

**20th
ANNIVERSARY**



The first location of K&N Machine works, later to be Ryan, of OMC Lincoln.



Commercial production of improved turfgrasses took hold in the Northwest in the 60's.

RECOGNIZING A MARKET READY TO BOOM

By BRUCE F. SHANK, executive editor

While the golf market in the United States first boomed between 1920 and 1930, the other markets composing the Green Industry didn't really begin to boom until the late 50's. Postwar industrialization, chemical progress during the war, and the baby boom provided the impetus for the landscape nurseryman, sod grower, and commercial arborist, as well as the magazine publisher to create a magazine to cover all aspects of landscape management.

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The original concept of *Weeds Trees & Turf*, however, was a magazine for contract applicators, those persons who applied chemicals for non-agricultural purposes outdoors. This concept was quickly broadened as the importance of the sod producer, arborist, and landscape nurseryman was recognized. This "horizontal concept" remains the philosophy of the magazine 20 years later.

Consider what landscape problem solving was like 60 years ago. Diseases of turf were not really considered significant until Piper and Oakly, USDA scientists in Arlington, VA, identified a severe epidemic of "Brown Patch" in turf and recommended use of an agricultural fungicide developed in the late 1800's called Bordeaux mixture. Newer fungicides did not really appear until the late 20's and early 30's when cadmium compounds and thiram were developed.

Developments in slow-release fertilizers and selective herbicides

did not really surface until the 40's when ureaformaldehyde and 2,4-D were discovered. Also at this time, the first growth regulators and synthetic insecticides were created. The foundation for continued chemical development was built in the late 30's and 40's.

Turf equipment companies first surfaced in the 20's with the golf boom. It was not until the late 30's and 40's that small machine shops began to produce specialty equipment for the Green Industries, such as sod cutters, aerifiers, stump grinders, and trenchers. This grass roots type of specialty equipment production continued into the 60's. The results are evident today in established corporations like Ryan, Vermeer, and Ditch Witch (Charles Machine Works). The sod harvester, which revolutionized the sod industry, was first exhibited in the late 60's.

In the late 40's the American Society of Agronomy established a turf section which gave formal recognition to state extension turf re-

search. Nursery research had already gained recognition as an important part of agriculture.

By the early 60's, it was clear that the landscape market was very promising. Not only were chemical and equipment segments in production, but the turf seed market was gaining momentum from the first improved turfgrasses, such as Merion (1951) and Penncross (1954), and NK-100 (1962). Improved vegetative turfgrasses were also released, such as Glen Burton's first improved bermudagrass (Tiflawn) and Meyer zoysiagrass.

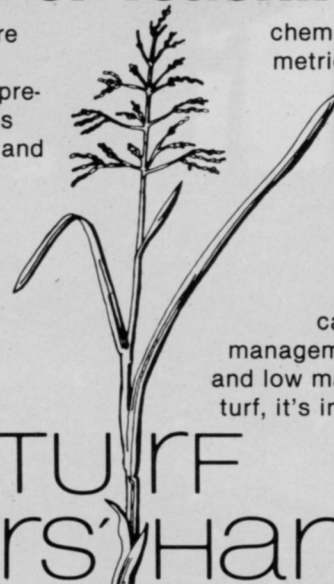
Lady Bird Johnson as First Lady gave the market a boost by making environmental improvement her pet project. The exposure she gave various aspects of the Green Industry had much today with serious recognition of the market.

Weeds Trees & Turf would spend the next 20 years chronicling the creation and growth of old and new market segments. In March, some of these chronicles will be reexamined.

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