

More Beautification Is Big Item as ISTC's

Southern Chapter Meets in Memphis, Feb. 20-22

More beautification of the nation's countryside, particularly along highways that are changing the face of America, will set the theme for the Southern Chapter, International Shade Tree Conference when it meets at the Andrew Jackson Hotel, Memphis, Tenn., Feb. 20-22.

Bert Elmore, director of metropolitan parks and recreation at Memphis, will welcome the group. President Frank Graham will respond for the Southern Chapter.

A keynote speech, "Beautification," will be made by Paul T. Tysinger, of Duke Power Co., Charlotte, N. C.

"Developing New Plant Varieties with Ionizing Radiation," by Dr. John Love, University of Tennessee, Oak Ridge, will provide new light on possible future trends. Charles O. Bell, University of North Carolina, Greens-

boro, will offer "One of My Weaknesses," and Ray Gustin, Jr., of Gustin Gardens, Gaithersburg, Md., will amplify a recognized trend with his talk, "The Leisure World Community."

Two subjects dedicated to greater improvement of highway landscaping are scheduled with "Survival and Growth of Woody Ornamentals in Roadside Plantings," by Dr. Henry Orr, Auburn University, Auburn, Ala., and "Production of Nursery Stock for Roadside Development," by Hubert Nicholson, of Commercial Nursery Co., Dechard, Tenn.

Clifford M. Storey, Carolina Power & Light Co., Raleigh, N.C., will discuss growth inhibitors and whether they produce the desired results. A business meeting, annual banquet, entertainment and visits to historical sites are included in the program.

Midwest Regional Turf Foundation to Meet at Purdue University, March 7-9

"Turf Management Tricks for '66," is the theme coined for the Midwest Regional Turf Conference meeting at Purdue University, Lafayette, Ind., March 7-9.

About 600 representatives from a seven-state area, specialists in golf courses, general turf production and care, and industrial turf management, will participate in a program that is planned to provide up-to-date information and answers for scores of problems that continually develop in a growing industry.

During the three-day conference, members of the Midwest Regional Turf Foundation will be exposed to over 30 subjects each presented by a specialist. Topics range from soil and turf fertilization and automatic sprinkling systems to planning a new turf for the St. Louis stadium and preparing a golf course for a national tournament.

Each of the three days is programmed to focus attention on a

special phase of the turf industry. Monday, March 7, presents general subjects pertaining to diseases, plant anatomy, plant metabolism, a greenhouse tour, a film and other items of import.

Heaviest schedule will be faced March 8 with about half the day concentrated on general turf information and the other half devoted to golf course maintenance and development. Included, too, are several subjects dealing with the skyrocketing sod industry. This will include a complete report on sod production and details on desirable equipment. The final day will find industrial turf managers getting special attention on their phase of the industry.

Conference proceedings may be obtained for \$1 by writing to William H. Daniel, Executive Secretary, Midwest Regional Turf Foundation, Room 2-303, Lilly Hall, Purdue University, Lafayette, Ind.

Trimmings

No Place to Sleep. *It wasn't quite that bad at last month's Northeastern Weed Control Conference, but several dozen delegates with confirmed reservations at the Astor Hotel in New York City were turned away because of the subway strike. Really no one is to blame, for intown guests who had been staying at the hotel before Mike Quill pulled his union off Manhattan's subway and bus lines had little choice but to keep their rooms to be sure of getting to work. Hotel employees were bedded down on cots in some of the unused ballrooms so weedmen could be serviced with clean sheets and food. Any large city, any large hotel (and it takes one to house over 700 delegates) is subject to an unforeseen strike. Even hotel elevator operators are known to walk out. We know. We experienced this during a convention in Philadelphia!*

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Sound Advice. Recently, Bob Lederer, new executive V-P of the American Assn. of Nurserymen, spoke before the Arizona Nurserymen's Assn., on the importance of industry taking full advantage of President Johnson's Beautification Program by giving the best kind of service to the public. He said, "You are in a big and important business and if you can't handle it, someone else will. You must grow the right stock in the highest quality and in the proper quantity. You must be an economist, a businessman, a scientist, a salesman . . . You have no choice if you want to be successful in this day and age." Applies to all phases of the vegetation maintenance and control field, doesn't it?

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Moving Ahead. *Bill Owen, who runs General Spray Service in the greater Portland, Ore., area, telephoned us recently that the Pacific Northwest Spraymen's Association is legally incorporated, and at its January 15th board meeting in Seattle, set up liaison with legislative bodies in both Oregon and Washington. The PNSA includes Idaho and British Columbia as well, and its plan is to get some kind of uniformity for urban sprayers, better rates on insurance coverage, and an effective educational program. Bill's anxious to foster similar program objectives for the National Spraymen's Association.*

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New faces are taking positions of leadership in a number of industry trade associations. Last month we announced that Clarke W. Davis had been appointed executive secretary of the National Arborist Assn. and this month there's news that L. Kevin K. Kelly has been made administrative assistant on the American Assn. of Nurserymen staff. Art C. Drysdale is executive secretary of the Parks and Recreation Assn. of Canada. The future of the total vegetation field depends upon the enlightened aggressiveness of such young men to whom we can look for effective innovations in keeping with our increasingly scientific environment.