

Authority on Developing City Shade Trees Dies

Edward H. Scanlon, founder of the Society of Municipal Arborists and an internationally recognized authority on developing shade trees for city use, died recently in Cleveland. He had been commissioner of shade trees for that city. He was also a founder of the International Plant Propagators Society.

He supervised the planting of more than 85,000 trees in his eight years at the Cleveland post and later as commissioner for the Cleveland Electric Illuminating Co. He developed many types of ornamental trees on his 70-acre farm near Cleveland.

He developed a controversial program to replace towering elm trees. "We should plant a tree that fits the space," he once said. The elms were dangerous in storms, often falling on houses and people, and they ruined grass, cracked sidewalks and obscured street lights, making streets dark and dangerous.

Nursery Management Seminar Is July 25-30 in Colorado

The American Association of Nurserymen's 21st Management Seminar will be held July 25-30 at Colorado State University, Fort Collins, Colo.

The seminar is a solid week of professional development to sharpen management skills, equipping staff people in any nursery business organization to operate more productively and more professionally, an Association spokesman said. It is built around specific lecture sessions — applicable to management and key employees in every wholesale, retail and landscape operation of any size — and these are supplemented by smaller group discussions.

Seminar leader is Dr. Eric W. Lawson, chairman of the Finance Department in the Syracuse School of Management. He is well-known to many in the nursery industry, widely experienced in matters of the nursery business and highly respected as an outstanding consulting authority. For further information, contact the Association at 230 Southern Building, Washington, D.C. 20005.

Sod Survey—Marketing Change Needed

A recent survey of the Maryland sod industry indicates there is a vital need for a change in marketing patterns, according to University of Maryland turf specialist Prof. John R. Hall.

"The days of sod demand exceeding supply are over for a while and new marketing techniques are needed," Prof. Hall said. "The sod industry rode the high wave of sod demand that housing construction created in 1972 and 1973 and did not broaden its marketing potential during this period."

He said perhaps innovative advertising and marketing concepts are in order to attract new consumers. The "roll your own sod" concept that is gaining momentum can serve to open the gates to the totally untapped homeowner need for sod. He said sod has so many advantages over seeding for the homeowners that it is a small wonder this market has not been extensively explored. Homeowners spend close to \$50 million per year maintaining lawns in Maryland. A great deal of this money could be spent on improving existing lawns with sod if sod were more available to the average homeowner. He said there are many other areas where the advantages of sodding should be made known.

"The time for diversification and

development of new marketing and advertising techniques has arrived," he said. "The sod industry can no longer sit idly by and wait for demand to knock on its door."

The report showed the number of sod growers decreased from over 80 in 1973 to 67 in 1975. Sod acreage in the state has decreased from 13,150 acres in 1973 to 10,778 acres in 1975. The average cost of an acre of sod at the point of first sale excluding installation charges increased from \$1,366 per acre in 1974 to \$1,419 per acre in 1975. These are gross averages and include variable services provided at each farm; 3,162 acres of sod were sold in Maryland in 1974 and only 2,367 acres in 1975.

Total value of sod sales in Maryland on a cash first sale basis has decreased over 22 percent from over \$4.32 million in 1974 to over \$3.35 million in 1975. The value of sod sold on a cash first sale basis was greatest in 1972 and has decreased rapidly with the general decline in housing construction.

The survey response for Maryland indicates over 65 percent of the acreage in sod production was treated with a herbicide in 1975 while insecticide and fungicide treated acreage was over 28 percent and over six percent respectively.



New officers of the National Arborist Association are: (seated, from left) Kenneth Kirk, second vice president; Gerald Farrrens, first vice president; Boyd Haney, president, and Larry Holkenborg, secretary. (Standing, from left) Tom Morrison, past president; directors, Earl Sinnamon, Walter Money, George Tyler, Erik Haupt; Bruce Walgren, treasurer.