Western Shade 'Trees' Congregate This Month

Western Branch of the International Shade Tree Conference will hold its 32nd annual get-together June 20-23 at the Miramar Hotel in Santa Barbara, Calif.

"Trees—A Most Valuable Asset" is the theme of the four-day conclave, which will be climaxed the evening of June 23 with installation of officers, followed by a dance and entertainment. For details, write C. E. Lee, Secretary-Treasurer, P.O. Box 351, Los Angeles 53, Calif.

Hoover Acquires Lencor Mfg.

Hoover Ball & Bearing Co., Ann Arbor, Mich., has purchased the assets of Lencor Mfg. Co., Lenox, Iowa, producer of dry fertilizer spreaders and other agricultural equipment.

Lencor products will supplement Hoover's Tote Systems Division.

RF MOISTURE PROBLEMS!

DIALOAM Soil Conditioner Absorbs 150% of its weight in water, provides controlled release of moisture, won't compact.

At last here's a soil conditioner/mulch/top dressing that ends turf moisture problems. Won't cake, won't leach away. DIALOAM is a granulated, diatomaceous earth composed of millions of microscopic water-life plants and fossils. DIALOAM absorbs up to 150% of its weight in water. Moisture release is gradual, just right for healthy grass. . . a life-saver in dry weather. Particles tend to work into the earth giving it a porous, loamy texture that leads to strong, healthy turf. Try DIALOAM on your turf this year! Write for more information.

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END TURF MOISTURE PROBLEMS!

The Spokane Word.

Bill Senske, who runs Chemical Weed and Pest Control in Spokane, Wash., is to be given a word of praise for his latest mailing piece which we just received. Bill's services range from lawn spraying to fertilizing to tree care, with contract mowing thrown in for good measure. His latest brochure features catchy names for his residential service contracts, names no doubt designed to appeal to Mrs. Homeowner. Examples: Ugly-Slug control (twice a season); Lucious-Lawn Service (complete fertilization); Dandy-Lawn Spray (for dandelion, plantain, thistle); and so on. Bill, a pioneer in this industry, keeps moving ahead!

Ardor for Arbor Day.

One of the most enthusiastic undertakings in the hundreds of Arbor Day projects which went on around the country this spring was the countywide plant-a-tree program held in New City, N. Y. For the third consecutive year, all fourth graders in Rockland County's public school received sugar maple seedling trees to plant in their own yards (trees were donated by the county's 10 Rotary Clubs). We learned of the project through cosponsor Rockland County Extension Service, where county agent Paul A. Lutz has worked happily with this endeavor for three years. To date, 14,000 trees have been planted!

Colburn Cops Commendation.

Every year on Foresters Day at the University of Minnesota in St. Paul, an Outstanding Achievement Award is presented by the Forestry Club on campus to the Minnesotan who's made the most significant contribution to forestry during the year. Proud recipient of the prize this year is Floyd C. Colburn, Itasca County extension forester who graduated from the U. of Minn. in 1934. He's been with the Extension Service since 1947, and has also received the Superior Service Award from the USDA. We join with industrymen in the land of 10,000 lakes in congratulations!