

Ryan Equipment Company's new tractor-mounted sod roller was demonstrated by Jerry Ogren, of the company's St. Paul, Minn., office, to American Sod Association Field Day crowd.

Highlights of 1967

A WTT report on the \$6 billion weed control, tree care, and turf business of the nation, featuring the significant events of the industry.

SATCHEL PAIGE'S theory is that you never look back, "Someone might be catching up." Satch has a good point, but with most of the zip missing from that famous arm, Satch probably enjoys recalling the elation he felt on days when he pitched particularly well and set down the opposing batters in order.

Unlike Satch in this instance, the WTT staff feels that the records of the vegetation care industry in 1967 are worthy of note. By the end of this month, more than \$6 billion will have been spent on weed control, tree care and maintenance, and turf production and care. Again unlike Satch, who has seen his best years, the vegetation care industry, which includes weeds, trees, and turf, has not even reached its zenith. It promises unbelievable growth.

William M. Latta, president of Princeton Turf Farms at Kansas City, Mo., pointed up the growth expected of his area of the industry this year when he stated that "All phases of the turf industry are expanding at a rate undreamed of 10 years ago. More golf courses, parks and play-

grounds, athletic complexes and the desire for instant lawns, coupled with more and larger turfgrass nurseries, have contributed to this growth." "The irrigation industry," he said, "recognizes turf irrigation as the largest single phase in dollar volume irrigation sales. If this rate of expansion continues, it will soon be the largest economic segment of the entire agriculture industry in the United States. Anyone who earns his livelihood in any one of the many segments of this industry cannot afford to lag behind."

For the turf section of the industry, and for others such as arborists and spraymen, the National Beautification Program in 1967 became the common concern of the individual citizen across the nation. It finally gained the impetus needed to make it the action program it is today. No program has heretofore shown such promise of cash income for the industry, and at the same time been coupled with the common good of the citizenry, as has the beautification effort. It has made the community aware of the need for civic beauty. Groomed munic-

ipal areas are demanded. Landscape possibilities are going begging. More big jobs are being sold as industries realize the value of the well-kept industrial site.

Aside from the business boom of the year, best news for the vegetation care businessman was the advent of new chemicals especially helpful in the care and control segment of the industry. These included growth regulators, particulating agents to control drift, and spray equipment designed to deliver material on target. The challenge for spraymen this year was to learn how to best use the newly cleared control agents.

New ideas cropped up, many worthy of trial. Norman J. Scott of Willowdale, Ontario, Canada, came up with the idea of a professional horticultural consulting service. He said that other professions get paid for advice. The same should be true of the professional vegetation care expert, according to Scott, who has made it pay. Another practical idea which fits the financial patterns of corporations is landscape leasing. Contractors furnish materials and care, and



Princeton Turf Farms' Sod Harvester is capable of handling up to 10,000 square feet of cut and palletized sod per hour, based on report during field day demonstration. Wiley Miner, president of Princeton Turf Farms, on hand for the field day, was instrumental in development of the machine which operates with 3 men and produces uniform pads of folded sod, stacked on pallets.



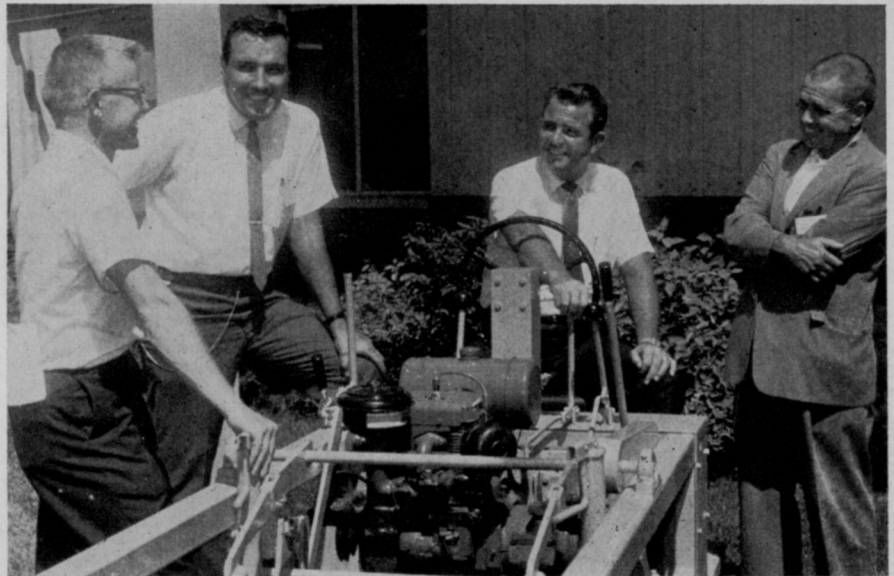
Nunes Sod Harvester was demonstrated by John Nunes of Cal-Turf Farms. Nunes reported unit will lift, roll, and palletize up to 1200 square yards per hour.

charge companies by the month over a 5-year period. Corporations enjoy a tax advantage.

American Sod Producers Stage First Field Day

Sod growers made big news in 1967. They organized nationally as the American Sod Producers Association. Ben O. Warren, Warren's Turf Nursery, Palos Park, Ill., was elected president of the new group on July 11 at East Lansing, Mich. Organized with 40 charter members, the group is underway and is now actively soliciting new members among the nation's 800 bona fide sod producers.

The new national group started their activities July 12, with a previously arranged field day. With the help of the Mich-



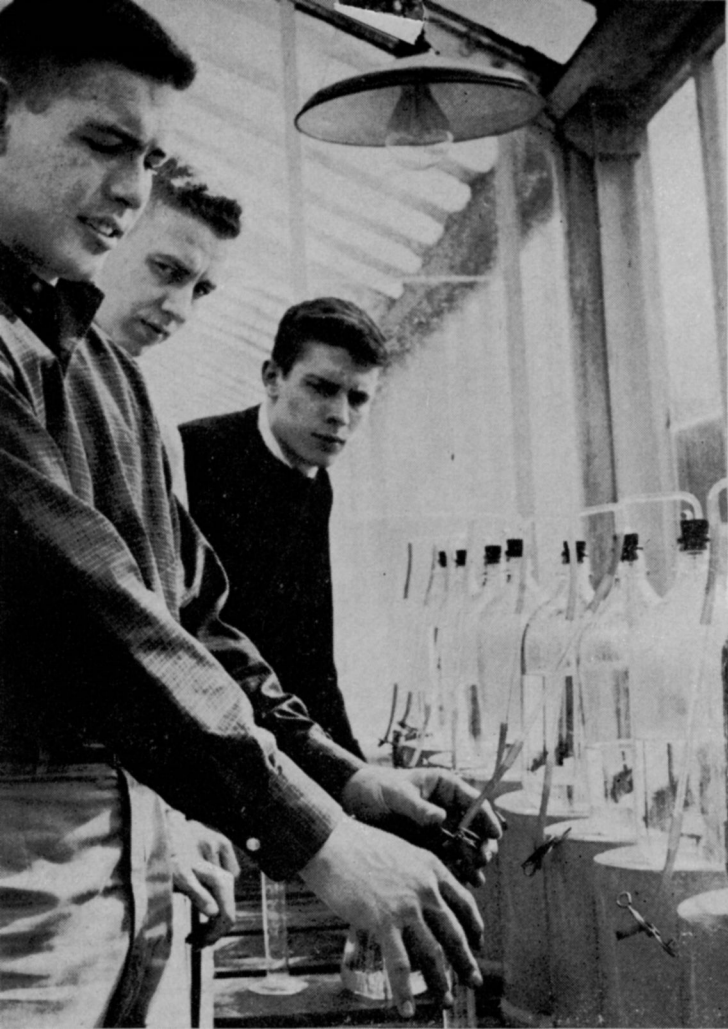
Daymon Sod Roller operation was explained by Bob Daymon, on driver's seat, during tour of Daymon's Emerald Valley sod farm, to Duane Girbach, Livingston County, Mich., county agent, left, and Donald Juchartz, Wayne County, Mich., county agent. To right is Ben O. Warren, Warren's Turf Nursery, Palos Park, Ill.

Hadfield Sod Roller, designed to fit on Ryan sod cutter, was among new equipment demonstrated. Hadfield reports unit operates strictly as 1-man operation and is now available with a rider attachment. Roller is manufactured by Hadfield at Oxford, Mich.



igan State University staff and Wayne County Agent Donald D. Juchartz, a full scale tour and equipment demonstration was staged at Emerald Valley Turf Nurseries, Inc., Fowlerville, Mich., and at Halmich Sod Nursery, East Lansing, Mich.

After viewing solid set irrigation, aerial application and sod production at Emerald Valley, the group moved by bus to the Halmich sod farm. Here the field demonstration featured the greatest array of sod harvesting and handling equipment seen anywhere to date. Harvesters, sod cutters, sod rolling equip-



Students in turfgrass management program at Iowa State University, Ames, Ia., conduct laboratory exercise which includes work with nutrient solutions used in turfgrass culture. Iowa college training program was one of 26 colleges and universities of nation which worked with WTT staff on comprehensive survey in 1967 of available training.

New injection system permits accurate placement of systemic herbicides and insecticides at up to 600 trees per hour. Known as the Hypo-Hatchet, the unit is produced by the An-sul Co., Marinette, Wis.



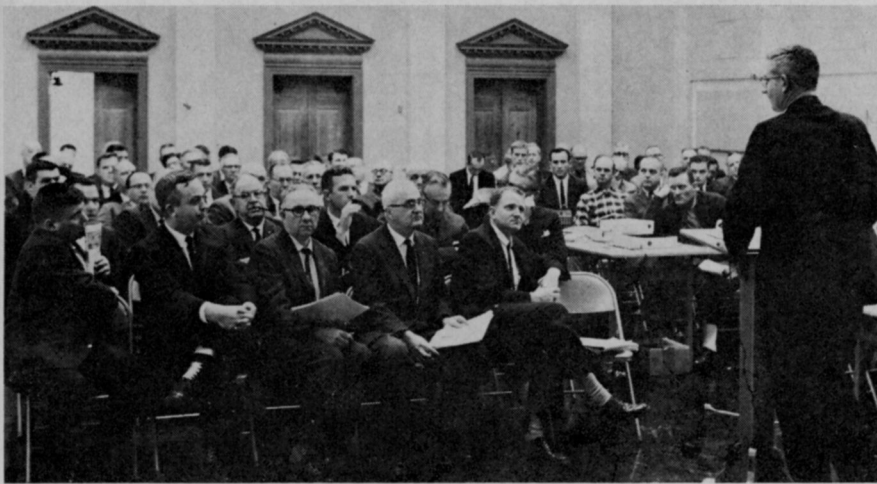
Seed of new sod variety, 0217, Fy-lking Kentucky Bluegrass, became available. Note rhizome development in sod plug 12 months after seeding. Tests indicate that new sod is adapted to close clipping and possesses desirable qualities of color, density, and hardness.



New officers and directors of the Missouri Valley Turfgrass Association chosen in conjunction with Lawn and Turfgrass Conference at the University of Missouri, pictured here at their first meeting following the election, are (from left front): secretary-treasurer Earl M. Page, Earl M. Page, Inc., St. Louis; president William M. Latta, manager, Princeton Turf Farms, Kansas City; first vice president and retiring president, Robert V. Mitchell, Sunset Country Club, St. Louis; and second vice president, Walter W. Fuchs, Upjohn Co., Glen Ellyn, Ill. Standing are director Donald Clemans, Norwood Hills Country Club, St. Louis; group advisor and consultant, Dr. Delbert Hemphill, professor of horticulture, University of Missouri, Columbia; and director Stan Frederiksen, Mallinckrodt Chemical Works, St. Louis. Not pictured is director Robert Bechtold, Bechtold Lawn Service, Columbia.



Lynn Partee, left, Blume System Tree Experts, Houston, Tex., received Class I safety award from NAA safety division chairman, Glenn Burns. Blume won the award for companies with 100 or more employees for the 7th consecutive year at NAA annual.



Virginia sod producers organize. Virginia Cultivated Turfgrass Association was name chosen by new organization at Middleburg, Va. Discussing Virginia's new sod law with group is Dennis E. Brown, Richmond, supervisor of state's Seed Regulatory Services, Department of Agriculture.

ment—some new and never before exhibited—were demonstrated.

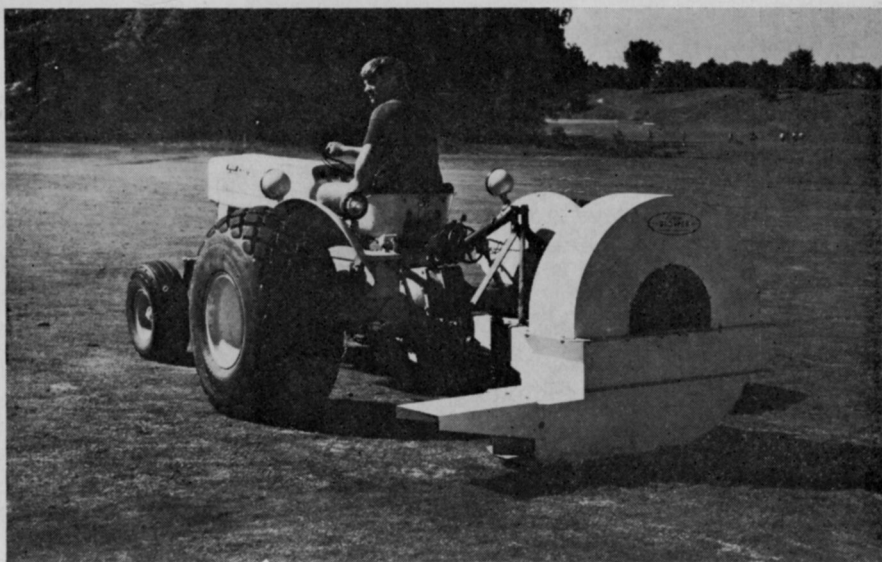
Industry Association Activities At All-Time High

Virginia sod growers, like those nationwide, are working to improve their industry. In March, they formed the Virginia Cultivated Turfgrass Association with approximately 50 members. That state's new sod law includes a program for certifying and improving sod. Elected president of the group was George C. Calder, Clifton, Va. The group has been working closely with state sod associations in Maryland and New Jersey.

The American Association of Nurserymen reported 255 new memberships at the 92nd Annual Convention at Bal Harbour, Fla., during the summer. This brings total membership in the organization to 1555. Newsworthy note for the organization was the announcement that Robert F. Lederer, executive vice-president for the AAN, will serve in the same position with the National Landscape Nurserymen's Association. The umbrella management idea makes for common office services, with each group continuing with its own governing body, separate bylaws, and independent association goals.

Good news for the industry was agreement among highway officials to put landscaping under separate bids in highway construction. Because this has seldom been done, plant survival

has been poor. Representatives of the American Association of State Highway Officials, American Association of Nurserymen, Associated Landscape Contractors of America, Highway Research Board, and Bureau of Public Roads met in Washington, D. C. during April and discussed this problem. They agreed that firms chosen to do landscape work should be qualified by prior experience and reputation. Even more important, the officials agreed that highway departments need to project their plant material needs 3 to 5 years in advance. Attempts will also be made to



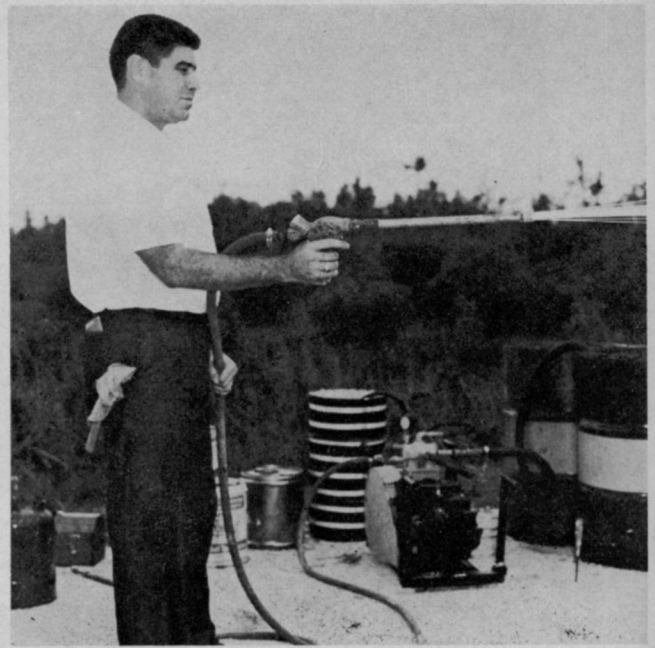
Rogers blower is used to free fairways of refuse following thatching or aerating. On blower is Bob Hislop, summer employe at Cascade Hills Country Club, Grand Rapids, Mich.



New officers of the Golf Course Superintendents Association of America. From left to right: Walter Boysen, superintendent, Sequoyah Country Club, Oakland, Calif., president; Director Robert Mitchell of Sunset Country Club, St. Louis, Mo.; James Brandt, vice president, from Danville, Illinois Country Club; Keith Nisbet, director, from Westview Golf Club, Aurora, Ontario, Canada; and Herman Johnson, director, from Quail Creek Golf and Country Club, Oklahoma City, Okla. They stage the 1968 convention at San Francisco, Feb. 18-23.



John Gallagher, left, and James D. Gorman discuss aquatic weed problems during field demonstration of Hyacinth Control Society annual meeting. Gallagher is aquatic weed research specialist, Amchem Products, Inc., Ambler, Penna., and Gorman is director of the Hillsborough County mosquito control unit, Tampa, Fla.



Stull Chemical Company's Bifluid System as an aquatic weed control technique is being demonstrated at field session of Hyacinth Society meeting by Bob Burgdorff, sales representative of Stull, Houston, Tex. On the program Burgdorff related Stull's pioneer work with this new concept of vegetation control.

specify species adapted to the area where they will be used.

Aquatic Weed Problems Important Phase of Industry

Aquatic weed control programs became more complex during 1967. With greater segments of the nation's population using inland water, there has been a like increase in lake, canal and stream pollution. This in effect has fertilized these waters to the extent that they have become natural incubators for weed growth. Only recently has this been recognized.

Weeds reduce value of water

for recreational, commercial, and public use. This results in lowering the value of adjacent property and creates a demand to control the aquatic vegetation.

Best example of how fast noxious aquatic weeds can become a problem has been found in the Panama Canal. Within the last 5 years, Elodea and other varieties of submersed weeds have choked a number of areas. Speaking to 150 leading aquatic industry members at the 7th annual meeting of The Hyacinth Control Society at Ft. Myers, Fla., this summer, Julian S. Hearne, on the Canal staff, re-

ported that mechanical methods would no longer do the job. Extensive testing is underway with chemicals, a must to keep the Canal open.

Also new in eastern and southwestern U. S. is the plague of Eurasian watermilfoil. Now well established in the Chesapeake Bay area and along the west

Earl Ogle, Hercules, Inc., Wilmington, Del., demonstrated Hercules equipment for testing consistency of invert spray materials during field demonstration at Hyacinth Society's 7th annual meeting.

Area in foreground was treated twice with paraquat at 6 lb/A in 1966. The picture was taken 1 year after treatment. Reserach was done by USDA Agricultural Research Service.





Ronald L. Harper, left, Philadelphia Electric Co., Philadelphia, Pa., and Hyland R. Johns, Asplundh Tree Expert Co., Jenkintown, Pa., co-chaired the 43rd ISTC Conference. They were on hand to welcome the 1000 attending the event. They are using Asplundh Chipper Company's L-30 fibreglas boom and bucket.

coast of Florida, it is dominating the water of several hundred thousand acres where it is growing.

International Shade Tree Conference Elects Parr

Members of the I.S.T.C. attending their 43rd conference at Philadelphia, Pa., this summer were happy with the current business boom. But they seemed concerned with the rising cost of doing business and the need to

keep service charges keyed to costs of operation.

A total of 795 registered for the session, with more than 1000 in attendance at some time during the program. They elected Freeman L. Parr, Parr and Hanson, Inc., Hicksville, N. Y., president for the coming year. Parr, who last year was vice-president, and normally would have moved into the president-elect position, was elected

Newly elected ISTC officers, President Elect Keith L. Davey, San Francisco, Calif., left, and President Freeman L. Parr, Hicksville, N.Y., center, visit with Executive Director Dr. L. C. Chadwick, Columbus, O., following board of governors session at ISTC Philadelphia meeting.



Pitman chipper built by Pitman Manufacturing Co., Grandview, Mo., features according to the maker, shallow cutting action, unique self-aligning cutting blade and emergency safety brake.

Fitchburg Chipper demonstration was staged, right, by Arborist Equipment Co., Philadelphia. Chipper is built by Fitchburg Engineering Corp., Fitchburg, Mass.



president by virtue of the resignation of the 1966 president-elect, C. Elmer Lee, Southern California Edison Co., Los An-



Myers demonstrated new TT29 Tall Tree mist sprayer. Equipment according to Myers representative is designed especially for tree protection, mosquito control, leaf windrowing, brush burning and sanitation spraying.



John Bean's power spraying division exhibited the Model 100G Rotomist for shade tree, sanitation, mosquito control and leaf windrowing along with one of their truck mounted heavy duty sprayers. On Rotomist is A. O. Kalp, Middletown, N.Y.

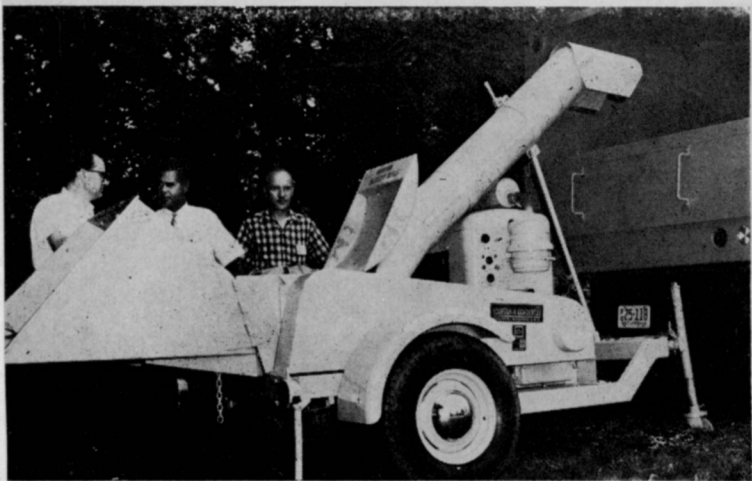
Expert Inc., Hamden, Conn., 2nd vice-president; William A. Rae, Frost & Higgins, Arlington, Mass., secretary; and William P. Lanphear, Forest City Tree Protection Co., Cleveland, O., treasurer. Hyland R. Johns, Asplundh Tree Expert Co., Jenkintown, Pa., was named to the NAA board.

Awards presented by the I.S.T.C. included: Author's Citations, Dr. Spencer Davis, Rutgers University, N. Y., and Dr.

geles, Calif. Elected president-elect was Keith L. Davey, president of Keith L. Davey Tree Surgery Co., Limited, San Francisco, Calif.

The National Arborists elected Kenneth P. Soergel, of Kenneth P. Soergel Arborists, Gibsonia, Pa., as president. He succeeded past president Harry A. Morrison, Wilmette, Ill. Edward C. Shearer, Farrens Tree Surgeons, Inc., Jacksonville, Fla., was named 1st vice-president; Paul R. Walgren, Jr., Walgren Tree

Asplundh chipper, built by Asplundh Chipper Co., Huntingdon Valley, Pa., was demonstrated here by Harold Gentile who during Conference served as chairman of trade exhibits.



Mitts and Merrill chipper with swing-away feed chute and staggered knife pattern was demonstrated by representatives, Leon Baldwin, left, Suffern, N. Y., Gene Deas, center, Richmond, Va., and Jack Ramous, Saginaw, Mich.

Curtis May, USDA, both for sustained publishing of research in shade tree and ornamental plant pathology; Awards of Merit, Mrs. L. B. Johnson, Washington, D. C., for initiative, leadership and influence in developing the National Beautification Program, and to the Honorable Harold E. Hughes, governor of Iowa, for leadership of the Elm Research Institute; Honorary life memberships, Max Watson, San Jose, Calif., E. A. Sanford, Freeport, O., and R. J. Campana, Orono, Me.; Past president's plaque was awarded outgoing President R. J. Campana; and a special award made "only every 30 years" according to Dr. Campana, who made a presentation to Dr. and Mrs. L. C. Chadwick "in grateful appreciation for 30 years of dedicated service to I.S.T.C., 1937-1967"; tree identification contest, Herman Porter, Bartlett Tree Expert Co., N. J.

The NAA awarded honorary memberships to Paul Tilford, Wooster, O., and to Russell Whitten, Delaware, O.



Clarke W. Davis, left, executive-secretary of NAA, chats with newly elected president, Kenneth P. Soergel, Soergel Arborists, Gibsonia, Pa., center, and outgoing president, Harry A. Morrison, Wilmette, Ill.