



**5th
Annual
Meeting**



September 18 & 19, 1981

When you can't count on
Mother Nature
for a green tree

you can count on W.A. Cleary!



Greenzit

Restores yellowing trees to their natural green color. It is a non-toxic, economical, natural colorant spray that won't wash off or harm growing trees. On the average, one gallon makes 20 — 30 gallons of spray colorant.



Super-Greenzit

For severe yellowing problems, Super-Greenzit helps to restore trees to that rich, natural, blue-green color. Super-Greenzit is just what it says Super-Greenzit. On the average, one gallon makes 20 — 30 gallons of colorant.



ClearSpray

A needle retention product which is harmless to the tree, won't wash off or retard growth, while maintaining natural moisture. Clear Spray can also be used to extend the beauty of wreaths.

For more than 25 years, Christmas tree growers have learned to depend on the consistent quality of Greenzit — more than any other colorant on the market. Greenzit products help you market every tree.

All available in 5 gallon and 55 gallon quantities.

W-A-CLEARY CHEMICAL
CORPORATION, INC.

1049 Somerset St., Somerset, NJ 08873 (201)247-8000

available from

J. GRIFFIN ROGILLIO
4024 Robert Street
Zachary, LA 70791
(504) 654-8110

Welcome



STATE OF MISSISSIPPI
OFFICE OF THE GOVERNOR
POST OFFICE BOX 139
JACKSON, MISSISSIPPI 39205

WILLIAM F. WINTER
GOVERNOR

Louisiana/Mississippi Christmas Tree Grovers' Association

Dear Friends:

I want to welcome you to Mississippi for your fifth annual meeting of the Louisiana/Mississippi Christmas Tree Grovers' Association. Christmas is one of our most joyous holidays and a beautifully decorated Christmas tree is a centerpiece of the season for us all. Your role in our observance of Christmas is an important one.

Best wishes for a productive meeting.

Sincerely

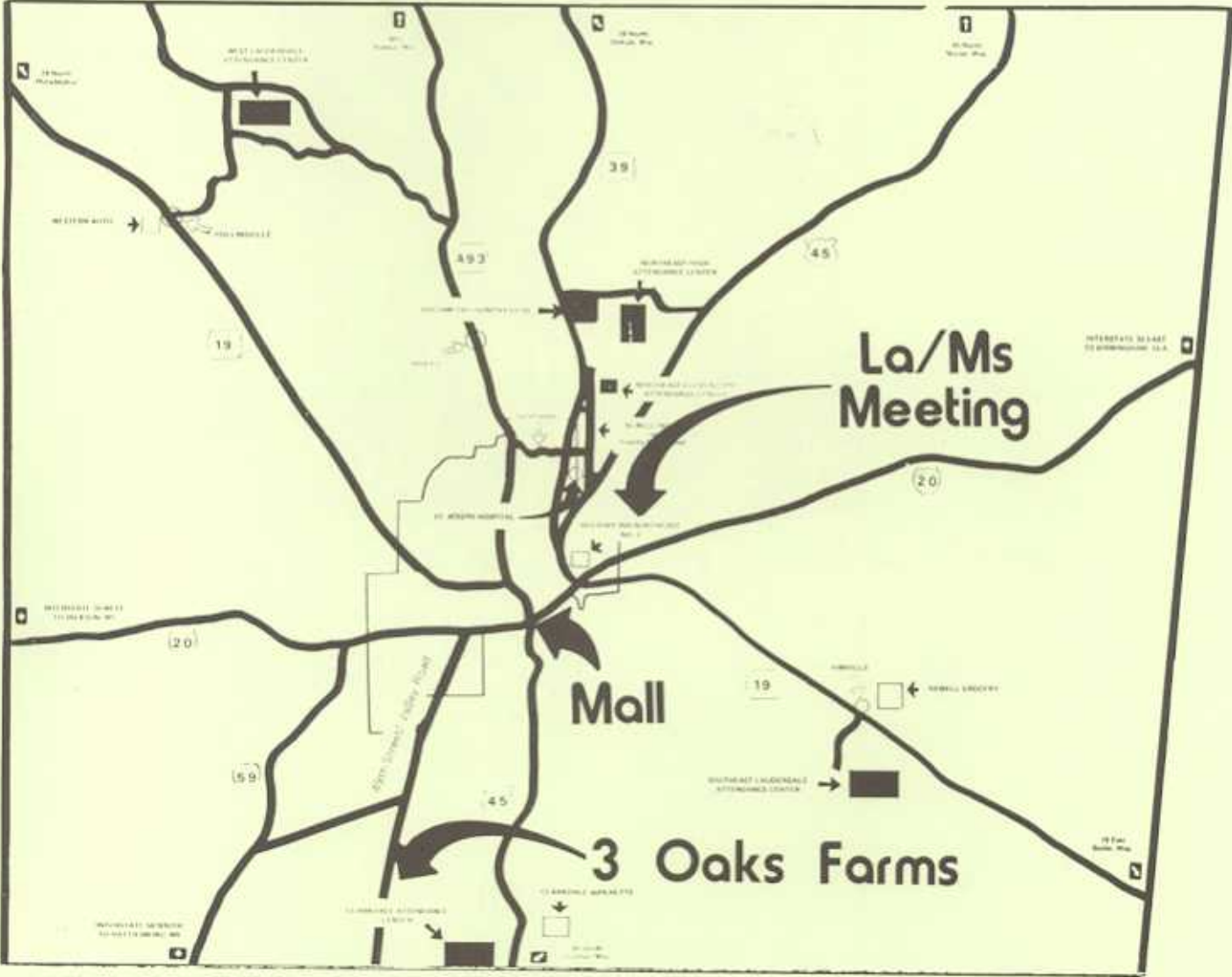
William F. Winter
WILLIAM F. WINTER
GOVERNOR

WFW:pjm



Governor William Winter

Map



LAUDERDALE
COUNTY



Friday

September 18

Holiday Inn, Northeast

- 8:30 a.m.* Exhibits Open
REGISTRATION
Seedling Orders
Membership and Association Business
Local Arrangements
- Wally and Carolyn Swedenburg
Bob and LaRose Eddy
Mr. & Mrs. Grif Rogillio
Charles and Shirley Jean Hefner
Bob and Kathie Parker
Andy and Pam Smith
- 10:00 a.m.* **CHRISTMAS TREE CONTEST**
Alden and Lori Main
- 12:30 p.m.* **GENERAL ASSEMBLY**
President Bob Eddy
- 1:00 to 5:00 p.m.* **CONCURRENT TECHNICAL WORKSHOPS** Dr. Bob Parker
(50 minutes each; 10 minute break)
- ✦ A. Choosing, Preparing, and Planting the Site - Dr. Freddie Raspberry
Dr. Bill Elam
- B. Cultural Practices for Established Plantations - Dr. Wayne Houston
Dr. Bob Parker
- ✦ C. Insect and Disease Control - Dr. Ted Brook
Dr. Don Blasingame
- D. Marketing Trees and By-Products - Dr. Alden Main
Mr. Andy Smith
Mr. Wallace Swedenburg
- GROUP LEADERS:**
A. Mr. James King
B. Mr. Glen Allen
C. Mr. Charles Elkins
D. Mr. Lawrence Seal
- 6:00 p.m.* **SOCIAL HOUR** Cash Bar
- 7:00 p.m.* **BANQUET** President Bob Eddy
Banquet Speaker — Mr. Ben Hurton, Humorist and Songster
Hot Springs, Arkansas

Tree Contest

NATIONAL CHRISTMAS TREE CONTEST GUIDE LINES - CHRISTMAS TREE JUDGING

Contestant _____ Date _____ Tree Number _____

Foliage	- Condition regards to insect and disease	
	Light no damage	- 50
	Medium	- 25
	Heavy	- 0 _____
Foliage	- Density	
	Light	- 25
	Medium to Heavy	- 50 _____
Foliage	- Freshness	
	Dry	- 0
	Fresh	- 25 _____
Handle	- Not Less than 6"	
	or more than 1-3/4"	- 25
	for each foot of tree	- 15
	USDA Grades (4/1/73)	- 15
	No Handle	- 0 _____
Handle	- Poorly Trimmed	- 0
	Well Trimmed	- 25 _____
Taper	- 0 to 40%	- 0
	40% to 90%	- 50
	90 +	- 25 _____
Top	- Multi top	- 0
	Too short	- 25
	Too long	- 25
	Right length	- 50
	Needlessness	- 25 _____
Merchantability	- Low	- 10
	Average	- 25
	Good	- 50 _____
Face Score	- 4 faces US premium	- 50
	3 faces US premium	- 25
	2 adjacent faces US Grade 2	
	or better	- 10
	Cull	- 0 _____
Damage	- 0 25 50 100	

- _____ Decided gap between whorls
- _____ Unduly long branches
- _____ Weak Lower Whorl
- _____ Hole in main body of tree
- _____ Uneven density
- _____ Weak branches
- _____ Curved stem
- _____ Crows nest
- _____ Multiple main stems
- _____ Abnormal, needlessness
- _____ Noticeable dead twigs
- _____ Incomplete whorl
- _____ Other

Total points _____

Contest Rules

1. The exhibitor entering the tree must be a member in good standing of the Louisiana-Mississippi Christmas Tree Growers' Association.
2. Contest will be held outdoors at the Holiday Inn in Meridian, Mississippi.
3. Judging will be by three judges (judges can not enter contest) (judges selected, but to be announced after the judging).
4. A grand champion will be selected to represent us in Seattle, Washington. In addition, a state champion from each state will be selected to supply a tree for each of the governor's offices.
5. Judging will be Friday, September 18, 1981.
6. Trees to be on grounds, ready for judging by 10:00 a.m., September 18, 1981.
7. Securely tied to each tree will be a blank, sealed envelope containing the grower's name, address, telephone number, and location of tree farm.
8. All trees entered must be plantation grown and are required to be six to eight feet in height from the bottom of the handle to the tip of the leader. The top leaders should conform to the tree's natural taper.



Proven & Improved Since 1959 . . .



The only time-tested Christmas Wreath & Garland Machine

Due to the rapidly increasing demand for quality wreaths and roping, this machine was designed to produce both items rapidly and inexpensively without losing the quality of the slow hand-wrapped method.

This is not a staple or clip type machine, therefore no special expensive wreath rings are needed. To produce a quality wreath, boughs are wire wrapped onto an inexpensive continuous ring from ten inches to ten feet in diameter.

To produce roping, the boughs are wire wrapped to a twine or wire core.

This fast, inexpensive method enables you to be competitive in all areas of price and quality.

ORDER TODAY . . . Have the time you'll need to make plans for your share of the profits from this constant growing market . . . Here's a real money-maker for Flower Shops, Garden Centers, Boys Clubs, and Civic Organizations . . . Ideal for Cities and Shopping Centers where extensive Holiday trimmings call for hundreds of yards of Garland and Wreaths.



Price \$595⁰⁰ F.O.B. Factory

EVERGREEN SALES & MFG. CO.

P.O. Box 108, Birmingham, Michigan
313 647-5590—If no answer call MI 4-6187

Speaker



BEN BURTON

HUMORIST and SONGSTER



Ben Burton, Public Affairs Manager for Weyerhaeuser Company in Arkansas, was born and reared near Magnolia, Arkansas, one of six children.

He is a graduate of Magnolia High School and holds a Bachelor of Science Degree in Education from the University of Central Arkansas at Conway and a Masters Degree in Education Administration from the University of Arkansas at Fayetteville.

A standout athlete in high school and college (including all-state and all-AIC honors in football), he served as a high school football coach in Arkansas and Texas for 15 years, 13 as a head coach. During that time, the football teams with which he was associated compiled an over-all record of 117 wins, 44 losses and 7 ties, including eight championships.

(Incidentally, during his high school and college playing days, he played side by side with an identical twin brother, Len.)

Burton joined Dierks Forests, Inc. in January of 1966 with responsibilities in training and education. He was named Manpower Development and Training Manager for Weyerhaeuser's Dierks Division in January of 1970. Just prior to assuming his present duties in Hot Springs, he served as Manager of Education at the company's headquarters in Tacoma, Washington.

He served one term in the Arkansas General Assembly during 1969-70 as State Representative for District 30.

He has been highly active in civic and church work. He is past President of the Hot Springs School Board, Vice-chairman of the Official Board of the First United Methodist Church, past President of the Lion's Club, and was recently named to a seven-year term on the Board of Trustees of the University of Central Arkansas.

The Burton family—Ben, along with his wife, the former Lavern Bolding of DeQueen; daughters Boni and Bev; and sons Bruce and Brooks— was named Arkansas' 1971 All-American Family.

As hobbies and special interest, Burton lists "fishing, gardening, bee-keeping, and country music."

He has done a considerable amount of after-dinner speaking, and was termed by one newspaper account as "a country-spun philosopher . . . a slow talker with a purpose."

This great "put on"

colors them consistent

colors them natural

colors them saleable

colors them profitable

and

colors your customers happy!



Kirk Christmas Tree Colorants are Better because...

- They are made with rigidly controlled computer measurements and exacting weight tolerances.
- They are more consistent in quality.
- They are more consistent in color.
- They are harmless to trees, will not wash off or wear off and are fadeproof.
- They are more economical because of the consistent quality allowing exact dilutions.
- They are better for dilution control because of consistent color pail-after-pail.
- They are "Made for Tree People by Tree People." See label for details.

The **kirk** Co.

HOME OFFICE: P.O. Box 340, Puyallup, WA 98371 • Phone (206) 848-8701
PLANT: P.O. Box 228, Zeeland, MI 49464 • Phone (616) 875-8166

CANADIAN WREATH CO., LTD.

RINGWOOD, NEW JERSEY 07456 • (201) 728-8071



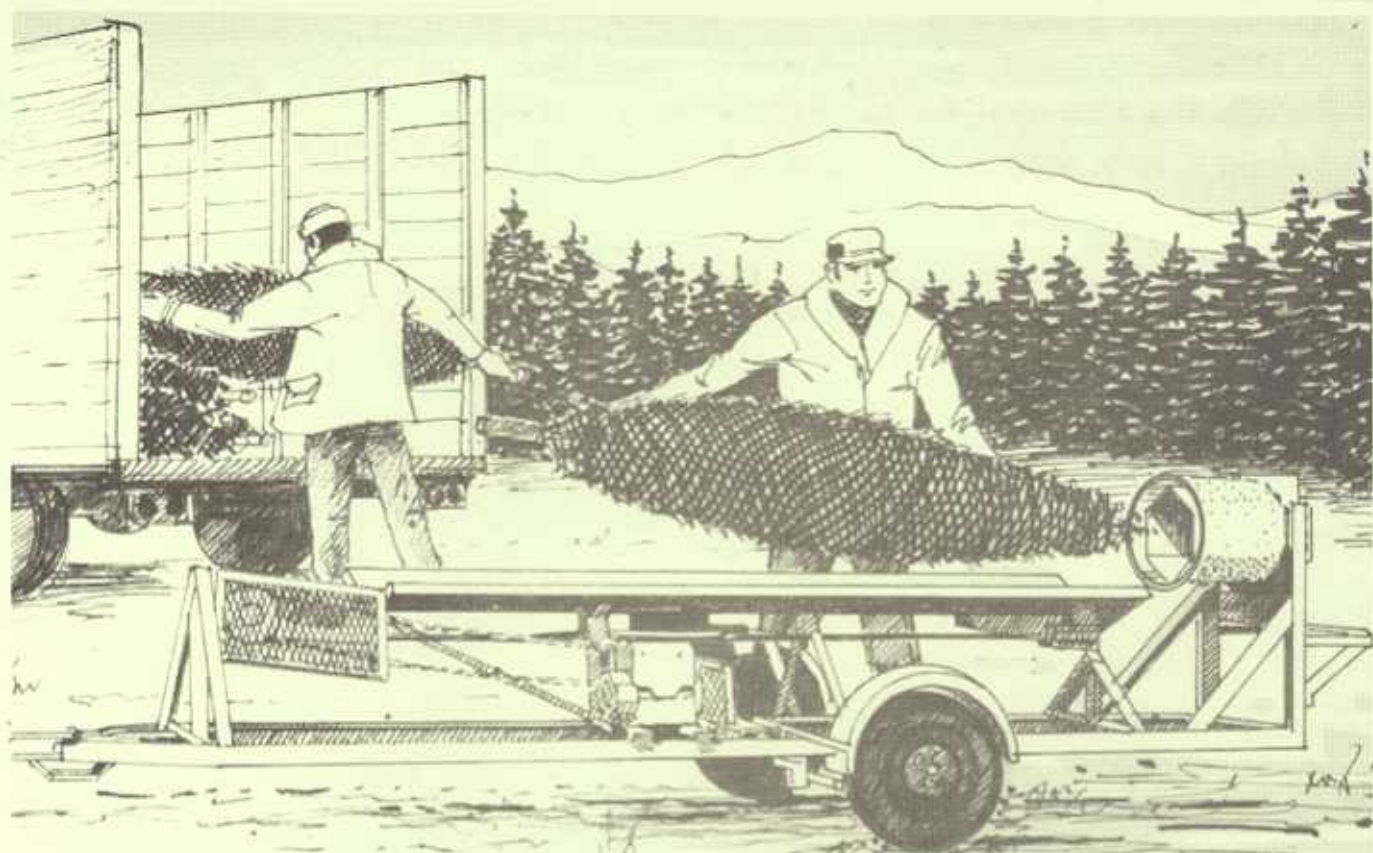
"THE WREATH FRAME PEOPLE"
MAKER OF THE 'HILLMAN' RING

Saturday

September 19

Holiday Inn, Northeast

- 8:30 a.m. QUESTIONS AND GENERAL DISCUSSION Bob Eddy and Bob Parker
(Remarks - Mr. Ken Nichols)
- 9:30 a.m. ASSOCIATION BUSINESS MEETING President Bob Eddy
- 10:30 a.m. Travel to Andy Smith's Christmas Tree Farm - 3 OAKS FARMS
(see page 3 for map)
- 11:00 a.m. EXHIBITS AND DEMONSTRATIONS
- 12:00 noon CATERED LUNCH
- 1:00 p.m. EXHIBITS AND DEMONSTRATIONS continue
TOUR AND DISCUSSION OF 3 OAKS FARMS' PRACTICES
- 3:00 p.m. ADJOURN



Move 'em out fast and neat!

with the dependable and proven Vexar* Plastic Netting.

Kirk's Vexar® Plastic Netting will not break, zipper or part. Always comes in correct diameters, and cold or hot weather will not affect performance.

Quality Control by DuPont Corp. and The Kirk Co. inspects each strand, joint, diameter, weight, and length. Don't be misled by substitutes, specify Vexar® Plastic Netting.

Kirk's Model 1200 Production Baler is proven by many growers in all weather conditions. Beat the bad weather and shipping deadlines with more trees baled per man hour.

Move 'em fast and neat with the proven and dependable Vexar® Plastic Netting using the proven 1200 Production Baler and backed by Kirk's on time deliveries and service.



Kirk's Model 1200 Production Baler †

Specifications:

- Funnel tilts for easy upright loading
- Powered by 7-1/2 HP easy-start Briggs & Stratton motor
- Safety chain guards
- Comes equipped with metal nose cone
- Average capacity 1500-1600 bales per day
- Trailer mounted

Kirk's Vexar® Plastic Netting

Specifications:

- Offered on Kirk Tree-Tie† cartridges for all funnel opening sizes
- Cartridges are designed for the best production use on all Vexar® Plastic Netting Tree Balers
- Packaged with 5 cartridges to a heavy gauge moisture-protective plastic bag
- Quality controlled by DuPont and The Kirk Co.
- Each cartridge packages approximately 50 trees, depending upon the height of the trees

Reg. Trademark DuPont Corp. †U.S. and Canadian Kirk Co. Patents Pending

Refer to price sheets for cartridge specification, quantity pricing, and other information.

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P.O. Box 340, Puyallup, WA 98371
Phone: (206) 848-8701

The **kirk** Co.

Plant
P.O. Box 228, Zeeland, MI 49464
Phone: (616) 875-8166

Field Tour

3 Oaks Farms

Route, 5 Box 226 - Meridian, Mississippi 39301

3 Oaks Farms were established in 1971 primarily as a small feeder calf operation. The main farm consists of 120 acres of gently, rolling bottom land in south central Lauderdale County, Mississippi.

In 1976, 3 Oaks joined with T & B Farms in a cooperative cow/calf partnership to form Ag Services, Ltd. Additional acreage was leased to facilitate the new partnership.

Christmas trees were added to the farms as a result of a conversation with the local county agent over the concern of high prices and poor quality live trees available to the local trade area. The Extension agent encouraged the Christmas tree venture on the Farms. The Mississippi Cooperative Extension Service provided a wide range of information concerning the growth of Christmas trees in the southland. The La/Ms Christmas Tree Growers' Association provided cultural practices and the National Christmas Tree Association furnished marketing information.

800 Virginia Pines were planted in March of 1977, on recently cleared new ground. Today, there are approximately 5,000 trees in various growth stages on the Farms. 3,000 trees will be added in the spring of 1982.

In an effort to establish a market base for locally grown trees, 3 Oaks has operated a retail lot in one of the largest shopping centers in Meridian, for the past four years. In 1979, sales were expanded to include the wholesale brokerage of trees from sources in Tennessee, North Carolina and Michigan. This year the Farms will open their "choose & cut" operation and their Plantation House gift shop which will feature hand-made crafts and alternate merchandise such as greenery, wreaths, and decorations.

3 Oaks Farms are still firmly committed to their original belief which led to the introduction of Christmas trees. That belief is simple, "Live Christmas trees should be an affordable American Tradition."



Exhibitors

DUFOUR IMPLEMENTS
2810 North Frontage Road
Meridian, Mississippi 39301

EDDY'S HIDDEN ACRES
4725 Burk Drive
Metairie, Louisiana 70003

ELANCO COMPANY

FORESTRY SUPPLIERS, INC.
P. O. Box 8397
Jackson, Mississippi 39204

KELSCO MANUFACTURING CO, INC.
Box 5041
Alexandria, Louisiana 71301

THE KIRK COMPANY
P. O. Box 1387
Montrose, AL 36559

MO-AG III
Eincie, Louisiana

MONSANTO CHEMICAL

MOTT MOWERS

MURPHY MSTIC
Coolidge, Georgia

SWEDENBURG CHRISTMAS TREE FARM
Route 4, Box 6
Columbus, Mississippi 39701

BILLY C. WAGNER
1308 Oak Ridge
Memphis, TN 38111

OUR STAND STANDS FOR QUALITY, YOUR QUALITY, YEAR AFTER YEAR.



You stand for quality. You stand for integrity and honesty as a fair and equitable dealer of Christmas trees. And the trees you sell are the very best. But during the holiday season when these trees are staying up in homes for weeks, do they lose their color and shape? Or do they hold their needles and fragrance, and not present a fire hazard?

We know as well as you do that there are no guarantees. But wouldn't it be a safe bet that with a quality tree stand, a stand that holds over two gallons of water (and not some crazy chemical concoction), that those trees will stay fresh and green for the two and three weeks in the home during the holiday season? And wouldn't it also be a safe bet that your image would stay intact? That quality image that is remembered next year, and the year after.

We stand for quality too! We're the Gunnard Company. The world's largest manufacturer of commercial stands. And we also build the world's best residential stand. The No. 16, 4-brace "No Problem" Christmas tree stand.

The 4-brace's galvanized steel pan holds over two gallons of water, to keep a tree fresh and fragrant without someone constantly checking the water level. The 4-brace accommodates any size tree butt up to six inches, whether it's straight or crooked. And the four braces fit up between branches so that all the beautiful lower limbs need not be trimmed off. And, of course, the tree stands straight and sturdy.

All 4-brace dealers are supplied with a 20" x 30" full-color demonstration point-of-purchase display. This attention-getting display tells the story without putting a dent in your salesman's precious time. The "No-Problem" tree stand sells itself, and you, year after year.

New 4 BRACE DISTRIBUTORS To Serve You Better

In ALABAMA:

Chester O. Stephens, Jr.
Stephens Industries
Route 3, Box 214-S
Selma, AL 36701
205/875-9972

In GEORGIA:

B. L. Murray
**Southern Christmas Tree
Plantation**
Route 1
Cordele, GA 31015
912/386-3418 or 912/535-6546

In LOUISIANA:

Bob Eddy
Eddy's Hidden Acres
4725 Burk Drive
Metairie, LA 70003
504/887-2753

In SOUTH CAROLINA:

Dr. Bill Cheezem, Jr.
Cheezem Farms
Route 2, Hwy. 501 S.
Latta, SC 29565
803/423-0953

GUNNARD COMPANY
P.O. BOX 516



LAKEVILLE, MN 55044
(612) 469-2422

