



or



GO MECHANICAL!



Patent Applied For

For more information please contact:

THE JOHN NUNES MECHANICAL HARVESTING CO.
2006 Loquot Ave., Patterson, California 95363, Phone (209) 892-8776

Here's a mechanical sod harvesting machine that is setting the standards for the sod industry! The reason? Years of commercial field performance has proven its ability to handle all types of turf, to do it quickly, efficiently and at a low cost!

An important feature is the choice the grower has as to harvesting sod in rolls or slabs. The rolling and slabbing unit is interchangeable, and can be changed quickly and easily.

The NUNES Sod Harvester and 3 men can lift, roll or slab and palletize up to 1200 sq. yds. of sod per hour. The harvester travels alongside, never on top of the turf, during harvesting. The machine is adaptable to all regions taking into consideration terrain, soil and sod conditions. Operator has clear visibility of all operations at all times, field grading of sod is done on the move, field conditions are easily and quickly adjusted for, while in operation, with hydraulic controls.

The NUNES Sod Harvester is the solution for growers looking for a proven way to quickly and economically harvest sod. If you can cut turf with any standard sod cutter . . . our machine can pick up and harvest it!

For More Details Circle (110) on Reply Card

Send us your lake and we'll tell you how to weed it!

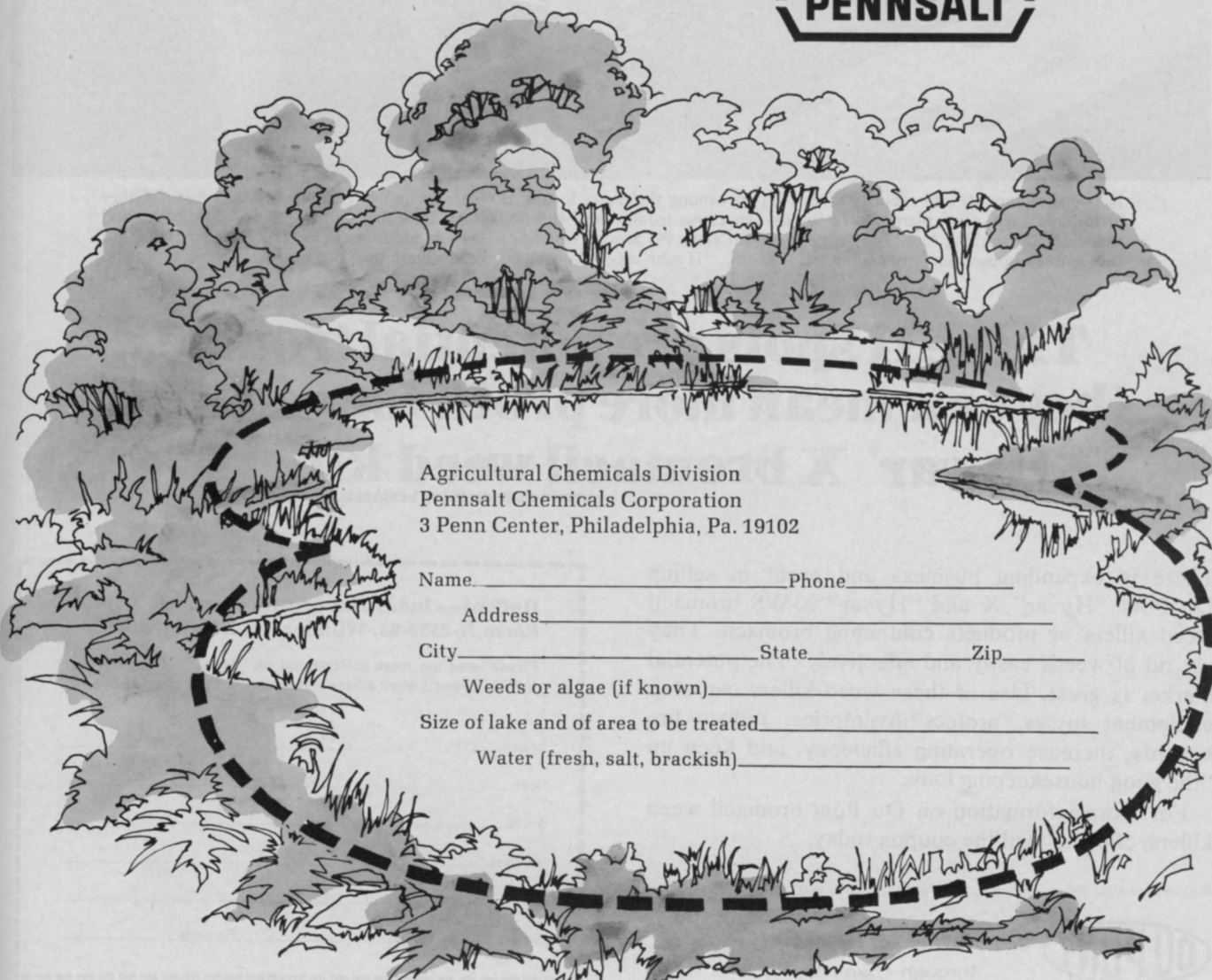
Whatever size (or kind) of lake or pond you've got, we've got a way to weed it. We have the know-how, the chemicals and, if needed, the applying service to kill the weeds but keep the fish.

And we've got aquatic weed specialists standing by to help.

In case you don't know us (that's possible!)

. . . we've pioneered in the development of weed control chemicals, and are leaders in applying service nationwide. That should qualify us!

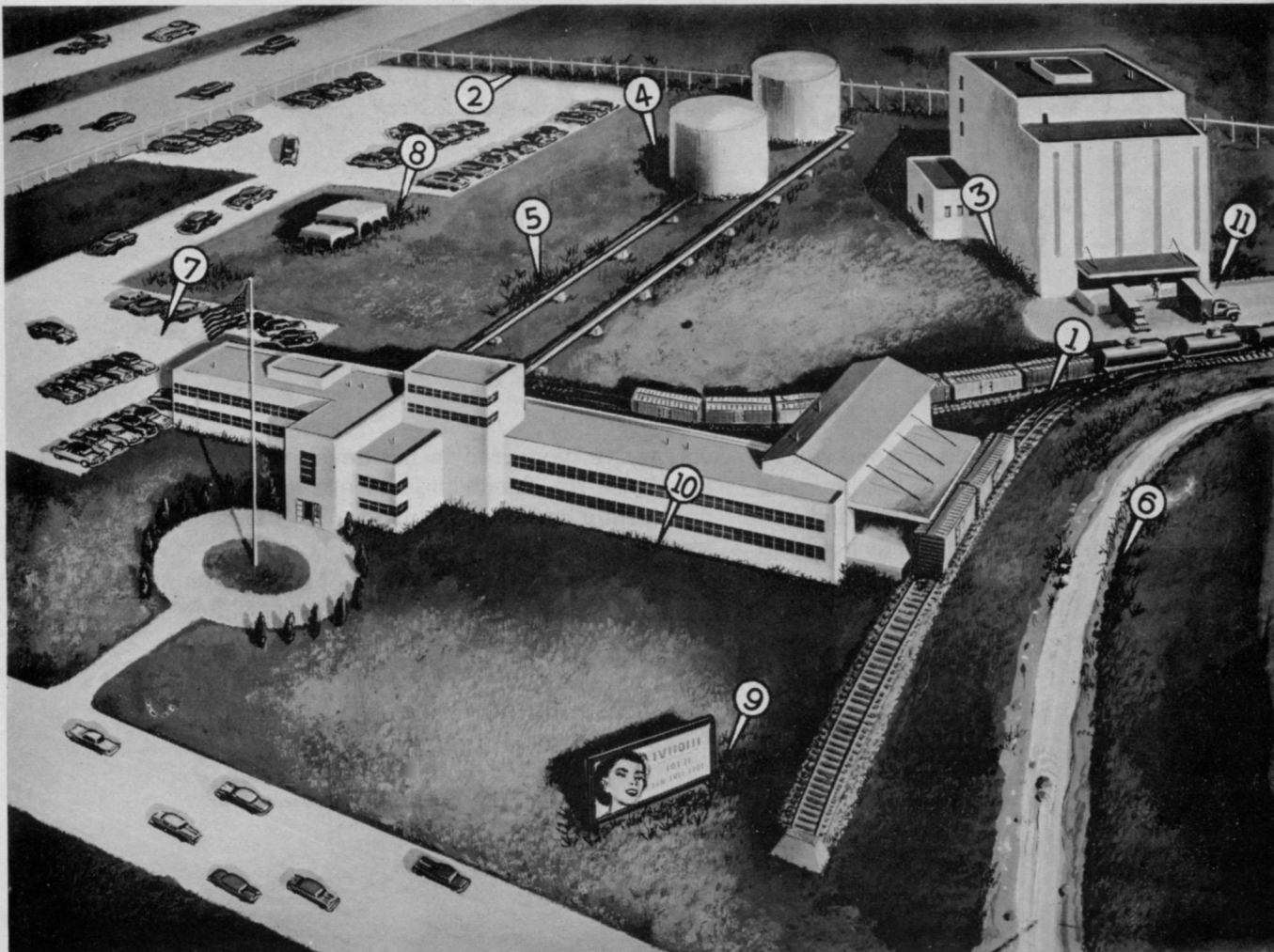
To get the help you need, just fill out the coupon below with the kind of weeds that trouble you. And the kind and size of your troubled lake.



Agricultural Chemicals Division
Pennsalt Chemicals Corporation
3 Penn Center, Philadelphia, Pa. 19102

Name _____ Phone _____
Address _____
City _____ State _____ Zip _____
Weeds or algae (if known) _____
Size of lake and of area to be treated _____
Water (fresh, salt, brackish) _____

For More Details Circle (116) on Reply Card



Railroad sidings (1) and security fences (2) are among the many locations where unsightly vegetation is a problem. Other locations in a typical plant where weeds can cause trouble are warehouses (3) tank areas (4) pipelines (5) ditches and roadsides (6) parking lots (7) storage areas (8) signs (9) around buildings (10) and loading docks (11). Take advantage of this market opportunity by selling "Hyvar" X, "Hyvar" X-WS bromacil weed killers or a product containing bromacil.

These 11 spots are potential trouble... they can mean more profit for you with **Hyvar® X bromacil weed killers** (or products containing bromacil)

There is expanding business and profit in selling Du Pont "Hyvar" X and "Hyvar" X-WS bromacil weed killers or products containing bromacil. They get rid of weeds easily and effectively. The potential market is great. Use of these weed killers can stop equipment losses, protect inventories, reduce fire hazards, increase operating efficiency, and keep up "the good housekeeping look."

For more information on Du Pont bromacil weed killers, clip and mail the coupon today.

With any chemical, follow labeling instructions and warnings carefully.



Better things for better living
...through chemistry

**DuPont — Industrial and Biochemicals Dept.
Room N-2533-63, Wilmington, Delaware 19898**

Please send me more information on "Hyvar" X and "Hyvar" X-WS bromacil weed killers and other Du Pont weed killers.

Name _____

Title _____

Firm _____

Address _____

City _____

State _____ Zip Code _____

For More Details Circle (104) on Reply Card

Special for This Issue

The Davey Tree Expert Company	8
<i>A report on the original tree care company, and how it maintains quality control despite far-flung operations.</i>	
Monster of Stockbridge Bowl	14
<i>Aquatic weeds nearly destroyed a lake and a community before Allied Biological Control Corporation found an effective cure.</i>	
Science of Mowing	22
<i>There's a relation between the characteristics of grasses and mowing, says J. R. Watson of Toro Manufacturing Company.</i>	
Lubricate or Languish	26
<i>That's the choice you have when it comes to taking care of equipment, says Stan Metsker, golf course superintendent.</i>	
Sod Winterkill Is Extensive	30
<i>Losses in the Great Lakes region point to a sod shortage until 1971.</i>	

Regular Features

Editorial: <i>You Are Where the Action Is</i>	6
Meeting Dates	29
Sod Industry Section	30
New Products	34
Classifieds	37
Advertisers' Index	37
Industry People on the Move	37
Insect Report	38
Trimnings: <i>What's in a name</i>	39

The Cover

Dale Nevin easily and safely trims the tall trees in a residential section of Kent, Ohio. An employee of the Davey Tree Expert Company, Nevin is on a line-clearing job for Ohio Edison Company. He's working from the insulated bucket of a Hi-Ranger, manufactured by Mobile Aerial Towers, Inc., Fort Wayne, Ind., one of several units recently added to Davey's massive array of equipment. A story about the Davey Company begins on page 8.



WEEDS TREES and TURF®

Volume 8, No. 6

June, 1969

Gene Ingalsbe
Editor

Alis Anthony
Editorial Assistant

Arthur V. Edwards
Editorial Director

A. J. Michel
Advertising Production

Hugh Chronister
President and Publisher

Dan M. Humphrey
Vice-President, Advertising

Roy Bever
Director of Circulation

ADVERTISING SALES OFFICES

Cleveland, Ohio 44102
9800 Detroit Ave./216+631-6468
William Schmunk, Mgr.

Chicago, Illinois 60601
333 N. Michigan Ave./312+236-9425
Richard Scrymiger, Mgr.

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

New York, New York 10017
757 Third Ave./212+421-1350
Herbert Laager, Mgr.

Columbus, Ohio 43212
1350 W. Fifth Ave./614+486-9638
Gilman Calkins, Mgr.

Lansing, Michigan 48906
4415 N. Grand River/517+372-5254
Paul Bundschu, Mgr.

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
Al Pierce

WEEDS TREES AND TURF is published monthly by The Harvest Publishing Company. Executive, editorial: 9800 Detroit Ave., Cleveland, Ohio 44102.

Single Copy Price: 50 cents for current issue; all back issues 75 cents each. Foreign \$1.00.

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. are \$7.00 per year; Canada and other countries, \$10.00 per year. Controlled circulation postage paid at Fostoria, Ohio 44830.

© The Harvest Publishing Company, 1969

Member Business Publications Audit



We send this magazine to you because we think the information in it will be helpful as you pursue your profession or conduct your business. Is it?

Unless you instruct us differently, we intend to continue these editorial objectives:

—To inform you as early as possible about new and improved products you can use;

—To bring you the results of university, industry, and governmental research in your field of interest;

—To report on the activities of the professional associations within the vegetation care industry.

—To keep you posted on legislation that your industry needs and legislation that might unnecessarily restrict your operations.

—To provide a forum for idea exchanges on labor problems, management practices, operating techniques, profit-making, merchandising, community relations, and other subjects.

How well we accomplish that last objective is pretty much up to you.

What goes on in the laboratory or the field test

You Are Where the Action Is

plots is important. But the real action is where you are.

You decide whether a chemical, an application technique, a piece of equipment, or a management technique is really effective—and practical.

Your evaluation needs to be disseminated. The laboratory researcher and the industry engineer have the "news release" system to spread the results of their efforts.

You have a system, too, if you'll use it—letters to the editor of WEEDS TREES and TURF magazine.

We thrive on letters. No letters is like making a phone call, hearing the ring, hearing the receiver picked up . . . and then nothing.

If an idea has worked well for you, let us know. We'll circulate it. Your reward, most likely, will be something from someone else that you can use.

So the over-all purpose of this magazine is for us to communicate with you, and you with us, and each of you with each other.

No one of us is wiser than all of us together. Why shouldn't we all benefit from our collective knowledge?

July

WEED & BRUSH CONTROL PLANNER



Timing Is Everything

Throughout 1969 we have been recommending specific *chemicals* for specific *problems* at specific *times* of the year. Our point has been—and will continue to be—that there is a best time of year and a best chemical for getting effective weed and brush control.

The key words are "effective control". If you have already applied "economical" chemicals and yet weeds and brush are still a problem, there has been no economy. You will have to re-apply, which will double your costs for both chemicals and labor.

If you have applied Amchem's specialized herbicide products when and as directed, however, you have effective control. And that is what economy is all about.

Tip: In the North, add the systemic, translocating chemical, Amizol® to your tank mix, to kill late-appearing, perennial weeds. In the North or South, if you did not get rid of crab grass or johnson grass in April, add Fenac® to your present spray and get long lasting residual kill.

AMCHEM PRODUCTS, INC.
AMBLER, PA.

See your Amchem representative for an individualized, month by month prescription for your weed control problems.

AMCHEM

First name in
herbicide research

For More Details Circle (101) on Reply Card



The Mitts & Merrill Brush Chipper . . . most efficient way to reduce branches, limbs, brush

These exclusive features:

- Staggered knife pattern . . . means more cuts per revolution, smoother cutting action, smaller chips of uniform size (reusable as mulch)
- New folding feed chute extends to 60" overall length, eases maneuverability and protects cutting chamber.
- Reversible knives . . . give you twice the service between sharpenings; also self-adjusting with positive lock pin to prevent throw-out

- Heavy duty construction . . . coil spring, torsion type suspension; all tubular steel trailer frame
- Torque converter . . . available on all models

For complete information and list of specifications, contact dealer nearest you or write us direct.

mitts & merrill



There's a Mitts & Merrill Brush Chipper dealer near you — ready to serve.

ARKANSAS, Little Rock
Moody Equipment & Supply Company

CALIFORNIA, Los Angeles
SABCO

CALIFORNIA, Sacramento
Action Equipment Company

COLORADO, Commerce City
Macdonald Equipment Company

CONNECTICUT, Stamford
Muench Company, Inc.

FLORIDA, Jacksonville
Florida Equipment Co. of Jacksonville

ILLINOIS, Rosemont
Illinois FWD Truck & Equipment Company

ILLINOIS, Springfield
Drake-Scruggs Equipment, Inc.

LOUISIANA, Baton Rouge
General Equipment, Inc.

MASSACHUSETTS, Needham Heights
E. J. Bleiler Equipment Co., Inc.

MICHIGAN, Detroit
Contractors Machinery Company

MICHIGAN, Franklin
Cannon Engineering and Equipment Co.

MINNESOTA, Minneapolis
Road Machinery and Supplies of Minneapolis, Inc.

NEBRASKA, Omaha
Omaha Body & Equipment Company

NEW HAMPSHIRE, S. Merrimack
Consolidated Utility Equipment Service, Inc.

NEW JERSEY, Lodi
Dianem Company

NEW YORK, Masapegua Park, Long Island
Equipment Sales & Service Co.

NEW YORK, Albany
R. B. Wing & Son Corporation

NEW YORK, Syracuse
State Equipment Company, Inc.

NORTH CAROLINA, Charlotte
Baker Equipment Engineering Company

OHIO, Massillon, Karl Kuemmerling, Inc.

OKLAHOMA, Enid
Bert Smith Road Machinery Co., Inc.

OREGON, Portland
Cal-Ore Machinery Co.

TENNESSEE, Memphis
Utilities Equipment Company, Inc.

UTAH, Salt Lake City
Truck Equipment Sales Company

VIRGINIA, Richmond
Baker Equipment Engineering Company

WASHINGTON, Seattle
Sahlberg Equipment, Inc.

WISCONSIN, Brookfield
Utility Equipment Company

CANADA, Cooksville, Ontario
A. E. Joslin Machinery & Equipment Limited

Winnipeg, Manitoba
Howard F. Powell (1963) Limited

Montreal, Quebec
Aird Equipment Limited

or contact Mitts & Merrill, Inc., 109 McCoskry St. Dept. WT-79, Saginaw, Michigan 48601

For More Details Circle (115) on Reply Card



How a leader operates

The Davey Tree Expert Company

"The original and largest complete tree service organization . . ."

WHILE the claim to being largest, depending on definition, may be disputed, the descriptive phase is reason enough to write about The Davey Tree Expert Company.

Founded in 1909 in Kent, Ohio, it operates in 42 states and Canada with nearly 2000 employees, and is expecting sales this year of \$19 million.

The name means what it says, The Davey Tree Expert Company, whether the *expert* refers to "tree" (and know-how about other services performed) or to "company" as an opinion of how the business is organized and operated.

Davey's varied operations can be grouped into three categories: utility services represent 60% of the volume; tree care 35%; and landscaping and miscellaneous services the remainder. Many projects include work in more than one category.

Davey men move easily and comfortably in the highest echelons of industry and government. Yet the Davey reputation rests finally with the men who wrestle the rugged brush country, swing skillfully in the trees, and tread delicately over commercial and private lawns. That has been the story since 1909.

Eight years earlier, according to Davey President Alexander M. Smith, founder John Davey published a book, *The Tree Doctor*.

"He wanted to interest people in preserving trees," Smith said, "for from the time pioneers settled the country, they had toiled to cut down trees. In some respects, the pioneers considered a tree a nuisance as they worked to clear the land to farm."

As early as 1880, founder Davey had spoken of his then revolutionary idea of preserving trees by scientific care. From the time he had arrived

in America in 1873 from his native England, Davey had been appalled by the neglect and abuse of trees, and by the seeming indifference toward their ailments.

He wrote his book on the principle that trees are living things, and, with proper care, the life of a tree could be prolonged at least for a span that far exceeded human life.

"The first reaction he got from the book," said Smith, "came from people who couldn't see themselves climbing around in trees. So they ask John Davey to take care of their trees for them.

"And that's about how the company got started."

An early question that comes to mind is: How can a company of this nature achieve uniformity in the quality of products and services? Operations are far-flung, and hundreds of men work pretty much individually and independently of each other as they collectively build the corporate reputation.

The answer comes in a number of parts. Among them:

—a required training course for personnel working in the field;

—written procedure guides for the variety of services performed;

—standard billing rates;

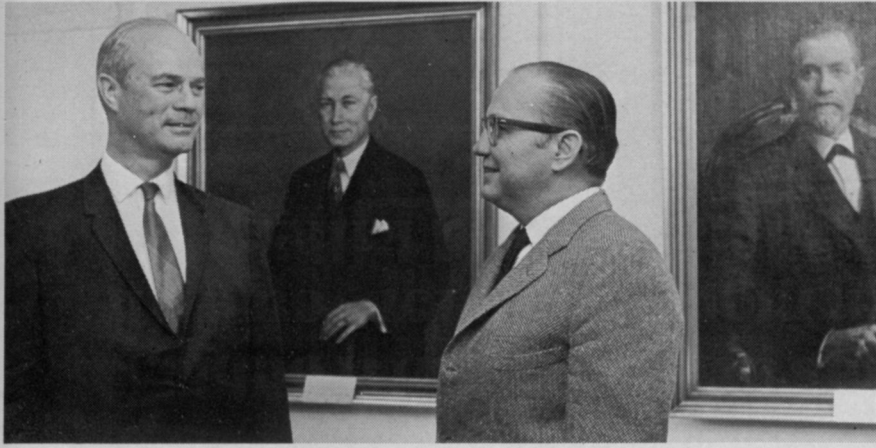
—continuing quality control research on all products used; and

—a supporting administrative staff well-versed in field operations.

"Practically, every man working in the field has gone through our school, or else works directly under a man who has," said J. W. Joy, vice-president in charge of sales.

First Training Center

Joy was speaking of the Davey Institute of Tree Service in Kent, the first school of its kind. Company photographer Dick Birkenner's albums are filled with hundreds of photos of graduates since the institute was begun in 1909.



Davey leadership is shown at left, at the beginning and present. In the foreground are Alexander M. Smith, left, president, and Martin L. Davey, Jr., chairman of the board. Portraits in the background are those of founder John Davey, right, and successor, his son, Martin Davey, Sr., who served in a number of federal and state legislative posts, including governor of Ohio from 1935-39.

There is ample evidence of the Davey spirit in those early days among students beyond learning the fine points of their chosen trade. Albums contain picture after picture of athletic teams — basketball, boxing, baseball, fencing, wrestling. Extra-curricular in some respects, this type of program had its merits. It helped develop able-bodied men, the kind Davey Company is having increasing difficulty finding today.

"We're feeling the effects of the war in Vietnam and the related manpower shortages as are many companies," said Bert Stamp, vice-president for field operations.

Times change, and emphasis is less on athletic competition, but learning the Davey trade is as intensive.

New men, whether they lack a high school diploma or hold a col-

lege degree, start with the apprentice school. They learn *exactly* how a Davey man ties knots and uses a rope; climbs a tree; prunes a limb; repairs a cavity; cares for tools; identifies leaves, twigs and insects; directs a spray stream; feeds brush into a chipper; maneuvers a back hoe or an aerial bucket.

Some men continue their training through a 10-lesson extension course that qualifies them to attend foremanship school.

For the most part, the institute subject matter is technical. Foremen do get sessions on salesmanship, complaint handling, administrative reporting, and employment practices.

Joy readily concedes that Davey foremen, district managers and area representatives are technicians first and salesmen second.

"When businessmen or homeowners call a Davey man, they don't expect a salesman, they expect a consulting arborist," he said.

42 'Profit Centers'

Davey's field organization is similar to that of most large companies. Larger territories usually have a supervisor and district manager, a general foreman, and any number of foremen in charge of the crews. Smaller territories may not have a general foreman and the supervisor and the district manager may be the same person.

The top man in each of the sales territories works solely on commission, "so you might say we have 42 profit centers," said Joy.

"We establish policies and work procedures in detail," Joy explained.



"We planted a forest (1700 trees) in Arlington National Cemetery in 1968," reported Ted Baer, assistant sales manager, in giving an example of Davey customers. Landscaping jobs have included the Deere & Company Administrative Center in Moline, Ill., and the grounds of four state



capitals. More than 30,000 diseased elms have been removed for the City of Buffalo, N.Y. And the new "Bombardier," a tracked vehicle, masters the rugged terrain of rights-of-way spraying jobs for big utilities, such as Duke Power, Consumers Power and New England Power.



Davey crews vary in size according to requirements. The crew above displays its standard equipment.

"Procedure manuals are furnished to every foreman, some 600 of them.

"Standard billing rates cover everything we do. We review them once a year, consulting with the district manager. All billing is handled from the main office."

While men in the field handle most bidding, larger "house jobs" are bid by the home office. Examples are a recent project in Arlington National Cemetery, line-clearing for large utility companies, and certain specialized operations.

"We still contract some new business on the basis of bid," Joy said, "but as customers get to know Davey work, we change to time and material. I would say that 70% of our resale work is on this basis."

Advertising Coordinated

A full battery of promotional material flows regularly from the home office at 117 S. Water St., announced

inconspicuously by a simple 18 x 4-inch metal plate on the door.

"We maintain an 80,000-name list of home-owners and contact them by direct mail to solicit their continued tree-care business," said Advertising Manager Henry Schmid.

Yellow-page advertising goes in about 200 books. "We've found that about half of the people have a name in mind when they look for a service, so we feel that being there is most important," Schmid explained.

Hopefully the listing will be connected with Davey's national advertising program.

Though the "front door" is almost hard to find, there is ample living evidence of the Davey Tree Expert Company around Kent — known as the Tree City.

Sizable portions of Kent's residential area look like those of any other city, except for one thing —

many of the trees are growing in neatly arranged rows.

"I helped plant one of those," said Schmid, as we drove through one area. "I used to work in the field, and part of the school training is to learn how to plant trees.

"Most of our supervisory people in the home office actually did tree work to begin with. They came up from the field. In the operations end of the business, it's helpful to know how the field work is done."

When the Davey company takes great pains to develop a specialty, whether it's manpower, resources, or equipment, it also goes to extra effort to maintain that specialty.

Employee Benefits Varied

To keep its skilled manpower, for example, the company offers a complete benefits program, to include insurance, retirement, and savings plans. It maintains a 35-acre park with fishing and picnic grounds for employees in Kent and provides a scholarship program at Kent State University for employees' children.

The Davey Bulletin, monthly employee magazine, is in its 58th year. Editor George Galloway counts among his contributors "All Davey Folks."

Concerning resources, Davey has a research farm and nursery stock near Kent and a 40,000-tree nursery at Wooster, Ohio.

Vast Equipment Array

Davey's biggest expression of intent to preserve an asset is a new \$250,000 Kent service center, completed last fall. The 28,000 sq. ft.

Major servicing and customizing of \$3 million worth of Davey equipment is done in a 28,000 sq. ft. shop in Kent, completed last fall. Al Stress, right, directs the efforts of 22 men. The shop is equipped to handle everything from sharpening hand saws to overhauling trucks and cranes.

