

Plantings Can Reduce Some Traffic Noises 50%, Missouri Study Shows

Landscape plantings can have a significant although limited effect on reduction of outdoor noise, believes Dr. F. O. Lanphear, research associate at Washington University and Missouri Botanical Garden, St. Louis.

"Proper selection and spacing of plants along with proper land grading could contribute significantly to the alleviation of noise along highways and other problem areas," he said.

Some plantings 25 to 50 feet wide reduce noise at the higher frequencies of 10 to 20 decibels more than half. Lower frequencies are less effectively reduced, he said.

Large pine and spruce plantings, 50 to 100 feet wide, are also capable of reducing some of the lower frequency noise, characteristic of traffic, as much as half.

Lowest frequencies, which are the most difficult to eliminate but fortunately the least annoying, are not affected by the plantings.

Effective evergreens for year around noise reduction are arborvitae, douglas fir, spruce and pine, all of which have foliage to the ground. Other evergreens, such as hemlock, holly, and juniper, are not as effective. Some good deciduous plants are thickets of sassafras and pawpaw, as well as mixed species. Size and density of the plantings is critical in noise control, with hedges and other narrow plantings relatively ineffective.

Tree Expert Cites Assets Of Liquid Plant Foods

"Easy shipping, easy application and rapid results are some of the reasons why liquid plant foods have progressed so far since the days of hydroponics in the hot house."

That's the opinion of Gordon H. Knowles, who heads Knowles Tree Service of San Leandro, Calif.

"Foliar feeding is so simple—and mist blower leaf feeding so fast—that arborists, amateur and professional alike, are turning to liquid plant food to solve tree-feeding problems.

Knowles cites one liquid plant food product, Heller-gro, as having the asset of being compatible with all common insect control sprays. "You simply apply both preparations

at the same time," he says.

Because it is compatible, Heller-gro may be safely used with arborist-aids Wilt-Pruf and Transplant-one.

Trees with a restricted root area can be fed with the liquid, using a hydrospear and supplementing this by foliar feeding.

Newly propagated trees get vital stimulation and secondary root development is encouraged by the makers of Heller-gro, claims Knowles.

Weak trees also respond to nourishing, easily absorbing a balance of active nutrients and supplemental elements. Transplanting is helped by injection into the rootball and through foliar application before removal from the original site, Knowles says.

(A free booklet about the uses of Heller-gro is available. Circle (711) on reply card.)

Kearney-National Buys West Point Products Corp.

West Point Products Corp., recently acquired by Kearney-National, Inc., New York, has moved its operations to Evansville, Ind.

All of West Point's operations will be integrated into the large 17-acre facilities of the Hahn-Eclipse Co., 1625 North Garvin St. Hahn-Eclipse Co. also is a division of Kearney National, Inc.

Tom Mascaro, president and founder of West Point, has been named vice-president of product and market research and development for the newly formed turfgrass group. His address will be at corporate headquarters, 250 Park Ave., New York.

West Point Staff members will be located at the Hahn plant. Walter P. Dickinson has been named director of sales, commercial products; Ted Williams, sales service manager; Ron Wilson, production, special products.

Marvin Heseman, long-time sales manager for Hahn-Eclipse, has been appointed vice-president of marketing for all products. Lloyd Hahn, former owner of Hahn-Eclipse, will remain president for the Evansville operation. Roger L. Keech, vice-president of Kearney-National, will head turfgrass group.

Products presently manufactured include aerifiers, verti-cuts, and specialized professional equipment, home lawn mowers, garden tractors, and specialized agricultural equipment.

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Florida Nurserymen Hear Qualities of a Manager

"It is not necessary to be academically prepared to become a good manager in a given field," Dr. H. B. Clark, University of Florida agricultural economist, told Florida nurserymen recently. He spoke at the annual Florida Nurserymen and Growers Association's annual trade show and the University's short course in early October.

Some 807 persons registered. An estimated \$119,301 sales were reported from 115 booths. Both figures broke 17-year records.

Managers "are made, not born," Dr. Clark stated. "Managerial principles pertinent to the learning process can be derived from statistical theory, logic and the application of the economizing techniques to the learning process.

"Experience is the stepping stone to progress; be daring but sensible, and beware! A good manager is never surprised and bends with

eventualities. But in aspiring to become a manager, one must ask himself: (1) Is this what I want? (2) Can I stand physical and mental pressure? (3) Can I make decisions; create and weigh alternatives? (4) Can I assume responsibility?"

Dr. Clark warned against a manager becoming involved with small problems: He must instead devote his energies to planning and to contemplate the "fitness" of his business in a rapidly changing world.

He emphasized three skills of management: Technical, human relations, and conceptual. Originally, technical skills attracted man's attention because technical progress was slow, business was simple, capital requirements were low, and number of people involved small.

Human relations skills need to be upgraded. A successful manager must have "unity and diversity" with continuous chain of command, he said.

Only recently have conceptual skills been recognized for their importance, suggested Dr. Clark. Management must know where it is going, how to get there, and how to fit into the competitive world. This, he said, takes maximum thought and knowledge seeking.

Trimmings

MOON DUST has a high titanium content, is low in potassium and sodium, and appears to lack organic matter. Plants could not grow in moon dust alone, but the dust could serve as a good medium if nutrients were added. Some seedlings of plants, such as tomato, bean, wheat and pine, showed a growth advantage when challenged with lunar material. The most noticeable growth was shown by liverworts, a lower form of plant life. Fern and lettuce grew best on lunar material; however, growth of algae was inhibited initially.

These findings have been reported by Dr. Charles H. Walkinshaw, leader of a team of NASA botanical scientists conducting tests with lunar material brought back by the Apollo 11 mission. The team is evaluating the effects of lunar material on more than 30 species of plants.

A plus benefit of the project has been the development of plant quarantine facilities to permit the production of truly germ-free plants. "This opens significant new frontiers in plant disease investigations and basic research into the functioning of all plants," Dr. Walkinshaw said.

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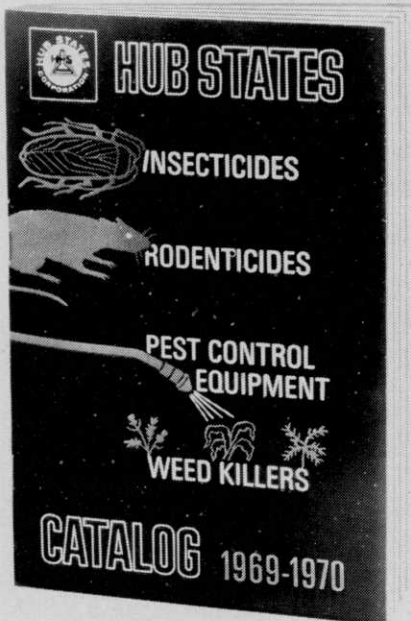
ANY EVALUATION of moon dust capabilities, to be of significance, of course, requires comparisons with Texas soil. In substantiating the claim that Texas "has some of the best soils in the world," Texas A&M landscape architect Robert H. Rucker said recently that "on some Texas soil all you do is add water to get concrete!"

* * *

PLANNED OBSCOLESCENCE just isn't in the picture for the chemical industry as it is with other industry products, notably the automobile. Chemical research is painstakingly slow and gains, though significant, usually come in small portions. In fact, observed Robert Capps of Dow Chemical Company, "genuine newness sometimes comes as a great surprise — especially if the competition has it!"

* * *

NORTHRUP-KING has announced that an improved variety of dandelion seed is available. The seed is intended mainly for overseas markets where the plant is used as food-stuff. But we suppose the next rafter-rattling the chemical industry can expect is the charge that NK is conniving (by secretly spreading dandelion seeds on turf areas) with weed-killer manufacturers to keep each other in business.



A new "how-to" catalog of insecticides, rodenticides, weed killers, and pest control equipment is available from Hub States Chemical and Equipment Corporation, 2000 North Illinois St., Indianapolis, Ind. In addition to listing a variety of products, the catalog contains useful information on how to use the various products to best advantage. Among items listed are flying and crawling insect sprays and fogging formulations, bird repellents, both selective and total weed killers; hand-operated, electric motor and gasoline engine-operated sprayers; electric and jet foggers; mist blowers and dusters; respirators; goggles; and others.

AAN Membership Spurts Ahead of Last Year's Gain

Nursery firms are joining the American Association of Nurserymen at an unprecedented rate, reports AAN President William Flemer III.

Flemer, of Princeton Nurseries, Princeton, N. J., reported that since the beginning of AAN's fiscal year, July 1, and through Aug. 30, the national association received 77 new member applications, compared with 15 during the same period a year ago.

Retail nurserymen account for the largest portion of the increase, Flemer noted. He attributed this to retail-oriented publications and advertising programs, "specifically tailored to their problems." In addition, a special summary is to be published, dealing with problems of nursery advertising and practical solutions, he announced.

Other growth factors include expanded services for the wholesale nurseryman and the AAN's new marketing arm, The Landscape Council. Nearly one-fifth of those joining the Council are becoming AAN members for the first time, Flemer observed.

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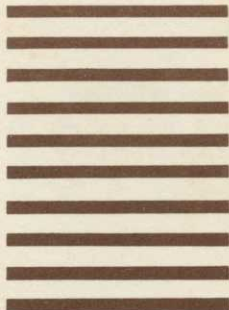
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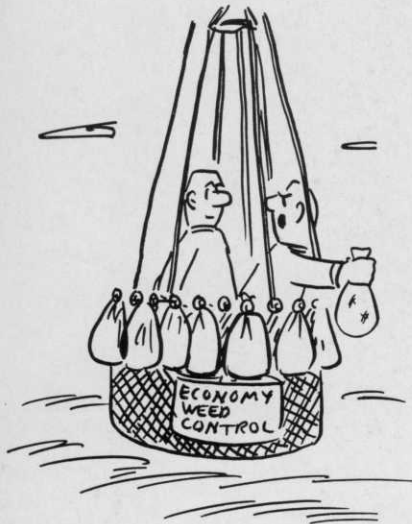
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"I still say we aren't doing a good enough job."

Willard Hayes Purchases Automatic Rain Company

Willard L. (Bill) Hayes, a West Coast engineering executive, has purchased Automatic Rain Company of Menlo Park and a controlling interest in Automatic Rain of Marin County.

Hayes will serve in the dual capacity of president and general manager. He formerly was director of engineering with Purity Stores, Inc.

Automatic Rain specializes in designing and supplying lawn and landscape sprinkler systems and is a large distributor for Rain-Bird turf and sprinkler equipment.

The company distributes and sells products used in residential, agricultural and turf sprinkling. Automatic Rain operates in 16 Northern California counties from Salinas and Monterey to as far North as the Oregon border.

New Brochures Available On Baker Rental and Leasing

New brochures are available on the equipment rental and leasing program of the Baker Equipment Engineering Co., Richmond, Va.

Baker offers derricks, cranes, aerial towers, trailers, cable reel, pole and material trailers, and a variety of other equipment on a short-term rental or long-term leasing basis.

Baker rents or leases the equipment of other leading manufacturers as well as its own products.

For the new literature, write Baker Equipment Leasing Corporation, P.O. Box 1391, Richmond, Va. 23211.

Classifieds

When answering ads where box number only is given, please address as follows: Box number, c/o Weeds Trees and Turf, 9800 Detroit Ave., Cleveland, Ohio 44102.

Rates: "Position Wanted" 10¢ per word, minimum \$3.00. All other classifications 20¢ per word, minimum \$4.00. All classified ads must be received by Publisher the 10th of the month preceding publication date and be accompanied by cash or money order covering full payment. Bold-face rule box: \$25.00 per column inch.

USED EQUIPMENT

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LANDSCAPE superintendent — Excellent opening at the University of Virginia in the beautiful Blue Ridge Mountains. Wide variety of unusual plant material with definite challenge involved. Liberal fringe benefit program. Position requires degree in agriculture or related field and one year experience in grounds planting and maintenance at supervisory level. For prompt reply, please send resume in confidence to: William D. Vining, Assistant Director of Personnel, 1416 West Main St., Charlottesville, Virginia 22903. An equal opportunity employer.

GROUNDSMAN wanted with two year horticultural or allied degree or equivalent experience for newly organized park commission. Opportunity for growth and development. Annual salary range between \$6,000-\$7,000 based on experience. Send resume to: Richard Bartlem, Director, Parks and Recreation, 559 South Main Street, Cheshire, Connecticut 06410.

FOR SALE

FOR SALE: Well established California pest control business, fully licensed all branches, catering to the elite. After 40 years, present owner wants to take it easy. Will help buyer get established in this good paying business. A knowledge of trees, plants, soils, and pesticides would help. Box 45, Weed, Trees and Turf, 9800 Detroit Ave., Cleveland, Ohio 44102.

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