



"Opens up" heavy soil for healthier turf!

Grand Prize® Lawn & Garden Gypsum is winning fast acclaim among professional turf and nurserymen wherever heavy soil presents growing problems. This natural soil

conditioner turns hard-packed clay into an open porous structure; permits soil to breathe, air and water to penetrate, and roots to grow deep. Grand Prize Lawn & Garden Gypsum supplies neutral and readily available calcium and sulfate-sulfur, each vital to plant growth; helps stimulate decomposition of organic material; absolutely will not burn. Write for specifics. 101 South Wacker Drive, Chicago, Illinois 60606, Dept. WTT-52



UNITED STATES GYPSUM
BUILDING AMERICA



A symbol of man's awareness of the need to improve the land while constructing on it. This Southern Magnolia tree was planted during ground building ceremonies of the Orlando, Fla., East-West Expressway.

Florida Firm Babysits Tree

BABYSITTING a 25 foot tall Southern Magnolia is not exactly the job for next door's teenage girl. That's why Grasshopper Landscaping, Inc., Winter Park, Fla., has agreed to handle the project until the tree is able to survive on its own.

Grasshopper donated this symbolic tree and planted it in a permanent location at one of the future interchanges of the new Orlando, Fla., East-West Expressway to emphasize man's need to improve the land while constructing on it.

In early February, instead of the usual ground-breaking ceremonies, Florida's Governor Askew used his spade in the ground-building ceremony as he helped plant the Southern Magnolia.

Certain other trees in the Expressway route have been tagged to be worked around. Some trees will be replanted elsewhere.

In expressing the ecological concern of the citizens of Florida, C. C. "Kit" Giles, chairman of the board of Grasshopper Landscaping said, "Florida is in such a tremendous growth period it could become water-to-water pavement unless we take a stand for nature. Nature and community growth can work hand in hand when concerned people such as ourselves, the Governor and the Orlando-Orange County Expressway Authority also work hand in hand."

This 13.4 mile long, fully landscaped East-West toll-road starts east of Orlando, cuts through the center of town and ends near Walt Disney World and the proposed Sea World, a much needed connection because of the immense growth of traffic and population in the Orlando area.

Initial phase of the roadway will be a 4.2 mile subsection at a cost of \$5,861,449.75 and due for completion by December 1973. Grasshopper Landscaping, Inc., will provide all landscaping and grassing for this section.