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Floridas Fifth Annual Trade and Turf-Grass Show

The fifth annual Florida Turf-Grass trade show, to be held at Plantation Field Research Laboratory and the Sheraton Hotel, Ft. Lauderdale, Florida, on April 28th and 29th, will feature speakers from Minnesota, the University of Florida and Lake City Junior College.

Addressing the annual breakfast of the Florida Turf-Grass Association, sponsors of the event, will be Herbert B. Attaway, Jr., Dean of the technical-vocational division of the junior college in Lake City, Fla. Mr. Attaway's talk, under the title of "New Horizons for Florida Turf," will outline for the show registrants the steps taken by the college in the establishment of a dual-major course in turf management and ornamental horticulture which will be initiated at the college at its fall term beginning in August.

The management clinic, to be held on Friday morning, April 29, is designed to assist the turfmen in their jobs, and will be highlighted by an opening talk by Dr. James R. Watson, director of the agronomy division of Toro Manufacturing Corporation of Minneapolis, Minn. Dr. Watson will discuss the need for long-range planning and the efficiencies and economies that can be realized in all phases of the turf industry through a coordinated planning effort.

Following Dr. Watson, Dr. William Fox of the College of Business Administration, U. of Florida, Gainesville, will conduct the audience-participation discussion of the personnel and labor problems found in the turf field.

The show will open the preceding day, April 28, with the traditional morning-long tours of the turf research plots under the guidance of Dr. Evert O. Burt, associate turf technologist, at Plantation Research Laboratory. After the tours the registrants will view demonstrations.

Following the day at Plantation, the remainder of the show will be held at the Sheraton Hotel viewing exhibits and participating in panel discussions. For more information write FT-GA, 4065 University Blvd, N., Jacksonville, Fla.