

Ryder-Roller Attachment for Ryan Sod Cutters Equipped With Auto-Cutoff Units

Now being produced and distributed by
Merion Sod Farms, Inc., Utica, Mich.

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Attachment is latest and best working sod roller that allows you to cut, mark, and roll the sod in one easy operation as you ride. Adjustments are very simple and machine will work on all types of soil that can be cut with your cutter.

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Profit In National Beautification

Profits and the National Beautification Program can go hand in hand. No program in the past, nor any in the foreseeable future holds forth the promise of cash income coupled with the common good of the citizenry as does the National Beautification effort. It could not have been planned as an aid to the vegetation control market and been any more helpful.

Take any phase of the industry. Tree care men face the greatest opportunity since the first company was formed to enhance the beauty of city streets, parks, suburban areas, and industrial parks. The public image of adding beauty with trees and general landscaping has been greatly enhanced since the advent of the national program. People think beauty. They expect it. Tree companies have only to sell.

The contract applicator is in an equally advantageous position. The public expects well groomed rights-of-way, whether highway, street or utility line. Ragged, mechanically handled brush control today is definitely not the in thing. Fortunately, the chemicals to provide the grooming necessary are either on the market or coming. A good example is Uniroyal's new growth regulator, Slo-Gro. Dow's Tordon, which kills brush and then stimulates the native grass, is another. Though Dow isn't claiming the latter characteristic, it is a factor. Another factor is the several types of equipment and products to control drift and swath width during spraying. Operators have the opportunity to sell a service with grooming ramifications which has previously been unavailable.

The turfgrass industry, including sod producer and landscaper, can't help but profit. The instant lawn idea has been widely accepted for the newly constructed home. It still needs promotion for the older home where the original seeded lawn needs replacement, and on the industrial park site which was established prior to the ready availability of quality sod.

Landscape possibilities are going begging. They need to be sold. Community awareness of the poorly kept industrial site is a factor today in getting action on improvement. What better opportunity for the new landscape leasing idea?

The end result can only aid the industry by way of profits and establishment as an integral business of the community. The public can only gain. And the National Beautification Program will be given the boost it deserves. Efforts in developing good service and quality products are worthy. But we believe the sales promotion phase has been neglected in certain areas.

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.