

20th
ANNIVERSARY

WT&T IS NO LONGER A TEENAGER

Founder cites encouragement of manufacturers, universities and associations in creating a national magazine on vegetation management.

This year marks the 20th anniversary of the conception of today's *Weeds Trees & Turf* magazine. It was in 1962 that the idea for a magazine to serve the professional urban and industrial vegetation management market became a reality.

To get some feel for just how this

magazine got started, we interviewed the founder, James A. Nelson of Cleveland, and asked him to reminisce about the early days of the magazine.

Weeds and Turf, as the magazine was called originally, began as a section in *Pest Control* magazine, which was founded in 1933. Nelson

recognized a trend among pest control companies to add weed, lawn and tree insect control to their regular structural insect and rodent control service. At that time, there was no reliable source of how-to information to guide professional applicators in identification and control of this separate set of insects, fungi and weeds.

Several unusual facts were discovered in preparation. For one thing, there were all kinds of companies engaged in turf maintenance, weed and brush control, and tree and ornamental care, which had no interest in structural pest control. Also, there was no national magazine that served the specific needs of companies which specialized in contract vegetation management.

Some called themselves horticultural sprayers, some custom applicators, some were nurserymen who offered spray services, and others were arborists who included weed and brush control with their tree spraying services. All had a common need for a national voice and monthly source for how-to information. Altogether, they represented a \$4 billion industry.

Authorities on every phase of vegetation management in universities and industry offered encouragement. "Among the specialists who gave us counsel," Nelson recalls, "were toxicologists, research specialists, and authorities from du Pont, Mallinckrodt, Amchem, Diamond Alkali, Ortho, Geigy, Hercules, Monsanto, Stauffer and

Continues on page 24

Premier issue of
Weeds and Turf,
July 1962.

James Nelson,
founder and first
publisher of
*Weeds Trees &
Turf*. Nelson sold
to Harcourt Brace
Jovanovich in
1967.



WEEDS and TURF

— PEST CONTROL —

A SECTION OF PEST CONTROL MAGAZINE
JULY 1962

A
Guest
Editorial
by
1961-1962
President

of the
Northwestern Weed Conference
DR. LAWRENCE G. SOUTHWICK
Dow Chemical Co., Midland, Mich.

**New Section Answer
to Industry Demand
for Weed, Turf Data**

Control of unwanted vegetation is one of the oldest activities of man, yet the techniques and concepts in general use today are based on relatively recent knowledge and selection and selection concepts in application and equipment contributing and a more... when a scientific and practical becomes more profitable, information to do at the right increasing... is certainly used to application, presented, and can be speedily pace American business section of magazine will on page W-20.

Multibillion Dollar Weed, Turf Market Awaits Informed Diligent Applicator

By J. C. REDD
President, Redd Industrial Services, Jackson, Mississippi
Past President, National Pest Control Association

ONE OF the best ways for a contract applicator to grow, other than by selling more of his present services, is to add new ones. This is why so many pest control operators, and owners of similar service businesses, have expanded into weed control and turf spraying over the past decade.

Applicators who want to incorporate other pursuits into their present line should make sure their new venture is closely related to the one they're now engaged in. If not, they will have to set up entirely new organizations and consequently defeat their objective: to expand logically and profitably.

PCCOs, particularly, want to use their equipment, personnel, and field-gained know-how for additional, related activities. For this reason, many of them have jumped into the booming demand for industrial weed control, and contract turf spraying.

Few markets look more promising right now. Homeowners tend to build \$50,000 houses, spend \$10,000 decorating inside, and yet only \$100 on their lawn and landscape. These folks have not yet been taught that more people see the outside than the inside of their homes. They have not yet been convinced that the outside should have first attention.

Applicators can offer these homeowners a variety of services. Control of such nuisances as chinch bugs, fire ants, fungus, moles, white grubs, fleas, ticks, chiggers, fall army worms, and

Lawn pest control is an important facet of author Redd's business. These Reddmen are treating both grass and ornamentals around a home in Jackson, Miss. Redd is active in industrial weed control, as well as general structural pest control.

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TURF Pest Control Section, July, 1962



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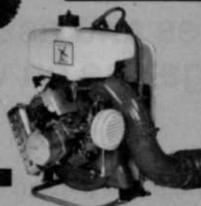
WHEELED BLOWER

the 2 cycle power blower that weighs only 36 lbs yet packs a 225 MPH wallop!



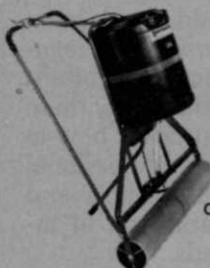
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a portable airblast that cleans up fast everywhere.



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roller flattens weeds to deposit chemicals over greater leaf surface for better, quicker kill. No spray, no drift!



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many other companies. These authorities saw expanded uses for new chemical technology. "We counseled perhaps most with Dr. Lawrence G. Southwick of Dow Chemical, who was then president of the Northeastern Weed Science Society.

"Moral and technical support came from state universities such as Purdue, the University of California, Penn State, and the University of Florida. We also received assurances from the U.S. Department of Agriculture and state agencies, associations, and many existing vegetation management businesses."

After months of planning, *Weeds and Turf* premiered as a section of *Pest Control* in July 1962. Also, 2,000 copies were mailed separately to vegetation management firms. Advertisers in that first issue were: John Bean, Div. of FMC; Chapman Chemical Co.; Geigy Agricultural Services; General Spray Service Inc.; H.D. Hudson Mfg. Co.; Mine Safety Appliances; Niagara Chemicals, Div. of FMC; Pennsalt Chemicals Corp.; Prentiss Drug & Chemical Co.; D.B. Smith & Co.; Stauffer Chemical Co.; Sun Industries; Vandermolen Export Co.; and Hardie Mfg. Co.

The cover story of the inaugural issue was about J.C. Redd's lawn service venture in Jackson, MS. The article was titled "Multi-billion Dollar Weed, Turf Market Awaits Informed, Diligent Applicator." The lawn service market would have its own publication in 1977, *Lawn Care Industry* magazine, launched from *Weeds Trees & Turf*.

By January 1964, *Weeds and Turf* had a circulation of 8,500 separate from *Pest Control*. As new markets solidified, *Weeds and Turf* devoted coverage to them, as was the case with the sod producer in the mid-60's. The magazine strongly encouraged this market to create an association. Later, the American Sod Producers Association was formed.

To recognize the growth and change in the market, the name of the magazine was broadened to *Weeds Trees & Turf* in December 1964. The change was based upon research that year which had

shown hardly any contractor applicator offered just one kind of service. The magazine retains this horizontal stance today.

The title of editor of *Weeds Trees & Turf* was first held by Charles Webb, who was hired by Nelson and also served as editor of *Pest Control*.

In 1967, Nelson sold *Pest Control* and *Weeds Trees & Turf* to Harvest Publishing Co., a subsidiary of Harcourt Brace Jovanovich. Nelson was hired as a consultant for one year as Art Edwards took over the magazines for Harvest.

Edwards held the title of editor at first. In January 1968, the magazine started using four-color covers and Don Miller was hired as managing editor. The new investment by Harvest helped it grow rapidly. Edwards was now editorial director and became publisher in 1972.

In 1969, Gene Ingalsbe started a three-year term as editor. He was succeeded by Jim Sample who led the magazine through some of its largest issues. Sample hired Roger Yount as the magazine's first assistant editor in 1974.

Don Miller reclaimed the title later in 1974. Bob Earley served as managing editor after Miller's departure that year. Gail Hogan became editor upon Earley's move over to *Golf Course Superintendent*. Hogan held the post until 1977 when Bruce Shank moved over to *Weeds Trees & Turf* after four years with *Pest Control*. Shank is now executive editor of both magazines. Tom Paciello is associate editor.

A change in location took place in 1980 when the magazines moved to the parent corporation in New York. Although Ohio offered a wealth of resources, the magazine staff is now less than two hours from Rutgers and Cornell and three hours from the University of Massachusetts, the University of Rhode Island, Penn State, and Maryland with its university and the USDA Turf Research Lab in Beltsville.

In future issues we will look back into time and remember those years as the market and the magazine grew. 1982 is the one score mark and plans are underway for the second score.

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