

easier to see coverage with foam. More important, the customer can easily see what kind of coverage he's getting."

Telge has noted that browning comes a little slower, in some cases, than with water—6 to 8 days, instead of 4. "What we are getting, though, is translocation kill instead of dessication kill."

Vegetation Control Work Expanding

TurboTrim and foam spraying are just two of the innovations that come with regularity for the steadily expanding 27-year-old Mobley Company.

The firm that John Mobley, Jr., started in 1943 as an oil tank cleaning and oil hauling business has changed dramatically, as sons John III, Tom and David added their talents.

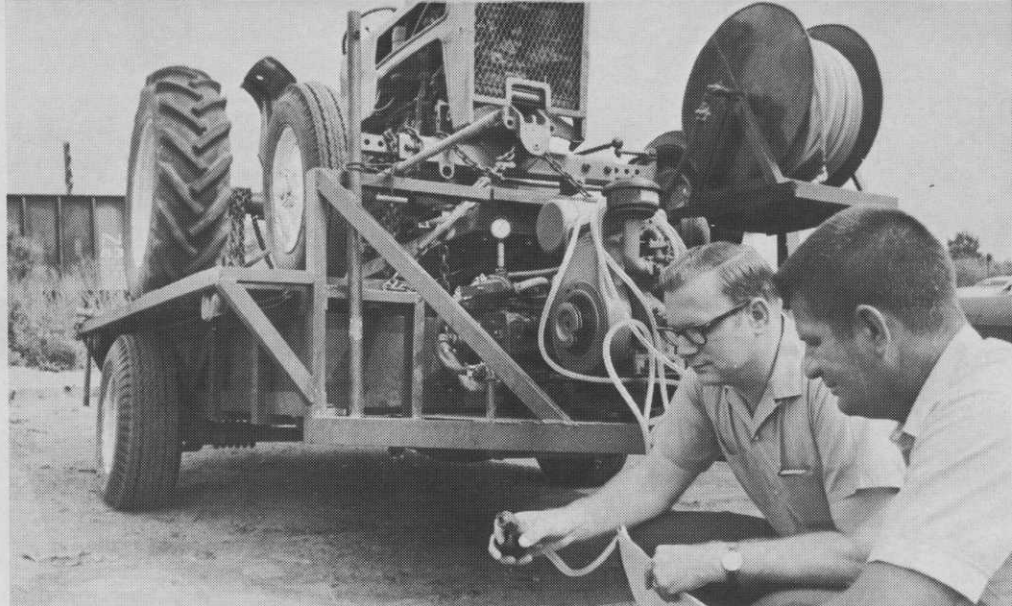
To provide off-season work for employees in the trucking end of the business, Mobley Company entered the weed control field in 1958. Activities were soil sterilization and brush control, primarily for the petrochemical industry.

"Vegetation maintenance is the fastest growing segment of the business," said Tom Mobley, "now accounting for roughly half of annual volume.

All but one of the Mobley divisions operate from Kilgore. Applied Chemicals Division operates from Beaumont. Other divisions are the Transport Division, Mobley Chemicals, Inc., and Southwest Disposal, Inc. Sales offices are maintained in Dallas and Austin.

With the exception of the purchase of the Walker Chem-Spray Company about five years ago, all new operations have been created and developed. From five trucks in 1961, the total at last count was 61 pieces of rolling stock.

A flat-bed trailer, tractor, pump, engine and hose—and Don Telge, right, (with Tom Mobley) is ready to apply foam spray to turf. But that's not quite all of the equipment description. Look closely, and you can see a 400-gallon tank as a part of the flat bed. This specially built trailer has a 6,000 lb. axle and 3,200-lb. carrying capacity tires. Gerald Sossamon directs the foam stream at 200 psi. Foam is achieved with the foaming agent, Foamwet, and a special nozzle attachment with air intakes. Foam application of MSMA and 2,4D is used on golf courses and pastures. Coverage is easily visible as shown below, and chemical stays on the leaf four to five times longer. One gallon of solution makes about three to four gallons of foam, says Telge.



PREPARE FOR MORE INFLATION

By David L. Markstein*
New Orleans, La.

THERE IS AN OLD TALE told of the Duke of Wellington. The great man, fresh from his Waterloo victory over Napoleon, was strolling down a London street when a nondescript passerby stopped him. "Mr. Brown, I believe?" said the little man, raising his hat. "If you believe that, you'll believe anything," sniffed Wellington.

Today we are told soothingly from Washington: "The inflationary psychology is being beaten. Price increases have slowed up. Inflation is on the run and will no longer be a part of American life."

If you believe that, you'll believe anything. Instead of believing, ask yourself: "Has there been a single week recently when some cost has not gone up?"

Inflation may be contained—briefly—but it is going to flare out again, and again. It is something you should prepare to live with for a long time because the classic steps now being taken to meet inflation aren't succeeding. They are old medicine. They worked with a classic set of inflation germs. Now inflation is germinated by another set of causes. There may be no cure for this particular inflation.

The idea is frightening, but not necessarily the end of the world if you plan. It is instructive to look at the causes of inflation and at things that have been done to avoid being eaten alive during past inflationary binges.

Classic currency depreciation proceeds first from monetary causes. When the government (through the Federal Reserve central bank) pumps more money into our economy than increases in productivity can mop up, then the additional

money bids for the same volume of goods and services. Prices move higher.

There are many ways monetary authorities can expand or contract money supply. They can do this through "open market" activities based upon purchases and sales of government bonds.

(Simplified example: The Federal Reserve decides to pump another \$10 billion into the economy. It buys \$10 billion in Treasury bonds in the open market. These are purchased from a dealer named Philip Phinance. To pay for the bonds, the Fed credits the account of the bank in which Phinance and Company maintains its account. The bank, in turn, applies \$10 billion credit to Phinance and Company's account. Suddenly, there is a \$10 billion credit in the economy which, before this action, did not exist.)

The Fed also exercises control over money growth and contraction by governing the amount of reserves that banks must maintain.

(Simplified example: Moneybags National Bank has deposits of \$5 billion. It must maintain reserves of \$1 billion, or 20%. If the Federal Reserve changes that requirement to permit retention of only 15% reserves, the Moneybags National suddenly has \$500 million which it can lend, and those lent dollars flood out through the economy. They are an increase. These dollars may have existed before the change, but did not have the capacity to make purchases before people borrowed the freed \$500 million.)

Father of Our Money

In 1969, anxious to cool off inflation and convinced that a tightening of money with an increase in interest rates would bring off the job, Federal Reserve authorities clamped a ceiling on Regulation Q. This regulation sets the top interest rate which banks are allowed to pay for money they borrow. Unable to borrow additional funds to lend, the banks' activities tended to slow.

Thus, the central bank has become the father of our money. No longer do banks merely hold it in

safekeeping. Led by the top bank of all, the Fed, they make and withdraw the money. Darryl R. Francis, president of the Federal Reserve Bank of St. Louis, noted this fact in a speech May 12, 1969, before a convention of the Arkansas Bankers Association:

"The Federal Reserve System, through its power to create and destroy bank reserves, can control the money supply . . . there are close causal links between changes in the money supply and changes in spending," he said.

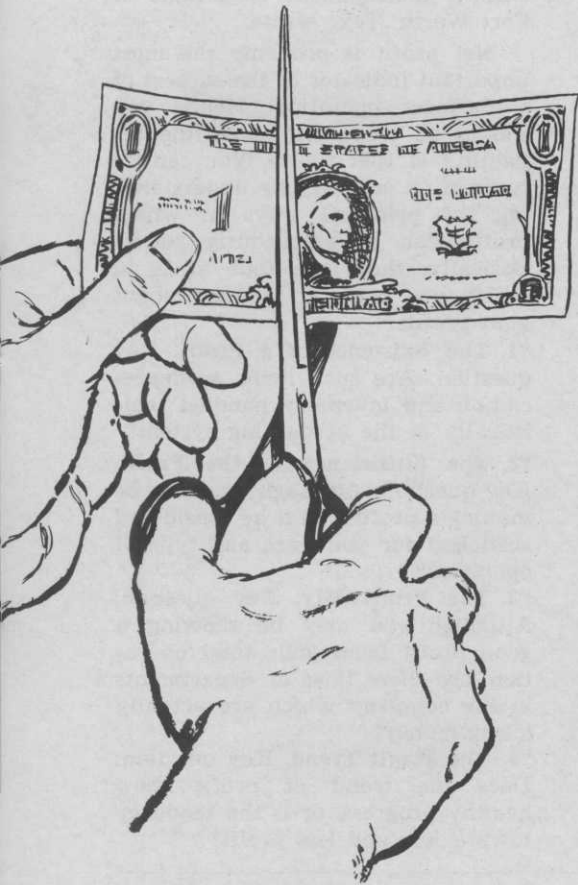
Cost-Push Theory

Starting with the middle years of the Sixties, the Federal Reserve expanded money supply at a frightening rate. Money was being pushed into our collective hands at a rate exceeding 6% per year by the end of 1968. Then the monetary authorities became alarmed and turned the spigot to a slower rate. Later, as 1969 moved along, they stopped expanding money supply altogether. And so came the massive money crunch. However, it didn't stop inflation because the cause was no longer monetary. In the second phase of a big inflation, cost-push becomes predominant. That is where we are at present.

The Federal Reserve Bank of Philadelphia had this to say in a study on inflation ("Henry VIII Revisited") reported in its **Business Review**:

"The cost-push theory of inflation rests on the premise that fundamental changes have taken place in our economy during the Twentieth Century. The theory points out that business firms have expanded in size and influence. Labor unions have grown in strength and bargaining power. Indeed, according to the cost-push thesis, labor today is so powerful at the bargaining table that it can push up wages faster than productivity (output per man-hour). Consequently, costs per unit of output increase. And rising costs are a source of great concern to management. "As costs rise, management has two choices. It can absorb the increased cost and thus experience

* David L. Markstein is author of "How to Make Money with Mutual Funds," "Six Steps to Successful Investing," "Practical Ways to Build a Fortune in the Stock Market," "Nine Roads to Wealth," "How to Make Your Money Do More," "How to Chart Your Way to Stock Market Profits," "How You Can Beat Inflation;" past-president, Financial Analysts in New Orleans.



Financial Writer Lists Principles to Insure Your Business Continues to Be Profitable

state must take steps to increase the amount of money available for spending. In short, it would be forced to manufacture money."

Thus in the United States, the inflation which at first had monetary causes grew a different set of causes. Today's inflation becomes the cause of tomorrow's increased inflation which, in its turn, begets a still greater inflation to come.

Why isn't something being done about all of this?

Throughout the troubled year of 1969, the Nixon Administration grappled with inflation. The Federal Reserve came to its assistance. Yet despite the size, power and prestige of the two mighty forces, inflation seemed to flip aside their best efforts as easily as a judo black-belt would shrug off efforts of a pair of untrained opponents.

Price-Wage Controls Fail

So there may be no permanent cure for inflation in this complicated, welfare-minded, austerity-hating world. A generation has enjoyed an increasing prosperity. People believe that more leisure with less work, and abolition of poverty from the earth, are achievable goals. The effort to achieve that aim can bring about a new breakout of inflation even if the present rounds of it are stopped.

"Sure," say some thinkers, "cost-push is not as easy a force to stop as the direct monetary cause of inflation. But we can bottle up its effects at the source with wage and price controls." Both of these controls have been tried and have failed. Ancient Babylonian kings and Egyptian Pharaohs attempted price-wage controls; the emperors of long-ago Rome tried them. As a result, economic activity of Babylon, Egypt and the Roman Empire stagnated.

Price and wage controls tend to turn men's energies and assets into channels which are not controlled. If rents are covered by a ceiling, people invest in stocks instead of rental property. Next, nobody tends the real estate store and soon prop-

erties deteriorate; owners cannot afford to fix them up at fixed prices. Good quarters grow scarce. It works that way with buildings, butter, neckties, automobiles or button hooks. Clamp on a price lid and suddenly—no service or merchandise at any price.

Said Mr. Francis: "Direct controls, like a new paint job over a termite-infested house, hide the evidence but do nothing to eliminate the cause of the problem."

How Others Survived Inflation

It is instructive to look at ways in which smart people survived severe inflations of the past. In France during revolutionary times, the government had to supply troops fighting on all fronts against combined foes who were determined to eradicate the infant democracy from monarchist Europe. It did so by printing paper money called *assignats*. These were backed by nothing except the hope of loot gained from foes not yet beaten.

Assignats declined in purchasing power. Every month it took more to buy the same goods, then every week. Finally, assignats declined almost daily. But people who used dwindling assignats to buy **things** prospered. They purchased whatever assignats would buy at the time—land, castles, cattle, jewelry, furniture — and found that when Revolutionary France awakened from its funny money binge their things were worth much more in real value than the assignats used to purchase them.

In defeated Germany during the Twenties, a story was told of two brothers who divided an inheritance. One was thrifty. He put all of his money into interest-bearing bank notes. The other liked to whoop it up. He had an idiosyncrasy: To keep track of his drinking, he saved the old bottles from which his joy water had been poured. When marks of the Weimer Republic were at length repudiated, the thrifty brother found himself with worthless paper in his safe deposit box. The drunken brother was able to sell empty bot-

falling profit margins; or it can pass costs on to the consumer in the form of higher prices if in a market position to do so. Since business has grown in influence and market power, there is a tendency to choose the latter alternative — to raise prices rather than lose profits.

"But what does this have to do with money? Plenty, say the cost-push theorists.

"In 1946, Congress passed a law—the Employment Act of 1946—which, among other things, calls upon the federal government to help maintain maximum employment. To achieve this objective, it is necessary for virtually all goods produced to be purchased, even at higher price levels generated by cost-push pressures. If some goods are not bought, business will lay off workers. There will be unemployment.

"But where will we get the additional money to purchase the same amount of goods at higher prices? Not every salary of every worker will be raised . . . there is a limit to the extent people will spend their hard-earned savings and part with cash. At this point they will decrease their consumption. Then, conclude the cost-push theorists, the federal government is forced to step in. To maintain employment, the

ties. The brother with **things** instead of money survived.

Plan to Co-Exist

It is not likely that we will reach the sad financial plight of the Weimar Republic—not soon, at any rate. But it is not likely, either, that inflation will be stopped, no matter how sincere the efforts or how stringent the monetary steps. Sound planning at this point should take into account inflation's probable continuation.

A Bureau of Labor Statistics release shows that from January, 1967, to January, 1969, the consumer price index for urban wage earners rose from 114.7 to 124.1. Ten years ago, using the same months (January, 1957, compared with January, 1959) the rise was from 99.7 to 102.2. In two years during the decades of the Fifties, inflation, measured by the BLS Consumer Price Index, went up to 4.8%. But in two comparable years of the decade of the Sixties, it went up 8.2%. Inflation is indeed picking up its rate of increase.

Consider where extrapolation of these basically conservative cost of living figures might carry us in another ten years, assuming that inflation won't abate but might accelerate its pace. Say that the rate

doubles in ten years as it did in the last decade and the rate of every two-years' increase will stay at 8.2% for the next four years. For the four years that follow, it will be at 1.5 times that rate (12.3%) and for the final two-year period will be at double the 1967-1969 rate.

That would raise the Consumer Price Index to a lofty 213.4. At that level, the dollar would have depreciated in purchasing power by a further 72%.

Invest in Your Own Business

Probably the most resultful "thing" in which you can invest to counter the probability of this devastating further inflation is your own business. But the problem in an inflationary era will be to keep it profitable and not merely tinkle cash register bells. If you keep in mind that you seek only contracts and orders that will pay off on the last line of the profit-loss statement; that you are in business to generate lettuce of the kind that goes into a bank account and not merely to serve people with produce — then you have the key to keeping on the top side of further inflation.

In a Small Business Administration **Small Marketers Aid** of August,

1962, reprinted January, 1967, and as valid in 1972 as 1962, Frederick G. Disney, management consultant of Fort Worth, Tex., wrote:

"Net profit is probably the most important indicator of the success of a business operation. Hence you should be concerned about the reliability of that figure. You can be surer of its accuracy by understanding the principal ways in which profits can be erroneously stated. Basically, there are four areas in which you can kid yourself about your profits.

"1. The Existence of a Profit. Key question: Are such items as depreciation and inventory handled realistically in the accounting system?"

"2. The Sufficiency of the Profit. Key question: Although you may be making a profit, can it be considered sufficient for your size and type of operation?"

"3. The Profit Mix. Key question: Although you may be showing a good profit from your total operation, are there lines or departments in the company which are actually losing money?"

"4. The Profit Trend. Key question: Does the trend of profit show healthy progress, or is the tendency toward less and less profit?"

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13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Ohio Chapter, International Shade Tree Conference, at the USDA Shade Tree and Ornamental Plants Laboratory at Delaware, Ohio, July 8.

University of Minnesota West Central Experiment Station open house at Morris, for persons interested in ornamentals for home use. July 9.

Hyacinth Control Society at the Sheraton Motor Inn, Huntsville, Ala., July 12-15.

American Association of Nurserymen, 95th Convention, San Francisco Hilton, July 18-22

University of Minnesota Northwest Experiment Station open house at Crookston, for persons interested in ornamentals for home use. July 22.

University of Minnesota North Central Experiment Station open house. Includes ornamentals and forest tours. July 23.

American Sod Producers Association 4th annual conference and field day, Ramada Dorchester Inn, Dolton, Ill., and the H & E Sod Farm, Momence, Ill., July 28-30.

Turfgrass Research Field Day, Rutgers University, New Brunswick, N.J. Aug. 5.

Indiana Association of Nurserymen summer meeting, Executive Inn, Evansville, Ind., Aug. 9-11.

46th International Shade Tree Conference, Hotel Flagship-Rochester, N.Y., Aug. 9-14.

Sixth Annual Turfgrass Management Conference, Hawaii Turfgrass Association, Punahou School, Honolulu, Oahu, Aug. 26-28.

39th Annual Turfgrass Research Field Days, University of Rhode Island, turfgrass fieldhouse, College of Resource Development, Kingston. Golf Course Superintendents Field Day, Aug. 26; Lawn and Utility Turf Field Day, Aug. 27.

Virginia Polytechnic Institute Turfgrass Field Day at Blacksburg, Va., Sept. 9 and 10.

Helicopter Association of America eastern operators management seminar at the Holiday Inn, Media, Pa., Sept. 9-12.

Sprayorama '70 Pacific Northwest Pesticide Applicators, Inc., annual meeting, Thunderbird Motel, 1401 N. Hayden Island Dr., Portland, Ore., Sept. 10-12.

1970 Illinois Turfgrass Field Day and open house at the turf plots of Lincoln Avenue one mile south of Florida Avenue in Urbana, Sept. 11.

Turf and Ornamentals Day, Ohio Agricultural Research and Development Center at Wooster, Sept. 15.

University of Minnesota Technical College Fall Horticultural Day, Waseca, Sept. 20.

60th Convention, California Association of Nurserymen, Yosemite, Sept. 22-24.

Roadside Development 29th Annual Short Course, Department of State Building, 65 South Front St., Columbus, Ohio. Oct. 5-9.

10th Annual Southern California Turfgrass Equipment and Materials Educational Exposition at Brookside Park, Pasadena, Oct. 14-15.

Texas A&M University 5th annual Industrial Weed Control Conference, on campus at College Station, Tex., Oct. 19-21.

JULY, 1970

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This is an open meeting especially for commercial, municipal and utility arborists, but also for all others interested in the tree care industry. Four days of educational sessions; scores of speakers. Entertainment for the family; special programs for the women and children. Post convention tours. Equipment displays and demonstrations. See detailed report on page 15. For more information, contact E. C. Bundy, executive secretary, P.O. Box 71, Urbana, Ill., 61801. Phone AC 217 365-2032.

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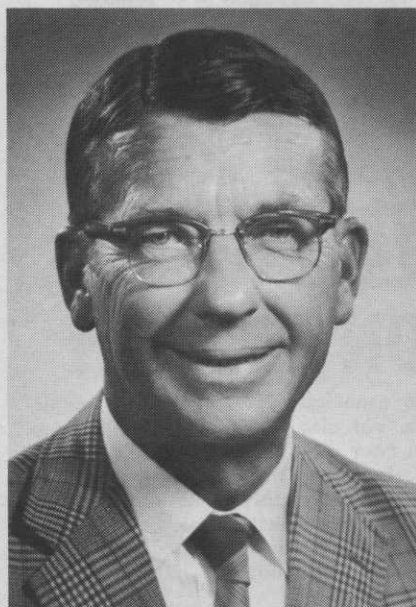


John Brailsford turned a "swamp farm" into a profitable nursery business featuring big trees.

Have Shady Grove—Will Travel

By BILL GENTRY
Orlando, Fla.

SHADY GROVE Plantation and Nursery, Orangeburg, S.C., is making a solid reputation for being able to supply, haul and plant large



John Brailsford

trees of 2½- to six-inch caliber in most of the southeastern states.

For example, in planting the home offices of Blue Cross-Blue Shield, Columbia, S.C., owner John Brailsford reports he furnished 32 truckloads of trees.

The firm grows red maples, sycamores, cherry laurels, magnolias, tulip poplars, several varieties of hollies, willow oaks, chestnut oaks, and white oaks as well as large screening shrubs on some 100 acres of flat farmland near Orangeburg. This acreage is presently being expanded to 250. The nursery has a unique system of drainage tiles and dams that control the water table and has turned a previous disadvantage of flat farm land into a strong asset.

Brailsford says that for many years he accepted the fact that he had a low, wet farm. Soil conservation engineers, however, told him the area wasn't low — just flat.

Armed with this information, Brailsford organized a community drainage project. With the help of the Soil Conservation Service and the agricultural stabilization and conservation people, a main canal

was dug, which increased the fall from the area by five feet.

In the flat lands around Orangeburg, that's a lot of fall!

The canal made it possible to install an extensive system for water table control. Several miles of drainage tile have been laid in such a way that it can also serve as a subsurface irrigation system.

Control dams are being installed in all open lateral ditches so the water table can be raised to promote top growth and discourage deep rooting.

During the winter months, workers simply remove drop boards from the dams and the tile system provides rapid drainage.

This reduces down time from wet conditions to a minimum, allows a longer selling period, and full utilization of labor.

Digging the large trees is mostly a mechanized affair. Recently the firm dug 23 trees of 4-4½-inch caliber in a day with a Davis 300 trencher.

The firm digs year round. During the growing season, a tree is dug and held in a staging and mist area for seven days to harden up. This area is partially shaded. When ready to be shipped, the top is cov-



Big Vermeer tree spade cuts a clean package.

ered with a black shade material to prevent windburn. All trees are balled and burlapped and bound with #9 soft twine.

Prior to shipping in the summer, the tree is sprayed with an anti-desiccant to prevent moisture loss.

The chief work horse around Shady Grove Plantation and Nursery is a large truck with a 16-foot bed called "Big John" — and you

can tell who the truck was named after.

Big John is equipped with a boom that will handle up to six-inch caliber trees. It also has a panel built over the cab to hold tree tops and keep them from bending.

A sign on the truck reads, "We're equipped to put you in the shade with big trees."

Big John is one of the firm's best

salesmen. The contractor-customers appreciate the truck because it takes the labor out of planting large trees.

Holes are usually dug before delivery and the crane on the truck places the tree in the hole. The contractor needs very little labor and no additional handling equipment on the job.

Another form of advertising the big trees is color photos on display at the nursery and taken to meetings, trade shows and conventions.

A large four-leaf "photo album" is mounted on a stand and each leaf holds more than 20 pictures, both front and back.

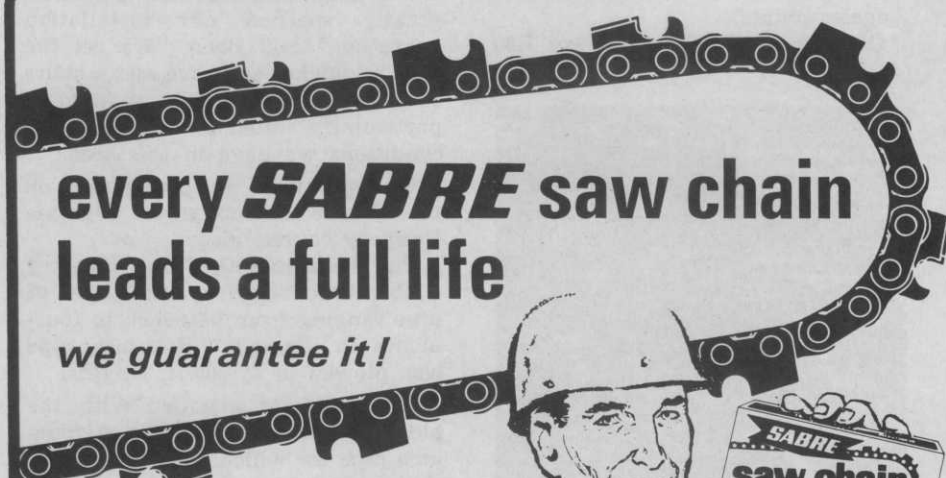
These pictures show the firm's trees at the South Carolina Coliseum, on the campus at Columbia College and at many business locations.

All of the trees shown in the photos are labeled and some of the pictures include shots of Big John in action and shots of the drainage tile being installed.

Brailsford recently took the photo stand to the trade show at the Associated Landscape Contractors of America convention in Orlando, Fla.

A loose leaf notebook with 24, 8x10 black and white photos is also used in describing and showing customers what certain trees look like.

Years ago John Brailsford saw the trend toward large trees and plants and began to specialize in finished materials. It must have been a good decision. The only thing bigger than the trees Brailsford sells is his South Carolina smile.



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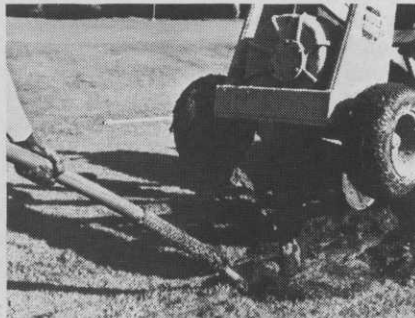
In Canada: Sabre Saw Chain (1983) Ltd., Burlington, Ontario



The R60 Ditch Witch with vibratory plow attachment installs plastic pipe for underground sprinkler system without digging a trench. The procedure begins by digging a hole in the ground.

Underground Sprinkler System

KNIFED-IN



Pipe is attached to plow blade with cable pulling grip. The plow is then lowered into the hole and laying begins.

A SEATTLE, WASH., LANDSCAPING firm has found a way to speed the installation of underground sprinkler systems.

It used a Ditch Witch trencher with vibratory plow attachment to "pull" rigid plastic pipe into the ground without trenching.

The technique is particularly well-adapted to existing golf courses or other already-landscaped areas because there is little damage to the turf. Olympic Landscaping has installed five underground sprinkler systems on golf courses in the past year, although the company does any kind of landscaping work — both commercial and residential.

The latest golf course job was at the Peninsula Golf and Country Club, Port Angeles, Wash. The club already was in operation and, in fact, golfers continued to use the nine-hole course while the sprinkler system was being installed.

Olympic superintendents are Darwin Bean and Tom Opstad with Bean in charge of work at the Port Angeles course.

Olympic has a 60-horsepower R60

Ditch Witch Trencher, with vibratory plow attachment. He describes pulling pipe this way:

Holes to start the pull and for sprinkler heads are pre-bored with a post-hole auger. Pipe is then laid out in sections. It is pulled into the ground with the plow from hole to hole. Length of pulls depend on soil and terrain.

With the help of Bert Merritt and Jim Hutchinson, Ditch Witch dealers in Washington, Olympic modified the standard vibratory plow blade for the pulling operation.

Assembled pipe is attached to the blade with a pulling grip. The plow unit is started at pre-bored starting holes and lowered into the ground as the plow begins to move forward.

All that remains after a section of pipe is pulled in is to attach the sprinkler heads and fill in the small hole around them. Little restoration is required because no trench was made.

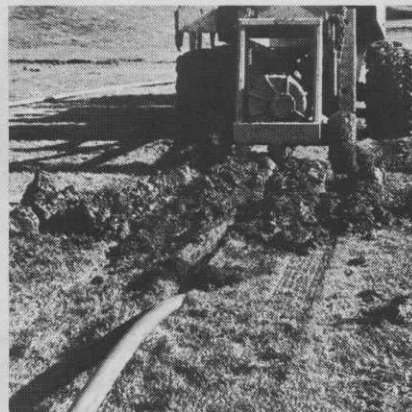
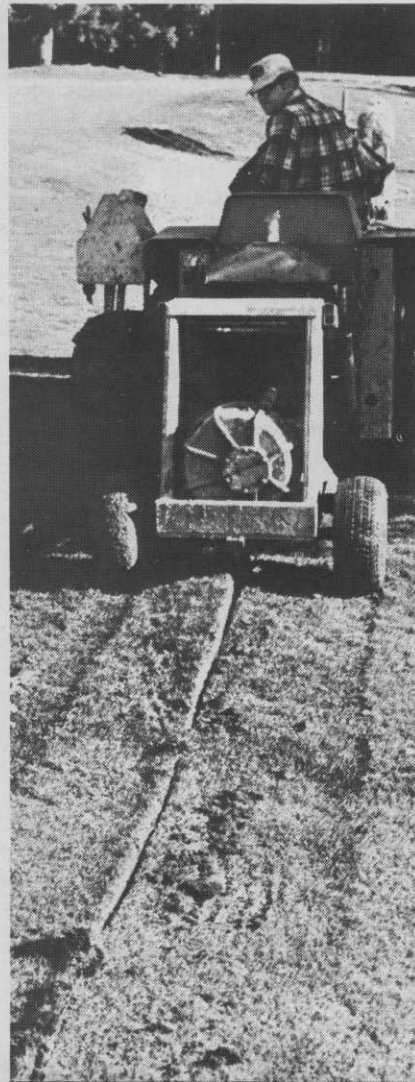
"There is no doubt that using the Ditch Witch and vibratory plow has greatly speeded our installation operation," said Bean. "We get the pipe in quicker and save many hours of restoration time. The method is particularly suited to the damp soil conditions we have in this area."

Olympic used the technique on the 18-hole Championship Olympia Brewery course, also.

The Peninsula Golf and Country Club job consisted of 32,000 feet of pipe ranging from half-inch to four-inches in diameter. Half-inch pipe was plowed in in 600-ft. lengths.

All pipe was installed with the plow except for 100 feet of four-inch pipe for which trench was dug.

Olympic owns the R60 trencher and plow and an M-Series Ditch Witch, a compact handlebar model. Ditch Witch equipment is manufactured by Charles Machines Works, Inc., Perry, Okla.



As Ditch Witch moves forward, pipe is pulled into starting hole and under surface of ground. Note lack of turf damage. Golfers continue to play during installation.

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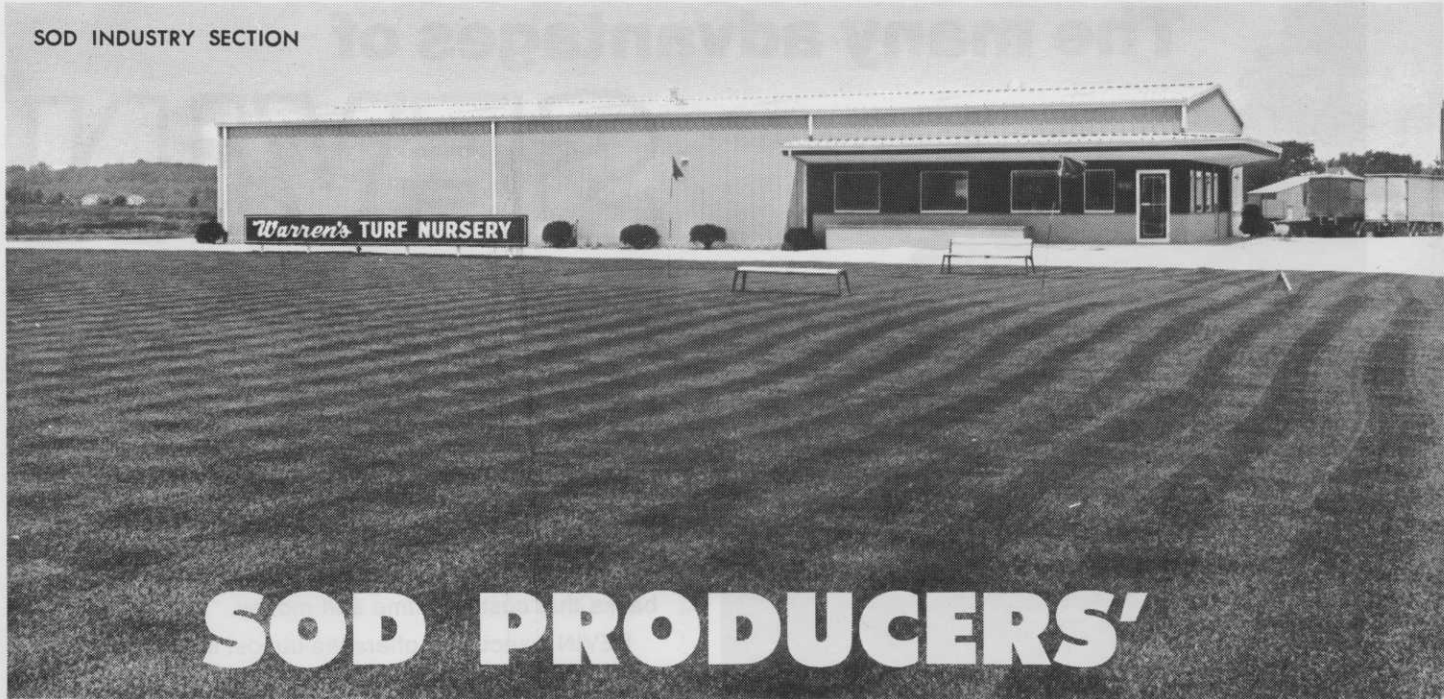
SEVIN also presents low hazards to birds, pets and humans, and avoids many residue problems. Write for a free copy of the new, six-page brochure on "The many advantages of SEVIN for custom applicators"—F-42924. Union Carbide Agricultural Products, P.O. Box 1906, Salinas, California 93901.

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SOD PRODUCERS'

Meeting of the Year Is July 28-30

Sod producers will hear reports of the most comprehensive — and intensive—look at their industry thus far at the fourth annual Conference and Field Day of the American Sod Producers Association.

The lengthened event is July 28-30, with activities taking place at, and branching from, the Ramada Inn at Dolton, Ill.

Summed up, the three-day event consists of tours the first day, educational sessions the second, and demonstrations of equipment the third.

Tours are from 1-6 p.m., beginning from the Ramada Inn. Destinations are the turfgrass research plots of Warren's Turf Nursery at Palos Park and the Evergreen Sod Farm

at Peotone.

Ben Warren, president of Warren's Turf Nursery, is chairman of the program committee.

Wiley Miner, president of Princeton Turf Farms and of the American Sod Producers Association opens the education conference at 8:45 a.m. Registration begins at 8 a.m. Although this conference is an official ASPA event, non-members are welcome. There is no registration fee for ASPA members. Non-members registering by July 15 pay \$25. Otherwise the fee is \$30 at the door.

Drawing on fresh statistics, Arthur V. Edwards, editorial director of WEEDS TREES and TURF magazine, will size up the sod industry nationally. His findings are

based on questionnaires returned within the past 60 days. The survey updates the first in-depth nationwide study of the sod industry, published in March, 1969.

Donald D. Juchartz, Wayne County extension director, follows Edward's presentation with report on the status of the Michigan sod industry.

After a break, the session goes nationally again with a survey report on production costs, compiled by Harry Kallick and Jack Richter of Becker, Blackman, Kallick and Company, Certified Public Accountants, Chicago. The CPA firm, auditors for Warren's Turf Nursery, conducted the survey.

"Our objective," Kallick said,



ASPA tours take in Warren's Turf Nursery, Palos Park, and Evergreen Sod Farm, Peotone. W. Dean Hupe and an unidentified gentleman are looking at what an estimated 750 to 1,000 turf specialists will see, July 28.