

# GRASS SEED FOR BETTER TURF!



**GEORGE A. DAVIS, INC.**

5440 Northwest Highway — Chicago 30, Ill.

APRIL MEETING **WAS** SCHEDULED AT NORDIC HILL COUNTRY CLUB. DUE TO A HALF MILLION DOLLAR CLUB-HOUSE FIRE ON MARCH 22, FAST CHANGES WERE MADE BY ARRANGEMENT CHAIRMAN GERALD DEARIE

APRIL MEETING WILL BE HELD AT THE INDIAN LAKES COUNTRY CLUB

WASHINGTON and TORONTO (C15) STOLONS SOD FOR ANY SITUATION MERION AND KENTUCKY BLUE GRASS. CREEPING BENT, FESCUE OR MEYER (Z52) ZOYSIA

**WARREN'S TURF NURSERY**

8400 W. 111th STREET :: Phone: Gibson 8-7200 PALOS PARK, ILLINOIS

# SPRING OBSERVATION

## PRICE TRENDS UNCERTAIN

In the spring of 1966, the stock market suddenly started to slide which continued more or less uninterrupted until December 31st, 1966. Business didn't follow suit until about summer, when it likewise began to recede. The automobile companies, with new models in September and October, couldn't revive the boom in car sales. Suddenly in January 1967, rather unexpectedly, the stock market regained about 50% of its 1966 decline, interest rates weakened and credit eased. These factors together with the reinstatement of the 7% depreciation write-off, should revive spending for capital improvements and housing. Thus, according to the behavior of the stock market, business should show marked improvement by July 1st. If the war is ended soon, all bets are off.

How does this effect the turf industry? Due to the tight money situation, many projects involving schools, parks or golf courses have been shelved or postponed. This has eased the pressure for equipment and supplies noticeably.

Grass seed prices have declined rather sharply in most categories, though not uniformly. The sharpest decline has occurred on Merion Bluegrass and Fescues. In sympathy, other Bluegrasses, Red Top, Bents and Rye Grasses have gone down in prices. The lone exception is Penncross Bent, which is in short supply and double last year's price. Weather conditions at harvest time affecting the size of the crop, usually still control the price of any particular grass or individual strain.

The decline in prices from 1966 is approximately as follows:

Bluegrasses .....	10% - 33-1/3%
Fescues .....	33-1/3%
Bents, excepting Penncross .....	20%
Red Top and Rye grasses .....	20%

Grass seed is selling at bargain prices in the spring of 1967. It demonstrates the fact that prices can go down as well as up and even during inflation, and the law of supply and demand, which is a basic economic law, has not been repealed.

Plant foods and chemicals have held steady. There has been no change, up or down. Due to the fact that agriculture will be pushed to plant increased acreage for crops, the use of fertilizer in agriculture costs are a big factor, and the labor and trucking will probably expand likewise. Handling and delivery costs are going up instead of down.

New prices on machinery and most equipment announced in the fall of 1966, were up slightly, about 5%. There has been no change or indication of a roll-back. Even our automobile companies confronted with sluggish sales, with one exception, have not resorted to official price cuts though bargaining at the dealer level has probably been intensified. We expect no large scale price adjustment because of wages and other fixed costs, especially taxes.

In the insecticide and fungicide line, arsenicals have advanced in price, otherwise there is general price stability.

Irrigation equipment was marked up in price in the fall of 1966 due to the high price of copper. Copper prices have now eased, so there should be no cause for further price increase.

(Continued on page 5)



**SPRING OBSERVATION (Continued)**

In summation, in the various categories used by the turf industry, grass seed, down in price rather sharply; plant food, little change; chemicals, no change; machinery and equipment, up slightly, about 5%; insecticides and fungicides, no change except arcenicals; irrigation equipment, slightly higher.

A most critical factor involving prices, is delivery costs. At this writing there is every indication that the truck drivers will go out on strike April 1st. If there is a strike, the trucking industry will have to settle for sharply higher wages and fringe benefits. It behooves the trade to save on trucking costs as much as possible by lumping purchases, refraining from ordering small quantities of merchandise at numerous times. It costs approximately \$5.00 per stop whether by commercial carrier or captive trucks.

C. O. Borgmeier



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IT IN THE  
"BULL SHEET"**

**TORONTO  
C-15  
BENT  
SOD & STOLONS**

**"PURE TO STRAIN"  
GROWN ON STERILIZED SOIL TO INSURE  
FREEDOM FROM POA ANNUA  
AND OTHER FOREIGN GRASSES.**

**PENNCROSS BENT SOD**

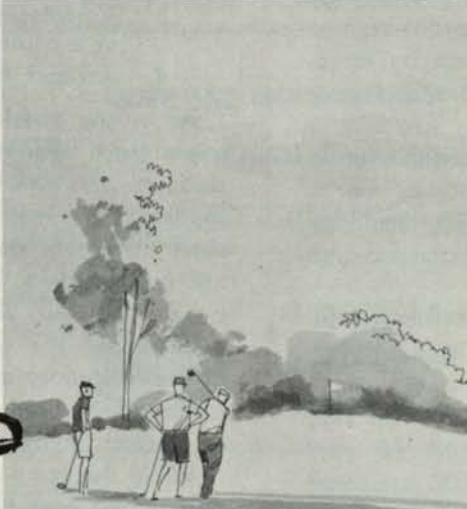


**H & E Sod Nursery, Inc.  
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