

National Lawn And Garden Week: March, April, May

National Lawn and Garden Week really was a week in 1969. In 1970, it's three months.

Maybe the decision for the longer period came about because of the theme, "Growing With America." After all, not much growing can be accomplished in a week.

So this year's observance has been broadened to include the spring months of March, April and May. The initial observance is in Washington, D.C., Mar. 20, the first day of spring.

March is "Plan to Grow Month;" April, "Plant for Proper Growth;" and May, "Pick a Growing Project."

The objective of the national observance is to bring improvement in the appearance of homes, neighborhoods, business districts, and entire communities through the proper planting and maintenance of lawns, shrubs, flowers and trees — year around.

Hopefully, people who take an



interest in beautifying things, will hardly be content with blight and ugliness elsewhere. Their efforts could bring changes and demands to preserve and purify other aspects of human environment, in the heart of big cities as well as in suburbs and small towns.

Co-chairman for the 1970 observance are W. Atlee Burpee III, Philadelphia, and Harold R. Lewis, director of information, USDA.

ALCA Announces '70 Officers: Warren Purdy Is President

Warren F. Purdy of San Diego, president of Purdy & Associates, is the new president of the Associated Landscape Contractors of America. He was named to succeed Thomas O. Lied of Milwaukee at ALCA's eighth annual meeting recently in Orlando, Fla.

Other officers are: President-elect—Wallace A. Gunderson, president of a landscaping contracting firm bearing his name, Rapid City, S. D.; vice-presidents—Norman A. Gray, president of Transit Seeding, Inc., Mansfield, Mass., and Ralph Pinkus, president of North Haven Gardens, Inc., Dallas, Tex.; secretary—Jerry J. Lankenau, vice-president of Lankenau-Damgaard and Associates, Plymouth, Mich.; and treasurer—William A. Rae, president of Frost and Higgins, Burlington, Mass.

Pacific Toro Schedules Field Days in March

A series of field days to demonstrate Toro mowers and tractors, Ryan turf products, Moist O'Matic irrigation equipment, and Allied Turf products are set for March in California.

Hugh G. McKay, sales manager of the turf products division of Pacific Toro Company, Gardena, announces these dates and locations:

Mar. 17—Vacation Village, San Diego; Mar. 18—La Palma Park, Anaheim; Mar. 19—Montebello Country Club; Mar. 24—Encino Community Building; Mar. 25—MacKenzie Park, Santa Barbara; and Mar. 27—Cal Poly College, San Luis Obispo.

R. W. Ickes Elected President Of Aerial Application Corp.

Raymond W. Ickes, son of Harold L. Ickes, the Secretary of the Interior under Presidents Roosevelt and Truman, has been elected president and a director of Aerial Application Corporation, the nation's largest agricultural aviation company engaged in insect and weed control, fertilizing and seeding. The firm also has plans well advanced to move into the fire fighting and forest fertilization fields in the near future.

The announcement was made by Stuart M. Speiser of New York, board chairman of the company which will have its principal executive and operating offices in the Russ Building, 235 Montgomery Street, San Francisco.

Ickes, who will make his headquarters at the Russ Building office, has been active in San Francisco business affairs for more than 20 years, having served successively as

vice-president and general counsel of American Independent Oil Company; vice-president and director, Natomas Company; and more recently as president and director of Pacific Far East Line, Inc., and then of American President Lines, Ltd.



Thomas P. Caldwell, III, of Apopka, and Michael T. Ayer, of Ocala, center left to right, University of Florida students majoring in ornamental horticulture, Turf-Grass scholarship winners, display their awards as Dr. G. C. Horn, left, professor of Ornamental Horticulture, and Dr. Charles B. Browning, Dean of the College of Agriculture, University of Florida, look on. Caldwell received the Miami Beach Host Committee National Parks and Recreation Association Scholarship, and Ayer was awarded the Col. Frank Ward Scholarship. Both scholarships were presented by the Florida Turf-Grass Association.