



With the gavel name plate filled, Dudley Smith, outgoing President, presents the gavel to Ray Gerber, whose name was the first to appear on the gavel.



L. to R. — Harold Frederickson, Robert Williams, chairman, Ray Gerber.

ELECTION FOR 1968

OFFICERS

PRESIDENT — Walter F. Fuchs
 FIRST VICE PRESIDENT — Ed Wollenberg
 SECOND VICE PRESIDENT — Paul N. Voykin
 SECRETARY-TREASURER — Roy Nelson

DIRECTORS

Alfred Bertucci
 Harold F. Frederickson
 Bertram H. Jannes
 Theodore J. Sokolis
 Dudley Smith
 Richard E. Trevarthan

The average age of the world's great civilizations has been 200 years. These nations progressed through this sequence:

From Bondage to Spiritual Faith
 From Spiritual Faith to Great Courage
 From Courage to Liberty
 From Liberty to Abundance
 From Abundance to Selfishness
 From Selfishness to Complacency
 From Complacency to Apathy
 From Apathy to Dependency
 From Dependency back again into Bondage

In ten years our United States will be 200 years old.
 This cycle is not inevitable . . .

IT DEPENDS ON YOU!

WHY DID HE SAY THAT?

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(Keynote address for 1967 Midwest Turf Clinic held November 28, 1967, at Medinah Country Club)

As you listen, as you read, as you discuss, ideas are constantly hammered, presented, offered for your consideration. Sometimes it helps to understand "Why Did He Say That?"

Was it a general fact based on many observations, thus the general rule, or was it an exception — unusual, thus so obvious that it caught his attention and he remembered it? It sometimes makes a good story — it proves the rule does not always work.

Was it a well-planned experiment with replicates, with a wide range of treatments so that the limits exceed practical possibility? Or, was it one pot observed one month in one greenhouse for one grass? Thus, Why Did He Say That?

Sometime it is normal. For example, that very knowledgeable man, Dr. O. J. Noer, a few years ago, while talking about building athletic fields said, "Get a good topsoil." Look at the things unsaid. Yet, for the WORDS USED his advice sounded reasonable and pertinent.

Let's look at the ads. Isn't it confusing and amazing to see what is said in ads? For example, there was an ad concerning Zoysia a few years ago that had at most sixteen paragraphs of material, yet it used the name U. S. Department of Agriculture eighteen times. To you and I it was clear they wanted to hide behind the skirts of and let the name U. S. Department of Agriculture help sell their grass through this constant repetition. That is why "he said that 18 times."

Look at the label. Someone said — "My fertilizer is one-shot" and we could question that. What did he say? — That this fertilizer — by carrying that name — would attract attention and supply the nutrients needed by the turf, not for a full year, as might be implied, but until the nitrogen was dissipated. So, we take with a grain of salt some labels, some statements, some facts.

In fact, someone said, "Science is one set of lies after another . . ." for progress is constantly made and facts are re-evaluated, and in this day of short talks — with more knowledge available — it is easy to present something that is "full of hasty generalizations."

Often things become "culture bound." It is the current practice or habit, thus assumed proper, correct and perpetual. It is kind of like fruit Jello — just temporarily put together until the idea gets heated up again. Irrigation is now undergoing such a heating up — so are rootzones. Thatch has already undergone some hot thaws.

A wise experiment should develop into an experience! In summary did he state it as:

1. As general advice
2. As statement of principle
3. As a basic limitation
4. As a habit of expression
5. As a prescription for a situation
6. As a prescription for any — all situations?

Thus, we find considerable reason for getting together, incidentally with an open mind, willing to listen, willing to share, willing to understand both the view and message, for as we understand "Why He Said That" it brings more meaning to you. And, you can better understand "how to apply that."