

have sold the Federal Government lock, stock, and barrel on its "Plant America" sales pitch; even got Lady Bird chasing around the country buying nursery stock, with your money, to plant-out signs and automobile grave yards. I understand she's a good saleslady; we ought to get her selling sod instead of shrubbery.

And examine the trade unions. You are at their mercy because they stick together. *They are organized. You are not.*

Let's just see what could be accomplished when the *Sod Growers of America* takes a page out of the nurserymen's book and begins to sell lawns instead of shrubbery. We've got a lot stronger selling pitch in the way of maintenance cost than the bush peddlers have. Are you aware, that some of the new expressways are being planted so heavily to nursery stock that within ten years all the grassed areas will have to be hand mowed. Right there is one fight sod growers can tie into and in so doing add profits to your individual operations. But it takes an association to do the spade work. An individual firm cannot do it alone.

Competition Looms

Sooner or later the seed boys are going to wake up and start hitting back at us sod busters. They are going to find ways to produce lawns faster with seed and when that day comes, unless we are prepared, they will jerk the rug right out from under us and we are going to be in trouble. In areas such as Detroit, Milwaukee, and Chicago, it is of course, unusual to see a lawn being seeded. Naturally this cuts into grass seed sales. Some smart cookie in the seed business is going to start snipping at us and if we are not prepared it will be our fault. *A strong association can help sell the public so strongly on sod that it will be difficult for any seed producer or seed association to ever catch us.*

We, in the profession of growing grass which is to be marketed as turf or sod, can use as a guidepost or beacon light the advice of the renowned architect, Daniel Burnham. It went something

like this: "Make no little plans; they have no magic to stir men's blood; make big plans, aim high, remembering that a noble diagram once recorded will never die."

In my early days of selling, a highly successful salesman, a Frenchman, used to advise me, "aim at ze stars young man; you may hit ze moon."

"As a man thinks, so he goes."

Wetting Agent Doesn't Guarantee Weedkilling

The common notion that a surfactant or wetting agent makes a chemical weedkiller work better because it more thoroughly wets the plant is only partly true.

University of California Botanist David E. Bayer, speaking at the 18th annual California Weed Conference held recently at Riverside, reported that "it has been found that the wetting of plant surfaces does not correlate with the increase in toxicity of the herbicide."

It is important to wet the plant well, he said. However, tests have shown that maximum wetting takes place when the amount of surfactant ranges from one-hundredth to one-tenth of one per cent of the total solution. But the most effective concentration of surfactant is always higher than that. Bayer says that 2,4-D-type weedkillers generally show most toxicity at from one-fourth to one-half of one percent, while most others—such as dalapon, amitrole and paraquat—work best at the one-half to one per cent level.

Many factors influence effectiveness of a chemical herbicide, Bayer said. Characteristics of the plant, position and size of leaf, type of leaf surface, age, and condition of the plant, all are important.

Weather makes a big difference, too. "In areas of high humidity, cool temperature, the need to include a surfactant in the herbicide spray solution is much less than in areas of low humidity and high temperatures," Bayer said. If it is extremely hot and dry, the benefit of using a surfactant will be somewhat less, he concluded.

Meeting Dates



- International Shade Tree Conference, Western Chapter, Annual Meeting, Towne House, Fresno, Calif., May 15-18.
- Kansas Arborist Assn. 1966 Field Day, Independence, June 6.
- Mississippi Turfgrass Conference, Mississippi State University, State College, June 6-7.
- 18th Annual Nurserymen's Refresher Course, Cal-Poly College, San Luis Obispo, Calif., June 7-8.
- Mississippi Valley Golf Course Superintendent's Assn., Meeting, Greenbriar Country Club, St. Louis, Mo., June 8.
- Plains-New Mexico Nurserymen's Assn. Convention, Sheraton Inn, El Paso, Texas, June 12-14.
- Hyacinth Control Society, Annual Meeting, Ramada Inn, Lakeland, Florida, June 19-22.
- New Jersey Society of Certified Tree Experts, Meeting, Essex County Highway Dept., Verona, June 20.
- Cornell University 1966 Short Course for Arborists, Nurserymen, Landscapers, Ives Hall, Ithaca, N. Y., July 6-8.
- Connecticut Nurserymen's Assn. Summer Meeting, Cuzz-Acres Nursery, Orange, July 13.
- Mississippi Valley Golf Course Superintendent's Assn., Meeting, Westborough Country Club, St. Louis, Mo., July 13.
- American Association of Nurserymen, 91st Annual Convention, Palmer House, Chicago, Ill., July 16-20.
- West Virginia Nurserymen's Assn. Meeting, White Sulphur Springs, Aug. 3-4.
- Joint Convention and Trade Show, by Southern Nurserymen's Assn., Louisiana, Alabama, Mississippi, and Arkansas Nurserymen's Assns., Jung Hotel, New Orleans, Aug. 7-10.
- Indiana Association of Nurserymen, Inc., Summer Meeting, Purdue University, West Lafayette, Aug. 8-11.
- Midwest Turf Field Days, Purdue University, West Lafayette, Ind., Aug. 15-16.
- Texas Assn. of Nurserymen, Annual Convention, Nursery and Garden Supply Show, Dallas Memorial Auditorium, Dallas, Aug. 21-24.
- Penna. Grassland Council, Materials Handling Field Day, John Rodgers (Plum Bottom) Farm, Belleville, Aug. 26.
- Hawaiian Turfgrass Management Conference, University of Hawaii, Honolulu, Aug. 25-26.
- International Shade Tree Conference, 42nd Annual Convention, Sheraton-Cleveland Hotel, Cleveland, Ohio, Aug. 28-Sept. 2.