

vis trencher with hillside attachment. Dinsmore says a square trench is dug some 6 to 8 inches greater than diameter of the ball will be. Once trenching is done, roots are fine cut with a sharp spade and the ball hand shaped round with the spade.

Finally, Dinsmore follows the practice of keeping well-trained men as the hard core of his business. These men are hired on a full-time basis and guaranteed year-round labor. Part-time help is hired for seasonal work.

Probably more important than the productive hours saved by Dinsmore's management practices is his business acumen. He uses the best principles now available to the small businessmen. An auditor furnishes him a monthly report. This report, drawn by the auditor from book-keeping entries supplied by Dinsmore's Girl Friday, gives costs of sales, a statement of condition of the business, and a profit-and-loss statement. He uses this monthly information on which to base his prices. Dinsmore operates on the theory that you can't wait the better part of a season to learn whether the small percentage increase being paid for materials is affecting the profit structure. He doesn't believe price is the key factor in gaining and holding customers. Most of the private customers who make up 80% of his business, and the remaining 20% who are commercial accounts, are more interested in service and reliability than in a few dollars less on the cost of a job.

Clients Select Own Trees

Another business practice aimed at client satisfaction is making sure that trees planted by the company fit the location and surroundings and give the effect which the purchaser is seeking. For this reason, Dinsmore shows his nursery trees by appointment. In the case of a homeowner, if he isn't familiar with the homesite Dinsmore makes arrangements to pick up the husband and wife. This lets him assess the situation and later guide them in selection at the nursery. Some 99% of his customers tag their own trees at the

Why the spring-activated feed plate —
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Take a good look at the Fitchburg feed plate. It's patented — no other chipper has this feature. Because the feed plate is *spring-activated*, it "gives" and automatically adjusts to size of wood, up to the machine's rated capacity. Result: No sudden shocks to rotor assembly, engine can be run on lower r.p.m., chipping is smoother, quieter and faster.

No hard-to-control fly wheel. The spring-activated feed plate makes a fly wheel unnecessary. No waiting for fly wheel to speed up, no worries about safety, bearing troubles, or clutch strain. Compare the ease and efficiency of a Fitchburg with *any other* chipper!

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Everything you need for Line Clearing, Forestry Work, Brush Cutting, Nursery Care, Root Cutting and Pruning, Professional Tree Expert Work.



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nursery. Dinsmore selects trees only for commercial accounts and a very few longtime customers. Occasionally he will select a tree for a client after making it clear that once the tree is planted it cannot be returned. Through the years this practice has paid dividends in customer relations. He finds that once customers have selected a tree and have it planted at their home, they are always pleasantly surprised at how much greater in size the tree appears. This is a plus factor common to the business. If a customer questions price of a tree, Dinsmore frankly appraises them of the fact that the arborist is primarily selling time, meaning the time to grow the large, carefully nurtured shade tree.

Large Accounts Usually Advantageous

Big, new commercial developments are tempting to the arborist. The chance to bid and win the big account is usually advantageous, but for only one year. This may be good, but it can usually be handled only by sacrificing service to regular accounts. When Dinsmore was one of four St. Louis tree companies invited to bid on the huge, new St. Louis Northwest Shopping Center tree program, a center which is one of the largest in the world and which has probably spent more to beautify the area with trees than any, he first considered the effect this one-season project would have on his business. As a result, he got together with the three other companies invited to bid and suggested they pool their efforts and resources and submit one bid. This proved to be satisfactory with the developer and a happy arrangement for the arborists. Result was that the four divided the 600-tree job both dollarwise and by numbers and each was able to supply the type of trees most available to him via his nursery or other channels. In this way, all were able to handle what has proved to be a masterful accomplishment and at the time protect service to their regular customers. Dinsmore regularly handles a number of large

commercial accounts including McDonald Aircraft, Monsanto and others.

A business practice available to any arborist is that of studying the practices of others in the business. Dinsmore reports that through the years he has carefully studied large operators, applying some of the principles to his own business. For example, he has moved when necessary. He found that increased taxes made his warehouse and tree sales lot too valuable a property for these purposes. So he purchased a site about one mile from the original office and warehouse and built a new 4000 square foot building to fit his operation. He maintained his headquarters and office at the original site and built five additional store buildings which he rents to suburban Ladue retail outlets. Also, he has bought and sold nursery acreage and at the same time retained the most valuable portion of his original nursery.

Equipment must be kept busy to be profitable. Dinsmore buys equipment as needed, but will not purchase equipment which he cannot justify despite the temptation. He says it is impossible to justify the price of a crane since it cannot be used on a regular basis. When the need arises, he leases a Bucyrus-Erie crane with 90' boom. Cost including an experienced operator is only \$20 per hour. This is used to take down large trees and to plant trees on terraces, permitting the firm to take jobs which originally could not be handled. Also rented as needed is a low-boy truck since this is another piece of equipment seldom used.

Dinsmore originally started his career in 1928 as a tree man with the Davey Tree Company. After a short training period, he started working with Davey at Portland, Me., and later at Boston, Mass. He started on his own in a small way in 1931. Dinsmore believes that establishing a nursery was probably the big step toward success and growth in his business. Prior to this he had to locate available trees and cart his customers to them. He started the first trees at the

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toxicity, these stable, low-odor pesticides are quick-acting and can be stored for extended periods. They're economical, too. Malathion's unique "reach-out" capability is just one economy factor. We can tell you about a number of others. Just ask us.

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nursery in 1935. All are planted in three or four rows on 12'x12' squares beside 20' roadways. This permits easy access for care and removal. Dinsmore now has about 70 species of deciduous trees in the 110-acre nursery, all of which is not yet in trees.

Associated with Dinsmore in the business is his brother, W. T. Dinsmore, who owns a minority

share and is also a longtime arborist. W. T., known among arborists as "Red," lives on a farm 24 miles southwest of the Ladue office and maintains a small tree nursery along with working actively on a full-time basis in the business.

For the future, Dinsmore predicts an acceleration in business

for the industry. More people with greater appreciation for tree beauty will continue to increase the demand. Dinsmore points to the growth of garden clubs, the moving of businesses from railroad sidings to highways where they are developed into showplaces, and overall strength of the economy. These factors, he believes, are keys.

Dinsmore Shop Time Savers

1. Zoning the area served to save backtracking by crews.
2. Annual service contracts for advance scheduling.
3. Direct mail to regular clients as reminders for coming seasonal work and to help increase advance scheduling.
4. General tree work handled during slow periods.
5. Company coffee to eliminate enroute coffee stops.
6. Housing located at nursery site.
7. Maintaining hard core of year-round experienced men and supplementing with part-time labor.

Dinsmore Business Principles

1. Use of monthly audit report on which to base many business decisions.
2. Assuring client satisfaction by getting buyers to select and tag own trees.
3. Protecting service to regular private and commercial clients by careful selection of new and large commercial accounts which might jeopardize company's record for customer service.
4. Studying business practices of other arborists, particularly large operators, for principles applicable to his own business.
5. Leasing equipment which is expensive and necessary only for infrequent jobs.
6. Maintaining own nursery.

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Lindig offers the first commercially available Soil Cart and Steam Aerator for preferred low temperature aerated steam treating of soil.

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Less than an hour is needed to raise temperature and treat cart capacity of 48 cu. ft., using normal steam line pressure. Aerator can also be used to cool soil after treating. Treat large quantities by setting up continuous system with one aerator and several carts. Aerator available in 350 CFM size. Cart Cover and 18" probe type Temperature Gauge available as accessories.

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Insect Report

WTT'S compilation of insect problems occurring in turfgrasses, trees, and ornamentals throughout the country.

Turf Insects

ENGLISH GRAIN APHID

(*Macrosiphum avenae*)

Delaware: On ryegrass in Kent County.

MAY BEETLES

(*Phyllophaga* spp.)

Arkansas: Emergence heavy in central and southern areas; light in northwest. Damaged golf greens by digging into ground for ovipositing.

A JOINTWORM

(*Harmolita opuntiae*)

Utah: Caused numerous galls on a short grass, evidently *Hilaria* sp., in Cisco and La Sal area of Grand and San Juan Counties, and near Cedar City, Iron County. High incidence of these galls in some localities.

VEGETABLE WEEVIL

(*Listroderes costirostris obliquus*)

California: Larvae and adults heavy on grassland at Lemoore, Kings County.

Ornamentals

AN APHID

(*Neophyllaphis araucariae*)

Florida: Adults infesting all podocarpus inspected at nursery in Ft. Lauderdale.

BAGWORM

(*Thyridopteryx ephemeraeformis*)

Oklahoma: First small larvae of year on evergreens in Stillwater area of Payne County.

NATIVE HOLLY LEAF MINER

(*Phytomyza ilicicola*)

Virginia: Adults emerging on Eastern Shore. Damage to holly extensive in 1966; should be severe in 1967.

A LEAF ROLLER MOTH

(*Argyrotaenia* sp.)

California: Medium on roses at Encinitas, San Diego County.

A PLUME MOTH

(*Platyptilia antirrhina*)

California: Larvae heavy and boring on snapdragon stems at Sacramento, Sacramento County.

ARMORED SCALES

Alabama: *Fiorinia theae* crawlers heavy on camellia and Burford holly and *Unaspis euonymi* crawlers heavy on euonymus in Lee County. California: *Aspidiotus nerii* medium on New Zealand flax nursery stock at Los Banos, Merced County. A.

camelliae heavy on camellia nursery stock at Vista and Encinitas, San Diego County.

Tree Insects

A BARK BEETLE

(*Xylosandrus compactus*)

Florida: Adults associated with cypress twigs and killing twigs of red-bay at Gainesville.

ELM LEAF BEETLE

(*Pyrrhalta luteola*)

New Mexico: Moderately heavy populations feeding on elm trees in Belen area, Valencia County.

EASTERN TENT CATERPILLAR

(*Malacosoma americanum*)

Connecticut: Hatching observed at East Windsor and Naugatuck. New York: Emergence observed in Ontario County. Ohio: In Mohican State Forest, Ashland County, larvae small but common on wild cherry trees. Webbing more common in this area than last year. Oklahoma: Larvae preparing to pupate in Major County. Virginia: Small tents visible on Eastern Shore.

Compiled from information furnished by the U. S. Department of Agriculture, university staffs, and WTT readers. Turf and tree specialists are urged to send reports of insect problems noted in their areas to: Insect Reports, WEEDS TREES AND TURF, 1900 Euclid Ave., Cleveland, Ohio 44115.

Spread it on. Or spray it on. Either way, you get a fast and easy kill of broad-leaved and grassy weeds with Hooker MBC.

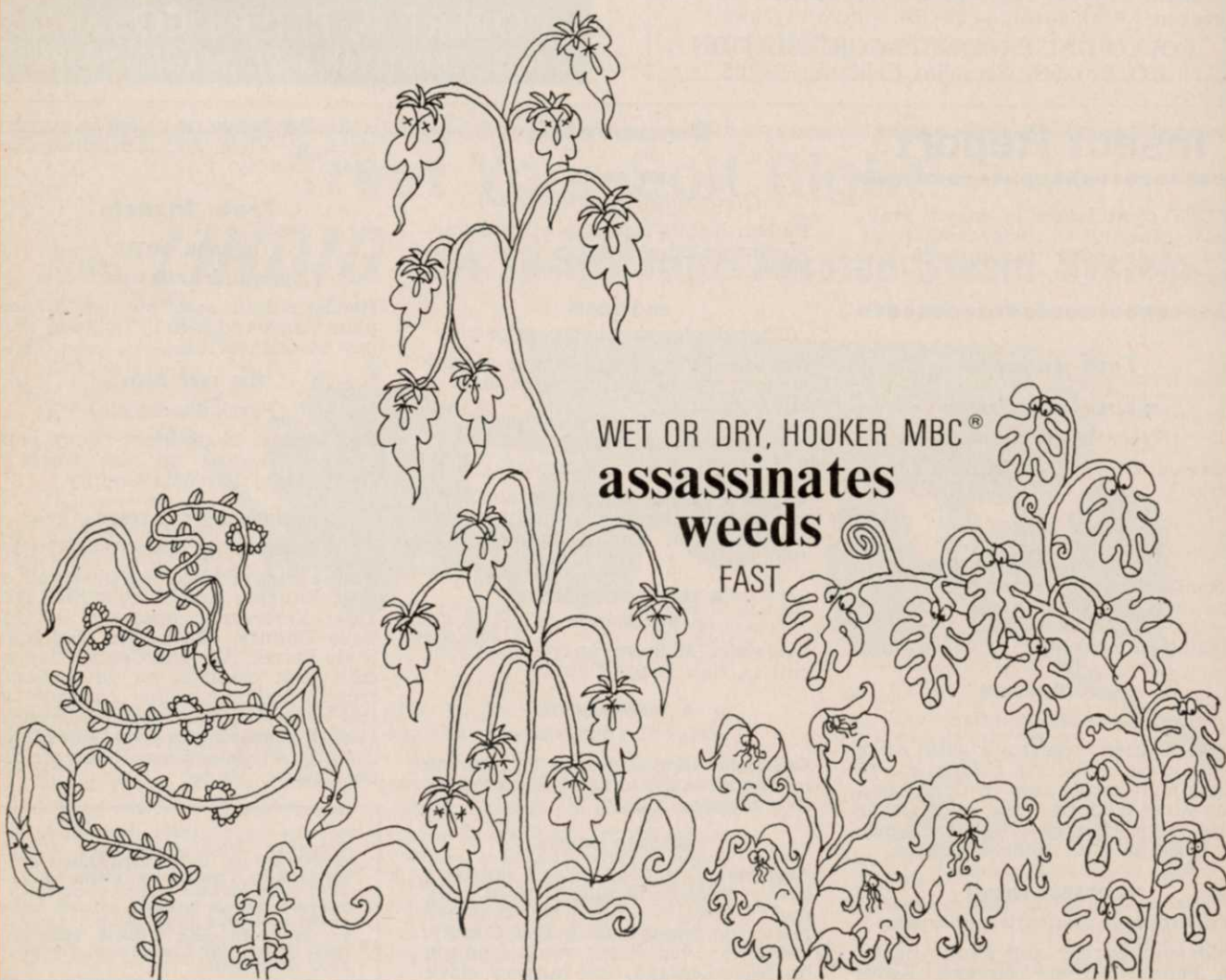
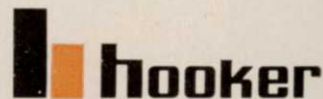
MBC leaches into the soil after rain or irrigation. Attacks roots. Sterilizes the soil for a season or longer. It kills top growth almost on contact.

MBC wipes out such hard-to-kill pests as Johnson grass, bur rag-

weed, hoary cress, and bindweed along ditches, roadsides, and on industrial and other noncrop land.

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FAST

Introducing 0217 Brand, Fylking Kentucky Bluegrass A Kentucky Bluegrass Adapted To Close Mowing

By DOYLE W. JACKLIN

Turf lovers have long wished for a turf with the good color, density and hardiness of Kentucky bluegrass yet which would stand up to extremely close clipping. A new dwarf bluegrass now available in limited quantities, meets this requirement and goes far beyond it to offer outstanding advantages over most other grasses both for golf tees, greens aprons, low-mowed fairways, and for home lawns.

The new variety, now being registered under its test code number 0217, is Fylking Kentucky bluegrass. The first seed was produced at the famed Svalof plant breeding station in Sweden. It was brought to this continent ten years ago by Arden W. Jacklin, president of the Jacklin Seed Company of Dishman, Washington. Since then Hogg & Lytle Seeds of Oakwood, Ontario, have been associated with Jacklin in testing and developing the variety for Canadian use.

The reason why Fylking can withstand closer mowing than

many other Kentucky varieties is due to its low-growing nature. It has a short leaf sheath, moderately prostrate leaf blades, a fairly slow rate of vertical growth and the ability to maintain a high quality leafy turf during seed setting time in the late spring. This is the time when many other varieties become spindly. It can be safely recommended for use on tees and aprons of greens because it readily tolerates cutting heights of $\frac{1}{2}$ to $\frac{3}{4}$ inch and has grown well under prolonged cuttings at $\frac{3}{8}$ of an inch.

Table I illustrates the superior color ratings of Fylking received in recent North American testing.

Among the other desirable characteristics of Fylking, which extensive testing has revealed, is the speed with which it becomes established. Under optimum conditions sod lifting time has been reduced to six or seven months after planting. Even under less favorable conditions, September seeding should be ready for lift-



New sod variety, 0217, Fylking Kentucky Bluegrass, will shortly be 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 hardiness.



Note vitality of sod strip of 0217 lifted 10 months after seeding.

ing by late spring or early summer.

An important phase of the widespread testing program was obtaining reliable data on the disease resistance of Fylking, test coded as 0217. Results in this area are most promising. A number of Kentucky bluegrasses have been particularly susceptible to leaf spot. Its various strains have probably damaged more Kentucky turf than any other disease. Fylking has shown excellent to outstanding leaf spot resistance. It also has excellent resistance to stripe smut

How fast can you say...

chop!



No matter how fast, it won't be faster than the high-velocity cut-off unit on a RYAN Heavy-Duty Sod Cutter (photo).

Chop! Just like that you get a clean, absolutely square and vertical end cut... automatically. And right on the button to the exact length you're pre-set from 1 to 9 feet.

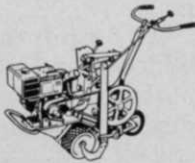
This ability to cross-cut sod as you go is just one of many reasons RYAN is the first choice of 9 out of 10 commercial sod cutters.

Another? Production... up to 15,000 square yards of perfect sod per day.

Another... visibility. The operator sees and follows the previous cut at all times... strips the field clean without a bit of waste.

For still other reasons why a RYAN will cut better sod faster (sod that lays better and faster, too), write today for the new RYAN Heavy-Duty Sod Cutter Bulletin.

For an easy to move companion unit, choose the RYAN JR. SOD CUTTER



Highly maneuverable in restricted areas, easy to move from job to job, the famous Ryan Jr. cuts 100 sq. ft. of sod per minute. Cuts a 12" strip up to 2 1/2" thick. Write for Bulletin!

Manufacturers of aerators, renovators, vertical mowers, spreaders, rollers, and sod cutters.

Ryan EQUIPMENT COMPANY

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TABLE I. Turf Color Ratings*

	1964	1965	1964	1965	1964	1965	1964	1965	1964	1965
Fylking	1	1	1	2	1	1	1	1	3	2
Merion	1	1	2	3	3	2		2	1	1
Windsor			4	4	2		3			
Newport				6	4	3			2	3
Park				5	4	4		3		
Common Ky			3	1	6	5	2	4	4	
	N. York		Conn.		Ohio		Minn.		Wash.	

*States included in Table I were selected as accurate representatives of test results received from all states. Varieties are rated in order of excellence.

and is one of only three commercially available bluegrass varieties which has resistance to this disease. Its stem and leaf rust resistance is rated as excellent and resistance to powdery mildew and Fusarium roseum is average or slightly above. In comparison with other varieties in Table II, Fylking was again rated as having out-

standing disease resistance characteristics.

The 0217 testing program has been carried on throughout the temperate zone of the United States and Canada and even into Mexico. The many private testers, institutions, experimental stations and homeowners who cooperated in the program provided a nonbiased yet extreme-

TABLE II. Disease Resistance

Rust*	1964	1965	1964	1965	1964	1965	1964	1965	1964	1965
Fylking		2	1	2	2				1	
Merion			3	4	3				2	
Newport		1	2	3						
Windsor		2								
Cougar				1						
Common Ky			3		1					
K 5 (47)		3								
	Ind.		Wash.		Minn.		Ill.			
Leafspot*	1964	1965	1964	1965	1964	1965	1964	1965	1964	1965
Fylking	2	1	1	2		2	1	1	4	3
Merion	1	2	2	1		1	1	1	1	1
Newport	4	3	4	3				2	2	2
Park				4						
Windsor	3		3							
Common Ky	5	4	5	5					3	4
	N. Jersey		Ohio		Minn.		N. York		Wash.	
Powdery Mildew*	1965				1965					
Fylking				2						3
Merion				3						1
Newport										2
Windsor				2						
K 5 (47)				1						
	Ind.				Calif.					

*States included in Table II were selected as accurate representatives of test results received from all states. Varieties are rated in order of excellence.

TABLE III. Turf Quality*

	1965	1965	1965
Fylking	1	1	2
Merion	1	3	1
Newport		5	3
Windsor		4	
Prato	1		
K 5 (47)	1	2	
Common Ky	2	6	4
	Minn.	N. Jersey	Wash.

*States included in Table III were selected as accurate representatives of test results received from all states. Varieties are rated in order of excellence.

ly critical evaluation of the variety. The consensus of all these tests was that Fylking possessed a number of superior and desirable turfgrass characteristics as indicated in Table III.

Under sod growing conditions, Fylking produces an unusually vigorous rhizome system with a uniform turf of luxuriant appearance. In 1964 and 1965 North American turf trials, Fylking rated high in competition with other varieties as indicated in Table IV.

It is considerably faster than other Kentucky bluegrass varieties in sod establishment. Because of its rapid rhizome production and superior sod density, a thatch build-up can occur unless there is proper maintenance. A thatch control program is recommended one year after estab-

lishment if the turf has received proper feeding and water application during its first year.

A limited quantity of 0217 brand, Fylking Kentucky bluegrass is commercially available in the United States and Canada. The extensive 0217 testing program will continue on an expanded scale, however, so as to provide a complete history of test results and evaluations to fully document the need and desirability for Fylking's introduction into the turf industry's variety pool. Certainly, on the basis of the extensive, critical testing of the last ten years, it can be said that 0217 brand, Fylking Kentucky bluegrass has most, if not all, the major characteristics desired in a turf, whether it be a golf tee, greens apron, closely mowed fairway, or home lawn.

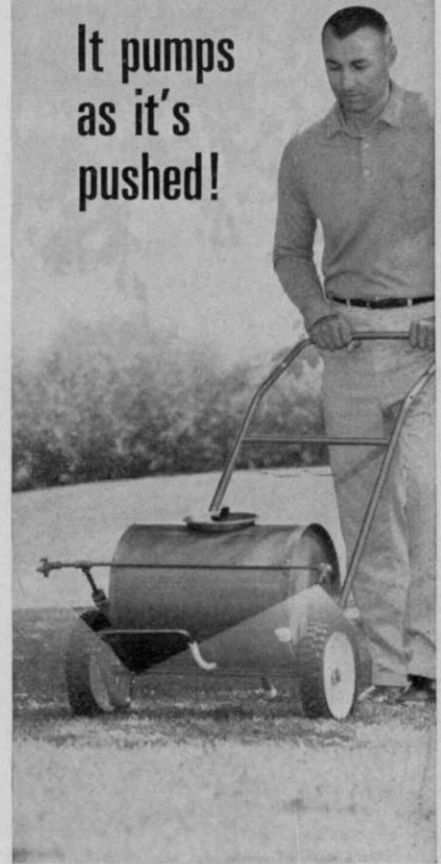
TABLE IV. Turf Density*

	1964	1965	1964	1965	1964	1965	1964	1965	1964	1965	1964	1965
Fylking	1	1	1	1	2	5	1	1	1	1	1	1
Fylking/Fescue						1						
Merion	2	3	1	1	1	4	2	2	1	1	1	1
Merion/Fescue						2						
Windsor	3	5	3			6	3	3		3		
Windsor/Fescue						3						
Newport	4	4			3	10	3	3				
Newport/Fescue						7						
Common Ky	5		4		3	11	4	4				
K 5 (47)		2		2								
Park			3	3	9					2		
Park/Fescue						8						
	N. Jersey	Minn.	Conn.	Wash.	Ill.	N. York						

*States included in Table IV were selected as accurate representatives of test results received from all states. Varieties are rated in order of excellence.

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One of the handiest sprayers a professional can own. Ideal for jobs too small or too irregular for power equipment. Sprays either a 48" wide or 24" wide swath. Unique rubber wheel-pump "milks" out solution as you push the sprayer. Lays down a heavy residual spray. For killing weeds. Fungus control. Insect control. Turf grubs. Fertilizes, too. Safe. Sure.

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Meeting Dates



- National Plant Food Institute, Annual Convention**, The Greenbrier, White Sulphur Springs, W. Va., June 11-14.
- The Hyacinth Control Society, Annual Meeting**, Holiday Inn, Fort Myers, Fla., June 18-21.
- American Society of Landscape Architects, Annual Conference**, Hotel Regency, Atlanta, Ga., June 25-28.
- American Association of Nurserymen, Annual Convention**, Americana Hotel, Bal Harbour, Fla., July 8-13.
- National Fertilizer Solutions Association, Liquid Fertilizer Round-Up**, Sheraton-Jefferson Hotel, St. Louis, Mo., July 11-12.
- Third National Grassland Field Day and Conference**, University of Nebraska, Mead, July 12-14.
- Southwestern Fertilizer Conference and Grade Hearing, Annual Meeting**, Skirvin Hotel, Oklahoma City, Okla., July 19-21.
- USDA Turfgrass Field Day**, Plant Industry Station, Beltsville, Md., Aug. 3.
- Miss Lark Trade Show and Convention**, Convention Auditorium, Hot Springs, Ark., Aug. 10-12.
- Penn State 1967 Field Day**, Pennsylvania State University, University Park, Aug. 16-17.
- Nursery and Garden Supply Show**, Texas Association of Nurserymen Annual Convention, City Auditorium, Austin, Aug. 20-23.
- International Shade Tree Conference, 43rd Annual Convention**, Marriott Motor Hotel, Philadelphia, Pa., Aug. 27-31.
- American Society for Horticultural Science, Annual Meeting**, Texas A. & M. University, College Station, Aug. 27-Sept. 1.
- Annual Turfgrass Short Course, Ala-Northwest Florida Turfgrass Association**, Auburn University, Auburn, Ala., Sept. 7-8.
- Pacific Northwest Spraymen's Association, Annual Conference**, Seattle Center, Seattle, Wash., Sept. 15-16.
- Northwest Turfgrass Conference, Annual Meeting**, Harrison Hot Springs, British Columbia, Sept. 19-21.
- National Agricultural Chemicals Association, Annual Meeting**, Holiday Inn, Palm Springs, Calif., Nov. 5-8.
- American Society of Agronomy, Annual Meeting**, Sheraton-Park and Shoreham Hotels, Washington, D. C., Nov. 5-10.
- Texas Fertilizer Association's 1967 Agricultural Exposition**, KoKo Inn, Lubbock, Nov. 9-10.

Rocky Mountain Producers Form Sod Association

A group of Colorado sod producers has recently organized the Rocky Mountain Sod Growers Association. Headquarters for the new group is at Denver, Colo.

Elected as officers of the new group are: president, J. R. Wilkins, vice-president of Green Valley Turf Co., Littleton; vice-president, Mel Rich, head of Richlawn Turf Farms, Inc., Littleton; and secretary-treasurer, Don Ida of the Green Spot, Littleton.

Board members are: Frank Stewart, Turfgrass Associates, Inc., Platteville; A. A. Hanson, Fountain Valley Seed Co., Fountain; and Marvin Hayes, Northern Colorado Seed Co., Boulder.

Goal of the organization is to acquaint the consumer on use of commercial sod for new lawns. Currently, Wilkins reports, the industry is approaching \$2 million yearly in sales in the state.

Missouri Turf Group Begins Second Year

A Missouri turf group made up of sod producers and members of the industry is seeking to expand membership as it begins its second year. Missouri Valley Turfgrass Association, Inc., incorporated as a nonprofit organization with a charter membership of 82 last year.

An early objective of the group was encouraging and assisting in turf research. Primarily, the Association began working with the University of Missouri agricultural division. Research most needed according to a poll of members at the 7th Missouri Turf Conference at Columbia, Mo., last year was an evaluation of turfgrass varieties, turfgrass breeding, disease control studies, fertility studies, management studies, herbicide research, and cooperative research with the Missouri Highway Department.

Results as reported by Secretary-Treasurer Earl M. Page, Milorganite distributor at St. Louis, are encouraging. The University of Missouri's Department



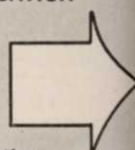
THE KEY TO EFFECTIVE BRUSH CONTROL

Amchem, originators of 2,4-D, 2,4,5-T and amino triazole weed and brush killers, present in this magazine a series of four single page advertisements outlining the keys, or most effective ways, of obtaining economical brush control.

This "key" series will include the following topics:

1. CONTROL OF MIXED BRUSH
2. AERIAL APPLICATION
3. STEM FOLIAGE APPLICATION
4. DORMANT APPLICATION

CUT OUT AND SAVE FOR REFERENCE



Be sure to watch for the entire series. Advertisements are scheduled for March, April, June and September.

PART THREE OF A FOUR-PART SERIES
No. 1 (Control of Mixed Brush).
No. 2 (Aerial Application)
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