

At Myers' 100-Mark, Spraying 'Looks Exciting'

"An area that has been very exciting is the power sprayer business," William J. Barnes, vice-president, sales, F. E. Myers & Bro. Co., Ashland, Ohio, told his listeners.

"The advent of new materials is going to cause some changes in the way of doing things. We see a trend of acceptance and use on good, small equipment. There will be less persistent materials, and we must find new and better ways to apply them."

Barnes' statements and predictions are weighed with the significance of the occasion at which he spoke.

"The F. E. Myers & Bro. Co. of Ashland, Ohio, is 100 years old in 1970."

This direct, no-fanfare announcement was among material handed to business press editors at a conference June 1. The editors met in a spanking new training center, an engineering marvel itself, across the street from a spanking new 200,000 sq. ft. factory. The buildings are two of five steps to move the company to this 140-acre tract of land from its downtown location where it has been since 1870. The oldest building still standing dates from 1884.

The emphasis on newness and of product innovation at this occasion fashioned the impression that the

William J. Barnes, left, vice-president, sales, and Milton G. Moses, president, display a commemorative coin replica calling attention to the centennial year of F. E. Myers & Bro. Company, Ashland, Ohio. Coins and wall plaques are being distributed to draw attention to the milestone.



centennial had slipped up on Myers catching it looking-ahead.

Material distributed carried some enlargement on what Myers prognosticators see in the power sprayer industry.

An article, "A Look into the 70s," in Myers' publication, *Waterway*, forecasts more effective techniques, for applying more chemicals more efficiently while using less water.

With concentrations of 33 times already a reality, the result, stated the article, will be "smaller, more compact equipment that will be easier to operate and could eventually become self-propelled. It could greatly influence the use of more right-of-way sprayers for automating roadside beautification and maintenance.

"Electrostatics' are on the way, too. This application technique consists of electrically charged spray

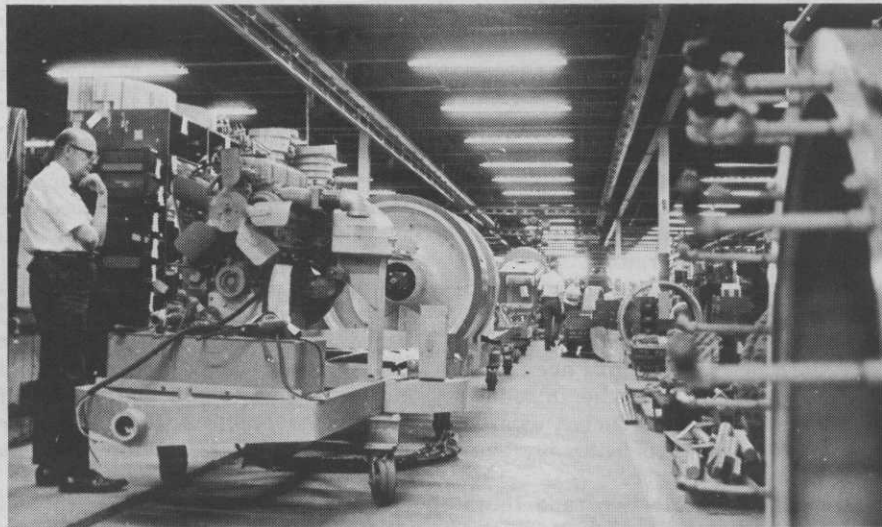
particles with a potential higher than that of the tree or object being sprayed. Thus, the particles will be attracted to all parts of the tree, even those surfaces opposite the spray source.

"In addition, new devices are in development to improve the placement of chemicals and controlling drift with heavy sticky spray droplets or globules in the form of foam.

"Nutritional sprays are also coming into use which could expand the business potential of today's sprayer dealer many times over."

Editors were given a history and orientation of present activities from top Myers officials.

"For American companies, the 100th anniversary is still a relatively rare occasion," said Milton G. Moses, president. "We have prospered because we have been able to offer a better product. And we



No, Myers doesn't make tubas. The picture at left is in the fiberglass section of the power sprayer factory. The picture above is the sprayer assembly line. These areas represent only a fraction of the 200,000 sq. ft. new factory that business press editors toured June 1. In addition to sprayers, the factory turns out pumps, water systems and hydraulic cleaners. Orders come from all parts of the world.



Business editors watch the hook-up of the new Myers tractor-mounted "Mitey-Mist" PTO air sprayer. It's designed for orchards, high density plantings, vineyards, turf, and field crops. Both dilute and concentrate sprays can be handled in either liquid or wettable powder form.

Myers' progress. The company, in addition to selling in every state, "services 50 countries monthly and 85 yearly," reported Bob Casciani, director of the international department. "At one time or another, we've served every country in the world."

In addition to its century of pump innovating and production of power sprayers, since 1890, Myers other product lines are water conditioning, water systems and hydraulic cleaners.

"We're looking forward to a bright future; we don't see a 'dog' in the bunch," said Barnes. "We've doubled sales in the past 10 years. We had better double sales in the next 10—or there will be someone else up here saying hello."

still do."

Though the latest of eight Myers trademarks has dropped it, a Jack-and-Jill drawing of the first "better product" is still used. The drawing shows Jill knocking off Jack's hat with a continuous stream of water. The symbolism is tied to the double-acting pump that P. A. Myers (brother of F. E.) invented that

revolutionized the pump industry.

P. A. Myers' pump delivered water in a solid steady stream, whereas previous pumps delivered in spurts. This invention brought the first of more than 1,000 Myers patents. More than 100 are still in force, 84 are active, and 10 more are pending.

The continuous stream of that first patent is symbolic also of

Leonard S. Mailloux has been named national representative for American Bio-Turf, a new soil treatment product from the Farm Builders division of American Bioculture, Inc. Mailloux has been associated with golfing management for many years, most recently as grounds manager at Nassau Country Club, Glen Cove, N. Y. American Bio-Turf is a soil treatment using biochemical solution which stimulates microbial activity and works for biological control of the soil environment. Son, Ltd., landscape contractors of Slough, England.

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Dr. Bryson L. James has joined the horticulture department staff of Callaway Gardens, Pine Mountain, Ga. Dr. James had been with Hercules, Inc., most recently as supervisor of the agricultural chemicals department, international department. His work took him to more than 27 other countries. Active in numerous trade associations, Dr. James has been for the past several years chairman of the education and promotion committee of the Southern Nurserymen's Association. Last August, he was the recipient of the Slater Wight Memorial Award, the South's most distinguished award in the nursery industry. He also has received SNA's Award of Merit.

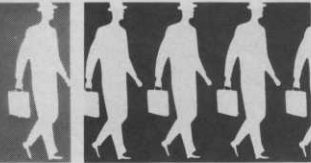
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Milton Waldinger heads up a new line of products now being offered by Valley Crest Tree Co., a division of Environmental Industries, Inc., Van Nuys, Calif. The product line is redwood specialties, such as redwood rounds, headerboard, tree stakes and ties.

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Edward A. Hunnicutt has assumed the newly created post of manager, special projects, for Toro Manufacturing Corp., Minneapolis. Hunnicutt joined Toro a year ago as marketing representative for turf products, then was in charge of government sales before his promotion.

industry people on the move



Thomas C. Edgren has been named manager of a newly established agronomic marketing department within Conwed Corporation, St. Paul, Minn. Sales specialists are John W. Keener, Chicago region; William K. Lerfald, Southern region; Henry W. Vollendorf, Eastern region; and Walter A. Kowalski, Western region. These men will be actively involved in the market development of Conwed Hydro Mulch, Turf Establishment Blanket, and Erosion Control Netting.

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David Lyons of Maidenhead, England, has been named department manager of an expanded commercial sales department for Gustin Garden's, Inc., Gaithersburg, Md. Lyons had been divisional head of the northern areas of England, Scotland and Ireland for the William Wood & Son Ltd., landscape contractors of Slough, England. Lyons will specialize in landscape advisory service and sales to governmental and private business interested in the execution of complete landscape installations. The service is said to be the first such offering to commercial clientele undertaken in the Washington area.

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Dr. Harold Davidson, associate professor of horticulture at Michigan State University, has received a special citation for publication excellence. The award was given by Keep Michigan Beautiful, Inc., for Davidson's booklet, "Your Community Can Be Beautiful." The publication was edited by Donald E. Gregg, MSU extension publications editor, and designed by Barbara Brown, staff artist for the University Editor's office.