

In a few weeks, over 1,000 treemen will be streaming into Cleveland for the 42nd Annual International Shade Tree Conference Convention and Trade Show. Since Cleveland is our hometown, *Weeds Trees and Turf* welcomes delegates to this active community of over one million which owes much of its beauty to the widespread use of trees that make its parks and suburban areas among the most elegant anywhere. This is truly the "Forest City."

In joint meeting with the ISTC will be the National Arborist Association. No two groups have done more to advance the science of tree care and to make Americans conscious of the need to save trees and to appreciate how much they add to our country's beauty.

Spearheading the ISTC is Dr. Lewis C. Chadwick, longtime executive secretary headquartered at Ohio State University in Columbus. Dr. Paul E. Tilford, until this past year, was the knowledgeable secretary of the National Arborist Association, who worked out of Wooster, Ohio, home of the Ohio Agricultural Research Station. His successor, Clarke W. Davis, now runs the NAA from Washington, D.C., and is already making a name for himself through his active public relations program.

The convention committee has planned a full

program that will benefit commercial arborists, municipal and utility treemen, and other vegetation controllers concerned with the protection and enhancement of trees.

This is a family affair, too. Local workers have arranged an active and fun-filled program for the ladies and the children. They will, among other things, board excursion boats to sightsee on Lake Erie which gently rolls against the northern shores of this city which is so delightful in August.

Treemen everywhere are invited to the ISTC convention at the Sheraton-Cleveland Hotel, August 28-September 2. Come. You'll be treated to a most valuable educational program, will see the newest in equipment and chemicals for tree work in the display booths, and will have a mighty fine time enjoying yourself, too. *Weeds Trees and Turf* looks forward to greeting you here at this important annual convention.

WEEDS TREES AND TURF is the national monthly magazine of urban/industrial vegetation maintenance, including turf management, weed and brush control, and tree care. Readers include "contract applicators," arborists, nurserymen, sod growers, and supervisory personnel with highway departments, railways, utilities, golf courses, and similar areas where vegetation must be enhanced or controlled. While the editors welcome contributions by qualified freelance writers, unsolicited manuscripts, unaccompanied by stamped, self-addressed envelopes, cannot be returned.



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