

## Lausche Addresses ISTC Cleveland Meet Next Month

Senator Frank J. Lausche, who urged Ohioans to "Plant Ohio" while he was governor, will keynote the 42nd International Shade Tree Conference Convention & Trade Show. More than 1,000 arborists, foresters, and nurserymen will gather at the Cleveland-Sheraton Hotel, Aug. 28 to Sept. 2, for what is predicted to be the ISTC's biggest convention.

The convention theme, "Beautify With Trees," mirrors the entire program, which includes exhibits and demonstrations of latest tree equipment, educational exhibits, and horticultural tours. Among sites to be visited are the outstanding Fine Arts Garden and Cleveland's new, two-million-dollar mall, featuring a fountained plaza and formal gardens.

City tree programs and problems will underline the full slate of talks planned, Dr. Lewis C. Chadwick, Executive Director of ISTC, told WTT. Dr. Chadwick emphasizes that city programs of beautification and planning, along with preservation of trees in the face of adverse city conditions, is of major interest to the tree industry. This will be further brought out during the convention by panel discussions and seminars that will provide up-to-date assistance on the care and treatment of trees—particularly, the urban arbor.

General chairman of the Cleveland meet is John Michalko, Shade Tree Commissioner of Cleveland, the "Forest City."



Cleveland-Sheraton Hotel (right), located on Public Square, is Shade Tree meet site.

William P. Lanphear, III, V. P. and Treas. of the Forest City Tree Protection Co., in Cleveland, is co-chairman. Complete details of the convention will be announced in WTT next month. Those desiring more information and advance registration should contact Dr. L. C. Chadwick, Executive Director, International Shade Tree Conference, 1827 Neil Ave., Columbus, Ohio.

## SBA Offers Ad Aid Book

Basics of advertising, how to prepare ad budgets, what the most effective media are, and where to place advertising emphasis, are all discussed in "Effective Advertising," a book offered by the Small Business Administration.

The publication, Topic 14, is available for \$1.25 from the Superintendent of Documents, U. S. Government Printing Office, Washington, D. C. 20402.

## Northwest Spraymen Plan Sept. 23-24 Spray-O-Rama

"People, Pesticides and Professionalism" will be theme of the 1966 Spray-O-Rama sponsored by the Pacific Northwest Spraymen's Association. Spraymen will gather at the Thunderbird Motel, Portland, Ore., Sept. 23-24.

Outstanding speakers and panel groups to help spraymen solve their problems will be featured on this year's program. Highlighting the Saturday evening banquet will be a presentation by Robert E. Averill, Public Relations Director, Merritt Davis Schools, Inc., of Salem, Ore. For further advance information and registration, contact A. J. Overton, Miller Products Co., 7737 N. E. Killingsworth, Portland, Ore. 97218.

## New Western ISTC Officers Named at Fresno Gathering

Jack R. Rogers, superintendent of street trees, Los Angeles, was installed president of the Western Chapter, International Shade Tree Conference at its 33rd annual convention, in Fresno, May 15-18. Jess B. Gunnels, California Tree Service Inc., Pasadena, was named vice president. Secretary-treasurer is C. Elmer Lee, Southern California Edison Co., Los Angeles. Brian Fewer, supervisor of street tree planting, San Francisco, is editor.

Convention talks emphasized beautification. Keynote speaker Clarke W. Davis, executive secretary of the National Arborist Association, Washington, D. C., related the "Make America Beautiful" program to community action. Beauty and utilities were brought together in a talk on "Beautility" by Richard Hayden, senior vice president, Pacific Gas and Electric Co., San Francisco. He pointed to the opportunity for utility companies to take part in community beautification. Other speakers at the conference included O. J. Anderson, Houston, Texas, president of ISTC, and ISTC Executive Director Dr. L. C. Chadwick, Columbus, Ohio.



Plaza and gardens of Cleveland's beautiful, two-million dollar mall to be visited by ISTC.