HELP WANTED

WANTED: GREENS SUPERINTENDENT. Seeking a man with the following qualifications: academic background in turf strongly preferred; 26 to 40 years old; experience with new courses desired, but not necessary; willing to relocate and look at new ideas; excellent sales ability with tremendous future potential. Write Box 70, Weeds Trees and Turf, 9800 Detroit Ave., Cleveland, Ohio 44102.

SEEDS

SOD QUALITY MERION SEED for discriminating growers. Also Fylking, Delta, Park, Newport, Nugget and Penntier bluegrasses as well as fine fescues. We will custom mix to your specifications. Michigan State Seed Company, Grand Ledge, Michigan 48837.

FOR SALE


Seed (from page 39)

ing certificate before buying a particular lot for his use. The seed lots which meet the Washington State certified sod quality requirements will be eligible to carry the special gold, sod quality seed tag. The gold, sod quality tag, produces simple, specific language including the lab test number of the official sample test of the lot.

Probably the two most important developments from the new sod quality, certified seed program have been:

1. The standardization of all specifications into one workable and acceptable program which meets the desires of both seed producers and sod growers; and
2. The actual establishment of a new program within the certification scheme which defines and sets premium quality seed specifications.

The program isn't just a name but is synonymous with high quality seed. More important, sod growers are not the only group of buyers interested in this type of seed. Golf course, park maintenance and cemetery superintendents are all interested in premium lawn seed and a considerable amount of gold tag, sod quality seed is being used in this trade.

Based on our own production and experience during the last two years since the sod quality certified program has been in existence, I predict that within the next one to two years over 80 percent of seed sold to sod growers must meet specifications such as are contained in the Washington State sod quality certified seed program. Sod growers want and will pay for quality if quality seed can be produced. The future of sod production and, indirectly, sod quality seed, indicate:

1. The standardization of all specifications into one workable and acceptable program which meets the desires of both seed producers and sod growers; and
2. The actual establishment of a new program within the certification scheme which defines and sets premium quality seed specifications.

3. The sod business is increasing in two ways, first, original growers are producing and selling more acres of sod, and secondly, new growers are entering the business; 2. More and larger farms are in evidence and growers are turning more and more to mechanized, labor-saving equipment. They will, as a group, be doing more public relations and advertising which in turn has been a direct result of new varieties and blends being produced which can be promoted according to their various attributes in competition with other sod growers' varieties; 3. The sod grower will continue to develop into one of the finest agricultural business men in existence today and, as a result, he will be more conscious of his income, expenditures, profits, etc.; and 4. Because of his increased awareness in the income and expenditures section he will be more aware of high quality seed which will be used to produce his product and the results obtained from using such high quality seed in comparison to a low quality seed which will usually result in a higher total cost at lower net profits.

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