A WTT report on the $6 billion weed control, tree care, and turf business of the nation, featuring the significant events of the industry.

Satchel Paige's theory is that you never look back, "Someone might be catching up." Satch has a good point, but with most of the zip missing from that famous arm, Satch probably enjoys recalling the elation he felt on days when he pitched particularly well and set down the opposing batters in order.

Unlike Satch in this instance, the WTT staff feels that the records of the vegetation care industry in 1967 are worthy of note. By the end of this month, more than $6 billion will have been spent on weed control, tree care and maintenance, and turf production and care. Again unlike Satch, who has seen his best years, the vegetation care industry, which includes weeds, trees, and turf, has not even reached its zenith. It promises unbelievable growth.

William M. Latta, president of Princeton Turf Farms at Kansas City, Mo., pointed up the growth expected of his area of the industry this year when he stated that "All phases of the turf industry are expanding at a rate undreamed of 10 years ago. More golf courses, parks and playgrounds, athletic complexes and the desire for instant lawns, coupled with more and larger turfgrass nurseries, have contributed to this growth." "The irrigation industry," he said, "recognizes turf irrigation as the largest single phase in dollar volume irrigation sales. If this rate of expansion continues, it will soon be the largest economic segment of the entire agriculture industry in the United States. Anyone who earns his livelihood in any one of the many segments of this industry cannot afford to lag behind."

For the turf section of the industry, and for others such as arborists and spraymen, the National Beautification Program in 1967 became the common concern of the individual citizen across the nation. It finally gained the impetus needed to make it the action program it is today. No program has heretofore shown such promise of cash income for the industry, and at the same time been coupled with the common good of the citizenry, as has the beautification effort. It has made the community aware of the need for civic beauty. Groomed municipal areas are demanded. Landscape possibilities are going begging. More big jobs are being sold as industries realize the value of the well-kept industrial site.

Aside from the business boom of the year, best news for the vegetation care businessman was the advent of new chemicals especially helpful in the care and control segment of the industry. These included growth regulators, particulating agents to control drift, and spray equipment designed to deliver material on target. The challenge for spraymen this year was to learn how to best use the newly cleared control agents.

New ideas cropped up, many worthy of trial. Norman J. Scott of Willowdale, Ontario, Canada, came up with the idea of a professional horticultural consulting service. He said that other professions get paid for advice. The same should be true of the professional vegetation care expert, according to Scott, who has made it pay. Another practical idea which fits the financial patterns of corporations is landscape leasing. Contractors furnish materials and care, and
Igan State University staff and Wayne County Agent Donald D. Juchartz, a full scale tour and equipment demonstration was staged at Emerald Valley Turf Nurseries, Inc., Fowlerville, Mich., and at Halmich Sod Nursery, East Lansing, Mich.

After viewing solid set irrigation, aerial application and sod production at Emerald Valley, the group moved by bus to the Halmich sod farm. Here the field demonstration featured the greatest array of sod harvesting and handling equipment seen anywhere to date. Harvesters, sod cutters, sod rolling equip-
New injection system permits accurate placement of systemic herbicides and insecticides at up to 600 trees per hour. Known as the Hypo-Hatchet, the unit is produced by the An-sul Co., Marinette, Wis.

New officers and directors of the Missouri Valley Turfgrass Association chosen in conjunction with Lawn and Turfgrass Conference at the University of Missouri, pictured here at their first meeting following the election, are (from left front): secretary-treasurer Earl M. Page, Earl M. Page, Inc., St. Louis; president William M. Latta, manager, Princeton Turf Farms, Kansas City; first vice president and retiring president, Robert V. Mitchell, Sunset Country Club, St. Louis; and second vice president, Walter W. Fuchs, Upjohn Co., Glen Ellyn, Ill. Standing are director Donald Clemons, Norwood Hills Country Club, St. Louis; group advisor and consultant, Dr. Delbert Hemphill, professor of horticulture, University of Missouri, Columbia; and director Stan Frederiksen, Mallinckrodt Chemical Works, St. Louis. Not pictured is director Robert Bechtold, Bechtold Lawn Service, Columbia.

Seed of new sod variety, 0217, Fylking Kentucky Bluegrass, became available. Note rhizome development in sod plug 12 months after seeding. Tests indicate that new sod is adapted to close clipping and possesses desirable qualities of color, density, and hardiness.

Lynn Partee, left, Blume System Tree Experts, Houston, Tex., received Class I safety award from NAA safety division chairman, Glenn Burns. Blume won the award for companies with 100 or more employees for the 7th consecutive year at NAA annual.

Students in turfgrass management program at Iowa State University, Ames, la., conduct laboratory exercise which includes work with nutrient solutions used in turfgrass culture. Iowa college training program was one of 26 colleges and universities of nation which worked with WTF staff on comprehensive survey in 1967 of available training.
ment—some new and never before exhibited—were demonstrated.

Industry Association Activities At All-Time High

Virginia sod growers, like those nationwide, are working to improve their industry. In March, they formed the Virginia Cultivated Turfgrass Association with approximately 50 members. That state's new sod law includes a program for certifying and improving sod. Elected president of the group was George C. Calder, Clifton, Va. The group has been working closely with state sod associations in Maryland and New Jersey.

The American Association of Nurserymen reported 255 new memberships at the 92nd Annual Convention at Bal Harbour, Fla., during the summer. This brings total membership in the organization to 1555. Newsworthy note for the organization was the announcement that Robert F. Ledgerer, executive vice-president for the AAN, will serve in the same position with the National Landscape Nurserymen's Association. The umbrella management idea makes for common office services, with each group continuing with its own governing body, separate bylaws, and independent association goals.

Good news for the industry was agreement among highway officials to put landscaping under separate bids in highway construction. Because this has seldom been done, plant survival has been poor. Representatives of the American Association of State Highway Officials, American Association of Nurserymen, Associated Landscape Contractors of America, Highway Research Board, and Bureau of Public Roads met in Washington, D.C. during April and discussed this problem. They agreed that firms chosen to do landscape work should be qualified by prior experience and reputation. Even more important, the officials agreed that highway departments need to project their plant material needs 3 to 5 years in advance. Attempts will also be made to
specify species adapted to the area where they will be used.

Aquatic Weed Problems Important Phase of Industry

Aquatic weed control programs became more complex during 1967. With greater segments of the nation's population using inland water, there has been a like increase in lake, canal and stream pollution. This in effect has fertilized these waters to the extent that they have become natural incubators for weed growth. Only recently has this been recognized.

Weeds reduce value of water for recreational, commercial, and public use. This results in lowering the value of adjacent property and creates a demand to control the aquatic vegetation.

Best example of how fast noxious aquatic weeds can become a problem has been found in the Panama Canal. Within the last 5 years, Elodea and other varieties of submersed weeds have choked a number of areas. Speaking to 150 leading aquatic industry members at the 7th annual meeting of The Hyacinth Control Society at Ft. Myers, Fla., this summer, Julian S. Hearne, on the Canal staff, reported that mechanical methods would no longer do the job. Extensive testing is underway with chemicals, a must to keep the Canal open.

Also new in eastern and southwestern U.S. is the plague of Eurasian watermilfoil. Now well established in the Chesapeake Bay area and along the west coast, Earl Ogle, Hercules, Inc., Wilmington, Del., demonstrated Hercules equipment for testing consistency of invert spray materials during field demonstration at Hyacinth Society's 7th annual meeting.

Area in foreground was treated twice with paraquat at 6 lb/A in 1966. The picture was taken 1 year after treatment. Research was done by USDA Agricultural Research Service.
Myers demonstrated new TT29 Tall Tree mist sprayer. Equipment according to Myers representative is designed especially for tree protection, mosquito control, leaf windrowing, brush burning and sanitation spraying.

Pitman chipper built by Pitman Manufacturing Co., Grandview, Mo., features according to the maker, shallow cutting action, unique self-aligning cutting blade and emergency safety brake.

Ronald L. Harper, left, Philadelphia Electric Co., Philadelphia, Pa., and Hyland R. Johns, Asplundh Tree Expert Co., Jenkintown, Pa., co-chaired the 43rd ISTC Conference. They were on hand to welcome the 1000 attending the event. They are using Asplundh Chipper Company's L-30 fiberglass boom and bucket.

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coast of Florida, it is dominating the water of several hundred thousand acres where it is growing.

International Shade Tree Conference Elects Parr

Members of the I.S.T.C. attending their 43rd conference at Philadelphia, Pa., this summer were happy with the current business boom. But they seemed concerned with the rising cost of doing business and the need to keep service charges keyed to costs of operation.

A total of 795 registered for the session, with more than 1000 in attendance at some time during the program. They elected Freeman L. Parr, Parr and Hanson, Inc., Hicksville, N. Y., president for the coming year. Parr, who last year was vice-president, and normally would have moved into the president-elect position, was elected president by virtue of the resignation of the 1966 president-elect, C. Elmer Lee, Southern California Edison Co., Los An-

Newly elected ISTC officers, President Elect Keith L. Davey, San Francisco, Calif., left, and President Freeman L. Parr, Hicksville, N.Y., center, visit with Executive Director Dr. L. C. Chadwick, Columbus, O., following board of governors session at ISTC Philadelphia meeting.
geles, Calif. Elected president-elect was Keith L. Davey, president of Keith L. Davey Tree Surgery Co., Limited, San Francisco, Calif.

The National Arborists elected Kenneth P. Soergel, of Kenneth P. Soergel Arborists, Gibsonia, Pa., as president. He succeeded past president Harry A. Morrison, Wilmette, Ill. Edward C. Shearer, Farrons Tree Surgeons, Inc., Jacksonville, Fla., was named 1st vice-president; Paul R. Walgren, Jr., Walgren Tree

Curtis May, USDA, both for sustained publishing of research in shade tree and ornamental plant pathology; Awards of Merit, Mrs. L. B. Johnson, Washington, D.C., for initiative, leadership and influence in developing the National Beautification Program, and to the Honorable Harold E. Hughes, governor of Iowa, for leadership of the Elm Research Institute; Honorary life memberships, Max Watson, San Jose, Calif., E. A. Sanford, Freeport, O., and R. J. Campana, Orono, Me.; Past president’s plaque was awarded outgoing President R. J. Campana; and a special award made “only every 30 years” according to Dr. Campana, who made a presentation to Dr. and Mrs. L. C. Chadwick “in grateful appreciation for 30 years of dedicated service to I.S.T.C., 1937-1967”; tree identification contest, Herman Porter, Bartlett Tree Expert Co., N. J.

The NAA awarded honorary memberships to Paul Tilford, Wooster, O., and to Russell Whitten, Delaware, O.