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to hit the
KILL ZONE
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Visko-Rhap herbicides are special formulations of 2,4-D, 2,4,5-T, silvex, and combinations of 2,4-D and 2,4,5-T. They hit the kill zone as mayonnaise-like, oil-coated droplets that control spray drift. Compatible with other herbicides, they can be the foundation of prescription weed control... whether applied by air or ground equipment.

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SP67-6



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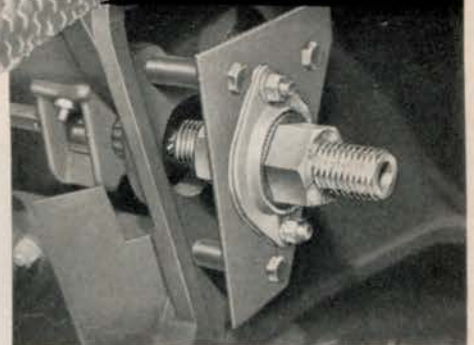
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TURF-MAKER with exclusive Micro-Meter adjustment

The Turf-Maker is the best money-maker available to professional landscapers, turfmen and sod growers. It combines ruggedness and Swiss watch calibration for precise seeding of the finest grasses and lawn mixtures over large areas — and assures full, thick stands at about half the seeding rates of conventional methods. Because it crushes, seeds and rolls in one operation, Turf-Maker enables one man to seed up to 50 acres per day without extra help, equipment or other seedbed conditioning.

Look at the exclusives. Brillion's unique Micro-Meter adjustment provides an infinite number of settings for precise metering of the finest seeds. The fluted feed rolls — one of the most accurate seeding mechanisms known — dole out even the tiniest seeds with miserly accuracy. Reversible two-speed sprockets give you an additional range of seeding rates to match any requirement. The specially designed and slightly offset notched wheels tuck the accurately metered seed into the top 1/2" of the gently-firmed, moisture-retaining seedbed for rapid germination and growth.

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Nitroform nitrogen comes in two forms. Granular Blue Chip[®] is easy to apply for dry applications; Powder Blue* can be applied dry or sprayed on as a wettable powder. Ask your Nitroform supplier for recommended rates, or write: Turf & Horticultural Products, Synthetics Department, Hercules Incorporated, Wilmington, Delaware 19899.



STH67-12

*HERCULES TRADEMARK

WEEDS TREES and TURF

December 1967
Volume 6, No. 12

FORMERLY WEEDS AND TURF

Features:

Highlights of 1967	8
Shade Tree Evaluation Project	15
1968 Suppliers Guide	18
1967 Index to Articles	42
Mulches Improve New Turf Stands By W. R. Thompson, Jr. and Hiram D. Palmertree	48

Departments:

Editorial: Business Image for 1968	6
Meeting Dates	47
Know Your Species	52
Classifieds	53
Advertisers Index	53
Insect Report	54
Trimmings	54

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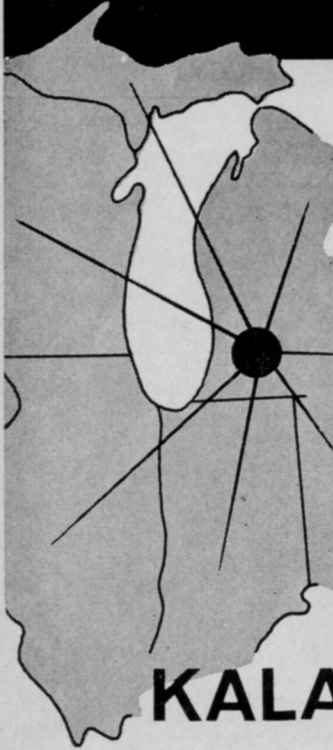
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Business looks good for the new year! We haven't talked with anyone or read a statistical outlook that would indicate otherwise. Sure there are problems ahead. Pending legislation, new taxes, labor shortages, and general increases in the costs of doing business will continue to challenge the management acumen of the best. Even so, 1968 promises to be a good one from the standpoint of cash income.

Assuming this is true, you can expect some volume increase dollarwise . . . and businesswise, if you seek out the business. But what about the image of your company—to you, to your employes, and to the clients or public you serve? What can you do during the coming year to further establish your likely already strong position?

We believe a practice which pays major public relations dividends and builds image is attendance at industry meetings. You can't make them all, but most businessmen today readily agree that many good tips for them through the years have resulted from trading ideas at annual meetings, conventions, short courses, etc. They agree further that nothing boosts the morale so much as a convention break. Today, you can expect programs to be technical and keyed to your specific needs. The suppliers you buy from, along with the manufacturers, are on hand. They help solve many knotty problems with both official and "off the record" information about their products and equipment and how to use them.

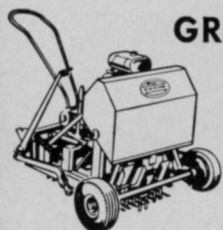
If attendance at a conference lifts the spirits of the owner or manager, it does even more for the associate members of the firm. It may even help keep a man in the business. This point is especially important to the vegetation care business, which is already short of trained people.

Another point in favor of representation at a meeting, besides your influence on proceedings, is the image you present to your clients. Attendance will always make the local newspaper and radio station, if you are sure to let the news people know of your trip. By this means, the community can be made aware that yours is a business operated by technicians in the know, on the order of the "factory trained" mechanic or service man.

Now is the time to make firm plans. During the next 60 days, national and regional meetings are scheduled in every phase of the vegetation care and control business. Not only will you and your associates benefit, but you will also add your influence to the upgrading of your industry's image.

WEEDS TREES AND TURF is the national monthly magazine of urban/industrial vegetation maintenance, including turf management, weed and brush control, and tree care. Readers include "contract applicators," arborists, nurserymen, sod growers, and supervisory personnel with highway departments, railways, utilities, golf courses, and similar areas where vegetation must be enhanced or controlled. While the editors welcome contributions by qualified freelance writers, unsolicited manuscripts, unaccompanied by stamped, self-addressed envelopes, cannot be returned.

Use Ryan power equipment to build better turf at low cost—it's golf course proved!



GREENSAIRE:

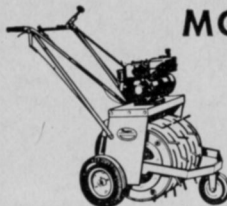
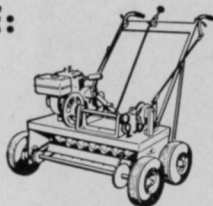
Self-propelled

Most thorough coring greens aerator.

SPIKEAIRE:

Self-propelled

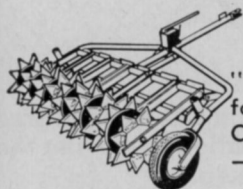
Touch control disc spiking aerator.



MOTORAIRE:

Self-propelled

All-purpose coring aerator.



RENOVAIRE:

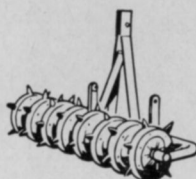
Tractor-drawn

"True Contour" fairway aerator. Coring — slicing — renovating.

TRACAIRE:

Tractor-drawn

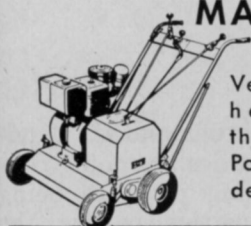
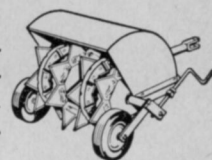
Athletic field and playground aerator. Coring — slicing — renovating.



LAWNAIRE:

Tractor-drawn

Garden tractor and riding mower aerator. Coring — slicing — renovating.



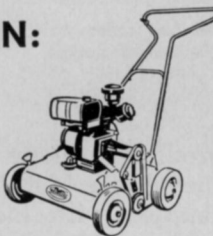
MATAWAY:

Self-propelled

Vertical slicing heavy-duty thatch control. Power raking — deep slicing.

REN-O-THIN:

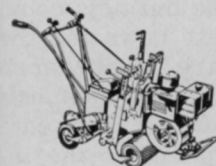
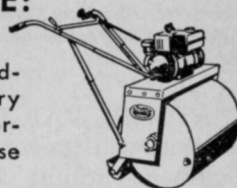
All-purpose "power rake". Power raking — thatch control.



ROLLAIRE:

Self-propelled

Easy back-and-forth vibratory rolling with forward and reverse power.



SOD CUTTERS:

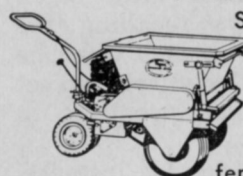
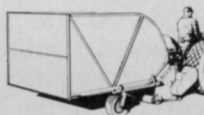
Self-propelled

World's most widely used units — four models, 5 cutting widths.

GROUNDS GROOMER

Tractor-drawn

Large-area vertical slicing, thatch removal. 5 yd. hopper.



SPREAD-RITE:

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Big capacity top dresser, fertilizer spreader.

Aerating . . . spiking . . . slicing . . . renovating . . . thatch control . . . sod cutting and sod rolling—these are some of the words you'll hear turf professionals use to explain how they keep their turf in top condition. Ryan equipment *mechanizes* these jobs so that you can do a bigger, better turf maintenance job at less cost. Write for 24-page Ryan "Guide to Greener Grass"—also ask for new question-and-answer folder on improving playgrounds and athletic fields.



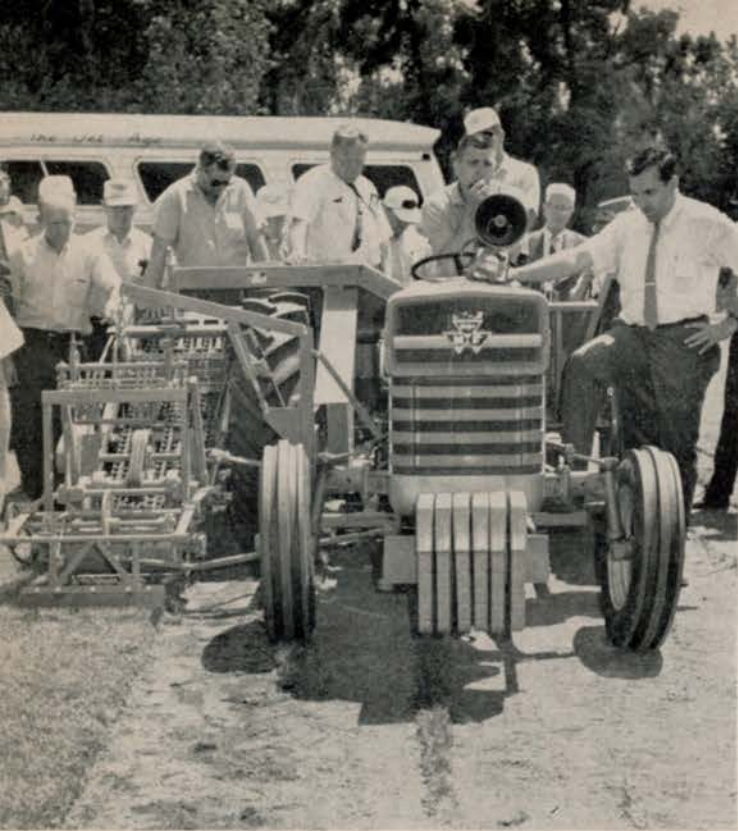
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Ryan Equipment Company's new tractor-mounted sod roller was demonstrated by Jerry Ogren, of the company's St. Paul, Minn., office, to American Sod Association Field Day crowd.

Highlights of 1967

A WTT report on the \$6 billion weed control, tree care, and turf business of the nation, featuring the significant events of the industry.

SATCHEL PAIGE'S theory is that you never look back, "Someone might be catching up." Satch has a good point, but with most of the zip missing from that famous arm, Satch probably enjoys recalling the elation he felt on days when he pitched particularly well and set down the opposing batters in order.

Unlike Satch in this instance, the WTT staff feels that the records of the vegetation care industry in 1967 are worthy of note. By the end of this month, more than \$6 billion will have been spent on weed control, tree care and maintenance, and turf production and care. Again unlike Satch, who has seen his best years, the vegetation care industry, which includes weeds, trees, and turf, has not even reached its zenith. It promises unbelievable growth.

William M. Latta, president of Princeton Turf Farms at Kansas City, Mo., pointed up the growth expected of his area of the industry this year when he stated that "All phases of the turf industry are expanding at a rate undreamed of 10 years ago. More golf courses, parks and play-

grounds, athletic complexes and the desire for instant lawns, coupled with more and larger turfgrass nurseries, have contributed to this growth." "The irrigation industry," he said, "recognizes turf irrigation as the largest single phase in dollar volume irrigation sales. If this rate of expansion continues, it will soon be the largest economic segment of the entire agriculture industry in the United States. Anyone who earns his livelihood in any one of the many segments of this industry cannot afford to lag behind."

For the turf section of the industry, and for others such as arborists and spraymen, the National Beautification Program in 1967 became the common concern of the individual citizen across the nation. It finally gained the impetus needed to make it the action program it is today. No program has heretofore shown such promise of cash income for the industry, and at the same time been coupled with the common good of the citizenry, as has the beautification effort. It has made the community aware of the need for civic beauty. Groomed munic-

ipal areas are demanded. Landscape possibilities are going begging. More big jobs are being sold as industries realize the value of the well-kept industrial site.

Aside from the business boom of the year, best news for the vegetation care businessman was the advent of new chemicals especially helpful in the care and control segment of the industry. These included growth regulators, particulating agents to control drift, and spray equipment designed to deliver material on target. The challenge for spraymen this year was to learn how to best use the newly cleared control agents.

New ideas cropped up, many worthy of trial. Norman J. Scott of Willowdale, Ontario, Canada, came up with the idea of a professional horticultural consulting service. He said that other professions get paid for advice. The same should be true of the professional vegetation care expert, according to Scott, who has made it pay. Another practical idea which fits the financial patterns of corporations is landscape leasing. Contractors furnish materials and care, and



Princeton Turf Farms' Sod Harvester is capable of handling up to 10,000 square feet of cut and palletized sod per hour, based on report during field day demonstration. Wiley Miner, president of Princeton Turf Farms, on hand for the field day, was instrumental in development of the machine which operates with 3 men and produces uniform pads of folded sod, stacked on pallets.



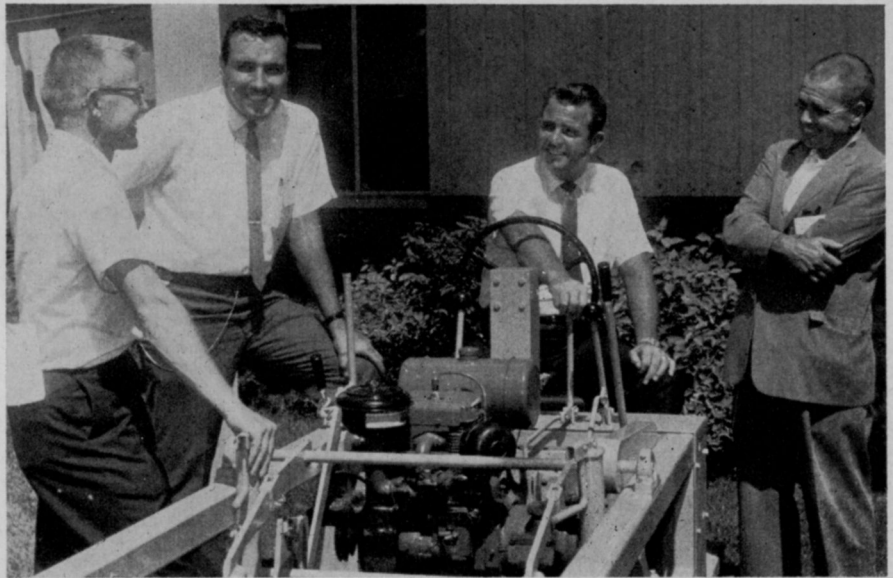
Nunes Sod Harvester was demonstrated by John Nunes of Cal-Turf Farms. Nunes reported unit will lift, roll, and palletize up to 1200 square yards per hour.

charge companies by the month over a 5-year period. Corporations enjoy a tax advantage.

American Sod Producers Stage First Field Day

Sod growers made big news in 1967. They organized nationally as the American Sod Producers Association. Ben O. Warren, Warren's Turf Nursery, Palos Park, Ill., was elected president of the new group on July 11 at East Lansing, Mich. Organized with 40 charter members, the group is underway and is now actively soliciting new members among the nation's 800 bona fide sod producers.

The new national group started their activities July 12, with a previously arranged field day. With the help of the Mich-



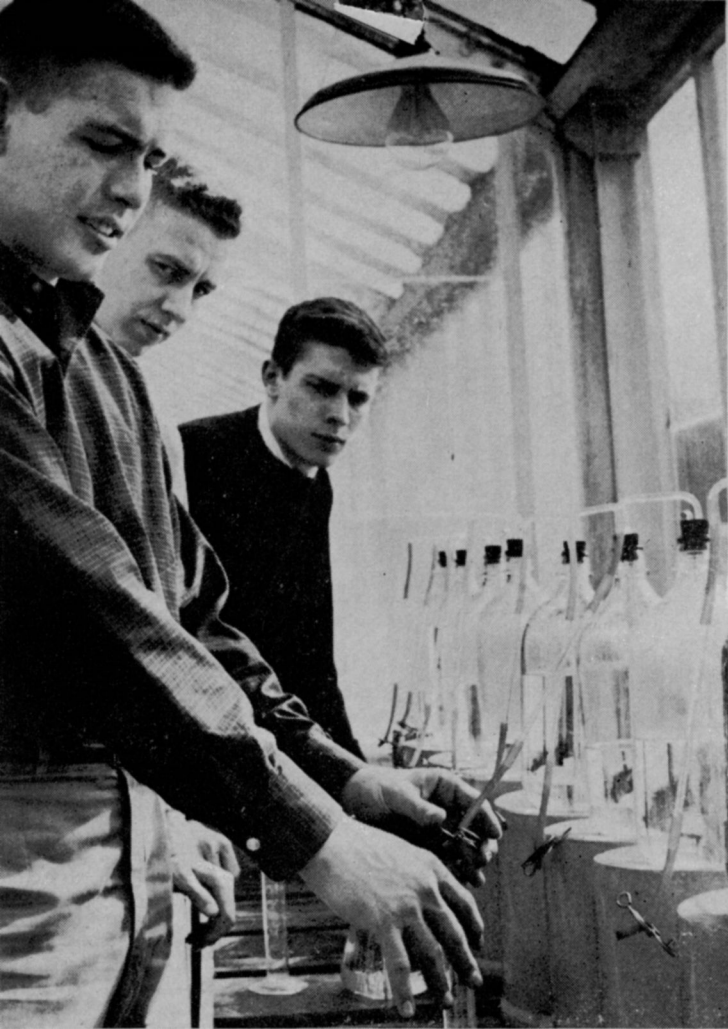
Daymon Sod Roller operation was explained by Bob Daymon, on driver's seat, during tour of Daymon's Emerald Valley sod farm, to Duane Girbach, Livingston County, Mich., county agent, left, and Donald Juchartz, Wayne County, Mich., county agent. To right is Ben O. Warren, Warren's Turf Nursery, Palos Park, Ill.

Hadfield Sod Roller, designed to fit on Ryan sod cutter, was among new equipment demonstrated. Hadfield reports unit operates strictly as 1-man operation and is now available with a rider attachment. Roller is manufactured by Hadfield at Oxford, Mich.



igan State University staff and Wayne County Agent Donald D. Juchartz, a full scale tour and equipment demonstration was staged at Emerald Valley Turf Nurseries, Inc., Fowlerville, Mich., and at Halmich Sod Nursery, East Lansing, Mich.

After viewing solid set irrigation, aerial application and sod production at Emerald Valley, the group moved by bus to the Halmich sod farm. Here the field demonstration featured the greatest array of sod harvesting and handling equipment seen anywhere to date. Harvesters, sod cutters, sod rolling equip-



Students in turfgrass management program at Iowa State University, Ames, Ia., conduct laboratory exercise which includes work with nutrient solutions used in turfgrass culture. Iowa college training program was one of 26 colleges and universities of nation which worked with WTT staff on comprehensive survey in 1967 of available training.

New injection system permits accurate placement of systemic herbicides and insecticides at up to 600 trees per hour. Known as the Hypo-Hatchet, the unit is produced by the An-sul Co., Marinette, Wis.



Seed of new sod variety, 0217, Fy-lking Kentucky Bluegrass, became available. Note rhizome development in sod plug 12 months after seeding. Tests indicate that new sod is adapted to close clipping and possesses desirable qualities of color, density, and hardness.



New officers and directors of the Missouri Valley Turfgrass Association chosen in conjunction with Lawn and Turfgrass Conference at the University of Missouri, pictured here at their first meeting following the election, are (from left front): secretary-treasurer Earl M. Page, Earl M. Page, Inc., St. Louis; president William M. Latta, manager, Princeton Turf Farms, Kansas City; first vice president and retiring president, Robert V. Mitchell, Sunset Country Club, St. Louis; and second vice president, Walter W. Fuchs, Upjohn Co., Glen Ellyn, Ill. Standing are director Donald Clemans, Norwood Hills Country Club, St. Louis; group advisor and consultant, Dr. Delbert Hemphill, professor of horticulture, University of Missouri, Columbia; and director Stan Frederiksen, Mallinckrodt Chemical Works, St. Louis. Not pictured is director Robert Bechtold, Bechtold Lawn Service, Columbia.



Lynn Partee, left, Blume System Tree Experts, Houston, Tex., received Class I safety award from NAA safety division chairman, Glenn Burns. Blume won the award for companies with 100 or more employees for the 7th consecutive year at NAA annual.