WEEDS TREES and TURE

Volume 10, No. 10

October, 1971

Arthur V. Edwards
Editorial Director

Eric Lindsay
Advertising Production

Hugh Chronister President and Publisher

Dan M. Humphrey Vice-President, Advertising

> D. D. Langley Director of Circulation

ADVERTISING SALES OFFICES

Cleveland, Ohio 44102 9800 Detroit Ave./216+651-5500 William Schmunk

Chicago, Illinois 60601 333 N. Michigan Ave./312+236-9425 John Kielp

> Shawnee Mission (Kansas City), Kansas 66202 6811 W. 63rd St./913+722-5900 Austin Schnacke

New York, New York 10017 757 Third Ave./212+421-1350 Russell Bandy

Los Angeles, California 90005 The Eschen Company 3142 Wilshire Blvd./213+382-8391 Henry Eschen

San Francisco, California 94104
The Eschen Company
57 Post St./415+781-7440
Rod MacDonald

New Look for Utility Rights-of-Way	
	new program of Northeast Utilities
Turfgrass Seed and Fertilizer Bidding	Specifications 14
Extension Turf Specialist Willi New Hampshire outlines a syste	am E. Knoop of the University of m for setting up bids.
Ecologize - Rally Cry for Beautifica	tion Program 16
	ogram for Highland Park, Mich.
Surfactants	18
A California research botanist important segment of the pestic	Dr. David E. Bayer, reviews this ide industry.
Don'ts and Do's In Client Relations A consulting professional outlin fessional salesman.	es some practical pluses for the pro-
Sod Quality Seed From An Industry	Standpoint 36
Doyle Jacklin gives industry's	views on the value of quality seed.
Editorial 6 Government Business/News 8	Letters-to-Editor 38 Book Report 40
Sod Industry Section	Insect Report40
Meeting Dates 29 New Products 30	Classifieds 41 Advertisers Index 41
Industry People on the Move 37	Trimmings 42

The Cover

New for the industry is the Earth Saw, introduced by the Ditch Witch Division of Charles Machine Works, Perry, Okla. Shown here, it is actually sawing out a trench for irrigation lines through Florida coral. It has also sawed its way through 8-inch reinforced concrete and is especially recommended for working frozen ground. Equipped with special carbide teeth, the unit comes in two sizes, one cutting to depths of 24 inches, a larger one up to 30 inches. Both units open 4-inch wide trenches. Teeth revolve during trenching. See story, page 34.

WEEDS TREES and TURF is published monthly by The Harvest Publishing Company, subsidiary of Harcourt Brace Jovanovich, Inc. Executive, editorial headquarters: 9800 Detroit Ave., Cleveland, Ohio 44102.

Single Copy Price: \$1.00 for current and all back issues. Foreign \$1.50.

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. and Canada are \$10.00 per year; other countries, \$12.00 per year. Controlled circulation postage paid at Fostoria, Ohio 44830.

Copyright © 1971 by The Harvest Publishing Company



Member American Business Press Business Publications Audit

