

A "Best Buy"

Prices are up on about everything today—except for the "best buy" of them all. That "best buy" just happens to be your association membership. Dues have pretty much held the line during this prolonged cycle of inflation. Yet association memberships in a number of organizations we work closely with are not growing. This just doesn't make sense.

Your association membership will consistently be the best investment you can make. Right now I'm thinking of the sod producers. Having just attended a national field day at Princeton Turf Farms in New Jersey—and noted the big crowd and the sophisticated field day performance of equipment—I find it difficult to conceive of a grower passing up the opportunity to belong to this group. There is absolutely no way possible that a grower could see as much sod machinery on display and in action as at this field day—unless he were ready to travel from coast to coast with a number of intermittent stops along the way.

The field day alone is worth the \$50 membership fee. But the field day is by no means the only benefit. There are many others. The chance to meet and visit and make friends with others in the same business is even more important. At many association meetings in other fields, members point out that they gain as much from their so-called "bull sessions" with others in the business as they do from the formal educational program.

The American Sod Producers Association members are right now planning a 3-day field day and meeting session for next summer. If you are a grower and a businessman, you no doubt realize that you can benefit from an association with this group. They need you and you need to take advantage of this "best buy" in dues to be found.

All you have to do is see the ASPA ad on page 29 and circle the READER SERVICE CARD number in this issue of WEEDS TREES AND TURF. We pay the postage and get your name promptly to Henry Indyk who is executive secretary. Or, if you wish, write him direct at the College of Agriculture, Rutgers, New Brunswick, N.J. 08903.

A.E.



"2 doses of Heller-gro made my patented doric maple bust out all over"

... says Edward H. Scanlon,
Edward H. Scanlon & Associates, Inc.,
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