



Jeffery L. Pochop, vice president special products, Swift Chemical Company, Chicago, tells Par Ex distributors of the extension of the exclusive IBDU contract for Swift through June 1978. Mitsubishi Chemicals Ltd., manufacturer of IBDU has extended the distributing rights to Swift for another 5 years.

**Green Industry  
Newsmakers  
PEOPLE  
PLACES  
EVENTS**



The First Lady, Mrs. Richard Nixon presented awards to thirteen business firms, three institutions and eight municipal governments for outstanding contributions to environmental improvement. Occasion was the 20th annual Landscape Awards Program of the American Association of Nurserymen.



This tractor was designed for heavy-duty Green Industry work. Called G1355, it is the first in a series of Minneapolis-Moline tractor models to be built in the company's Charles City, Ia., assembly line. Ready for a quality and performance check are Harold H. Berk, (l) White Farm Charles City plant manager, Robert E. Kidder, group vice president-farm, White Motor Corporation, and David A. Drewery, (r) director of manufacturing, White Motor Corporation.



This clever gimmick serves two purposes. It tells the curious public why this plastic container is attached to the tree. And it advertises the Guardian Tree Experts, Inc. tree care service. According to Walt Money, Guardian Tree Experts president, the vandalism rate has decreased — and the jobs have increased. Card is paper stock.



Roof Manufacturing Company management meets with leading distributors each year. At this year's two day session are: (l-r, bottom row) Richard Luckadoo, Morgan Bros., Asheville, N.C.; Earl Roof, president, Roof Manufacturing; Wayne Robinson, Yeomans Distributing, Peoria, Ill.; Ray Shoemaker, sales manager, Roof Manufacturing; (middle row) John Brue, vice president, engineering, Roof Manufacturing; Gerry Winterrowd, Yeomans Distributing, Peoria, Ill.; George Neice, Roof regional manager, Red Bank, N.J.; Dick Holliday, R. E. Jarvis Co., Fayville, Mass.; Louis Roof, vice president, Roof Manufacturing; (top row) Easy Whitley, Roof Regional manager, Atlanta, Ga.; Russell Carpenter, service manager, Roof; Jerry Wilson, Roof regional manager, Kankakee, Ill.; Roger Volzer, Supreme Garden Supply, Akron, Ohio; Virgil Arthur, Arthur's Electric Service, Richmond, Va.