The Cover

Ken Voorhies, superintendent at the Columbine Country Club, near Denver checks condition of green.

Voorhies has made great progress with this course during his 10-year tenure and has some practical ideas on turf management and record-keeping. His story begins on page 25.

Platz Elected President of NFSA for 1968-69

Edward A. Platz, owner and general manager of Plant Food Chemical Co., Cranbury, N. J., was elected president of the National Fertilizer Solutions Association at its 14th Annual Convention and Exhibition in New Orleans.

Other 1968-69 officers elected include: vice president - B. G. (Bob) Boswell, manager of Chemical Division, Goodpasture, Inc., Brownfield, Tex.; secretary - John D. Hershey, sales manager of Molder Rubber Goods Division, Gates Rubber Co., Denver, Colo.; treasurer — Glen A. Brandt, president of Brandt's Fertilizer Service, Pleasant Plains, Ill. W. R. (Bill) Stephens, vice president of Chemical Plants Division, Barnard and Leas Manufacturing Co., Cedar Rapids, Ia., was presented with NFSA's "Man of the Year" Award for his contribution to the association.

Thompson Pesticide Guide

Thompson Publications has recently published The 1969 Insecticide, Herbicide and Fungicide Quick Guide and Date Book, designed to be used as an everyday reference tool for the man making pesticide recommendations. For a copy, priced at \$15, write the company, P.O. Box 989, Davis, California 95616.

WEEDS TREES and TURF

January 1969

Volume 8, No. 1

FORMERLY WEEDS AND TURE

Seed Technology, Inc. Developes Turf Analysis Test By Dale Kern	6
Professional Image and Service Build Lawn Care Business	
By Edward G. Dickson	14
Kaspar Burgi, Inc., Successful With Massive Tree Transplant	
By Lou Speer	
Ken Voorhies At Columbine CC Finds Directors Appreciate Budget Control	
Kentucky 31 Tall Fescue—A Shade-Tolerant Turfgrass	
By Drs. F. V. Juska, A. A. Hanson, and A. W. Hovin	

Departments

Editorial: Winter Refresher	
Know Your Species	
Classifieds	
Advertisers Index	
Trimmings	
Meeting Dates	3rd Cover

President and Publisher Hugh Chronister

Editor and Editorial Director Arthur V. Edwards

Managing Editor Donald D. Miller

Editorial Assistant Kathy S. Thomas

Vice President Advertising Dan M. Humphrey

Director of Circulation Roy Beyer

Advertising Production A. J. Michel

Advertising Sales Offices:

National Headquarters - 9800 Detroit Ave., Cleveland, Ohio 44102, 216+ 631-6468; Chicago, Ill. 60601-333 N. Michigan Ave., 312+236-9425; Shawnee Mission (Kansas City), Kansas 66202-6811 W. 63rd St., 913+ 722-5900; New York City 10017-757 Third Ave., 212+421-1350; Rosemont, Pa. 19010-1062 Lancaster Ave., 215+ 525-1874; Columbus, Ohio 43212-1350 W. Fifth Ave., 614+486-9638; Lansing, Mich. 48906-4415 N. Grand River, 517+372-5254; Los Angeles, Calif. 90005-The Eschen Co., 3142 Wilshire Blvd., 213+382-8391; San Francisco, Calif. 94104 - The Eschen Co., 57 Post St., 415+781-7440.

BPA Application Applied For

WEEDS TREES AND TURF is published monthly by The Harvest Publishing Company. Executive, editorial: 9800 Detroit Ave., Cleveland, Ohio 44102.

Single Copy Price: 50 cents for current issue; all back issues 75 cents each. Foreign \$1.00. Subscription Rates: WEEDS TREES AND TURF is mailed free, within the U.S. and possessions and Canada, to qualified persons engaged in the vegetation care industry and related fields in controlled circulation categories. Non-qualified subscriptions in the U.S. are \$7.00 per year; Canada and other countries, \$10.00 per year. Controlled circulation postage paid at Fostoria, Ohio 44830. © The Harvest Publishing Company, 1969

3