

St. Louis Hosted American Association of Nurserymen

The 1500 nurserymen and their families attending this year's American Association of Nurserymen's convention in St. Louis, July 13-17, were treated to a well-balanced program of business and pleasure.

For the first time in its 93-year history, the AAN has gone beyond the 1600 mark in membership. Matching this growth in membership is a growth in the association's influence on the American scene. AAN President J. E. (Ted) Korves, president of Plumfield Nurseries, Inc., Fremont, Neb., stressed in his address before the board of governors that all nurserymen support the AAN and begin to consider themselves as national businessmen with a new, important role.

In reviewing the association's 1967-8 achievements, Mr. Korves reported that the Horticultural Research Institute, the group's own industry-oriented program, is aiding nursery retailers through its research on what people really think of nurserymen, their products and landscaping in general. He also discussed the proposal presently before the HRI concerning "demographic studies," which — if adopted — will enable retailers to answer questions such as who and where customers are, what they're interested in, how their interests are changing and

whether the retailer's business is changing accordingly. Among this year's AAN publications, Mr. Korves cited a 12-page booklet entitled "Landscape Beauty Depends on People" as being particularly effective in promoting the use of the nurseryman's products to the public.

A highlight of the convention was the naming of William Flemer, Jr., president of Princeton Nurseries, Inc., N. J., as the 1968 recipient of the Nurserymen's Hall of Fame award. Mr. Flemer's long list of activities in the horticultural field includes having been: a founder of the New Jersey Nurserymen's Assn.; president of the Ornamental Growers Assn.; president of the AAN (the youngest ever) in 1928; and a founder of the Eastern Nurserymen's Assn., incorporated in 1923 to help nurseries in the eastern Atlantic states survive certain severe U. S. Dept. of Agriculture Quarantine Board regulations. During World War II he was appointed to a special committee — along with Missouri's Governor Lloyd C. Stark, last year's Hall of Fame recipient — to work with the War Department in army camouflage activities. Currently he is responsible for the development and expansion of his business, one of the largest in the East.

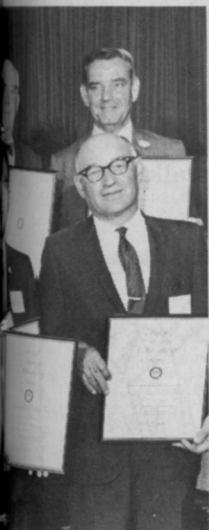
Presented with the AAN's Norman Jay Colman Award

for outstanding contribution to horticultural progress through his research was Henry T. Skinner, director of the U. S. National Arboretum in Washington, D. C. Born in East Sutton, England, he came to this country in 1927. He earned his B.S. and M.S. degrees at Cornell University, his Ph.D from the University of Pennsylvania. He was president of the American Assn. of Botanic Gardens and Arboreta and is a member of such organizations as the International Society of Horticultural Science, Botanical Society of America, and the American Society of Horticultural Science. He was also a member of the White House Conference on Natural Beauty. To date, Mr. Skinner has published no fewer than 83 scientific papers and articles.

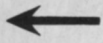
Art Kozelka, 1968 recipient of the AAN's Garden Writer's Award, has been garden editor of the Chicago Tribune since 1953. He writes a daily home garden column for the Trib and "This Week in the Garden" for the Sunday edition. Having had a lifelong interest in gardening, especially that pertaining to roses (he has 300 of them in his home garden), he majored in botany and agricultural journalism at the University of Nebraska. His interest in combining

(Continued on page 38)





Receiving their AAN Retail Advertising Awards are, from the left: (front row) Lloyd Marshall, Marshall Nurseries, Arlington, Neb.; Alfred H. Hicks, Hicks Nurseries, Inc., Westbury, L. I., N. Y.; Henry H. Chase, Jr., Chase Nursery Company, Chase, Ala.; Itsuo Uenaka, Cupertino Nursery, Cupertino, Calif.; Clarence Seefert, Seefert's Hudson Road Nursery, St. Paul, Minn.; (back row) Edmond G. Greene, Greene Nursery & Landscape Co., Memphis, Tenn.; Merten Natorp, the Wm. A. Natorp Co., Cincinnati, Ohio; James W. Hosking, James S. Hosking Nursery, Watertown, Conn.; John D. Siebenthaler, The Siebenthaler Co., Dayton, Ohio; and Louis Hillenmeyer, Jr., Hillenmeyer Nurseries, Lexington, Ky.



William Flemer, Jr., (left) president of Princeton Nurseries, Princeton, N. J., receives this year's Nurserymen's Hall of Fame testimonial — the highest honor any nurseryman can receive — from President Korves during the Past President's Banquet.



Chicago Trib garden editor Art Kozelka (left) receives 1968 Garden Writer's Award from AAN President Korves.

1968-69 AAN Board of Directors are, from the left: (front row) Harold R. Nickel, Treasurer and Director, Region V, Greenleaf Nursery Co., Muskogee, Okla.; Hoskins A. Shadow, President, Tennessee Valley Nursery, Inc., Winchester, Tenn.; William Flemer, III, Vice President and Director, Region I, Princeton Nurseries, Princeton, N. J.; J. E. (Ted) Korves, Director at Large, Plumfield Nurseries, Inc., Fremont, Neb.; (back row) Kenneth Altorfer, Director, Region III, McKay Nursery Co., Waterloo, Wisc.; Joseph H. Klupenger, Director, Region VI, Klupenger's Nursery & Greenhouses, Inc., Aurora, Ore.; Louis Hillenmeyer, Jr., Director, Region II, Hillenmeyer Nurseries, Lexington, Ky.; and Harold S. Crawford, Director, Region IV, Willis Nursery Co., Ottawa, Kans. Not shown is Allied Associate Director John H. Powell, Economy Label Sales Co., Inc., Daytona Beach, Fla.



Henry T. Skinner, director of the U.S. National Arboretum, is shown with Norman Jay Colman Award presented to him by the AAN for his outstanding contribution to horticultural progress through research.

this blade is causing a revolution

The blade revolutionizing the lawns of America is 0217® Brand Fylking Kentucky bluegrass (Patent Pending). A new, low-profile grass with unexcelled turf-forming qualities; sod can be lifted in 110 days. 0217® Fylking doesn't produce unsightly seed heads. Mows smooth, thrives on close cutting. Greener, thicker — the most disease, weed, wear-resistant lawn yet (proven by 10 years of international testing — rated best by turf authorities). Join the revolution. See your seed distributor. For information or names of authorized distributors, write Jacklin Seed Co., Inc., Dishman, Wash. 99213.



FYLKING KENTUCKY BLUEGRASS

For More Details Circle (111) on Reply Card

Turf Quality

(from page 13)

Nunes feels it is superior to herbicides in the production of quality sod.

Equally important in Nunes's opinion is the proper amount of irrigation water. Nunes Turfgrass crews carry an Aquatron Moisture Meter to eliminate the guesswork from this chore.

Presently, the DuMel Company, manufacturers of Aquatron equipment, is experimenting on the Nunes nursery with a new concept in controlled irrigation — an automatic aquatron programmed so the water will turn on and off at a precise percent of moisture.

Nunes holds the exclusive U.S. franchise for this device. He is excited over its future potential as well as the sod industry as a whole.

"The prospects are unlimited," he states, "but the key to the whole business is still quality and service. Everybody wants a good lawn, and few know how to get one or keep it."

AAN Convention

(from page 24)

horticulture with journalism is evident in his activities: Sigma Delta Chi, national journalism fraternity; Alpha Gamma Rho agricultural fraternity; the Chicago Regional Rose Society; the Garden Writers' Assn. of America; and the Chicago Press Club.

Also presented at the convention, for the first time, were Retail Advertising Awards to 16 garden center firms.

Aside from the National Trade Show exhibits, an advertising workshop, various committee meetings and discussions on timely horticultural matters, the convention agenda also included a tour of Grant's Farm, a trip to the Municipal Opera and to a Cardinals-Giants game, and a tour of St. Louis homes of early 1900 vintage.

Trimming

Bigger Trees For Parks. Vandals are universal in their wanton destruction of park plantings, especially newly planted trees. Theodore Haskell, of the Lansing, Mich., Parks and Recreation Commission, believes the best solution is use of bigger trees. Vandals normally don't saw or chop down a new tree, but merely snap it off. They can't do this with 4-inch trees so usually leave them alone. Heavy equipment and trained men prove their worth with a planting program which specifies the larger sized trees.

* * *

Entertainment Or For Real? A real ESP (extra sensory perception) expert entertained arborists at the recent International Shade Tree Conference at Chicago. She predicted a sure cure for Dutch elm disease within 2 years. "Not necessarily a drug," she said, "but a means of control which already exists," implying a method undergoing trial. This proved to be quite a session for ISTC'ers, with some believers. Big majority of the group we talked with seemed as skeptical as we were.

* * *

New Hercules Service. Hercules has put together a division of environmental services. The new service unit offers coordinated efforts in three segments of the water management field—process water treatment, waste water treatment, and consulting services. The idea is excellent and will be especially helpful to town and city departments who are troubled with a combination of corrosion, scale, fouling, and algae. Problems are related and service can be received for both industrial and effluent water problems. Help in the entire field has been difficult to obtain because of the many phases of technology applicable to the problem.

* * *

WTT in Growth Phase. WEEDS TREES AND TURF magazine has now surpassed the 35,000 mark in circulation. Besides 3012 tree care companies, WTT now reaches all municipal arborists, more than 7000 custom spray operators, almost 800 sod producers, 2000 aerial applicators, 2000 irrigation contractors, more than 10,000 rights-of-way maintenance, cemetery, airport, park, athletic field, hospital, college, and general vegetation care supervisors, and 6056 golf course superintendents.