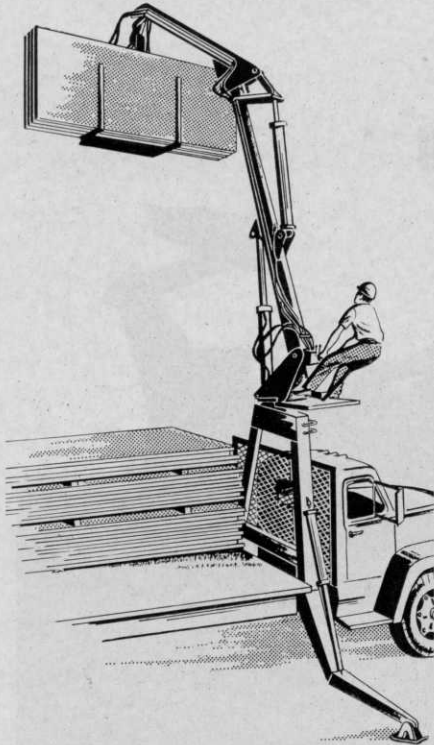


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Warren's Turf Seeking Franchises



Ben Warren, Warren's Turf Nurseries, explains testing procedures to visitors at the turf nursery's research center near Palos Park, Ill.

Warren's Turf Nurseries, Palos Park, Ill., considered the world's largest turf grower, is pushing franchise grower operations.

The Warren brothers, Bob and Ben, plan to establish associate franchise growers in all worthwhile market areas of the U.S. where Warrens have no operation of their own.

Already, franchise growers have been licensed in Maryland, Missouri, Kansas, Minnesota, Idaho and Nebraska.

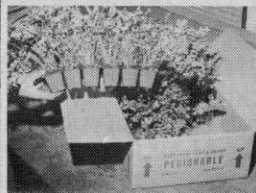
At the heart of the franchise operation are the three grasses developed by Warrens Turf Nurseries—A-34, A-10, and A-20. All have certain recognized advantages over other bluegrasses.

Ben Warren developed A-34 from a grass he found on a golf course thriving in areas under 65% to 70% shade. It blends well with other varieties and also does well in sunny areas. Warren found two other grasses about the same time, designating them A-10 and A-20.

A fine-bladed grass with a deep green color, A-10 takes heat and humidity exceptionally well, having survived in such hot humid areas as St. Louis, South Carolina, Newport News, Va., and elsewhere. It has promise for southern states where its edge over bermudagrasses is retention of its deep green color all year round.

A-20 is considered by many to be Warren's best discovery. It greens up earlier in the spring and in the cold areas of the north stays green

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longer in the fall. In southern areas, it retains beauty the year around. It is a little darker than Merion in color, its leaves are slightly more narrow than Merion and have an upright growth characteristic. A-20 does well at almost any mowing height from $\frac{3}{8}$ -inch to two inches. Of particular interest to sod growers, it promises to be a money maker because when sod of A-20 is stripped from the growing fields, it grows back from the rhizomes extremely fast. Several of Warren's branch nursery managers report producing two crops of A-20 in the same growing season.

Both A-20 and A-10 must be planted vegetatively with plugs. The plants that develop from seed do not carry on the fine characteristics of the parent plants. Machines capable of planting up to 10 acres per day are in use and can be rented from Warren's.

All three of the Warren grasses are rated high in resistance to turf diseases. An additional note of interest was reported recently from one franchise grower who said that the only grass in his area that sod web worms would not eat was A-20.

Warren plans no expansion into Canada, stating that the reason is Canada's failure to provide plant protection patents. Bob Warren expressed interest in an English market, citing the amount of population in such a small area and the Englishmen's love of a beautiful lawn. An Italian nurseryman approached Warren's recently and plans to establish a turf operation in Northern Italy.

Cal-Turf Introduces A New Turf Colorant

A new turf dye has been introduced by Cal-Turf, Inc., Camarillo, Calif., for use on all dormant turf including Bermudas, St. Augustine and Zoysias.

Called Cal-Verde, the dye was developed by Cal-Turf researchers to provide lush green turf color in a long-lasting, easily applied form.

Once dry, Cal-Verde will not stain clothing or shoes, and one application normally lasts a full season. The new product is also excellent for dressing up growing turf, such as for shows, grand openings, etc., according to Paul Ledig, Cal-Turf Sales Manager. In these applications it is used half-strength.

Cal-Verde is sold in one quart cans (one quart covers 1,000 square feet). For more information, circle (721) on the reader service card.

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