

versity, presented his program on the ISTC and the Arboriculture Industry.

Natural Beauty Campaign

Attention shifted again to the emphasis on scenic America as Miss Pearl Chase, former chairman of the Santa Barbara Plans and Planting Committee, presented her program on the White House Conference on Natural Beauty. She quoted President Lyndon Johnson's goal: "We must not only protect the countryside and save it from destruction, we must restore what has been destroyed and salvage the beauty and charm of our cities. Our conservation . . . must be a creative conservation of restoration and innovation."

"The Value of Arboreta to the Trade" continued the theme of the relation of tree workers and the public. Dr. Brian O. Mulligan, director of the University of Washington Arboretum at Seattle, and Dr. William S. Stewart, director of the Los Angeles State and County Arboretum at Arcadia, presented a program in which they outlined the chief purposes of arboreta and botanic gardens: (1) education of the local public; (2) research; and (3) preservation of at least a part of the original native flora.

Mulligan cited growing public interest in arboreta. He enforced his statement with examples of the Brooklyn Botanic Garden, which receives over ten thousand questions annually and the Seattle Arboretum, which gets about 2,400 inquiries a year.

Ed Combatalade of the Sacramento Municipal Utility District concluded the educational program of the convention with a discussion of public relations. He based his talk on three things the successful tree man must do: remember the customer's name, smile, and "be yourself!"

Awards End Conference

The Awards Committee used the final session of the meeting to mete out recognition. Awards of Merit went to Ed Price, Assistant to the President, Davey Tree Surgery Co., San Francisco; Dr. Katherine K. Muller; Maunsell Van Rensselaer, Director,



Ed Price (right), new president of the Western Chapter ISTC, introduces the other executive officers: Brian Fewer (left), editor; C. E. Lee, secretary-treasurer; and Jack Rogers, vice president.

Saratoga Horticultural Foundation; and Miss Pearl Chase.

Awards of Commendation were given to Kenneth Hadland, Superintendent of Parks, Las Vegas; and Brian Fewer, Landscape Architect and Street Trees Supervisor, Department of Public Works, San Francisco.

Dr. Chadwick then installed the incoming officers. Ed Price becomes president, taking the reins from Orval C. Bond, Santa Barbara Park Superintendent, who planned and coordinated this year's conference. Jack

Rogers, Street Trees Supervisor, Department of Public Works, City of Los Angeles, moves into the vice presidency. C. C. Lee, Land Clearance Supervisor, Southern California Edison Co., is now Secretary-Treasurer. Brian Fewer assumes the role of Editor, and Horace Bosworth becomes Director at Large.

Fresno, Calif., was named the 1966 ISTC Western Chapter convention site; San Diego the location for the 1967 convention; Phoenix, Ariz., in 1968, and Portland, Ore., in 1969.



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Labor Management In the Tree Business

(from page 15)

on an average, small- to medium-size tree companies have a book-keeper-combined-payroll clerk and one or two secretaries.

Many businesses are over-staffed with office personnel. I cite an example of a medium- to large-size tree and landscape company. At one time, between the tree and landscape business,

it had a comptroller, two book-keepers, two secretaries, and a receptionist. By hiring a more efficient secretary, leasing out payroll to I.B.M., radio-equipping trucks, and hiring an independent accounting firm, this business was able to pare down the office staff to two people.

As you can see from the photograph, this secretary uses many laborsaving devices: radio phone, telephone-switchboard, sound box to garage, and field tape recorder (from which to type let-

ters and verbal orders). All these devices, and more, can go into making a more efficient organization, thus reducing overhead.

One of the greatest assets to tree companies is to radio-equip their trucks. Hundreds of times a week the savings go on as problems are answered, road locations given, and new work assignments made. With radio equipment companies can check crews' progress, report emergencies, and handle assignments almost immediately by giving detailed information to foremen on the scene.

E. Management's Attitude

In conclusion, management's attitude and its attitude towards employees is, and must be, the prime consideration to improve our industry. Gone are the days of a huge labor pool from which to draw men. Today, the overall industry in America dictates the patterns we must follow. I do not advocate unionization. I feel the tree business as a whole must improve its wage structure along with better working conditions, fringe benefits, and create a more stable lifetime job status.

Tree companies do not have to constantly raise their prices to meet the above needs. They can do this by giving every phase of their operation close scrutiny; look for efficiency, hire more efficient personnel, improve records and inventory materials, lease time-consuming tasks to others, sub-contract work in which they are inefficient, attend management schools, hire outside organizations to aid in efficiency studies, and finally be broad minded enough to try new techniques, devices, equipment, and advice to help them become more efficient.

Today most small tree companies cannot afford to work for 30 or 40 good tree customers. These customers are fast becoming extinct. Estates are splitting and tree firms must multiply their customers 10 or 20 times in order to stay solvent and maintain rates.

Therefore management's attitude toward labor will be dictated by its own forward thinking attitude to improve itself and its business.



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Meeting Dates



- Rutgers University Lawn & Utility Turf Field Day, New Brunswick, N.J., Aug. 11.
- Rutgers University Golf & Fine Turf Field Day, New Brunswick, N.J., Aug. 12.
- International Shade Tree Conference Annual Convention, Washington-Hilton Hotel, Washington, D.C., Aug. 15-20.
- Midwest Regional Turf Field Days, Purdue University, Lafayette, Ind., Aug. 16-17.
- Northeastern Weed Control Conference Golf Course Superintendents Field Day, University of Rhode Island, Kingston, R. I., Aug. 25.
- Northeastern Weed Control Conference Lawn and Utility Turf Field Day, University of Rhode Island, Kingston, R. I., Aug. 26.
- Pennsylvania Grassland Council "Forage Progress Days," Milton Hershey Farms, Hershey, Aug. 27-28.
- First Annual Turfgrass Management Conference, College of Tropical Agriculture and Turfgrass Association of Oahu, Kuykendall Hall, University of Hawaii, Honolulu, Hawaii, Aug. 26-27.
- Northeastern Weed Control Conference Turfgrass Field Day, Virginia Polytechnic Institute, Blacksburg, Va., Sept. 8-9.
- Sixth Annual Alabama Turfgrass Short Course, Auburn University, Auburn, Ala., Sept. 9-10.
- Illinois Turfgrass Field Day, University of Illinois, Urbana, Sept. 10, 13.
- Mississippi Valley Golf Course Superintendents' Association Monthly Meeting, Field Day and Equipment Demonstration, Westwood C.C., St. Louis, Mo., Sept. 14.
- Northeastern Weed Control Conference Mountain Lake Right-of-Way Maintenance Conference, Mountain Lake Hotel, Pembroke, Va., Sept. 14-16.
- Penn State Turfgrass Field Day, on campus, University Park, Pa., Sept. 15-16.
- Northwest Nurserymen's Indian Summer Session, Salishan Lodge, Gleneden Beach, Ore., Sept. 17-19.
- Tennessee Nurserymen's Assn. Convention, Holiday Inn, Nashville, Sept. 19-20.
- Washington Association of Ground Sprayers, Inc., Sprayarama '65, Seattle Civic Center, Seattle, Wash., Sept. 20-21.
- Northwest Turfgrass Association Conference, Hayden Lake, Idaho, Sept. 22-24.

Sprayarama '65 Set for Sept. 20-21 in Seattle

Sprayarama '65 opens Sept. 20 at the Seattle Civic Center in Seattle, Wash. The two-day conference of the Washington Association of Ground Sprayers, Inc. promises a schedule packed with information and interest, according to Jack Daniels, president of W.A.G.S.

After registration and welcoming remarks, the first session on Monday afternoon, Sept. 20, begins with discussions of "Turf Diseases" by Dr. Charles Gould, "Turf Fertilizers and Weed Controls" by Dr. Roy Goss, and "Weed Control in Ornamental Plantings" by Art Myhre. All three speakers are turf researchers at Western Washington Experiment Station at Puyallup, Wash. Tom Hall of Colloidal Products, Yakima, Wash., speaks on "Surfactants" to round out the session, which is followed by a question and answer period, social hour, and banquet.

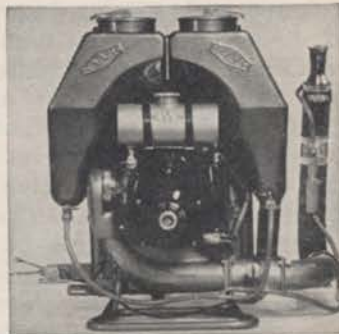
Equipment Display on Program

Tuesday's session, chaired by Art Mekas, King County Extension Agent, begins with Washington State University pathologist Otis Maloy whose topic is "Plant Diseases." Jack Warren, of Chemagro Corp., considers "Systemic Insecticides" and Jim Overton, Miller Products, describes "Public Relations and Pesticide Applicators." Larry Nipp, president of the National Spraymen's Association, is scheduled to deliver the final address, "The Potential of Contract Operators in Turf and Ornamental Field." Sprayarama '65 concludes with a general open discussion of applicators' problems and solutions and an equipment display coordinated by John Behey, Donald Mock and Stan Raplee of W.A.G.S.

Information and reservations for Sprayarama '65 are available from W.A.G.S. president Jack Daniels in care of the Washington Association of Ground Sprayers, Inc., 2820 South 150th, Seattle, Wash. 98188.

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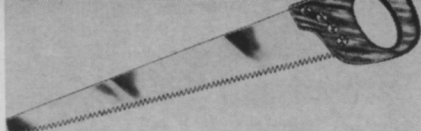
Knowing Your Trees

by G. H. Collingwood and Warren D. Brush, The American Forestry Association, Washington, D. C., 1964, 348 p., \$7.50.

With over 900 illustrations, this guide to tree identification will be valuable to arborists and contract applicators.

Included with species descriptions, listed by common names, are common synonyms, scientific names, habitat descriptions, and U. S. distribution maps. Photos that accompany each description are certain to aid the reader to rapid tree identification. There are black-and-white photos of typical trees and their leaves, bark, flowers, and fruit. Devereux Butcher, experienced writer, editor, and photographer, compiled and arranged the illustrations.

Various species have been grouped into zones of hardiness. The zones are shown on a map on the inside front cover and are based on differences in average minimum temperatures. Each



Long, needle sharp teeth are set deep into the heat-treated charcoal steel tempered blade of this new, full size pruning saw from Seymour Smith & Son, Inc. Design of this economy model (No. 322) avoids binding in green wood. Additional information is available from Seymour Smith & Son, Inc., Oakville, Conn. 06779.

species included in this reference work is assigned a hardiness zone. Readers may predict, with some degree of accuracy, the successfulness of various trees in specific areas based on the zonation map and may select trees which may be grown in any particular locality, sometimes outside their natural range.

The index is unique and will be especially helpful to the novice. Species are listed by both common and scientific name; hardiness zone and page number are listed with each entry. While not an expensive publication, it could become an invaluable addition to an identification library or as a useful fieldbook.

Agricultural Chemicals Div., Amchem Products, Inc., Ambler, Pa., has appointed John P. Finch and Robert H. Pritchett sales trainees. Both men will supplement Amchem's sales force; Finch in Illinois, Indiana, and Michigan; Pritchett will work in Tennessee.

The Ansul Co., Marinette, Wis., has promoted two men in its chemical division. Philip J. Ehnman has been named administrative assistant to the general manager, and George B. Stevens is new manager of Ansul's product development department.

Union Carbide International Co. has announced the appointment of R. E. McKenzie as agricultural chemicals sales manager. He succeeds Dr. E. R. Marshall, who has been promoted to marketing manager for the division's agricultural products. McKenzie, who has been with the organization since 1952, will move to Union Carbide's world headquarters in New York, N.Y.

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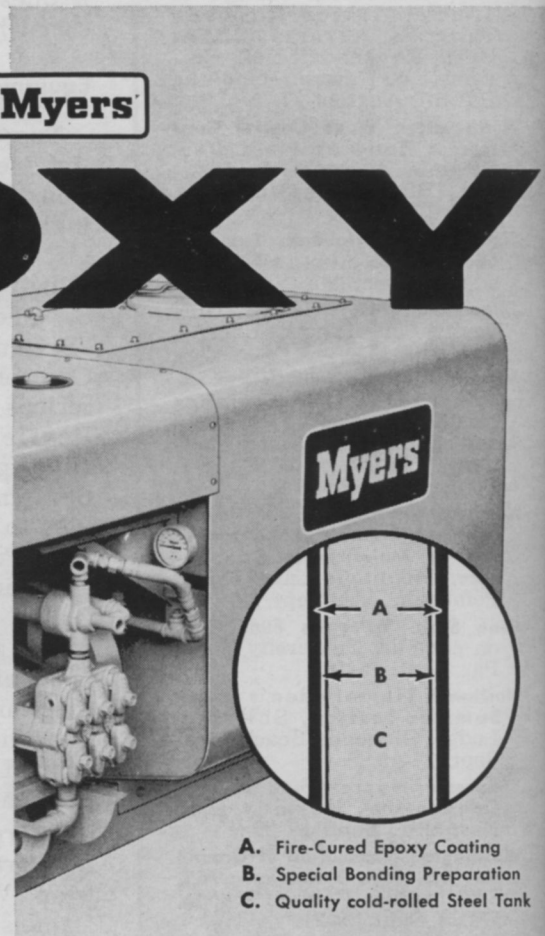
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Ornamentals; Scientists Launch Investigations

Cuban insect pests have invaded the United States and scientists at the University of California have begun chemical warfare studies on how to combat them. The invaders, Cuban laurel thrips, threaten ornamental fig trees in southern California coastal cities.

These thrips feed upon new, tender leaves, which become deformed and greatly reduce the ornamental value of the trees. Severely infested trees may lose half of their leaves and growth is stunted.

The economic significance of the thrips was emphasized by Walter S. Barrows, field manager of a landscape firm that cares for Santa Barbara's ornamental fig trees and other landscaping. He estimates that all of the county's 5,000 valuable ornamental trees may have to be replaced if the Cuban laurel thrips are not controlled. "Since each tree is worth \$450, this could mean a loss of as much as \$2,250,000 in Santa Barbara alone," he points out.

Chemical to Fight Thrips

Meanwhile, three researchers at the University of California Agricultural Extension Service have prepared and experimentally applied a new insecticide which they hope will reach and kill the destructive insect where conventional chemicals fail. They are Jack L. Bivins, Santa Barbara County farm advisor; Andrew S. Deal, Extension entomologist, Riverside, Calif.; and William R. Bowen, technician, Riverside.

"We are using a systemic chemical," Bivins explained. "This is a compound that is taken up by the roots of the tree and becomes part of the tree's sap system. It is the only way we can get at the thrips, because the insect hides inside the leaves, which roll up tightly as the insect feeds on them."

Preliminary tests with the new chemical have controlled thrips

in only 40% of the cases, but Bivins, Deal and Bowen hope to improve this figure through better application methods.

Offers Leaflet on Thrips

Cuban laurel thrips are considered so serious and so difficult to kill that the University of California has issued a publica-



Entitled, "Cuban Laurel Thrips," the leaflet is available free from the Agricultural Extension Service (farm advisor) in most California counties.

Authors of the leaflet, Leland R. Brown and Clark O. Eads, of the U.C. Riverside department of entomology, report that Cuban laurel thrips were first discovered in San Diego County in 1959. Within 5 years the species rapidly spread through Los Angeles,

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The famous Solo Motor Scythe, complete with 3½-foot cutter bar, normally sells for \$480 f.o.b. Woodside, N. Y., but for WTT readers who order during August '65 with the coupon below and send along their check or money order, we will ship it for only \$399, f.o.b. Woodside, and include 1 extra cutter blade. *Quantity is limited and subject to prior sale, so place your order right away.*

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Orange, Ventura, Santa Barbara, San Bernardino, Riverside and San Mateo counties.

Entomologist Brown noted that the Cuban laurel thrips, although recently found in San Mateo, San Bernardino and Riverside counties, is not yet a pest in these areas. It is considered a pest only in cities from Santa Barbara southward along the coast. This includes cities with coastal climates, such as Anaheim, Orange and Santa Ana. Drier inland communities have not yet been affected.

The pest, common in Cuba, Mexico and many Caribbean islands, usually attacks laurel fig or Cuban laurel, *Ficus retusa*. In California thrips attack *Ficus retusa* and its cousin *Ficus nitida*.

Cuban laurel, or laurel fig, abounds in southern California because it is a handsome, small ornamental tree which resists smog and dust. It grows at the rapid rate of a foot per year but its roots do not spread out to break pavement.

Fore Registration Expanded

Fore, turf and ornamental fungicide introduced by Rohm and Haas Co. in April, recently received broader registration from the U.S. Department of Agriculture. The Dithane-45 fungicide may now be used on turfgrass for the control of rust, Pythium blight, and algae and on gladiolus for leaf and petal spot.

USDA originally registered Fore's use on turfgrass covered by dollar spot (*Sclerotinia*), Fusarium blight, red thread, slime



Porta-Clipper, lightweight back-pack unit, can shave more than 50% from pruning time and labor, Vandermolen Export Co. claims. The 2 horsepower outfit features a unique power-take-off which safely permits the operator to loop the flexible drive shaft over his head in order to bring it to his left or right. This facilitates hedge cutting and shearing in difficult positions. Porta-Clipper has special padding and carrying construction for more comfortable operation. The Knapsack Power Unit easily adapts other workheads such as a brush cutter, rotary weed cutter or rotary pruning saw to the drive shaft. Vandermolen Export Co., 378 North Caldwell, N.J. 07007, has full details available to those who write.

molds, copper spot, Helminthosporium melting out, Rhizoctonia brown patch, and Fusarium snow mold. Complete information about Fore is available from A & S C Dept., Rohm & Haas Co., Independence Mall West, Philadelphia, Pa. 19105.

Rohm and Haas Moves Offices

Rohm and Haas Co., chemical manufacturers, has changed its Philadelphia headquarters from Washington Square to Independence Mall West, Philadelphia, Pa. 19105. New telephone number is (215) 592-3000.

Literature you'll want

Here are the latest government, university, and industrial publications of interest to contract applicators. Some can be obtained free of charge, while others are nominally priced. When ordering, include title and catalog number, if any. Sources follow booklet titles.

Bindweed Control in Oklahoma, E-668, Agricultural Mailing Room, Oklahoma State University, Stillwater.

Lawn Diseases, How To Control Them, Catalog No. A 1.77:61/3, 1964, 16 pp., color il., 15¢, Supt. of Documents, U. S. Govt. Printing Office, Washington, D. C. 20402.

Chemical Control of Brush and Trees, Catalog No. A 1.9:2158/2, 1964, 23 pp., il., 15¢, Supt. of Documents, U. S. Govt. Printing Office, Washington, D. C. 20402.

Common Poisonous Plants of New England, Catalog No. FS 2.2:P75/5, 1964, 23 pp., color il., 35¢, Supt. of Documents, U. S. Govt. Printing Office, Washington, D. C. 20402.

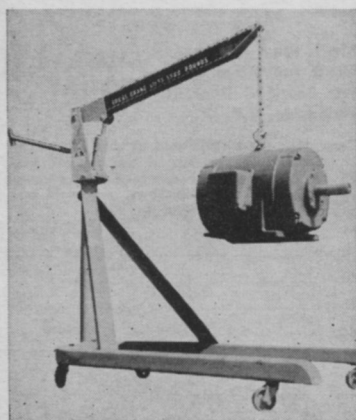
Clover Mites, How To Control Them Around The Home, Catalog No. A 1.35:443/3, 1964, 6 pp., il., 5¢, Supt. of Documents, U. S. Govt. Printing Office, Washington, D. C. 20402.

New Weedicide From Signal

"Calsonate-W," a new chemical said to control weedy grasses, broadleaf weeds, and other nuisance plants around all non-crop areas, is now available from Signal Chemical Mfg. Co., Inc.

This weedicide can be diluted with water for wet spray application, at costs as low as 55 cents per gal., or spread in dry pellet dustless form, the company says.

For more detailed information on Calsonate-W write to Signal Chemical Mfg. Co., Inc., 5020 Richmond Rd., Bedford, Ohio.



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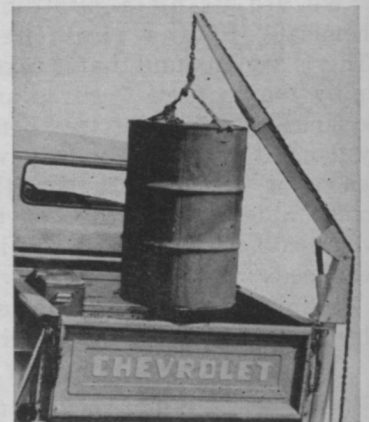
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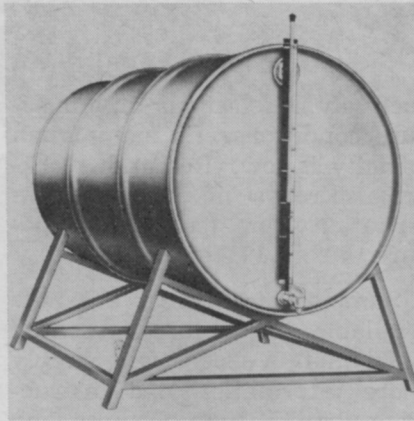
**Velsicol Sold to C&NW
Railway for \$90 Million**

Velsicol Chemical Corp. was sold to the Chicago and North Western Railway Co. for \$90 million in late June. The Norwest Corp., a wholly owned subsidiary of the railroad formed for the purchase, bought all the capital stock of the privately owned chemical producer.

Velsicol, a 30-year veteran manufacturer and distributor of insecticides, herbicides, and fungicides, had a consolidated pre-tax net income for 1964 approaching \$9,675,000. For the five years ended Dec. 31, 1964, it averaged about \$10 million net annually.

North Western chairman Ben W. Heineman announced that Velsicol's management staff will be retained. "We are very pleased with the high calibre of Velsicol's management and there will be no changes in the personnel or the policies that have been responsible for Velsicol's fine record," he noted.

"With the present manage-



This new gauge-faucet unit shows at a glance the amount and level of any liquid in 30- and 55-gal. insecticide drums, according to its manufacturer, Rieke Metal Products. It is said to serve a dual purpose; as a reminder to reorder when liquid is low, and as a dispenser. For more information, write Rieke Metal Products Corp., 500 W. 7th Ave., Auburn, Ind.

ment, it is our objective to expand Velsicol's established position in the rapidly growing and basic herbicide and insecticide industry," Heineman added. He also pointed out that Velsicol and its subsidiaries employ about 1600 people in plants in eight states.

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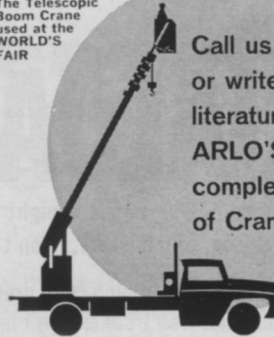
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Glenbar, a newly Velsicol-developed preemergence herbicide, has proven its strength against barnyardgrass, jungle-rice, smooth crabgrass, redtop foxtail, common lambsquarter, redroot pigweed, carpetweed, annual bluegrass and purslane.

Glenbar (OCS-21944), said to be extremely insoluble in water and not readily leached from the soil surface, has performed ef-

fectively in relatively high moisture conditions. Its mammalian toxicity is low. Research workers also report no dermal or eye irritation from extensive exposure during 1964 trials.

Samples of Glenbar are now available to qualified research personnel. Velsicol will supply more information and instructions about Glenbar to those who write them at 341 East Ohio St., Chicago, Ill. 60611.

Trimmings

What's In A Name? With all the changes taking place these days in the vegetation maintenance field, through the introduction of new chemicals and equipment, it's no wonder once-appropriate names for research outfits no longer seem right. Officials at the Ohio Agricultural Experiment Station in Wooster decided its name no longer reflected what it does, so effective last month, it is to be known as the Ohio Agricultural Research and Development Center. Director Roy M. Kottman says Ohio is the first state to make the move to update the name of its research facility in line with modern research and development activities. Congratulations to Roy and his co-workers who continue to make valuable contributions to the field of vegetation control.

* * *

Starts Anew. Even though Prof. Monroe Evans Gardner officially is retiring from North Carolina State University, he's by no means hanging up his hat. The well-known researcher, teacher, administrator, and friend of nurserymen already has two jobs lined up. And, once the word got out Prof. Gardner would be available, "nibbles" started to roll in to make use of his know-how. One of the organizers of the N.C. Association of Nurserymen, Prof. Gardner is more convinced than ever there is a tremendous future for contract specialists able to satisfy needs of an exploding population. Looks like this 61-year-old veteran will be digging in deeper than ever as a promoter of commercial service in his field of specialty.

* * *

It's a Beauty! We don't like to get commercial in this column, but if you don't have a copy of the new "What's That Weed?" folder, just issued by O. M. Scott & Sons, send for one. It includes 21 of the most definitive, full-page, color photographs we've ever seen. Wonderful for training neophytes. Closeups include: dandelion, plantain, buckhorn, thistle, curly dock, chickweed (hairy and smooth), clover, ground ivy, purslane, oxalis, spurge, knotweed, nimblewill, coarse fescue, crabgrass, foxtail, and goosegrass. The 7x9, 24-page booklet sells for 35¢, but WTT readers will be sent one free if you write: Dr. Joseph E. Howland, Editor, Lawn Care, Marysville, Ohio.

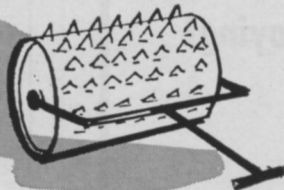
* * *

An Old Adage. If you've got a job to do, choose a busy man. Seems members of the American Seed Trade Association are convinced this is the way to get things done. They picked W. R. Herron as new president at their recent convention in Minneapolis. One of the founders of Seaboard Seed Co., and now vice president of Stanford Seed Co., both in Philadelphia, "President" Herron travels far and wide promoting the seed industry. During the past year he's been to Paris twice to help set up an International Seed Trading Plan. Soon he'll be off representing the U.S. seed industry at the Tokyo Trade Fair, and then flies to the Federated International Seedmen's Convention in London.

Not a clay!

END

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