louisiana Assoc. of Nurserymen, Conference Rm. #1

Alabama Nurserymen's Association, Conference Rm. #2

Mississippi Nurserymen's Association, Conference Rm. #3

Arkansas Nurserymen's Association, Conference Rm. #10

10:30 A.M. to 12:00 Noon—Business Meeting—Southern Nurserymen's Association Imperial Salon—Robert H. Hillenmeyer, President, presiding

12:00 Noon—Ladies Luncheon—Terrace Suites

12:00 Noon—Nurserymen's Luncheon—Tulane Room

1:00 P.M.—Business Meeting:

Southern Nurserymen's Protective Association—Robert W. Boyd, President, presiding

Afternoon Free To Visit Trade Show

6:30 P.M.—Cajun Shrimp Boil, City Park, Transportation Provided

TUESDAY, AUGUST 9

8:00 A.M.—State President's Breakfast (Current & Active Presidents of all State Nurserymen's Associations invited as Guests)—Conference Room #9

9:30 A.M. to 12:00 Noon—Business Meeting:

Southern Nurserymen's Association Report of Committees

Selection of Convention Site

Election of Officers

7:30 P.M. to 9:30 P.M.—Annual Banquet—Tulane Room

Slater Wight Memorial Award

Presentation of Incoming Officers

9:30 P.M. to 1:00 A.M.—Dance—Tulane Room
Rene Louarpe and Orchestra
B.Y.O.L.

WEDNESDAY, AUGUST 10

8:00 A.M.—Exhibitors Breakfast—Imperial Salon

12:00 Noon—Remove Exhibit Booths

Social Musts

AUGUST 7 to AUGUST 10

OASIS—Free Refreshments for Exhibitors and Visitors

SUNDAY, AUGUST 7

WELCOME—The Honorable Victor Schiro, Mayor of New Orleans

The Honorable David L. Pearce, Commissioner of Agriculture, Louisiana

RECEPTION—Tulane Room

MONDAY, AUGUST 8

LADIES LUNCHEON—Terrace Suite

CAJUN SHRIMP BOIL—City Park, Transportation Provided

TUESDAY, AUGUST 9

LADIES TOUR OF OLD NEW ORLEANS—Transportation Provided

PRESIDENT'S BANQUET—Tulane Room

PRESIDENT'S DANCE—Tulane Room



Jung Hotel—Night-time view of roof-top pool and patio.

It was during the War of 1812 that the British made a try at capturing New Orleans. With the help of pirate Jean Lafitte and his men, Andrew Jackson's Kentucky riflemen and Louisiana's militiamen defeated the British on January 8, 1815. The site of this battlefield is now a park and is marked by a giant obelisk of white marble, set on the old plantation of Chalmette de Ligny, a short distance below the city. Nearby are the Versailles Oaks, said to be the finest grove of live oaks in the world, stretching in a half-mile long avenue.

It was in the decades before the War between the States that New Orleans reached its zenith, when it was one of the two or three greatest and most important cities in America. During this period its Golden Age of Architecture took place and the heart of the city moved away from the French Quarter.

The ante-bellum days produced some of the greatest names and most characteristic buildings in the South. Such famous architects as Henry and Benjamin Latrobe, the two James Galliers and J. N. de Pouilly designed buildings which are noted to this day for their classic simplicity and good taste. Some of the products of these men are the old Bank of Louisiana, now the American Legion Home, the City Hall, now the Gallier Building, the Pontalba Apartments, and St. Augustine's Church. The magnificent Garden District homes were the work of these men and their contemporaries. Likewise, many of the plantation homes found along winding Bayou St. John made their appearance during this period.

In the course of its long life, New Orleans has had an unusually colorful history, and comparatively little that has occurred in this city during its historic past is not in some way carried on to the present day. No other city in the country, it can be safely said, has as many evidences of its past still in existence as has New Orleans to intrigue all who come into contact with them.

Louisiana Flora

Louisiana has a wide variety of native trees and flowers which vary in different localities due to differences in elevation, climatic conditions, and

Continued on page 31

There are Hard Pots and there are imitators ...but only Hard Pots made by Pullen are guaranteed for one year!

STRONG, RE-USABLE, NON-TOXIC

Impressive field performance by our double-duty growing and shipping containers makes possible the establishment of the industry's first one-year guarantee on molded fiber pots.

This is your assurance of no pot deterioration and no root penetration for one year after the pots are first used—or the pots will be replaced. The guarantee demonstrates the kind of confidence we have in Pullen Hard Pots, the remarkable new containers for growing all plants normally raised in clay or plastic pots, or metal cans.

Reasonably-priced, Hard Pots are rugged and lightweight, 90 per cent lighter than clay pots. A shipment of 2500 plants which would weigh approximately 13,000 pounds in clay pots, would weigh only about 11,000 pounds in Hard Pots, thus cutting shipping costs.

Hard Pots can withstand extreme weather conditions without damage. They won't chip or crack when dropped, and can take rough handling during shipping. Molded from non-toxic fibers, their porosity stimulates sturdy plant growth.

Now available in four round sizes, 2 1/4", 3", 4" and 6 1/2", they may be steam or chemically sterilized between uses.

Pullen Hard Pots are the only reliable replacement for clay and plastic pots. *Just try to get a one-year guarantee from other manufacturers!*

WRITE FOR FREE BULLETIN . . .
... about profitable use of Pullen Hard Pots, or ask your regular supplier.

New!
6 1/2" Size



Now a 6 1/2" round Hard Pot has been introduced to meet the demand from nurserymen for a rugged, lightweight, uniformly draining fiber pot for use with nursery stock normally grown in gallon cans. Like the other three sizes, the 6 1/2" is built to protect your plants throughout the entire growing-shipping-marketing cycle.



PULLEN MOLDED PRODUCTS, INC.

New Iberia 6, La.



WHO AND WHERE

Floor Plans and Exhibitors

SNA Trade Show

EXHIBIT AREA I - NURSERY STOCK

50 VILLERE ST.

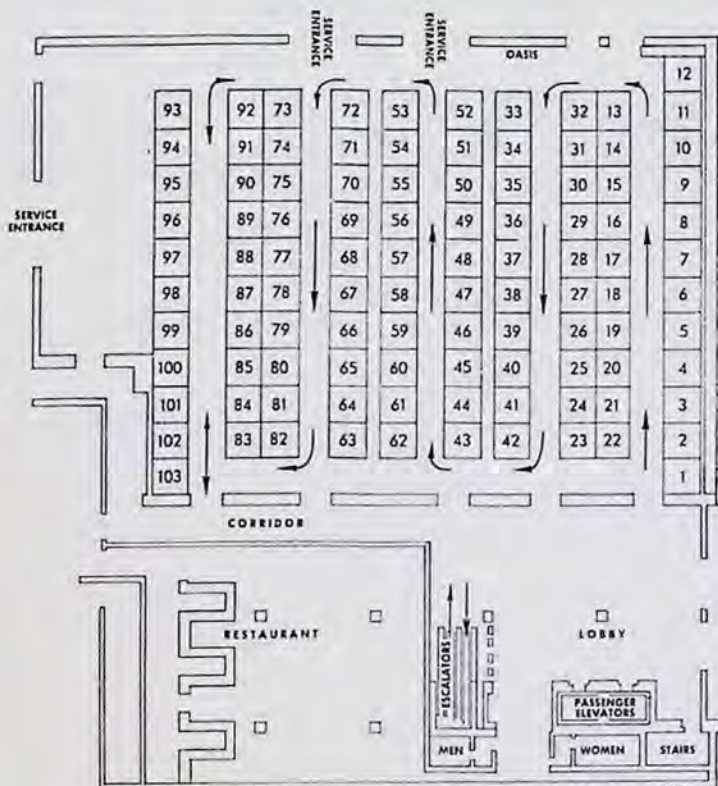
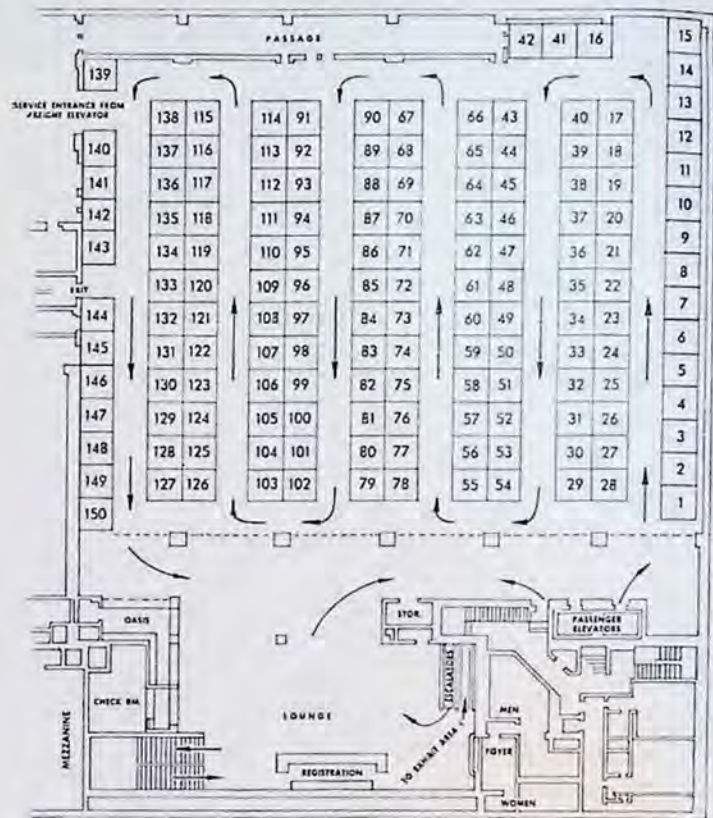


EXHIBIT AREA II - ALLIED TRADES



Aldridge Nursery, Von Ormy, Tex. 57, 58; Armstrong Nurseries Inc., Ontario, Calif. 5; Carolina Floral Nursery, Mt. Holly, S. C. 66; Casadaban Nurseries, Abita Springs, La. 25, 39, 40, 41; Cooperative Rose Growers, Tyler, Tex. 52; Dean & Wilburn Nursery, Lucedale, Miss. 97; Tom Dodd Nurseries, Semmes, Ala. 84, 85; Evergreen Nursery, Folsom, La. 11; Fisher Trees Limited, London, Ontario, Canada 38; Flowerwood Nurseries, Mobile, Ala. 2, 3, 4; Folsom Area Nurserymen, Franklinton, La. 13, 14, 15, 16, 32;

Glen St. Mary Nursery, Glen St. Mary, Fla. 86; Grandview Nursery, Youngsville, La. 79, 80, 81; Grimes Nursery, Semmes, Ala. 87, 88, 89; Guidry Nursery, St. Martinville, La. 37; Hines Wholesale Nurseries, Santa Ana, Calif. 22, 23; Howard Rose Co., Hemet, Calif. 21; V. E. Howell's Nursery, Lucedale, Miss. 96; Kent's Nursery, Youngsville, La. 28, 29; Kimbrew Rose Growers, Inc., Wills Point, Tex. 83; Krantz Lawn & Tree Service, Lafayette, La. 94; Lafleur's Nursery, Washington, La. 17;

5-M Nursery, Lindale, Tex. 50; L. B. Merrick Nurseries, Pica Rivera, Calif. 90, 91; Metcalf Nurseries, Inc., Semmes, Ala. 93; Mid-South Turf & Supply Co., Covington, La. 45; Mizell's Nursery, Folsom, La. 9; Monrovia Nursery Co., Azusa, Calif. 60, 61; National Nurseries, Inc., Davie, Fla. 68, 69; Ozark Nurseries, Tahlequah, Okla. 63, 64; Pace Nurseries, Mobile, Ala. 65; Pittman Nursery, Magnolia, Ark. 59; Poole Brothers Nursery, Lecompte, La. 48, 49;

Harold Poole Nursery, Forest Hill, La. 31; Ridgewood Nursery, Semmes, Ala. 72; Schillings Nursery Inc., Loranger, La. 10; SeDan Floral, Sedan, Kans. 19, 20; Select Nurseries, Brea, Calif. 26, 27; Carl Shamburger Rose Co., Tyler, Tex. 24; Simpson Nurseries, Monticello, Fla. 98, 99; Straughn Nursery, Loranger, La. 53, 54; Texas Pecan, Chandler, Tex. 34; T & T Nursery, Semmes, Ala. 36; Verhalen Nursery Co., Scottsville, Tex. 42, 43, 44;

Weeks Wholesale Nursery, Ontario, Calif. 73, 74; Wight Nurseries, Inc., Cairo, Ga. 82; Windmill Hill Nursery, Franklinton, La. 7, 8; Yates Nursery, Franklinton, La. 12.

Al Tex Dist., Semmes, Ala. 66; Armour Agricultural Chemical Co., New Orleans, La. 54; Bet-R-Growth, Mobile, Ala. 26; Better Plastics, Kissimmee, Fla. 60; Burton Supply Co., Youngstown, Ohio 46, 47, 48, 49; Carscallen Nursery, Pasadena, Calif. 44; Cassco, Montgomery, Ala. 35; Chevron Chemical Co., Atlanta, Ga. 31; Chicopee Mfg. Co., Cornelia, Ga. 98; Columbia Nursery Supplies, Columbia, S. C. 29; Courier Nursery, Murfreesboro, Tenn. 107;

Destruxol Corp. Ltd., Torrance, Calif. 76; Economy Label Sales Co., Inc., Daytona Beach, Fla. 27, 28; Elanco Products Co., Indianapolis, Ind. 55; Eli Colby Co., Hanlontown, Iowa 78; Floc-Flo, Chicago, Ill. 4, 5, 6; Formart Containers, Inc., Cedarburg, Wisc. 73; Frost Guard Corp., Orlando, Fla. 77; Gatewood Christmas Tree Farms, Leavenworth, Kansas 150; General Supply & Equipment, Houston, Texas 32; Great Western Bag Co., St. Louis, Mo. 71; Green Light Co., San Antonio, Tex. 50;

Hercules Incorporated, Wilmington, Del. 123; Horticultural Printers, Musquite, Tex. 102; G. R. Kirk, Co., Puyallup, Washington 89, 90; Leonard Sales Co., Chicago, Ill. 93; Lerio Corp., Mobile, Ala. 53; Macobo Tree Farms, Nashville, Ind. 79, 80; Mr. Howard McTee, New Orleans, La. 70; Manufacturers & Growers, Lexington, Miss. 43; Marketing Services, Kenilworth, N. J. 83; Marshall Basket Co., Marshall, Tex. 56; Meadows Brothers Nursery, Altadena, Calif. 85, 86, 87;

Millburn Peat Co., Otterbein, Ind. 92; Miramul, Inc., Diboll, Tex. 36; Nationwide Supplies, Houston, Tex. 20; Nursery Metal Pots, San Francisco, Calif. 96; Nutro, Richardson, Tex. 75; Oil-Dri Corp., Chicago, Ill. 72; Ousley Sod Co., Pompano Beach, Fla. 58; Premier Peat Co., New York, N. Y. 125, 126; Pullen Molded Products, Inc., New Iberia, La. 10, 11; Royer Foundry & Machine Co., Kingston, Pa. 108; San Jacinto Stone Co., Houston, Tex. 91;

Southern Importers, Greensboro, N. C. 127, 128, 129; Sta-Green Plant Food Co., Sylacauga, Ala. 103; Sullivan Mfg. & Sales Corp., Hammond, Ind. 100, 101; Thomas Enterprises, Inc., Tulsa, Okla. 82; Thompson Hayward Chemical Co., Shreveport, La. 2, 3; Trans-Sphere Trading Co., Mobile, Ala. 57; Western Peat, Inc., Toledo, Ohio 8, 9.

ABOUT EXHIBITORS

CASSCO

Capitol Agricultural Service and Supply Co., P. O. Box 550, Montgomery, Ala., will feature a working model of the Floral Breeze greenhouse cooling system.

A division of Capitol Floral Company of Montgomery, Cassco's nurs-



ery and greenhouse supply business during the year it has been in operation has developed to such a point that larger quarters were needed. A new building under construction will afford 35,000 square feet of much-needed floor space.

FROST-GUARD CORPORATION

Frost-Guard Corporation, P. O. Box 15246, Orlando, Fla., will be focussing attention on their new nursery type heaters, i.e., the FG-250 (larger outdoor type) and the FG-5, FG-30 and FG-60 (indoor models). Also to be exhibited are color photographs of the firm's installation at the World Famous Florida Cypress Gardens in Winter Haven, as well as several black and white photos of other installations.

The most unique part of the display will be a model greenhouse— $5\frac{1}{2}' \times 2\frac{1}{2}'$ —complete with a miniature Frost-Guard heating installation and live plants.

HERCULES INCORPORATED

Hercules Incorporated, Wilmington, Del., will feature Herban, registered trademark for the firm's new selective pre-emergence herbicide. Also on display will be Nitroform, a trade name for Hercules' long-lasting ureaform plant food.



The Long Green (Profit For You!)

Row on row they stretch out across Vans plantations . . . millions of top quality transplants. Scotch pine, red pine, white pine, spruce, fir, arbor vitae—all varieties, all strong and sturdy. Vans uses the best plantation practices to produce vigorous plants that will thrive for you. For example, the field shown here has been enriched with 25 tons of chicken manure—not a drop of chemical fertilizer. It's a typical example of the care taken by Vans to assure you stock that is guaranteed.

Vans new 16-page planting guide and price list is just off the press. It's a valuable reference. Write for your copy. It's free.



VANS PINES, INC.
West Olive, Michigan 49460
Phone 616-396-2100

SAVE MONEY

Plastic Pots • Plastic Sheeting
Quality Designed Cooling and Irrigation Systems
Low Cost Greenhouses

Catalog Available

"The Best Costs Less thru AGS"

Apopka Growers Supply, Inc.

Drawer K, Apopka, Florida

Phone: Area Code 305 886-5351

Illustrated panels lighting in sequence will explain how Nitroform works to nourish all types of plants and how the slow release of its nitrogen depends on the activity of soil micro-organisms.

Herban has just been issued label clearance for use by commercial nurseries to control many annual weeds and grasses in a variety of nursery stock. Effective at an economical rate of application, Herban is easy to mix and spray, stops weeds before they start, can be used for broadcast and band treatments, and is recommended for newly planted liners.

Literature on both products will be available from the Hercules Representative at the booth.

MARSHALL BASKET COMPANY

Marshall Basket Company, Box 1177, Marshall, Tex., is showing its nine sizes of plant baskets.

These long-life baskets have been chemically treated with a solution of Copper Naphthenate which gives them a green color. The treatment has no adverse effect on growing plants. By placing these plant baskets in a well drained area out of direct

contact with the ground, the lasting quality is increased, and under these circumstances their useful life is 24 to 30 months.

All baskets that are treated are air dried well in advance of shipping dates.

OUSLEY SOD COMPANY

Ousley Sod Company, 4291 N. Dixie Highway, Pompano Beach, Fla., will display a dozen different



varieties of southern turfgrasses which are grown by the firm and shipped to nurserymen throughout the Southeast.

One new and very beautiful vari-



"Since I've been telling customers about my specially prepared growing soils they look for the Royerated Soil medallion on everything they purchase," states E. Marbott, a Royerated Soil grower in Portland, Oregon.

Find out how you can become an Approved Royerated Soil Grower. Write for complete information and a free copy of the Royerated Soil Sales Booster Kit.

ROYER FOUNDRY & MACHINE CO.

181 PRINGLE STREET • KINGSTON, PA.



SOUTHERN

Importers, Inc.



CHRISTMAS TREES



PEAT MOSS



PEAT HUMUS



GERMAN PEAT

WRITE FOR INFORMATION:

MAIN OFFICE:
P. O. Box 8616
Greensboro, N. C.
(919) 292-4521
DAN BALDERACCHI

BRANCH OFFICE:
P. O. Box 843
Forest Park, Ga.
(404) 361-8676
FRED & VELDSMA

BRANCH OFFICE:
P. O. Box 7181
Mobile, Ala.
(205) 478-0993
BOB KINGMAN

Producers and Shippers — Canadian Christmas Trees — Peat Moss — Peat Humus — German Peat

TO DRESS UP YOUR MEN AND ADVERTISE YOUR BUSINESS!

FREE!



5 COMPLETELY LETTERED "DAN RIVER" POPLIN ZIPPER JACKETS FREE

Just for Registering at the FLOC-FLO Booth Any Time During the Show! No Purchase Necessary . . . No Obligation to Buy. Winner need not be present at the drawing last day of the show. NOTE: Be sure to see these jackets and get complete details about the lettering and design that will IDENTIFY YOUR MEN and ADVERTISE YOUR BUSINESS at the Floc-Flo Booths during the show.

REGULAR PRICE — \$7.50 EACH JACKET

ACTUAL \$37.50 VALUE!

BE SURE TO VISIT

FLOC-FLO

During the Southern Nurserymen's
Assoc. Trade Show
BOOTHS 4 and 5
Jung Hotel, New Orleans
AUGUST 7-8-9

FLOC-FLO SELLS DIRECT MANUFACTURER TO YOU!

HERE ARE A FEW BIG MONEY-MAKERS for YOU!

- "Miracle" Self-Stick
100% Pure Precision Cut Rayon Fiber Floc
- "Sparkle Floc"
Self-Stick Snow Floc
- "Miracle" Self-Stick
PINE SCENTED
100% Pure Precision Cut Rayon Fiber Floc
- Cotton Self-Stick
Floc (contains no paper)
- Floc-Flo Professional PRODUCER
1-GUN FLOCKING MACHINE
- Floc-Flo JUNIOR PRODUCER
1-GUN FLOCKING MACHINE
- "Wire-Wonder" CHRISTMAS TREE STANDS
- Flocking and Adhesive Guns
- Sparkles, Tinsel, Glitter
- Electric Turntables
- Rayon, Cotton, Cellulose Flock
- Adhesives and Tanks
- Polyethylene Tubes

There's No Middleman's Profit to Up the Price You Pay . . . That's Why You Pay Less for Better Quality Flock at Floc-Flo!

FASTER DELIVERY . . . PREPAID!

Floc-Flo Prepays Delivery Right To Your Door on All Self-Stick Flock! Another Reason Why You Make More Profit When You Buy Direct From Floc-Flo!

All along the line, EVERYBODY profits big when dealing with Floc-Flo. We originated ornamental tree flocking, so we've had more experience with flocking machines, flock and supplies than any manufacturer in the country. We know how to produce better quality for less, and pass on these savings directly to you (no middleman's profit to up the price you pay!) And we've introduced more new, improved and revolutionary items than all the others combined! Compare our prices, our quality and our service . . . and you'll deal with FLOC-FLO, the leader!

FLOC-FLO

CORPORATION

1043 W. Randolph St., Chicago, Ill. 60607

Phone: SE 3-5442

CASSCO

—The Southeastern supply house—Serving the nurseryman with the best in containers, water soluble fertilizers, agricultural chemicals of all kinds, greenhouse cooling systems and other equipment.

VISIT OUR EXHIBIT IN SPACE 35

REPRESENTED at the convention by Bob Chase and Floyd Cook.

Come by Montgomery to see us—

CASSCO

Capitol Agricultural Service and Supply Company
910 Adams Avenue — PHONE: 205 264-2337

*Plant 700
plants per hr.*

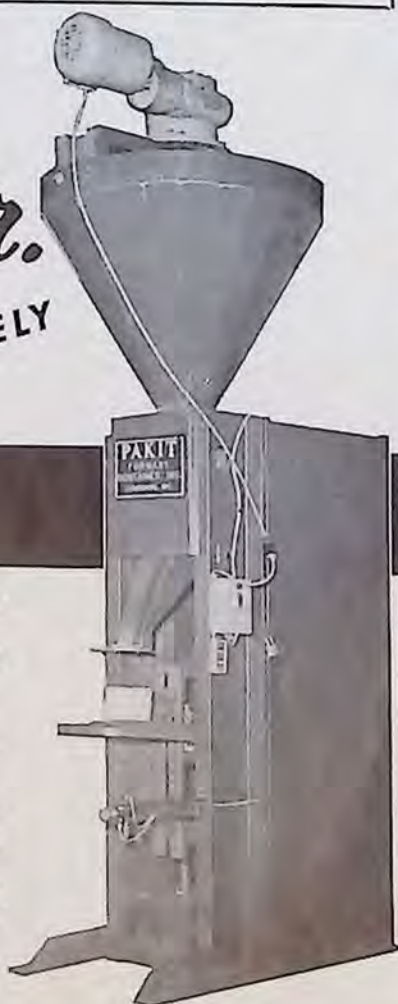
- QUICKLY
- EASILY
- INEXPENSIVELY

NEW PAK-it POTTING MACHINE

- **POT ALL TYPES NURSERY STOCK**
IN ANY SIZE OR TYPE CONTAINER

- If you pot evergreens and ornamentals, you can cut your potting costs as much as 80 per cent with the new PAKIT potting machine . . . no experience or special skills required. Two inexperienced operators can pot 700 plants per hour. The plant is always automatically planted in the exact center of a pot . . . size or type of containers makes no difference, and machine will handle from one gallon to five gallon containers.

WRITE for complete details on this machine that will pay for itself.



FORMART CONTAINERS, INC. CEDARBURG WISCONSIN

ety of hybrid bermuda grass named TIFDWARF, available in both certified grades will also be on display. Tifdwarf has been tested for three years at the Georgia Experiment Station in comparison with Tifgreen (Tifton 328). In these comparisons, it has been equal, or superior, to Tifgreen on nearly every score.

ROYER FOUNDRY & MACHINE CO.

Royer Foundry & Machine Co., 158 Pringle Street, Kingston, Pa., will exhibit the Royer Powerscreen and the Royer Soil-Shredder Mixer along with a display panel featuring the necessity for better mixing and materials handling to enable labor saving in the horticulture industry.

The Royer Powerscreen is specially designed for golf course and other fine turf maintenance. It produces a uniformly-fine, homogenous, trash-free top dressing mixture suitable for use in high speed spreaders. It is a combination vibrating screen deck and elevating conveyor—both operating from a single power unit and assembled integrally into a portable unit.

SOUTHERN IMPORTERS, INC.

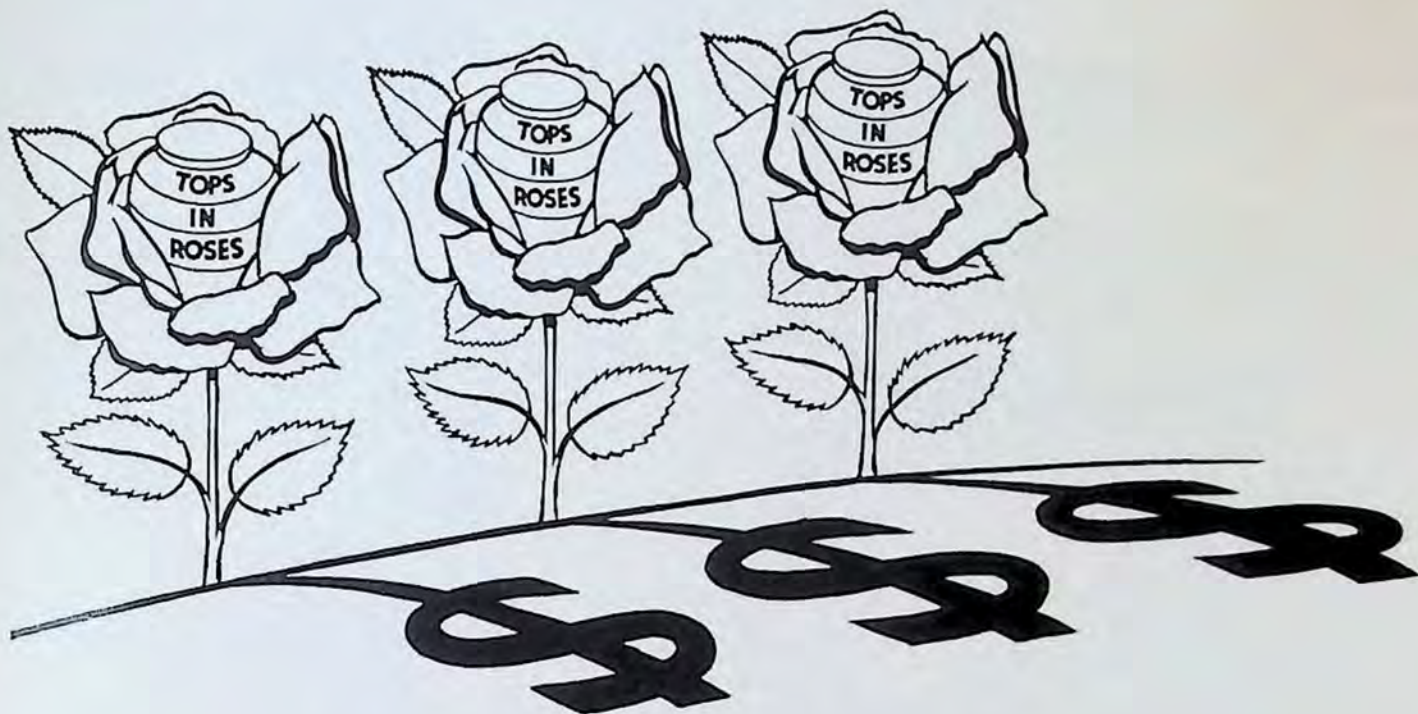
Southern Importers, Inc., P. O. Box 8616, Greensboro, North Carolina, is planning the biggest convention display in the history of the company. Besides exhibiting all three different kinds of peat moss for the nursery trade (the only company which produces Canadian, Michigan and German peat under its own label) Southern Importers will also show live Balsam Fir and Scotch Pine Christmas trees as well as accessories such as Christmas tree stands, flocking machines, flocking equipment and the "Stand-Strait" machine for displaying trees on outside retail lots.

SULLIVAN MFG. & SALES CORP.

Sullivan Mfg. & Sales Corp., P. O. Box 666, Hammond, Indiana, will display its Sno-Jet Flock and, for the homemaker, a do-it-yourself Sno-Jet flocking kit.

Also to be shown are Frosty Snow Flock and the Frosty Snow Kit; wire Christmas tree stands; tree flocker turntables; power flockers; and the new 1966 spray gun.

Featured this year will be the all-new #444 Merchandiser which contains four SJ 101 Sno-Jet Kits, four SM 2, and four PA 1 Sno-Jet refills.



COMING EVENTS DO CAST THEIR SHADOWS

Our 1966-1967 lists of "Tops in Roses" are an event—they are casting interesting shadows in the form of increased profits for you in stocking bare-root roses over which a continuous shadow of close personal supervision is cast from unrooted cutting to boxed 2-year-old plant on its way to you!

ASK FOR YOUR COPY

1966-1967

Listings

"TOPS IN ROSES"

Bushes • Climbers • Tree Roses

Ollie Weeks and Bob Reed will be
Casting Their Shadows in Booths 73 & 74
Southern Nurserymen's Convention

Stop by to see us



WEEKS WHOLESALE ROSE GROWER

O. L. WEEKS — 926 W. PHILADELPHIA ST., ONTARIO, CALIF. 91762 TEL. 714-YUKon 4-2709



Protect your nursery investment with

ROWCO

BRUSHKING®



Brushking with trimmer attachment clears away underbrush, weeds and heavy grass at ground level for fuller, healthier shrubbery growth.

For fuller, healthier, faster growing (and faster selling) shrubs, use Rowco Brushking to keep damaging weeds and undergrowth away. Brushking with trimmer attachment lets you cut down growth-stunting weeds, heavy grass and underbrush quickly, effortlessly. Brushking is so superior, more effective and faster than manual methods, it pays for itself in no time at all. Brushking is rugged . . . built to last for years. Five models to choose from. Look to Brushking . . . your best nursery business investment. *Send today for free descriptive literature and name of nearest dealer.*

ROWCO MANUFACTURING CO., INC.

Dept. NB86, 48 EMERALD STREET, KEENE, NEW HAMPSHIRE

Who's News
From page 8

he will help plan, evaluate and coordinate the agricultural research program, emphasizing interdisciplinary cooperation.

BURPEE AWARD WINNER. Professor L. M. Ware, head, Department of Horticulture, right, presents the Burpee Award in Horticulture to David W. Bradford, Alexander City, a graduating senior in Ornamental Horticulture, Auburn University School of Agriculture. This Award



for \$100, is presented annually by the W. Atlee Burpee Company to a junior or senior in Horticulture. It is awarded for quality of work in horticulture with preference to majors in vegetable gardening or floriculture. Mr. Bradford has been the recipient of numerous awards and honors during his college career in Ornamental Horticulture. Dr. Henry Orr, left has been David's advisor and major professor.

In tribute to his "contributions to the welfare of Connecticut agriculture," the Connecticut section of the Future Farmers of America (FFA) has awarded the degree of Honorary State Farmer to CHARLES BARR, executive secretary of the Connecticut Nurserymen's Association and New England Nurserymen's Association as well as the Nursery Association Secretaries, at its 34th annual state convention recently. The meeting, attended by more than 300 persons, was held June 27 at the Connecticut Light & Power Co. auditorium in Berlin, Conn.

A former newspaperman in Bridgeport and Waterbury, Barr has been active in representing the florist and nursery branches of agriculture, being a delegate to the Connecticut Conference of Farm Organizations and a member of the Connecticut Agricultural Information Council and the Advisory Committee on Vocational Agriculture.

TOP QUALITY 1 GAL. CONTAINER EVERGREENS



READY NOW

Truck load
lots

80¢ ea.

S.N.A. meeting
visit us in
Booth 82

2 Gal. Containers
\$1.50 up

Ilex Cornuta Burfordi @ \$1.50
Ilex Cornuta Rotunda @ 1.85
Ilex Crenata Helleri @ 1.85
Ilex Crenata Compacta @ 1.75

3 Gal. Containers
\$2.50 up

Ilex Cornuta Burfordi @ \$2.50
Ilex Cornuta Burfordi,
Dwarf @ 2.75
Ilex Cornuta Rotunda @ 2.75
Ilex Crenata Compacta @ 2.50
Ilex Vomitoria "Stokes" .. @ 2.75
Magnolia Grandiflora @ 2.50

Abelia Grandiflora
Aucuba Japonica Variegated
Aucuba Japonica
Buxus Richards
Cleyera Japonica
Gardenia Florida
Gardenia Mystery
Gardenia Radicans
Ilex Cornuta Burfordi, Berried
Ilex Cornuta Burfordi, Unberried
Ilex Cornuta Burfordi Dwarf
Ilex Cornuta Rotunda
Ilex Crenata Compacta
Ilex Crenata Helleri
Ilex Crenata Rotundifolia
Ilex Vomitoria Nana
Juniperus Conferta
Juniperus Horizontalis 'Bar Harbor'

Juniperus Horizontalis 'Blue Rug'
Ligustrum Suwannee River (PP No.
1402)
Ligustrum Wax
Pyracantha Lalandi
Pyracantha Victory
Pyracantha Wonderberry
Ilex Cornuta
Mahonia Beali
Ligustrum Recurvifolium
Photinia Fraseri
Pittosporum Tobira
Cherry Laurel
Ilex Mycophyllum
Ilex Opaca Savannah
Ilex Nellie R. Stevens
Osmanthus Gulf Tide
Yucca Filamentosa

All plants offered are top quality, well sheared, good color and excellent value. Start your fall selling season with a good stock of these fine plants. All prices are f.o.b. Cairo, Ga.

Ask about split loads for delivery to your area. Eastern seaboard deliveries will begin in late August or early September.

Wight also offers a wide selection of field grown evergreens, both coniferous and broadleaved, for fall delivery. Ask for our fall wholesale list, or better still, visit us at Cairo. You'll be glad you did!

Wight
NURSERIES, INC.
CAIRO, GEORGIA • SINCE 1887
"WIGHT GROWN MEANS GROWN RIGHT"



been devoted to thoughts of increasing or decreasing your advertising budget. Now you need to set up a dollar amount for your annual advertising budget.

One method widely used is to base the advertising budget on a percentage of planned sales. You divide last year's advertising investment by your sales for a percentage figure. You then adjust this up or down depending on your analysis of the past, your outlook for the future, and your advertising objectives.

Another method is the advertising task method. You determine what type of advertising you feel is needed to reach your sales goals. You then total up the cost of this advertising program for a dollar figure which will represent your advertising budget.

You will probably find that the percentage of sales method is much easier to apply, will be more realistic in view of expected results, and will be easier to control for more profits.

ALLOCATE BY MONTHS

Undoubtedly, the amount of money you plan to spend for advertising will

vary month-by-month. You will have better control of your advertising investments when you divide your annual figure into amounts for each month of your advertising budget period.

One plan is to allocate the same percentage of advertising dollars for each month. This provides for consistent advertising and helps you keep your name before the public at all times. However, it does not take into consideration any ups and downs you may have in sales month-by-month.

Another monthly allocation method is to apply your advertising budget percentage to the planned monthly sales. This provides a good cost control and keeps your advertising expense in line with sales for each month.

You may find that a better method is to allocate your monthly advertising dollars to months before sales will be realized. In many cases you will have a time-lag between when people are thinking of buying and when they are actually buying. This plan puts your ad before the public when they are thinking of buying so you will reach them when they are making preliminary buying decisions.

ALLOCATE BY MEDIA

After you have determined the dol-

lar amount of advertising you plan for each month, your next task will be to sub-divide this to dollar amounts you will devote to each advertising media. This will include newspapers, radio, direct mail, outdoor advertising, displays, and novelties.

In making the allocation of your advertising budget to the various media, be sure you keep in mind costs. For instance, if a direct mail piece costs ten cents each including postage, be sure there are enough dollars to reach your complete mailing list.

To give you a better picture of your monthly advertising budget expenditure, you may want to spread the cost over several months. For instance, your building sign is repainted at a cost of \$300. You will have a better picture of monthly costs if you allocate \$25 a month to this than if you show \$300 in one month for this advertising.

REVISE ON RESULTS

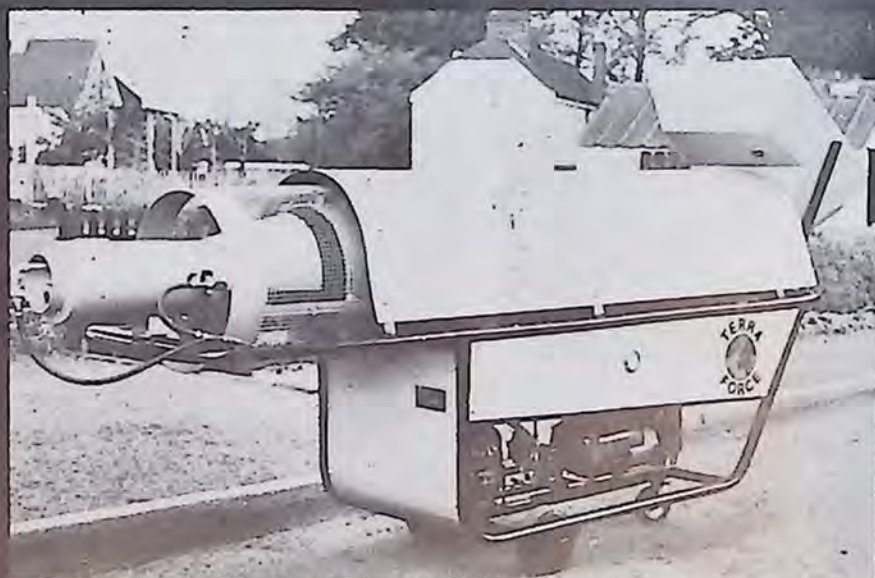
Your budget should serve as a roadmap for your complete advertising program. When you review the results and find you are getting off the track, you should make the necessary changes to get back on the right road. Your budget should be flexible so you can make changes as the sales conditions show a new trend.

NEW LOW COST SOIL STERILIZER!

Terra Force Sterilizers, the new way to sterilize soil fast! Kills viruses, fungi, weed seeds, insect pests. Does not damage organic material. Produces screened soil. No mud or caking. No waiting for soil to dry, no chunks to break. Just let soil cool, it's ready to use. Completely portable, electric or gas drive. Model shown—3 to 5 yds. per hr. Ready to operate in minutes. Easy to maintain.



NURSERY EQUIPMENT SPECIALISTS



VISIT KEMCO'S EXHIBITS AT THESE AUGUST SHOWS:

6th to 10th—Southern Nurserymen's Trade Show, New Orleans, La.
8th to 11th—Midwest Nurserymen's Summer Mtg., Lafayette, Ind.
16th to 20th—Texas Assn. of Nurserymen, Dallas Texas

Send inquiries to KEMCO SALES CO., 282 E. Wayzata Blvd., Wayzata, Minnesota. SEND COUPON TODAY!

Send me details on: TERRA FORCE SOIL STERILIZERS _____

Complete Nursery Equipment Catalog _____

NAME _____

ADDRESS _____

CITY _____ STATE _____

NB-A

soil quality. She is renowned for her pine and hardwood forests. Prevalent in the southern section, perhaps the most famous tree of all in Louisiana, is the Magnolia because its generous white blossom is the State Flower.

Widely observed in the southern section of the state and the swamplands is the gray Spanish Moss, which lends an aura of mystery to the trees which it adorns. The ubiquitous moss is not a parasite, as is commonly believed, but an air feeding plant which uses trees as an anchor. It has an extensive commercial use for upholstery in certain sections of the state.

USDA Explores South Korea For Ornamentals

America's gardens and parks may be the beneficiaries of a 4-month search for South Korean ornamental plants undertaken by a U. S. Department of Agriculture horticulturist and a geneticist of Longwood Gardens.

Dr. Edward G. Corbett of USDA's Agricultural Research Service and Dr. Richard Lighty of Longwood Gardens began the search in July.

This is the 10th ornamental plant exploration trip, and the first to South Korea, sponsored cooperatively by ARS and Longwood Foundation, Inc., Kennett Square, Pa. The purpose of these trips is to find new ornamentals and improved breeding stock for ornamentals now grown in the U. S. Much of the beauty of America's gardens and parks can be traced to introduced ornamentals. Gardeners are seeking a broader range of interesting and hardier ornamental plants, particularly with the renewed interest in beautification.

Dr. Corbett, who made a similar exploration trip to the Himalayas in 1965, says that South Korea is good territory for ornamental collections. Many plants growing there are closely related to those in the Eastern U. S., where climatic conditions are similar. The scientists plan to explore much of the Korean peninsula south of the 38th parallel, the island of Cheju off the south coast, and the island of Dagelet 80 miles off the coast in the Sea of Japan.

SOIL WETTING AGENT AQUA-GRO

Overwet & Overdry Plants Eat into Your PROFITS!

✓ Water penetrates uniformly to the core in AQUA-GRO treated stock—excess moisture drains rapidly. No dry or wet plants!

✓ AQUA-GRO lowers the wilting point—keeps plants growing in dry weather. Plants require a minimum of water—up to 40% less.

✓ At point of sale, uniformity from growing at low soil moisture tensions ups your PROFITS!

AQUATROLS CORPORATION OF AMERICA
217 Atlantic Avenue, Camden, N. J., 08104

"Don't Count on Knowing How and When to Water"



Peat moss wets in less than one minute in water that has been treated with AQUA-GRO (at left in the photo). In untreated water (at right), it takes more than three hours.

CERTIFIED LAWN GRASSES
READY NOW FOR
IMMEDIATE DELIVERY

Guaranteed quality — as near as your phone.

OUSLEY SOD COMPANY has all varieties of lawn grasses. Bermudas, zoysias, Floratine

Ousley SOD CO.

WE WILL SHIP TRUCK
LOAD LOTS ANYWHERE

4291 N. DIXIE HWY. / POMPAÑO BEACH, FLA. / PHONE 942-6030

SCHEFFLERA—Available Now

Gallon Can (3 PPP) 12"-15"
3-Gallon Can (3 PPP) 30"-36"

FATSHEDERA LIZEI—Available Now

Gallon Can (3 PPP) 12"-15"
Gallon Can (3 PPP) 18"-24"



Goochland Nurseries, inc.



2 miles North of Ft. Meade—on U.S. Highway 17
PHONE: FT. MEADE 285-8141 • PEMBROKE, FLORIDA 33866



products for nurserymen

Flame-Proof Fabric

A flame-proof polypropylene shade fabric has been developed for nurseries by Chicopee Manufacturing Company, Cornelia, Georgia. The new fabric is Prop-A-Lite brand shade fabric and a patent is pending.

Max J. Green, manager of Shade Fabrics for the Lumite Division which will market the new product, said that his company has been working on the development of the new fabric for several years. "We long ago recognized the inherent advantages of polypropylene fabrics for use as shading material for nurseries," he said, "but its combustibility prevented its use in many areas."

"Polypropylene is twice as strong and half as heavy as saran," Mr. Green stated, "and it is virtually shrink-proof. And now that it is

flame-proof, it can be used anywhere in the world."

The new fabric has been tested and approved as flame-proof by the State of California fire marshal for use in places of public assembly, which is the highest rating a fabric can obtain.

"Prop-A-Lite brand shade fabric," Mr. Green said, "is available in the same range of shading that has made our Lumite saran shade fabric so popular among growers and retailers during the past 20 years, and we think it has unlimited possibilities."

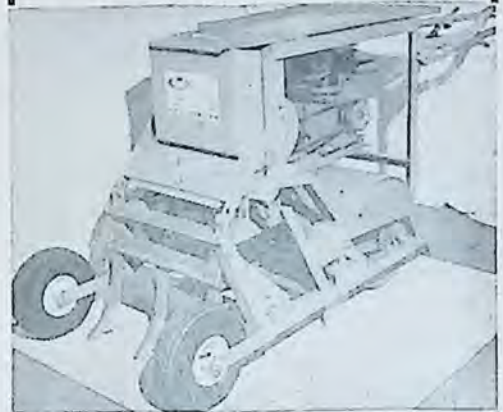
The company introduced Lumite saran shade fabric to the nursery industry in 1946.

Jet Heater

The Kilbury Jet 50,000 btu heater moves over twice as much air as Kilbury's standard model at a lower outlet temperature (130°), permitting the coupling of plastic tubing directly to the heater outlet with no burn-off. Over four times as powerful, the Jet Heater includes a 3/4 HP motor and a 12-blade blower wheel (replaces 1/6 HP motor and a 6-blade wheel).

The new heater provides better distribution of air, more coverage, bet-

Beck's LAWN-O-MATIC PLUGGER - SPRIGGER



Revolutionary NEW Grass Planting Machine

- Plants plugs or sprigs
- Cuts labor by 90% or more
- Plants Zoysia, Bermuda, Centipede or St. Augustine
- Plants up to 3 acres per day
- Rugged, trouble-free design
- Self-propelled . . . easy to maneuver and load
- Leaves lawn smoother firmly rolled
- 1, 2 or 3 row models available

\$795⁰⁰
f.o.b.

For further information write:

Beck
MANUFACTURING COMPANY

Box 752
Auburn, Alabama

Miner's Roses

Rose Bushes
on

Fortuneana Root Stock

The Everlasting Root stock for Florida, Recommended by the Florida Experiment Station

Nearly 100 Varieties Available
Send for Price List. Order Now.

1080 Miner Rd., Ph. 582-8520
P. O. Box 341
Boynton Beach, Florida

LINING OUT STOCK

Evergreen and Deciduous
Seedlings, Cuttings and Grafts.
Complete List on Request

HESS' NURSERIES
P. O. Box 128 Wayne, N. J. 07470

A. M. & SON
LEONARD
PIQUA, OHIO
Knives — Shears — Pruning Tools
Nursery Spades — Grafting Supplies
WRITE FOR CATALOG

We Specialize in Fine
AZALEAS & CAMELLIAS
Write for copy of our latest Catalogue
FLOWERWOOD NURSERY, INC.
Route 1, Box 130 Mobile, Alabama



FLOCK — FLOCK — FLOCK

For all your FLOCKING needs...
Commercial — Professional
Materials — Equipment & Kits

It's

FROSTY SNOW

SMS & Co.
4931 Paxton Ave.
Hammond, Indiana 46325

Phone: (219)
931-9060

SNO-JET FLOCKING KIT



- IT'S WHITER
- IT'S BRIGHTER
- MORE ADHESIVE
- LONGER LASTING

Sullivan Mfg. your one stop
... for all your Flocking materials & equipment ...

See us at Booth 100-101

SULLIVAN MFG. & SALES

P. O. Box 666

Hammond, Indiana 46325

Phone: (312) 374-0040

Landscape Course

Home study accredited

Adding a landscape department to a nursery or garden center can bring "add-on" sales. A home study course in landscaping, designed for nursery and garden center operators and employees, is available from Lifetime Career Schools. Easy-to-understand lessons teach how to use creative ideas in designing contemporary and commercial landscape properties. Students are taught the latest developments in landscape design, simplified plant identification and selection of the right plants for all situations. New developments in cost estimating, manufactured soils, growth regulators, fertilizers and other subjects are covered. Lifetime Career Schools is an accredited member of the National Home Study Council. The school is authorized by the California Superintendent of Public Instruction to issue certificates of proficiency in landscaping. Write for free information. **Lifetime Career Schools, Dept. A-34 2251 Barry Avenue, Los Angeles, Calif. 90064.**

ter ventilation cooling and control of fungus. Fresh air breather duct with damper permits fresh air to be used with room air, or heater can be installed outside using 100% fresh air.

Write or phone Kilbury Mfg. Co., 14529 Hawthorne Blvd., Lawndale, Calif., for further information. (213)-678-7109.

Plant Tie Dispenser

Home and garden ties in a new type dispenser may now be cut to any size desired. A handy metal cutter solidly mounted to the unbreak-



able dispenser makes this possible. The tie is simply pulled out to the desired length and snipped off. The trouble-free spool action smoothly dispenses 1800 inches of tie, kept clean and neatly coiled until ready for use. The dispenser provides a nail hole for immediate attachment to any convenient location.

For further information write to: Justin Scharff, Director of Publicity, Germain's, Inc., 4820 E. 50th Street, Los Angeles, Calif. 90058.

Chemical Proportioner

The new, heavy-duty, Hale Chemical Proportioner, constructed entirely of bronze and with a 500 gallon per hour capacity is now available to



farmers, nurserymen, florists and groundskeepers.

The completely sealed-in unit has been designed and manufactured by the Hale Fire Pump Company, Conshohocken, Pa., one of the world's largest pump manufacturers for over 50 years. It is distributed exclusively by Alfred A. Rudolph, Vineland, N. J.

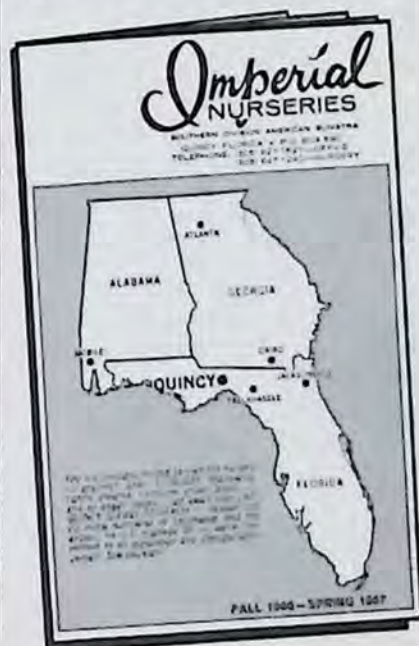
The 28 pound Hale unit proportions exactly one ounce of chemical with each gallon of water. The proportion remains the same regardless of the volume flowing or the pressure of the water line.

Unique design eliminates the use of springs, a constant source of trou-

FREE

IMPERIAL'S NEW FALL 1966—SPRING 1967

CATALOG



CONTAINER GROWN

—offering Azaleas Indica, Kurume, Hybrid — Ilex — Evergreens, needled and broad-leaved — flowering shrubs and Ornamental Miniature Orange Trees — the choicest specimens of over 1,000,000 top quality container grown plants, plus a special Landscape Planner Pad.

Imperial
NURSERIES

P.O. BOX 590 • QUINCY, FLORIDA

PLEASE RUSH FREE CATALOG AND
LANDSCAPE PLANNER PAD TO:

Name: _____

Nursery: _____

Address: _____

City: _____

State: _____



MR. B FOGGER

For Propagating, Cooling, Humidifying
Bronze & S/S — Non-Corroding
Adjustable — 3/8" Pipe Thread

Only Five Parts
FOGS IN FLAT PLANE —
NO WET RAFTERS

Capacities:

Model 31 — 1 gph at 30 lbs.
Model 36 — 6 gph at 20 lbs.

FREE ILLUSTRATED CATALOG shows Foggers, Timers, Solenoid Valves, Hygrometers, Humidistats, Other Propagating Equipment.

Write:

GARDEN SUPPLIES CO.

201 N. Orange Ave., Dothan, Ala. 36301
Phone 205/792-2362

PROPAGATION AND WATERING EQUIPMENT

Including

Fog Nozzles, Timing Clocks, Solenoid Valves, Waterchamp Underground Lawn Watering Systems and Kickers, RainBird Watering Kickers

Write For Free Descriptive Booklet Including Tips For Landscapers, Propagators, Retailers and Wholesalers, To:

MIST-O-GATION, INC.

Dept. E

R. D. 2, Middletown, Del. 19709

Growers of
AZALEAS — CAMELLIAS — MAGNOLIAS
GENERAL ORNAMENTALS
Liners, Containers, Field Stock
WRITE FOR COMPLETE LIST

OVERLOOK NURSERIES, INC.

5225 Overlook Road Mobile, Alabama

FRUIT TREES

Dwarf and Standard

Send for Wholesale List

KELLY BROS. NURSERIES, Inc.

27 Maple St., Dansville, N.Y.



ble in other proportioners. The Hale requires no seals, packing or lubrication. There are no external moving parts and thus the proportioner cannot malfunction because of accumulated dust or dirt.

For literature and prices write Alfred A. Rudolph, 26 Evelyn Ave., Vineland, N. J.

Potting Machine

Formart Containers, Inc., Cedarburg, Wisc. manufacturers of the "PAK-it" Potting Machine announces a newly improved model of nursery automation that has been widely accepted by the growers of nursery



stock throughout the country since it was announced over a year ago.

The new model is compact in design . . . will pot all types of nursery stock, such as evergreens, ornamentals, etc. in any size or type container quickly, easily and inexpensively. It will easily pot 700 plant units per hour with inexperienced help, always setting the plant automatically in the exact center of the pot, while cutting potting cost up to 80%. Size or type of containers makes no difference, and the machine will handle from one gallon to five gallon containers.

Jumbo Shrub Bag

A jumbo size shrub-bag has been introduced by Eastern Sales Company, 30 Sherwood Drive, Basking Ridge, N. J., for protecting larger shrubs and flowering plants from winter wind, ice and snow. The jumbo size measures 36" diameter by 60" high and sells for 2/\$1.00. Like smaller shrub-bags, they are breathable green plastic bags which slip easily over each shrub and tie at the bottom.

IT
PAYS TO
electrify
YOUR FARM

Electric equipment does every job better, easier, faster. Saves time, boosts production, increases profits. Low-cost electricity is the biggest bargain in your budget. Reddy Kilowatt can help in many ways to make your farm more profitable.



THERE'S NO MATCH
FOR FLAMELESS
ELECTRIC FARMING
IT'S CHEAPER TOO!

FLORIDA POWER & LIGHT COMPANY

Helping Build Florida

SAVE HAND RAKING LABOR ... use PIXTONE

The Proven
Mechanical
Stonepicker



Revolving arm and rake design picks all stones to 9 inch diameter — pulverizes, aerates and returns soil in ideal condition for seeding. Roots develop faster and sturdier—Contact Manufacturer for more details—

BRIDGEPORT IMPLEMENT WORKS, INC.

Box 286NB — Stratford, Conn. 06497

AZALEAS — CAMELLIAS — HOLLIES

Write for our latest catalog

LAUREL LAKE GARDENS AND NURSERY, INC.

P. O. Box 248

Salemburg, N. C.

CLASSIFIED ADVERTISING

Minimum order: 10 lines or less \$4.50; 45¢ per line thereafter. Seven average words per line. Display advertisements in this section \$7.00 per inch, each

insertion. Send advertising copy and inquiries to Nursery Business, 4801 Montgomery Lane, Washington, D. C. 20014.

ARAUCARIAS

ARAUCARIA EXCELSA LILLIANI

Our fast growing strain of the NORFOLK ISLAND PINE, shipped bare-root, moss packed, plastic wrapped, PREPAID:

Size	100	500	1000
4 inches tall	\$25.00	\$120.00	\$235.00

The following potted trees shipped f.o.b. by REA, air or JOHNNY BROWN'S trucks: each

4" pot size, Sdls. packed 25	.50
3" pot size, Rtd. tips, packed 48	.65
4" pot size, Rtd. tips, packed 25	1.00
6" pot size, Rtd. tips, packed 9	2.00

Write for our colorful pricelist, listing several sizes and packs.

FLORIDA EVERGREEN NURSERIES
P.O. Box 101 Port Orange, Fla. 32019
Phone (904) 767-0632

BUXUS

Gals.	10	100	1000
	55¢ Ea.	45¢ Ea.	50¢ Ea.

FLORIDA FLORAL SUPPLY
P. O. Box 128 B. C. Hartley Pierson, Fla.

CACTI & SUCCULENTS

"The stocking of unusual little plants such as cactus is what makes one store more successful than a similar one down the street." From variety store merchandiser.

Free—44 page book on cactus from England and 5 rare night blooming Cereus—with order for \$7.00 or more.

100 Cacti, 15 kinds, 3-in. plants	\$6.00
100 Succulents, 15 kinds, 3-in. plants	5.00
25 Cacti, 5 kinds, 5-in. plants	4.50
25 Succulents, 5 kinds, 6-in. plants	4.00
6 Cacti, 6 kinds, 15-in. plants	9.00

This is the "Window Display Special." Only \$10.00 for all of the 261 plants listed above with printed botanical and friendly names. Ask for "Window Display Special"

12 inch Aloe Vera plants	\$15.00 per 100.
6 inch Aloe Vera plants	10.00 per 100.

25 years in same location. Satisfaction guaranteed.

THE CACTUS GARDENS
Route 3-N Edinburg, Texas 78539

Our advertisers

PLANT

new ideas for our readers who

CULTIVATE

the habit of patronizing them,

and both

HARVEST

the benefits

CAMELIAS

Camellias	3 inch pots	\$25.00 per 100
Betty Sheffield		Pink Champagne
Chandleri Elegans		Pink Perfection
Debutante		Prof. Sargent
Drama Girl		Rev. John Drayton
Dr. Tinsley		Rose Dawn
Emily Wilson		Simeon
Empress		Thelma Dale
Gov. Mouton		Tomorrow
Helen Kay		Victor Emanuel
Kumasaka		Warrata
Mrs. Charles Cobb		White Empress

Heavy, vigorous, clean stock. Sure to please. Light shipping weight in plastic pots. Please specify carrier. All prices F.O.B.

FLOWERWOOD NURSERY, INC.
Rt. 1, Box 130 Mobile, Alabama 36605

CANNAS

EXCELLENT QUALITY CANNAS

Top grade, 3 to 5-eye divisions. Sphagnum moss, polyethylene packed. They arrive fresh. 100 or 1000, immediate shipment.

F.o.b.	100	1000
Pfizer Chinese Coral	\$11.00	\$100.00
Dorothy S.	11.00	100.00
Rosemond Coles	11.00	100.00
Cleopatra	11.00	100.00
The President	11.00	100.00
Richard Wallace	7.00	50.00
Red King Humbert	7.00	50.00
Yellow King Humbert	7.00	50.00
City of Portland	7.00	50.00
Orange Beauty	7.00	50.00
Red Dazzler	7.00	50.00
King Midas	7.00	50.00
Venus	7.00	50.00

Mixed, top grade, 3 to 5-eye, good assortment 4.00 35.00
3 percent discount for cash with order. Satisfaction guaranteed in every respect. Phone OL 4-1687. Same address since 1931.

NEIL J. HORN
WORLD'S LARGEST CANNA FARM
Rt. #1 Carnegie, Okla. 73015

ELECTRIC TRUCKS



Model 247

Model 313

MARKETEER ELECTRIC TRUCKS

Phone or Write For Prices and Details

DUTCH STARK CO. • Reseda, Calif.
18217 Arminta St. • 213 DI 2-4444

EVERGREENS

We specialize in B & B Pines from 4 to 16 ft. Red, Austrian, scotch and limited whites. Hundreds of thousands available. Send your want list.

PATTERSONS NURSERY
Wilmer S. Patterson
R.D. #2 Phone 412-463-8334 Indiana, Pa.

FERTILIZERS

PETERS FERTILIZERS

Ideal for container growing and for foliar feeding. More and more growers are now using Peters fertilizers in their container feeding programs and as a foliar feed in their preventive spray programs. A complete line of soluble and long-life fertilizer formulas specially designed for the commercial grower and manufactured by Robert B. Peters Co., Inc., the trade's leading commercial soil test laboratory. Drop a card for complete price list and your free brochure "The Peters System of Soil Fertility Control."

ROBERT B. PETERS CO., INC.
2833 Pennsylvania Street Allentown, Pa.

FLATS

Heartwood of Florida Cypress Nursery Flats:

16 x 12 x 2 3/4	\$20.70 per C.
16 x 14 x 3 3/4	\$27.65 per C.
20 x 14 x 2 3/4	\$27.45 per C.
20 x 14 x 3 3/4	\$31.65 per C.
20 x 15 x 3	\$31.00 per C.
22 3/8 x 15 x 2 3/4	\$30.90 per C.
22 3/8 x 15 x 3 3/4	\$35.10 per C.

Other sizes quoted on request. Price F.O.B., Polk City, Florida. The above sizes are inside measurements. Bottom and sides are 5/16 inch and ends are 3/4 inch thick. Attach check with order. These prices effective September 1, 1963. CYPRESS FENCE COMPANY, INC., P. O. Box 368, Polk City, Florida.

GROUND COVER

HARDY MYRTLE (VINCA MINOR)

15 to 25 leads, heavy clumps with excellent foliage, freshly dug. 100—\$8.00, 1000—\$50.

FLICKINGERS' NURSERY
Box 30 Sagemore, Pa. 16250
Phone: AC 412 783-4068 or 783-4722

HONEYSUCKLES

HALL'S HONEYSUCKLES

Lonicera Halliana Japonica, dependable source for over 30 years. 3-4 years, No. 1 field plants \$50.00 per 1,000. 2 year, No. 1 field plants \$45.00 per 1,000. Sample of 100 \$6.50. Immediate shipment (any quantity). Call OR 2-4612.

ROBINSON NURSERY
Greenville, Georgia

LIRIOPE

We are one of the country's largest shippers of Liriope. We offer in strong divisions:

Variety	100	1,000
Variegated (our Specialty)	\$12.00	\$100.00
Majestic	12.00	100.00
Moore's Majestic	12.00	100.00
Big Blue	12.00	100.00
Common Liriope	6.00	45.00
Mondo Grass	3.00	25.00

Limited quantity other varieties—Free Folder
EVERGREEN NURSERY
206 Pine Valley Drive Athens, Ga.

LINING OUT STOCK

Millions of open bed grown rooted cuttings and seedlings. These are hardy plants, dug fresh and ready to pot, can, or line out.

RICHARDS NURSERY
Forest Hill, La. 71430 Phone 748-3271

NURSERY STOCK

VISITING FLORIDA?

For the Tops in Tropicals come to Broward County. Buyers Guide and location map of nurseries for the asking. A card will do.

BROWARD COUNTY CHAPTER
FLORIDA NURSERYMEN AND
GROWERS ASSOCIATION
5710 SW 37th STREET
WEST HOLLYWOOD, FLORIDA

2 1/2" & 3" POTS		
Norfolk Island Pine	4" to 8"	.20
Bird of Paradise	4" to 6"	.25
Schefflera 3 p.p.p.	4" to 5"	.15
Italian Stone Pine	6" to 10"	.15
Monkey Puzzle	6" to 10"	.30
Camphor Tree	8" to 12"	.15
Jacaranda Tree	5" to 8"	.15
Grafted Gardenias	4" Pots 8 Var.	.60

GALLONS		
Norfolk Island Pine	10" to 14"	.90
Dwarf Blue Cypress	6" to 8"	.75
Ilex Bullata or Burfordi	10" to 14"	.50
Palm Wash. Robusta	8" to 12"	.60
Jap. Black Pine	10" to 14"	.50

S. & L. NURSERY
P.O. Box 201 Grape Ave. St. Cloud, Fla.

NORFOLK ISLAND PINES

3 Gal @	\$3.50
6" Pot @	1.00
4" Pot @	.50¢
2 1/4" Pot @	.25¢

D. H. JACOBS NURSERY
415 PETTEWAY DRIVE
LAKELAND, FLORIDA
Member S.N.A.

PROPAGATION

For cuttings go modern—use Jiffy Grow! Latest development combines three rooting ingredients plus a fungicide and bactericide for fast, heavy rooting, even difficult items. Stable, reusable. Economical, dilute up to 10 to 1, up to 1500 cuttings per ounce. Five second dip speeds production, is more effective than dusts, 4 oz. trial \$3.75; Pint \$12.00. Dealer inquiries invited.

DR. FRED NISBET
Box 308 Tryon, N. C. 28782

PLANTING CONTAINERS

Foam plastic cup-type containers which permit roots to breathe. Sizes range from 3 1/4" to 4 3/4" in height and 2 3/4" to 4" in width. Millions used by nurseries annually. Cost from 1/2 cent to 1 1/2 cents each—freight prepaid. Sample of 100 assorted sizes free, send \$1.00 to cover postage and handling. For more information write APCOR, Dept. D, P. O. Box 3436, Austin, Texas.

PALMS

Fresh crop SAGO PALM BULBS (*Cycas revoluta*) ready for potting. Others pre-packaged for re-sale with full color picture & growing instructions. Good garden store item. Send \$1.00 for sample packaged bulb returnable with order. All prices on request.

NIES NURSERY
5710 S.W. 37 St., West Hollywood, Fla. 33023

Let our growing
NURSERY BUSINESS
help your
nursery business
keep growing
Buy From our Advertisers!

PRIVET

Thousands of Amoor River North Privet.

	Per 100	Per 1000
18 to 24 ins.	\$3.00	\$25.00
2 to 3 ft.	4.00	30.00
3 to 4 ft.	5.00	40.00

Immediate shipment. Satisfaction guaranteed
ROBINSON NURSERY CO., GREENVILLE, GA.

ROOTED CUTTINGS

	100	1,000
AZALEAS		
Formosa, DucDeRohn, G. G. Gerbing,	6.50	60.00
Geo. Tabor, Southern Charm	6.50	60.00
Bottle Brush (Lancelotta)	6.50	60.00
Boxwood Buxus	6.50	60.00
Ella Agnes (Dwarf)	8.50	80.00
Eugenia Compacta	6.50	60.00
Jasmine Confederate	6.50	60.00
Juniper Conferta	6.50	60.00
Ilex Conuta	8.50	80.00
Ilex Burfordi—Dwarf	6.50	60.00
Ilex Vomitoria Nana—Schillins	8.50	80.00
Ligustrum Lucidem	5.50	50.00
Podocarpus Maki	6.50	60.00
Pyracantha Victory (Red Berry)	6.50	60.00
Viburnum Odoratissimum	5.00	45.00
Add Shipping Costs	.50	3.00

PAUL'S NURSERY
709 W. Hancock St. Lakeland, Fla. 33803
MU 2-6075

SEEDS

Gardenia Thunbergia — Native grown seeds sold by the pod — Germination good and guaranteed to the full extent of the purchase price.

BATTEY KING, P. O. Box 482, Naples, Fla.

SOIL TESTING

For that top-notch production, guide your fertilizer practices through periodic testing! A soil test for pH, 5 major and 5 trace elements costs only \$6. per sample. On an annual basis, we also personally inspect crops, sample and test soils. Other services include leaf analysis and soil and plant research. Send soil samples or write for free information about our services to:

DR. WOLF'S AGRICULTURAL LABORATORIES
2620 Tayler St., Hollywood, Fla
PH: WA 2-2808

WANTED

Do you want additional responsibilities? Here is a golden opportunity. Superintendents and Foremen to be in charge of landscaping crews on Public Housing Projects and planting Interstate Highways. Send all qualifications as pay rate will be determined by experience and ability.

GILMORE PLANT & BULB CO., INC.
Julian, N. C. 27283

WHITE CEDAR FLATS

No.	Size, I.S.M.	Per 100	Wt.
1	14x20x2 3/4 in.	\$31.15	320
2	14x20x3 3/4 in.	36.30	400
3	12x16x2 3/4 in.	23.90	260
4	12x16x3 3/4 in.	28.20	275
5	14x16x2 3/4 in.	27.00	275
6	14x16x3 3/4 in.	31.70	290
7	15x22 3/4 x 3 3/4 in.	35.60	380
8	15x22 3/4 x 3 3/4 in.	41.25	425
9	11 1/4 x 22 3/4 x 2 3/4 in.	28.60	320
10	11 1/4 x 22 3/4 x 3 3/4 in.	33.40	400
11	14x16x5 in.	37.65	450
12	5x11x5 in.	19.10	160
13	5x16x5 in.	22.85	215
14	12x20x2 3/4 in.	27.65	300
15	12x18x2 3/4 in.	25.75	280
16	15x20x2 3/4 in.	32.65	350

Skeleton flats to carry MARKET PAKS, TEKPAKS and other growing containers. (Write for list.) Special sizes quoted on request. Bottoms and sides are 3/8 in. thick and ends 3/4 in. thick. Your name and address printed up to 3 lines in black ink, on one or both end pieces at the following rate: \$1.00 setup charge, plus 1¢ per end piece. Flats are shipped K.D., in units of 25, FOB Cook. All shipments by truck unless otherwise specified. Discounts on Orders over \$100. Write for list. TERMS: 2 per cent discount, check with order. Net 30 days.

H. C. HILL & SONS, INC.
Phone 666-5933 Cook, Minn.

index to advertisers

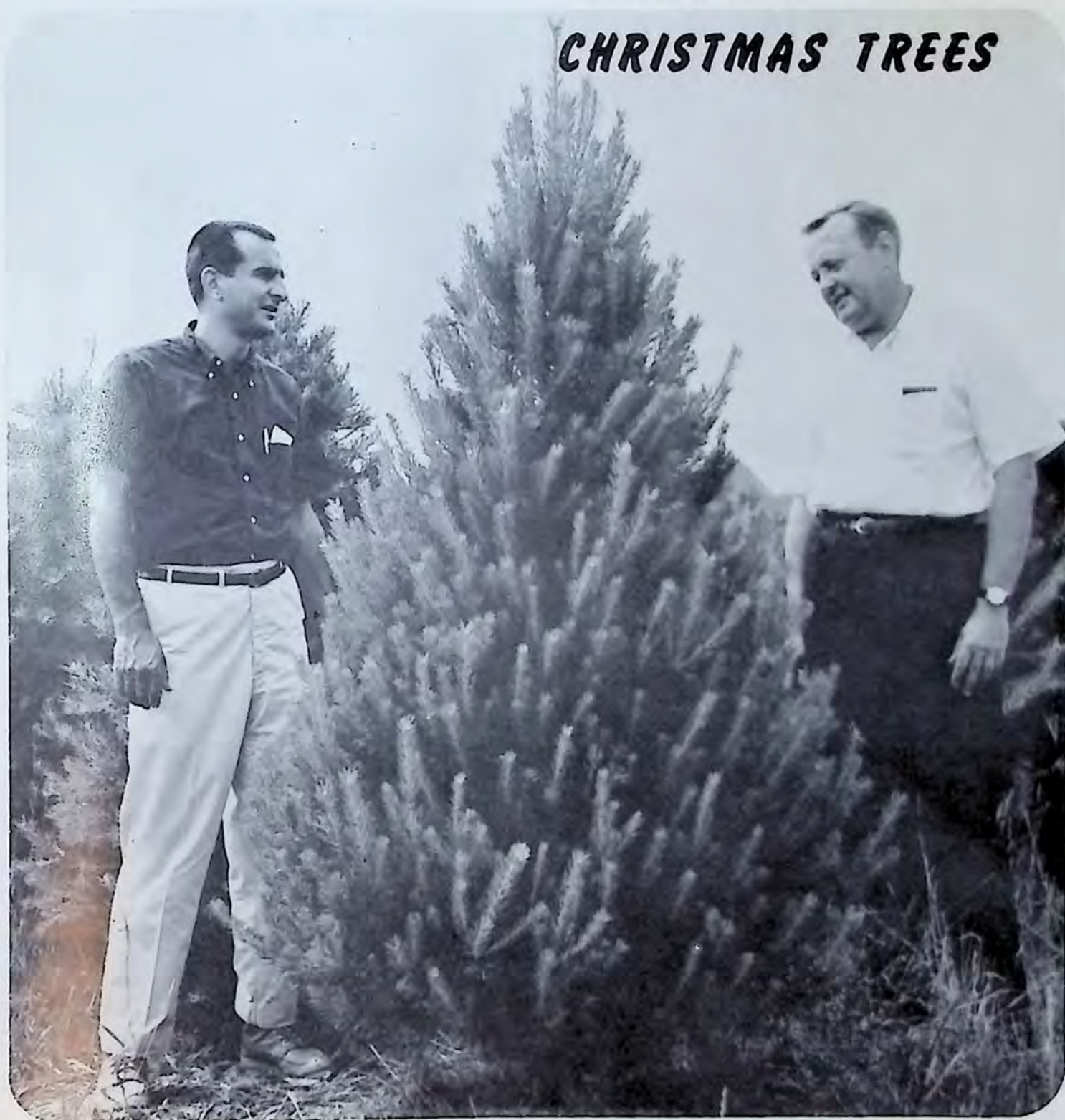
August 1966

Apopka Growers Supply, Inc.	21
Aquatrols Corp. of America	29
Ayer Line Industries	14
Charles Baldwin	9
Beck Manufacturing Co.	30
Bridgeport Implement Works, Inc.	32
Cassco	24
The Conard-Pyle Company	8
Floc-Flo Corporation	23
Florida Power & Light Co.	32
Flowerwood Nursery, Inc.	30
Formart Containers, Inc.	24
Garden Supplies Co.	32
Glen Saint Mary Nurseries Co. ...	10
Gold Star Xmas Tree Export Co.	3rd Cover
Goochland Nurseries, Inc.	29
Hess' Nurseries	30
Imperial Nurseries, Inc.	31
Kelly Bros. Nurseries, Inc.	32
Kemco Sales Company	28
Laurel Lake Gardens & Nursery, Inc.	32
A. M. Leonard & Sons, Inc.	30
Lifetime Career Schools, Inc.	31
Marshall Basket Co.	13
Michael's Nursery, Inc.	32
Miner's Roses	30
Mist-O-Gation, Inc.	32
Monrovia Nursery Co.	3
Morton Chemical Co.	4th Cover
Ousley Sod Company	29
Overlook Nurseries	32
Pullen Molded Products	19
Robeco Technical Equipment Corp.	12
Rowco Manufacturing Co., Inc. ...	26
Royer Foundry & Machine Co. ...	22
Southern Importers, Inc.	22
Sta-Green Plant Food Co.	11
Sullivan Mfg. & Sales Corp. ...	30 & 31
Union Products, Inc.	14
Vans Pines, Inc.	21
Weeks Wholesale Rose Grower ..	25
Wight Nurseries, Inc.	27
Wyman Industries, Inc.	15



PLANTATION-GROWN • SHEARED-TO-PERFECTION • EXCELLENT COLOR
ONTARIO-GROWN SCOTCH PINE

CHRISTMAS TREES



Buy specimen Christmas Trees (as shown), direct from Canada (Ontario). "Gold Star" owns and operates over 4,000 acres of choice Christmas Tree Plantations. Each Scotch Pine is individually packaged with Dupont Vexar (Plastic Netting) for safe, retentive delivery. Available in sizes 2' to 8'. Trailer and Carload Deliveries.

Traditional Nova Scotia Balsam Tree also available in abundant supply.

"SATISFACTION GUARANTEED"

Call or Write:

GOLD STAR  **XMAS TREE EXPORT CO.**

CANADA: ANTIGONISH, NOVA SCOTIA

U.S.A. OFFICE: SOUTH AVE. (Rt. 30) WESTON, MASS. 617—TW 4-5474

go **Vorlex**® The 4-Way Soil Fumigant



extra profit blooms from Vorlex fumigated soil

For more vigorous root systems—faster maturing seedlings and bigger blooms—fumigate your soil with Vorlex.

No other soil fumigant does so much to help assure you the strong, healthy plants you need to bring top prices.

For additional protection, ask for Morsodren the multi-purpose fungicide that controls a wide variety of soil and foliage fungi, (including Botrytis) quickly, easily and at lowest cost. Morsodren is also for disinfecting tools, pots, empty flats and benches.

Manufactured under license from Schering A. G. Berlin (West)
*Trademark of Schering A. G. Berlin (West)



Vorlex works 4 ways to rid your soil of profit-robbing pests.

1. Keeps seedlings safe from soil diseases
2. Controls Nematodes
3. Controls soil insects
4. Controls weeds

Easy to apply—Vorlex is injected into the soil with a soil fumigant applicator.

Vorlex®

LIQUID SOIL FUMIGANT

Another Peace of Mind Product from . . .

MORTON CHEMICAL COMPANY

DIVISION OF MORTON INTERNATIONAL, INC.

110 NORTH WACKER DRIVE • CHICAGO, ILLINOIS 60606



Southeastern

Nurseryman

THE BUSINESS MAGAZINE FOR NURSEYMEN AND SUPPLIERS

Wight Nurseries

Unto Three Generations 9

SNA

President Reynolds cites membership values 10

AAN

Hospitality as Big as Texas 11

Garden Center Section

Coleman Nursery; high rating in merchandising 12-13

ANA

Annual Short Course Called at Auburn 14

SCNA

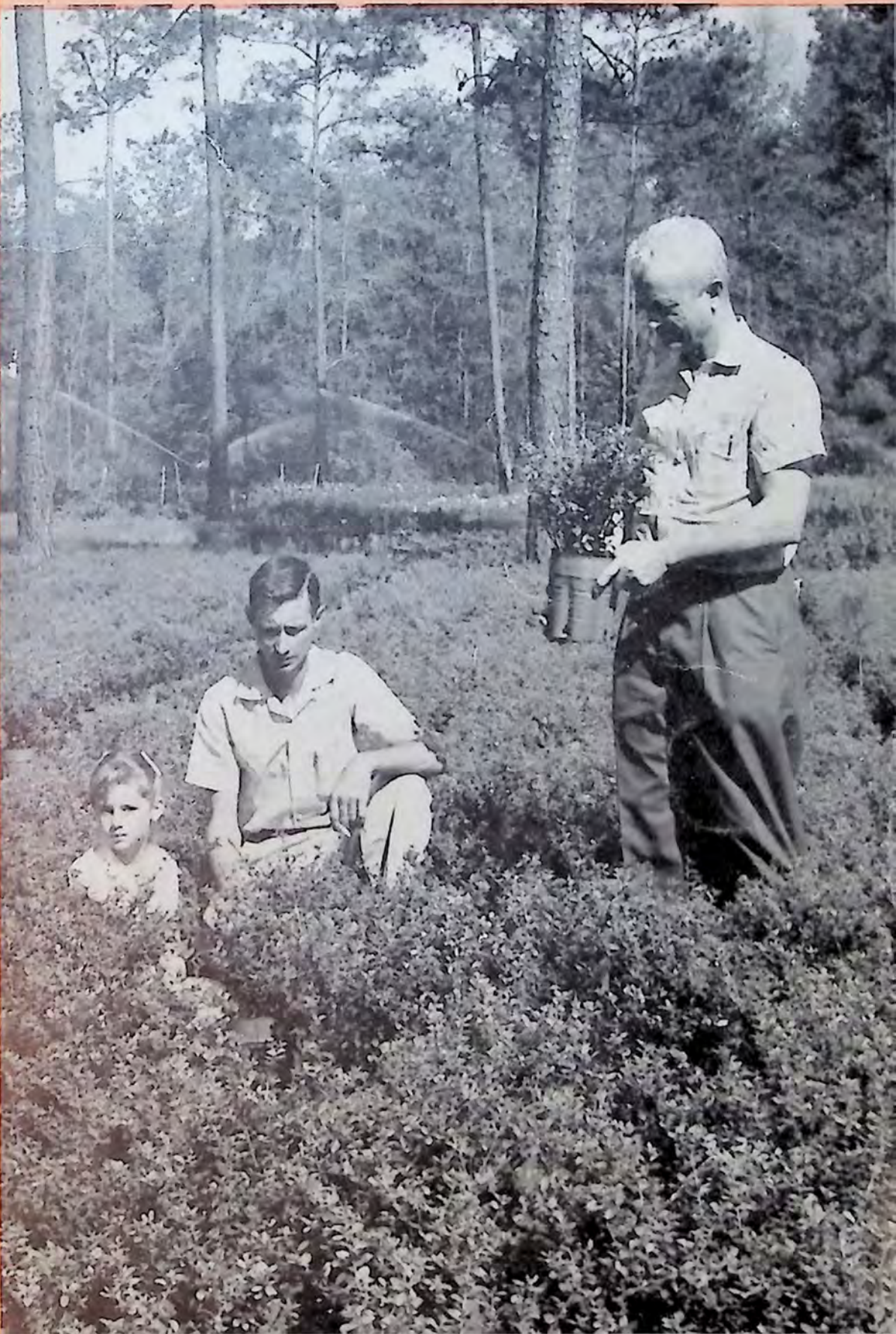
Clemson does advertising survey 15

NCAN

Tar Heels Attend Ball Field Day 16

FNGA

Offers incentive in membership drive 17



Acme *Floral Breeze*

GREENHOUSE COOLING INSTALLATIONS BY HILL

PROVIDE A SMOOTH, EVEN FLOW OF COOLED, MOIST AIR . . .

WELL DISTRIBUTED OVER THE GROWING AREA —

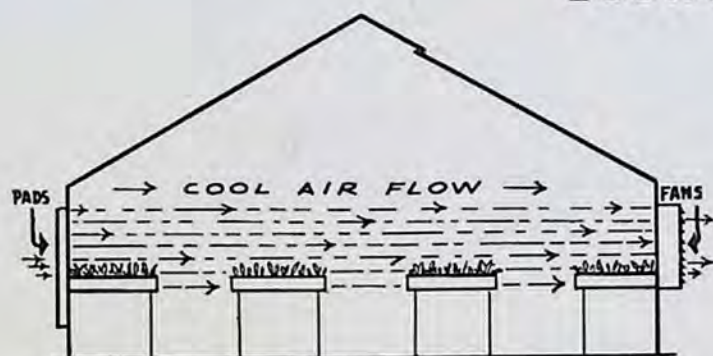
PROVEN . . . Profitable —

Economical —

Successful —

Practical —

ADVANTAGES FOR FLORIDA GROWERS



Hill Cooling System includes large volume exhaust fans mounted on one side of a greenhouse and wet fibrous pads on the other side. Air is drawn through the pads and cooled by evaporation of the water; this cooled air replaces warm air in the growing area as it passes through the house, as the warm air is exhausted from the house by the fans.

See your nearest installations—

TOM STANSBERRY, GROWERS
Perrine, Florida

CARL B. LOOP NURSERY
Jacksonville, Florida

WELCH & WEIR NURSERY
Apopka, Florida

Above Greenhouse Cooling by Acme Equipment Company

INSTALLATIONS by HILL

1. Cools greenhouses 15° to 20° during hot summer months.
2. Permits high quality crops to be grown year round.
3. Eliminates summer empty bench space.
4. Keeps plants on schedule.
5. Provides filtered, moist air ideal for plant growth.
6. Reduces watering of plants as much as 50%.
7. Eliminates stagnant air with controlled ventilation.
8. Reduces shading requirement except for light control.
9. Produces comfortable working conditions for increased efficiency.

Our Engineering Department will be glad to make recommendations to meet specific situations. Years of experience in greenhouse construction and specialized knowledge of greenhouse cooling are at your disposal. Call or write us for estimates and detailed information.

HILL GREENHOUSE CONSTRUCTION CO.

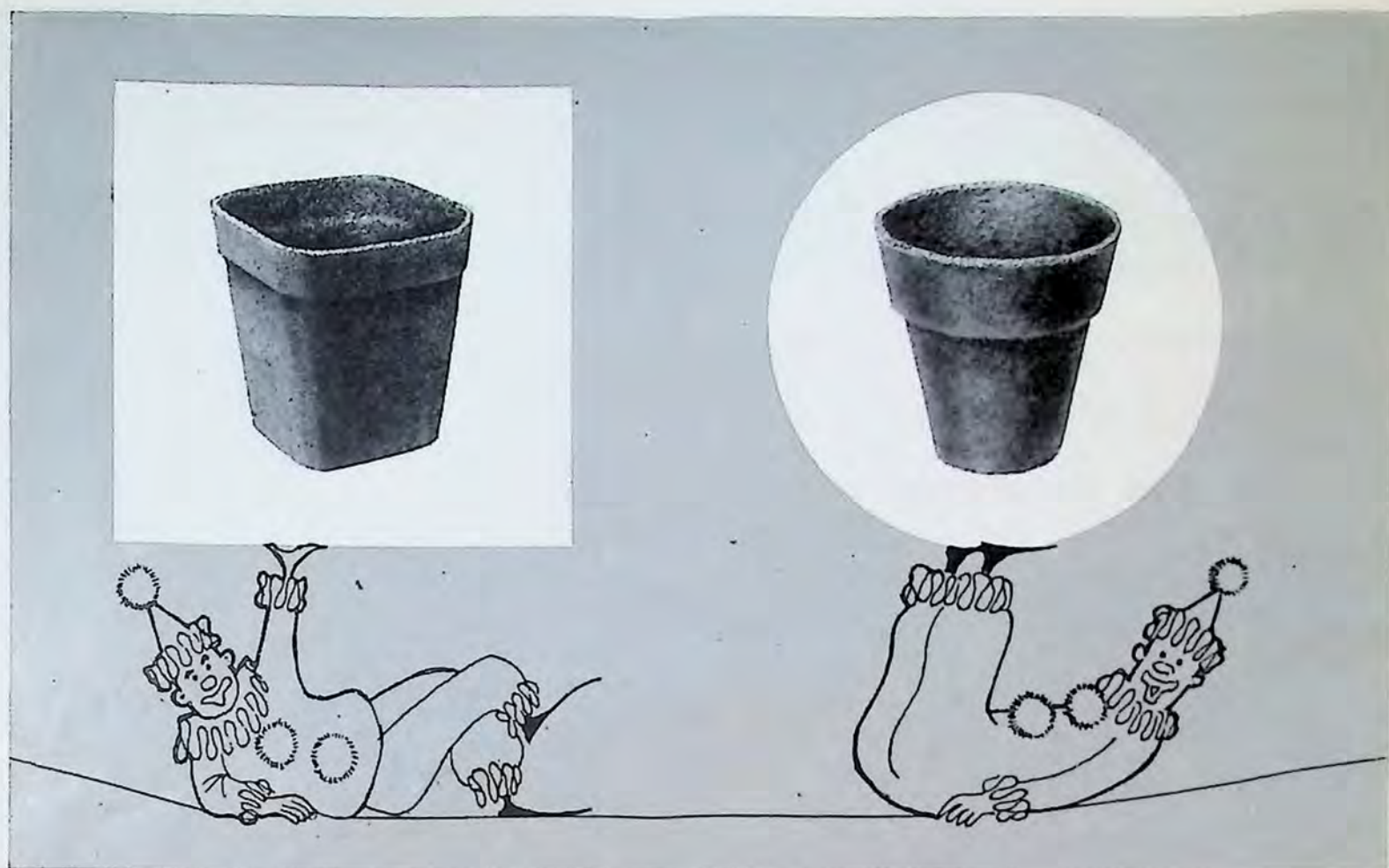
DESIGNERS MANUFACTURERS BUILDERS

HOMER HILL, *Owner*

Box 142

Apopka, Florida

TELEPHONES: { OFFICE TUCKER 6-5351
WAREHOUSE . . . TUCKER 6-1291



SQUARE OR ROUND

you're riding high

with

BIRD

PEAT POTS

Whether you like 'em square or round . . . you can be sure that Bird Peat Pots are strong, economical, nutrient treated.

Both square and round models have a rugged rim at top for strength and ease of handling. Rim also helps prevent chipped-off openings to keep water from running out.

In addition to saving watering time, you save labor in transplanting to field, bench or larger selling

containers. There are no pots to cart away and store. And the special balanced nutrient feeds plants to promote luxuriant growth that commands top prices.

Bird Peat Pots are available in 2¼" and 3" round; 2½" and 3" square. They're low in cost — high in quality. So be a winner right from the start — order from your distributor or send coupon for prices and complete information.

Quality Products Since 1795
 Floor Coverings; Roofing & Sidings;
 Fibre & Paper Boxes; Industrial Products



Bird & Son, inc., Dept. SN
 East Walpole, Massachusetts

Please send me free literature, prices and growing instructions on the following:

(Check items on which you want information.)

Peat Pots Vita-Green Pots Perennial Pots
 Vita-Bands Gro-Tainer Seedling Flats

Name

Street & No.

City & State

MAKE THIS A BANNER PROFIT YEAR

with **BIRD** Growing Containers

Southeastern

Nurseryman

THE BUSINESS MAGAZINE FOR NURSERYMEN AND SUPPLIERS

Volume III

SEPTEMBER 1958

Number 10

OUR COVER:

Looks deep into the soft shade of tall pines which protect the thousands of container grown plants at Wight Nurseries, Cairo, Georgia . . . Mary relaxes, John III inspects, and John Sr., thinks that's a pretty good looking plant.

OFFICIAL PUBLICATION OF:

- ALABAMA NURSERYMEN'S ASSOCIATION
- FLORIDA NURSERYMEN AND GROWERS ASSOCIATION
- GEORGIA STATE NURSERYMEN'S ASSOCIATION
- NORTH CAROLINA NURSERYMEN'S ASSOCIATION
- SOUTHERN NURSERYMEN'S ASSOCIATION
- SOUTH CAROLINA NURSERYMEN'S ASSOCIATION
- SOUTH FLORIDA GARDEN SUPPLY ASSOCIATION



Southeastern Nurseryman is accepted as controlled circulation at Miami, Florida. Published in the interest of growers of nursery stock and garden supply dealers, it is issued the second day of each month. Published at 8022 N.E. 7th Ave., Miami, by Southeastern Nurseryman, Inc.; Ruth Stuart Allen, editor-publisher. Single copy 25c. Subscription rates \$2.00 a year; Bulk Association rates \$1.00 a year.

ADVERTISING AND NEWS COPY FOR THE OCTOBER
ISSUE SHOULD BE IN THIS OFFICE BY SEPTEMBER 15

TENNESSEE NURSERYMEN BACK BOTANICAL CENTER

Soon to be added to the beauty and cultural realm of Nashville, Tennessee, will be the magnificent estate, Checkwood, home of the Walter Sharpes, along with about 50 acres of park-like property which includes an outstanding natural arboretum.

The property will be governed by a sponsoring body composed by the Exchange Club of Nashville; Horticultural Society of Davidson County, and the Nashville Arts Council. It is this group that is responsible for raising a goal of \$200,000, which is felt to be needed for converting the property into what will become the Tennessee Botanical Gardens and Fine Arts Center.

Various types of memberships are being offered with the Tennessee Nurserymen's Association voting to become a Founder Member at \$3,000, which will be paid by \$1,000 a year. According to Dick Jones, former AAN president and Nashville nursery and landscape operator, over \$100,000 has been raised to date.

The Checkwood property joins the Percy Warner Park, and its natural arboretum will be extended into the Park's boundary and arboretum.

Included in the tastefully landscaped section of the Checkwood holdings is one of Tennessee's most beautiful collections of boxwood.

THEY'RE MOVING ON

Moving on and up in positions in the industry are three well known men of Florida and North Carolina.

J. P. (Hollie) Popham, Jr., who has been with Palmer's Nurseries at Osprey for the past six years, now moves to Fort Lauderdale as vice president and manager of Gardens Incorporated. Plans become effective October 1st.

Jay Blanchard of Palmer Nurseries has been promoted to the position of manager and Jay is wished the very best in his newly acquired responsibilities.

From North Carolina to Florida comes Edward R. (Ed) Mattson, specialist in Ornamental Horticulture, and formerly based at State College, Raleigh.

He will represent Al Saffer of New York, distributor of Florist, Greenhouse, and Nursery Supplies. Ed will headquarter at 1517 Hiawatha st., Orlando, and will be calling on the trade throughout Florida with a complete line of materials for the above users.

His move was effective in late August, and he is already getting acquainted with his new territory.

And then there's Ted Whitmore, for sometime with the Florida Plant Board and more recently serving as plant grading commissioner. Especially has he made numerous friends in this latter position.

Already effective is his move to Manatee County where he will serve as assistant county agent. His friends are happy that he is staying in his home state as well as close to the nursery world. Ted is succeeded by Charles Bush, long identified with the citrus and nursery industry of Florida.

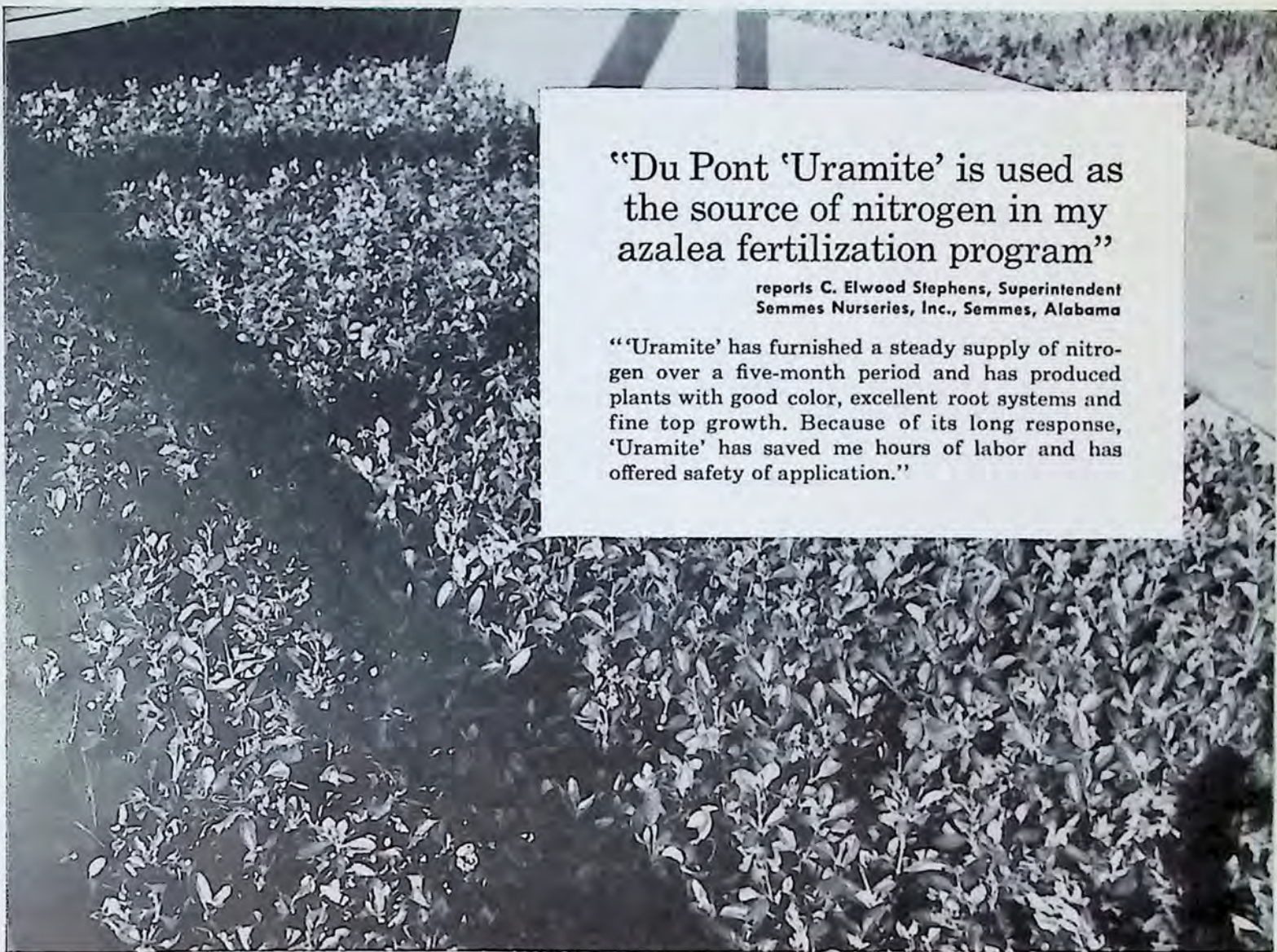
(Happy hunting to the three of you and success in your new endeavors.)

MTNA CAMPAIGNS FOR NEWCOMERS TO SECTION

Members of the Middle Tennessee Nurserymen's Association turned the searchlight inwardly at their annual meeting and pledged to become more active. One project contemplated immediately is an advertising program to attract more nurserymen to that region.

A brochure will be prepared on the industry designed to "sell" potential newcomers on both the industry and section of Tennessee.

The new president is Arnold Clark of the Arnold C. Clark Nursery, McMinnville, while others elected to office are: Hiram Stubblefield, Forest Nursery Co., Inc., McMinnville; Ike Howkersmith, Ike Howkersmith Nursery, Winchester, and M. E. Bradd, Courier Printing Co., Murfreesboro, vice presidents. Roscoe Miller of Triangle Nursery, is secretary-treasurer.



“Du Pont ‘Uramite’ is used as the source of nitrogen in my azalea fertilization program”

reports C. Elwood Stephens, Superintendent Semmes Nurseries, Inc., Semmes, Alabama

“‘Uramite’ has furnished a steady supply of nitrogen over a five-month period and has produced plants with good color, excellent root systems and fine top growth. Because of its long response, ‘Uramite’ has saved me hours of labor and has offered safety of application.”

For sturdy growth and season-long vitality use Du Pont “Uramite” on plants and ornamentals

Professional growers and superintendents such as Mr. Stephens know that they can depend on Du Pont “Uramite” to supply plants and ornamentals with an adequate level of available nitrogen . . . the most important single element in any fertilization program. “Uramite” releases nitrogen gradually, feeding at the rate needed for healthy growth, season-long vitality.

You save time and labor with “Uramite” because it’s concentrated—38% nitrogen—there’s less material to handle, store and apply. “Uramite” resists leaching, which means more usable nutrient per unit of nitrogen applied. And uniform granules of “Uramite” are free-flowing, clean and odorless. Order Du Pont “Uramite” from your supplier today.

**FOR THE HIGHEST-QUALITY
LONG-LASTING NITROGEN FERTILIZER
ALWAYS SPECIFY**

DU PONT Uramite
REG. U. S. PAT. OFF. fertilizer compound

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

FREE BOOKLET shows the efficiencies and economies resulting from using Du Pont “Uramite” on ornamentals. Use this coupon to get your copy.



E. I. du Pont de Nemours & Co. (Inc.)
Polychemicals Dept., Fairfax SE 9
Wilmington 98, Delaware

- Please send me your booklet on “Uramite” for ornamentals.
- I would like the name of the nearest supplier of “Uramite.”

NAME _____
FIRM _____
ADDRESS _____
CITY _____ STATE _____

ABELIA, Ed Goucher	
18-24" not B&B.....	@ \$.60
24-30" not B&B.....	@ .75
30-36" -- B&B.....	@ 1.50

ABELIA, Grandiflora	
12-18" not B&B.....	@ \$.30
18-24" not B&B.....	@ .50
2-3' not B&B.....	@ .75
3-4' -- B&B.....	@ 1.50
4-5' -- B&B.....	@ 2.00

CORNUS Florida Alba Plena (Double White Flowering Dogwood)	
12-18" not B&B.....	@ \$1.00
18-24" not B&B.....	@ 1.25
2-3' not B&B.....	@ 1.50
3-4' not B&B.....	@ 2.50
4-5' -- B&B.....	@ 4.50
5-6' -- B&B.....	@ 6.00

CORNUS Florida Rubra (Red Flowering Dogwood)	
12-18" not B&B.....	@ \$.75
18-24" not B&B.....	@ 1.25
24-30" not B&B.....	@ 1.50
30-36" not B&B.....	@ 1.75

(The following grades of Red Flowering Dogwood are available with Bloom Buds)

3-4' not B&B.....	@ \$2.50
3-4' -- B&B.....	@ 3.00
4-5' -- B&B.....	@ 4.50
5-6' -- B&B.....	@ 6.00

FLOWERING CHERRY (Naden & Kwanzan)	
3-4' not B&B.....	@ \$2.00
4-5' not B&B.....	@ 2.25

ILEX, Cornuta Burfordi	
12-18" -- B&B.....	@ \$1.50
18-24" -- B&B.....	@ 2.00

ILEX, Crenata Rotundifolia	
12-18" -- B&B.....	@ \$1.75
18-24" -- B&B.....	@ 2.50

ILEX, Opaca East Palatka	
2-3' -- B&B.....	@ \$2.50
3-4' -- B&B.....	@ 3.00

MAGNOLIA, Soulangeana (Saucer Magnolia)	
2-3' -- B&B.....	@ \$2.50
3-4' -- B&B.....	@ 3.50

MALUS (Flowering Crabs)	
Group No. 1 — Branched Trees	
3-4' not B&B.....	@ \$.60
4-5' not B&B.....	@ .80
5-6' not B&B.....	@ 1.25
6-8' not B&B.....	@ 2.50

Group No. 1 — Varieties	
ATROSANGUINEA — Carmine buds with flowers fading to dull pink.	
ELEYI—Vinous-red flowers.	
FLORIBUNDA—Deep pink flowers fade to white.	
FLORIBUNDA PURPUREA — Purplish - red flowers.	
GENEVA—Purplish-red flowers.	
GLORIOSA—Purplish-red flowers.	
HOPA—Carmine buds and flowers fade to dull pink.	
RED SILVER—Purplish-red flowers.	
SCHEIDECKERI—Double, pale pink flowers.	

Group No. 2 — Branched Trees	
3-4' not B&B.....	@ \$1.00
4-5' not B&B.....	@ 1.25
5-6' not B&B.....	@ 1.75

Group No. 2 — Varieties	
ALMEY—Carmine buds and flowers fade to pink.	
ARROW—Purplish-red flowers.	
KLEHM'S IMPROVED BECHTEL — Double, pink flowers, green fruit.	
TRUCKS—Both open bed and refrigerated trucks are available for speedy delivery.	
RAILROAD CARS—We have our own Railroad spur and cars can readily be packed at our storage where plenty of water and packing material are at hand. Truck and carload lots packed Free of charge.	

"Out of this World" Liners of: Ornamental Trees, Flowering Shrubs (Viburnums and other varieties) and Hollies.

AT THE CENTER OF THE SOUTH

ESTABLISHED IN 1872

The **S**OUTHERN AND NURSERY **C**O. INC.
LANDSCAPE

WINCHESTER, TENNESSEE

TELEPHONE WO 7-2302

TRENCHING BLADE ATTACHMENT ANNOUNCED BY RYAN

A new trenching blade attachment for Ryan 12" Power Sod Cutters is announced by Ryan Landscaping Equipment Co., of St. Paul.

The attachment was developed in cooperation with a major manufacturer of flexible pipe sprinklers for pipe installation work. It cuts a trench up to 6½ inches deep at speeds up to 60 ft. per minute.

This new blade is easily interchanged with the standard sod cutting blade on Ryan Sod Cutters. Its advantages include: cutting of a narrow trench which permits sprinkler heads to be held erect; trenching close to sidewalks is easily accomplished; laid-over turf is quickly and easily replaced, restoring normal appearance of the turf.

This Ryan Blade is one of four attachments recently introduced for use with Ryan Jr. Sod Cutters. Special blades for tilling soil, aerating and edging turf are also available.

For full information and descriptive literature, and the name of the nearest Ryan dealer, write: Ryan Landscaping Equipment Co., 871 Edgerton Street, St. Paul 1, Minnesota.

ROSE FESTIVAL DATES

Plans are fast crystallizing in Tyler, Texas, the City of Flowers, for the Southwest's greatest floral pageant, the Texas Rose Festival.

More than 3,000 persons combine their efforts yearly to stage this extravaganza of flowers, which salutes the giant rose-growing industry of Tyler. Dates are October 16-19th.

ROSE SOCIETY IS REORGANIZED

More than 600 rose lovers from throughout the country found that their favorite flower more than lived up to their expectations in the Kansas City area when they saw blooms both in the garden and show room during the American Rose Society's 59th annual convention.

Highlights of the meeting included the presentation of a gold medal certificate to *Golden Wings*, the most highly rated new yellow, single, Hybrid Tea rose. Paul R. Bosley, of Mentor, Ohio, accepted the award on behalf of both his nursery, which introduced the variety, and Roy E. Shepherd of Medina, Ohio, the amateur hybridizer who created it.

The society presented a check for \$5,000 to the American Rose Foundation to be used in furthering its cur-

DATES SET FOR FSHS

The Fort Harrison Hotel at Clearwater is the site for the annual meeting of the Florida State Horticultural Society, and October 28-30 is the time. Rates are reasonable: \$6. for a single room; \$9. for a double and \$11. for three in a room.

A new sound-and-color 16 mm. film which portrays how soil fumigation increases crop yields has just been produced by Stauffer Chemical Company. Prints are available on loan, and without charge, to interested agricultural groups.

Prints of the 12 minute film may be obtained by writing to Stauffer Chemical Company, 380 Madison Avenue, New York 17, N. Y.

IMPORTANT

A booklet that every nurseryman, garden center, and supply store should have is the Amended Trade Practice Rules for the Nursery Industry. This was promulgated June 28th of this year, and should be ordered from the Federal Trade Commission, Robert M. Parrish, secretary.

rent research project dealing with the "development of new varieties through hybridizing." The money was willed to the society by the late Martin R. Jacobus, of Ridgefield, N. J.

Florida Flora, Inc.

COMPLETE LINE OF PLANTING MATERIAL

ORNAMENTAL SHRUBS

GROUND COVERS

& SUCCULENTS

DRACAENA

in variety

MELALEUCAS

FICUS

6 varieties

CROTONS

PALMS

COMPLETE INDOOR PLANTING

Cor. Stirling & Bower Rd.

DAVIE, FLORIDA

3 mi. west on Stirling

Road off Rt. 441

LUdlow 3-4276

FROM OUR LARGE

SARAN HOUSE

YELLOW LANTANA

LAVENDER LANTANA

KALANCHOE

Brilliant Star Yellow

(new)



Unretouched picture of Roeland de Wilde III and his ingenious Vapam[®] applicator at work at the Rhodo-Lake Nurseries, Shiloh, N.J.

Vapam Soil Fumigant Must Be Good To Inspire A Rig Like This

Why else would anyone take a perfectly good rototiller and convert it into a special rig for applying Vapam?

Simply because this very *special* soil fumigant wipes out sub-surface parasites so effectively — at such reasonable costs per acre.

In nurseries and new orchard sites, in commercial seed beds and large acreage planted to vegetables, Vapam controls weed-seeds, fungi, nematodes, club root and other soil-borne diseases. It penetrates the soil deeply . . . leaves it *clean* as a whistle.

Vegetables, ornamentals, nursery stock and young fruit trees grow *stronger* in clean soil . . . yield richer harvests, bigger profits.

© Vapam is Stauffer Chemical Company's registered trade mark for sodium methyl diithiocarbamate soil fumigant.

Commercial growers can apply Vapam with a rototiller, bedder or injector. You can even introduce Vapam into most irrigation systems.

Vapam is soluble in water, requires no ground covers or other special equipment.

See your local dealer today. He'll tell you when to apply Vapam for best results. Also ask him about Stauffer's complete line of farm chemicals, including Trithion[®], and Captan.



New York • San Francisco • Houston • Omaha • Los Angeles • Tampa
North Portland • Weslaco • Lubbock • Harvey • North Little Rock

With more and more focus on the control of weeds, the editor feels the following report from The Fairchild Tropical Garden is timely:

"We have hit on a new kind of weed killer that promises to pay double dividends.

"It is ammonium nitrate, dissolved in strong solution with a detergent added. This material is sprayed on weeds that spring up in the plots where grass has been removed and replaced by mulch.

Weed Killer Pays Dividends For Fairchild Gardens

"The combination has been doing a very good job of controlling most weeds. It will even kill live oak sprouts, a type of weed that has given us a lot of trouble. While it doesn't kill nutgrass, it does cause it to turn yellow. We have hope that by spraying weekly we can "worry" the nutgrass to death.

"This new type of weed killer has been used successfully to kill St. Augustine and other grasses which must be disposed of before mulch is put down.

"The great value of this weed killer is that it provides nitrogen for the established plants, mainly palms, and at the same time controls the weeds.

"We got the idea from the North Carolina State College of Agriculture. There the combination has been successfully used to control weeds in field corn, thus saving valuable time and labor in cultivation.

"Robert Read, a graduate of the University of Miami who will enter the Cornell University graduate school this fall, has had charge of the FTC tests with the nitrogen-detergent combination. He eventually will prepare a paper describing the experiment. But it may take another year of observation before enough worthwhile information is available. In the meantime, Read is making accurate identification of the weeds in the Garden, and is making notes on their reaction to the nitrogen spray.

"If the idea does work out well, as it appears to be doing at the present time, it will give us a very inexpensive way to control weeds and to apply nitrogen fertilizer at the same time. Inasmuch as we are using a considerable amount of wood chips as mulching material, extra nitrogen is required to prevent palms and other plants growing in these mulched plots from suffering.

Please turn to page 30

Southeastern Nurseryman

WIGHT NURSERIES... UNTO THE THIRD GENERATION



Take your fishing pole when visiting the Wight Nurseries. (John will furnish the worms.) The lake, nestling in the middle of the property, is stocked with big ones . . . what's more they bite. On the more serious side, the lake is used for irrigating the nurseries. John Sr., supplies the rowing power while John III, and Mary lure the elusive bass (with poles, yet?).

The man who founded the Wight Pecan Grove Farm in Cairo, Georgia, in 1887 had a greater than usual faith in the future of agriculture. A former Methodist minister, J. B. Wight, Sr., who, because of ailing health returned to the scenes of his childhood taught school and founded the nursery as a side line, soon became a pecan grower of note, and in his career was honored by the office of president of the Georgia State Agricultural Society as well as similar positions in the Southeastern Pecan Growers Association and



The late J. B. Wight, founder of Wight Nurseries the National Pecan Growers Association.

His sage advice was: "Young man, plant a pecan grove . . . when you are old it will support you."

He was proud to be a "farmer", and in his frequent speeches to organizations he endeavored to reflect his pride upon his audiences. One address to the Georgia State Agricultural Society when he was its leader is still quoted throughout Georgia.

"The farmer in his calling may be a

prince," declared Mr. Wight. "Too often he makes himself a serf. Agriculture is a pleasure or a drudge owing to the way it is taken. If one is a lover of nature; if he likes to see things grow; if he has the spirit of Sir Isaac Newton that leads him to peer into the secrets of nature; if he wants to be a worker with the great Creator in making things of beauty and utility to come out of inert matter—if he has these qualities, then he has those endowments that may make the farm a place of joy, and a means to the development of those lines of thought and action that bring him into kinship to the Eternal. The farm affords a place for investigation, for experimentation and for delving into the secrets of nature that will bring happiness and contentment to the life of a wide-awake man.

"*We of today are too nearly money-mad!* But what is money as compared with the higher joy of seeing plants and animals developing into dreams of beauty that appeal to the nobler qualities of the mind? Money is necessary and money will come to him who tills the soil intelligently. But this is of minor consideration to him in whose mind is uppermost a desire to learn and develop those higher qualities that make him akin to God."

Mr. Wight was looked to as an authority on farm economy, and continuously stressed the need for "co-operative efforts among farmers", and urged "abiding faith in agriculture."

Although pecans were his specialty he had a great interest in the unusual. In fact, when Dr. David Fairchild, the famous plant explorer, visited the nursery in 1936, he declared that he found there "more of my single introductions than on any other ONE property I have visited."

One of the specimens was one of the original tung trees imported around 1906, and was said to be "the largest tung tree in the country."

After 48 years however, the tree, even with the best of care, was lost (in 1954).

In 1914, a son, J. Slater, a graduate of Emory University, joined his father in the thriving business. With a Master's degree in horticulture from Cornell, Slater was right at home in the growing enterprise until 1932, but he continued to remain identified with the pecan industry.

It is to his memory that John Wight, Jr., who joined the firm in 1927, presents the Slater Wight Memorial



SLATER WIGHT

Award in the Southern Nurserymen's Association annually. For Slater once served it well as president.

John is another of the line of Emory men, but horticulture was not his forte in school. In fact, if it appears that his pencil is especially accurate when he makes out your bill, it just might be because he was a math major.

An expansion into ornamentals, especially camellias and hollies, was

Sorry, please turn to page 22

President Reynolds Cites Values of SNA

In welcoming members and exhibitors of the Southern Nurserymen's Association to the 59th Annual Meeting in Richmond, President Dan Reynolds asked the pertinent questions, "Is a regional organization such as SNA necessary? Does it fill an important place in our nursery industry? As your president during the past year, let me answer each of these questions with a definite YES".

Let me give a few illustrations. First, I want to refer to the hearing conducted by the USDA in Memphis last November on The Imported Fire Ant. When the SNA received notice of the hearing, we contacted the President of each State Nurserymen's Association in each of the affected states and urged them to have a representative present for a conference in Memphis prior to the hearing. We also called a special Board Meeting of our Directors to be held in Memphis prior to the hearing. We also contacted all the State Quarantine Officers and arranged for a conference prior to the hearing. As a result of these preliminary conferences, the nursery interests of the South presented a solid front at the Federal Hearing. The Southern Nurserymen's Association is in position to do such things on a regional basis. Because of this we feel that every nurseryman regardless of the size of his nursery in the South should belong to the SNA.

James Patterson, Patterson Nursery, Albany, Georgia, Chairman of our Education and Promotion Committee, deserves a special vote of appreciation from our members. He has worked long and hard in arranging the Second Annual Conference of the Workers in Ornamental Research who are holding their own conference here at this time. They will report their findings to us tomorrow.

We are very proud of the Second Annual Report on Ornamental Research in each Southern State which was published in May of this year. We have taken the lead in the entire nation in this type of work.

There are representatives from ten Southern Experiment Stations now attending the Research Workers Conference. Free registration to the convention is being given to two delegates from each state. We also have made available to any state desiring it \$50. to be used in paying a portion of the expenses of delegates attending the conference and convention.

Four thousand copies of "Poof" were mailed by the Executive Secretary to nurseries in the South who do not belong to any state, regional or

national nursery organization. Much to our surprise, over ten percent of those contacted wrote in for additional information. Every firm which did write us was invited to join the SNA.

We have adopted a tough policy with members who were delinquent in pay-



ing their 1957-1958 dues. The Executive Secretary was instructed to drop from the rolls on August 1 all firms who had not paid their 1957-1958 dues. We have as of this date 288 members as follows: Active, 258; Associate, 7; Affiliate, 23. I am sure if each firm represented here will do a

little work, you would each one bring in a good strong member this coming year. May I urge you most strongly to do this. Two hundred and four of our members have paid their 1958-59 dues as of August 9. By the time the convention is over, there will be only a few members who will have to receive a statement of dues notice on September 1.

Our finances are in excellent shape. We have continued the policy adopted three years ago of keeping our expenditures below our receipts. This will be covered in detail in the Executive Secretary's report.

I want to express our special appreciation of the many and varied exhibits displayed by our exhibitors. Be sure to visit the exhibits and become acquainted with the exhibitors. This year has shown a combined convention and trade meet was a wise decision on your part.

COMBINED MEETING AND TRADE SHOW LAUDED

by LEO B. SCOTT
Executive Secretary

Too bad you did not go to Richmond! It was a wonderful convention. Every one had a glorious time. They are already planning to attend next year's convention. Ed Fraser says it will be the best one yet. He ought to know as he is the local arrangements committee chairman. It will be at the new Meyer Hotel, Jacksonville, Florida, August 23-25, 1959.

The wisdom of the members in combining the Annual Convention and Winter Trade Meet was well justified. The exhibits were equally divided between nurseries and allied trades.

The Conference of Ornamental Research Workers was a success, too. The SNA is proud of this accomplishment. Bringing together annually, ornamental research workers from the Southern Experiment Stations is no small achievement. Their progress reports will appear in succeeding issues of the Southeastern Nurseryman.

Jim Patterson was one of the busiest men at the convention. As Chairman of the Education and Promotion Committee and as President of the Georgia State Nurserymen's Association, he was in constant demand.

The entire staff of the Hotel John Marshall did everything possible to make our stay in Richmond pleasant and enjoyable.

Chairman Bert Shoosmith and Co-Chairman Ollie Gresham and the capable Local Committee Members are all to be commended for a fine job well done. A fine program, interesting tours, good food, wonderful dancing, fun for the teenagers, special events for the ladies and a marvelous time for every one! To repeat what I said before—if you missed this one, don't do it again.

We are glad to welcome Jim Rodgers back with Charlie Womack's Garden and Nursery.

What Research Work Do You Feel Is Most Needed? Every one registering for the convention was asked to fill out one of these cards. These cards were given to the Research Workers at the beginning of their conference.

As of August 9, there were 288 members in the SNA. Of this number, 204 have paid their 1958-59 dues. This is one of the finest records we have ever had.

We did the best we could with the Membership Roster. It had to go to the printer on August 1. We appreciate the complete information which many furnished us by that date. If the others are not satisfied with their listing, they can send us the right information so that their permanent record cards can be corrected.

Members of the American Association of Nurserymen will go to Philadelphia for their convention in 1959 but it will be a long time before they forget the typical Texas hospitality so graciously extended at the Dallas meeting. A deep bow is in order for the Texas Committee.

* * *

Robert M. Hobbs of C. M. Hobbs and Sons, Bridgeport, Ind., moved up to the august position of president, while Valteau C. Curtis, Curtis Nurseries, Callicoon, N. Y., was elected vice president and later re-named treasurer by the directors. This body is composed for the coming year of:

Mr. C. Curtis, Region I; A. S. Gresham, Richmond, Region II; Roy R. Clavey, Deerfield, Ill., Region III, and Vincent K. Bailey, Minneapolis, Region IV.

Also, C. J. Lauden, Tyler, Tex., Region V; L. H. McGuire, Tacoma, Region VI, and John Fraser III, director at large.

* * *

The Washington executive staff with Dr. Richard P. White, executive vice president, and Curtis H. Porterfield, secretary is unchanged with exception of F. Raymond Brush taking over Bud Meredith's position as administrative assistant. Howard P. Quadland will continue to direct the Public Information office in New York.

* * *

First management training program kicking off the nation-wide series, will be held at Sagamore, beautiful lake-side retreat in the Adirondack Moun-



Dr. John P. Hahlstede, Iowa State College, is presented the coveted Norman Jay Colman award by retiring president John Fraser III. The award is given annually for the most outstanding achievement in agricultural research.

Hospitality Extended to AAN... As Big As Texas

tains, Oct. 12-18. Basic principles of management in the several areas of business management will highlight the agenda.



From Indiana came the new leader of AAN, Robert M. Hobbs.

State associations had a gavel-presenting spree at the recent AAN meeting in Dallas. The two highlights were those presented to President John Fraser III, by his home Association, the ANA, and to executive vice president Dick White by the Massachusetts Nurserymen's Association, also his home group.

John III's gavel from the ANA was presented by Henry Homer Chase and comprised both sentimental and historic significance.

First, it was made from grandfather Fraser's favorite tree, and grew in his home county of Madison; the Rhus cotonides, sometimes referred to as "Chittam wood." It is said that the Ark was built of it, but it is a known fact that it is found only in the foothills of the Great Smoky Mountains, mainly in North Alabama, and in the Holy Land. In the former region it is referred to as the Smoke tree because of its large terminal flowers which, from a distance, give a smoky effect.

And again, it was John's nephew

who processed the wood from the growth which is either a large shrub or a very small tree, and then hewed the gavel to shape.

Dick's gavel, presented by William Bond, president of the Massachusetts' group, had an even greater sentimental value.

By raiding the attic of the White homestead, the gavel encompassed many pieces of woods which played important roles in picture of Dick's childhood: segments of a polo mallet, a hockey stick, the oar of a canoe and numerous other items once so important in a young man's life. The box containing the gavel was constructed from the top of a desk he had used in grade school. Of course, it still held the various carvings one usually found in those days on small boys' desks. The ink well opening had been plugged but the stains were still there, caused, surmised Dick, by the times he stuck the pigtailed of the girl ahead of him, in the ink.

Sorry, please turn to page 20



National figures who participated in AAN at Dallas Garden Center merchandising panel are: Ernest Wertheim, landscape architect and specialist in garden center design, California; Jack Siebenthaler, of the Siebenthaler Co., Ohio, and Channing Jones, merchandising specialist, California Spray Chemical Corp., also of California.

ORTHO SALES CARAVAN TO VISIT THREE SOUTHERN STATES

The Ortho Sales Caravan, manned by a team of Calspray's top garden supply sales experts, will visit Columbia, S. C., Birmingham, Ala., and Winter Park, Fla., in September to conduct the annual meetings for Ortho distributors and their salesmen.

The home and garden specialists from California Spray-Chemical Corporation's Marketing Department and Merchandising and Advertising Divisions will take the wraps off the brand-new Ortho merchandising program designed for the 1959 season.

Highlights of the agenda include Channing E. Jones' analysis of the distributor's role in the Ortho marketing program and L. F. Czufin's preview of advertising and promotion plans for 1959. A new movie, "Buried Treas-

ure", recently created for the Ortho dealer training program, will be premiered at these meetings. The 1959 advertising movie will also be shown.

The schedule for the Ortho distributor is as follows: Columbia, Hotel Wade Hampton, September 15; Birmingham, Hotel Thomas Jefferson, September 17; Winter Park, Langford Hotel, September 19.

Ortho dealers will be introduced to Calspray's 1959 merchandising program in a series of nationwide dealer meetings to be held later in the year.

Garden Center Suppliers Section



Stan Eubanks, ORTHO Sales Representative, guested on WFLA-TV Tampa recently during their regular gardening program. Eubanks discussed "bug" problems faced by Florida gardeners and urged the viewers to attend their local garden clinics. The ORTHO Bug Gallery helped familiarize the audience with the more common garden pests.



An exterior view of the Reynolds Garden Center at Greensboro, N. C., which was featured in the August issue.

SOUTH FLORIDA GARDEN SUPPLY ASSOCIATION CO-SPONSORS LAWN FORUM

Lawns, this time of year, are everybody's concern but probably more so for the 300,000 South Florida owners when they think of their investment being threatened by chinch bugs, army worms, and fungii.

Research goes on and on seeking better controls against lawn insects, and because of this the South Florida Garden Supply Association and the Dade County Agricultural Agent's office joined hands to bring the latest findings of research workers to landscape gardeners, garden supply dealers, nurserymen and others engaged in the field of lawn maintenance who deal with the gardening public.

The Forum was a two night affair held at the Vocational Agriculture Center, Miami.

Allen Witherspoon of Florida Zoysia Farms, spoke on proper turf maintenance; preparation of foundation,

proper height and frequency of mowing (he warned against a dull mower) and gave tips on how to bring back an ailing zoysia lawn. "Scalp" it, he said, down to one quarter inch, fertilize heavily and keep well watered during its re-adjustment period. Water aids in the grasses' recovery as well as keeping it from burning in its acutely short state.

Jim Brogdon, extension entomologist of the University of Florida, was on hand to report his findings in the bug killing department. A number of new organophosphate controls have been developed, he said, but so far their cost is high and their effectiveness seems no better than the old standby, parathion. The one-time wonder, DDT has lost its power over lawn pests, or rather they have built an immunity to its strength. In fact, he said, his department is no longer suggesting that it be added to a parathion spray.

Parathion mind you, is recommended only to commercial men who have the necessary equipment and know-how to protect themselves from its dangerous powers.

For the homeowner VC-13' and Diazinon continue to place high on the roster of recommendations.

Fungus diseases can be just as destructive to the lawn, and Douglas Knapp of the County Agent's office spoke of their control.

The South Florida Garden Supply Association meets the second Monday of each month. For general information about membership in this budding organization, drop a note to Richard Carson, president, at his firm: Hollywood Garden Supply, 2838 Hollywood blvd., Hollywood.

There was an excellent turnout for the Forum, 250 the first, and 310 the second evening.

**DON'T UNDERESTIMATE
"IMPULSE BUYING"
URGES
ART LANCASTER**

It is beyond the thinking of Arthur Lancaster, partner and general manager of Coleman Nursery, Inc., of Portsmouth, Va., that any nurseryman should sell plants without also offering the important supplementary products necessary to make them grow and produce the maximum flowers or fruit. This is the premise upon which his garden center, said to be the most outstanding on the east coast, functions.

In our streamlined world, your customer, he told members of the Georgia State Nurserymen's Association in Augusta, are in their most receptive buying mood when they carry a plant from your sales yard. They will consider it a personal favor if you will also have insecticides, fertilizers, tools and the myriad other gadgets pertinent to gardening available, thus affording them a one-stop shopping service.

Take advantage of this susceptibility by having a full line of merchandise properly displayed . . . and most important, highly trained personnel who sells SERVICE.

And get the price! People are price conscious but they'll overlook price for quality and service.

Another MUST at Coleman's is "Tell the truth about a plant's susceptibility to disease and insects . . . then sell the product that will control them."

And don't underestimate Impulse Buying. A customer will come into your center to buy one item . . . can easily leave with an armload if properly directed. Nor does this mean overselling; merely service. She'll buy them later, next week, next month, anyway. Save her the time and another trip.



Aerial view of Coleman Nursery and Garden Center. Entrance is at stoplight on U.S. 17 . . . and the invitation to stop and shop is big and tempting.

Here are some of the Coleman merchandising techniques . . .

Music and flowers go together. Keep the soft music playing. First impressions are lasting; keep the place clean, merchandise well displayed.

Use benches and raised beds; don't make the customer get on her knees for a better view of a plant . . . and be sure it is properly identified and priced.

If business is slow have your employes move their cars to the customer parking lot . . . people follow the crowd; like to shop where others are shopping.

Keep color out in front . . . well displayed . . . show it and you'll sell it.

Plant specimen shrubs and trees in strategic places over the sales yards; smaller plants of the same nearby for sale. The power of suggestion is tremendous. Don't display plants until they are at their best. No roses for instance, are sold at Coleman's before May 1st . . . at that time they are in full bloom.

At Mr. Lancaster's garden center, a thorough basic cleaning such as paint, etc., is given walls, walks, display racks twice a year.



Main canopied walk . . . 250 feet long, leads to Garden Shop on right and to 100 foot canopy to rose garden on left. Chairs rest weary feet.

Customers are more relaxed and in a better buying mood when shopping in clean and tidy surroundings. As a proof, Mr. Lancaster reports that it is "not uncommon to have 2,000 customers at the center on Sundays." The center is open all day, every Sunday.

All container plants are guaranteed. You may have to replace some but also, you may sell five to one during the same transaction.

Maintain your nursery or garden center in keeping with its neighborhood. Be an asset to the community; a place the neighbors will be proud of.

The Coleman layout covers 10 acres and has parking facilities for 75 cars.

Two previous points were re-emphasized: Don't cut prices . . . offset with service.

Have only employes who are polite and courteous . . . who can answer questions, give authentic advice . . . not those who just sell bushes!!

Garden Center Section cont. page 24



The importance of an open and neatly displayed exhibit area in the garden shop at Coleman's is uppermost in their promotion philosophy.

By HENRY P. ORR
Exec. Sec. ANA

Planning for "Space Age '75" is the theme of a jam-up shortcourse program scheduled at A.P.I., Auburn, on September 9 and 10. The Alabama Nurserymen's Association working in conjunction with the Horticulture Department and the Agricultural Extension Service are planning a two day program of interest to plantsmen-growers, landscapers, turf specialists and others interested in landscape maintenance.

Fred Galle of Ida Cason Callaway Gardens will be featured on shrubs for "Space Age '75." Successful growers throughout the state will discuss the growing of quality plant materials in containers and in the field and follow through with a discussion on the care of these materials in Garden Centers. Dr. James Foret of Southwestern Louisiana Institute will present a wealth of information on the use of herbicides in nursery operations. The Garden Center and its place in the nursery industry will be capably covered by Don Hastings, Jr., of Atlanta, L. L. Aldridge of Birmingham, and A. E. Grazer of California Spray-Chemical Company.

Ed Daugherty is well known to this group and will return for a full discussion on landscapes for Space Age



Tom Dodd, Jr., of Tom Dodd Nurseries, Inc., Semmes, Ala., and Henry Orr, Secy.-Treas., Alabama Nurserymen's Association of Auburn, discuss the Wolverine 14 footer won by Mr. Dodd at the AAN Meetings in Dallas. In the background can be seen the pleasing "Old South" front of Lambert's of Shreveport. Dodd and Orr were travelling companions visiting interested plantsmen en route to and from the Dallas Meetings, and many valuable plants were acquired for the A.P.I. campus arboretum.

'75. Have you thought of using hanging baskets and tubbed specimens? Ben Pace also of Ida Cason Callaway Gardens has had considerable experience in the choosing and growing of these items and will present a full discussion on his interesting findings. A panel of all the experts will attempt to make predictions in a presentation entitled "Fools Rush In—!"

In conjunction with all of this valuable material a full afternoon will be devoted to turf insects and diseases with Dr. Ray Self of the Spring Hill Ornamental Horticulture Field Station and the following people from API taking part in the discussion: Dr. Eldon Cairns, Dr. Dana Sturkie, Prof. F. E. Guyton and Extension Entomologist Jerry Ruffin. *please turn to page 21*

ALABAMA NURSERYMEN'S SHORT COURSE

September 9-10

PLANNING FOR SPACE AGE — '75

SEPTEMBER 9 — TUESDAY

- 8:00- 9:30—Registration, Ornamental Horticulture Greenhouses
Fee—\$5.00
- 9:30-10:30—Shrubs for Space Age—'75—Discussion tour of Ornamental Horticulture Gardens—Fred Galle and Henry Orr
- 10:30-12:00—Your plant died!! Was it Quality???
- Speakers-in-the-round — Garden of President's Home
- Containers: J. D. Miller, Buddy Tate
Field: E. E. Foster, C. J. Hayden
Garden Center: Don Hastings, Jr., Clyde Fain, Jr.

12:00- 1:30—Lunch (on your own). 12:30 best time to arrive at War Eagle Cafeteria in Union.

ALL FOLLOWING MEETINGS HELD AT
DUNCAN HALL STUDIO UNLESS
OTHERWISE NOTED.

- 1:30- 2:30—Hoe, Geese, or ————?? — Dr. James Foret
2:30- 3:15—Protect Our Shrubs!!! — Dr. Ray Self
3:15- 3:30—Break
3:30- 4:00—Films—"Hidden Treasure" — "Solid Gold"
4:00- 4:45—The Garden Center? — L. L. Aldridge, Don Hastings, Jr. Slides — "Garden Center Sales Ideas" — A. E. Gazer, California Spray-Chemical Company

5:30- 6:00—Old South to Space Age—'75

A tour of Ivy, home of Mrs. J. D. Orr, Sr., and Henry Orr

6:00 —Barbecue—under the pecans at Ivy. Courtesy of Mr. T. C. King, King's Nursery, Auburn-Opelika.

9:00-10:30—BOARD MEETING—Location to be announced.

SEPTEMBER 10 — WEDNESDAY DUNCAN HALL STUDIO

- 8:30- 9:30—Landscapes for Space Age—'75—Ed Daugherty
9:30- 9:45—Break
9:45-10:30—Use Hanging Baskets and Tubbed Specimens? —Ben Pace
- 10:30-12:00—Fools Rush In ————!!! — James Foret, Tok Furuta, Fred Galle, Ed Daugherty, Ben Pace, Don Hastings, Jr.
- 12:00- 1:30—Lunch (on your own).
1:30- 2:00—Turf Diseases and Their Control—Dr. Ray Self
2:00- 2:30—Possibility of Nematode Damage to Lawn Grasses — Dr. Eldon Cairns
2:30- 2:45—Break
2:45- 3:15—Management of Turf Including Weed Control—Dr. Dana Sturkie
3:15- 3:30—Chinch Bug Control—Prof. F. E. Guyton
3:30- 4:00—Other Important Turf Insects and Their Control —Jerry Ruffin
4:00- 5:00—Tour of Grass Plots—Dr. Dana Sturkie

NOTE: Time and space are available for demonstrations and exhibits by commercial companies. These companies must be responsible for cleaning any area used upon completion of the demonstration or short course.

TOURS: Tours can be arranged to Ida Cason Calloway Gardens, Pine Mountain, Georgia, and to local nurseries upon request. Monday will be an excellent day to tour.

Clemson Surveys SCNA Members Advertising Practices

by WILLIAM H. FAVER, JR.
*Assistant Agricultural Economist
Clemson Agricultural College*

It is very difficult to imagine what our economy might be like should all advertising suddenly be discontinued. Newspapers, magazines, radios, and television — all are supported primarily through the sale of advertising services and might be prohibitive without it. In addition, except for advertising, there would be little or no knowledge of products and services currently available for the consumer's use. Even word-of-mouth transmittal of information would not be available as that also is a form of advertising.

Advertising has become an integral part of our American way of life, and is essential in our economy. It is a necessary companion to mass production which makes possible many of the things so widely enjoyed today. In order for a product to survive on today's highly competitive market, it must be promoted through the best known methods of merchandising, including effective advertising.

It may be said that the principal aim of advertising is to secure, maintain, and increase the distribution and consumption of a product. There are two general types of advertisements, those used for product introduction

and those used for product competition. One of the primary functions of advertising is to relate a new product, or a new model or form of a product, to a name for which prestige has been established.

The purpose of this study has been to provide descriptive information as to the amount, types, and average annual cost of the advertising practices followed by a representative sample of the ornamental nurserymen in South Carolina. Such information is essential as a benchmark for further studies aimed at determining the most effective media through which nurserymen in South Carolina can advertise their products and services.

Data were collected by means of a mailed questionnaire which was submitted to a selected sample of 143 South Carolina nurserymen. Completed questionnaires were received from 103 nurseries of which 90 were used in this analysis.

Nurseries were classified as "large commercial", "commercial", and "semi-commercial" based on such factors as their gross sales, labor force, type of sales, plants handled, and origin of stock. There were 7 large commercial, 25 commercial, and 58 semi-commercial nurseries included in the sample.

Newspaper advertisements were used by 59 of the 90 nurseries; magazine and trade journal ads by 14; radio and television by 17; and outdoor signs by 60 of the 90 nurseries. One or more of the following media were used by 60 nurseries: directories, letterhead stationery, tags and labels, direct mailings, and premiums.

Large commercial nurseries spent an average of \$1,040.00 on newspaper advertisements as compared to \$366.13 as an average for commercial nurseries and \$161.05 for semi-commercial nurseries. Magazine and trade journal advertising costs averaged \$338.33 for large commercial nurseries, \$46.80 for commercial nurseries; and \$84.67 for semi-commercial nursery operations. Radio advertising costs for large commercial nurseries averaged \$850.00. These costs for commercial and semi-commercial nurseries were \$192.54 and \$152.25, respectively.

Outdoor signs were usually located near the nursery. There were 150 signs in use by the 60 nurseries using signs to advertise their businesses. One third of the nurseries reported not using outdoor signs.

Other media used by nurseries were: advertising in directories, which averaged \$116.73 for the 33 nurseries using this medium; letterhead stationery, which cost the 60 nurseries involved a yearly average of \$28.72 each; tags and labels at an average cost of \$20.76 for the 33 nurseries of all three classes; direct mailings used by 24 nurseries at a cost of \$120.24 each; and premiums, which cost 3 nurseries \$83.33 each.

Copies of AE 153, *Advertising By Ornamental Nurseries In South Carolina*, may be obtained by writing the Agricultural Publications Department, School of Agriculture, Clemson Agricultural College, Clemson, South Carolina. See picture on page 25.

SHADE TREE EVALUATION BOOKLET

This booklet gives the accepted and approved method for establishing the value of an established shade tree. It will be of great assistance when your customer is involved in litigation with an insurance company over an injured tree. Copies are available from Dr. L. C. Chadwick, Dept. of Horticulture, Ohio State University, Columbus, Ohio. Cost of the booklet, \$1.00 per copy. It was prepared by the National Shade Tree Conference.

COLUMBIA WILL BE HOST TO SCNA IN 1959

by FLORIDE P. SCOTT
Secretary, SCNA

John Bregger, our traveling good will representative, is having the trip of his life in California. His headquarters are at Red Bluff but he has visited experiment stations, peach orchards, plum orchards and vineyards at Davis, San Jose, Fresno, Sacramento, Palo Alto, Shafter, Wasco, the Weed Patch, Devil's Den, Arvin, and Hell's Acres. He will bring back enough information on peach varieties so we will never be at a loss for a speaker at our conventions.

* * *

Will our next year's convention be a success? It's in the bag. George Gottlieb is Local Arrangements Chairman. The other members of the committee are Mrs. Elma G. Merry and Johnny Brailsford. They already have practically all plans made. It will be at the Wade Hampton Hotel, Columbia, June 15-17, 1959.

* * *

To all members . . . Please send me in more local notes.

Jim Griffin, Executive Secretary of the Florida Nurserymen and Growers Association has been elected President of the Association of Nursery Secretaries.

We hope Jim and his attractive wife can attend one of our South Carolina Nurserymen's Conventions.

* * *

I am new at this job but one thing pleases me very much . . . 52 members have already paid their 1958-59 dues. Let's make it a 100% soon. Then I won't have to send out any more statements.

* * *

As many of you probably know, Jim Rodgers is back with Charlie Womack. We hope he will again take up the interesting education and promotion work he started several years ago.

* * *

R. B. Taylor's smiling face appeared in a recent Sunday issue of the Spartanburg-Herald Journal. He was presenting a basket of peaches to John Fraser III, President of AAN at the Dallas meeting.

Tar Heels Attend George J. Ball Field Day

By HUGH VANN

Exec. Sec. NCAN

Around 5 o'clock July 29th, Amos Fowler, Jerry Rusby and your writer left Raleigh for Chicago. In Greensboro Earl Pettey joined the group. We were headed for the Vaughan Seed Co. and Geo. J. Ball Field Day.

After a very pleasant trip we arrived at Vaughan's Trial gardens, July 30th. We had a wonderful lunch and spent the remainder of the afternoon in visiting the massive and colorful display of flowers. They certainly needed traffic cops because you couldn't dodge the nearly two thousand people and see the flowers at the same time. Anything in blooming plants was there for you to see and compare—all American Flower Trials and all American Rose Trials. All of this was in and around the beautiful estate grounds of

one of the older families of Chicago.

Bright and early July 31st we registered at George J. Ball's gardens. What a display—new varieties being tested; old varieties as comparison; varieties



to fit any garden and any location. Greenhouses, warehouses, offices and mailing rooms were open for your inspection. The only interruption was time out for lunch which was served in one of the warehouses by the Ball employees. Anyone interested in blooming plants should have seen the display at these two trial gardens.

After our visit with Ball Co. we decided to travel a little further and see D. Hill Nurseries. Just a mere 800 acres of nursery stock, with 15 acres of it in cans. What a display of container grown stock! You would have to see this operation to appreciate it.

Our return route took us by Mentor, Ohio and a visit with Springbrook Farm and Wayside Gardens. Again, anyone interested in annuals and perennials should see these two places. Almost one day was spent in touring the 400 acres of shrubbery and perennials at Wayside. Some new, some old and some most unusual.

As we left Wayside Gardens, we decided North Carolina needed us. A stop over Saturday night in Pittsburg with relatives and after a drive in the rain Sunday, we arrived home around 7:30 p.m., tired and worn out but all felt the trip very profitable.

NORTH CAROLINA LAUNCHED PLANT INSPECTION IN 1890

By DAVID L. WRAY

Insects have affected man's existence since the beginning of time, either directly or by injuring the things he produces. Prior to the last two decades of the nineteenth century people with home remedies endeavored to control insects affecting them in their houses, gardens, or fields. From about 1850 agriculturists often had a general knowledge of insects and gave out advice along with those of other agricultural subjects as horticulture, soils, field crops, etc.

About 1860 the U. S. Department of Agriculture recognized the need for specialists to study insect problems exclusively without being hampered with all the other phases of scientific agriculture. In North Carolina agriculturists still handled insect problems along with those of field crops, horticulture, farm machinery, etc.

About 1890 the first Entomologist in North Carolina was Gerald W. McCarthy whose title was Botanist, Entomologist, and Biologist. He investigated many insects injuring crops of various kinds and recommended con-

trol measures. About the turn of the century upon the introduction and spread of the San Jose Scale from the West Coast area and which did serious damage to orchards of various kinds, it became apparent that some sort of quarantine laws should be enacted to prevent or slow down the spread of such serious pests.

Consequently, State after State enacted quarantine laws. Thus North Carolina started nursery inspections and at first included only those that grew or sold fruit stock.

After Mr. McCarthy, Franklin Sherman became State Entomologist in 1900 and served until 1925. He carried out many research projects on various insects and also directed the nursery inspection and quarantine laws. Dr. R. W. Leiby succeeded Mr. Sherman in 1925 and served until 1937. Since 1937, C. H. Brannon has served in this capacity.

Since 1930, most of the test work on insects has been carried out at various

Research Farms. The Division of Entomology has for its chief projects the inspection of nurseries, bulbs, and other plant products; the enforcement of plant pest quarantine laws; apiary inspection and the cooperative programs with the Federal Government on the control of serious pests such as the fire ant, soybean nematode, Japanese beetle, white pine blister rust, and others.

Besides the regulatory work the Division of Entomology carries on a State insect survey and gives service in Insect Identification to the people. To accomplish this service a large State Insect Collection and Laboratory are maintained. This Laboratory was in charge of the late Dr. C. S. Brimley during the time Mr. Sherman was here and until 1946. Since 1946, D. L. Wray has maintained the Laboratory work.

The Division of Entomology has five employees who do field work, besides a secretary in the office. One employee is stationed at Asheville and one in Wilmington. Their chief duties consist of the inspection of nurseries.

CAROLINA ORCHIDS, INC. HAS UNIQUE RENTAL SYSTEM

Interest in gardening developed from the planting that was done around the house, and the next year they had a small lean-to greenhouse built onto the garage so they could try their hands at some hothouse flowers. These grew so well that the Ways purchased a few orchid plants of various varie-

ties "to see what they would do." They "did" very well indeed, and some of the pieces of these original plants are in the Carolina Orchid greenhouses today.

Encouraged by their success, Judge and Mrs. Way put up two greenhouses on the lot adjoining their residence, and the expansion was under way. When the new houses began bulging at the seams, and as there was no adjacent land available for additional

Sorry, please turn to page 27

FNGA
Trade Meet
Set For
October 24-26

• • •

Sponsors Fellowship
at
University of Florida

Close to 100 per cent of the 30 members of the FNGA Board of Directors were present at the quarterly meeting of this group, August 9th.

President Roy Rood presided at the second meeting of the year at the Langford Hotel in Winter Park. The meeting, which considered many important issues confronting the organization was one of the longest in the history of the Board.

President Rood praised the members of the Board for their faith in the Association and acceptance of responsibility which has proved to be the backbone of the FNGA since its birth. He pointed out the tremendous strides made by the Association and the many successful projects were direct evidence of the vast amounts of work accomplished by the efforts of the Board.

An interesting note is that the directors present, in their trips to and from the meeting at Winter Park, travelled over 7,500 miles. This accumulated mileage is by no means above normal for the Board members and at least four of these meetings are held each year. It is indicative of the spirit of cooperation in which the FNGA Board members have entered into the Association.

MEMBERSHIP DRIVE
FEATURES \$75. CHAPTER
AWARD

Jim Vosters, Vosters' Nurseries, Inc., Miami, was appointed by President Rood to head the Statewide FNGA membership campaign.

The Board, at its recent meeting authorized the membership drive and allocated \$75 to be used as prize money for the winning Chapter.

The contest will be based on a percentage basis with all Chapters competing in an equitable manner. New

members secured by each Chapter as well as delinquent members reinstated will gather points in the contest.

Jim and his committee will forward copies of the contest rules to each Chapter in the very near future.

GRADING SPECIFICATIONS
NEAR COMPLETION

Vice President Hollie Popham, currently serving as Chairman of the Plant Grading Committee, reported at the recent FNGA Board that all Grading Specifications have been approved by his committee with some minor changes. The specifications, along with appropriate photographs are now being readied for the printer. The new Florida Plant Grading Specifications are expected to be off the press within the next six weeks following which they will be put in the hands of the membership.

President Rood and the entire Board of Directors expressed their appreciation to Mr. Ted Whitmore of the State Plant Board who has so ably compiled the Grading specifications. The President also commended the Plant Grading Committee under Chairman Popham for the outstanding work it has accomplished in producing the new specifications.



MANASOTA CHAPTER HOST
FOR TRADE SHOW

The Manasota Chapter will play host for the 1958 FNGA Trade Show for the second time. Serving as host in 1956, the Chapter did an outstanding job in staging the annual affair.

Because of the previous success and the resulting stimulus to local business, the Chapter invited the Board to choose Sarasota once again and the invitation was accepted.

President Rood has appointed Bud Reasoner, Reasoner's Tropical Nurseries as General Chairman with Ralph Taylor, Royal Palm Nurseries and Hollie Popham, Palmer Nurseries, to assist.

The new Sarasota Terrace Hotel will be the Trade Show Headquarters, with the overflow to be housed in a nearby hotel. The new Exhibition Building

for the Sarasota County Agricultural Center will house the Trade Show Exhibits. This building is a natural for the Trade Show displays being located only a short distance from the hotel, having several acres of parking area, easy access to all sides of the building, and by having an earth floor, it is perfect for plant material.

The Allied displays area to be located on each side of the building with specially prepared booths. Outstanding lighting facilities in the building will provide evening displaying for the tradesmen.

The Committee has formulated plans to provide the best Trade Show yet and to give the members outstanding entertainment while doing their trading.

WILL SPONSOR
U. OF F. FELLOWSHIP

Upon the recommendation of the FNGA Scholarship Committee, the Board of Directors has voted to establish a \$2400 Fellowship for the studies of a graduate student in Ornamental Horticulture at the University of Florida.

Following considerable study, by Chairman Hollie Popham and his Committee, and meetings with Dr. McElwee, the Scholarship Committee felt that the establishment of a fellowship by the FNGA would do a great deal in assisting with current problems of Florida nurserymen and would certainly convey to the Agriculture College the desire of the FNGA to assist the efforts of this school at the University.

The Board approved the Fellowship fund following a survey of finances by the executive committee.

DELINQUENTS
TO BE NAMED IN
SOUVENIR DIRECTORY

Following a study of procedure by other Associations, including the American Association of Nurserymen, the Board has directed the Annual Souvenir Directory to include the names of any delinquent members. It was felt that due to the past season's weather conditions, some few members who had been severely hurt, should not be penalized this year by the omission of their name from the Directory. The Directory will indicate with a capital *D* those members who are delinquent.

It is hoped that all members currently in arrears with their dues premium, will forward their check to the executive office at once. Deadline for the Directory will be September 15.

Sorry, please turn to page 18

Continued from page 17

FNGA INVITED TO NEW YORK FLOWER SHOW

The Association has been invited to display in the International Flower Show in New York City, March, 1959.

The New York Show, one of the largest of its kind in the nation and on a par with the National Capital Flower & Garden Show in Washington, D. C., has an annual attendance of approximately 200,000 visitors.

The Board directed the Executive Committee to study the 1959 invitations of the two Garden Shows in

question and choose the one which would best promote the FNGA and Florida. The invitations will be considered providing adequate financial arrangements may be agreed upon.

The foregoing was submitted by Jim Griffin, executive secretary, FNGA.

HOLMES NURSERIES AWARDED BUDWEISER JOB

Hey! How long has it been since you reviewed your unit cost when paying your annual FNGA dues? The *Broward Chapter* is asking its members, and the executive office of FNGA might like to know, too.

For instance, have you added a new truck, another acre of space? These would constitute a unit each, and each unit amounts to \$2.50. How many other Chapters want to conduct their own member review?

Broward members really had a treat at their August meeting. Jim Vosters showed his colored movie on Greenhouse Growing in Europe. 'Tis said it was a revelation.

* * *

The luscious Budweiser (Where There's Life There's Bud) landscaping job for the new \$26 million dollar plant at Tampa went to Holmes Nurseries. A number of landscape contractors from over the state estimated the job. The Holmes are members of the *Tampa Bay Chapter* with Louise serving as its president . . . the second woman to hold an elective position in the FNGA, (we think). (Beverly Turbeville, *Broward Chapter*, is serving her second term as corporate secretary as well as treasurer).

The Budweiser job was designed by Charlie Wedding, Weddings Nurseries, of St. Petersburg, and incidentally Charlie, having served as the second president of FNGA, is now leading the *Pinellas Chapter*.

* * *

A special honor came to Florida at the Dallas meeting. A number of specialty allied groups meet in conjunction with the AAN, one being the National Association of Nursery Secretaries. To this group's highest position, the presidency, was elected Jim Griffin, Jr., executive secretary of this, the FNGA. He had served on the group's Board for the past two years.

* * *

Imagine Buster Nies is back from his trek to Cuba. Beverly Turbeville, reporter for the Chapter, hoped he wasn't "driving the Cubans crazy with his fractured Spanish."

* * *

Chris March and wife, Lillian were flown to Princeton, N. J. by Mr. and Mrs. B. F. Bonner (expenses paid) to supervise the execution of the interior plans, by Fred Stresau, in the planting of the Bonner's huge solarium. The solarium is 30x70 and is a main part of the \$500,000 mansion's out-door living area, which was enclosed by Lord-Burnham Greenhouse. A truck load of plants was sent from March Nursery to be used in this beautiful design of Fred's.

Next page, please

Southeastern Nurseryman



Florists and growers everywhere find that Union's new line of Sta-Moist Planters makes sales easier! Their gay two-tone colors and pleasing design make them the best looking plastic planters on the market today. Available in several sizes.



No. 2107 - 4 1/2" wide
7" long, 3 1/2" deep

A special well in the bottom furnishes a constant supply of moisture without drowning the plants. Colors: Red, Kelly Green, Moss Green, Ivory, Sandalwood or Fruitwood with Black Snap-on Saucers.



No. 2108 - 12" long,
4" wide, 3 1/2" deep

There's a Union Plastic Pot for every growing need.

UNION PRODUCTS INC., Leominster, Mass.

GEORGIA REPORTS SMOKE TREE RUST

The first observations and collections of a rust disease new to North America on the smoke tree, *Cotinus coggygia Rhus cotinus*), are reported by G. E. Thompson, department of plant pathology, University of Georgia, Athens, in the Plant Disease Reporter, volume 40, No. 11. The disease first appeared in 1956 on a smoke tree planted about 40 years ago on the university campus at Athens. A few days later, the disease was found on another tree located on private property in the city.

According to Dr. Thompson, about 75 per cent of the leaves on the university's tree showed conspicuous spots, which were characterized by overgrown leaf tissue at the center and a surrounding ring of dead tissue. About 25 per cent of the twig tips and leaf petioles were abnormally enlarged and usually curved downward or to one side. The infected twigs were dead, so that the tree appeared to be affected by a blight. A few infections were present on the flower pedicels.

A secondary fungus fruiting in the dead tissue of the leaf spots has been tentatively identified as a species of gloeosporium. The fungus causing the principal infection, however, is still unknown, though it is similar in many respects to a rust, *Pileolaria continicoggygiae*, reported in China in 1937. Further observations and efforts to establish the taxonomy of the disease are being continued by the college experiment station at Athens.

FNGA:

Members of the *Lake Region Chapter* believes the FNGA display at the Washington Flower Show should be continued and that aid should be given to local chapters in their endeavors to stage exhibits at various Fairs.

* * *

New members of the Chapter are Wm. H. Parker, American Agricultural Chemical Co., Pierce; Frank H. Rich, Hollybrook Farm and Nursery, Davenport, and Edward S. Batchelder, Batchelder Greenhouses, Lakeland.

* * *

Plants for the Peace River Park at Bartow have been donated by Reints Brothers; Petersons Nurseries and Seymours Nurseries. A list of plants needed was read. However, it was stressed that because certain plants were not listed doesn't mean that they would not be acceptable.

* * *

The Chapter will hold its next meeting at Reints Brothers at 5:30 p.m., September 9th.

SEPTEMBER 1958



Leading the Georgia State Nurserymen's Association this year are: James Patterson, President; Mrs. Willette Hume, Executive Secretary; Frank A. Smith, Vice-President; Charles Morse, Treasurer, and Don M. Hastings, Director-at-Large.

The Sherman Line of Soil Working Tools



SHERMAN-GANNON LANDSCAPER • Inset shows lock to keep teeth from vibrating loose.



SHERMAN-GILL MULTI-PURPOSE TOOL • Inset shows scarifier teeth and rollers with pins.

SHERMAN-GANNON LANDSCAPER

Features: Lever controlled from tractor seat enables operator to scrape and scarify at same time, or grade, level and backfill independently • Flat sides permit working close to obstructions • Unique curve of Maximold Moldboard and large side plates mean moving more dirt than any similar equipment • Hinged back gate allows front blade to penetrate for grading, but can be locked for levelling and fine grading; front blade acts as shoe to keep rear blade from penetrating too deeply when backfilling • Scarifier teeth are adjustable for chipping or deep scarifying • Patented lock holds teeth so they cannot vibrate loose but can be removed by tripping lock • Replaceable cutting blades of spring steel, reversible for added life.

SHERMAN-GILL MULTI-PURPOSE TOOL

Features: Prepares seedbeds after rough grading, eliminating expensive hand labor and the need for plowing and discing, and releasing five to ten men for other work • Exclusive "floating" design permits own weight to penetrate soil • Position control for ordinary or clay soil and draft control for fast finish grading in loamy or sandy soil • 33 scarifier teeth, eight in. long, scarify three and one-half in. deep every two in. • "H" beam design with front flange serving as rough grader and rear flange as finish leveller • 110 pins in each roller penetrate soil one in. • Three point hook-up for fast mounting and dismounting • Performs six different operations: scarifies, grades, levels, breaks clods, pulverizes, rolls and firms.

Write today for Bulletin No. 8077



SHERMAN PRODUCTS, INC., Royal Oak, Michigan

POWER DIGGERS • LOADERS • FORK LIFTS • SOIL WORKING TOOLS • CRANES AND EXCAVATORS

RAYMOND BRUSH:

Continued from page 11

Other states also presented the President with gavels made from favorite native woods. They were Kentucky, Connecticut, Maine and Montana.

* * *

The young man who has succeeded Bud Meredith as administrative assistant at AAN is one of those rare persons who was born, received his education and spent all but one of his working years in one state, Michigan. In 1957 F. Raymond Brush joined the National Apple Institute in Washington, D. C., as an economist, and 32

months tour of military duty constitute his activities outside of his native state.

With a farm background, the chap whom we all hope to one day call Raymond, has spent his working years with fruits, vegetables, horticulture, and allied fields. They have included associations with the Michigan Bureau of Plant Industry, Michigan Cooperative Crop Reporting Service, and Berrien County's Agricultural Agent's office. His experience is wide and varied.

Michigan State University is his Alma Mater. He holds a Bachelor of Science degree in horticulture, specializing in fruit production, and a

Master of Science degree majoring in horticulture (vegetables), with a minor in agricultural economics. Elective courses included plant propagation and plant breeding. He is a member of the national honorary agricultural fraternity, Alpha Zeta.

Mr. Brush is active in the Mount Vernon Methodist church of Alexandria, Va., as is Mrs. Brush, who incidentally, is also a graduate of Michigan State University. They have three children, Richard, 8, Carolyn, 7, and Cynthia, 18 months.

* * *

The coveted gold and bronze Norman Jay Colman Award offered annually by the AAN to the person deemed to have made the greatest contribution to the nursery industry through research, was presented in Dallas to Dr. John P. Mahlstedt, Professor of Horticulture, Iowa State College at Ames.

His work was in the realm of packaging plants in polyethylene. Dr. Mahlstedt is co-author of the well known book "Plant Propagation."

His entire schooling has pointed toward his interest in plant life. First, his major in Botany, then his graduate work in Pomology, and finally his doctorate in Horticulture.

Norman Jay Colman was our first Secretary of Agriculture, having served as Commissioner of Agriculture under President Cleveland. He was largely responsible for the passage of the Hatch Act which provides for federal aid to the Agricultural Experiment Stations and is often referred to as the "Father of the Experiment Stations."

* * *

PAST PRESIDENT PASSES

Howard C. Taylor, a Past President of the AAN, died on August 15, 1958, as a result of injuries received in an automobile accident on August 13, while driving between his nursery at Millbrook, New York, and his nursery at Hawthorne, New York. The automobile accident was a result of a stroke while he was driving.

He served in many capacities on committees and as committee chairman in the American Association of Nurserymen. He was elected to the Executive Committee of the AAN in 1944, and served continuously as a member of the Committee and the Board of Directors until July 1950. He was Treasurer of the AAN for 3 of these years, and served as President for the year 1948-49. He has served as member of the Board of Education of North Tarrytown, New York, was a member of the Rotary Club at Pleasantville, New York, and engaged in many local community services.

Southeastern Nurseryman



Nelson Nurseries, Opa Locka, Fla.

Positive protection at a sure saving!

LUMITE®

SARAN SHADE CLOTH

* Lowest annual cost
* Widest range of shading

Immediate shipment of 6 & 20 ft. widths in all lengths;
special widths and fabricated covers available on request.
Some distributorships are still available.

For FREE samples and information write:

LUMITE DIVISION, Box 40
Chicopee Manufacturing Corporation
Cornella, Georgia

ALABAMA:

Continued from page 14

Make your plans now to be in Auburn on September 9 and 10. Bring your cohorts along to get the benefit of group discussions with experts on planning for nursery operations in space age living. There will be congenial fellowship and a barbecue given by T. C. King, King's Nursery, Opelika-Auburn, at Ivy, the home of Mrs. J. D. Orr, Sr., and Henry. Plans for entertainment for wives and children are in progress. Make this a pleasant family affair in Auburn in September.

Reservations may be made to the hotel or motel of your choice. The Pitts is a small commercial hotel on Magnolia Avenue in downtown Auburn. Its rates are: singles \$4.50, doubles \$6, and twin-bed \$7. For those preferring a tourist motel, Andy's, the Golden Cherry Motel, and Holiday Inn are excellent.

Andy's and the Golden Cherry Motel are seven miles from the campus in Opelika on U.S. 29. Holiday Inn is located at the junction of Alabama 147 and U.S. 280, approximately five miles north of the campus. Their rates are: singles \$5-5.50, doubles \$6-7.50, and twin-bed \$7-9.

In Opelika, the Hotel Martha Scott is available. Its rates are: singles (with tub and shower) \$4, doubles \$6, and twin-bed \$7. All the above rates are for air-conditioned rooms.

MEALS: Participants in the short course may eat in the War Eagle Cafeteria of the Auburn Union. This cafeteria is open during the following hours: breakfast 6:30-8; lunch 11:30-1:00 p.m.; dinner 5:30-6:45 p.m. Numerous cafes are available in downtown Auburn and its vicinity.

ALL COMMITTEE CHAIRMEN will be alerted to call meetings of their important committees during the short course period. Plans must be developed now for an effective year of this association.

PENN STATE RELEASES DATA

Some preliminary data has been released from the Department of Agricultural Economics of Penn State U. on a study of home-owner use of ornamentals. The study was made of a selected sample of home-owners in old and new low cost homes (\$10,000 to \$15,000 before and after 1940) and the old and new high cost homes (over \$10,000-\$15,000 after 1940) in cities of under 15,000 and over 20,000 population.

Almost two-thirds of those inter-

viewed gave three reasons for landscaping:

1. Increased value of their property.
2. The house would look unfinished without trees and shrubs.
3. They liked trees and shrubs for their beauty.

On the farm the shade that trees provided became more important and the increased value and finished appearance of the house became secondary.

Increased value, a complete house, beauty and shade would seem to be the

four major reasons in the minds of home owners for landscaping. Nurserymen are urged to use these reasons strongly in their advertising and sales pitches.

The interviewer asked why these home-owners did their own landscaping since 75% of them had never employed landscape services. Out of 545 interviews, 180 said they did their own to save money, 140 said they like to do it and 80 gave both reasons.

You might use these pitches for the "do it yourself" program.



Give Your Plants The Best Protection! REDWOOD WOVEN LATH SHADE

Check these points—they mean quality and profit to you!

- Uniform sun control
- Protection in severe weather
- Perfect ventilation
- Minimum light loss
- Beautiful appearance
- Low cost
- Long life
- Easy installation

Immediate shipment of 4 and 6 ft. widths in 50 ft. rolls. Write today for prices and installation instructions.

Manufactured by

BROWN FENCE COMPANY

JAMES B. HIGGINS, Manager

P. O. Box 73

MONTEVALLO, ALABAMA

Phone MOntrorse 5-7181



New officers for Mississippi Florist and Nurserymen's Association are, left to right, Joe Steinwinder, President, Cardinal Flower Shop, Gulfport, Mississippi; Ray Bass, Vice President, Bass Pecan Company, Lumberton, Mississippi; C. O. Box, Secretary-Treasurer, Mississippi State University; Baxter Pridgen, Pridgen's Florist, Jackson, Mississippi.

WIGHT NURSERIES:

Continued from page 9

begun when young John came into the firm but it was not until 1936 that the firm's name which had been changed to Wight Nursery and Orchard Co., was again changed to Wight Nurseries. The nursery was incorporated in 1956.

John has followed his father's and brother's footsteps as a leader in the nursery and pecan industries. And, although thought of today primarily as an "ornamental" man, he has carried on the tung and pecan ventures which once interested his father and brother. Tung nuts have been exported to various countries including New Zealand and Russia, and Wight pecan trees shipped to many nations in Africa, Asia and Australia.

During the past 30 years since John Wight forsook his training for a career in the world of math, and stepped into the role of nurseryman par excellence, he has served as president of the Southern Nurserymen's Association, the American Association of Nurserymen, the Southeastern Pecan Growers Association, and twice as leader of the American Tung Oil Association.

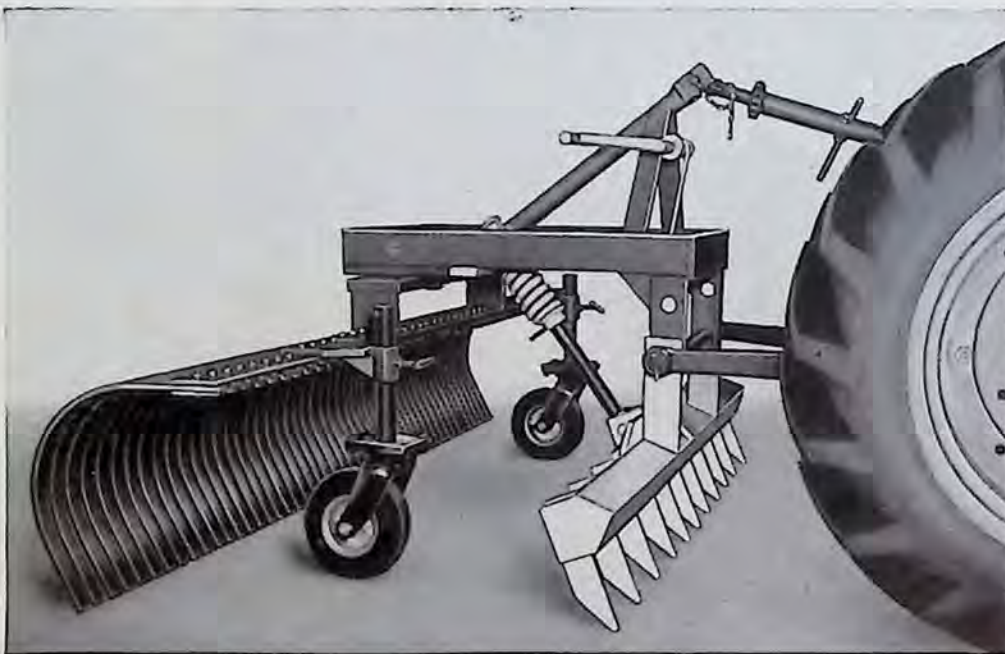
The cry that the young are turning their backs on the nursery world does not hold true in the Wight family, for now John Wight III is becoming a familiar figure in the industry.

An Emory graduate too, John III came home from the Air Force to take the position in the family business as vice president in charge of sales. Obviously he inherited the love for green and growing things and stands beside his dad in producing and merchandising the pecans, and ornamentals, (particularly the Suwannee River Ligustrum developed by his father), and grown on the 600-acre property of which 150 are in nursery stock. More than a quarter of a million plants are in containers.

John Jr., or Senior now, found his wife, "Lib" in Miami during the boom days, but John III confined his choice to a home town girl, Beth Van Landingham. They have three little girls, and one look at Mary in the foregoing picture would indicate that she too, has inherited the precious gift . . . love for the green and growing.

YORK RAKE

with SCARIFIER



..the **ONE** tool for **ALL** landscaping jobs!

New SCARIFIER combines soil-loosening operations with the rough grading and raking. SCARIFIER rips up sod, hard-packed ground, roots, and stones for easy, quick leveling and clearing. This ONE tool is all you need for all landscaping jobs—grades, levels, spreads top-soil, removes stones and debris, finish-rakes. Eliminates need for separate soil-loosening operations.

Made and fully warranted by the leader in mechanical landscaping rakes. Sold and serviced by leading equipment dealers.

The YORK RAKE with SCARIFIER fits all tractors with standard 3-point hitch. Other rakes for light tractors.

Write today for latest literature and name of nearest YORK RAKE dealer.



York
DEPT. S-89
MODERN CORPORATION
UNADILLA, NEW YORK

IMPORTANT!

When having personal or business stationery printed, be sure to include your zone number in the address. This makes for faster and better delivery. When writing letters, don't forget to zone 'em.

CONTRACTOR SETS LAND-CLEARING RECORD



Leveling, filling, terracing each of the 473 yards in this San Fernando Valley housing development took half an hour with landscaping contractor Russell Starkweather of Chatsworth, Calif., at the controls of the Sherman-Gannon and Ford Tractor.

"It took about half an hour to level, fill and terrace each residence in this subdivision of 473 homes," said Russell Starkweather, landscaping specialist of Chatsworth, Calif., who has recently finished *landscaping* a development of middle-priced homes in the San Fernando Valley.

The youthful contractor credits the versatility of his equipment for the speed of finishing up a landscaping contract. The Sherman-Gannon unit that is Starkweather's main tool, is a scraper-scarifier mounted on a Ford Tractor. Designed to scrape and scarify at the same time or independently, the Gannon also grades, levels or back-fills.

The equipment is made by Sherman Products, Inc., Royal Oak, Mich., world's largest manufacturer and distributor of earth moving, soil preparing and materials handling equipment.

"The versatility is what I like about my Sherman," Starkweather says. "It helps me both coming and going—moves earth either forward or backward. It even rips as it moves dirt."

Mr. Starkweather has been using the Sherman-Gannon for over three years, which makes him one of the first contractors in the San Fernando Valley to turn to Sherman equipment. He does all kinds of earth moving but specializes in landscaping and grading, mostly for large housing developments.

"The important thing," Starkweather says, "is that I don't have to waste time changing from one piece of equipment to another during the course of the job. My Sherman-Gannon does all the work—all I do is ride. That's why the versatility of this Sherman equipment is important—it makes more money for me and still saves money for my customers."

If WATER is **IMPORTANT** to Your

"Wettie Wetdrop"



- ✓ Balled Stock
- ✓ Canned Stock
- ✓ Greenhouse
- ✓ Landscaping

Save 50% water and labor particularly with your container-grown stock, by using AQUA-GRO. In every case growers report that soil is more uniformly moist; much, much quicker to water. This summer, more and more nurseries will be getting at the roots of their watering problem with WETTER WATER produced by AQUA-GRO. We urge you to start treating your stock with AQUA-GRO now!



After your first use of AQUA-GRO, inspect every inch of your treated stock. You won't find a trace of a dry spot.

AQUA-GRO®

NON-IONIC WETTING AGENT

Correspondence invited

AQUATROLS CORPORATION OF AMERICA
730 Lancaster Ave., Bryn Mawr, Pa.

COMPLETELY NEW! NEW! NEW! NEW! AUTOMATIC POWER CAN OPENER

QUART CANS

- ★ All steel construction
- ★ Galvanized case
- ★ Removable shute
- ★ ½ HP electric motor
- ★ 17 in. x 31 in. x 31 in. high

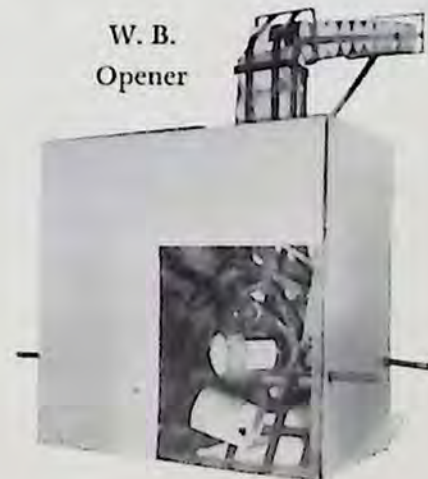
Rate 1500 cans per hour

One man operation
(safe and fast)

Cuts out tops
(smooth, clean holes)

Punches 2 drainage holes
in sides of can

W. B.
Opener



Patent Pending

Price only \$265.00 F.O.B. Ft. Lauderdale

W. B. MANUFACTURING CO.

991 S. W. 40th Avenue, Ft. Lauderdale, Florida
Telephone: LUdlow 3-0414

GARDEN CENTER SECTION:

PLANT HOLD YOUR FLOWERS AND VINES. A new, almost invisible pot holder now displays the natural beauty of the plants instead of the bracket. PLANT HOLD supports any

popular sized, lipped flower pot—from a small 3 inch to a large 6 inch pot. It is tiny, only 2 in. high and 3/4 in. wide. PLANT HOLD makes possible multiple plant displays inside or outdoors. There is no danger of rusting, break-

ing, or tilting. It's perfect for all wall surfaces, fences or mailbox posts. Comes in pack of 100, \$6.90 postpaid. Excellent for vertical areas—shows plants better. Write to: Southern Interiors, 433 NW 1st Ave., Ft. Lauderdale, Fla.

Increase PROFITS with Suwannee River

Low prices now in effect make this hardy dwarf ligustrum a must for most homeowners. Its compact, dark green, slightly curved foliage will appeal to your customers. They buy on sight since the price is right. Stock it now.

WHOLESALE PRICES

	each 10 to 49	each 50 to 499	each 500 or more
12 to 18 inch B&B	\$1.25	\$1.15	\$1.00
18 to 24 inch B&B	2.00	1.75	1.50
24 to 30 inch B&B	2.50	2.15	2.00
30 to 36 inch B&B	3.25	3.00	2.75
3 to 4 feet B&B	4.50		
Container Grown.			
1 gallon	\$1.25	\$.95	\$.85
3 gallon	2.25	2.00	1.75



Wight 
NURSERIES
 CAIRO, GEORGIA • SINCE 1887
 "WIGHT GROWN MEANS GROWN RIGHT"

NEW AUTOMATIC STAPLE GUN

A first-aid device for the drooping plant or flower stalk, now being used by an increasing number of "medics" in the flower field, is the automatic staple gun. Two of the most popular types being used are the Arrow T-75 and T-25 staple guns.

Both florists and nurserymen are finding the guns of great help in arranging floral displays as well as training plants in the nursery. The Arrow guns have automatic mechanisms that stop the staple at the right height. This device insures that no damage to sensitive stalks or vines will occur. The staples are rustproof. For further information, contact Arrow Fastener Company, 1 Junius Street, Brooklyn, New York.

ALUMINUM GRASS-STOP AVAILABLE TO CONSUMERS

Aluminum grass-stop, or barrier, which won consumer acceptance last year at higher prices, is now available in a self-service display package with a carry-home handle that holds a 24-foot length of corrugated aluminum, four inches deep, selling for less than \$3, according to Nichols Wire & Aluminum Co., Davenport, Iowa, the manufacturer.

The grass-stop carries an unconditional guarantee.

FERRY MORSE PRESENTS NEW LAWN SEED PACKAGES

Ferry Morse Seed Company of Detroit, Michigan, Mountain View and Los Angeles, California, has given a distinctive modern appeal to its line of lawn seed through the use of colorfully-printed polymer-coated cellophane overwraps manufactured by the Shellmar-Betner Flexible Packaging Division of Continental Can Company.

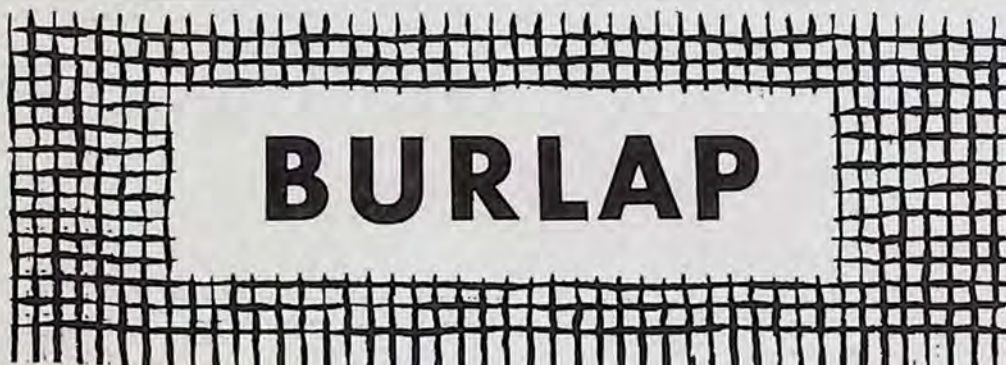
Nine varieties of lawn seed are offered in small overwrap cartons which hold up to one pound; five varieties are in 5-pound capacity overwrapped cartons.

STAUFFER ELECTS MACDOUGALL

Iver Macdougall has been elected assistant secretary of Stauffer Chemical Company, New York, N. Y.

Mr. Macdougall joined Stauffer as an administrative assistant in 1953.

Southeastern Nurseryman



BURLAP

TREATED OR UNTREATED

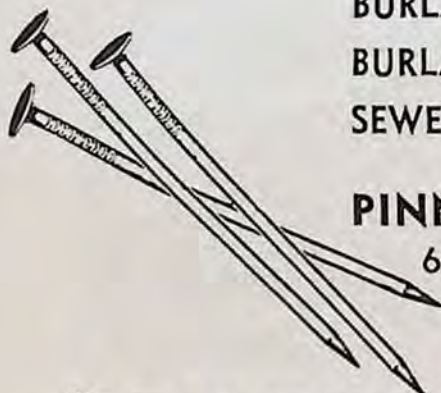
BURLAP SQUARES

BURLAP RECTANGLES

SEWED BURLAP—ANY SIZE

PINNING NAILS

6d in 100 pound kegs



"IF IT CAN BE USED IN A NURSERY, WE HAVE IT."

Columbia

Write for 60 page catalog.

NURSERY & GARDEN SUPPLY CO.

P. O. Box 5068 Columbia, S. C. Telephone ALpine 4-3786



South Carolina nurserymen chat with retiring president of the SCNA, George Segelken of Summerville, second from right. At left, is Cecil Bracken of Easley, leader of the Host Association (Greenville); J. W. Moon, Jr., Moonville, vice president of the Greenville group, and W. R. Marvin, Walterboro, who was elected president for the coming year. At the extreme right is Jack Bracken, Jack Bracken Nurseries, Piedmont, chairman of the convention, also elected vice president of the SCNA. (Greenville News Photo by Louis M. Burress.)

LOWEST PRICE in our history for Scuppernongs!

OUR
FINE
NO. 1
HEAVY



HERE'S YOUR CHANCE TO "SCOOP" THE TRADE!

Field grown, extra sturdy plants like our quality 2 year olds will please your customers, build enthusiastic good will. And our new LOWER prices will help you scoop the market!

CAUTION — Don't wait. We will start shipping about Oct. 15, 1958. If we are sold out your order will be returned promptly.

2-Year Old Heavy No. 1

10 to 50.....35c each
50 to 100.....32c each
100 to 500.....25c each
500 to 1000.....22c each
1000 or more.....20c each

BEST TASTY FAVORITES

Top Sail James
Hunts Bronze
Thomas Scotts Imperial

TERMS: 2% CASH DISCOUNT

Also 2% discount to satisfactory credits, if paid within 10 days of shipment, otherwise 30 days net. (New customers please send full credit references to avoid delay.) PRICES F.O.B., no packing charge. Orders for more than 10 shipped Railway or motor Express.

ARAB NURSERY CO.
ARAB, ALABAMA

PHONE: Day: JU 6-3113
Night: JU 6-3123



New officers for the Men's Garden Club of Miami include, left to right: John Whaling, president; Edward Fisher, sec-treasurer, and Chan Baker, vice president. Objectives of the club include improvements and private garden enterprises. Largest of these is "Operation Beautyfront" in cooperation with the county and other municipal parks, and the State Road Department. Photo by Porter V. Taylor

STAGHORN FERNS	\$2.50 UP
CROTONS, MOSSED TOPS	
FINEST VARIETIES	1.00
CROTONS IN EGG CANS	2.00
ADONIDIA MERRILLI	
5 GAL. CANS	2.50
1 GAL. CAN50
ALEXANDRA PALMS	
5 GAL. CANS	3.00
FISHTAIL (CARYOTA MITIS)	
EGG CANS, NICE CLUMPS	3.00
ROBELENII, EGG CANS	2.50
ARECAS	
EGG CANS, NICE CLUMPS	2.50
DICTYOSPERMA ALBUM	
EGG CANS	2.75

CUTLER NURSERY

NEW LOCATION
7675 S. W. 128th Street
MIAMI 56, FLORIDA

Phone CE 5-3822

Turn east off U. S. 1 at
Serpentarium to 77th Avenue

TOTEM POLES

For Tropical Foliage Plants

Highly decorative . . . Deep
brown . . . Natural palm
log . . . Long lasting . . .

Use same as Tree Fern . . .

Very Tough — Jungle Grown

2 to 3 inch Rounds

34 inches . . . 50c each

48 inches . . . 95c each

(In lots of 20 or more)

Free delivery on large quantities
within 500 miles.

BRANWOOD OSMUNDA COMPANY

Box 20

San Mateo, Florida

Producers of "WHOLE CROWN"
Shredded Osmunda Fibre



JIFFY-POTS

The World's
FIRST
Peat Pot

Obtain salable plants faster. Save a whole year by using Jiffy-Pots to extend the field planting season. Delicate root structures are protected and young transplants need not be pot-bound to plant out into the field.

Quantity	2 1/4-Inch	Per 1000
3,000 to 18,000	(3,000, \$21.75)	\$7.25
21,000 to 72,000		6.75
75,000 up		6.25

Sold in cases of 3,000. Minimum order 3,000. 35 lbs. per case.

Quantity	3-Inch	Per 1000
1,500 to 9,000	(1,500, \$19.88)	\$13.25
10,500 to 49,500		12.25
51,000 up		11.00

Sold in cases of 1,500. Minimum order 1,500. 35 lbs. per case.

Price NET. PREPAID in lots of 150 lbs. or more anywhere in the continental United States excluding Alaska.

Otherwise, F.O.B. West Chicago: Bayonne, N. J.; Allentown, Pa.; Toledo, Ohio; Houston, Tex.; Los Angeles, Calif.; San Francisco, Calif.; Portland, Ore.

GEO. J. BALL, Inc.

West Chicago, Ill.

Phone 299

CLOSE-OUT Greenhouse Panes

16" x 25"

Unbreakable

Translucent

\$1³⁹

FIBERGLASS

Build or repair your greenhouse
at less than wholesale cost

Limited Quantity — Call NOW

Full stock of Fiberglass, up to
4' x 12'—Clear, White & Colors

A & A FIBERGLASS PRODUCTS, Inc.

5120 East 10th Court

Hialeah, Florida

Ph: MU 8-6334

NEW PEAT POTS LINE ANNOUNCED BY BIRD & SONS

A new line of nutrient-treated Bird Peat Pots, in square or round models, is now available. The pots are especially designed and constructed for added rigidity. Both square and round pots have a rugged rim around the top to provide extra strength for handling. The rim also helps prevent breakage at the top so that plants won't lose moisture from "run-outs".

Nutrient feeds plants during initial stages of growth. Entire pot is planted at transplant time. The manufacturer recommends Bird Peat Pots especially for annuals, bedding plants and vegetable plants.

Round pots are available in 2 1/4" and 3" sizes, square pots in 2 1/8" and 3". Free literature containing complete information and prices is available from Bird & Son, Inc., Horticultural Division, East Walpole, Massachusetts.

The American Hotel, Bal Harbour, North Miami Beach, will be the site of the Florida Flower Association's Ninth Annual Convention. Dates are October 1-4.

INTRODUCING! "MISTER 100"

Pat. Appl'd For

MIST PROPAGATION NOZZLE

We believe it's the finest ever developed. Wide coverage—flat plane of mist. Features individual strainer, wrap-around wire baffle, easily removed for cleaning or replacement after long operation. Nozzle has 5/16/24 thread. Spaced 3 ft. apart in drilled and tapped holes in 3/4", 1", or larger pipe, depending on length of line.

AND IT'S PRICED RIGHT!

(Prices F.O.B. Detroit)

In lots of less than 100	\$1.00 ea.
In lots of 10075 ea.
In lots of 25070 ea.
In lots of 50065 ea.
In lots of 100060 ea.
In lots of 2000 or more55 ea.

Sample postpaid \$1.00. Send for yours today and see just what it does; or order as many as you need with full confidence.

OTHER EQUIPMENT

(Prices F.O.B. Detroit)

One minute or 10 minute timers for seconds or minute operation \$29.95 ea.
Solenoid Valves 1/2"—\$17.61; 3/4"—\$19.75; 1 1/4"—\$24.19.
Line Strainers 1/2" — \$4.50; 3/4" — \$5.00; 1" — \$7.50; 1 1/4" — \$10.50.
Electronic Leaf Control Unit\$65.00

WHITE SHOWERS INC.

17514 Woodward Ave., Detroit 3, Michigan

Propagators and Growers of Fine

Camellia japonicas . . . Camellia Sasanquas
Azaleas . . . Hollies
Broadleaf Evergreens

Over 400,000 plants in 750 varieties
Balled and Burlapped . . . Also in Containers

Write for Latest Wholesale Price List

Laureal Lake Gardens and Nursery, Inc.

SALEMBURG, NORTH CAROLINA

Phone 3881

22 Miles East of Fayetteville, N. C., on N. C. Hwy. 242

WILSON'S ORMOND BERMUDA

Recognized as one of the finer lawn grasses

NOW AVAILABLE BY THE BUSHEL

Planting equipment for rent for golf courses, parks, etc.

WILSON SUPPLY CO., INC.

418 Southern Blvd.

Tel. TE 2-4571

West Palm Beach, Florida

P. O. Box 6026

FOR QUICK SALE!

**311 FLATS, Self-Heading
PHILODENDRON SEEDLINGS**

1M - 2M, 2 1/4" pot-size plants in each

12 Species

30 Hybrids

Bred for both finger and solid
leaf types.

Write for descriptive price list together with illustrated brochure of adult plants.

RAYMOND C. HOGSHEAD

Phone PLaza 1-4936

P. O. Box 521

North Miami, Florida

Member:

Florida Nurserymen & Growers Assoc.
American Association of Nurserymen
Southern Nurserymen's Association

NORTH CAROLINA:

Continued from page 16

glass, the first houses were moved up the hill to property on Crest Road, and became the nucleus of the present range. This now includes eighteen greenhouses which extend north and south from the small office building, workrooms and heating plant.

The Ways built up their stock by the purchase of thousands of orchid plants of all sizes from seedlings to top quality mature plants for propagation purposes, several hundred of these being varieties they imported from England and the Continent which were unavailable in the United States. This original plant stock has been multiplied many times, over the years, through hybridization and propagation of the finest possible crosses, and it has provided a welcome and dependable wholesale supply for the retail cut flower market in this part of the country.

After Judge Way's death in 1948, Mrs. Way carried on the business until her health prevented her devoting the necessary time and attention to it, and it was sold in 1952 to Mr. and Mrs. Karl A. Bridges of Charlotte. The Bridges had been enthusiastic amateur orchid growers for many years, and their purchase of Carolina Orchids, Inc., merged their very fine small collection with the Ways' commercial and botanical stock. They have added to this by further purchases, and intensive propagation, with the result that Carolina Orchids now has the largest collection of top quality plants in this section of the country. It numbers from 70,000 to 75,000 plants and includes some 10,000 varieties. They have recently won many awards at international, national and regional orchid shows.

In addition to their extensive wholesale cut flower business, Mr. and Mrs. Bridges have now increased their stock so materially as to be in a position to offer for sale a full line of plants, both seedling and flowering sizes. Contrary to popular belief, orchid plants are readily and successfully grown in controlled residence temperatures. Their culture requires less care and attention than many house plants, and they are proving to be a source of great interest and pleasure to hobbyists. Carolina Orchids can supply all necessary potting and growing materials, and full instructions. Members of the staff will be glad to consult with any who are interested in this fascinating hobby. Plant price list on request.

The cut flower business of Carolina Orchids, Inc., is primarily a wholesale
Sorry, Please turn to next page

AUSTRALIAN TREE FERNS IN GALLON CANS

TREE TYPE TIBOUCHINA in gallon cans

PHILODENDRON . . . 4 varieties, extra heavy in gallon cans

CITRUS . . . with fruit . . . in egg cans

WINTER HAVEN NURSERIES

2 miles south of Winter Haven at Eloise

Phone CYpress 3-8940

1320 S. Lake Shipp Dr., Winter Haven, Fla.

"GLEN GROWN MEANS WELL GROWN"

Citrus, Holly, Fruit Trees, Grafted Ligustrum
and other adapted plants for the
Cotton Belt and South.



Free, illustrated wholesale catalog will be mailed on request.

GLEN SAINT MARY *Nurseries Company*
DEPENDABLE SINCE 1882 DEPARTMENT TH
GLEN SAINT MARY, FLORIDA

"SLIP-ON" Pat. No. 2,842,000
PLASTIC LABELS
NEWEST AND MOST PRACTICAL OF ALL PLANT LABELS

NEW PLASTIC

16 TIMES STRONGER IN
SUB-ZERO TEMPERATURES

Patented locking device assures you a permanent, easily attached, adjustable label. Plain or varieties imprinted permanently. 5 fadeproof colors: red, white, green, yellow and orange, absolutely waterproof. Will not wilt in hot weather.

Quantity	1/2 x 5 Per 1000	Im- printed Per 1000
1000 to 4000	\$5.50	\$7.00
5000 to 9000	4.75	6.00
10,000 to 49,000	4.00	4.75
50,000 to 99,000	3.25	4.00
100,000 or more	2.50	3.25

FREE SAMPLES AND CATALOG ON REQUEST

ECONOMY LABEL SALES CO., INC.

P. O. BOX 350

DAYTONA BEACH, FLORIDA

COMPLETE LINE OF NURSERY SPRINKLING EQUIPMENT

. . . . Including

Plastic Pipe and Fittings	Plastic Pipe in 100 ft. coils:	
Galvanized Pipe and Fittings	1/2 in.	\$ 3.78
Also	3/4 in.	6.26
Slip fittings for shade house	1 in.	9.94
and pipe racks	1 1/4 in.	14.51
Shrubby Nozzles	1 1/2 in.	17.66
Rainbirds	2 in.	25.83

Larger Sizes on Quotation

DALE PLUMBING SUPPLY CO.

1213 S. W. First Ave., Fort Lauderdale, Florida
123 S. W. 27th Ave., Miami

WANTED

COCOS PLUMOSA PALMS
Need Approximately 700
For Real Estate Development
MUST BE 10-12 FEET HIGH
Balled and Burlapped, F.O.B., Hollywood,
Florida.
Call or write:
W. D. Horvitz or P. E. Shively
Hollywood, Inc., 1943 Hollywood Blvd.
Hollywood, Florida WAbash 2-3451

DAYLILIES

Hundreds of named varieties, tested especially for Florida conditions. Send for price list.

SOPER'S FLORIDA GARDENS
Route 1, Box 238, Orlando, Fla.
One half mile west of McCoy Air Base
on McCoy Road.

ORNAMENTALS

AZALEAS CAMELLIAS
CONTAINERS & B&B

Write for latest catalog

FLOWERWOOD NURSERY

Route 1, Box 130 Mobile, Ala.
P.O. Box 185 Cairo, Georgia

The "Humidomist" System for Intermittent Misting

Circular 566N tells the story.

SUPREME ELECTRIC PRODUCTS CO.

194 Vassar St. ROCHESTER 7, N. Y.

*Specializing
in the BEST of the*

NEW IXORA

PAUL SWEDROE NURSERY
817 S. W. 30th Street
Fort Lauderdale, Florida

SEEDS

PALM — SHRUB — TREE

Imports the world over — Send for our list

ROY CARTER, Seedsman
Box 551
San Fernando, California

NURSERY FOR LEASE or SALE

Owner will lease, with option to buy, to reliable, experienced party with \$5,000 cash as part payment for stock. Nursery is nationally known, well established, equipped and stocked. Ideal for retail branch or wholesale nursery. For full details address "Widow", Southeastern Nurseryman, Box 38-514, Miami.

SAWDUST MAKES GOOD FERTILIZER

You can apply 15 tons of sawdust per acre to build rich top-soil rapidly, and greatly increase nitrogen level, if you use the Activo process. Cheaper, more permanent, and better soil condition than with chemical fertilizer. No compose-heap making. Apply now; anytime. Rust \$6.95 for postpaid 1/2 acre trial Activo and free bulletin, "How to Turn Waste Into Gold."

THE ACTIVO PROCESS, Bridgeton 19, Ind.

A. M. & SON
LEONARD
PIQUA, OHIO
Knives - Shears - Pruning Tools
Nursery Spades - Grafting Supplies
WRITE FOR CATALOG

NORTH CAROLINA:

one. However, arrangements may be made for those who wish to place special orders, in advance, for made-up corsages and unusual table decorations. As there are no facilities for the delivery of individual orders, these will have to be picked up at the greenhouse office. Prices will vary according to flower sizes and varieties.

For the benefit of winter residents who would like to have flowering plants in their homes, Carolina Orchids is instituting a plant rental service. This will provide one or more blooming plants which will be exchanged monthly, or as necessary. Subscribers to the service will be expected to give the plants reasonable care in accordance with simple instructions. This service will deliver and collect. Rental fees, and a small deposit (refundable when subscription terminates) are payable in advance, and will depend on the type and number of plants specified by the subscriber. Gift subscriptions may be arranged, and will receive careful attention.

STAUFFER EXPANDS PROCESS DEVELOPMENT RESEARCH

Stauffer Chemical Company has announced that it has completed plans to build a Process Development Laboratory at the company's Research Center in Richmond, California. Preparation of the site is now under way and construction of the new laboratory will begin within two weeks. It is anticipated that the new unit, which will cost in excess of \$100,000, will be ready for occupancy by the end of September.

EVERGREENS

100 acres of choice evergreens
ready for sale this fall.

Write for price list.

GRANT'S NURSERY

Rt. 2 Caledonia, Miss.

Kitchen Door NURSERY

Myrtle Armstrong

Jasminum polyanthum
in egg cans

Coco Plum (Purple & Green tops)
in egg cans

Schefflera egg cans

Yellow Daylilies gallon cans



Phone WI 5-4651
Entrance at: N.E. 6th Ave., & 174th St.
NORTH DADE
Mailing address, Box 1518, North Miami

GENERAL HEADQUARTERS

for

Ligustrum japonicum seedlings, 6-12 in. \$7.50 per 100; \$60. per 1,000. Replace your stock from these choice seedlings. Full of vim and vigor, ready to grow quickly into dollars for you. 1958-59 complete

Trade List will be ready in
September.

Chase Nursery Co.

CHASE, ALABAMA

CYPRESS PLANT BANDS

(SLOTTED)

WILL NOT ROB NITROGEN FROM
SOIL — LONG LIFE

	Approx. per M	lbs. per M
1 3/4" x 1 3/4" x 2 1/2"	\$4.25	15
2" x 2" x 2 1/2"	4.60	16
2 1/2" x 2 1/2" x 3"	5.25	20
3" x 3" x 3"	6.00	24
3" x 3" x 4"	7.00	35
4" x 4" x 4"	7.50	40

Also Band Paks to hold 6 or 12 bands

Plant Baskets for 6 or 12 plants

Write for literature and price list

Distributor for Southeastern States

JAMES S. LEWIS

11281 N.E. 3rd Ave. Miami 38, Fla.

HAWAIIAN SEEDS, SCIONS, PLANTS

SEEDS: Hibiscus; Bird of Paradise, yellow and blue or white; Heliconia, upright, hanging or small; Dracaena (Colored Ti); Red Torch Ginger; Palms; Crotons; Anthuriums; Bauhinias; Flowering Banana; Pink Shower; Golden Shower and Red Poinciana trees. Prices: 20 @ \$1.00; 100 @ \$4.25; 1,000 @ \$35. HIBISCUS SCION 12 in. sticks, 50 or more @ 50c a stick. BIRD OF PARADISE PLANTS, 4-6 in. (Blue and yellow or white), 50 or more @ 50c each. All, airmailed. Additional mailing charge for outside U.S.A.

HOMEGROWERS

P. O. Box 1

Waimanalo, Oahu, T. H.

Shop in Our Complete Garden Center

- Complete Selection of Finest Nursery Stock
- Fertilizers
- Pest Controls
- Mowers
- Cut Flowers
- Mower Service
- Gift Shop
- Garden Tools

WHOLESALE and RETAIL



1014 Southern Blvd. W. Palm Beach
Telephone: TE 3-3603

BIRD OF PARADISE

First Time Available!
Special! For the first time I have been able to produce a wholesale surplus of my Flying Bird of Paradise. This is my widely advertised imported strain I was able to set 5 years ago that carries its blooms high above foliage on extra long stems. All heavily set 4 to 6 in. vigorous seedlings that will make \$1.69 retail size next year. (See my page ad in August Tropical Gardens.) Minimum Quantity, 100 plants. FOB.

100.....\$17.50 1,000.....\$147.50
500.....77.00 5,000.....685.00

HOLMES NURSERY
P. O. Box 417, Tampa 1, Florida
WEBSTER 5-3127

BROWN TURKEY FIGS

Only 750
6"-8" in quarts. Wholesale
1-99 .30 each
100 up .25 each
No Shipping
HILLTOP NURSERY
Green Cove Springs, Florida

CACTUS/HARD SUCCULENTS

VARIETY COLLECTIONS: As many kinds as possible. We enjoy growing variety and expect to select the best for this collection; \$7.50 per 100, \$65. per 1,000. BOWL fillers: May be used for individual tiny pots. This assortment contains many kinds, selection made from the shipping stock, small sizes; \$5. per 100, \$45. per 1,000.

HUMMEL'S EXOTIC GARDENS
3926 Park Drive, Carlsbad, California

FLATS

CYPRESS FLATS
Shipped from Williamston, N. C.
WHITE CEDAR FLATS
Shipped from Cook, Minn.

Order by No.	Price Per	Cypress	
		Wt.	Wt.
No. 1, 14x20x2 3/4-in.	\$27.00	320	400
No. 2, 14x20x3 3/4-in.	31.50	400	500
No. 3, 12x16x2 3/4-in.	20.75	260	325
No. 4, 12x16x3 3/4-in.	24.50	275	345
No. 5, 14x16x2 3/4-in.	23.25	275	345
No. 6, 14x16x3 3/4-in.	27.50	290	365
No. 7, 15x22 3/8x3 3/4-in.	30.75	380	475
No. 8, 15x22 3/8x3 3/4-in.	35.50	425	535
No. 9, 11 1/4x22 3/8x2 3/4-in.	25.00	320	400
No. 10, 11 1/4x22 3/8x3 3/4-in.	29.00	400	500
No. 11, 14x16x5-in.	32.75	450	560
No. 12, 5x11x5-in.	16.75	160	200
No. 13, 5x16x5-in.	19.00	215	270
Plant boxes, 5x8 1/2x2 3/8-in.	5.50	45	60

Skeleton flats to carry TEKPAKS and similar growing containers. (Write us for price list.) All other sizes quoted on request.

Above prices apply to both Cypress and Cedar.

5 per cent discount on orders of 1000 or more; 10 per cent discount on carloads of 30,000 lbs. or more.

The above sizes are inside measurements. Bottoms and sides are 3/8-in. thick and ends are 1/2-in. thick. All material surfaced on one side.

Your name and address printed, up to 3 lines in black ink, on one or both end pieces at the following rates: \$1.00 setup charge, plus 3/4 c per end piece for the first 1000 ends; 1/2 c per end thereafter.

Write inquiries and orders for White Cedar flats to Cook, Minn., and for Cypress flats to Williamston, N. C.

Shipped knocked-down in units of 25, F.o.b. mills. All shipments by truck unless otherwise specified. Attach check. Order by number, especially if by telegraph.

H. C. HILL & SONS

Manufacturers of flats, boxes, wood turnings and specialties.

Phone North 6-3348 Cook, Minn.

Phone Swift 2-4127, Williamston, N. C.

Garden Center Manager

WANTED... GARDEN CENTER MANAGER New \$100,000. ultra modern Garden Center in the Carolinas fully stocked and operating. Write giving experience, qualifications, and reference to Box 38-514, Southeastern Nurseryman, Miami, Florida. All inquiries will be confidential.

CLASSIFIED

Classified Advertising Rates

Minimum order 10 lines, \$2.50; 25c per line thereafter. Seven average words per line. Display advertisements in this section \$6. per inch, each insertion.

FOLIAGE PLANTS

SETCREASEA STRIATA

Attractive, novelty, dish-garden plant. Illustrated and described in "Exotica".

100 rooted tip cuttings \$12.00

HEADQUARTERS FOR Arborescent (self-heading) PHILODENDRONS. Large, mature plantlets, per 100. We mix assortments at the 100 rate. No packing charge.

Philodendron Sao Paulo \$14.00

Philodendron Jungle Gardens 16.00

Philodendron bipinnatifidum 35.00

Philodendron bipinnatifidum x

Sao Paulo 22.50

Philodendron Barryi 18.50

Philodendron Seaside 30.00

Philodendron undulatum x Sao Paulo 30.00

Philodendron Eichleri x Sao Paulo 30.00

Most of these are well illustrated in Exotica. Our illustrated price list on request. The many repeat orders for these plants bespeak their merit.

Musa Maurellii — our introduction — the beautiful non-suckering, red-leaved banana, gallon can size \$2.00. It makes a wonderful tub plant.

CALIFORNIA JUNGLE GARDENS
11977 San Vicente Blvd. Los Angeles 49, Calif.

LOQUATS

HEALTHY, Big Leaf Seedlings 4-6" tall, excellent quality, 100 for \$2.95—1,000 \$17.50, postpaid.

SEEDS

\$2.47 lb.—10 lbs. \$20

100 lbs. \$100—1,000 lbs. \$750.

(Bulk seed over 10 lbs Extra)

CENTRAL NURSERY COMPANY

2675 Johnson Ave.,

San Luis Obispo, California

NURSERY FOR SALE

Excellent Business Opportunity!

Landscape Nursery for sale. Good location, good merchandise, good reputation. Write to P. O. Box 65, Daytona Beach, Fla.

ONE and one half acre nursery fully irrigated with deep well on state highway near shopping center. 34x34 garden shop and three bedroom CBS home. Will sell or lease. Answer to Box 38-514, Southeastern Nurseryman, Miami.

ROOTED CUTTINGS

ROOTED CUTTINGS... Postpaid in Florida
Crotons, rooted tips, assorted \$10. per 100;
Crotons, rooted hardwood, assorted \$7. per 100;
Ixora coccinea, R. C., \$5.50 per 100.

C. G. LANGREHR

237 Fernleaf Ave., SEBRING, FLORIDA

Jasminum illicifolium \$6.50 per 100; Wax Ligustrum, Viburnum odoratissimum; red Cuphea, Acalypha and blue Plumbago \$4.50 per 100; Ixora coccinea; Boxwood buxus, Podocarpus Maki, Allamanda Hendersoni (brown bud) \$10.00 per 100; Thryallis Glauca and Viburnum suspensum \$6.50 per 100; Azaleas: Formosa, Southern Charm, Coccolnia Major, Glory of Summing Hill and Mrs. G. G. Gerbing \$5.50 per 100. Also, Golden Rain trees, and Camellia Sasanquas. All orders at \$10. or more shipped prepaid. Less than \$10., please add 75c for packing and shipping charge. Quart and Gallon Can Stock.

PAUL'S NURSERY

709 W. Hancock St. Lakeland, Florida

Say you saw their ads in
SOUTHEASTERN NURSERYMAN

NURSERY STOCK

Loquat trees 6-8 ft. \$20. per 10 5 gal. cans. Equisetifolia pines 12-18 in. \$20. per 100 qts. 6-7 ft. \$20. per 10 egg cans. Podocarpus maki 18-24 in. \$30. per 100 qts. 2-3 ft. \$10. per 10 5 qt. cans. 3-4 ft. \$25. per 10 5 gal. cans. Silk Oak 3-4 ft. \$50. per 100 gal. cans. 5-6 ft. \$17.50 per 10 5 gal. cans.

EMMONS' NURSERY

1308 S. Ridgewood Ave., Daytona Beach, Fla.
Phone CL 2-4733

PALMS

Adonidia, Alexandra, Areca, Cocos Plumosa, Fishtail, Royal,—\$20/100 in quart cans. \$45/100 in gal. cans. Roebelenii \$25/100 in quart cans. \$50/100 in gal. cans. Dictosperma Album, Macarthurii, Thrinax, Paurotis Wrightii and others \$30/100 in quart cans. \$75/100 in gal. cans. Edward J. Campbell, P. O. Box 166, Goulds, Fla. Ph. CI 7-1327.

COCOS PLUMOSA PALMS — healthy field grown, good color and calliper. Quantity discounts on large orders. FLORIDA PALM NURSERIES, Route 1, Box 139, Odessa, Fla. Racetrack Rd. 3 Mi. N. of Track.

Telephone Tampa WE 0-1341

Palm Liners 52 Varieties.

Write or Call for list.

Nies Nursery 5710 SW 37th St.

West Hollywood, Fla. Yukon 3-2576

1,000 Sabal palms in gal. cans, 40c each per 100 . . . 35c each, 250 or more. 1,000 Fishtail palms, gal. cans, 50c each per 100 . . . 40c each 250 or more. Bambosa Flexuosa (plant) 6-8 ft. tall—5 gal. cans. Can load truck with tropicals, ficus, etc. WHITE BELT NURSERY, 6000 N. W. 32nd ave., Miami, Ph. NE 5-5311.

PALM SEED MIXTURE

\$4.95 per pound postpaid. Ideal mixture for Greenhouse, Tropical Garden, Collectors or Small Nursery . . . Mixture of the finest palm seeds of the tropics. . . Cocos, Washingtonia, Sabel, Chamaerops, Phoenix, Seaforthia, Kentia, Chamaedorea, Butia, Erythra, Adonidia, Zamia, Yucca, Nolina, Dracaena, Cycas, Jubea, Cayota and others.

CENTRAL NURSERY COMPANY

2675 Johnson Ave.,

San Luis Obispo, California

"New 1958 Listings With Over 100 Species"

PINK DOGWOOD

B&B 4-5 ft. \$2.50; 3-4 ft. \$2.00; 2-3 ft. \$1.50. SLASH PINES 18-24 in. 50c; 2-3 ft. 75c; 3-4 ft. \$1.00; 4-5 ft. \$1.50; 5-6 ft. \$2.00; GARDENIAS in Fortunii, Mystery, Strictanum and Radican 2 yrs. old 50c. Write for price list or phone PI 8-3292.

ROBERT YOUNG'S NURSERY,

Forest Hill, La.

PLASTIC FILM

Clear Polyethylene Film 004" mil medium weight.
3' x 100' (300 sq ft) . . . \$ 6.00 roll
4' x 100' (400 sq ft) . . . \$ 8.00 roll
6' x 100' (600 sq ft) . . . \$12.00 roll
8' x 100' (800 sq ft) . . . \$16.00 roll

Special deal to growers:

5 to 9 rolls20% off
10 rolls or more25% off

Big Sample! Send \$1.00 for big sample 10 ft long x 3 ft wide . . . \$1.00 postpaid.

YOHO & HOOKER

521 Williamson Ave. Youngstown, Ohio

POINSETTIAS

Rooted Cuttings for gallon cans and field-grown plants. Double Henriette Ecke, Pink and White, ready to ship from February through April.

PAUL ECKE

The California Poinsettia Grower

Encinitas, California

Please turn to next page

WEEDS:

Continued from page 8

"Microorganisms that act on wood chips to decompose them require large amounts of nitrogen. And unless this is provided, the microorganisms will absorb and use that nitrogen which is supplied in regular fertilizer applications, thus preventing the established plants from obtaining a sufficient amount.

"Since the mulching program was started about 18 months ago, over 100 truckloads of material have been spread in the Garden. This material, ground up in machines used by tree pruners of the Dade County Park Department and by the Farrens Tree Surgeons, is delivered at no cost to us. Farrens does the tree pruning for the Florida Power & Light Co., and thus has great quantities of tree chips which must be disposed of. The Garden has been glad to serve as a dumping ground.

"Use of mulch has greatly reduced the labor time spent in mowing and clipping grass from individual palms. At one time our labor force had little time left after the tedious job of mowing and clipping and leaf raking was completed each week. But a new program, wherein individual plots are put into ground covers or mulch, has freed our work force to the extent that many other projects can be taken care of which it was necessary to neglect before.

"The mulching-ground cover program has received the full support of our landscape architect, Mr. William Lyman Phillips. Removing the grass in these plots, which are shown in the map of the Garden in the center of *The Fairchild Tropical Garden Catalog of Plants*, gives better form to the Garden. The plots have recovered their individuality. And the landscape architect's plan for voids and vistas, broken or outlined by islands of plants, stands out now with amazing clarity.

FITCHBURG OFFERS NEW FREE FOLDER

A new 4-page folder, illustrating how the Fitchburg Wood Chipper is being used to make low-cost bedding, litter and mulch, is being offered free of charge by the Fitchburg Engineering Corporation of Fitchburg, Mass.

Of particular interest is the application of wood chips for the Nurseryman.

Copies of this new folder can be secured by writing to: The Fitchburg Engineering Corporation, Fitchburg, Mass., Dept. R-1.

CLASSIFIED

SALESMEN WANTED

Three graduate landscape architects or landscape salesmen, for design and sales work for nursery firm established in 1929. Give complete background when replying to Dick Johnson, SEMINOLE NURSERIES, Rt. No. 2, Box 458, Largo, Florida.

Salesmen who are calling on dealers and jobbers of garden supplies to sell our line of quality packaged bulbs, roses and red-wood tubs. NURSERYMEN'S EXCHANGE, 475-6th St., San Francisco 3, California.

ROSES

ROSES — Old and New

Fine quality, two-year plants budded on Multiflora in over 250 varieties. Bare root stock shipped early fall and on. Send for 1957-58 wholesale list.

MT. HOOD NURSERY
Rt. 2, Box 96 Gresham, Oregon

ZOYSIA GRASSES

Zoysia and Bermuda Turf Grasses

SPECIAL. Meyer Z-52 Zoysia sod at 75c per sq. yd., Emerald at \$1.25, f.o.b. Auburn in truck load lots. Shipped bare root at \$1.50 and \$2.00. Also matrella, Centipede and the new hybrid Bermudas at new low wholesale prices. These fine lawn grasses make better lawns with lower upkeep costs. We can deliver anywhere. Write for complete wholesale prices and dealer information. Sales aids FREE. Beck's Zoysia Co., 807 N. College St., Auburn, Ala. "Oldest Zoysia Co. in the U.S."

NEW PARAGON POWER SPRAYERS OFFER GREATER RANGE

Two new low-cost Mobile Paragon Power Sprayers with larger-capacity tanks have been introduced by the Campbell - Hausfeld Co., Harrison, Ohio. Low tank suspension and balanced construction assure easy handling and prevent upsetting on slopes.

The new design features trouble-free construction. The hydraulic-type piston pump is located on the top of the tank, above the solution, for easier cleaning and ready accessibility. A Mechanical agitator keeps solutions well-mixed during application.

The new streamlined sprayers discharge a fine, high-velocity mist which penetrates rapidly into the buds and blooms of fruit trees, plants and vegetables and assures all-over coverage. The cone shaped spray reaches into the smallest crannies in barns and poultry houses, and even deep down to the hair roots on animals.

Both units are powered by a 4-cycle, 1½ h.p. gasoline engine as standard equipment; electric motor is optional. Full information on the new Paragon Models is available from the manufacturer: The Campbell - Hausfeld Company, 5134 State St., Harrison, Ohio.

A. W. WILLIS NAMED

Arthur W. Willis has been named General Manager of the A. O. Reynolds Company of Lebanon, Ind. The Reynolds Company manufactures peat moss flower, and vegetable pots. Mr. Willis brings to the company broad experience in the fields of marketing and manufacturing. He has previously been employed by an international management consulting firm and major companies in steel, television and compressor manufacturing. He is a graduate of Massachusetts Institute of Technology.

Further appointments included Richard H. Plow as Manager of Research and Development and Charles W. Snyder as Production Manager, according to Alfred O. Reynolds, president.

EQUIPTO HAS NEW STEEL WORK BENCH

A new series of 104 cabinet work benches brings to 365 the total number of Equipto work bench models

These new benches feature closed ends and backs with doors, drawers and shelves as desired. Benches are available with 12 Ga. steel, masonite on steel, maple, or plastic bonded tops, and generous storage capacity especially designed to save time and steps for production and maintenance workers.

Full information is available in a free booklet, Equiptogram No. 204A from Equipto, Aurora, Illinois.

NEW SOIL FUMIGATION BROCHURE AVAILABLE

How soil fumigation can be used to rid soil of weed seeds, diseases and such soil pests as nematodes, is outlined in a new eight-page brochure published by Stauffer Chemical Company. Profusely illustrated, the brochure describes the most effective methods of application which have been developed by the firm's field studies of the soil fumigant, Vapam.

Included are photographic descriptions of simple application techniques by rotary tiller, soil injection, overhead sprinkler irrigation, hose proportioner and basin flooding. The advantages of soil fumigation in nurseries, orchard sites, vegetable acreage and plant beds are discussed.

Copies of the brochure are available without charge by writing to Stauffer Chemical Company, 380 Madison Avenue, New York 17, N. Y.

LINERS OF EXCELLENT QUALITY CAN THESE NOW FOR EARLY SPRING SALES

VARIETIES . . . 2½ inch POTS

Arborvitae Aurea Nana20	Ixora Chinensis30	Palm Phoenix Roebeleni20
Arborvitae Bakeri20	Ixora Coccinea20	Parkinsonia20
Arborvitae Fruitlandi20	Ixora Roseum30	Pentas Celestial Rose20
Allamanda Hendersoni20	Ixora Super King40	Pentas Coral Pink20
Allamanda Nerifolia20	Ixora Yellow30	Pentas Orchid20
Allamanda Double Yellow20	Jasminum Dainty20	Pentas Vivid20
Buxus Harlandi18	Jasminum Illicifolium20	Pentas White20
Buxus Japonica18	Jasminum Pubescens20	Pittosporum Tobira18
Calliandra Red20	Jasminum Robusta20	Podocarpus Maki Cuttings20
Callistemon Citrinus20	Jasminum Simplicifolium20	Podocarpus Reasoneri20
Callistemon Lanceolata20	Juniper Conferta20	Serissa Foetida18
Callistemon Rigidus20	Juniper Fruitlandi20	Strelitzia Reginae (3" pot)50
Callistemon Viminalis20	Juniper Hetzi18	Thunbergia Erecta18
Carissa Boxwood Beauty25	Lagerstroemia (crape myrtle)18	Thunbergia Grandiflora20
Confederate Jasminum20	Lantana Sellowiana17½	Tibouchina Semidecandra18
Cotoneaster Horizontalis18	Ligustrum Lucidum18	Viburnum Odoratissimum18
Cuphea Lavender18	Magnolia Grandiflora18	Viburnum Suspensum20
Cuphea Red18	Malpighia Coccigera18	Azaleas	
Cuphea White18	Malpighia Coccigera18	We have a large quantity of	
Ficus Nitida18	Prostrate20	assorted varieties in gal.,	
Ficus Pandurata (Mosses, 75)		Malpighia Lowboy20	2-gal., and egg cans.	
Ficus Phillipinsis18	Myrtus Communis Compacta20	Camellias	
Ficus Rubiginosa20	Oleander Double Pink18	We have a large quantity of	
Gardenias Grafted		Oleander Single Pink18	assorted varieties in gal.,	
(2¼" pot)50	Oleander Double White18	2-gal., and egg cans.	
We grow Gardenias grafted on		Oleander Single White18	HIBISCUS — We try to keep in stock	
Thunbergia root stock.		Oleander Double Red20	a good assortment of varieties on	
Varieties listed below now ready.				own root liners and 3" grafts.	
Belmont, Coral Gables, Glazeri,				Please ask for list of varieties avail-	
Radicans, U. S. No. 1				able.	
(Veitchi. Ready Sept. 15th).					

PACKING: No charge for packing. Minimum order 100 plants, not less than 25 of any one variety.
Cartons pack 50 plants of 2½ inch pots.



**2 MILES NORTH OF FT. MEADE ON U. S. HIGHWAY 17
PHONE FT. MEADE ATwater 4-5401 — PEMBROKE, FLORIDA**

IT'S EASY TO SELL

SHADE TREES

WITH FRIEND SUMMER SUN WORKING AS
YOUR STAR SALESMAN

SELL

Your Customers The Good Idea That It Pays To:

Invest in Shade....to enjoy the Sun

Thousands of Shade Trees to Select From

ARVIDA NURSERIES

Growers of Choice Landscape Material


Phone MO 1-1855


Palmetto Road at Snapper Creek Canal

Post Office Box 603

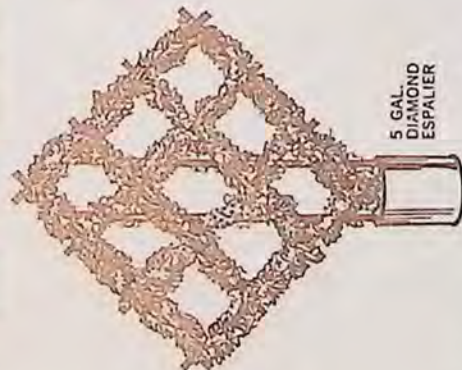
South Miami, Fla.

VERSATILITY SELLS with these FALL TRAFFIC STOPPERS

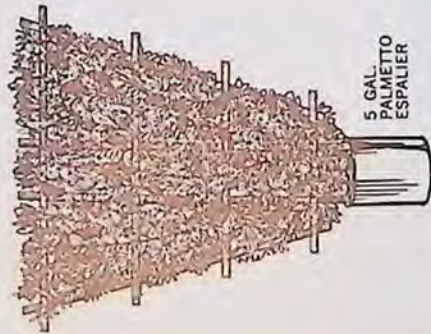
PYRACANTHAS... make eye-catching fall displays. The brilliantly colored berries — rich red and bright orange — stop traffic wherever you place them in your nursery. Be prepared... have plentiful supplies of 's Pyracanthas on hand this fall... its sure to be a money making season for you. Add to the attractiveness of the flashy berries the versatility of forms available and you have extra sales appeal. Have a display of these extraordinary forms available to your customers... their uniqueness is sure to sell.

Check this listing as not all special forms are available in each variety. Check the current wholesale catalog for prices. This listing is limited... check with  for all varieties available for NOW delivery.

Call (213) 334-9321 for FAST DELIVERY!




5 GAL.
DIAMOND
ESPALIER



5 GAL.
PALMETTO
ESPALIER



5 GAL.
4' STAKED
&  5' COLUMN



5 GAL.
5' TRELLIS



5 GAL.
4' TRELLIS



5 GAL.
POODLES



PYRACANTHA coccinea 'Kasan'

Splashes display of bright orange-red berries early in the fall lasting late into winter makes this an extremely desirable variety. Bright glossy green foliage adds to the vigorous growing habit. Very hardy variety.

1 Gal., 2 Gal. & 5 Gal. Bush, 5 Gal. Poodle 2-tier



PYRACANTHA coccinea 'Wyatti'

Showy, highly desirable evergreen shrub of medium size. Producer of an abundance of bright orange-red berries in early fall. Tolerates poor soil conditions.

1 Gal., 2 Gal. & 5 Gal. Bush,
5 Gal. Espalier, 5 Gal. Staked 4'

PYRACANTHA coccinea lalandi 'Monrovia'


Specially selected strain having superior upright branching habit displaying lustrous green foliage. Early each fall a profusion of bright orange berries are a certainty. Can become a sizeable shrub. The most widely planted hardy Pyracantha.

1 Gal., 2 Gal. & 5 Gal. Bush, 1 Gal. Espalier,
1 Gal. Staked 2', 5 Gal. Espalier, 5 Gal. 4' Trellis,
5 Gal. Poodle 3-tier, 5 Gal. Staked 4',
 SPECIALLY ESPALIER,  Poodle 3-tier

(5)

PYRACANTHA Koidzumi 'Victory'

A strong last upright grower. One of the showiest varieties with heavy clusters of large intense red berries which last for many months.

1 Gal. Bush, 1 Gal. Staked 2', 5 Gal. Espalier,
5 Gal. Staked 4', 5 Gal. 5' Trellis,
5 Gal. Espalier,  5' Column

(7)



MONROVIA NURSERY CO.

P.O. BOX G, AZUSA, CALIFORNIA 91702



AS PART OF AMERICA'S
BICENTENNIAL CELEBRATION

1776
★
1976

*Perfect freedom is as necessary
to the health and vigor of
commerce as it is to the
health and vigor of Citizenship.*
Patrick Henry

RED

WHITE

BLUE

Black and
BEAUTIFUL

	1 Gal.
Red Ruffle Azaleas	\$1.00
Red Tip (Photinia Fraseri)	1.15

Delaware Valley White Azaleas	1.00
White Snow Azaleas	1.00

Blue Vase Juniper	1.15
Blue Rug Juniper	1.25

Ilex Helleri	1.25
Ilex Vomitoria Nana	1.20
Ligustrum Wax	1.15

ALL PRICES F.O.B. CAIRO, GEORGIA.
WRITE FOR WHOLESALE PRICE LIST.
PHONE: (912) 377-3033

Wight  
NURSERIES INC.
CAIRO, GEORGIA 31728 • SINCE 1887
"WIGHT GROWN MEANS GROWN RIGHT"

For information circle 389 on the reply card.

These Men Will Help You Increase Your Profits With Quality Plants . . . Service



Burt Schwab
216/871-4512



Herb Weiner
617/784-5681



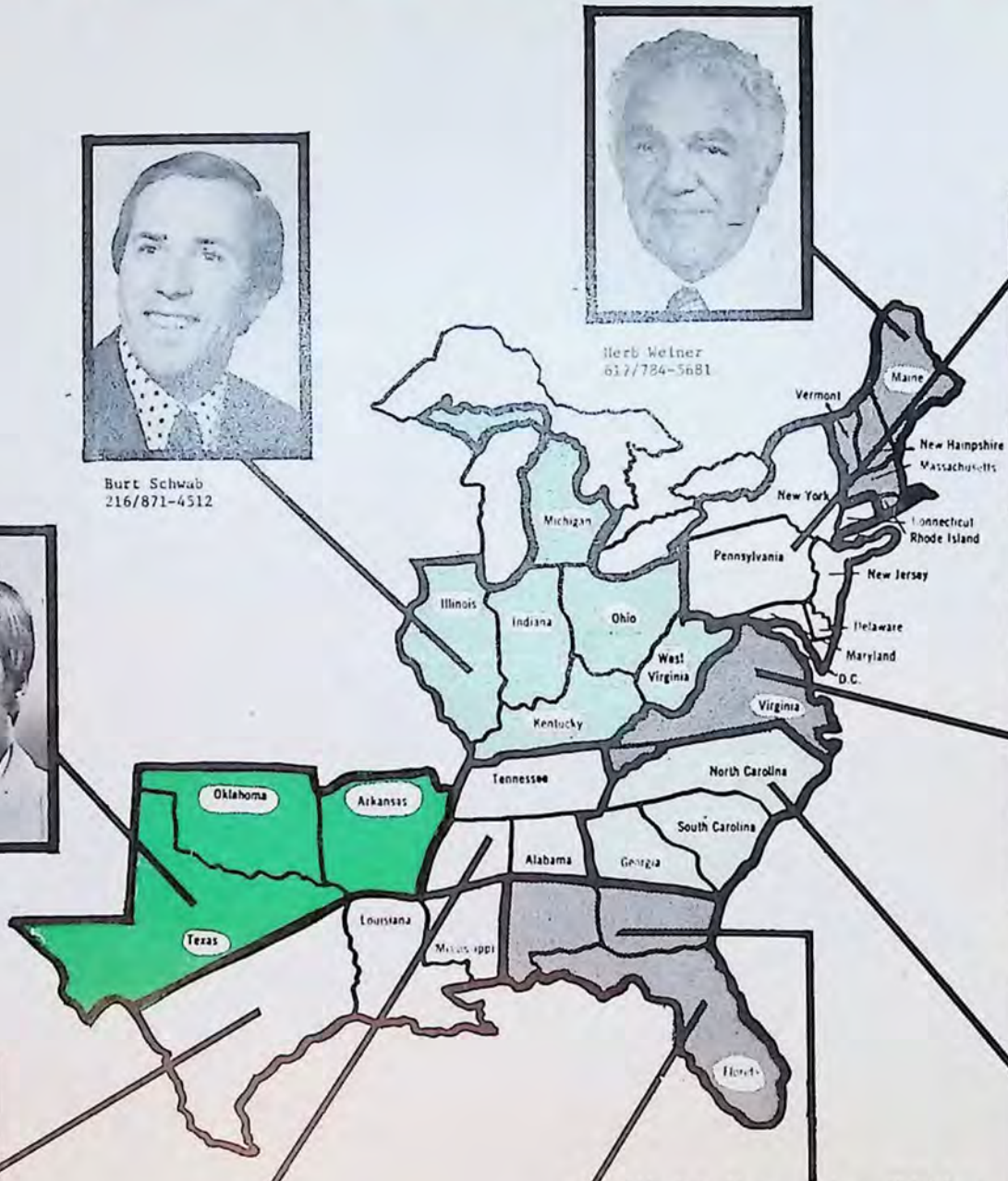
Hiram Johnson
215/869-8688



Joe Crank
918/456-1849



John Threlkeld
703/774-5932



Wight Nurseries Office
912/377-3033



R.J. "Dick" Hackney
912/226-6170



W.H. "Bill" Arnold
713/995-1436



W.J. "Bill" VanLandinghan
912/377-3211



George Hackney
912/377-3033

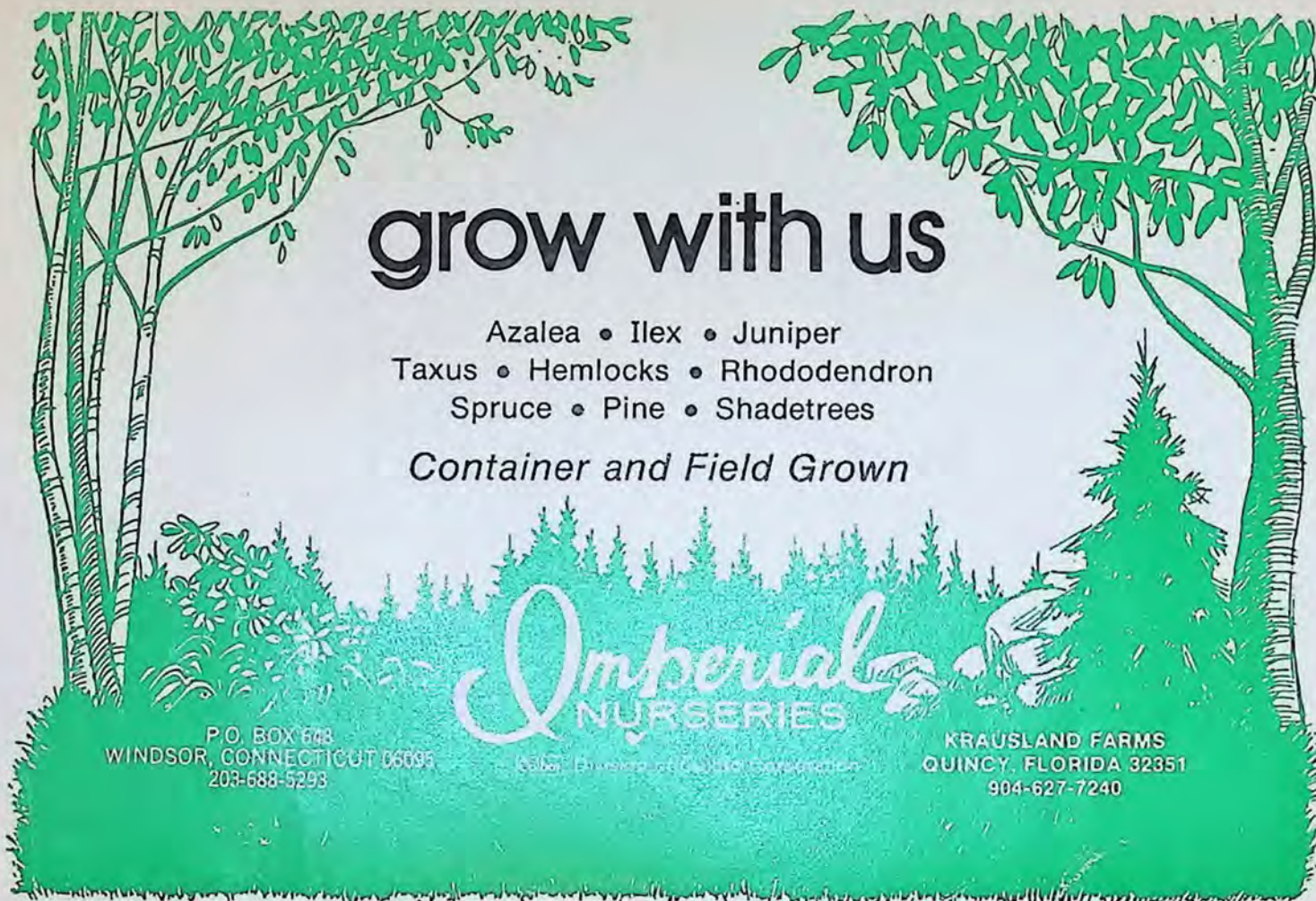
Write for Fall 1979 Wholesale Price List

Wight NURSERIES INC.

CAIRO, GEORGIA 31728 • SINCE 1887

"WIGHT GROWN MEANS GROWN RIGHT"



grow with us

Azalea • Ilex • Juniper
Taxus • Hemlocks • Rhododendron
Spruce • Pine • Shadetrees

Container and Field Grown

Imperial NURSERIES

Call for a list of plants and prices

P.O. BOX 678
WINDSOR, CONNECTICUT 06095
203-688-5293

KRAUSLAND FARMS
QUINCY, FLORIDA 32351
904-627-7240




MIDGET BOXLEAF YEW

(*Taxus baccata adpressa* Fowle)

New, slow-growing compact semi-spreading. Heavy dark-green needles, red fruit. A superior plant for over 20 years of open field testing. Does not winter burn. Creates a striking hedge. Ideal for foundation plantings. A unique and popular garden center item.

	Each 5 to 24	Each 25 and up
18 to 21 ins., B&B	\$13.50	\$12.00
21 to 24 ins., B&B	17.10	15.20
2 to 2½ ft.	22.50	20.00
2½ to 3 ft.	28.80	—

For over 50 years

Weston Nurseries 
of Hopkinton

Growing New England's largest variety of landscape-size plants, shrubs and trees.
Rt. 135, Hopkinton, MA 01748 Tel: 617/435-3414 From Boston 235-3431
"Originators and growers of Rhododendron PJM"

10:55 am—"Spring Color Production," by David Roberts, Bailey's Nursery, Lodi, Calif.

11:15 am—"Vegetative Propagation of Live Oaks," by Dr. David Morgan, Texas A&M University, Dallas, Tex.

11:35 am—Question period.

12 noon—Lunch.

1:15 pm—"A Look at Foreign Agriculture," by Harold Brown, School of Agriculture and Natural Resources, California Polytechnic State University, San Luis Obispo.

1:45 pm—"Cuttage Propagation of Eucalyptus ficifolia Utilizing Cytokinin-induced Basal Shoots," by Robert Mazlewski, Moennig's Nursery, La Mesa, Calif.

2:10 pm—"Dormant Rooting of Conifers," by Larry Carville, Horticultural Associates, Tolland, Conn.

2:30 pm—"Topworking Established Grapevines," by Dr. Curtis Alley, Department of Viticulture and Enology, U of C, Davis.

3 pm—Question period.

PLANTSMEN'S MEETING

The Vermont Plantsmen's Association will hold its annual fall meeting October 17. The meeting will be held at the Brown Derby Restaurant, Montpelier, Vt.

Highlights of the program are as follows.

9 am—Registration.

Angelica nurseries, inc.

Growers of Fine Plants
1,500 Acres of prime stock—Competitively priced

Sales office

R. D. 1, Kennedyville, Md. 21645

Phone 301/928-3111

THESE MEN WILL HELP YOU INCREASE YOUR PROFITS

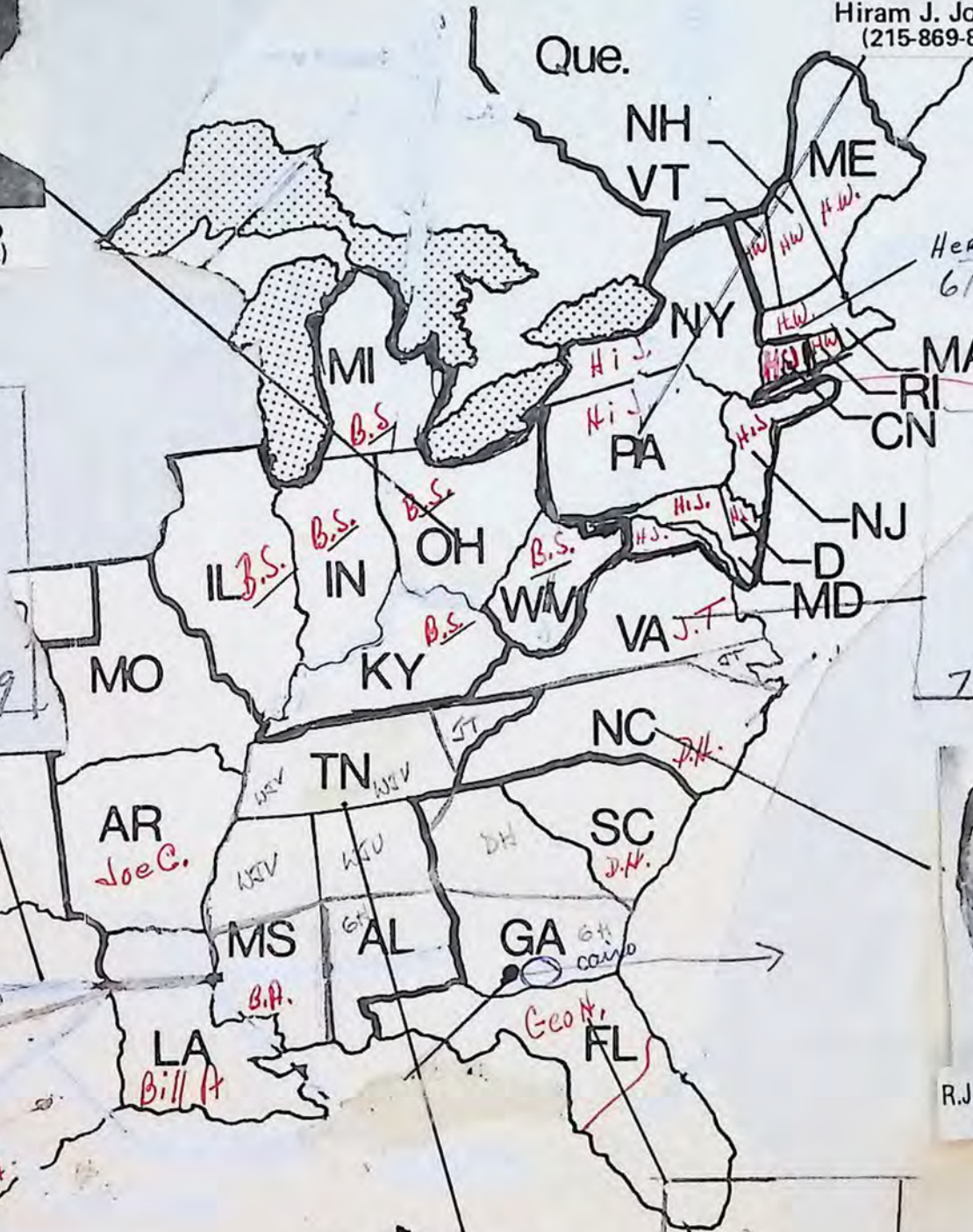
WITH SERVICE, QUALITY PLANTS AND PRICE!!!



Hiram J. Johnson
(215-869-8688)



Burt Schwab
(216-871-4512)



Herb Weiner
617-784-5681

J.C.
918-456-1849

John T.
703-774-5932



R.J. "Dick" Hackney
(912-226-6170)

John
912-377-6066



W.H. "Bill" Arnold
(912-226-1047)

713-995-1436



'Bill' VanLandingham
(912-377-3211)

Big Cut

JUNIOR SPECIMEN, \$

 JUNIOR SPECIMENTM \$

 JUNIOR SPECIMENTM \$

NEW
JUNIOR SPECIMEN

t.m. reg.

A quality promotional grade. These plants have all the prerequisites for WIGHTS to p quality except they are young ~~that~~ ~~setting seem~~ ~~would be~~ ~~just~~ "Junior Specimens," young, but well shaped, good color, good shape and superb value.

We have to save most for Wights regular quality, which (many varieties of which have sold out year after year) ~~Junior~~ ~~grade~~ ~~in~~ ~~the~~ ~~grade~~ ~~for~~ ~~advance~~ ~~delivery~~ ~~on~~ ~~Advance~~, this grade, however we expect to have at various times some "JUNIOR SPECIMENS" of the following:

Jun. Conferte.

Jun. Procumbens

Jun. Metz.

Jun. Pfitzer

Gardenia Fortune.

... ~~specimens~~ ~~Radice~~

Ilex Buifredi

Ilex Rotunda *

Ilex Cris. Congrats

Ilex Cris. Hilleri *

... ~~will~~

Ilex Rotundifolia

Ligustrum, Recumbens

Ligustrum waxleaf

Photinia Fraseri.

Pyracantha Lalandi (no berries)

Pyracantha Winklerii (no berries)

Magnolia Grandiflora

Call us, we'll tell you what available
in immediate shipment:

~~minimum order 250 plants total~~

Minimum order, 50 of one variety, 250 plants total

L.V.
9/1/2" Price 66¢ & Orders ~~of~~ totaling

1000 plants or more ~~may~~ receive
10% Advertising allowance.

Satisfaction guaranteed.

RECEIVED JUN 23 1966

ESTABLISHED 1861

CHARLES R. FENWICK
BOYNTON P. LIVINGSTON
THOMAS B. VAN POOLE
G. CABELL BUSICK
S. ELLWOOD WILSON
EDWARD G. FENWICK, JR.
FRANCIS A. KEEGAN

HENRY S. MORTON
G. S. McHORNEY
PETER N. LALOS
JAMES L. KURTZ
JAMES A. HINKLE
HENRY W. LEEDS

MASON, FENWICK & LAWRENCE

PATENT AND TRADEMARK LAWYERS
WOODWARD BUILDING, 15TH AND H STREETS, N. W.
WASHINGTON, D. C. 20005

FORMER MEMBERS

CHARLES MASON 1861-1882
ROBERT W. FENWICK 1861-1896
DEWITT C. LAWRENCE 1861-1891
EDWARD T. FENWICK 1890-1942
EDWARD G. FENWICK 1927-1956

June 21, 1966

CABLE ADDRESS: FENWICK

TELEPHONE
NATIONAL 8-2006
AREA CODE 202

Mr. John B. Wight, Chairman
Wight Nurseries, Inc.
Cairo, Georgia 31728

Re: Trademark JUNIOR SPECIMEN

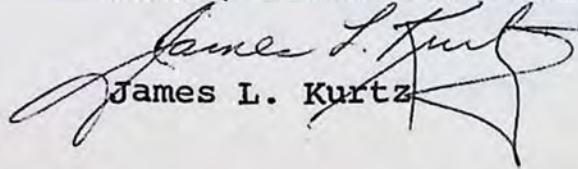
Dear Mr. Wight:

In response to your letter of June 17, 1966, it would take approximately six months to a year from the date of filing an application to the date the Patent Office acts upon it.

We will presently communicate with you in regard to the search relating to the mark JUNIOR SPECIMEN.

Very truly yours,

MASON, FENWICK & LAWRENCE


James L. Kurtz

JLK:pc

T.M. applied for

June 17, 1966

Mason , Fenwick and Lawrence
Woodward Building
15 and H Streets N. W.
Washington D. C. 20005

ATTN: Mr. James L. Kurtz

Dear Mr. Kurtz:

Thank you for your letter of June 15. Please proceed with a search of the patent office records to determine whether the trademark "Junior Specimen" is subject to registration.

It is our plan to proceed with registration of the trademark if the search is favorable.

Please proceed as outlined in your letter of June 15.

Can you give us an idea about how long it will be between the time of filing of the application, and action on it by the Patent Office.

Sincerely yours,

WIGHT NURSERIES, INC.

John B. Wight, Chairman

JBW:cr

RECEIVED JUN 17 1966

ESTABLISHED 1861
CHARLES R. FENWICK
ROYNTON P. LIVINGSTON
THOMAS B. VAN POOLE
G. CABELL BUSICK
S. ELLWOOD WILSON
EDWARD G. FENWICK, JR.
FRANCIS A. KEEGAN

MASON, FENWICK & LAWRENCE
PATENT AND TRADEMARK LAWYERS
WOODWARD BUILDING, 15TH AND H STREETS, N. W.
WASHINGTON, D. C. 20005

FORMER MEMBERS
CHARLES MASON 1861-1882
ROBERT W. FENWICK 1861-1896
DEWITT C. LAWRENCE 1861-1891
EDWARD T. FENWICK 1890-1942
EDWARD G. FENWICK 1927-1956

HENRY S. MORTON
G. S. McHORNEY
PETER N. LALOS
JAMES L. KURTZ
JAMES A. HINKLE
HENRY W. LEEDS

June 15, 1966

CABLE ADDRESS: FENWICK

TELEPHONE
NATIONAL 8-2006
AREA CODE 202

John B. Wight, Chairman
Wight Nurseries, Inc.
Cairo, Georgia 31728

Re: Trademark JUNIOR SPECIMEN

Dear Mr. Wight:

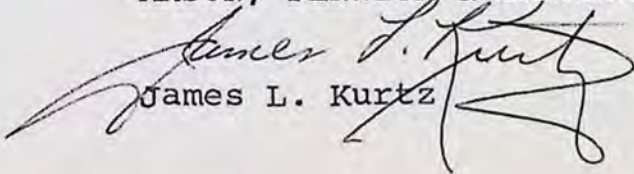
We would be pleased to advise you that we are in a position to handle the matter outlined in your letter of June 13, 1966.

Before filing an application, we suggest that the Patent Office records be searched in order to ascertain whether the subject mark is available for registration. Fees for this service would range between \$25 and \$35. If from our search the mark appears registrable, we would recommend the filing of an application. Our fees for the preparation and filing of an application would be \$130, including the \$35 Government filing fee. After the application is filed there may be some additional prosecution costs, which are billed on an hourly basis, and in general they are quite modest.

If you wish us to proceed, please advise.

Very truly yours,

MASON, FENWICK & LAWRENCE


James L. Kurtz

JLK:pc

June 13, 1966

AIR MAIL

Mason, Finwick and Laurence
Woodward Building
15 - 8th St. N. W.
Washington 5, D. C. 20005

Attn: Mr. James L. Kurts:

Dear Mr. Kurts:

Several years ago you did some work for us in reference to two trademarks "Topper Brand" and "Tops Them All".

We are considering another trademark for use on a general line on ornamental nursery stock which will be sold on a competitive basis and will be grown faster, not as well branched, and will be at least a competitive item. It will be placed 10 to 20 per cent below our top quality, which now is sold under "Topper Brand".

For this purpose, we are considering an application for registration of the trademark "Junior Specimen".

Are you in a position to handle the securing of such a trademark for us? If so, please advise us with reference to fees, and what other information you may require.

.. Very truly yours,

WIGHT NURSERIES, INC.

John B. Wight, Chairman

JBW:er

pressed

SP

The following information is submitted as the basis for preparation of an application to register a trademark (or service mark) in the United States Patent Office:

1. The mark to be registered is JUNIOR SPECIMEN (see attached copy of design)
(Here describe mark including any design feature)

2. Goods (or services) bearing this mark were first sold anywhere by us or by a predecessor in business on August 21, 1966
(Date)

and first sold in interstate commerce on August 21, 1966
(Date) The product(s)

(or service(s)) included in the first sale were broadleaved evergreens growing in
containers; the product(s) (or service(s)) included in the first interstate sale were

broadleaved evergreens growing in containers

NOTE: "Use of a mark" means bona fide sale of goods with mark affixed to goods or their container in some manner. Two dates must be inserted here—the date of first use of the mark anywhere and the date of first use of the mark in interstate commerce. These dates may be the same, depending on the facts.

3. The following products (or services) are now being offered under this mark coniferous
and broadleaved evergreens, and trees, in containers

NOTE: An application may include only those goods or services on which the mark is currently being used.

4. The owner of the mark is

Individual
<input checked="" type="checkbox"/> Partnership
Corporation

 (Check form of organization)

5. If a corporation, give exact corporate name as it appears in corporate charter and the State of incorporation: Wight Nurseries, Inc. Incorporated in Georgia

6. If a partnership give full names of all members and country of citizenship.

7. If applicant is an individual give complete home address and citizenship.

8. Our business (or executive office) is located at Liberty Rd. Street
Cairo City Grady State Georgia

9. The full name of the person who will sign the application is John B. Wight Jr.
He holds the position of president

NOTE: Only a corporate officer may sign for a corporation. A partner must sign for a partnership.

10. If you sell any of the products listed above under more than one company name list the additional names here:

11. We sell our goods or render our services in interstate commerce Yes No

We export to foreign countries Yes No

We are interested in protecting this mark in foreign countries Yes No

NOTE: U. S. Registration does not protect the mark in foreign countries. Foreign applications should be filed within six months of the U. S. filing date.

12. Give name of any predecessors in business who used the mark. If more than one predecessor indicate which one first used the mark.
.....

13. Describe the manner in which the mark is used to identify the goods or services (Examples: Tags; labels; decals; stamped or otherwise affixed to the goods; advertising of services; etc.):

tags, labels, advertising

14. If the mark is used by anyone other than the applicant (licensee, licensee, etc.), give the name of such users and their relationship to applicant.
.....

15. We submit herewith seven (7) specimens (labels or tags or photos of the goods bearing mark, etc.) showing the mark as used in one of the forms described in No. 13 above. Advertisements are not acceptable specimens for products but are acceptable for services. If the mark is used in several ways, specimens need be furnished for only one means of using the mark. The specimens of the mark must be duplicates of those in actual use at the time the application is filed.

Exact name of Applicant Wight Services, Inc.

By [Signature]

president

GENERAL INFORMATION

In order to qualify as a Federal applicant, at least one shipment of the goods with the trade mark attached or affixed to the goods or to the containers must be made in interstate commerce before an application can be filed. The shipment must include a sale of the goods for value. In other words, there must be a bona fide sale. Sales of goods bearing the mark should be made while the application is pending in the Patent Office and sales should continue after registration to avoid any question of abandonment of the mark.

We definitely recommend that Invoice No. 1 supporting the first sale of the products under the

 JUNIOR SPECIMEN. \$

 JUNIOR SPECIMEN.™ \$

RECEIVED JUN 27 1966

WASHINGTON, D. C. 20005 June 24, 1966
JLK-7073

Wight Nurseries, Inc.

Cairo, Georgia 31728

J. MASON, FENWICK & LAWRENCE Dr.
PATENT AND TRADE-MARK LAWYERS
726 WOODWARD BLDG.
15TH AND H STS., N. W.

TO:

Search of the Patent Office records and
report thereon in regard to JUNIOR SPECIMEN
for ornamental nursery stock

\$25.00

PAID JUN 29 1966
5c

OK
JFW

for professional fees

PLEASE REFER TO THIS NUMBER ON YOUR
REMITTANCE: JLK-7073

RECEIVED JUN 27 1966

ESTABLISHED 1861

CHARLES R. FENWICK
BOYNTON P. LIVINGSTON
THOMAS B. VAN POOLE
G. CABELL BUSICK
S. ELLWOOD WILSON
EDWARD G. FENWICK, JR.
FRANCIS A. KEEGAN

MASON, FENWICK & LAWRENCE

PATENT AND TRADEMARK LAWYERS
WOODWARD BUILDING, 15TH AND H STREETS, N. W.
WASHINGTON, D. C. 20005

FORMER MEMBERS

CHARLES MASON 1861-1882
ROBERT W. FENWICK 1861-1896
DEWITT C. LAWRENCE 1861-1891
EDWARD T. FENWICK 1890-1942
EDWARD G. FENWICK 1927-1956

HENRY S. MORTON
G. S. MEHORNEY
PETER N. LALOS
JAMES L. KURTZ
JAMES A. HINKLE
HENRY W. LEEDS

June 24, 1966

CABLE ADDRESS: FENWICK

TELEPHONE
NATIONAL 8-2006
AREA CODE 202

Mr. John B. Wight, Chairman
Wight Nurseries, Inc.
Cairo, Georgia 31728

Re: Trademark JUNIOR SPECIMEN

Dear Mr. Wight:

This will confirm my telephone conversation with you yesterday in which we discussed your proposed use of JUNIOR SPECIMEN as a trademark for ornamental nursery stock.

At the time of our conversation our preliminary search had not been completed. The search report is now in, and I am writing you in Mr. Kurtz's absence from the office.

Our search did not disclose any existing registrations which in our judgment would conflict with your registration of this mark. Accordingly, we suggest that you proceed with the use of this trademark on nursery stock sold in interstate commerce and that you then complete and return the enclosed information form so that we may prepare the formal application papers.

You may not use a registration notice until the Certificate of Registration has been issued by the Patent Office. You may, however, use immediately the notation "trademark" or the abbreviation "TM" in connection with JUNIOR SPECIMEN. Such a notice would advise the trade and public that you are claiming trademark rights in JUNIOR SPECIMEN.

We understand that this trademark will be used on stock which is not yet a "specimen" but which has high potential of being a "specimen". Although this name borders on being descriptive, we

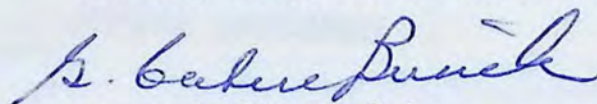
Mr. John B. Wight
June 24, 1966
Page 2

believe that it would be proper subject matter for registration.

A statement covering the search is enclosed.

Very truly yours,

MASON, FENWICK & LAWRENCE



G. Cabell Busick

GCB:pc
enclosures

WASHINGTON 5, D. C. October 19, 1966

Wight Nurseries, Inc.

Cairo, Georgia 31728

To MASON, FENWICK & LAWRENCE *Dr.*

PATENT AND TRADE-MARK LAWYERS
726 WOODWARD BLDG.
15TH AND H STS., N. W.

TO:

Preparation and filing of trade-
mark application for the mark
JUNIOR SPECIMEN in Class 1 for
ornamental nursery stock, and
correspondence connected with the
foregoing, including Government
filing fee.

1132
OK
[Signature]
pd 10/21/66
[Signature]

\$130. 00

JLK-7097, dated 8/29/66

JBW

August 22, 1966

Oursler's Nursery
7436 Lanham Lane
Washington, D. C.

Gentlemen:

On the shipment which this invoice covers, we are sending you in a small box, 10 one gal. cans consisting of a few each of Wax Ligustrum, Pyracantha, Burfordi Holly, and Alex Grenata Compacta, under the trade mark "Junior Specimen."

We are sending the plants with our compliments and would like your comments on them. We are considering marketing plants under this trade mark, which will be several months younger, in some cases almost one growing season. We anticipate being able to offer them at 15 to 20% discount from our top quality, finished gallon cans. These are not plants of inferior quality, but are plants which will grow into top quality plants for either you or your customer. The saving to us is in time, fertilizer, labor, and so forth, required to get them up to our top quality.

Your comments on them and your opinion as to how they would be received in your market would be appreciated.

Sincerely yours,

WIGHT NURSERIES, INC.

John B. Wight, Chairman

Note
Note a bone file sold
or required for registration
JBW

JBW:pp

Shipped 8/22/66 under JUNIOR SPECIMEN™ Trademark

- 3 Ilex Burfordi 1 gal
- 3 Pyra Woodburne 1 gal
- 2 Wax Lig 1 gal
- 2 Ilex Rotundifolia 1 gal

Inv # 339 Wight Sales

August 22, 1966

Petitte's Flowers
2617 Haddonfield Rd.
Pennsauken, New Jersey

Gentlemen:

On the shipment which this invoice covers, we are sending you in a small box, 10 one gal. cans consisting of a few each of Wax Ligustrum, Pyracantha, Burfordi Holly, and Ilex Grenata Compacta, under the trade mark "Junior Specimen."

We are sending the plants with our compliments and would like your comments on them. We are considering marketing plants under this trade mark, which will be several months younger, in some cases almost one growing season. We anticipate being able to offer them at 15 to 20% discount from our top quality, finished gallon cans. These are not plants of inferior quality, but are plants which will grow into top quality plants for either you or your customer.

The saving to us is in time, fertilizer, labor, and so forth, required to get them up to our top quality.

Your comments on them and your opinion as to how they would be received in your market would be appreciated.

Sincerely yours,

WIGHT NURSERIES, INC.

John B. Wight, Chairman

JBW:pp

Shipped 8/22/66 on Wight Sales Inv. #311 the following plants
under JUNIOR SPECIMEN Trade mark

2 Ilex Burfordi 1gal
2 Pyra WB
3 Wax Lig 1gal
3 Ilex Rotundifolia 1gal

Note

Not a bone file sale JBW

July 16, 1966

AIR MAIL

Mason Fenwick & Lawrence
726 Woodward Building
Washington, D. C. 20005

Gentlemen:

With further reference to our desire to register the trademark "Junior Specimen", we overlooked the fact that the trademark would actually have to be used before application for registration could be made. There will therefore be some delay before we fill in the information form recently sent us , and file application for registration.

Very truly yours,

WIGHT NURSERY, INC.

John S. Wight, Chairman

JBW:er

August 23, 1966

Mason Fenwick & Lawrence
726 Woodward Building
Washington, D.C. 20005

Gentlemen:

Please send us a couple of copies of your information form for federal trade mark or service mark registration.

We hope soon to be in position to apply for registration of our trade mark "Junior Specimen."

Sincerely yours,

WIGHT NURSERIES, INC.

John B. Wight, Chairman

JBW:pp

November 11, 1967

Mr. James L. Kurtz
Mason, Fenwick & Lawrence
310 O F C Building
1730 Rhode Island Avenue, N.W.
Washington, D.C. 20036

Dear Mr. Kurtz:

Thank you for your letter of November 2 advising that our application for the trademark "Junior Specimen", has been passed to publication.

Sincerely yours,

WIGHT NURSERIES, INC.

John B. Wight

JBW:gr

RECEIVED NOV 6 1967

ESTABLISHED 1861
CHARLES R. FENWICK
BOYNTON P. LIVINGSTON
THOMAS B. VAN POOLE
G. CABELL BUSICK
S. ELLWOOD WILSON
EDWARD G. FENWICK, JR.
FRANCIS A. KEEGAN
PETER N. LALOS
JAMES L. KURTZ
HENRY W. LEEDS
G. S. MEHORNEY
NATHANIEL A. HUMPHRIES
GARY L. BOHLKE

LAW OFFICES
MASON, FENWICK & LAWRENCE

310 O F C BUILDING
1730 RHODE ISLAND AVENUE, N.W.
WASHINGTON, D. C. 20036

COUNSEL
DAPHNE ROBERT LEEDS

CABLE ADDRESS: FENWICK
TELEPHONE
293-2010
AREA CODE 202

November 2, 1967

Mr. John B. Wight, Jr.
President,
Wight Nurseries, Inc.
Cairo, Georgia 31728

Re: JUNIOR SPECIMEN
Ser. No. 254,003

Dear Mr. Wight:

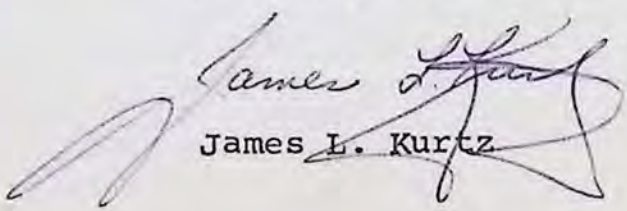
We are pleased to report that the above-identified application has been passed to publication. We are enclosing the official Notice of Publication covering this mark; the mark will be published in the Official Gazette of November 21, 1967.

Unless this mark is opposed within the thirty-day period following its date of publication, a Certificate of Registration will be issued in about three months.

We will keep you advised of further developments in connection with this application.

Very truly yours,

MASON, FENWICK & LAWRENCE


James L. Kurtz

JLK:pc
enc.

ADDRESS ONLY
COMMISSIONER OF PATENTS
MARK EXAMINING OPERATION
WASHINGTON, D. C. 20231

U. S. DEPARTMENT OF COMMERCE
PATENT OFFICE
WASHINGTON

┌
Mason, Fenwick & Lawrence
726 Woodward Bldg.
Washington, D. C. 20005
└

NOTICE OF PUBLICATION
UNDER SECTION 12 (a)

SERIAL NO. 254,003	PUBLICATION DATE NOV 21 1967	MAILED OCT 30 1967
APPLICANT Wight Nurseries, Inc.		
MARK JUNIOR SPECIMEN		

The mark of the application above identified appears to be entitled to registration. The mark will in accordance with Section 12 (a) of the Trademark Act of 1946, be published in the Official Gazette on the date indicated above for the purpose of opposition by any person who believes he will be damaged by the registration of the mark. If no opposition is filed within the time specified by Section 13 of the Statute or by Rules 2.101 and 2.102 of the Trademark Rules, the Commissioner of Patents may issue a Certificate of Registration.

Copies of the Trademark portion of the Official Gazette containing the publication of the mark may be obtained at 25 cents each from the Superintendent of Documents, Government Printing Office.

By direction of the Commissioner.

326
August 24, 1966

Mason Fenwick & Lawrence
726 Woodward Building
Washington, D. C. 20005

Attention: Mr. James L. Kurts

Dear Mr. Kurts:

In Re: Trademark JUNIOR SPECIMEN

The enclosed information form for Federal trademark has been erased and corrected so many times that I am ashamed to send it, but we are very anxious to get this trademark registration underway.

We have duplicated the form and if you will send us another copy of the form, we will prepare another one and sign it to replace the one which we are enclosing with this letter, if you require it. I must admit that the form that we are enclosing is quite messy.

Sincerely yours,

WIGHT NURSERIES, INC.

John B. Wight, Chairman

JBW:pp
encl.

RECEIVED JUL 6 1967

ESTABLISHED 1861

CHARLES R. FENWICK
BOYNTON P. LIVINGSTON
THOMAS B. VAN POOLE
G. CABELL BUSICK
S. ELLWOOD WILSON
EDWARD G. FENWICK, JR.
FRANCIS A. KEEGAN

HENRY S. MORTON
G. S. McHORNEY
PETER N. LALOS
JAMES L. KURTZ
HENRY W. LEEDS
NATHANIEL A. HUMPHRIES

MASON, FENWICK & LAWRENCE

PATENT AND TRADEMARK LAWYERS
WOODWARD BUILDING, 15TH AND H STREETS, N. W.
WASHINGTON, D. C. 20005

FORMER MEMBERS

CHARLES MASON 1861-1882
ROBERT W. FENWICK 1861-1896
DEWITT C. LAWRENCE 1861-1891
EDWARD T. FENWICK 1890-1942
EDWARD G. FENWICK 1927-1956

CABLE ADDRESS: FENWICK

TELEPHONE
NATIONAL 8-2006
AREA CODE 202

July 3, 1967

Mr. John B. Wight, Jr.
President
Wight Nurseries, Inc.
Cairo, Georgia 31728

Re: JUNIOR SPECIMEN
Ser. No. 254,003

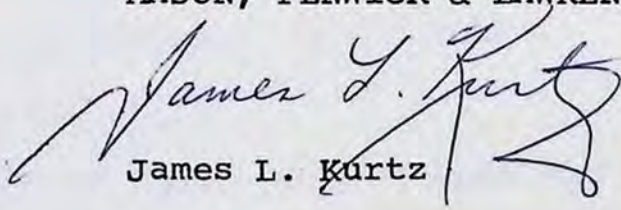
Dear Mr. Wight:

We have received an Office Action from the Patent Office in regard to the subject trademark, and are presently preparing a response to same. A copy of this Action is enclosed, for your files.

With kind regards,

Sincerely yours,

MASON, FENWICK & LAWRENCE


James L. Kurtz

JLK:pc
enc.



U.S. DEPARTMENT OF COMMERCE
 PATENT OFFICE
 WASHINGTON, D.C. 20231

ADDRESS ONLY
 THE COMMISSIONER OF PATENTS
 TRADEMARK EXAMINING OPERATION
 WASHINGTON, D.C. 20231

Mason, Fenwick & Lawrence
 726 Woodward Bldg.
 Washington, D. C., 20005

(Please Furnish Your Zip Code In All Correspondence)

Paper No.	
1	
IN REPLY PLEASE REFER TO:	
Serial No.	MAILED JUN 7 1967
254,003	
Mark	
JUNIOR SPECIMEN	
Applicant	
Wight Nurseries, Inc.	

Registration on the Principal Register is refused for the reason that the mark presented is believed to be merely descriptive as applied to the goods and barred from registration on the Principal Register by Section 2(e) 1 of the statute. The term "junior specimens" would, it is believed, merely describe the trees as diminutive specimen trees. Applicant's attention is invited to Sections 23-28 of the Act which provide for registration of descriptive marks on the Supplemental Register.

A search of the Office records fails to show that the mark, as applied to applicant's goods, is confusingly similar to any registered mark.

RRoss:wm WO 7-2877

Examiner Div. II

A proper response to this Office action must be received within 6 months from the date of this action in order to avoid ABANDONMENT.































































