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Beauty for Posterity

This month WEEDS TREES AND TURF magazine salutes the tree care industry in general and International Shade Tree Conference members in particular. This group, made up primarily of professional arborists, has been interested in beautification since the 1920's when they first started getting together. Their program of establishing trees along with tree care and management not only preceded by many years the current National Beautification Program but meant that a previously established action program, national in scope, along the lines of beautification was already accomplishing much in our cities and along our highways.

The recent national beautification effort came at a time when the country proved to be ready for beautification. It served to give impetus to the entire industry of arboriculture. ISTC members deserve much of the credit.

This month the International Shade Tree Conference membership is meeting at Chicago for their 44th convention and trade show. Some 1000 members and friends will register and take part in this event. Tree problems and research affecting them will be studied along with numerous subjects affecting arboriculture. Through the efforts of the ISTC these problems have become a concern of our citizenry.

The ISTC has made great strides in areas which have served to standardize tree care and management. Their shade tree evaluation work done in cooperation with the National Arborist Association is basic to the industry. Similar educational ventures have proved equally beneficial.

Of most import for the professional arborist has been the establishment of local ISTC chapters throughout the nation. These chapters meet regularly and serve as a year-round forum for industry progress. Legislation, especially municipal ordinances, has been developed and followed through to adoption via local chapter action. Local chapters also serve as a means of communication between local members and as a stimulus for progressive programs of the national conference group.

We therefore salute ISTC and the NAA and appreciate the opportunity to be a part of their progressive program.

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.