

PETERS SPECIAL

SOLUBLE FERTILIZERS

Completely chelated all purpose feeds

Contain all necessary trace elements in a completely available form. -- Contain very effective color tracers -- Contain effective penetrating agents. --

Ideal for all types of foliar, turf and root feeding.
Compatible with all commonly used spray materials.
The finest soluble fertilizers ever made! Try them and see!
Inquire from your jobber or write direct to us for further information.

ROBERT B. PETERS CO., INC.
2833 PENNSYLVANIA ST. ALLENTOWN, PA.

If You Work with Trees . . .



Plan Now to Attend the

43rd International Shade Tree Conference Convention & Trade Show

AUG. 27 - 31

MARRIOTT MOTOR HOTEL
PHILADELPHIA, PENNSYLVANIA



Delegates will be treated to an information-packed program including field trips, valuable talks on tree planting and maintenance, educational displays, and over 50 exhibits of new equipment.



For details write:

Dr. L. C. Chadwick, Executive Director
International Shade Tree Conference
1827 Neil Avenue
Columbus, Ohio 43210

Who Are the Decision Makers?

Who sets the buying policy in your company? Owner-operator, absentee owner, president, vice-president, various supervisory employes, purchasing agent, foreman, or who?

We find it interesting that buying policy varies so much among the various facets of the vegetation maintenance control fields served by WTT. For example, we've talked with owners who wouldn't consider a major piece of equipment unless their men tried it out on the job. Others say they depend a lot on the name of the manufacturer and the reputation established through the years.

This latter policy is difficult to maintain today because of the wealth of new machines and equipment built as specialty items by small manufacturers or by operators new in the business who have developed a specialized piece of equipment. When such is the case, can you afford to gamble on the equipment, or do you check it out carefully. Perhaps a trial run at your own site, a demonstration, or a check with someone in the business who is using the equipment is your best bet. Maybe you feel a newly produced machine by a new manufacturer is too great a risk. But if it is a good piece of equipment, and designed to do your special job, the biggest gamble may be the loss of efficiency you experience by not buying the equipment.

Because much equipment constitutes a major expense which must be written off over a number of years, a firm hand and a definite policy become musts in making the decision. Here is where experience and judgment count. And it is at this point that you, as owner or manager or purchasing agent, prove your value, whether to yourself as owner or to your company as employe.

Combine your judgment with a written agreement from the manufacturer, distributor or dealer and you assume less risk. Few operators can afford to make mistakes on major equipment and remain in business. Impulse buying has little place in the industries served by WTT. Most are contract operators who operate with narrow margins. Few businesses are measured as rigidly as the contract applicator, tree care man, or turf specialist. If the weeds show up, the tree dies, or the turf fails to stand the traffic, then there is no question as to where the buck stops.

If we have any advice to the specialists we serve, it is to rely on your own judgment and experience to investigate new equipment carefully and try it out under your own conditions. Be sure you can effectively utilize the equipment when it is delivered and couple this with the maker's or seller's guarantee.

WEEDS TREES AND TURF is the national monthly magazine of urban/industrial vegetation maintenance, including turf management, weed and brush control, and tree care. Readers include "contract applicators," arborists, nurserymen, sod growers, and supervisory personnel with highway departments, railways, utilities, golf courses, and similar areas where vegetation must be enhanced or controlled. While the editors welcome contributions by qualified freelance writers, unsolicited manuscripts, unaccompanied by stamped, self-addressed envelopes, cannot be returned.