

## Acquisition Of David Brown Announced By Tenneco

Tenneco Inc. has announced an agreement to acquire David Brown Tractors Ltd., a subsidiary of The David Brown Corporation Ltd., England.

The announcement, issued jointly by N. W. Freeman, chairman and president of Tenneco, and Sir David Brown, chairman of The David Brown Corporation Ltd., is subject to necessary approvals by the British Government. It calls for David Brown Tractors Ltd. to become an operating division of J I Case Company, a Racine, Wisconsin based subsidiary of Tenneco. The David Brown Tractors Division will be staffed and managed by the present David Brown personnel and management and will be directly responsible to the president of Case.

"It has been the policy of Tenneco to become associated with companies in which we see good product, good management and a potential for future growth," Freeman said. "We see these present in the David Brown Tractor organization."

David Brown presently employs approximately 3,500 people at its two

farm machinery plants which cover about 1.5 million square feet. There are an additional 600 people in various subsidiary marketing companies throughout the world. Case employs about 14,000 people world-wide.

L. V. Gallagher, who has been managing director for David Brown and will continue in this capacity stated: "I can see nothing but good to come from our new association with Tenneco and Case. Both are internationally known for quality products and methods of conducting business. David Brown, over the years, has produced a fine line of equipment and has built an excellent operating organization. I believe we both have something to contribute to the other."

## Tree And Shrub Care Released By USDA

Here's an interesting way to educate customers about your profession. The U.S. Department of Agriculture has just published a 12-page booklet on transplanting trees and shrubs. A copy of this booklet left with a customer will go a long way in creating repeat business.

The booklet gives step-by-step in-

structions for digging up and replanting, along with illustrations. Root pruning—the key to successfully moving wild trees and shrubs—is also discussed. Once the plant is in its new home, instructions are given for proper care until the tree or shrub becomes established.

Copies of Home and Garden Bulletin 192, "Transplanting Ornamental Trees and Shrubs," are available for 10 cents each from the Superintendent of Documents, Government Printing Office, Washington, D. C. 20402.

## Northern Michigan Turfgrass Field Day Sept. 13

The Northern Michigan Turfgrass Field Day will be held on Wednesday, September 13, 9:30 A.M. at the Traverse City Country Club, Traverse City.

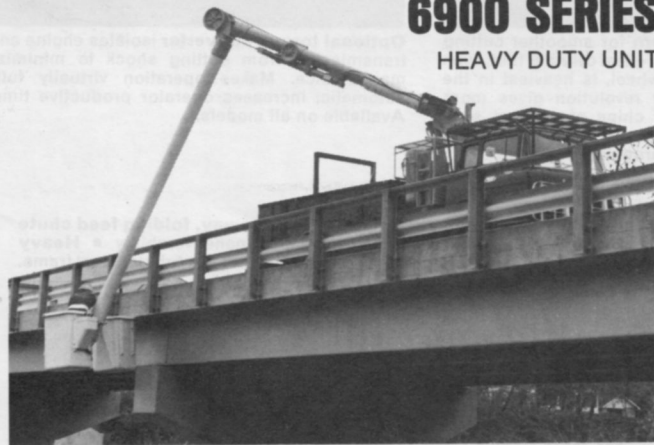
The morning session will consist of viewing of the turfgrass experimental plots with stops covering turfgrass varieties, dry spots and compaction, fertilizer rates and carriers, turfgrass weed control, growth regulators, turfgrass disease problems, and greens maintenance.

The afternoon session will be devoted to equipment demonstrations.

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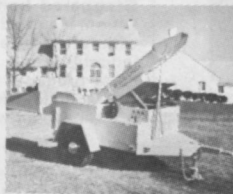
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