Right now, we think we have the world’s most perfect turf variety (and model). 0217® Brand Fylking Kentucky bluegrass seeds germinate enthusiastically, grow a lush, deep green lawn with a thick turf. And here’s where the perfection is appreciated by the people who must grow and care for lawns: Disease and drought resistance! Dense turf crowds out weeds. Fertilizer and water requirements are always modest when cut between \(\frac{1}{4}-1\frac{1}{2}\) inches. (Can be cut low as \(\frac{1}{2}\)-inch for home putting green.) Specify the perfect one, 0217® Fylking Kentucky bluegrass, now at your local wholesale seed or sod distributor.

*Another fine product of Jacklin Seed Co., Inc.*
AZAK® is designed for pre-emergence application to control crabgrass on established lawn and other turf areas. It is not recommended for use on newly seeded turf. In the soil at the time of germination, Azak is effective in preventing seed germination and initial growth of crabgrass.

Azak does not evaporate or leach out of the soil easily. Thus, it can be applied several weeks ahead of crabgrass germination, and an effective barrier will remain through the germination period.

Azak is available as an 80% wettable powder, Azak 80-WP, that readily disperses in water for use in conventional spray equipment. A granular product can be formulated from the wettable powder that is easily applied by mechanical spreaders.

ADVANTAGES OF USING AZAK FOR CRABGRASS CONTROL

1. Economical at effective rate.
2. Nonleaching so that one application lasts through the crabgrass germination period.
3. Lack of odor makes it pleasant to handle and use.
4. Safer to established turf at the recommended rate.
5. Low in toxicity to warm-blooded animals.
6. Compatible with most fertilizers and pesticides.

One bag will control crabgrass in one acre, or 43,560 sq. ft. Each carton contains four 12.5-lb. bags of Azak.
EFFICIENT Nitroform, containing 38% nitrogen, is one of the most concentrated forms of slow-release organic nitrogen available.

NONBURNING Nitroform, safe to use, will not burn turf even when used at several times the recommended rate.

NONLEACHING Nitroform, about two-thirds insoluble in cold water, is not washed out of the soil and remains available until plants can use it, even during dormant periods.

ODORLESS Nitroform has no odor. This feature is especially appreciated on sports turf and near pools, patios, and other living areas.

LONG-LASTING Nitroform, by feeding nitrogen slowly as the grass demands, lasts up to five times longer than conventional fertilizers.

RESIDUAL Nitroform, left unused in one growing period, lies inert in the soil until the bacteria are active again. Nothing is wasted; the residual Nitroform nitrogen is carried over into the next growing period.

ECONOMICAL Nitroform, by reducing the number of fertilizer applications, frees labor for more flexible planning. The cost per unit of Nitroform nitrogen is less than with other organics, and its use requires less storage space and less handling than with conventional fertilizers.
This new, Super-Lightweight will amaze you! The STIHL 020AV

Here it is! New and terrific!

The finest and the most advanced mini-size lightweight saw in the World... designed and engineered for you by STIHL, makers of the World's First and Finest Chain Saws.

It's the first and only chain saw of its size in the World with built-in shock absorbers and automatic chain oiling. Yes, now you can have the same famous patented STIHL AV anti-vibration system & superior quality and performance, formerly only available in our higher priced professional models.

A small beauty, that weighs less than 10 lbs. with bar & chain. Its amazing power and long, trouble-free operation, without overheating, makes it perfect for pruning, limbing and felling.

So... Don't Settle for Less than the Best. Insist on STIHL!

Like the terrific new STIHL 020AV!

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STIHL 020 AV
Boulder Greenbelt Saves Scenery
A major program by a municipality which restricts inroads into scenic area and develops a "greenbelt" adjacent to the city by free-lancer Lou Speer.

Tree Care Market to Double in 10 Years—Can Industry Keep Up?
A forthright statement by Robert Bartlett, president of the F. A. Bartlett Tree Expert Company outlining his views on the industry for the next decade.

Suppliers Guide and Equipment Directory

Article and Author Index for 1971

Associations in 1972—Plans, Programs, Reports

Systemic Treatment Via Trunk Injection
A new tree injection product, Medicaps, is now on the market for treating iron chlorosis. It is sold by Creative Sales, Inc.

The Cover
Drag line controls symbolize the industry. Today the equipment and chemicals to do a quality job for mankind are available. A glance at the 1972 WEEDS TREES AND TURF directory (beginning on page 17) is sufficient evidence to assure that needs of the coming decade will be met. A comprehensive index to articles and authors published by WEEDS TREES AND TURF magazine begins on page 59. It is an excellent reference to 1971 data.
Keep your petals on. ZECTRAN insecticide is back.

ZECTRAN® is back! It's back because you asked for it. You needed its broad-spectrum control of most major foliage-feeding insect pests (even hard-to-kill kinds). And its proven extra safety on over 600 different flowers, ground covers, trees, shrubs, house plants and turf. It's biodegradable, nonstaining, easy-to-apply. Liquid or powder. In our formulation or to mix with yours. ZECTRAN is back.
Editorial

On Collecting Delinquent Accounts

No business long endures if accounts are not collected promptly—or if customers are unduly harassed in the process of making payment.

Few businesses can afford the luxury of losing customers via poor public relations—over money, service, results, etc.

We've heard of a number of workable collection methods—probably the most effective of late being the common department store method of adding a 1% service or carrying charge on each month after 60 days.

Legal action, though effective, is expensive, and seldom worth the effort for the average service account.

So, how about the telegram? Immediate attention to contents of a telegram—by the specific person to which it is directed—is well established. The sender is almost guaranteed that the intended recipient will get the message. And there's a good chance the shock or jolt of the telegram will get action.

In one instance—company used telegrams to diehard debtors who had regularly ignored collection letters. Result was that most paid their bills in full. Collection costs averaged 3%.

Credit specialists have pointed to the psychological impact generated by a telegram. People who owe you probably owe other bills also. You provide the mental jolt, and you may get paid first.

Businesses who have used the telegram as one aid in collecting delinquent accounts have some rules. First, never send the telegram collect. This can be expected to be resented by the recipient. Nor will Western Union normally accept dunning types of telegrams on an intracity basis. Western Union will, however, attempt to deliver telegrams at an hour specified by the sender. Thus, it is possible to have the message arrive at a time when the recipient is most likely to receive it. Some collection managers have been known to use the telegram method with the dinner hour as the time slot for delivery.

Some suggested messages, supposedly proved effective, are:

1. Please advise if check covering your account now due has been mailed;
2. You have apparently overlooked your payment. May we have your check promptly please;
3. Only immediate compliance by letter (date) will save your credit;
4. Urge you wire your intentions on your account immediately to protect your future credit rating;
5. Urgent I receive payment this week. I value your friendship too much to be compelled to resort to legal action;
6. Imperative remittance on your account to be sent at once to avoid action by my lawyer.
Dursban insecticide gets you more bugs for your buck.
That means you’ll not only wipe out chinch bugs and sod webworms, but more! You’ll find a little Dursban® insecticide goes a long, long way. And Dursban won’t leach, has excellent residual activity, even though it’s degradable. It’s safe, too—for all common turf grasses. Keep the holes out of your turf and out of your budget. Tell your contract applicator you want Dursban insecticide . . . the unsurvivable one.
Teeth For Safety Act  The new Williams-Steiger Occupational Safety and Health Act of 1970 went into effect April 28. It requires a record of all accidents involving employees and a healthy working atmosphere. It affects any business with employees which might be termed a store, plant or business. To date, there's been little or no enforcement, but 70 plus inspectors are now being trained each week by the Labor Department to beef up the enforcement staff. Look for a check of your operation this next year. You can get a copy of the Act from the U.S. Labor Dept.

Animal and Plant Health Service  A new department of the Federal government and a new regulatory agency. Proposal is that the new arm will handle USDA Agricultural Research Service regulatory functions including plant protection and others. Acting administrator is Dr. Francis J. Mulhern, now associate administrator of ARS.

Environmental Pesticide Control Act  Passed the House by a 288 to 91 vote. Activity now shifts to the Senate. An amendment adopted by the House would allow states to restrict either general use pesticides or restricted use pesticides more drastically than the Environmental Protection Agency. Originally the House committee version would have prevented states from exceeding Federal restrictions on general use materials. Uniform labelling is still a part of the House approved package. The Senate committee on Agriculture and Forestry is expected to conduct hearings shortly on the bill.

Gypsy Moth Spread Acute  USDA's Animal and Plant Health Service is designing intensified regulatory and control measures to minimize gypsy moth spread (the main source of which is long-distance artificial spread by mobile homes and trailers). A new 5-year research and development program is underway. It will concentrate mainly on selective biological controls with a limited use of chemicals. Of 2 million acres suffering light to severe defoliation this year, the greatest area was in Connecticut with 655,000 acres. Other states hardest hit: Pennsylvania, 598,000 acres; New York, 479,000 acres; New Jersey, 18,000 acres; and Massachusetts, 18,000 acres.

Secretary of Agriculture Nomination  Long-time dean of agriculture at Purdue University, and now vice-president, Earl L. Butz has been nominated to succeed Clifford M. Hardin as Secretary of Agriculture. The Senate, in a difficult to understand stall, has not as yet (at presstime) approved the nomination. Butz, an Indiana native, has a lifetime career as educator and administrator at Purdue. He also served as assistant secretary of agriculture in the Eisenhower administration. He is probably the best known agricultural dean of this generation and one of the staunchest supporters for the family farm.